



GIVING WHAT WE CAN: REPORT OF THE TRUSTEES

The 6 month review of our progress and plan for the next 6 months were sent first to the Trustees of the Centre for Effective Altruism. The Trustees are Toby Ord, William MacAskill and Nick Beckstead. A meeting was then held between the Trustees and the Executive and Assistant Directors of Giving What We Can (Michelle Hutchinson and Andreas Mogensen). This is a summary of the views of the Trustees expressed in that meeting.

The trustees were impressed with the progress made over the past 6 months in terms of membership growth. They were optimistic about the individual outreach model for increasing membership. They did however feel that less money had been moved to top charities than they would have hoped, given membership growth.

The trustees were largely happy with the plan, and felt that GWWC currently has a strong team to carry it out, who work well together. For the most part, the next 6 months will be one of testing out our model. Therefore, most of the suggestions they had were to do with monitoring those tests, and reporting.

With regard to monitoring progress, they encouraged us to increase the extent to which we measure the time and money spent on a particular project, and compare that to the outcome. We have done that to some degree for projects in the past, for example the internship. But in that case it was difficult to compare the different outcomes (work produced, long-term volunteers staying with us, members generated). Concentrating purely on increasing membership will make this measurement somewhat simpler. We will aim to be able to get some idea about how much time and money result in a new member for various different activities.

The trustees recommended our next review have a diagrammatic representations of the pathway for people becoming interested in and ultimately joining GWWC – for example, starting with the number of people attending events, then the number of email addresses people give us, the number who respond to follow up and finally the number who join. Displaying it in that way will make clear where people lose interest, and

therefore which parts of the process we need to focus on.

They would also like future reviews to have a few key metrics which encapsulate how the organisation is doing. One of these should indicate GWWC's financial health – possibly its 'runway' – number of months of funding we have in reserves. One should be our rate of new membership per month, with something to put that in context. Finally, a number to give an indication of our cost-effectiveness, such as the amount spent over the last 6 months divided by the number of members gained in that time, or total money put in compared to total donated and expected to be donated.

Future reports on our plans were recommended to include greater emphasis on how our plans differ both from what we have done in the past, and what we expected our plans to look like at the previous review round, along with the reasons for the changes.

Finally, we discussed the Giving Review. They were interested to see a report on the results of the 2012 giving review. We currently have a summary of those results, and we will produce a report over the next month. They suggested in future polling some small random sample of members (perhaps 10%), in order to get a more in-depth view of their giving habits without needing to take up the time of all our members. We will take this into consideration when deciding how to get the information on people's donations from 2013. We may not do a giving review as we did in 2012, since the new website, and along with it the new dashboards, is expected to go online in March, before the new tax year. Depending on the popularity of the dashboards among members, we may use that as the primary data collection method.

We are very glad that the trustees are so happy with Giving What We Can's progress over the past 6 months. The most important thing to work on following this meeting is measuring time and resources put into activities, with their various outputs. We will also keep in mind the recommendations made for changes to our methods of tracking impact, in particular of having a clear picture of our pathway to membership.