

Animal Charity Evaluators

Board of Directors Meeting

Type of Meeting: Standard Monthly Meeting

Date: October 26, 2014

In attendance:

Chairperson: Simon Knutsson

Treasurer: Brian Tomasik

Secretary: Rob Wiblin

Board Member: Sam Bankman-Fried

Board Member: Peter Singer

Board Member: S. Greenberg

Executive Director: Jon Bockman

Absent:

Quorum established: Yes

1. Call to order: SK called the meeting to order at 9:05 am PST

2. Important questions document

1. In the philosophy document (and in the important questions document and the strategy plan, which refer to it):
 - a. Edit the part about veganism, which can be seen as a method for benefiting animals rather than a vision or a philosophical position.
 - b. Edit the part about wild animal suffering. The challenge is to balance bringing up an important idea with making a good impression on those who are not already aware of it or interested in it. Some board members think that we have been giving it too much space in these documents and others think it warrants that level of space because of the importance of the issue.
 - i. Could interview others about wild animal suffering or invite them to guest blog about it.
 - c. Improve general writing quality based on the comments from the board.
2. Consider writing a report that is as objective as possible on the important questions.
3. PS can help getting academics interested in effective animal activism.
 - a. Has a contact at the Animal Studies Initiative at NYU – maybe this person could organize a conference
 - b. Researchers studying persuasion might be interested (ACE or PS can encourage them)
4. SG runs randomized controlled trials online using Mechanical Turk. JB and SK to connect him with RW and Allison Smith to assess if his ideas and experience can help ACE. The labor at Mechanical Turk can cost only \$4.5/hour and it is possible to do follow-ups for example one month later. It is more complicated but one can offer to pay

more for the follow-up and only filter into the study those who say that they are willing to participate in a follow-up. Especially text messages are easy to test by creating several versions.

5. Confrontational direct actions (DxE style) vs a friendly, more educational and less accusatory approach: PS generally has the experience that we get change by appealing to people's better side rather than antagonizing them. But it would be interesting to look more at existing empirical evidence and for the community to create new data on the effects.

3. Strategy plan

1. Should ACE conduct own field research?
 - a. It would be costly to fund academics. For example, the institution may take 20% since it funds offices, etc. But we can encourage academics to do the research and seek own funding for it.
2. Metrics for success
 - a. Diet change is not an obvious metric, but it could be a proxy for values change.
 - b. Moving money is an important metric over time, but not highest priority during the coming 6 months.
6. Our goals
 - a. It is hard to focus on both research and outreach as an organization. Giving What We Can did both but now focuses on outreach. 80,000 Hours also did both but decided to prioritize research. GiveWell has always focused on research, and the research has been so popular that GiveWell moves money.
7. Funding
 - a. It is very important for GiveWell's money moved that a foundation started to listen to them. And it got there by building credibility as an advisor.
8. Should we make more thorough reviews of the organizations that we review or consider more organizations?
 - a. Considering and contacting more could have the following benefit: Writing to organizations and saying that we are considering them could make them aware of ACE and start looking more closely at their own work and improving it.

4. Approval of minutes: September minutes were approved via email.

5. Items considered:

1. Previous meeting: Board volunteer (JB)
2. Brief financial update (JB)
 - a. Updated financials
 - b. **September Financials**
 - i. Beginning balance as of 09/01/2014: \$11,544.76
 - ii. September expenses: - \$7,027.79
 - iii. September income: \$7,050.00
 - iv. September net income: \$22.21
 - v. September budgeted income: \$9,800.00

- vi. Ending balance as of 09/31/2014: \$11,566.97
- vii. *Equivalent to approx. 1 ½ months expense*
- c. **October Financials (10/1/2014 – 10/17/2014)**
 - i. Beginning balance as of 09/01/2014: \$11,566.97
 - ii. October income: \$6,900.00
 - iii. October expenses: \$3,146.39
 - iv. October (to date) net income: \$3,753.61
 - v. October budgeted income: \$7,800.00
 - vi. Ending balance as of 10/17/2014: \$15,320.58
 - vii. *Equivalent to approx. 2 months expenses [5 months when considering matching drive]*
- 3. Progress update (progress in relation to strategic plan) (JB)
- 4. Fundraising (JB)
 - a. Matching Donation Drive
 - i. Add matching campaign donate button to homepage.
 - ii. Add ACE name to donate page – currently just has the logo.
- 5. Team restructuring (JB)

6. New business:

7. Closed session (optional: excludes ED or other invited guests): [N/A if the session was not closed]

8. Next scheduled meeting: 10:00 am PST on November 30, 2014

9. Meeting adjourned at 11:10 am PST on October 26, 2014

Submitted by:

Robert Wiblin, Board Secretary

Simon Knutsson, Board Chair