

Effective Altruism UK Theory of Change

This document outlines a rough theory of change for EA UK, the main purpose is to help with evaluating our impact

Context

The ultimate beneficiaries of our work are beings who are suffering/not flourishing, including both present and future generations. The immediate beneficiaries of the work done by EA UK are people in the UK who have an interest in effective altruism and want to do more good.

Theory of Change

The most basic version of our theory of change is written below, followed by diagrams that dive into more details.

Connecting people interested in effective altruism to people, ideas and resources that provide value → Increases the chance people find and choose more impactful careers/donations → More good gets done

- [Simplified visualisation](#) - to get a clearer picture, click the middle 3 dots and then the zoom fit button on the right
- [Complex visualisation](#)

Assumptions

- Long term goals
 - People choosing (what they think are) more impactful careers/donations leads to more good being done
 - A stronger/healthier EA community leads to more good being done
 - Increasing the altruism and effectiveness of people interested in EA strengthens the EA community
- Intermediate Outcomes
 - Connecting people to each other increases the chance that they find better donation and career opportunities - and take action on those opportunities
 - Connecting people to effective altruism related ideas improves the decisions they make on careers/donations
 - An increased sense of community leads to people donating more/not donate less and more likely to support others in the community
- Activities
 - 1-1 career meetings lead to better cause/career/donation prioritisation and more community member links

- The newsletter leads to higher awareness of event/donation/job opportunities/ideas
- The newsletter leads to a higher sense of community
- Events lead to more community member links
- The community directory leads to a higher sense of community and more community member links
- Online spaces lead to more community member links, awareness of events, sense of community
- Advising volunteers leads to better events and community norms/health
- Modelling ideal community norms leads to better community norms/health

Measuring Impact

The key measurements may be;

- People who have donated more/shifted donations/kept donations - this could be found by getting data from Giving What We Can, asking people how much EA UK has contributed to their donation choices
- People who have shifted careers - Asking people who have changed jobs in the last year whether EA UK played a part and how, asking people who work at EA organisations on whether EA UK has contributed to hiring decisions
- Sense of connection to EA/EA community - this could be asked via an end of year survey
- Awareness of EA ideas, jobs and donation opportunities - could use newsletter open and click data, could also ask in a survey

Data to collect

- End of year survey for members
- Feedback from 1-1 meetings (3 months and 1 year later)
- Giving What We Can donor info
- Newsletter data
- Direct responses to the newsletter/emails to EA UK
- Feedback from EA related organisations
- Getting feedback from people who have shifted careers since interacting with EA UK

Can we tell anything from the annual EA survey about the UK?

How does CEA evaluate local outreach?

Do charities see donations increase more in the UK than elsewhere?