

## 1. The Organization Has Concrete Room for More Funding and Plans for Growth

From IRS Forms 990 or equivalent, if available:

	2010	2011	2012	2013
Income				
Expenditures				
Assets				
Assets/ expenditures				

1. Have the organization's revenue and expenditures been increasing in recent years?
  - a. Have they been increasing at the same rate or separately? Are differences suggestive?
  
2. Record organization's assets and expenditures for the last 2-5 years.
  - a. Has the ratio of assets to expenditures grown? Is it unusually high or low? If it is high or low, is this easy to explain based on the organization's activities?

**From Website:**

1. Does the organization have explicit plans for what they would do with more funding?

## 2. A Back-of-the-Envelope Calculation Finds the Organization is Cost-Effective

It is unlikely any cost effectiveness calculation will be useful at this stage.

### 3. The Organization is Working on Things That Seem to Have High Mission Effectiveness

#### From Website:

1. Does the organization explicitly attempt to spread memes or ideas? What are they?
2. Does the group advocate for animal liberation, or are they okay with some uses of animals?
3. Is the organization working on programs designed to spread compassion for farmed animals or wild animals in general (not only charismatic wild animals or companion animals)?
4. Is the organization working to influence other actors to cause change, or helping individual animals directly?

#### From Outside Sources:

1. Is the organization working on interventions that ACE or other experts believe to be specifically high impact?

### 4. The Organization Possesses A Robust and Agile Understanding of Success and Failure

#### From Website:

1. Does the organization have specific plans for its activities, including achievable short-term goals?
2. Does the organization have a record of changing key aspects of its programming based on an evolving understanding of what works to achieve its goals?
3. Does the organization have a record of self assessment or of engagement with others for assessment?
  - a. Are the metrics used in these assessments appropriate?

## 5. The Organization Possesses a Strong Track Record of Success

### From Website:

1. Do claims of success on the website refer to statistics, large-scale evidence, or far-reaching victories? Or are they anecdotal?
2. Are claims on the website documented if appropriate?

### From Outside Sources:

1. If the organization makes claims of influencing public events, do web searches for other information about those events also attribute causality to the organization?
2. Are claims on the website reasonable by comparison to other similar programs, or are they obviously overstated?

## 6. The Organization Has Strong Organizational Leadership and Structure

Record any overall impressions of the leadership and structure of the organization. Cite specific sources if possible.

## 7. The Organization is Transparent

At this stage, we expect transparency will be adequately incorporated in the assessment by its influence on how well we can answer the preceding questions by referring to publicly available information.