



# 2024 Charity Evaluation Application

Thanks for your interest in applying to our 2024 charity evaluation process. Before submitting an application, please make sure you have [read](#) the application guidelines, the evaluation process and timeline, and the Frequently Asked Questions.

If you have additional questions about the application or the charity evaluation process, don't hesitate to contact our Charity Evaluations Manager, [Vince Mak](#).

## Phase 1: Initial Screening

In this phase we ask for general information of the organization to ensure that you meet our eligibility requirements.

Estimated length: ~15 minutes

### General Information

\*1. Legal name of the organization:

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\*2. Name of primary contact:

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\*3. Email address of primary contact:

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\*4. Website of the organization:

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\*5. Country in which your organization is registered (if registered in multiple countries, please select the country where your headquarters are located):

▼ Afghanistan (1) ... Zimbabwe (197)

\*6. Has your organization been evaluated by ACE before?

Yes (1)

No (2)

### Eligibility Requirements

\*7. Select the primary work areas of your organization (only select a work area if at least 10% of your organization's spending goes toward it):

- Providing direct care for animals (e.g. sanctuaries, shelters, veterinary care, working animal care) (1)
  - Conservation or preservation of habitats or species (2)
  - Directly rescuing or rehabilitating wild animals (3)
  - Helping companion animals (4)
  - Helping animals used in laboratories (5)
  - Helping working animals (6)
  - Helping animals in entertainment (7)
  - Helping farmed animals (excluding direct care) (8)
  - Helping wild animals (excluding conservation and direct rescue or rehabilitation) (9)
  - Other (please specify): (10)
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\*8. Is your organization currently in an exploratory or testing phase where there is significant uncertainty about which of your programs you prefer to scale up?

Yes (1)

No (2)

\*9. Enter the date when your organization was formed:

- o Month: (1) \_\_\_\_\_
- o Year: (2) \_\_\_\_\_

\*10. Enter the current number of paid staff (including full-time, part-time, and contractors) in full-time equivalents:

\_\_\_\_\_

\*11. What was your organization's 2023 expenditures (USD)? Please round to the nearest 10000 USD. Ensure that you only include numbers, as commas and letters are not allowed.

\_\_\_\_\_

\*12. Do you work or are you based in a country that is comprehensively sanctioned by the U.S. (see list [here](#))?

- Yes (1)
- No (2)

\*13. Is your organization able to gather and send all [documents](#) required for ACE to distribute funds to your organization, either directly or through the use of a fiscal sponsor?

- Yes (1)
- No (2)

14. (Optional) Please add any comments/clarifications related to questions 1-13 here. (1000 characters)

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**Phase 2: In-depth questions**

Thank you for completing Phase 1 of ACE's Charity Evaluations application. Your responses indicate that your organization is eligible for evaluation. We will now ask more detailed questions about your organization. We expect this part of the application to take around 1–2 hours. Please do not spend more than 4 hours on this.

\*15. Interventions, animal groups, and countries

In this section, you will be asked to provide the combinations of intervention types that your organization spends the most resources on, the types of animals that your organization helps, the countries where you work, and the rough percentage of spending going toward each combination of factors.

For each combination, follow these steps:

a) Enter the name and a brief description (1–3 sentences) of the program that this combination belongs to. Note that programs could span multiple combinations; if that is the case, you can just repeat the program name, but you don't need to repeat the program description.

b) For the “Intervention category” question, please select one of the 27 options provided. For more information on intervention categories, see our [menu of interventions](#). If the intervention does not fit our menu of interventions, please select "Other" and elaborate.

c) For the “Animal group” question, select one of the 21 options provided:

- Animals in entertainment
- Animals in labs
- Companion animals
- Farmed animals (general)
- Farmed animals for foie gras
- Farmed animals for fur
- Farmed aquatic invertebrates
- Farmed broiler chickens
- Farmed cows
- Farmed ducks
- Farmed egg-laying hens
- Farmed fishes
- Farmed goats

- Farmed land invertebrates
- Farmed pigs
- Farmed rabbits
- Farmed sheep
- Wild animals
- Wild-caught fishes
- Working animals

If the work helps all animals, or another group of animals, please select "All Animals/Other", and elaborate.

d) For the "Country" question, select one country per combination. If the program is operated in multiple countries, select the country where you think the program has the most influence. If the program is not operated in any specific country, you can select "Global/International/Other" and elaborate.

e) e) For the "percentage of annual expenditures" question, add an approximate percentage representing the proportion of spending going toward each combination of factors (intervention-animal-country). These estimates don't have to be exact—a very rough estimation is fine.

For example, for a cage-free campaign in Brazil, the combination would be: Corporate and institutional outreach - Welfare improvements; Farmed chickens; Brazil. You can add up to

10 combinations of factors (intervention-animal-country). If your organization's work involves multiple interventions, animal groups, and/or countries, please only add the combinations that you spend the most resources on.

**Please note: The combinations should overall reflect a high enough proportion of your charitable expenditure to get a good understanding of your main programs.**

Please indicate below the minimum percentage that you consider sufficient. It may be worth taking note of your most important combinations before continuing with the form, making sure percentages add up to no less than 30% and no more than 100%.

\*Please indicate the percentage of your expenditures that you believe would give us a sufficient understanding of your main programs. This percentage should be between 30% and 100%

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\*Please indicate how many combinations (intervention-animal-country) you would like to add (1-10).

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Start of Block: Combinations LOOP

Combination X

\*Name of the program

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\*Brief description of the program (1–3 sentences):

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\*Please select the intervention type that best fits this combination.

▼ Books (1) ... Veterinary care and shelter (26)

\*If you selected "Other", please elaborate.

\*Please select the country in which this intervention is conducted, or the country where you think it has the greatest influence.

▼ Afghanistan (1) ... Zimbabwe (197)

\*If you selected "Global/International/Other", please elaborate

Please select the animal group targeted by this combination.

- Animals in entertainment
- Animals in labs
- Companion animals
- Farmed animals (general)
- Farmed animals for foie gras
- Farmed animals for fur
- Farmed aquatic invertebrates
- Farmed broiler chickens

- Farmed cows
  - Farmed ducks
  - Farmed egg-laying hens
  - Farmed fishes
  - Farmed goats
  - Farmed land invertebrates
  - Farmed pigs
  - Farmed rabbits
  - Farmed sheep
  - Wild animals
  - Wild-caught fishes
  - Working animals
  - Other/All Animals (please specify)
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What percentage of your annual expenditures do you estimate is spent on this combination?

0    10    20    30    40    50    60    70    80    90    100

End of Block: Combinations LOOP

### Programs

\*16. Please enter the names of your three (or fewer, if your organization runs fewer than three programs) highest-expenditure programs, as well as an estimate of expenditures (rounded to the nearest 10000 USD) spent on each program in 2023. These numbers do not need to be exact and can be very rough estimates.

#### \*Program 1

Name: (1) \_\_\_\_\_

2023 Expenditures (USD): (2)

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#### Program 2

Name: (1) \_\_\_\_\_

2023 Expenditures (USD): (2)

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### **Program 3**

Name: (1) \_\_\_\_\_

2023 Expenditures (USD): (2)

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### **Theory of Change**

In this section, we aim to generally understand how your organization expects to create positive change for animals in the short term and long term.

For short-term change, consider the most immediate outcomes that you aim to achieve for animals and when you would expect those to occur.

For long-term change, consider the ultimate outcomes that you aim to achieve for animals and when you would expect those to occur.

\*17 a) Select the timeframe that best fits your organization's definition of short-term change for animals:

- About 1-3 weeks (1)
- 1-6 months (2)
- 6 months to 2 years (3)
- 2-5 years (4)
- More than 5 years (5)

\*17 b) Select the timeframe that best fits your organization's definition of long-term change for animals:

- 5-10 years (1)
- 10-25 years (2)
- 25-50 years (3)
- 50-100 years (4)
- More than 100 years (5)

\*18. How will your main program(s) listed in Q16 deliver these short-term and long-term outcomes?(4000 characters)

We want to understand your organization’s Theory of Change; i.e., how your organization's activities or programs are expected to achieve your short-term and long-term outcomes. You can think about this in terms of your organization’s:

- activities or programs (the work that you do)
- outputs (the direct consequences of those activities)
- early outcomes (the results of your outputs, such as changes in knowledge, skills, or attitudes of your target group)
- final outcomes (the outcomes needed to achieve your ultimate goals), and
- impact (the ultimate change you are trying to achieve)

Here is [ACE's Theory of Change](#) as an example.

You might find it helpful to write a separate paragraph for each program.

If your organization works toward multiple outcomes, please only focus on the ones you spend most resources on.

Note: Please do **not** include external links in the response to this question. We won’t have the capacity to review them.

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\*19. What evidence (or other reasoning, if limited evidence is available) supports your organization's choice of activities and outcomes? (3000 characters)

In this section, we are interested in the evidence base supporting your overall strategy. If evidence is limited because your organization is working on a novel or untested approach, we are interested to hear your own reasoning for adopting this strategy. You might find it helpful to write a separate paragraph on each of your organization's main programs for which this question is most relevant.

Note: Feel free to include external links to relevant research publications that support your organization's choice of activities and outcomes.

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(Optional) 20. If not covered by your previous responses, please explain how, if at all, your organization intends to bring about multinational or global change. (2000 characters)

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(Optional) 21. Please add any comments/clarifications related to questions 16–20 here. (2000 characters)

Note: Please do **not** include external links in the response to this question. We won't have capacity to review them.

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