

# 2015 YEAR IN REVIEW



ANIMAL CHARITY  
EVALUATORS

# A LETTER FROM THE EXECUTIVE DIRECTOR

Helping People Help Animals. Animal Charity Evaluators (ACE) is a research-based evaluative organization dedicated to finding the most effective ways to help animals.

We assist compassionate volunteers, donors, and professionals in making informed decisions on how to help as many animals as possible by researching which charities operate most effectively, as well as through recommending high-impact interventions to activists and charities alike.

Inspired by the philosophy of effective altruism, we use evidence and reason to determine the most impactful ways to help animals. A charity’s impact is much more important to us than the percentage of their budget spent on overhead or the use of anecdotal metrics.

We believe that you can be substantially more effective by carefully considering where you donate your time and money.



We’ve come a long way in just a few short years. Now boasting a staff of eight employees, we’ve grown substantially from when I was hired as our first employee in April of 2013. We’ve produced over 200 pages of quality content on our site, providing resources to all advocacy groups and individuals as well recommendations of top charities for donors. Despite spending only \$141,106.67 on our expenses in 2015, we influenced \$828,156.02 in donations to our recommended charities. That means that we influenced more than \$5 in giving for every \$1 that we spent, showing that contributions to our work result in even greater support for the most effective animal charities.

Our swift progress shows no signs of slowing. In 2016, we’ll be bringing in an Advocacy Research Program Officer to produce rigorous research on how groups can be most effective in helping the largest number of animals. We’ll continue our focus on producing quality content, but also hire new staff to help with promotion of the findings of our research. In our quest to prioritize efficiency, we are organizing an academic conference in 2016 specifically designed to work with professors, graduate students, and researchers to guide new and existing research to be most valuable to animal advocacy. This will complement our increased focus on providing free resources and advice for all advocacy groups to use to maximize their efforts to help animals.

None of these exciting projects would be possible without the generous gifts of our supporters. Our accomplishments are a result of a team effort, and we are truly grateful for your assistance in enabling us to maximize the impact of work to help animals. Together, we will bring about great change for animals in 2016.

Sincerely,  
Jon Bockman



## Board of Directors and Officers:

Robert Wiblin  
Sam Bankman-Fried

S. Greenberg  
Jonas Müller

Jeff Sebo  
Claire Zabel

Peter Hurford  
Advisory Board : Peter Singer

2015  
BY THE NUMBERS

 **203**  
CHARITIES CONSIDERED

 **348,641**  
WEBSITE VISITORS  
[www.animalcharityevaluators.org](http://www.animalcharityevaluators.org)

 **19** Conversations  
and interviews  
with advocacy leaders, charity  
representatives, and academics


 **3** CASE  
STUDIES  
on social justice movements

 **1,725**  
EMAIL SUBSCRIBERS

 **4,533**  
PAGE LIKES

**2X**   
Our team doubled in 2015

 **1,004**  
FOLLOWERS

  
= 10 DONORS

INFLUENCED AT LEAST  
**800** DONORS

MOVED OVER  
**\$828,000**  
TO OUR RECOMMENDED CHARITIES\*



3 TOP CHARITIES



9 STANDOUT CHARITIES



\*Including \$100,000 in donations to our standout charities

# IMPACT: RECOMMENDATIONS

*Our evaluation process based on seven rigorous criteria affords us the ability to recommend highly effective animal charities.*

### Influenced Giving

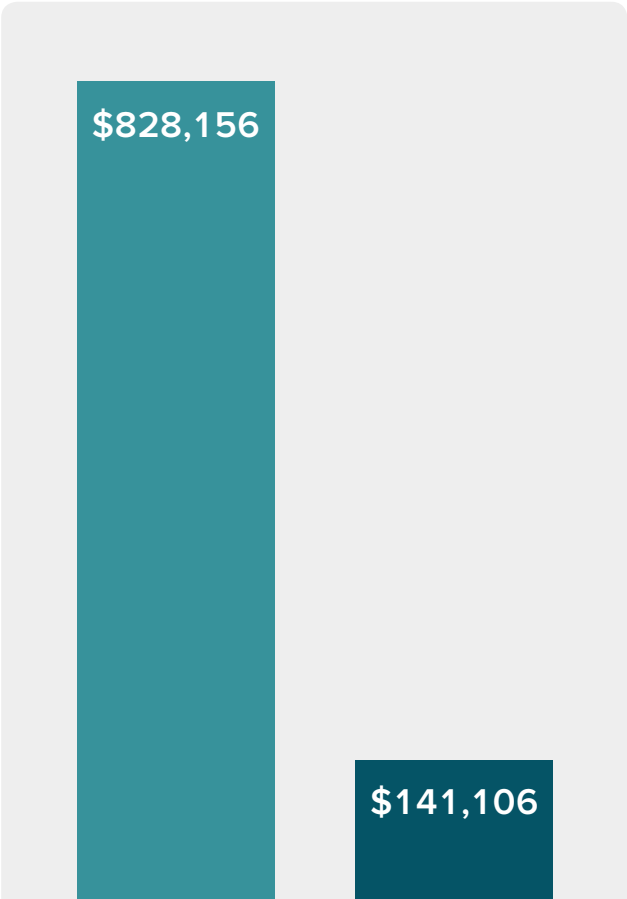
In 2014, we moved approximately \$50,000 more to our recommended charities than we spent on our own work. In 2015, we're proud to show that we moved \$828,156 to our recommended charities while only spending \$141,106 on our own work. This means that we influenced more than \$5 in giving to our recommended charities for every \$1 that we spent on ACE.

### Improved Donation Tracking

Part of this success came from the implementation of a donation distribution system on our website. We now allow donors to give money to our top charities in a variety of formats simply by using our donation platform, and the results speak for themselves.

### Recommendation Process

Our recommendation process has also improved. We now have more in-depth reviews on excellent animal charities on our site than ever before. We conducted our first deep review on The Humane League, a charity that has received our top recommendation for each of our review rounds. We named an additional five standout charities as well, bringing quality charities working in novel areas to the attention of those seeking effective animal charities.



Money moved to recommended charities vs. Animal Charity Evaluators 2015 total operating expenses.

## SUCCESS STORY: ANIMAL EQUALITY

"Animal Equality is an international animal protection organization present in 8 countries across the globe. Our teams in 10 cities work tirelessly to create a better world for animals. Animal Equality's investigations and campaigns have been aired on media such as CNN, BBC, The Sunday Times, Der Spiegel, Il Corriere Della Sera, and El Pais, and we have convinced companies and politicians to adopt policies that benefit animals.

Since its foundation in 2006, Animal Equality's philosophy has always been to impact as many animals as possible. Lessons from effective altruists, research studies, and years of experience have helped us have a clearer guideline on how to achieve this objective. As an example, our materials have incorporated results from the latest studies, and we have also begun to carry out our own studies and plan to do more in 2016. In addition, we have increased the amount of resources dedicated to key countries such as Mexico and India, developed a 5 year strategy plan to help us focus more clearly on what we want to achieve, limited some of our programs to those that are result-oriented, and recently decided to focus only on farmed animals. We also feel that innovation and flexibility are key to our movement, and as a result, have developed projects such as a virtual reality experience that takes people inside factory farms and slaughterhouses.

Being considered a top charity by Animal Charity Evaluators in 2014 and 2015 has had a huge impact on our work. It not only inspires everyone at Animal Equality to continue to improve our effectiveness as an organization, it has also motivated a number of generous supporters who appreciate groups that strive to be as effective and efficient as possible to give to Animal Equality. We have roughly calculated that approximately 30% of our 2015 budget has come because of the Animal Charity Evaluators recognition.

At Animal Equality we are committed, now more than ever, to continue improving as an organization. We believe that a focus on effectiveness, internationality, and innovation are the key elements to be a successful organization today and in the future."



Sharon Núñez Gough,  
International Director, Animal Equality

*“Being considered a top charity by Animal Charity Evaluators in 2014 and 2015 has had a huge impact on our work.”*

# IMPACT: GROWTH

*The past year has been one of growth not only for our staff, but also our internship program.*

## Internship Program

Throughout the course of 2015, we worked with 11 different outstanding interns in the areas of research, communications, and operations.

As we continue to refine our internal programs and strategies, we have strengthened the quality of our internship program to provide key educational experiences for participants. Working in a remote setting can be a challenge even for staff members, and motivating interns to achieve can be difficult.

Thankfully, our talented staff was up to the task. Our interns went on to fill pivotal roles in 2015, producing key deliverables like case studies for our social movements project, improvements in our impact assessment calculators, in-depth website analytic reports, and organizational

initiatives with our upcoming academic conference.

We are truly grateful for all of their assistance in making 2015 our most productive year yet, and we are working hard to continue optimizing our intern program to provide the best possible experience for future interns. We are proud that four ACE interns went on to attain paid staff positions with advocacy organizations, with several others continuing to produce valuable work on behalf of animals in different but important ways.

## Thanks to Our 2015 Interns:

Pat Arnold, Krystal Caldwell, Alexis Carlier, Jesse Clifton, Sofia Davis-Fogel, Leah Edgerton, Kieran Greig, John Halstead, Sawsan Khalaf, Pablo Mosteiro, and Gina Stuessy.

## 2015 INTERN SUCCESS STORY



*“Interning at ACE was a fruitful and rewarding experience and was my first position in both the EA and animal advocacy world. Through my internship with them, I first recognized the dire need for well-designed experimental research into animal advocacy interventions. I am now working as the Statistics Analyst at Mercy For Animals and have recently initiated, with three of my colleagues, a research group that conducts rigorous research for the animal world.”*

**Krystal Caldwell,**  
*Spring 2015 Research Intern*

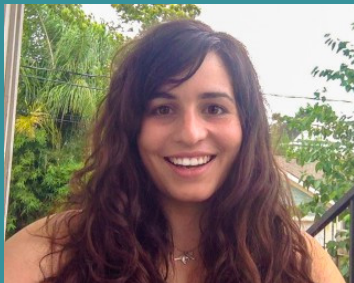
# OUR DEDICATED TEAM



**Jon Bockman**  
*Executive Director*



**Allison Smith**  
*Director of Research*



**Erika Alonso**  
*Director of Communications*



**Jacy Reese**  
*Research Associate*



**Leah Edgerton**  
*Digital Media Manager*



**Amanda Cesario**  
*Operations Manager*



**Kieran Greig**  
*Data Analyst*



**Sofia Davis-Fogel**  
*Special Programs Manager*

# 2015 FINANCIAL REPORTS

## Revenue

Individual contributions	\$229,258.13
Foundation contributions	117,000.00
<b>Total Revenue</b>	<b>\$346,258.13</b>

## Expenses

### Program expenses:

Research	\$64,040.00
Communications	38,446.61

### Supporting services expenses:

Fundraising	8,650.00
Operations	29,970.06

<b>Total Expenses</b>	<b>\$141,106.67</b>
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<b>Change in Net Assets</b>	<b>\$200,533.16</b>
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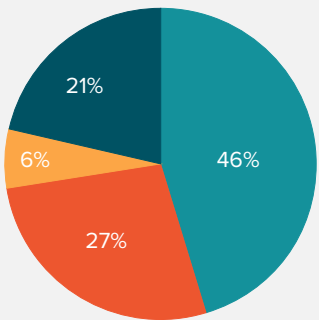
Net Assets at beginning of year	101,442.63
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Net Assets at end of year	301,975.79
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Notes: Figures from this annual report reflect the most recent data from ACE, as well as recorded money moved from our recommended charities.

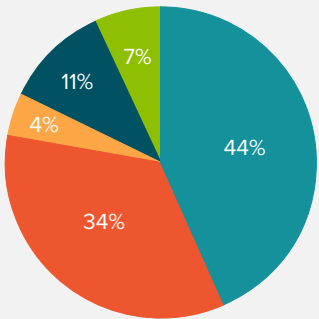
For any changes based on updated information subsequent to printing, please visit our website at: [www.animalcharityevaluators.org](http://www.animalcharityevaluators.org)

2015 Expenses  
(\$141,106.67)



■ Research  
■ Communications  
■ Fundraising  
■ Operations

2016 Projected Expenses  
(\$264,058.00)



■ Research  
■ Communications  
■ Fundraising  
■ Operations  
■ Academic Conference

# 2016 LOOKING AHEAD

*We had an amazing year in 2015, but we have plans to do even more great things in 2016.*

## Research

We're hiring a new research associate to expand our research efforts, which will include addressing more foundational questions about what is most effective in helping animals. We are also recruiting a program officer to oversee a division specifically focusing on producing original research to benefit animals. Our research plans include evaluating interventions commonly used to help animals, composing case studies on various social justice movements, and continuing our efforts to make recommendations of effective animal charities to donors.

## Communications

Our communications team will increase our promotional efforts and work to put our message in the hands of as many animal advocates as possible. We will create a short video introducing animal advocates to the principles of effective altruism, providing a quick and simple explanation of the principle of doing the greatest good. Our efforts to provide free resources to animal advocacy groups will increase, including a second annual advocacy advice month on our blog. We will also continue to interview advocacy leaders and industry experts to better inform the work of our movement.

## Academic Conference

ACE will host an academic conference at Princeton to support grad students and professors in creating useful research studies. There are many aspiring scientists in the academic community who care about animals, but don't understand the greater needs of the animal advocacy community. This conference will seek to inspire research that will be mutually beneficial for their careers and animal advocacy.

## HOW YOU CAN HELP

**Contribute.** Give to the effective work of our recommended charities by making a donation.

**Explore.** Check out our website and share our research and advice with other animal advocates.

**Evaluate.** Use our free resources, like our survey guidelines project, to help advocacy groups measure the impact of their work.

**Join.** Advertise our internship opportunities, or consider joining our program.

**Support.** Encourage effective altruism for animals by financially supporting our mission to find and promote the most effective ways to help animals.

# STAY CONNECTED

## VISIT OUR WEBSITE

[www.animalcharityevaluators.org](http://www.animalcharityevaluators.org)

## READ OUR BLOG

[www.animalcharityevaluators.org/blog](http://www.animalcharityevaluators.org/blog)

## FOLLOW US ON TWITTER

[www.twitter.com/animalcharityev](http://www.twitter.com/animalcharityev)

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