

This document contains brief descriptions of areas where ACE will use additional funds from Open Phil. Additional details are available upon request, though we have not yet developed detailed plans for some of these areas due to the uncertainty of funding.

1. **Higher salaries (See Salary Estimates pdf)** This will improve employee quality of life and allow extra funding to pay for their own health care plans. It will encourage more focus on core ACE work and reduce the need for external projects. We could have gone even further with our raises than we did, but we are concerned about accelerating the burn rate of the organization, so we are exercising some caution in this area.
2. **Retirement Accounts (\$1,644)** This will enable staff to set aside money for retirement.
3. **Adding hours to Development Director (20→40)** This will facilitate additional giving to recommendations and ACE.
4. **Adding hours to a Data Analyst position (10→20)** This will improve optimization of advertising and functionality of our site via Analytics and A/B testing.
5. **Adding hours to Web Developer (22.5→30)** This will allow us to implement the findings of the Data Analyst.
6. **Adding hours to Media Relations position (20→40)** This position will focus on increasing the presence of ACE in the media. Adding additional hours will also enable this position to deal with the increasing amount of public attention that ACE experiences, something which takes a continually increasing amount of attention from staff.
7. **Adding another research associate position (FT for the second half of the year)** This will enable us to continue improving our research quality and expand our scope.
8. **Adding an experimental researcher position, to work either with the core research team or with the Research Fund** This will open up opportunities for ACE to further assist those conducting research projects, or to produce ACE original research studies.
9. **Improved donor database (\$2,400)** We will upgrade our donor database to enable for more efficient and detailed reports and data.
10. **Grants to evaluated charities (\$20,000)** We will experiment with giving grants to charities we evaluate, to pay them for their time, encourage self-assessment through the consideration of our criteria, and increase the positive perception of ACE and effective altruism. Currently, we are considering granting \$1K to those charities who undergo a comprehensive review, and \$500 to those who undergo an exploratory review.
11. **Stipends for interns based on need (\$29,500)** We believe that interns work harder when they have a stipend. Offering larger stipends will enable us to attract a more diverse set of applicants, including individuals who might not have been able to consider applying because of financial constraints. It is difficult to estimate how much we will spend on this, because it is dependent on need, but we have used our best judgement.
12. **Nexus speaking opportunity** We are currently speaking with a representative of the animal welfare and biodiversity division of Nexus, which is a collection of some of the world's most prominent philanthropists. This money will be used for a speaking engagement, either to a smaller, animal-specific audience, to the general US audience, or to their global audience. We are currently gathering information to make an informed decision on whether or not to pursue this opportunity.

13. **Research on donating decisions of animal donors (\$10,000)** We will explore asking a consulting service to assist us with investigating the motivations behind donations to animal charities, with the goal of better understanding our audience and how to identify and target ideal individuals with our message.