

# 2016 YEAR IN REVIEW



ANIMAL CHARITY  
EVALUATORS

# A LETTER FROM THE EXECUTIVE DIRECTOR

## 2016 was an ambitious year for ACE.

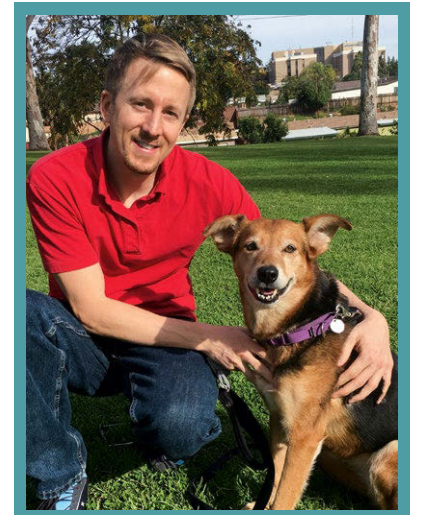
Our staff is comprised of overachievers and individuals who are committed to achieving significant gains for animals. Last year, our team's hard work paid off—it was ACE's most successful year to date. As light dawned on the first day of 2017, I reflected on the past 12 months and all of the meaningful victories that were made possible because of you.

It truly is a long list. To begin with, we created an effective altruism explainer video for conventional animal advocates, wrote a plethora of articles about foundational research questions, completed intervention reports, interviewed industry leaders, overhauled our entire website, and hosted a research symposium to unite advocates with academics. On top of that, we also detailed our thoughts on cause prioritization, produced our largest set of comprehensive charity reviews yet, and held our second annual advocacy advice month, where we compose materials designed to educate advocates everywhere. We influenced over \$3.5 million in donations to our recommended charities, restructured our donation system to improve convenience for those supporting our recommendations, created a data repository for research related to effective animal advocacy, and awarded our first round of grants through our Animal Advocacy Research Fund—which will create studies that will inform all advocates. And topping it all off, because of you, we raised more money for effective animal advocacy research than ever before.

We're proud of each and every one of these accomplishments, but the last one really hits home. We work extremely hard to produce thoughtful and innovative content throughout the year, but we wouldn't be able to do any of it without your help. You have shown us that you care about maximizing impact in animal advocacy, that you value the importance of providing strong advice for advocates everywhere, and that you appreciate the recommendations of effective animal charities.

We're beyond grateful for the chance to work hard on behalf of animals, and we can't wait to show you what's in store for 2017. We have ambitious plans for the year ahead, and we look forward to working together to up the game of animal advocates everywhere, and to maximize the impact of our time and resources. Please enjoy this glimpse at what we've achieved together over the past year, and take pride in all that we're accomplishing as a movement—the best is yet to come.

Warm Regards,



**Jon Bockman**  
*Executive Director,  
Animal Charity Evaluators*

## Board of Directors and Officers

Jonas Müller  
Jeff Sebo  
Peter Hurford  
S. Greenberg  
Claire Zabel  
Sam Bankman-Fried

## Advisory Board

Robert Wiblin  
Peter Singer

**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.

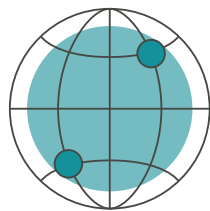




# 2016 BY THE NUMBERS



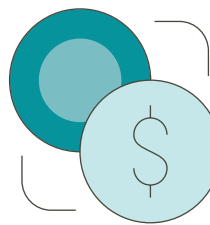
OVER  
**300**  
CHARITIES CONSIDERED



**446,000**  
WEBSITE VISITS  
<https://animalcharityevaluators.org>



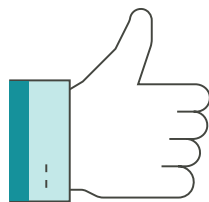
**20** Conversations  
and interviews  
with advocacy leaders, charity  
representatives, and academics



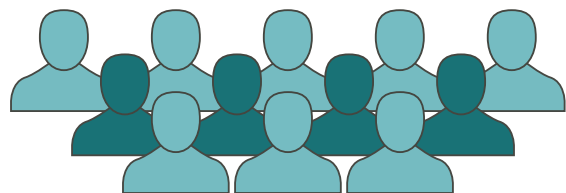
**8** GRANTS  
AWARDED  
by the Advocacy Research Fund



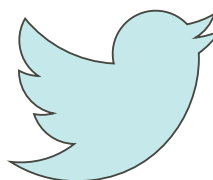
MORE THAN  
**3,000**  
EMAIL SUBSCRIBERS



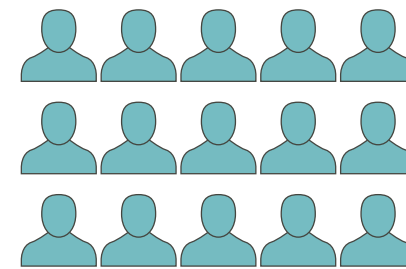
**14,000**  
FACEBOOK LIKES



**12** ACE STAFF MEMBERS  
....AND GROWING!



**2,000**  
TWITTER FOLLOWERS  
FOLLOW US! @ANIMALCHARITYEV



INFLUENCED AT LEAST  
**1550**  
DONORS



OVER  
**\$900**  
Average gift to our Top Charities

MOVED OVER

**\$3.5 MILLION**

TO OUR RECOMMENDED CHARITIES

## 3 TOP CHARITIES



## 10 STANDOUT CHARITIES

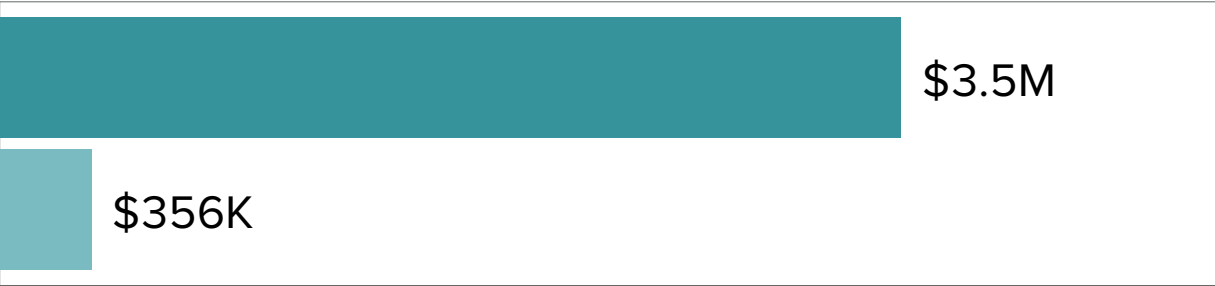


# IMPACT RECOMMENDATIONS

*Our rigorous evaluation process affords us the ability to recommend highly effective animal charities each year.*

## INFLUENCED GIVING

In 2015, we moved \$1 million more to our recommended charities than we spent on our own work. In 2016, we’re proud to show that we moved over \$3.5 million to our recommended charities while only spending \$356,000 on our own work. This means that we influenced nearly \$10 in giving for every \$1 that we spent on ACE programs and operations.



2016 money moved to recommended charities vs. Animal Charity Evaluators total operating expenses.

## DONOR SURVEY RESULTS

In Fall of 2016, we surveyed donors to ACE our Top Charities to learn about how ACE’s research and charity evaluations affected their giving. Of the 183 donors that responded to the survey, we found that 83% of respondents increased their giving to animal charities because of ACE’s recommendations.

### TOP CHARITY: THE GOOD FOOD INSTITUTE



**Bruce Friedrich**  
Executive Director,  
The Good Food Institute

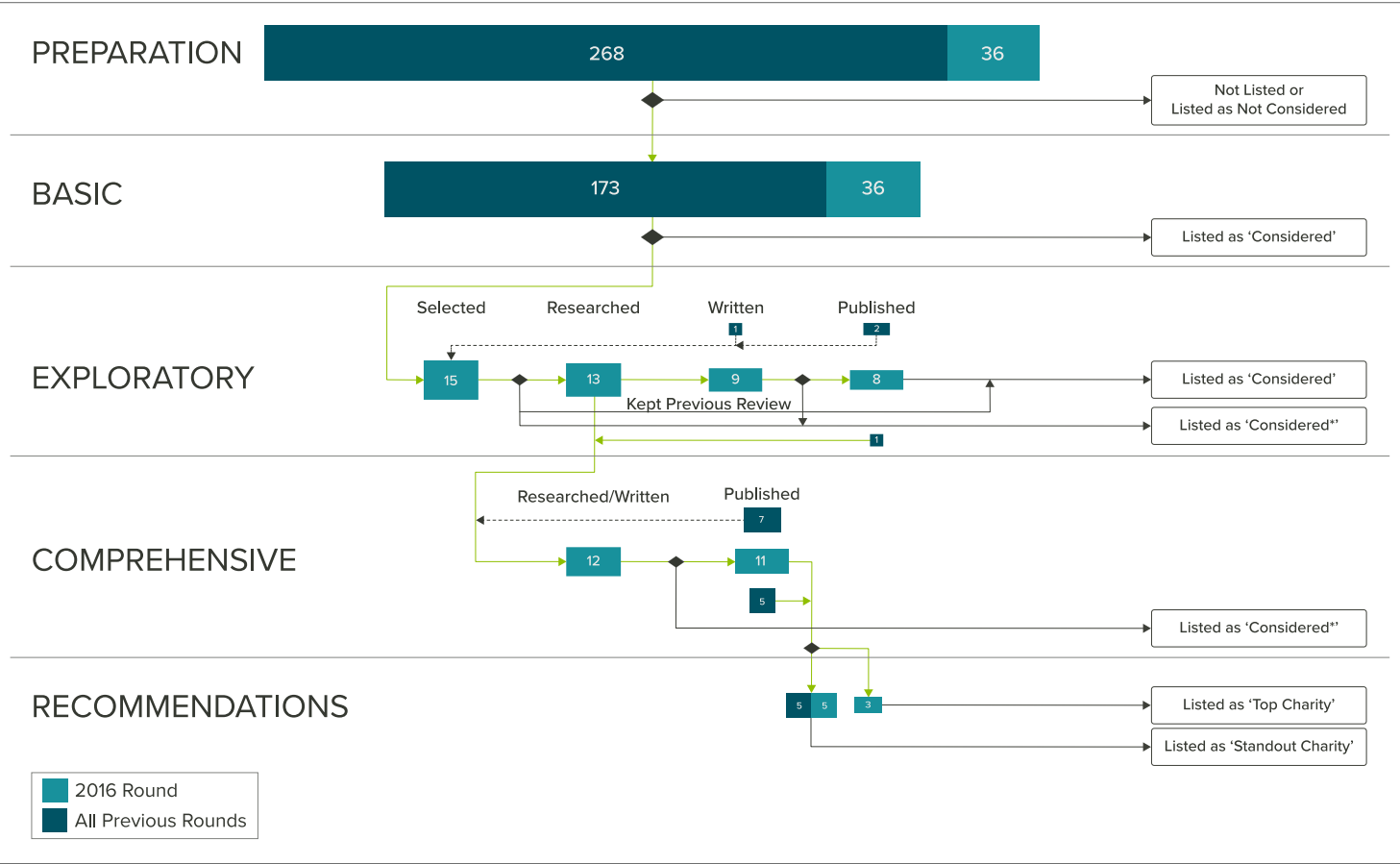
Studies consistently show that the primary factors that dictate consumers’ eating choices are taste, price, and convenience—so GFI was founded on effective altruism principles to focus on making alternatives to animal products as delicious, price competitive, and convenient as possible.

We have four program areas, and we are employing scientists, policy experts, and entrepreneurs, all with a laser focus on creating as clear and easy a path forward as possible for the market sectors that will transform agriculture away from the use of animals and toward the use of sustainable, environmentally friendly, and humane alternatives.

One thing we especially appreciate about ACE is that it encourages all animal charities to focus on maximum impact. Additionally, after receiving ACE’s recommendation as a Top Charity at the end of 2016, we heard from a number of new donors and researchers who saw the value in creating a seamless and cost-effective alternative to animal products and wanted to be involved. ACE’s recommendation of GFI helped to open up new channels for our work and establish our efforts as reputable and highly impactful.

## RECOMMENDATION PROCESS

After two years and three rounds of evaluations using our charity evaluation process, we made some updates both to the evaluation process and to the way we decide which charities to recommend. We analyzed the value of time spent working on Shallow, Medium, and Deep reviews, and determined that our time would be better used by focusing on just two categories, which we now call Exploratory and Comprehensive reviews.



Flowchart visualizing the process for our 2016 charity recommendation process.

## UPDATED EVALUATION CRITERIA

Before we select which organizations to recommend, it is beneficial to transparently establish what criteria we will aim to rank organizations on and how we intend to assess that criteria. In 2016, we updated three out of the seven criteria. Below are the new criteria we use to evaluate charities:

- 1 The charity has room for more funding and concrete plans for growth.
- 2 The charity operates cost-effectively, according to our best estimates.
- 3 The charity engages in programs that seem likely to be highly impactful.
- 4 The charity identifies areas of success and failure and responds appropriately.
- 5 The charity possesses a strong track record of success.
- 6 The charity has strong leadership and a well-developed strategic vision.
- 7 The charity has a healthy culture and a sustainable structure.



# SUCCESS STORY

# THE HUMANE LEAGUE

The Humane League is an international farm animal protection organization working relentlessly to reduce animal suffering through institutional and individual change. Our hard-hitting animal welfare campaigns target some of the world’s largest companies, helping us achieve victories that spare millions of animals from the worst abuses on factory farms.

We take a pragmatic, objective approach to our advocacy, evaluating and testing everything we do. This is one reason Animal Charity Evaluators has named us a Top Charity in each rating period. With this prestigious designation, The Humane League has experienced incredible growth over the past few years, allowing us to significantly increase our impact.

Since our first recommendation as a top charity, The Humane League created a new campus outreach program, recruiting and training 110 future leaders in effective advocacy. Additionally, our grassroots network now spans 14 major cities in the US and Mexico, enabling us to reach thousands of individuals and supporting our efforts to create change.

With a focus on abolishing the battery cage, we have succeeded in pushing every major food purchasing company in the US to commit to eliminating caged eggs from their supply chains. Next, we convinced the entire US egg industry to end the practice of culling male chicks, sparing 700,000 chicks each day from being killed on their first day of life.

We recently expanded internationally, hiring full-time campaigners in the UK, Japan, and Mexico, and founded the

Open Wing Alliance, a global coalition focused on eradicating cages. OWA has won commitments from the world’s largest hotel chains and dining companies, and has essentially ended battery cages in Denmark and France.

With the strategy set to end cages, we began a major new campaign to improve the lives of the 9 billion chickens raised and killed for meat every year in the US. Within weeks of launch, both Aramark and Compass Group issued commitments that will collectively impact over 100 million chickens annually and completely transform the industry. Since this historic victory, we’ve successfully worked with other major companies to secure similar commitments.

Our team has developed an extremely effective, efficient, and repeatable approach to reducing animal suffering, which is why Animal Charity Evaluators continues to consider us a top charity. The Humane League has never failed to win a commitment in over 200 campaigns, and we won’t rest until the entire industry is changed.

“Our hard-hitting animal welfare campaigns target some of the world’s largest companies, helping us achieve victories that spare millions of animals from the worst abuses on factory farms.”



**Andrea Gunn**  
*Managing Director,  
The Humane League*

## MEET OUR DEDICATED TEAM



**Jon Bockman**  
*Executive Director*



**Allison Smith**  
*Director of Research*



**Erika Alonso**  
*Director of Communications*



**Kalista Barter**  
*Director of Development*



**Toni Adleberg**  
*Research Associate*



**Leah Edgerton**  
*Digital Media Manager*



**Gina Stuessy**  
*Operations Manager*



**Kieran Greig**  
*Research Associate*



**Kristie Taylor-Muise**  
*Web Developer*



**Greg Boese**  
*Advocacy Research Program  
Officer*



**Sofia Davis-Fogel**  
*Research Editor*



**Eric Herboso**  
*Data Scientist*



# IMPACT GROWTH

*We launched several new programs in 2016 that further developed effective animal advocacy research and improved our ability to communicate with donors and advocates.*

## RESEARCH FUND

While the animal advocacy movement has made great strides over the years, one critical issue we currently face is that we have very limited evidence to tell us which interventions do the most good. Without rigorous evidence, it can be difficult to ensure that we are using our limited resources in ways that help animals as much as possible.

To help solve this problem, we launched the Animal Advocacy Research Fund in the Spring of 2016—thanks to a generous benefactor who has committed \$1,000,000 to be used for this program through 2019. The purpose of this fund is to support research that contributes to an understanding of effective animal advocacy.

In late 2016, we completed our first round of applications and awarded eight grants. Our grantees presented exciting research topics on intervention research, foundational research, movement growth projects, and methodological research. All will be required to share their findings with the public so that we may all continue to strengthen our efforts to help animals.

## DATA REPOSITORY

Through the course of our research, we noticed that while we have seen an increase in the number of animal advocacy studies, there was no consistent databank available to share our findings with other researchers. In an attempt to create a reliable resource for animal advocacy data, we launched the Animal Advocacy Data Repository in late 2016.

The data repository is one of the many ways ACE is working to build research capacity in the animal advocacy research community. Our hope is that it will encourage efficient dissemination of research, allow researchers to pre-register their hypothesis and analysis plan, ensure complete and accurate reporting of results, and help future researchers estimate required sample sizes.

This is an online resource for researchers and organizations who study animal advocacy to post or cross-post their data, results, and other research outputs they want to make publicly available. The purpose of the data repository is to increase the efficiency and quality of research in the animal advocacy community.

## NEW WEBSITE

To help improve the user experience for visitors to our website, ACE launched a comprehensive website redesign in late November, in advance of the release of our charity recommendations.

While our website has always provided an abundance of information, we had received feedback that it was difficult to navigate. We focused on developing a content structure that would meet the needs of our audience rather than building something that only made sense internally.

This was a massive undertaking, but we feel that we successfully accomplished our key goals for the project, namely: organizing the navigation structure to improve user experience, increasing traffic to the donation forms for our recommended charities, engaging new and existing audiences with a broad range of tools and information, and defining and documenting web style guidelines to ensure consistent “look and feel” throughout our website.

We’re always looking for ways to improve, and are still in the early stages of making this new website as effective as it can be. So far we are proud of the dramatic improvement we’ve made in giving advocates easier access to important information.

# HIGHLIGHT RESEARCH SYMPOSIUM



Presenters gather for a photo at the 2016 Symposium on Multidisciplinary Research in Effective Animal Advocacy, hosted by Princeton University.

*From left to right: Catherine Amiot, Nicolas Delon, Becca Franks, Christie Lagally, Adam Shriver, Nick Cooney, Jon Bockman, Eva Vivalt, Kevin Wong, Greg Boese, Harish Sethu, Matthew Ruby, Zach Groff, Allison Smith, Kathrin Herrmann, Georgia Mason, Peter Singer, Jack Norris, Garrett Broad, Jeff Sebo, Rosie Wardle, Shane Schweitzer, Bobbie Macdonald, Krystal Caldwell, Hal Herzog. Not pictured: Sneha Suresh, Jessica Sandler.*

## SYMPOSIUM ON MULTIDISCIPLINARY RESEARCH IN EFFECTIVE ANIMAL ADVOCACY

In November, we hosted our Symposium on Multidisciplinary Research in Effective Animal Advocacy at Princeton University. This educational event brought together over 160 academics and advocates to discuss current and future potentially high-impact research on important topics in effective animal advocacy.

We were honored to have advocacy professionals and academic leaders present their work on a broad range of topics, from research methods to cognitive science to advocacy strategies. Presentations by the 27 speakers included *Neuroscience and our understanding of sentience in nonhuman animals*, *Why animal advocates should study psychology*, and *On meeting the challenges of research in farm animal advocacy*. The symposium was attended in large part by researchers, professors and graduate students across various disciplines who are conducting or planning work which has practical application to the animal advocacy movement, with particular emphasis on the social sciences.

ACE’s Executive Director Jon Bockman kicked off the event with a state of the movement address. He emphasized the tremendous value of conducting research, and highlighted how collaboration between researchers and advocates will enable us to do our best possible advocacy work. Philosopher Peter Singer argued in his keynote address that in order to help the greatest number of individuals, the animal advocacy movement must focus more on farmed animals. The event also provided an overview of effective altruism as it applies to animal advocacy.

We accomplished our most highly prioritized symposium goals: to connect academics and advocates, and to present content that attendees could use to make their work more effective going forward. We were gratified to see relationships being forged during the event, as researchers found colleagues working in related areas, and advocacy leaders took home lessons on how research can—and does—benefit their work.

# 2017 LOOKING AHEAD

*We saw a lot of growth in 2016, and we plan to do even better in 2017.*

## RESEARCH

We intend to continue our commitment to improving the quality of our research, and have created a stronger protocol for approving research initiatives and writings. We will offer at least two rounds of grants through our Animal Advocacy Research Fund in order to enable academics and advocates to create studies that will provide free knowledge to advocates everywhere on how to accomplish the greatest good for animals. Charity evaluations will remain an important part of the second half of our year, and we intend to complete at least two additional intervention reports to aid us in our investigations. To provide even more detail about our decision-making process, and thus promote transparency, we will publish a list of our philosophical views as a charity which guide our recommendation decisions.

## COMMUNICATIONS

We are always adding new content to our website, and this year will be no exception. We will publish an additional 6 interviews with influential leaders in the movement and introduce our new white paper series—a collection of useful guides on a wide variety of topics that will appeal to advocates and charities alike. We will expand our outreach by increasing our social media advertising and remarketing campaigns, some of which will feature a live action video that we create to draw attention to the areas of greatest need in animal advocacy. As we believe that a successful movement to help animals should feature a diverse set of people, we will consult with professionals to guide an initiative to increase inclusion both at ACE and in animal advocacy as a whole. With our newly designed website, we will closely examine website traffic and visitor behavior to find opportunities where we can improve the overall user experience and engagement with our content.

## FUNDRAISING

Because of the incredible generosity of our donors in 2016, this year we will be making some exciting changes in fundraising. One of our main goals is to move new donations to our recommended charities. To help ensure that we continue to grow this number, we will only organize one public fundraising campaign at the end of the year to raise funds for ACE’s work, and we will spend the rest of the year fundraising for our recommended charities. To build further confidence in your support of ACE, we have set a cap on donations for ACE’s programmatic and operational support. All donations to ACE beyond \$1M will be regranted to our recommended charities.

## HOW YOU CAN HELP

- CONTRIBUTE.** Multiply your impact and support effective animal advocacy research and promotion by continuing to support ACE through 2017.
- EXPLORE.** Check out our new website and share our resources and advice with other animal advocates.
- EVALUATE.** Consult our advocacy advice and use our free online resources to measure the impact of your work.
- GIVE.** Donate to our recommended cost-effective charities to make sure your charitable gifts are reducing as much suffering as possible.
- JOIN.** Advertise our internship opportunities to your network, or consider joining our program yourself.

# 2016 FINANCIAL REPORTS

## REVENUE

Donor contributions	552,259.42
Restricted contributions to Animal Advocacy Research Fund	29,500.00
Symposium ticket sales	10,572.61
<b>Total Revenue</b>	<b>\$ 592,332.03</b>

## EXPENSES

<b>Program expenses:</b>	
Research	137,397.97
Communications	122,820.70
Symposium	11,600.00
Research Fund grants*	29,500.00
<b>Supporting services expenses:</b>	
Fundraising*	34,479.62
Operations	50,332.59
<b>Total Expenses</b>	<b>\$386,130.88</b>
<b>Net Assets at end of year</b>	
<b>\$535,770.89</b>	

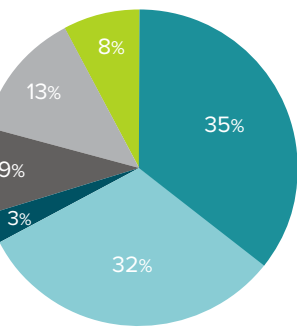
*\*A portion of fundraising expenses were allocated to fundraising for ACE’s Top Charities.*

*\*We do not include Animal Advocacy Research Fund grants in the total figures reported on page 4 for ACE programmatic and operational expenses, since this is a privately funded program. Also, this accounts for just one out of the eight 2016 AARF grants. The remaining seven grants were distributed in early 2017.*

**Note:** We did not include figures on the donations that ACE collected and redistributed to our Top Charities, which totaled \$249,627.97.

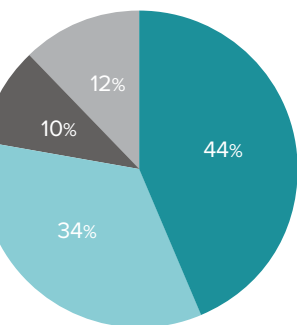
For any changes based on updated information subsequent to printing, please visit our website at [animalcharityevaluators.org](http://animalcharityevaluators.org).

## 2016 EXPENSES (\$386,130.88)



- Research
- Communications
- Symposium
- Fundraising
- Operations
- AARF Grants

## 2017 BUDGET (\$585,595.38)



- Research
- Communications
- Fundraising
- Operations

# TESTIMONIALS

## WHY I SUPPORT ACE

→ “I support ACE because I value their research and analysis into different interventions and think they will continue to play an important part in channeling donations towards the most effective animal charities. I think they have a particularly valuable position to increase the confidence of donating for people less involved with animal advocacy.”

— **Matt Ashton**  
Liverpool, United Kingdom

→ “I think there is massive value added in research in this field to iron out uncertainty in how to best advocate for the reduction of animal suffering. Navigating ACE’s resources, I was genuinely impressed by the degree of critical thought, and openness of potential uncertainties surrounding their assessment of different initiatives to decrease animal suffering.”

— **Kathryn Mecrow**  
Oxford, United Kingdom

→ “With the limited resources we have, we must ensure that our donations are preventing the most amount of suffering. ACE does a fantastic job helping me and other advocates figure out how to reduce the most amount of suffering.”

— **Josh Jacobson**  
Madison, Wisconsin

→ “While I still believe that individual advocacy is important, reading the statistics on the work done by animal charities made me realize the huge impact that large organizations can have in this area, and I realized that my money could make a big difference. I chose to give to ACE because of the potential for my gift to be multiplied by influencing the giving decisions of others.”

— **Ben Singer**  
London, United Kingdom

→ “I support ACE because they operate according the the principles of effective altruism, which does not discriminate between species or location. It focuses on the most effective way of reducing animal suffering, no matter where it is or which species it concerns.”

— **Rob Stoutjesdijk**  
Hellevoetsluis, The Netherlands



# STAY CONNECTED

## VISIT OUR WEBSITE

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

## READ OUR BLOG

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

## FOLLOW US ON TWITTER

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

## LIKE US ON FACEBOOK

[www.facebook.com/animalcharityevaluators](http://www.facebook.com/animalcharityevaluators)

## JOIN OUR NETWORK ON LINKEDIN

[www.linkedin.com/company/animal-charity-evaluators](http://www.linkedin.com/company/animal-charity-evaluators)