

2017 YEAR IN REVIEW



ANIMAL CHARITY
EVALUATORS



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. We do this by researching which charities operate most effectively, as well as through recommending high-impact interventions to activists and charities alike.

We thoroughly review charities and interventions in order to provide you with the most comprehensive recommendations in the animal advocacy movement. Inspired by the philosophy of effective altruism, we use evidence and reason to determine the most impactful ways to help animals.

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

A LETTER FROM THE EXECUTIVE DIRECTOR

I think many of you may agree with me when I say that 2017 was a challenging year for the animal advocacy movement. Regulations that benefit animals were overturned, efforts to supercede state laws protecting animals are currently underway, and allegations of sexual harassment in prominent advocacy groups began to surface.

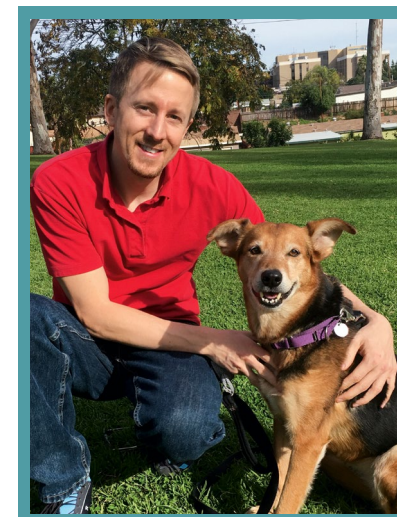
In spite of this, ACE made many important leaps forward in 2017, celebrating our most successful year yet—including directing over \$6 million in donations to our recommended charities from at least 1,915 individual donors. This is a 70% increase in donations from last year, resulting in a substantial increase of support for effective animal charities. We refined our evaluation criteria to include an assessment of organizational culture, which proved to be an important and timely addition to our 2017 charity evaluations.

Other exciting achievements from the past year include selecting 15 research projects for Animal Advocacy Research Fund grants to explore important topics in animal advocacy, holding a research workshop in September to bring together academics and advocates and facilitate discussion and future research, and using our new intervention evaluation template to construct a comprehensive report on leafleting—a commonly used outreach tactic.

The year culminated in the announcement of our latest charity recommendations, alongside the biggest fundraising campaign we've held to date—a campaign focused entirely on raising money for effective animal charities. We were happy to name The Good Food Institute and The Humane League as Top Charities for consecutive years, and we were also excited to see Animal Equality return to the list as a Top Charity. Thanks to an unbelievably generous philanthropist, we launched a matching campaign for all of our recommended charities that resulted in over \$1.2 million being directed to effective animal advocacy groups—critical funds that were donated in just over one month's time.

None of the work that we do at ACE—or the tremendous achievements of our recommended charities—would be possible without the generosity of those who contribute to our efforts. From the bottom of our hearts, thank you for your support. I hope that you'll enjoy the following overview of our accomplishments in 2017. We look forward to continuing our important work together in 2018.

Warm Regards,



Jon Bockman
*Executive Director,
Animal Charity Evaluators*

Board of Directors and Officers

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

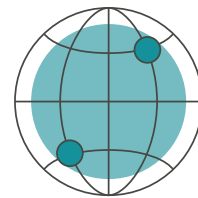
Advisory Board

Peter Singer
Robert Wiblin

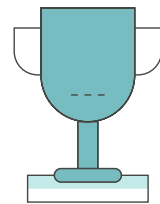
2017 BY THE NUMBERS



OVER
600
CHARITIES CONSIDERED



340K
WEBSITE VISITORS



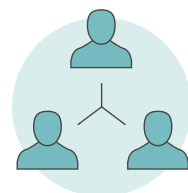
15 PROJECTS
SELECTED
for Animal Advocacy
Research Fund grants



17 CONVERSATIONS
& INTERVIEWS
with advocacy leaders,
charity representatives, and
academics



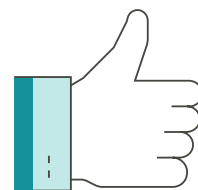
4,400
EMAIL SUBSCRIBERS



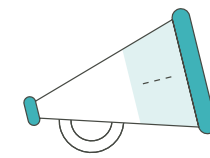
17 ACE
STAFF
MEMBERS



2,660
TWITTER FOLLOWERS



19K
FACEBOOK LIKES



AT LEAST
1,900
DONORS INFLUENCED



\$764
AVERAGE GIFT TO RECOMENDED
CHARITIES

3 TOP CHARITIES

animal
EQUALITY



8 STANDOUT CHARITIES



\$6 MILLION

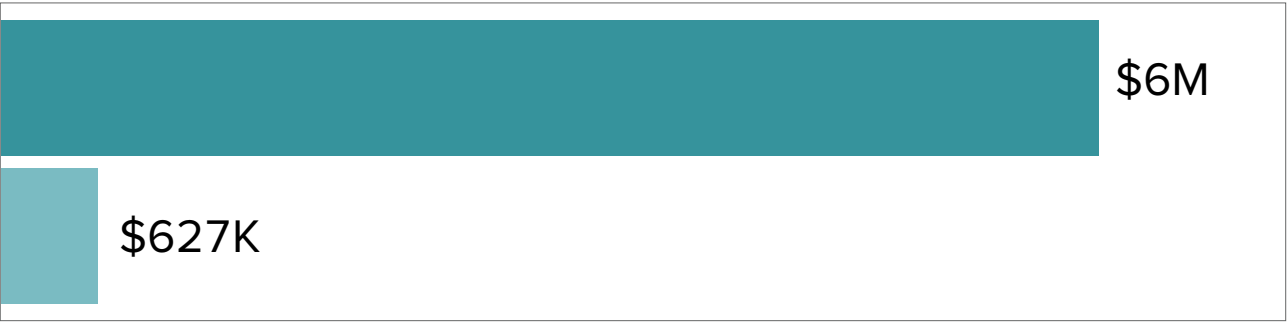
MOVED TO RECOMMENDED CHARITIES

IMPACT RECOMMENDATIONS

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

INFLUENCED GIVING

In 2017, we influenced over \$6 million in donations to our recommended charities, a 70% increase over 2016. This is nearly ten times what we spent on ACE’s own programs and operations in 2017. That means that for the third year in a row, we influenced over \$9 in donations to our recommended charities for every \$1 we spent on ACE programs.



2017 money moved to recommended charities vs. Animal Charity Evaluators’ total operating expenses

DONOR SURVEY RESULTS

Every year we conduct a donor survey to better understand how our charity recommendations impact the philanthropists who review our evaluations. In Fall 2017, we surveyed donors to ACE and our Top Charities, and nearly 88% reported that they used ACE’s recommendations to guide their donations in the previous 12 months. Approximately 70% of respondents also indicated that they would not have donated to farmed animal advocacy organizations without ACE’s recommendation.

TOP CHARITY: ANIMAL EQUALITY



Sharon Nuñez
Executive Director,
Animal Equality

Animal Equality is an international organization focusing on factory farming. We currently work in eight countries.

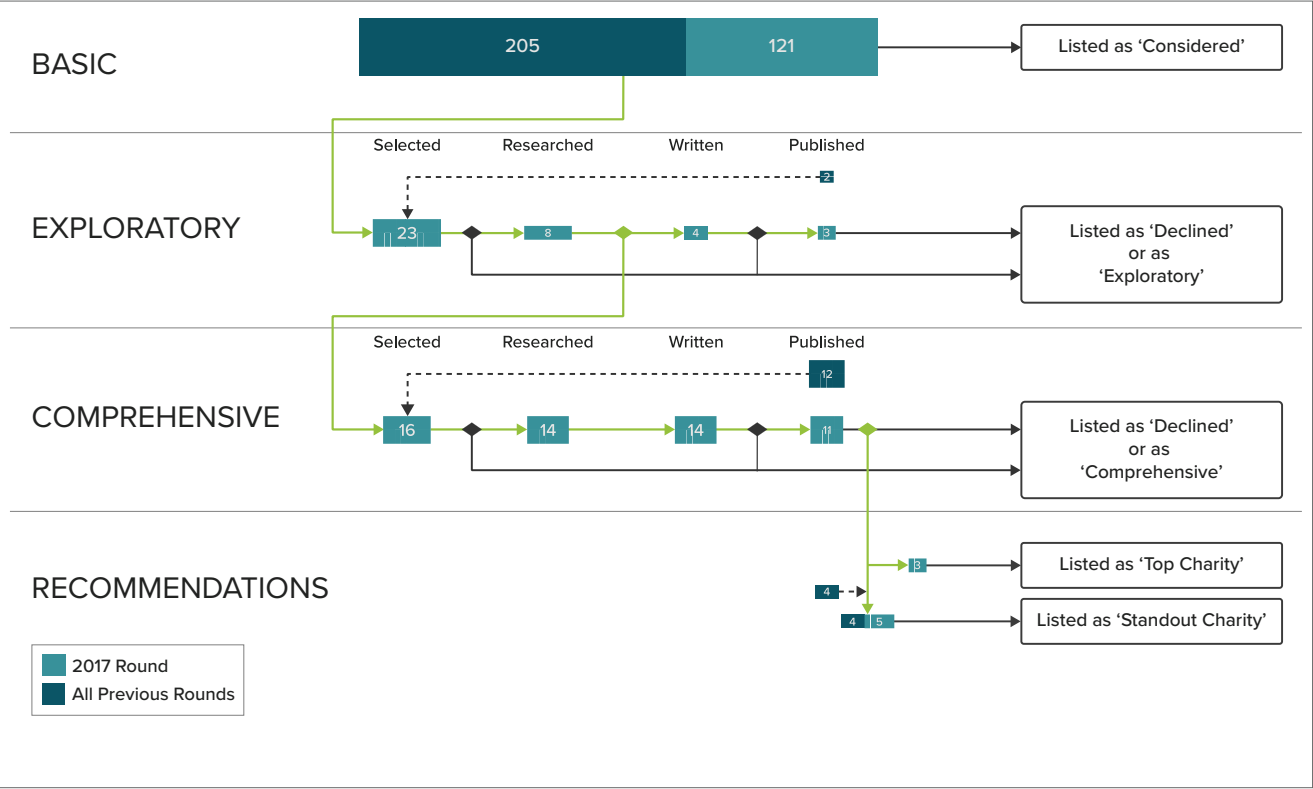
As an effective altruist organization, we use metrics-based analysis to develop, run, and evaluate our programs, with the aim of having the greatest possible impact. We want every dollar donated to Animal Equality—as well as every hour of time dedicated to the organization—to impact as many animals as possible.

To that end, in 2017 we released 23 investigations exposing the realities of industrial farming in seven countries, and we won 42 critical corporate policy changes. These groundbreaking developments will reduce the suffering of over 1.5 billion animals every year.

Animal Equality is proud to be an ACE Top Charity three out of the last four years—in fact, many of our donors have shared that ACE’s analysis of our work was the reason they gave to Animal Equality. ACE not only helps us receive much-needed funding, they also help us—and the entire movement—to recognize that critical analysis of our weaknesses and thorough analysis of our impact is what will help us be as effective as possible.

RECOMMENDATION PROCESS

We made some significant improvements to our evaluation process in 2017, which resulted in far more comprehensive reviews. This year we added conversations with non-leadership employees so that we could gain a more well-rounded view of our comprehensively reviewed charities, and we offered participation grants to compensate charities for the time they spend undergoing an ACE evaluation. We also reworked one section of our reviews to include a more systematic analysis of the strategies charities employ in their attempts to create change. Additionally, we continued tweaking how we evaluate organizational factors that influence effectiveness through leadership, strategic vision, and culture. As a result of these updates, we were prouder than ever of our charity recommendations this year!




























Flowchart visualizing the process for our 2017 charity recommendation process

UPDATED EVALUATION CRITERIA































Before we select which organizations to recommend, we establish the criteria on which we will evaluate them—as well as how we intend to assess that criteria. In 2017, we revised the order of our criteria to improve the flow of our comprehensive reviews. We also changed our approach to certain criteria to better reflect what we believe indicates overall organizational effectiveness. Our 2017 charity evaluation criteria were:

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

CHARITY COMPARISON CHART

					
LAST REVIEWED	2017	2017	2017	2016	2016
MAIN PROGRAMS	Grassroots Outreach Investigations Online Outreach Corporate Outreach Legal Advocacy	Science & Technology International Outreach Innovation Communication Legal Advocacy Corporate Outreach	Corporate Outreach Online Outreach Grassroots Outreach Advocacy Research	Consumer Outreach Corporate Outreach Advocacy Research Grassroots Outreach	Corporate Outreach Grassroots Outreach
ROOM FOR MORE FUNDING	 High	 High	 Moderate	 Low	 Moderate
STRENGTHS	Animal Equality has conducted investigations for a fraction of what some other organizations spend on this task. They have a strong understanding of success and failure, and they set goals to increase their impact.	Developing competitive alternatives to animal products could have a huge impact for farmed animals. We feel confident in The Good Food Institute's leadership and strategic vision.	The Humane League makes particularly good efforts to assess their programs and make improvements, which has led to a strong track record of success. They also have an especially cohesive and democratic culture.	The Albert Schweitzer Foundation (ASF) is engaged in corporate outreach work that could ultimately affect large numbers of animals. They actively look for ways to improve their materials and strategy. [*]	Compassion in World Farming USA is focused on improving their work and conducting research to be more effective. They have a unique, friendly, and collaborative approach to their corporate campaigns which complements the campaigns of other charities we recommend.
WEAKNESSES	Animal Equality's presence in several countries makes communication and project management more difficult and means that they might not have the resources to take advantage of the outstanding opportunities in each country.	The Good Food Institute was launched in 2016, so their track record is short and does not yet include some of the outcomes they most hope to accomplish.	We would like to see The Humane League engage more critically with issues such as prioritizing interventions. We are also somewhat concerned about their sustained high rate of expansion.	Though ASF has expanded their corporate outreach internationally and is expanding some of their programs to Poland, they primarily work in Germany, a medium-population country where the animal advocacy movement is well established, potentially limiting the amount of additional help ASF can provide. [*]	We have concerns that addressing the problems of factory farms without making an ideological case against using animals for food in general may have long-term effects of increasing complacency in the use of animals for food.
UNDERSTANDING OF SUCCESS AND FAILURE	 High	 Moderate	 High	 High	 High
STRENGTH OF CULTURE AND STRATEGIC DIRECTION	 Moderate	 High	 High	 [*]	 Moderate
ACE'S KNOWLEDGE OF CHARITY	 High	 Moderate	 High	 Moderate	 Moderate

As a result of our 2017 charity evaluations, we are proud to recommend these eleven charities for your philanthropic consideration in 2018. We hope this chart helps to illustrate their impact.

					
2017	2017	2017	2017	2016	2016
Client-Based Studies Research Library Advocacy Research	Legal Advocacy Corporate Outreach Investigations Grassroots Outreach Online Outreach	Legal Advocacy Grassroots Outreach	Investigations Corporate Outreach Consumer Outreach Grassroots Outreach Online Outreach	Grassroots Outreach Corporate Outreach Legal Advocacy Online Outreach	Grassroots Outreach
 Low	 Moderate	 Low	 Low	 Moderate	 Low
Faunalytics supports other organizations through their research. Advocacy research can be used by many different organizations, leading to a potentially large impact for animals.	France seems to have a relatively small animal advocacy movement, so there is a large potential for impact there. L214 has had impressive success in raising public awareness with their investigations.	The Nonhuman Rights Project's work to secure legal rights and personhood for animals could be the most promising avenue for improving the lives of nonhuman animals in our society.	Open Cages has a focus on using evidence to maximize the impact of their work. Poland (and Eastern Europe as a whole) seems to be a relatively neglected region, so there is a large potential for impact there.	ProVeg International seeks to maximize their impact through their corporate outreach work. For instance, they have worked with leaders in the meat industry to create and market vegetarian products. [*]	Vegan Outreach has an exceptionally long track record (over ten years) of carrying out their leafleting program. They consider appropriate sources of information when planning changes to their interventions. [*]
Faunalytics' work is not entirely focused on the areas we think are most effective, such as industrial agriculture. Some of their client research is particularly niche and may not apply to a large numbers of animals.	Their flat management structure may cause issues as they are rapidly expanding. Some of their programs, such as conducting investigations and corporate outreach, have short track records.	We have substantial uncertainty as to whether NhRP's work will help achieve rights for animals, especially animals who (unlike chimpanzees) have well-studied and high-level cognitive abilities.	At the time of review, Open Cages was mostly a volunteer organization and will need to introduce more formal procedures to improve staff experience as they grow. Their corporate outreach work has a short track record.	It is difficult to measure ProVeg's impact for helping animals. Until recently, they have been working primarily in Germany, a medium-population country where the animal advocacy movement is well established, potentially limiting the amount of additional help they can provide. [*]	Focusing on a single intervention without more information about its effectiveness can be risky. Vegan Outreach has not yet established a successful track record with any of their new programs. [*]
 Moderate	 Moderate	 Moderate	 High	 High	 Moderate
 Moderate	 High	 Moderate	 Moderate	 [*]	 [*]
 High	 Low	 Moderate	 Low	 Moderate	 Moderate

[*] Our 2016 reviews may now be outdated. Additionally, our method for calculating room for more funding changed between our 2016 and 2017 evaluations.

SUCCESS STORY OPEN CAGES



Jakub Stencel
*Development Director,
Open Cages*

Open Cages is an international animal advocacy organization that is focused on reducing farmed animal suffering. We were founded in 2012 as an investigations organization in Poland, and have experienced swift growth into a multi-national animal advocacy organization with support from The Humane League’s Open Wing Alliance, Animal Charity Evaluators, and the Open Philanthropy Project. At the beginning of 2017 we hired our first four staff members, and we now have over 30 employees in four countries.

Open Cages operates in neglected countries in Eastern Europe such as Russia and Ukraine. We believe that investing in these regions allows us to achieve the greatest impact per dollar spent. Animal farming in Eastern Europe is growing rapidly, and the region is exporting a lot of its products to important global economic players

“We are proud to have been awarded Standout Charity status by ACE. Thanks to the donors and other organizations who support our work, we are certain that 2018 will be a groundbreaking year for animals in Eastern Europe.”

like China. Because of our development in this region, we are making critical progress in introducing the topic of animal suffering to the mainstream discourse in Eastern Europe—and abolishing the cruellest practices of factory farming. We consider slowing the expansion of animal farming in this region to be key to the complete abolition of factory farming.

Over the last five years, we have established a strong position in the regions in which we operate. Thanks to our far-reaching investigations and campaigns, we have secured international publicity that promotes our work and our message. We have also introduced plant-based options to over 500 restaurants, secured cage-free policies from the biggest retailers in Poland, and lobbied for changes in animal protection laws.

In order to have the biggest impact, we focus on an evidence-based approach and informed cause prioritization. This is particularly challenging because of data scarcity, which can make decisions and forecasting difficult. Because of that, we try to embrace mistakes, evaluate them, and learn to calibrate our advocacy. ACE has been a tremendous help in increasing our effectiveness, by providing us with tailored materials and research. ACE’s review process in and of itself elevated us to a new level by encouraging us to consider how we think of our programs’ impact.

We are proud to have been awarded Standout Charity status by ACE. Thanks to the donors and other organizations who support our work, we are certain that 2018 will be a groundbreaking year for animals in Eastern Europe.

MEET OUR DEDICATED TEAM



Jon Bockman
Executive Director



Allison Smith
Director of Research



Toni Adelberg
*Senior Researcher,
Charity Evaluation Manager*



Sofia Davis-Fogel
Research Editor



Kieran Greig
Researcher



Jaime Spurgeon
Research Associate



Ashwin Acharya
Research Associate



Katherine Asher
*Research Scientist,
Experimental Research*



Krystal Caldwell
*Researcher,
Experimental Research*



Samantha Berscht
*Research Fund Program
Officer*



Erika Alonso
Director of Communications



Roisin McAuley
Media Relations Manager



Eric Herboso
Data Scientist



Becca Imrich
Graphic Designer



Rana Ejtehadian
Web Developer



Kalista Barter
Director of Philanthropy



Gina Stuessy
Director of Operations

JOIN OUR TEAM!

Visit animalcharityevaluators.org/jobs to learn more about our open positions.

TESTIMONIALS

WHY I SUPPORT ACE

“For some time, I had felt that my volunteer efforts for abandoned dogs and cats—while personally meaningful—were failing to make a significant impact on animal suffering. ACE’s work to quantify donation impact and help donors “do the most good” by focusing their efforts on farmed animals resonated with me.”

— Kathleen Richter

ACE and Top Charity monthly donor

“Billions of animals experience some of the worst suffering imaginable. ACE helps us figure out which organizations seem to be doing better than others at limiting that suffering. I’m happy to support them in that mission today and I hope to be able to support them more in the future. With so much work to be done to improve our world we cannot justify being ineffective!”

— Joshua Kissel

ACE donor

“We appreciate that ACE’s work sheds light on the effective animal advocacy movement. The professionalism shown in ACE’s reports has made us realize what a challenge it is to measure effectiveness and how important it is to do.”

— Charlie & Vicky Talbert

ACE and Top Charity donors

“We think the work ACE is doing is extremely important and are very happy to be able to support it. ACE provides a really important tool for keeping a check on and simplifying effective giving. We hope that ACE continues to grow their influence and help animal charities become more effective, and we are happy to play a small part in that.”

— Anna & Nir Matalon

Recommended Charity Fund donors

IMPACT GROWTH

We launched several new programs in 2017 that further developed effective animal advocacy research and improved our ability to support donors and advocates.

EXPERIMENTAL RESEARCH DIVISION

In order to better understand the effects of various interventions and identify further opportunities for effective animal advocacy, we launched ACE’s Experimental Research Division in the summer of 2017. While we are pleased with the academic studies that are being conducted because of our Animal Advocacy Research Fund, we feel that there is still a great deal of research that needs to be done to better understand effective animal advocacy.

Our goal is for this division to produce highly impactful applied research that will significantly contribute to answering important practical questions facing animal advocates. We aim for our research to generate usable recommendations that can be employed by advocates everywhere.

Our research scientists plan to explore questions such as how to successfully promote alternative meat products and which messaging strategies will effectively communicate the value of helping farmed animals. As our experimental research program begins to take shape, we look forward to learning from and sharing our work with others conducting research in this field. We are particularly eager to see how our findings can be used by organizations undertaking relevant work, and we will be vigilant about continually reassessing our approach in an effort to maximize the benefit this division can provide.

RECOMMENDED CHARITY FUND

On the same day as the release of our charity recommendations, we opened our Recommended Charity Fund to current donors. While the Fund had previously been available for legacy gift donors, we decided to open it up to current donors because we wanted to serve people who wished to support ACE’s current recommended charities through a single donation, and according to the allocation that ACE felt would most effectively put their gift to work.

On November 27 we launched the Fund with an uncapped matching challenge. By the time the matching challenge ended on December 31, we had raised over \$1.26 million for our recommended charities in just over one month! This also proved to be an effective way to reach new donors, as 75% of the donations to this Fund were from first-time donors to ACE.

The Fund was so popular that we decided to make it a permanent giving option with ACE. We are excited to offer this unique giving opportunity that will fund a variety of high-impact or promising interventions.

RESEARCH WORKSHOP

In September, ACE hosted the 2017 Research Workshop on Effective Animal Advocacy at Claremont Graduate University in California. The workshop was a way to bring together those most likely to work on research in animal advocacy in the near future and give them the tools for conducting rigorous, practical studies—as well as opportunities to work together on developing research proposals.

At the event, 36 academics and advocates worked collaboratively in small groups to develop ideas for empirical research that will advance our understanding of effective animal advocacy. Each group included at least one attendee with an academic background and at least one attendee with a background in animal advocacy. We hoped that this matching system would help academics better understand the type of research that is most useful for animal advocates, and that it would help to yield study ideas that were both academically rigorous and highly actionable. At the end of the workshop, each of the 10 groups presented their research proposal to all attendees. These proposals are available on our website.

It was exciting to see so much collaboration taking place at the workshop, and we hope that the ideas generated there—and the connections made among attendees—will inspire future projects.

2018 LOOKING AHEAD

We saw a lot of growth in 2017, and we plan to do even more this year. Here are some highlights from our programmatic goals for 2018!

RESEARCH

We will continue to assess and improve our charity evaluation process in 2018. For our intervention reports, we will experiment with using a literature review as an initial investigation. We believe that some charities may start to conduct more advocacy on behalf of fishes, so we intend to examine farmed fish welfare to ensure that we understand how best to help them. Relatedly, we will investigate the state of animal advocacy in Brazil, Russia, India, and/or China. Our experimental research division will begin conducting research studies, and we will work with advocates and charities to identify the most promising areas for research. As results from studies that we funded through our Animal Advocacy Research Fund begin to surface, we will evaluate the Fund and determine whether or not to continue it in 2019.

COMMUNICATIONS

We intend to build and strengthen relationships with media outlets and journalists to elicit more widespread coverage of our work in 2018, an effort that will include creating additional original writings from ACE such as op-eds. We will continue our advertising efforts, particularly on social media, to raise awareness of effective altruism for animals. To better serve a broader audience, we will create engaging visual and interactive content aimed at communicating our findings in an easily digestible manner. We will seek opportunities to provide interesting resources for the community, adding onto our typical interview series with roundtable discussions between experts in the field. We will continue to consult with professionals to increase diversity, equity, and inclusion both at ACE and in the animal advocacy movement as a whole.

FUNDRAISING

We saw a massive increase in giving to effective animal charities in 2017, for which we have you to thank. Our Recommended Charity Fund was so popular at the end of 2017 that we decided to offer this fund as an ongoing giving opportunity for donors who want to maximize their donations. Similarly, we also plan to launch the Effective Animal Advocacy Fund, which will provide even more flexibility with grants. We will focus this fund on supporting any and all opportunities for high-impact investments in animal advocacy, without restricting grants to only our Top and Standout Charities. As part of our continued effort to direct donations to all of our recommended charities and to better support philanthropists, we will start accepting donations of \$10,000 or more for our Standout Charities. Furthermore, because of the positive feedback we received about ACE's donation cap in 2017, we have implemented a new donation cap of \$1.25 million for 2018 (excluding restricted funds used for the Animal Advocacy Research Fund). This is the amount that we feel we can use efficiently and effectively to accomplish our mission, and we hope that this will inspire your continued confidence in our work.

HOW YOU CAN HELP

- CONTRIBUTE.** Multiply your impact and support effective animal advocacy research and promotion by continuing to support ACE through 2018.
- EXPLORE.** Check out our 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 charities to make sure your gifts are reducing as much suffering as possible.
- JOIN.** Advertise our career and internship opportunities to your network, or consider joining our team yourself.

2017 FINANCIAL REPORTS

REVENUE

Unrestricted donor contributions	989,505.76
Restricted contributions to Research Workshop	16,683.68
Restricted contributions to Animal Advocacy Research Fund	353,606.55
Other revenue ¹	24,855.62
Total Revenue	\$1,384,651.61

EXPENSES

Research	234,107.52
Communications	197,207.10
Events (Research Workshop & Symposium)	19,141.15
Animal Advocacy Research Fund grants ²	115,285.47
Fundraising ³	81,721.93
Operations	93,791.02
Total Expenses	\$741,254.19

Net Assets	\$1,002,551.90⁴
-------------------	-----------------------------------

¹ Other revenue accounts for investment gains, Research Workshop ticket sales, and third-party revenue sources such as Amazon Smile.

² We do not include Animal Advocacy Research Fund grants in the total figures reported on page 5 for ACE programmatic and operational expenses, since this is a privately funded program.

³ A significant but undeterminable portion of fundraising expenses are allocated to fundraising for ACE's recommended charities.

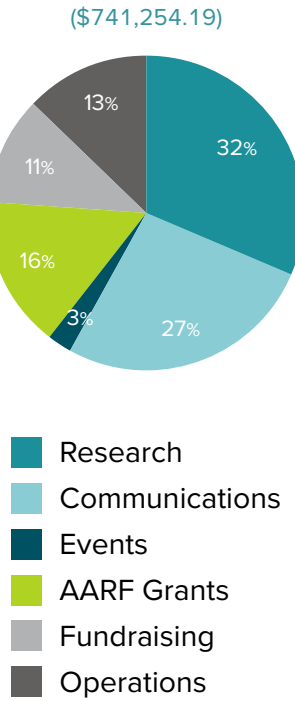
⁴ An additional \$173,463.53 is being held for Animal Advocacy Research Fund grants.

⁵ The sum of these percentages exceeds 100% due to rounding.

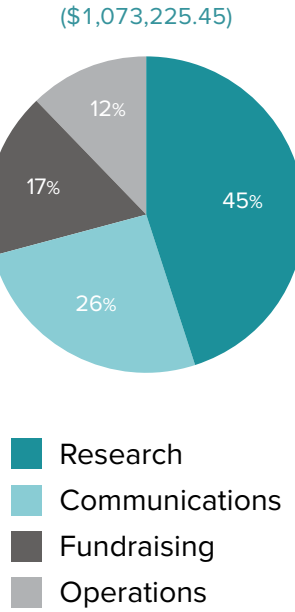
Note: We did not include figures on the donations that ACE collected and redistributed to our recommended charities, which totaled \$1,228,046.13.

For any changes based on updated information subsequent to printing, please visit our website at: animalcharityevaluators.org/2017-financials

2017 EXPENSES⁵



2018 BUDGET



STAY CONNECTED

VISIT OUR WEBSITE

animalcharityevaluators.org

READ OUR BLOG

animalcharityevaluators.org/blog

FOLLOW US ON TWITTER

twitter.com/animalcharityev

LIKE US ON FACEBOOK

facebook.com/animalcharityevaluators

JOIN OUR NETWORK ON LINKEDIN

linkedin.com/company/animal-charity-evaluators

