

2025 Charity Evaluations Application

Thanks for your interest in applying to our 2025 charity evaluations. Before submitting an application, please make sure you have read through the application guidelines, the evaluation process and timeline, and the Frequently Asked Questions on our ['Apply for Charity Evaluations' webpage](#).

If you have additional questions about the application or the charity evaluation process, please contact our Charity Evaluations Manager, [Vince Mak](#).

Phase 1: Initial Screening

In this phase, we ask for general information about your organization to ensure that you meet our eligibility requirements. We expect this phase to take around 15 minutes.

If you meet the eligibility requirements, you will move onto Phase 2 of the application, where you tell us more about the work of your organization.

*1. Legal name of your organization (**Please note:** Applications must be submitted by the global/parent organization rather than individual country offices or regional branches.)

*2. Name of primary contact

*3. Email address of primary contact

*4. Website of your organization

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

Eligibility Requirements

*6. 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).

- Conservation or preservation of habitats or species
- Direct care for farmed and domesticated animals (e.g., sanctuaries, shelters, veterinary care)
- Directly rescuing or rehabilitating wild animals
- Helping animals used for entertainment
- Helping animals used in laboratories
- Helping companion animals (excluding direct care)
- Helping farmed animals (excluding direct care)
- Helping wild animals (excluding conservation and direct rescue or rehabilitation)
- Helping working animals, such as horses, donkeys, or oxen
- Other/All animals (please specify)

*7. Enter the date when your organization was formed.

- Month
- Year

*8. Enter the current number of paid staff (including full-time, part-time, and contractors) in full-time equivalents. (For example, if you have 3 full-time workers and 1 half-time worker, the full-time equivalent total would be 3.5.)

*9. What were your organization's expenditures for your most recently completed fiscal year (USD)? If your work includes grantmaking to other animal advocacy organizations, please include those grants in your expenses. Please round to the nearest 10,000 USD. Only include numbers (no letters or commas).

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

- Yes
- No

*11. 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
- No

*12. Is your organization currently in an exploratory or testing phase where there is significant uncertainty about which of your programs you prefer to scale?

- Yes (if you select this option, please explain why below)
- No

13. (Optional) Please add any comments/clarifications related to questions 1–12 here. (1000 character limit)

Phase 2: In-depth questions

Thank you for completing Phase 1 of ACE's 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 2 to 4 hours, depending on how many programs your organization runs. **Please do not spend more than 6 hours.**

We may consult with trusted external experts when assessing your application. If you have any concerns about this, please contact our Charity Evaluations Manager, [Vince Mak](#).

Programs

1. For the questions below, please consider your **three highest-expenditure programs** (or fewer, if your organization runs fewer than three programs).

For each of these programs, please provide the following information:

- **Program name**
- **2024 expenditures:** The amount spent on this program in 2024, rounded to the nearest 10,000 USD. This can be a rough estimate.
- **Animal groups and regions:** The animal group(s) this program seeks to help and the region(s) where this program takes place. Please provide all relevant country-animal combinations.
- **Intervention:** The type(s) of intervention this program involves (refer to ACE's [Menu of Interventions](#) if helpful)
- **Path to impact:** The different steps this program involves and how this will help animals
- **2025 objectives:** What you seek to achieve with this work in 2025. Please refer to tangible, quantified outputs wherever possible.
- **Track record:** The history of success for this program in 2024 (and before if you think this is highly relevant). Please refer to tangible, quantified outputs wherever possible.
- **Evidence base:** The other reasoning and evidence behind this choice of program and how it will help animals

Instructions

- Please be as concise and specific as possible.
- Please only include information directly relevant to the specific program (e.g., you don't need to include general information about the negative consequences of factory farming or the benefits of plant-based diets).
- Please quantify your answers where possible. For example, this could include the number of people, corporations, or other institutions you expect your program to reach; estimates of the number of animals that will be ultimately impacted; the number of courses, publication or other materials you expect to produce; or any estimate of the probability of success of the program.

Example response (fictional)

- **Program name:** Farmer welfare support
- **2024 expenditures:** \$60,000
- **Animal groups and regions:** Farmed chickens in India and Bangladesh, farmed pigs in India
- **Intervention:** Producer outreach
- **Path to impact:** We work directly with large chicken and pig farmers to encourage them to improve animal welfare standards and show them how. We do this by reaching out to the largest farmers in central India and the Dhaka

division of Bangladesh, where our offices are based, and offering them free consultations to improve their animal welfare, emphasising the benefits to their animals' health and productivity. Our expert vets then visit interested farmers to assess the current welfare standards and make welfare recommendations. Our Partnerships team then works with the farmers to provide them with a cost-benefit analysis, emphasising the long-term benefits of welfare improvements for health, reputation, and market access. We also assist farms with accessing governmental, private, charitable, or other institutional funding to implement the changes. This means that farms end up making welfare improvements, such as transitioning to cage-free systems or providing more effective curative and pre-emptive treatment of lameness, years before they would otherwise.

- **2025 objectives:** To visit at least 50 farms, including at least 20 that house over 10,000 animals, and help introduce welfare improvements in at least 10 of these.
- **Track record:** We launched this program in late 2022. In 2023 we engaged 12 farms and helped introduce welfare improvements in 4. In 2024 we engaged 30 and helped introduce welfare improvements in 12. Our biggest single achievement to date has been to convince a farm with 40,000 broiler chickens to lower their stocking densities to reduce the risk of disease outbreak.
- **Evidence base:** We launched this program after running a survey of farmers in 2022, which showed that 60% of farmers in India and 65% in Bangladesh were willing to make animal welfare improvements but didn't know where to begin.

Program 1 (2000 character limit)

Program 2 (2000 character limit). If your organization only runs one program, just leave blank.

Program 3 (2000 character limit). If your organization only runs one or two programs, just leave blank.

2. If not already covered in Question 1, what are your top three goals for 2025 as an organization? Please be as specific as you can, and quantify your answers where possible. (1500 character limit)

3. Do you collect data on the performance of your programs? If so, what methods and metrics do you use? (For example, if you run an educational outreach program, do you gather data on the number of participants and run surveys to gather audience

feedback?) If there is data you want to collect but are unable to for any reason, please briefly explain why. (1500 character limit)

(Optional) 4. Please add any comments/clarifications that you think will help us to understand your work. (1000 character limit)

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

Thank you message

Thank you for your application. You will get a confirmation email shortly, including a copy of your application. If you do not receive this email or if you have any other questions, please reach out to our Charity Evaluations Manager, [Vince Mak](#). We will inform all applicants by the end of April whether or not they have been selected to participate in our 2025 evaluation process.