

# Effective Altruism UK Trustees' Annual Report

For the period 1st April 2020 to 31st March 2021

## Reference and administration details

Effective Altruism UK

Registered charity number 1170614

Flat 19, Jarman House  
Jubilee Street  
E1 3BL

## Charity Trustees

Sanjay Joshi (until 16th August 2021)

Samuel Hilton

Lucia Coulter

Amrit Sidhu-Brar

Grayden Reece-Smith

# Structure, governance and management

Type of governing document: Constitution

How the charity is constituted: Charitable Incorporated Organisation

Trustee selection methods: The Trustee Board is responsible for appointing new trustees subject to requirements set out in the Charity's governing documents. Potential new trustees are assessed on the basis of their experience, skills and motivation, as well as the Trustee Board's own assessment of its gaps and the skills required to deliver the Charity's strategy. This is primarily assessed through a candidate's CV and meeting with one or more of the existing trustees.

Additional governance issues: Effective Altruism UK has a risk register which it uses to monitor and assess risks. This register is reviewed at least annually.

# Activities and objectives

## Background to understanding the activities carried out by Effective Altruism UK

Effective Altruism UK's activities can be split into three categories:

1. **Effective Altruism London.** Effective Altruism UK has an employee based in London who has worked over the last year to deliver our charitable objectives – the promotion of civil responsibility and citizenship and concern for the effectiveness of charities – among Londoners. These staff work under the name Effective Altruism London (or EA London). The Effective Altruism London website can be viewed at: <https://www.ealondon.com>
2. **Effective Altruism for Christians.** Effective Altruism UK has an employee based in Sheffield who has worked since August 2020 to deliver our charitable objectives – the promotion of civil responsibility and citizenship and concern for the effectiveness of charities – among Christians, the majority of which live in the UK. These staff work under the name Effective Altruism for Christians. The Effective Altruism for Christians website can be viewed at: <https://www.eaforchristians.org>
3. **Regranting.** Where it is the wishes of donors, Effective Altruism UK has also regranted funds to other organisations around the world with similar charitable aims.

## A commitment to creating a public benefit

All decisions taken by Trustees and by the staff were taken solely with concern to creating benefits for the eventual beneficiaries, and any benefit to the immediate community was incidental to achieving this aim.

## Effective Altruism London

### Beneficiaries

When considering the actions taken by the staff of Effective Altruism London it is helpful to distinguish between the immediate community and the eventual beneficiaries:

- **The immediate community** are the people, primarily in London, to whom we promote citizenship and civic responsibility. We support, encourage and inspire these people to give of their time, skills and money to charitable purposes, and to have concern for the efficiency and effectiveness of those contributions.
- **The eventual beneficiaries** are the people who benefit from the contributions of time, skill and money. They represent as diverse a group as charitable causes cover, including but not limited to people living in poverty in developing countries, future generations who might be impacted by climate change or abused animals.

For example, in previous years Effective Altruism London has run events attended by philanthropic finance professionals. At this event the guests from the immediate community received hospitality (drinks and snacks) and talks from speakers with experience of making large donations. Yet the aim of the event was to encourage guests to increase the size and effectiveness of their donations for the benefit of the eventual beneficiaries.

## Activities

The 2020-21 fiscal year has coincided with a period when regulations to reduce the spread of COVID-19 have prevented Effective Altruism London from hosting in-person events. Most events were moved to online. While these events may have been less engaging for participants than in-person events, they meant that people were able to participate from outside London and in some cases outside the UK.

Here is an overview of our key activities:

Research	There are a number of existing charitable organisations that carry out research to help people to good more effectively. For example the Centre for Effective Altruism (a registered charity in England and Wales, Charity Number 1149828), GiveWell (501(c)(3) organisation in the USA, EIN: 20-8625442) and Animal Charity Evaluators (501(c)(3) public charity in the USA, EIN 36-4684978). Effective Altruism London staff did not carry out significant amounts of original research or independent charity vetting but did invest time into understanding the existing research available in order to best be able to promote concern for the efficiency and effectiveness of charities.	5%
Communications	The Charity promoted taking actions, offered support and encouraged acts of citizenship by the use of a regular email newsletter and Facebook posts. These channels were mostly used for: <ul style="list-style-type: none"> <li>• Promoting events, both those organised by Effective Altruism London and those organised by third parties;</li> <li>• Linking to articles promoting charitable giving, choosing effective charities and ethical career choices; and</li> <li>• Publicising volunteer opportunities and job vacancies for organisations supporting global health and development, animal welfare and clean meat technology, and reducing global catastrophic risks.</li> <li>• Maintaining an Effective Altruism London website, including a directory of useful resources and a member directory</li> <li>• Creating and maintaining a Slack for coordination</li> </ul>	20%
Community events	The Charity helped organise small in person and online events to strengthen the community around effective giving, in order to help sustain members' initial enthusiasm through peer-to-peer encouragement and to facilitate the organic exchange of related information, tips and advice between community members.	10%
Sub-community events	There are a number of specialist effective altruism communities in London, normally organised around a cause, career group or university. These sub-communities are normally volunteer-led and organise discussion events, talks/lectures, research projects and socials, which are fully in line with Effective Altruism UK's objects, but not fully controlled by Effective Altruism London. The Charity provided support to these sub-communities through marketing, planning and covering overheads.	10%
One-to-one coaching	The Charity provided one-to-one coaching sessions with individuals interested in increasing the effectiveness of their contributions of time, skills and money for charitable purposes.	45%
Strategy development,	The Charity's staff and volunteers invested time into developing a strategy to maximise the Charity's impact. The Charity then collected data during the	10%

impact measurement and administration	course of its work to estimate its impact, and then adjust its strategy accordingly. Details of our impact measurement can be found below in 'Achievements and performance'. The charity also required basic administration, including arranging insurance, paying staff salaries and financial reporting.	
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*Note: Split is based on a rough post-hoc estimate of staff and volunteer time.*

## Effective Altruism for Christians

### Beneficiaries

Effective Altruism for Christians also thinks in terms of:

- **The immediate community** are the people, primarily Christians in the UK.
- **The eventual beneficiaries** who benefit from the contributions of time, skill and money by the immediate community.

### Activities

The majority Effective Altruism for Christians's (EACH's) activities involve promoting the principles of Effective Altruism to Christians. Over the last year, they did this through talks to Christian student groups in the UK, launching the Christian Campaign for Effective Charity (CCEC) and organising an annual conference (held in April 2021).

EACH gave around 10 online introductory talks to Christian student groups through Just Love, a charity that has clusters of students pursuing social justice activities at universities throughout the UK. The average audience size was around 10 people and some participants have engaged with EACH through the Facebook group and participation in further events.

In the first few months of CCEC, EACH has directed around \$13,000 towards organisations rated highly by charity evaluator GiveWell, and gave a talk at Brown University to test out the format. EACH plans to run similar events over the next year to increase the Campaign's revenue.

EACH's conference (held after the end of EA UK's fiscal year, but largely organised during the fiscal year) was attended by 70-80 people in a virtual setting. The event included talks from six subject matter experts and opportunities for networking among participants.

Through the year, EACH also held a number of one-off events such as an event with EA LSE as part of their student unions interfaith programming and has advised or supported a number of other community building organisations (e.g. EA/Buddhism group, EA/Judaism group, EA Cambridge).

## Regranting

There are a number of organisations around the world with similar aims of promoting citizenship and concern for the effectiveness and efficiency of charities. The EA UK Trustees consider it good practice to be in touch with these organisations, so that we can support and learn from one another. One of the ways we have supported such organisations is by regranting funds from UK donors to these organisations. EA UK has regranting to four organisations: Rethink Charity, Effective Altruism Foundation, Animal Charity Evaluators and One For The World. This accounted for less than 5% of staff time and volunteer time. All of the funds that EA UK sent to Rethink Charity, Effective Altruism Foundation, Animal Charity Evaluators and One For

The World had been donated to EA UK on a restricted basis, specifically for that purpose. Where appropriate, regranted funds were restricted to activities which are consistent with the objects of Effective Altruism UK.

## Rethink Charity

Rethink Charity refers to Rethink Charity USA. The organisation has similar charitable aims to Effective Altruism UK. Its main projects are RC Forward, a cause-neutral donation routing fund for high-impact charities around the world, and EA Hub, a network for people looking to improve non-profit effectiveness.

## Animal Charity Evaluators

Animal Charity Evaluators (ACE, <https://animalcharityevaluators.org>) is a 501(c)(3) non-profit located in the United States dedicated to finding and advocating for highly effective opportunities to improve animal welfare. Their main activities are charity evaluation research, fundraising for other charities and increasing awareness of animal welfare causes.

The regranted relationship with Animal Charity Evaluators was terminated during this fiscal year as it was no longer required.

## Effective Altruism Foundation

The Effective Altruism Foundation (<https://ea-foundation.org>) is a Swiss foundation (operating in the UK and mainland Europe) that promotes effective giving, enabling donors from Germany, Switzerland, and the Netherlands to simply and safely support effective charities all over the world; it also undertakes academic research into the most effective ways to reduce suffering in the world.

The regranted relationship with Effective Altruism Foundation was terminated during this fiscal year as it was no longer required.

## One for the World

One for the World asks people to give at least 1% of their income to highly effective charities. Founded at Wharton in 2014, it now has over 700 members across the US, Canada and Australia and over 20 chapters including Wharton MBA, Penn Law, Penn Undergrad, Harvard Business School and MIT Sloan MBA.

Effective Altruism UK is One For The World's partner in the UK and regrants funds to One For The World that have been restricted for that purpose. Funds sent to One For The World are restricted to covering One For The World's operating costs, in line with Effective Altruism UK's charitable objects.

The regranted relationship with One For The World was initiated during this fiscal year.

## Additional details of objectives and activities

### Contribution made by volunteers

The Charity benefits from significant contributions of time by approximately 25 individuals, including but not limited to being a trustee or leading a sub-community. The Charity also encourages individuals to contribute time to other charities and projects if it is likely they will have more impact that way.

# Achievements and performance

## Effective Altruism London

In February 2021, Effective Altruism UK conducted a detailed impact assessment of the impact of Effective Altruism London in the 2019 and 2020 calendar years. During this period, Effective Altruism London spent £72k. Using a bottom-up methodology looking at each major beneficiary on a case by case basis, Effective Altruism UK believes benefits of approximately £135k were created, i.e. 1.9x the amount spent<sup>1</sup>. There are always going to be significant uncertainties with an analysis. However, by taking a conservative approach in calculating the benefits, the Trustees have relative confidence that benefits outweigh costs and took the decision to continue the activities of Effective Altruism London.

## Effective Altruism for Christians

Effective Altruism for Christians is a new project and Effective Altruism UK has not conducted any kind of impact assessment up to this point.

## Regranting

### Rethink Charity

During the 2019/20 fiscal year, Effective Altruism UK did not regrant any money to the Rethink Charity nor provide staff or volunteer time.

### Animal Charity Evaluators

Effective Altruism UK made a grant of £44.25 to Animal Charity Evaluators in March 2021, supporting the expansion of its activities and operations, which align closely to the charitable objectives of Effective Altruism UK. We expect this to be the last payment to Animal Charity Evaluators.

### Effective Altruism Foundation

During the 2019/20 fiscal year, Effective Altruism UK did not regrant any money to the Effective Altruism Foundation nor provide staff or volunteer time.

### One For The World

During the 2019/20 fiscal year, Effective Altruism UK regranted a total of £10,650.70 to One For The World. One For The World uses the money to fund its operations. During the year, One For The World has expanded its operations into the UK and also started to diversify into corporate advocacy.

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<sup>1</sup> Given the analysis involves significant use of personal data (in some cases sensitive), this analysis has not been published, even at an aggregate level, by Effective Altruism UK.

# Financial Review

## Policy on reserves

Effective Altruism UK aims to hold enough reserves for:

- Between 2 and 6 months of expenditure - Effective Altruism London
- At least 1 month of expenditure - Effective Altruism for Christians
- Zero - Regranting

The trustees believe that this is an appropriate policy, having taken into account the lack of contingent liabilities, the quality of support from funders, lack of financial risks such as currency risk, the lack of other risk sources such as a defined benefit pension scheme, and the trustees' risk appetite.

As at 31st March 2020, the Unrestricted cash balance was £32,978.35, equivalent to approximately 9.1 months of budgeted FY22 Effective Altruism London expenditure. This is higher than the target band in our policy due to unexpected income during the previous fiscal years. The Trustees have taken action to address this, primarily by reducing the level of grant applied for from the Centre for Effective Altruism.

As at 31st March 2020, the Effective Altruism for Christians cash balance was £10,213.86 with a further £1,750.00 owed to Effective Altruism UK by HMRC in Gift Aid. In total this is equivalent to 4.0 months of budgeted FY22 Effective Altruism for Christians expenditure. This is above the minimum level.

## Funds materially in deficit

No funds are materially in deficit.

## Further financial review details regarding fundraising

All of the funds raised for Effective Altruism London before 1st January 2019 came from the local London philanthropic community. Largely this was people who had attended our events or who had found the content useful and inspiring and helpful for them to become better philanthropists and who wanted to help give back so more people can be supported. Since the 1st of January 2019, Effective Altruism UK has received funding from the Centre for Effective Altruism to continue its work inspiring and helping people become better philanthropists. Between 1st January 2021 and 31st March 2021, Effective Altruism UK did not apply for a grant from the Centre for Effective Altruism and instead funded expenditure out of reserves, which were above the desired level.

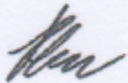
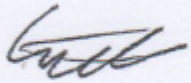
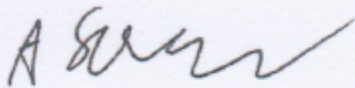
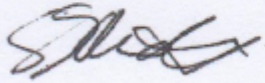
All of the earmarked funds raised by Effective Altruism UK for Effective Altruism for Christians and Regranting were raised by those projects / other organisations putting donors in touch with Effective Altruism UK.



# Declaration

The trustees declare that they have approved the trustees' report above

Signed on behalf of the charity's trustees:



# Accounts



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Effective Altruism UK

1170614

## Receipts and payments accounts

CC16a

For the period  
from

01/04/2020

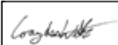
To

31/03/2021

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Gift Aid donations (incl. tax reclaimed)	-	32,682	-	32,682	12,053
Other income	13,792	6,284	-	20,075	72,705
<b>Sub total (Gross income for AR)</b>	<b>13,792</b>	<b>38,965</b>	<b>-</b>	<b>52,757</b>	<b>84,758</b>
<b>A2 Asset and investment sales, (see table).</b>					
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>13,792</b>	<b>38,965</b>	<b>-</b>	<b>52,757</b>	<b>84,758</b>
<b>A3 Payments</b>					
Staff	-	57,159	-	57,159	33,213
Events	-	105	-	105	1,013
Communications	-	809	-	809	493
Admin	-	603	-	603	339
Regranting	-	10,695	-	10,695	6,901
<b>Sub total</b>	<b>-</b>	<b>69,371</b>	<b>-</b>	<b>69,371</b>	<b>41,960</b>
<b>A4 Asset and investment purchases, (see table)</b>					
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>-</b>	<b>69,371</b>	<b>-</b>	<b>69,371</b>	<b>41,960</b>
<b>Net of receipts/(payments)</b>	<b>13,792</b>	<b>- 30,406</b>	<b>-</b>	<b>- 16,614</b>	<b>42,798</b>
<b>A5 Transfers between funds</b>	<b>- 10,858</b>	<b>10,858</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>30,045</b>	<b>35,895</b>	<b>-</b>	<b>65,940</b>	<b>23,142</b>
<b>Cash funds this year end</b>	<b>32,978</b>	<b>16,348</b>	<b>-</b>	<b>49,326</b>	<b>65,940</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Bank account	32,978	16,348	-
	<b>Total cash funds</b>	<b>32,978</b>	<b>16,348</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>	Details			
	Gift Aid due	-	4,183	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	none	-	-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	none	-	-	-
<b>B5 Liabilities</b>	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	none	-	-	-
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
			Grayden Reece-Smith	

# Report of the Independent Examiner



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

Independent examiner's report on the  
accounts

Section A

Independent Examiner's Report

**Report to the trustees/  
members of**

Charity Name

Effective Altruism UK

**On accounts for the year  
ended**

31st March 2021

**Charity no  
(if any)**

1170614

**Set out on pages**

1 - 12

(remember to include the page numbers of additional sheets)

**Responsibilities and basis of  
report**

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/01/2021

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
statement

examiner's

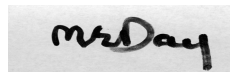
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

*\* Please delete the words in the brackets if they do not apply.*

Signed:



Date:

16/12/2021

Name:

Maureen Day

Relevant professional  
qualification(s) or body (if  
any):

Address:

18 Ferney Road East Barnet Herts

EN4 8LF

Section B

Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

N/A