

# Charity Evaluation Handbook

2022 Version | Updated June 2022



ANIMAL CHARITY  
EVALUATORS

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# FOREWORD

Animal Charity Evaluators is a nonprofit organization dedicated to finding and promoting the most effective ways to help animals. One of the ways we do this is by evaluating animal charities. We share our findings on our website and encourage donors to give to the charities that will do the most good with their donations.

We aim to secure a high level of participation in our evaluation process, and we've designed our process with the goal of maximizing benefits for the charities that participate. As you know, many donors are looking for independent reviews on charitable impact, and ACE is one of the resources they turn to for thorough reviews of animal charities. Having a review of your organization on our website will strengthen your current and potential donors' trust in your work because it indicates that you are interested in assessing your impact and effectiveness.

We are happy to compensate you for the time spent participating in our evaluation process. We will send participation grants of at least 2,000 USD (or the equivalent amount in your local currency) to all charities that, in our judgment, make a "good faith effort" to work with us toward the publication of a review, regardless of the final result. Allowing us to publish a review of your organization is not a requirement to receive a participation grant.

You will benefit more if we select your organization as a Top or Standout Charity. In 2021, we estimate that ACE's recommendations influenced more than \$9 million to our recommended charities—over \$5 million to our Top Charities and over \$4 million to our Standout Charities. We provide our recommended charities with high-value donors; the average gift made via ACE in 2021 was \$484.<sup>1</sup> In 2022, we aim to influence \$11 million to our recommended charities.

Our evaluation process runs from June to December and includes the following activities:

- We select charities and send them invitations to participate in the evaluation process.
- If the charity accepts the invitation:
  - We request written information about the charity's programs, financials, and policies, and we send a culture survey to staff.
  - We send out a draft of our review to each charity for approval.
  - We notify charities of their recommendation status and publish the reviews and our recommendations.
- After publication, we send a survey to charities to solicit feedback on how we can improve the evaluation process.

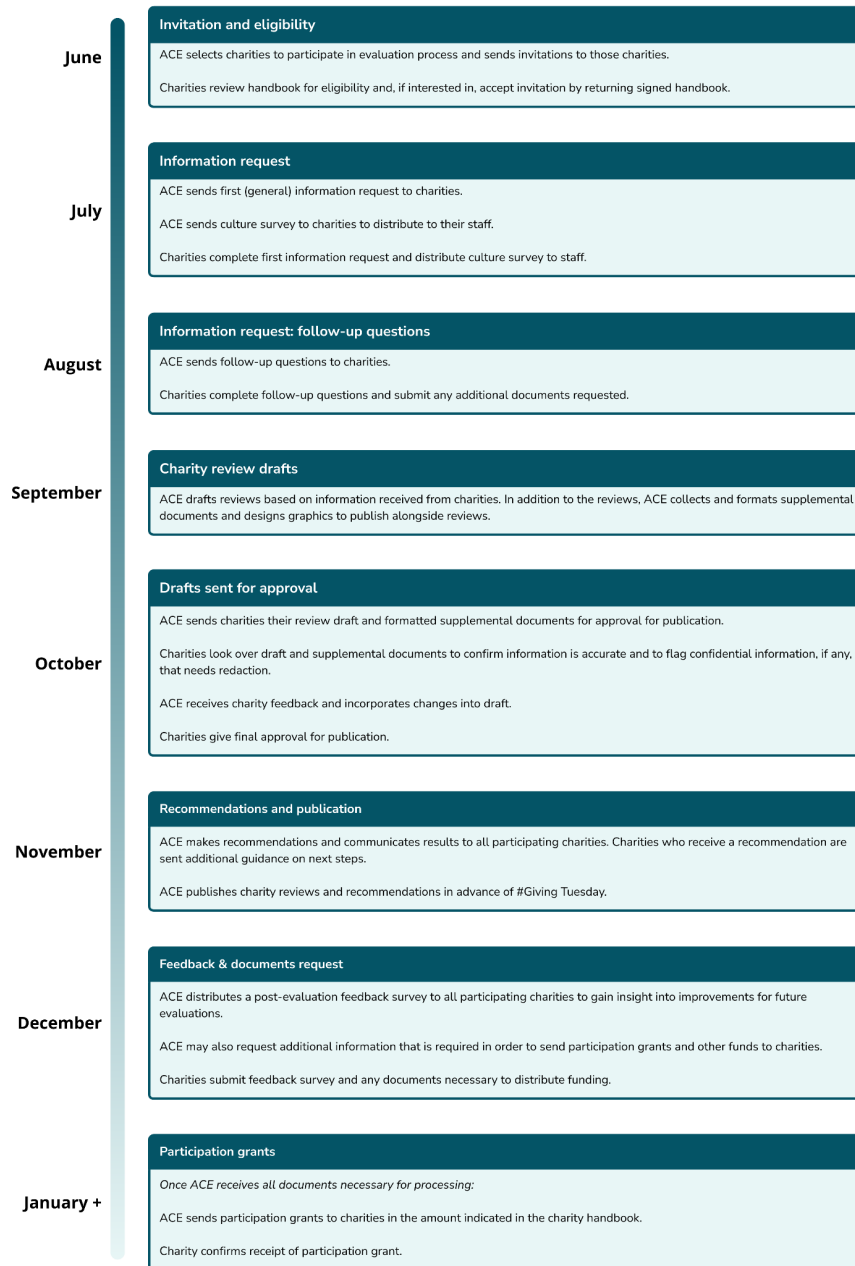
This handbook details our [evaluation process](#) and [policies and procedures](#). Please read through it thoroughly. If you have any questions that are not addressed in this handbook, please feel free to contact our Charity Liaison, Vince Mak, at [charity-liaison@animalcharityevaluators.org](mailto:charity-liaison@animalcharityevaluators.org).


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<sup>1</sup> Because some donors give more than once per year, this is less than the average from each donor.

# OVERVIEW

## TIMELINE



 For a full-size graphic, please refer to [this PDF](#).

## KEY DATES

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Below is a table of activities and deadlines for the 2022 charity evaluation process. These dates are tentative and subject to change; all deadlines will be provided by the Charity Liaison via email.

<b>Activity</b>	<b>Deadline</b>
<i>Charities accept or decline the invitation</i>	July 14, 2022
<i>Charities submit completed general information request</i>	July (three weeks from receipt)
<i>Charities distribute and submit all culture survey responses</i>	July (one week from receipt)
<i>Charities submit completed follow-up questions</i>	August (two weeks from receipt)
<i>Charities review drafts for accuracy and give their approval for publication</i>	October (two weeks from receipt)
<i>Charities approve supplemental documents for publication</i>	October (one week from receipt)
<i>ACE notifies participants of recommendations decisions</i>	No later than November 11, 2022
<i>ACE publishes reviews and charity recommendations</i>	November 22, 2022
<i>Charities submit post-evaluation feedback survey</i>	Around December (four weeks from receipt)
<i>ACE sends participation grants to charities</i>	Early 2023

# EVALUATION PROCESS

## INVITATION AND ELIGIBILITY (JUNE – JULY)

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### Background

Each year, ACE's evaluation committee performs an initial consideration to narrow our list to a small group of highly promising charities to invite to participate in our evaluation process.

By default, this group includes all of ACE's current recommended charities that are on schedule and selected for re-evaluation. The remaining slots in our evaluation process are offered to a combination of previously evaluated charities whose reviews may be outdated and some new (or new to us) charities that seem highly promising.

We are happy to offer participation grants of at least 2,000 USD to charities that accept our invitation and make a “good faith effort” to work with us toward the publication of a review.

### What's expected of charities

- Read the invitation and attached documents.
- (Optional) Schedule an introductory call using the appointment scheduling link in the invitation email if you have any questions or would like more information.
- Confirm your organization meets the eligibility requirements outlined in this handbook.
- Accept or decline the invitation by **no later than July 14, 2022**.
  - Accept the invitation via email by returning signed charity handbook.
  - Decline the invitation via email; please include your reasoning for declining (see [Reasons for declining invitation](#)).

### Eligibility requirements

In order to maximize the likelihood of your organization receiving a recommendation, please check that your organization meets the following eligibility criteria<sup>2</sup> before accepting our invitation to participate:

- Annual budget size of more than 100k USD
- At least three staff members (including full-time, part-time, and contractors)
- At least two years since being founded

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<sup>2</sup>ACE uses these criteria as a way to identify that charities have enough room for more funding to receive a recommendation and enough historical data to assess their programs.

- Not working / based in a comprehensively sanctioned country<sup>3</sup>
- Ability to gather and send all financial documents required for ACE to distribute funds to your organization, either directly or through the use of a fiscal sponsor

**If your organization does not meet all of these criteria, we request that you decline our invitation** as it is unlikely that the organization will be recommended as an ACE Top or Standout Charity. That said, we sent your organization an invitation because we believe they are doing promising work in animal advocacy. As such, if you are ineligible for participating in the evaluation process, we encourage you to pursue a [Movement Grant](#) for early-stage projects. To discuss this option further, please reach out to our Charity Liaison, Vince Mak, at [charity-liaison@animalcharityevaluators.org](mailto:charity-liaison@animalcharityevaluators.org).

## Reasons for declining invitation

For some charities, choosing whether or not to participate in our evaluation process is a difficult decision. Here are seven common reasons why some charities decline to be evaluated:

- They did not meet the eligibility criteria required to participate in the evaluation process.
- They were too busy during Animal Charity Evaluators' evaluation season to participate in the review process.
- They chose to wait until the following year to be evaluated.
- They disagree with Animal Charity Evaluators' evaluation criteria, methodology, and/or philosophy.
- They do not support Animal Charity Evaluators' decision to evaluate charities relative to one another.
- They do not consider themselves an animal charity.
- They do not currently have a significant need for more funding.

If you are unsure whether these (or similar) reasons apply to your organization or outweigh the benefits of participating in our evaluation process this year, please schedule a call with us using the appointment scheduling link provided in your invitation; we would be happy to discuss the decision with you further.

## INFORMATION REQUESTS (JULY – AUGUST)

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### Background

The first stage of our evaluation process consists of requesting information from each charity that has agreed to participate. This year, we will be requesting information using Qualtrics survey software. As defined below, information will be requested at least three times during this stage.

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<sup>3</sup> Countries and areas that are [comprehensively sanctioned](#) by the U.S. Government: Cuba, Iran, North Korea, Russia, and Syria, and the Donetsk, Luhansk, and Crimea regions of Ukraine.




We ask that you ensure that all information submitted to us is truthful and accurate to the best of your knowledge. Your ability to submit accurate data is vital to the outcome of our evaluations; submitting inaccurate information may result in us discontinuing our evaluation of your organization.

## What's expected of charities

- Fill out the general information request **no later than three weeks after receipt.**
- Distribute culture surveys to staff (and possibly volunteers) with instructions to submit their responses **no later than one week after receipt.**
- Submit a response to follow-up questions **no later than two weeks after receipt.**

## General information request

After accepting the invitation and returning the signed handbook, ACE's [Charity Liaison](#) will send a general information request for you to fill out via Qualtrics.

 The Charity Liaison will be your main point of contact for all matters related to your evaluation. Please direct all communications to: [charity-liaison@animalcharityevaluators.org](mailto:charity-liaison@animalcharityevaluators.org)

To ensure that we have adequate time to draft all reviews, **we require that you submit the general information request within three weeks of receiving the request form.**

Our general information request helps us understand your organization's primary achievements over the past couple of years and the breakdown of your organizational budget by activity. The information we request at this point may include:

- The amount in restricted donations your organization received in the past year (if any)
- A list of any revenue-generating programs and how much they generated in the past year
- A copy of your organization's strategic plan in PDF format (if you have one)
- A list of your organization's human resource policies
- A list of current key staff members, including directors and board members
- Accomplishments from previous years, in full and by program
- Historical and current financial information and documents, in full and by program
- Information on spending totals for each country, in full and by program (for charities that operate in multiple countries)

We will **publish all general information request responses** from charities so that we can easily cite them in our reviews.

If any information in your response is **confidential**, we require you to flag it for us in some way. (We recommend using formatting such as ***\*\*CONFIDENTIAL: {confidential info}\*\****.) This will ensure that we redact confidential information before publication.

We will send you the edited versions of your responses once formatted so that you can approve the document prior to publication.

## Culture survey

As part of the evaluation process, we request that you distribute an anonymous culture survey<sup>4</sup> to your staff (and in some cases volunteers) on ACE's behalf. This year, culture surveys will be administered via Qualtrics. The Charity Liaison will send you unique links to survey(s) to share with your organization's employees (and in some cases volunteers). We ask that you distribute the survey and **ensure all responses are submitted within one week of receiving the survey links**.

We do not require that all of your employees provide feedback, but we encourage them to be candid and thorough in their responses, as this aids us in making our decisions. **Participation in our culture survey is an eligibility requirement to receive a recommendation from ACE.**

Culture survey responses are used to produce a summary report that identifies themes in respondents' comments and provides details on the average score and distribution for quantitative questions. Our staff will use this report to draft each charity's final review, but **it will not be published** alongside the review or anywhere else on our website.

## Follow-up questions

To help us verify your primary accomplishments and clarify any uncertainties about your organization's work or recent achievements, **we will send you a few follow-up questions**. Please don't take these questions to reflect ACE's attitude about your organization; follow-up questions are simply part of the regular process we use for verifying claims of all charities under review.

To ensure that we have adequate time to draft all of our reviews, **we require that you submit your response to our follow-up questions within two weeks of receiving the request form**.

## Other sources of information

We may seek other sources of information to verify claims made by leadership during the charity evaluation process. For instance, we may seek news reports and other publicly available information to corroborate information about events that your charity organized, or we may reach out to external experts or leaders at other charities who we think may be able to help confirm certain information.

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<sup>4</sup> See [2021 culture survey](#) as an example of questions included in previous surveys.

## DRAFTS SENT FOR APPROVAL (OCTOBER)

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### Background

After receiving all the required information and drafting reviews, ACE's Charity Liaison will send you a draft of your review along with instructions for requesting corrections and next steps. This will give you an opportunity to flag inaccurate information and/or request that we remove confidential information from your review. If any changes are needed, you should note those changes as suggestions or comments in the document and contact ACE's Charity Liaison.

**All charities will have two weeks to correct any factual errors and/or request that we remove confidential information from their review and supplemental documents.**

As previously indicated, if you are not happy with our review of your organization for any reason, you may choose to [withdraw](#) it from publication.

### What's expected of charities

- Thoroughly read through your review draft and note if any changes are needed
  - To request changes, leave notes on the draft in the form of suggestions or comments and contact ACE's Charity Liaison
- Approve the review draft for publication
- Approve supplemental documents for publication
- Submit your approval for publication (or request to withdraw) to the Charity Liaison

### Considerations when approving

When you receive the draft of your review, please bear in mind that *all* of our reviews, even reviews of our Top Charities, contain critical content. Our role is not to “sell” any particular organization to the community, but rather to provide honest, detailed reviews. Your organization’s review was written alongside many others, all of which were created using the same process and format. This format may or may not have changed significantly from those used in previous years, but we assure you that it is consistent with all reviews written during the same year.

If you are not happy with our review of your organization for any reason, you may choose to [withdraw](#) it from publication.

## RECOMMENDATIONS AND PUBLICATION (NOVEMBER)

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### Background

We hope that each new review marks the beginning of a long working relationship with each charity. After our evaluation committee makes recommendation decisions, we communicate those decisions to charities via the Charity Liaison. If we select your organization as a Top or Standout Charity, we will promote it for the duration of your recommendation. Your charity will be featured on our website, promotional materials, social media, and in our presentations. We will also fundraise on your behalf, provide you with your donors' contact information every two months, and distribute donations to you twice per year. We will send you ACE-approved badge graphics to use in your promotional materials, newsletters, websites, or wherever you see fit.


### What's expected of charities

- If you have not done so already, send your approval for publication
- If recommended, confirm acceptance of your charity's recommendation
- Maintain strict confidentiality regarding your recommendation status; do not share this information with anyone prior to ACE's publication of your review and the subsequent recommendation announcement

### Recommendations notification

At this point, the Charity Liaison will notify all participating charities of ACE's recommendation decisions. If you received a recommendation, the Charity Liaison will send you additional information including graphics and a guide of best practices for promoting your recommendation.

ACE will notify all participating charities of their recommendation status prior to publication, **no later than November 11, 2022.**

 Please keep the contents of your review (along with your recommendation status) **confidential** until publication.

### Publication

This year, we aim to publish our updated reviews **one week before Giving Tuesday, on November 22, 2022.**

## FEEDBACK AND ADDITIONAL DOCUMENTS REQUEST (DECEMBER – JANUARY)

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### Background

After publishing reviews and recommendations, ACE distributes a post-evaluation feedback survey to all participating charities to gain insight on improvements for future evaluations. We may also request additional information that is required to send participation grants and other funds to charities.

### What's expected of charities

- Submit feedback survey responses
- Submit documents necessary for us to distribute funding, e.g., participation grants

### Post-evaluation feedback survey

Some time after charity reviews are published, the Charity Liaison will send you a survey link. We request that you submit your survey responses **no later than 4 weeks after receipt**. We understand that this is a busy time of year for all charities, so please reach out to us if you need an extension for submitting the post-evaluation feedback form.

### Additional documents request

If needed, the Charity Liaison will contact you to request additional documents needed in order to distribute funds—including participation grants—to your organization.

## PARTICIPATION GRANTS (JANUARY – FEBRUARY)

Once you've submitted all required documents, ACE will send your charity's participation grant in early 2023.

# ADDITIONAL INFORMATION

## OUR CONTINUING RELATIONSHIP

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We hope that each new evaluation sparks the beginning of a long working relationship with a charity. If we select your organization as a Top or Standout Charity, we will promote it for the next two years, featuring it on our website, in our promotional materials, on social media, and in presentations. We will encourage the public to donate to your organization as one of the most effective animal advocacy organizations in the world.

Even if your organization is *not* selected as a Top or Standout Charity, we may reach out to you to provide feedback on our research, apply for our [Movement Grants](#) program, or be featured in a [blog post](#). Occasionally, we even connect donors with charities that we have evaluated but not recommended if we feel they are an exceptionally good fit. We are always looking for new ways to support a broad range of charities in our work and promote a variety of ways to help animals.

If you'd like, [contact us](#) throughout the year with updates on your accomplishments. We'd love to hear from you! We keep track of all of the information you send us, though we generally only [update](#) our reviews during our annual evaluation cycle.

### ACE's Recommended Charity Fund

If we select your organization as a Top or Standout Charity, we will not only direct donors to your organization, but we will also actively fundraise on your behalf. In addition to collecting donations for our Top Charities through our website, we solicit donations to our [Recommended Charity Fund](#), which is distributed among our Top and Standout Charities. This fund is disbursed in January and July of each year; the amount distributed is based on each recommended charities' room for more funding and the amount of money in the fund.

 In order to distribute any funding, we require some [background information](#) from your organization.

### Tracking ACE-influenced donations

If we select your organization as a Top or Standout Charity, we request that you help us track donations that are influenced by ACE's recommendation of your work. We appreciate your cooperation in helping us evaluate our own impact as a nonprofit. For more details, please review our donation tracking standard operating procedures for [Top Charities](#) and [Standout Charities](#).

## Following up on your organization’s room for more funding

Each June, we follow up with our Top Charities and Standout Charities about their room for more funding. We will ask you for your best estimate of how much funding you have raised since our most recent check-in. We are only interested in your total revenue; there is no need for this update to distinguish ACE-influenced donations from other donations. If, based on your fundraising success, we’re concerned that your organization may have limited room for additional funding prior to our next recommendation update, we may reach out to discuss your current plans for growth.

## Review and recommendation updates

We generally do not update our reviews or change our recommendations outside of our annual evaluation process. We do, however, reserve the right to remove parts of a review, archive a review, and/or rescind a recommendation in the event that (i) a major change occurs at one of the charities we’ve evaluated, or (ii) we discover highly relevant new information. We will make every effort to contact the charity in question to verify the relevant facts and notify them of our decision before making any such change.

## Schedule of subsequent reviews

If your organization is selected as a Top Charity or Standout Charity in 2022, we expect to evaluate it again in 2024. That said, ACE reserves the right to not re-evaluate charities whose recommendation is expiring. If we evaluate your organization but do not select it as a recommended charity in 2022, we may ask to evaluate it again in the future. Please let us know about any major changes at your organization that you think may contribute to the need for an update.

## POLICIES AND PROCEDURES

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*Note: A complete description of [Animal Charity Evaluators’ policies](#) is available on our website. Here, we describe aspects of our policies and procedures that are relevant to our evaluation process.*

## Participation in the evaluation process

We’re always glad to hear that a charity has chosen to participate in our evaluation process. Please know that we will make every effort to evaluate your organization fairly and in line with our policies and procedures. To ensure consistency across reviews, we evaluate every charity according to the same [criteria](#). Each criterion is thoroughly researched and supported by evidence and reason. Prior to publication, we solicit feedback from other parties, including our Executive Director, board members, and you—the charity under evaluation. We understand that *you* are the expert on your own organization, and we value your input because it helps us draft a review that accurately reflects your work.

## Declining evaluation

If you decline to participate in our evaluation process, we make a note that your organization declined to be evaluated. Because of our commitment to transparency, we would like to disclose the reasons why the organization has declined to be evaluated. Some reasons why charities decline are listed earlier in this handbook (see [Reasons for declining invitation](#)).

If you do not respond to our invitation to be evaluated, we will simply note that your organization “did not respond to our invitation.”

## Conflicts of interest

We maintain a strict conflict of interest policy for our charity evaluation committee, which is detailed on our [website](#). Serious conflicts of interests (e.g., previous employment, close personal friendships with members of an organization) disqualify the employee or board member in question from participating in any aspect of the evaluation of a particular organization. Minor conflicts of interests (e.g., volunteering, most donation histories) are publicly acknowledged, though in general, we expect these not to interfere with our standard evaluation procedures.

We also have a policy in place to prevent conflicts of interest that may arise from donations. Should ACE receive a donation from an individual strongly tied to a recommended charity, the donation will be returned, and said individual will be directed to the section of our [website](#) that addresses this issue. ACE will not apply for grants from organizations that could be considered for future recommendations.

If you believe that your organization has a conflict of interest and do not see it reflected on our [disclosures](#) page, please [contact us](#).

## Sensitive and confidential information

During the evaluation process, you may wish to share information with us that is not yet public and/or that you wish to remain confidential. There will be many opportunities for you to share such information and notify us of its confidential nature. We will never disclose information that we understand to be private, either in our reviews or in our conversations with donors. We will send you our review of your organization prior to publishing it, so that you have an opportunity to flag any information you would prefer us to omit from the published version.

Our commitment to honoring confidentiality extends to most circumstances surrounding your participation in our evaluation process. For example, if at the start of this process you choose not to participate for reasons that you prefer not to publicize, we will not disclose those reasons to third parties.

## Approval of publication

We will not publish a review of your organization without your permission. By approving a review for publication, you agree to its use on our website and in our promotional materials. You also



agree that we may share information that appears in the review in our conversations with donors, as well as in other materials.

If you wish, you may quote parts of the review or link to the review on your website or in your promotional materials. You may also publish a response to the review via your own materials.

## Withdrawal from publication

All organizations are free to withdraw from our evaluation process at any time, for any reason. If your organization chooses to withdraw in a given year, we will not publish any information we acquired about your organization during that year's evaluation process. This includes the reason(s) for your withdrawal, should you wish for them to remain confidential.

We will, however, note the approximate stage of the evaluation process at which your organization withdrew from participation. For example, one of the following notes might appear on our website next to the names of withdrawn charities:

- Withdrew from evaluation before we began drafting review
- Withdrew from evaluation before we completed a review
- Withdrew from evaluation after viewing a draft of our review

If you would like us to publish a reason for your withdrawal from publication, you may select one or more [reasons for declining invitation](#), or we can state that you believe our review “misrepresented and/or misvalued” your organization.

## Mutual non-disparagement agreement

**In choosing to participate in our evaluation process, you agree to enter a mutual non-disparagement agreement with Animal Charity Evaluators, even in the case of your withdrawal.** We promise not to make public evaluative claims about your organization (outside of the scope of the review we publish with your permission), and we ask that you make a commitment to not make negative evaluative claims about our evaluation of your organization. This agreement is designed to protect our organization; because we maintain the confidentiality of all information gathered during withdrawn evaluations, we would not be able to respond if a charity made disparaging statements about us—even if those statements were false.

Your agreement to not disparage Animal Charity Evaluators means that you will not make any negative evaluative statements (written or verbally) about our evaluation of your organization. Examples of negative statements include (but are not limited to):

- Claims that our (published or unpublished) review of your organization was poorly conducted or poorly written
- Claims that our (published or unpublished) review of your organization would cause harm to the animal advocacy movement
- Claims that we lack expertise or are otherwise ill-equipped to do our jobs

While we ask that you do not make negative *evaluative* statements about our review of your organization, you are welcome to make *factual* statements about our evaluation process. For instance, you may state that you chose to withdraw from the evaluation process because you disagreed with our review or because you believe we misunderstood your work.

This agreement does not prevent you from making evaluative statements about *other areas* of our work, as long as those statements do not relate to our review of your organization or our charity evaluation process. For example, you would still be permitted to critique a piece of research that we publish or a grantmaking decision that we make through Movement Grants.

## Donor privacy policy

ACE will distribute donations and share donor contact information with our recommended charities so long as they maintain strict adherence to our [donor privacy policy](#). **Charities are required not to share, sell, or rent a donor's information with any other entities without first obtaining the donor's permission.**

## Participation grants

We administer participation grants to all organizations that make a “good faith effort” toward the publication of a review. Allowing us to publish a review of your organization is not a requirement for receiving a participation grant. Charities that successfully complete our evaluation process will receive a participation grant of at least 2,000 USD (or the equivalent amount in your local currency).

Participation grants are administered by our Director of Finance and Impact after the release of our updated reviews, sometime around early 2023. Organizations may choose to have their grant sent by check or bank transfer. For a check, we will need to know (i) who to make the check out to, and (ii) your organization's mailing address. For a bank transfer to organizations in the U.S., we will need to know the routing number, account number, and account type of your organization's bank account. We will also need to know the name of the account, the organization's physical address, and a contact name and email address.

In order for ACE to distribute participation grants (or any funding) to your organization, we will need some [background information](#).

### Grantee background information

For ACE to distribute any funding (including participation grants) to your organization, we require the following information:

- Your organization's name, address, contact name and email, a brief description of the organization in English, and a detailed description of the programs and/or activities that the grant will support
- Board, leadership, and key employees' names, titles, emails, phone numbers, and annual wages

- Most recent year's financial statements or tax return (this is needed each calendar year that ACE provides funding)
- A spreadsheet with your organization's current operating budget, including a breakdown of expenses and salaries by program (this is needed each calendar year that ACE provides funding)
- A written statement confirming that funds from a restricted grant from ACE will be exclusively used for the activities defined in that grant
- For organizations in the U.S.:
  - a copy of your bylaws, articles of incorporation, (if registered charity) tax exemption letter, (if applicable) Internal Revenue Code (IRC) section, and IRS Form W-9
- For non-U.S. charities:
  - a resource (e.g., government webpage) showing what a charity has to provide to be registered in your country, the documents listed in that resource, and a document showing you are registered as a charity in your region
- For other non-U.S. organizations:
  - a document showing you are registered as an organization in your country (e.g., could be similar to the articles of incorporation)

ACE will reach out to your organization via email to remind you to send this information, including instructions on how to submit it. We are only providing this list in advance should your organization want to start preparing this information or have any questions/concerns regarding this requirement.

## FREQUENTLY ASKED QUESTIONS

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### 1. Where will ACE's review of our organization be published?

All of our reviews are published on our [website](#). We also promote our recommended charities on social media, in our [Guide to Effective Giving](#), in our newsletters, and in other promotional material.

### 2. How long does the evaluation process take? What deadlines will you have for our organization?

The evaluation process lasts from June through November. Most of that time, however, our team is doing the work—not yours! We require three basic stages of participation from the charities we evaluate. First, we ask you to send us some information via Qualtrics and distribute a culture survey to your staff. We will ask you to answer some follow-up questions, with each batch of information having a deadline of one to three weeks. You will have up to

two weeks to request corrections, redactions, and approve your review draft. Finally, around the time of [publication](#) (November 22, 2022), we may ask you to implement donation tracking and send us your contact details so that we can administer your participation grant.

According to our most recent survey of charities we have previously evaluated, participating in our evaluation process takes a median of **83 hours**. If you find that your organization is spending more time than anticipated, please let us know so we can discuss ways to reduce your time commitment.

### **3. How does being evaluated help our work? Will we be compensated for our time?**

Many donors are looking for independent reviews on charitable impact, and ACE is one of the resources they turn to for thorough reviews of animal charities. Having a review of your organization on our website will strengthen your current and potential donors' trust in your work because it indicates that you are interested in assessing your impact and effectiveness.

We are happy to compensate you for the time spent participating in our evaluation process. We will send participation grants of at least 2,000 USD (or the equivalent amount in your local currency) to all charities that, in our judgment, make a "good faith effort" to work with us toward the publication of a review, regardless of the final result. Allowing us to publish a review of your organization is not a requirement to receive a participation grant.

### **4. My organization is very busy at this time of year. Can a certain aspect of the evaluation process be delayed a few weeks? Can it be delayed until spring?**

We will make every effort to accommodate your organization's schedule, but there are certain deadlines that we are unable to move. We plan to publish all reviews one week before Giving Tuesday, and they must be completed well in advance so that our communications team has time to format and publish them. If you'd like to request a deadline extension that would not interfere with our publication date, please email our [Charity Liaison](#).

### **5. Can my organization be evaluated next year instead of this year?**

We would be happy to add you to our list of charities to consider next year. If we invited you to participate in our evaluation process this year and you [chose to wait](#), it's fairly likely that we will invite you to participate again next year. However, since there may be time constraints or other factors that we are unable to anticipate or control, we cannot guarantee that we will select your organization for evaluation next year.

### **6. Can my organization be evaluated both this year and next year?**

Generally, **we re-evaluate our Top Charities and Standout Charities every two years**, and other charities every three years or more. You should always feel free to [keep us updated](#) of major changes at your organization, as we may choose to re-evaluate your organization sooner than scheduled.

**7. Will Animal Charity Evaluators publish sensitive or confidential information about my organization?**

We will never disclose any information about your organization without your permission. You will have an [opportunity](#) to approve our review of your organization before we publish it.

**8. Can my organization withdraw from evaluation at any time?**

Yes. The entire evaluation process is optional, and your organization may [withdraw](#) at any time. In line with our commitment to maintaining transparency with our donors, we list the status of all organizations we work with on our website. If your organization withdraws from the evaluation process, we may list it on our website with the note: “withdrew from the evaluation process.” We may also list the approximate stage of the process that you withdrew.

**9. If we are selected as a Top or Standout Charity, how long does that status last?**

**Top and Standout Charity status lasts for two years.** We reserve the right to revoke either status outside of that time frame in the event that we uncover significant new information about a Top or Standout Charity. We also reserve the right to not re-review charities whose recommendation status has expired.

**10. Can my organization decline to be listed on Animal Charity Evaluators’ website?**

While charities [can decline](#) to be listed on our website, we will by default list all charities that have participated in the evaluation process on our "list of charities considered in 2022" archive page, along with information about whether the organization was evaluated, declined or withdrew from the evaluation process, or did not respond to our invitation. We will also include your reasons for declining. Publishing this information helps us maintain transparency about our process, and we feel it is immensely helpful for our donors. Of course, we respect charities' requests, so please contact the [Charity Liaison](#) if you do not want your organization to be listed on the website.



**Animal Charity Evaluators**

340 S Lemon Ave #3480

Walnut, CA 91789

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

I have read the contents of ACE's Charity Evaluation Handbook in its entirety and, on behalf of my organization,

\_\_\_\_\_, I agree to participate in ACE's 2022 evaluation process.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*If your organization chooses to participate in Animal Charity Evaluators' 2022 evaluation process, please sign and return this form as soon as possible to our Charity Liaison at: [charity-liaison@animalcharityevaluators.org](mailto:charity-liaison@animalcharityevaluators.org).*