



ANIMAL CHARITY EVALUATORSSM

2014 Year In Review

With all that's happened over the last 12 months, it's hard to believe that 2014 was our first year with our new brand Animal Charity Evaluators. It's been a difficult journey, and none of it would be possible without our generous supporters and exceptional staff - we are incredibly grateful for your helping in making this our most successful year ever. We invite you to take a look at some of our biggest accomplishments from 2014.

OUR WORK



RESEARCH

We completed two full field studies and one pilot study. In addition, we published charity and intervention evaluation criteria and a survey guidelines project as resources for organizations to measure their impact.



RECOMMENDATIONS

We conducted reviews of 56 animal advocacy organizations, expanding our consideration to include international charities. Our findings resulted in three recommended charities and four standout charities.



RESULTS

Through our work, we influenced 124 donors to give a total of \$141,239 to our top charities! This number only includes those who self-reported our influence on their charitable giving.

HIGHLIGHTS

- Received over 100,000 unique visitors to our site
- Created 100+ pages of new site content
- Doubled our audience on social media
- Reached 2,000+ advocates by presenting at conferences and hosting our own webinar
- Raised over \$110,000 during our matching funds campaign

BOARD MEMBERS

Sam Bankman-Fried	Peter Singer
S. Greenberg	Brian Tomasik
Simon Knuttson	Robert Wiblin

STAFF MEMBERS

Jon Bockman	Executive Director
Allison Smith	Research Manager
Erika Alonso	Communications Manager
Amanda Hope	Operations Manager
Eric Herboso	Systems Administrator

We look forward to continuing our work of finding the best ways to help animals in 2015!

