



CENTRE FOR
EFFECTIVE
ALTRUISM



PROSPECTUS
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Letter from the Executive Director



2015 has been a year of rapid growth for the Centre for Effective Altruism.

Our team has doubled in size to 20 full-time positions, bringing in some impressive talent. Half of this growth came from scaling up existing projects, and half from expanding into new areas.

CEA is a collection of projects that work together to make sure that effective altruist ideas reach their potential to shape the world's future for the better. We share a vision for the world, help each other realise it, and share an operations team.

This year, the Centre has shifted its primary focus from incubating and supporting high value projects towards taking a more active role in the effective altruist community. Our Effective Altruist Outreach team increased our support for effective altruist chapters and improved the tools available for community members

to support each other - for example, by connecting donors and entrepreneurs through EA Ventures.

Perhaps most significantly, our EA Outreach team organised the EA Global conferences. Over 1,000 people came together across three continents for a weekend, making it the largest ever gathering of effective altruists. Attendees got to meet like-minded people and hear from speakers drawn not only from our own community, but also an increasing number from related organisations.

Our flagship projects - 80,000 Hours and Giving What We Can - have also continued to grow healthily. 80,000 Hours was selected for Y Combinator's prestigious start-up accelerator programme over the summer and in a few months increased newsletter subscribers five times to 22,000. Giving What We Can has increased pledged donations to \$528m and moved \$3.6m over 2015 (not counterfactually adjusted, through recorded donations and donations to its trust).

The Centre is also addressing policy work and building the intellectual foundations for a long-term movement. The Global Priorities Project has been laying the foundations for both, experimenting with different mechanisms for policy engagement by speaking with decision-makers as well as developing new policy ideas, especially in relation to existential risk and evidence-based policy-making.

We will open a US office in 2016. This will allow us to better serve the effective altruist community in the States, and to take advantage of the country's growing networks of effective altruists. In addition, it will allow us to recruit talented people who would prefer to work in the USA and it will simplify immigration difficulties.

Our strategic focus will be on solidifying our organisational fundamentals, making sure that we have the robust operational systems to allow us to continue to grow rapidly. So far, our staff has roughly doubled every year, and we

will need to adapt to manage this growth. We will continue to rely on a donor base that is not afraid of funding the less sexy aspects of our work, such as reliable and timely financial reporting systems, as well as our more exciting direct projects.

This will be a pivotal year for effective altruism. We expect external attention to grow, building on the numerous recent books and public appearances of effective altruist figures, as well as further endorsement by thought leaders and celebrities. This leaves us in a position where it is crucial to build a robust foundation for effective altruist work, allowing us to develop a truly sustainable movement.

Seb Farquhar

Executive Director

Centre for Effective Altruism

What is the Centre for Effective Altruism?



The Centre for Effective Altruism exists to make sure that the ideas of effective altruism reach their potential to shape the world's future for the better.

All of the projects within CEA address different parts of the challenge of creating a thriving future for effective altruism.

We support individuals to apply effective altruism through charitable donations at **Giving What We Can**.

We help people who want to use their career to do good effectively at **80,000 Hours**.

We help policy-makers and foundations do more good through the **Global Priorities Project**.

We help the effective altruist community work together and grow healthily through **Effective Altruism Outreach**.

These four projects are run in a relatively autonomous way, but share a board of trustees, a vision and approach, and core services. In addition, we facilitate a number of smaller projects.



Giving What We Can

One of the most concrete positive steps an effective altruist can take is to give to effective charities. Giving What We Can is a community of effective givers. We inspire people to donate at least 10% of their income as effectively as possible.

Forming a community allows us to share information on how and where to give, helps us stick to our commitment and stand together to create a culture of giving more, and more effectively.

We are continuing to grow rapidly, with on average 52 members joining per month in 2015 so far, compared with 35 on average in 2014. Further, we estimate that the average member will be worth over \$70,000 (net present value) to our top charities, whilst the marginal cost of gaining a member is only around \$1,000. We've already caused nearly \$3m of donations to top charities on a budget under \$600,000.

We now have more than 1370 members who have together pledged half a billion dollars over their lifetimes.



80,000 Hours

80,000 Hours helps talented young people to maximise the social impact of their careers. We do this by performing in-depth research into how to choose a career with a large social impact, and by using this research to provide an online career guide supported by one-on-one advice.

We've recorded over 246 significant plan changes (as of October 2015), leading to 5 new professional effective altruist non-profits founded and an extra \$10m pledged to high-impact charities in the next three years. In the last year, we increased our mailing list five-fold and our web traffic three-fold. Over the next year, our aim is to make our online guide the key resource for graduates who want to make a difference in their careers, increasing our rate of significant plan changes five-fold.



Effective Altruism Outreach

Since the term "effective altruism" was coined in Oxford in late 2011, the Centre has been involved in developing a community around the idea. Now, our projects in this space include:

- hosting EA Global,
- supporting EAGx conferences,
- creating and maintaining effectivealtruism.org (now the number one hit on Google for "effective altruism"),
- connecting funders with EA entrepreneurs through EA Ventures,
- VIP outreach to 20 different foundations and to influential people including Sam Altman, Elon Musk and the Gates Foundation,
- organising EA chapters, and
- developing an EA newsletter.

This is part of our plan to develop the infrastructure that will allow the effective altruist community to grow in a healthy and sustainable way that maximises long-term impact.



Global Priorities Project

The Global Priorities Project engages with policy-makers and develops original research on cause prioritisation and effective altruist strategy. Even though governments allocate roughly 45% of the developed world's resources, they remain neglected by effective altruists. We exist to change that.

Within policy, our proposals have been adopted by the UK government on catastrophic risk and development and we have held multiple high level meetings on a broader range of topics including existential risk, development strategy, animal welfare, and evidence-based policy. In addition, we are consulting for the Finnish government on existential risk reduction policy.

Within research, our model for movement building is widely cited and our work on how to estimate the value of research and future-oriented work has led to concrete policy recommendations as well as grants for work on existential risk strategy. We are also experimenting with work to increase the supply of AI safety researchers.

Who We Are

Team



Seb Farquhar

Executive Director
Co-founder of Global Priorities Project and 80,000 Hours. Formerly public sector consulting at McKinsey & Co.



Tara Mac Aulay

Chief Operations Officer
Optimised hospital operations in 33 countries for Red Cross, World Health Organisation, and Deloitte.

Emma Gray-Starcevic

Office Manager

Amy Willey Labenz

US Operations

Carley Centen*

Marketing

Max Dalton*

Strategy Fellow

Trustees



Dr Toby Ord

Co-founder of Giving What We Can. Research Fellow at the Future of Humanity Institute.



Dr Nick Beckstead

Researcher at the Open Philanthropy Project (part of GiveWell). PhD in Philosophy.



Dr Will MacAskill

Associate Professor at Lincoln College, Oxford. Author of 'Doing Good Better'. Founder of Giving What We Can and 80,000 Hours.



Dr Michelle Hutchinson

Executive Director
Grew Giving What We Can by more than 1,300 members. World Economics Forum "Young Global Shaper". PhD in applied ethics.



Jonathan Courtney
Alison Woodman
Dr Hauke Hillebrandt
Sam Deere
Larissa Rowe
Dr Marinella Capriati
James Snowden*



Benjamin Todd

Executive Director
Founding director of 80,000 Hours. Led team through Y Combinator in 2015.



Roman Duda
Robert Wiblin
Peter Hartree



Effective Altruism Outreach



Kerry Vaughan

Executive Director
Ran EA Global 2015, co-founded EA Ventures. Led Technology and Innovation Department at Laura and John Arnold Foundation.



Tyler Alterman
Julia Wise
Roxanne Heston
Oli Habryka
Peter Buckley



Seb Farquhar

Executive Director (P/T)
Co-founder of Global Priorities Project and 80,000 Hours. Formerly public sector consulting at McKinsey & Co.



Dr Owen Cotton-Barratt
Dr Stefan Schubert

*Subject to funding

Supporting Us

Over the past three years over 300 people have contributed to the Centre for Effective Altruism’s work.

If not for your help, we would not have been able to create a community of effective givers who have pledged more than half a billion dollars to charity, guide hundreds of young graduates into careers that make a difference, advise policy-makers around the world on effective policy, or support the effective altruist movement through eye-catching events like EA Global.

Now we need your continued support to help us build on our work so far.

Effective Altruism Outreach

We want to build the infrastructure necessary to ensure the long-term success of the EA movement including EA Global, EAGx and city and university chapters around the world.

CEA Unrestricted

We want to build robust and scalable foundations for future growth by outsourcing our finance function and hiring people to improve our marketing and web presence, help us support our donors, and develop effective altruist strategy.

Giving What We Can

We to scale our proven outreach methods for growing a community of people donating at least 10% of their incomes.

80,000 Hours

We want to raise to £210,000, of which we’ve already raised £124,000. This will cover us for 2016, during which we’ll focus on improving the online guide, with the aim of building the best careers resource for socially motivated graduates, and achieve five-fold growth in the rate of significant plan changes we cause.

Global Priorities project

We want to expand our capabilities in evidence-based policy advocacy and existential risk policy. We want effective altruism to get better at engaging with policy.

CEA Fundraising Targets by Organisation

	Already raised*	Minimum req'd	Goal	Stretch Goal
CEA Unrestricted	£50,000	£100,000 (£50,000 remaining)	£200,000 (£150,000 remaining)	£400,000 (£350,000 remaining)
80,000 Hours	£172,000	Already reached!	£220,000 (£48,000 remaining)	—
Effective Altruism Outreach	£200,000	£323,000 (£123,000 remaining)	£474,000 (£274,000 remaining)	£621,000 (£421,000 remaining)
Giving What We Can	£193,000	£325,000 (£132,000 remaining)	£475,000 (£282,000 remaining)	£550,000 (£357,000 remaining)
Global Priorities Project	£140,000	£225,000 (£85,000 remaining)	£300,000 (£160,000 remaining)	—

**Pledges, funds committed but not received, high-expectation donations at approximate size, or contributions that are conditional on meeting our funding goal. Where funds are not available until 2017, they have been excluded from this figure.*

How to Donate

Tax-Efficient Giving

You can give to us in a tax-efficient way from many countries.

Details can be found on our website:

www.centreforeffectivealtruism/donate

The best way to give to us...

United Kingdom

Via BTMyDonate

Europe (outside UK)

Via Transnational Giving Europe

United States

Via Venmo for gifts under \$3,000

Via ACH or wire transfer above \$3,000

Tax-efficient giving is currently unavailable outside of these regions, but please get in touch with us if you'd like to discuss options that may be available to you.

For more donation methods (cheque, PayPal, bank transfer etc. please visit our website: **www.centreforeffectivealtruism/donate**

Questions about giving?
Want more details?

Centre for Effective Altruism

development@centreforeffectivealtruism.org

80,000 Hours

development@80000hours.org

Giving What We Can

michelle.hutchinson@givingwhatwecan.org

Global Priorities Project

development@prioritisation.org

Effective Altruism Outreach

kerry@centreforeffectivealtruism.org

For The Donor Who Likes To Optimise...

The organisations within CEA operate somewhat independently, and it is quite possible to support just the part of CEA which best matches your individual objectives. If this is what you prefer, we are very happy to accommodate this.

However, restricting donations makes us more vulnerable to short-term funding shortfalls, reduces our strategic flexibility, makes it hard to reduce the size of a project, and adds a level of administrative overhead. At the moment, only 7% of our reserves are unrestricted.

There are three options for donating:

- **Unrestricted donation:** Donate to CEA in an unrestricted fashion increases our flexibility. This lets us use funds to start new projects, fund strategic necessities, or adjust the size of projects flexibly.

- **Indicating a preference:**

You can alternatively indicate that you prefer the activities of one organisation. In this case, we will default towards spending your gift wholly on that organisation and treat it as a signal to prioritise that project. However, if we have a strategic need to reduce the size of one organisation or to invest in a new opportunity we will still be able to do so.

- **Restricting your gift:**

Finally, you are able to restrict your gift for use only by a single organisation in CEA (e.g. Giving What We Can or 80,000 Hours). In this case, we become legally unable to spend the funds on anything except that project and would need to return it to you if we did not feel we were able to productively spend further on that project.

In addition, some of our donors ask if we prefer single gifts or recurring gifts. As a rule of thumb, for sums over £200 (\$300) we prefer a recurring gift, which lets us plan our future budgets more reliably and helps us build a sustainable organisation. For smaller sums, because of transaction and book-keeping costs we prefer single gifts.

Budget and Finances

		2016 (Projected)								
		2014	2015	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	2016 Total	2016 Total (inc. shared services)	
Giving What We Can	Staff costs	37,631	110,809	60,465	68,571	72,381	71,283	272,700		
	Non-staff costs	4,286	16,534	5,451	5,451	5,451	5,451	21,804		
	Total	41,917	127,342	65,916	74,022	77,832	76,734	294,504	426,754	
80,000 Hours	Staff costs	43,996	73,749	26,992	29,797	31,626	31,751	120,166		
	Non-staff costs	18,195	100,398	5,604	12,238	12,045	12,045	41,932		
	Total	62,193	174,147	32,596	42,035	43,671	43,796	162,098	192,722	
Effective Altruism Outreach	Staff costs	24,466	107,486	70,982	70,982	70,982	70,982	283,928		
	Non-staff costs	7,547	-30,674	13,885	13,885	13,885	13,885	55,540		
	Total	32,013	76,813	84,867	84,867	84,867	84,867	339,468	421,262	
Global Priorities Project	Staff costs	13,626	42,082	22,326	20,323	19,963	19,424	82,036		
	Non-staff costs	8,863	4,908	2,799	3,199	4,599	2,799	13,396		
	Total	22,488	46,990	25,125	23,522	24,562	22,223	95,432*	133,519*	
Shared services	Staff costs	80,313	94,333	47,481	53,191	59,816	55,616	216,104 (+29,323**)		
	Non-staff costs	39,726	72,120	21,056	23,806	28,106	23,006	95,974		
	Total	120,039	166,454	68,537	76,997	87,922	78,622	312,078		
Grand total		278,649	591,746	277,041	301,443	318,854	306,242	1,174,257 (1,203,580)	1,174,257	

Note: organisational budgets may differ from individual organisation budgets in companion prospectuses or on page 8, due to a range of factors including expectations of in-kind support, contingencies, and unrestricted funding targets that would enable further expansion and flexibility but that do not impact the shared services budget.
For more information, email development@centreforeffectivealtruism.org

* Excludes salaries paid by partner organisations through secondment arrangements. Inclusive of this, total spending will be roughly £225,000 over 2016.

** Funding which will be used to hire an additional shared staff member if unrestricted funding goal is met



2015