



# Annual Report 2019

Our mission: make impactful philanthropy easier for all.

# A Letter from our President & CEO

Dear friends and supporters,

Since 2001, Charity Navigator has been committed to providing philanthropists of all sizes with unbiased, independent information to inform their giving. In fiscal year 2019, your continued use, trust, and support helped further solidify us as the world's largest and most trusted evaluator of nonprofits.

Over the past year, Charity Navigator's tools and resources were accessed 10.4 million times, keeping America's donors informed about the causes close to their hearts. Our ratings have long been considered the premier trust indicator of the nonprofit sector. We're proud to have published 10,075 charity ratings (10% increase), including 110 charities who received their first Charity Navigator evaluation.

With a continued emphasis on providing insight into the impact of your support, the number of charities displaying performance data grew from 2,500 to 19,000.

We have seen tremendous growth in our Giving Basket, a tool that enables you to donate to multiple organizations in one easy transaction during your Charity Navigator experience. In fiscal year 2019, more than \$19,485,178 was donated to 15,711 charities, making a palpable difference on the entire nonprofit sector.

Additionally, we strengthened our leadership team, bringing on Kevin Scally for the newly created role of Chief Relationship Officer. Kevin is responsible for building the brand, creating awareness and advocacy, and increasing support to the organization through all possible channels.

As I reflect on the past twelve months -- what we achieved, what we learned, and where we're going at Charity Navigator -- one thing continues to ring true: we wouldn't be the trusted resource we are today without the confidence of millions of users and the generous support of our donors. For that, the entire team at Charity Navigator is deeply grateful. Thank you for your generosity.

We are looking forward to improving our website and features and to make finding the information you need to give confidently even easier. I hope you will stay tuned for those enhancements throughout the year, and provide your feedback to us. Together, we have the power to transform the charitable sector and make the world a better place.

Warm regards,



Michael Thatcher  
President & CEO  
Charity Navigator

# What Your Support Made Possible This Year

Your generosity has helped our small team (19 full-time employees) become mighty. Below are some of the achievements we made in fiscal year 2019.



### 10.4 MILLION VISITORS

Charity Navigator’s site traffic is primarily driven by its passionate user base, mentions in the press, and across social media. The avid access of our tools and resources proves that Charity Navigator plays an integral role in philanthropic decision making.



### 10,075 RATINGS ISSUED

Charity Navigator continues to provide nonprofit ratings and other resources to donors at zero cost. Our multidimensional ratings help donors understand how a charity operates and how gifts will be used to make a difference.



### 110 NEW CHARITIES RATED

While Charity Navigator maintains organizations’ ratings year over year, we continue to add new charity ratings to our site. Our analysts work with charities to help them understand our metrics and find ways to further improve their rating.



### 19,000 CHARITIES WITH IMPACT INFORMATION

Provided through partnerships with Candid, Classy, Global Giving, and ImpactMatters, this information outlines the progress organizations are making toward their mission and/or the difference a donation makes.



### 772 ADVISORIES ISSUED

In an effort to ensure that philanthropists have access to as much information as possible to inform their giving, Charity Navigator’s Advisory Issuance Committee publishes reports of potential and confirmed misconduct being investigated by the media or governmental agencies.

## Giving Informed by Ratings

Charity Navigator’s Giving Basket empowers users to seamlessly research and support multiple charities at once, while controlling how much personal information they share with each organization.

35,309 Giving Basket Donors	185,166 Gifts Made
\$19,485,178 Dollars Donated	15,711 Charities Received Funds

# Responding in Times of Need

Charity Navigator responds to current events and disasters -- whether they be natural or manufactured -- by curating lists of highly-rated organizations working to help those affected. This gives donors from around the world the ability to give confidently, knowing their support is going to organizations that Charity Navigator has verified.



In fiscal year 2019, we published 28 Hot Topic articles, raising awareness and funds for issues like Hurricane Michael, winter flooding in the Midwest, and California Wildfires. In total, our Hot Topics were accessed more than 600,000 times, and donors used our Giving Basket to contribute \$1.2 million in the wake of these disasters and current events.

## Our Board of Directors

**Matt Giegerich**

**Chairman of the Board**

Chief Executive Officer  
Inception Digital and Kampfire  
Productions  
New York, NY

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**Vice Chair**

Technology Executive  
Cold Spring, NY

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Founder/ Managing Partner  
Intentional Futures  
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**Pete Dugan**

Vice President, Business  
Development  
PDS Preclinical Data Systems, Inc.  
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**Jeffrey R. Graubard**

Principal  
The Other Agency  
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**Loretha Jones**

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Thompson 227 Media  
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**Hope Lyons**

Director of Program Management  
Rockefeller Brothers Fund  
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The Nonprofit Alliance  
Washington D.C.

**Richard Nathan**

President  
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New York, NY

**Kern Schireson**

EVP, Data Strategy & Consumer  
Intelligence  
Viacom Media Networks  
New York, NY

**Michael Thatcher**

President and Chief Executive Officer  
Charity Navigator  
New York, NY

**Jerry Webman**

New York, NY

**Dan Weiss**

New York, NY

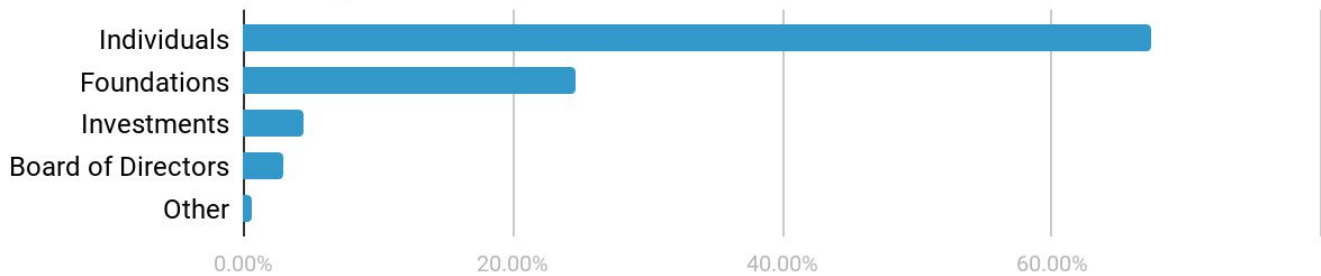
**Diane Whitty**

Global Head  
The Philanthropy Centre at J.P.  
Morgan  
New York, NY

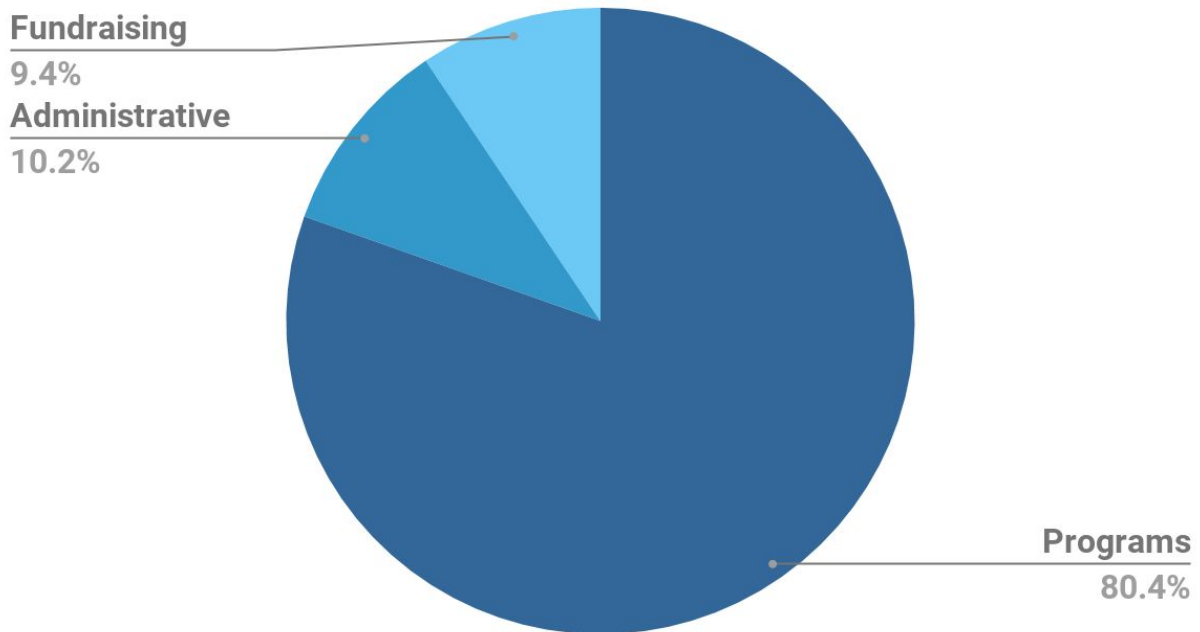
# Our Financials

Charity Navigator is funded, in large part, by the individuals who rely on our service to make more thoughtful and impactful donations. However, this isn't our only source of revenue. Our diverse funding streams create a solid platform for us to build our service on.

## Where Our Funding Comes From



## How We Utilized Your Generous Donations



Total contributions in FY19: \$4,227,492

Total expenses in FY19: \$4,327,655

Ending net assets: \$3,424,814

Source: Audited Financials FYE 2019

Charity Navigator thanks the following grantmaking organizations for their generous support of our work and commitment to our mission.

Bill and Melinda Gates Foundation | Fidelity Charitable\* | Hobbs Foundation | IBM | MacArthur Foundation

\*Funding support came from the Fidelity Charitable Trustees' Initiative.



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