

Animal Charity Evaluators
Board of Directors Meeting
Type of Meeting: Standard Monthly Meeting
Date: 10.27.2019

In attendance:

Chairperson: Persis Eskander
Treasurer: Allison Smith
Secretary: Eric Herboso
Board Member: Jon Bockman
Board Member: Jeff Sebo
Board Member: Jonas Mueller
Board Member: S. Greenberg
Executive Director: Leah Edgerton

Absent:

Board Member: Sam Bankman-Fried

Quorum established: Yes

- 1. Call to order:** PE called the meeting to order at 1:03 pm EDT
- 2. Approval of minutes:** Previous meeting minutes were approved by email.
- 3. Items considered:**

1. Q3 financials

QUARTERLY SUMMARIES—ACC RUAL		
		Q3 2019
Income		
	ACE Contributions	\$42,503.70
	AARF Contributions	\$375,715.00
	Supported Charity Contributions	\$124,270.12
	Other Income	\$29.18
	Total income	\$542,518.00
Expenses		
	ACE expenses (non-AARF)	\$234,984.90

	AARF grants	\$22,779.97
	Other Charity Donation fees	\$2,226.51
	Other Charity Disbursements	\$298,950.56
	Total expenses	\$558,941.94
Investment account gain (loss)		\$4,990.97
Net income/loss		-\$11,432.97
Assets		
	Total Balance at end of month (cash)	\$1,924,406.61
	Receivable	\$18,634.39
Liabilities		
	Accounts payable	\$4,045.70
	Allocated for Supported Charities	\$696,453.97
	Allocated for AARF	\$398,809.48
Net assets (ACE)		\$843,731.85
	Investment balance	\$259,983.34
	Months of Operating Expenses (total)	9.7
	Months of Operating Expenses (uninvested)	6.7
Property & Equipment assets > \$1,000		laptop & printer together might be close to \$1,000

Under budget in all departments

- Animal Advocacy Research Fund (AARF) - under-budget b/c of staff member on leave, haven't launched round 8 yet
 - Advertising - \$2400 over. Largest expenses were Semrush & Greyduck (video)
 - Conferences - \$2600 over; we've attended more conferences than we budgeted for
 - Overall, we're \$2k under for Education & Advocacy, despite the 2 lines above
 - Org consultant - \$11k under budget
 - Legal fees - \$1400 over
 - Misc admin expenses - \$1258 over
 - Overall, we're \$8k under for Operations so far
 - Personnel - \$19k under. we were conservative with our estimates of when we'd hire new staff members.
 - Experimental research - \$17k under (discontinued some planned studies)
2. Philanthropy (LE)

- a. End Of Year (EOY) fundraising campaign
 - i. ACE fundraising campaign underway (~\$350k raised to date for 2019)
 - 1. Facebook (FB) and instagram ads targeting current and lapsed donors
 - 2. Email campaign targeting current and lapsed donors
 - 3. Room For More Funding (RFMF) post
 - 4. “Other ways to give” post coming in the next few days
 - 5. Approaching large individual donors with appeals
 - 6. Open Philanthropy Project (OPP) will get us a final answer “end of Oct or early Nov”.
 - ii. Effective Animal Advocacy Fund (EAAF) matching challenge
 - 1. Another funder potentially matching donations raised for EAAF.
 - a. Deep discussion about philosophy of matching campaigns, which funds have matching campaigns, what we should prioritize.
 - 2. Fundraiser to launch Nov 15th, featuring stories of past grantees
 - 3. Ads on Vox podcasts
 - iii. Recommended Charity Fund (RCF) fundraising
 - 1. Fundraiser to launch Dec 2nd, will be the main message for 1 week before we resume EAAF matching challenge as main message
 - 2. Facebook EA giving challenge
 - 3. Double up Drive
 - b. AARF grant renewal
 - c. Considering a second philanthropy dept hire in early 2020
 - i. Proposal for donor is ready to share, but we don’t want to onboard someone during the most hectic time of year.
3. Research (LE)
 - a. Charity Evaluations
 - i. Evaluation decision meetings started this week (10.23)
 - ii. Board research committee input on review drafts is appreciated!
 - iii. Discussion on structuring feedback for reviews, due to many new members, and the reduced number of members on the team. We discussed the best ways to ensure high review quality.
 - iv. Deep discussion on splitting Director of Research and Director of Evaluations roles in the future. Benefits, drawbacks, possible reorganizations.
 - b. EAA Fund
 - i. Temporary lead change due to need to focus on evals
 - 1. Extensive follow up with lawyers and tax consultants on legal context.
 - a. Creating granting guidelines that we can use for EAAF, AARF, and RCF grants going forward
 - b. Potentially looking to share the guidelines publicly or

privately with other orgs to save them having to do this expensive research. Other granting orgs might not understand the laws involved.

2. Currently on track to give out round 2 grants before EOY fundraiser launches.
 3. We surveyed Round 1 grantees on progress and are using this info for fundraising campaign stories, writing a blog post, and for our own information on improving granting decisions in the future.
- c. Intervention research
 - i. On hold due to evals taking priority
 - d. Experimental research
 - i. Ambivalence study - making small changes we received when we submitted it to a journal; resubmitting.
 - ii. Discontinuing further incomplete projects.
 - iii. Future project ideas:
 1. Donor study - looking at whether or not including Cost-Effectiveness Estimates (CEE) influences donor behaviour
 2. Welfare study - looking at whether welfare policies contribute to momentum vs complacency
 - e. Recruiting
 - i. Conducting final round of interviews for Senior Researcher position
 - ii. Field Research associate hired
4. Communications (LE)
 - a. EOY fundraising campaign planning and execution is the main priority
 - i. Intern supporting social media campaign
 - b. Lots of troubleshooting on Salesforce transition and integration with our website fundraising platforms
 - c. Lots of copy editing on supporting materials for eval publication.
 5. Operations (LE)
 - a. Salesforce transition complete!
 - b. Retreat Sept 29-Oct 4 Boston
 - i. Very positive feedback, productive discussions, good culture
 - c. Respect in the Workplace training took place in Sept. Document to be finalized by Nov 30th, will share publicly for other orgs to use
 - d. Completed a retrospective of our internship program
 - e. Ensured workplaces comply with safety regulations (collected pictures of workspaces and trained staff on hazards)
 6. General (LE)
 - a. Recent events
 - i. EA NYC
 - ii. "Eating Meat" research conference
 - iii. Asia for Animals
 - iv. EAG London

- b. Upcoming events:
 - i. EA Berlin - intro to EAA 10.25
 - ii. EA Berlin - potential press conference with Effective Giving DE after recommendation release
 - c. Consultants:
 - i. Design and Implementation spreadsheet to follow progress
 - ii. Progress temporarily on hold due to unexpected medical issue this week
 - iii. Prioritizing EAAF items over consultant work so we are able to give out grants before we launch the EOY campaign.
7. Staff updates:
- a. Still on leave
 - i. One on parental leave
 - ii. One on unpaid medical leave
 - b. New Field Research Associate started on September 23rd
 - c. Trial period of managing director ends early Dec - starting evaluation process early Nov
 - d. Part-time LTE for copy editing started, will be staying until early Dec
8. Board roles & time commitment (PE)
- a. Deep discussion on amount of time spent by board members on committees and the role of the board

4. New business:

- 1. Board recruitment committee report (JS)
 - a. Have looked at recommendations from thought leaders in the movement.
 - b. Working on short list to present to board.
- 2. Interactions with Staff (EH)
 - a. Happy Hour meetings

6. Next scheduled meeting: December 15, 2019; 1:00 pm EDT

7. Meeting adjourned at 3:12 pm EDT on 2019/10/27 by PE

Submitted by:

Eric Herboso, Board Secretary

Persis Eskander, Board Chair