

# Explanatory notes

Program information & financials, 2021 ACE Evaluation, Stage 1, Phase 1

*Last updated 15 Jul 2021*

## Part 1: Changes to Program Structure since 2020 ACE Evaluation

We recently changed how we define our programs.

- **Grantmaking** includes the Research Fund, which is new this year, and some aspects of the former Grant Assistance program.
- **Researcher Services** combines most aspects of the former Grant Assistance program and some aspects of the former Outreach program.
- **Outreach** consists of the former Outreach program minus the activities now under Researcher Services
- **Internal Research** is the former Research program.
- **Coalition Strategy** is the former Community Strategy program.

## Part 2: Addendum to Outreach Program Plans

In the Program Tables section, *Program 3: Outreach*, *Part 5: Growth Plans* asks “How, if at all, do you plan to expand/shrink this program between now and the end of 2023, including new hires?”

In addition to the information provided in the program table, we plan to make the following new hires:

1. **Events Coordinator.** Organize our annual conference, seminar series, and outreach workshops.
2. **Director of Communications.** Direct our public relations, brand management, marketing, and event planning.
3. **Social Media Specialist.** Optimize our social media presence to increase brand awareness among stakeholders and donors and to support productive public discourse.
4. **Program Communications Specialist.** Produce multimedia content to help target audiences access our grantmaking, researcher services, and outreach programs.

5. **Public Relations Specialist.** Increase earned media coverage of WAI's programs and our collaborators' research activities.
6. **Events Assistant.** Administer event operations.
7. **Summer Programs Manager.** Develop and administer summer programs for high school and undergraduate students interested in wild animal welfare.

## Part 3: Calculation of Large Donations as Share of Budget

In the Additional Information section, *Part 2.2: Financial Information* asks for the "Total share of funding sources from large donations, i.e., all donations at least 20% of budget."

We interpreted that to mean the following:

**Total share of funding = L/R**

**L** = the sum of all **large donations** in that year

**R** = the total revenue in that year

**donation** = the total amount donated by a donor in a year

**large donation** = a **donation** greater than 20% of **R**

If our interpretation was incorrect, please let us know and we would be happy to recalculate.