

# Charity Navigator



**ANNUAL REPORT  
FISCAL YEAR 2023**



**Mission:**  
Make impactful giving  
easier for all.

# Reflections From Our President & Chief Executive Officer

2023 marked a significant milestone for Charity Navigator — our 20th anniversary. We celebrated two decades of service to the philanthropic community with a major brand refresh and the launch of a new website designed to turn donor intent into action. Unifying our rating systems has further streamlined how we evaluate and present impactful charities, ensuring you have the information needed to make informed decisions.



As we reflect on the fiscal year 2023, it's evident that our world has navigated through a constellation of significant challenges and opportunities. From the ongoing war in Ukraine to extreme weather events to unprecedented advancements in technology, our global landscape continues to evolve dramatically.

Yet, amidst these challenges, there lies a beacon of hope and resilience—Charity Navigator and our community of committed supporters like you. This past year, 9.9 million donors turned to our platform to support the causes close to their hearts.

It's particularly heartening to share that our community directed over \$39 million to 26,300 charities through our Giving Basket. Donors' swift and generous responses also extended to addressing urgent needs like the war in Ukraine and natural disasters, demonstrating the profound impact of collective action.

Looking ahead, our team remains dedicated to making impactful giving easier for everyone. As we navigate the complexities of our global landscape, our focus will continue to be on empowering you to support the causes you care about most effectively and meaningfully.

Thank you for your trust and support, and for being a part of our journey. Together, we are shaping a future where generosity and informed giving create lasting change.

Warm regards,

A handwritten signature in blue ink, which appears to read "Michael Thatcher".

Michael Thatcher  
President & CEO, Charity Navigator

**\$39M**

**TO 26,300 CHARITIES**



## CELEBRATING 20 YEARS OF INFORMED GIVING

On December 1, 2022, we marked two decades of giving guidance with a special event, featuring insightful and inspiring discussions with high-impact charities, renowned philanthropists, and entertainers. Hosted by Matt Giegerich, a pivotal figure in our founding and a former Board Chair, the event utilized The Inception Company’s Pando™ wall technology to engage both in-person and remote attendees. Matt encouraged the audience to donate through the Giving Basket. Each dollar raised up to \$50,000 was matched with a donation of a toy to a child in need. The event successfully raised over \$75,000 and benefited more than 300 charities.



## GUIDING STARS: The Origin and Evolution of Charity Navigator

At our 20th anniversary celebration, **Pat and Marion Dugan** were honored for their groundbreaking contributions to the world of charitable giving. Their son, Pete Dugan, spoke at the event, sharing heartfelt stories about his parents’ legacy and the profound impact their vision has made on him and his children—creating three generations of Dugans dedicated to philanthropy. He highlighted how his children have greatly benefited from learning about generosity from their grandparents. Pete emphasized that Charity Navigator has been an integral part of their lives, from being used as an educational tool in schools to inspiring his kids to volunteer, giving them valuable insights into the hard work charities do.



Pat’s success is a true American dream. He grew up in a working-class family from Staten Island where his father worked as a plumber for the New York City Water Department. Growing up, college was never in the cards for Pat—he didn’t have the grades or money for college. That was until the Dean of Wagner College, a fellow Staten Islander, offered him admission and a scholarship. He took the opportunity and ran with it—doing more with that opportunity than he ever imagined. Pat went on to a successful career in pharmaceutical marketing including launching his own business.

Pat and Marion’s journey to founding Charity Navigator began when Pat’s business went public and doubled in value—they became multi-millionaires overnight. Despite not coming from wealth, they were determined to put their newfound fortune to good use. Frustrated by the lack of reliable information about charities, they envisioned a platform that would provide clear, objective evaluations to help donors make informed decisions—all without charging nonprofits for their ratings. This vision materialized into Charity Navigator, which has grown beyond what the Dugans initially imagined possible to become the nation’s largest and most utilized evaluator of nonprofits.

Reflecting on his achievements, Pat often shares that, out of all the things he has done, he is most proud of Charity Navigator and its impact. Pat and Marion’s legacy continues to inspire their family and the broader community, ensuring that their values of trust and accountability in nonprofits endure for generations.

# What Your Support Made Possible This Year

## CHARITIES RATED:

209K+ charities rated

Number of additional charities rated:

19,000+

### Number of charities scored on each beacon:



scored on  
**Impact & Results**



scored on  
**Accountability & Finance**



scored on  
**Culture & Community**



scored on  
**Leadership & Adaptability**

## ADVISORIES HAVE BEEN RENAMED ALERTS

For more than a decade, we have provided information about reported, alleged, or confirmed misconduct, or other questionable practices, to donors as a supplement to our ratings. In fiscal year 2023, we evolved advisories into alerts to provide greater nuance, clarity, and transparency.

Alerts can be seen on our search results and profile pages—they now appear as four bell icons that indicate levels of concern.

239 NEW ALERTS issued and 283 alerts updated.



**REVIEW BEFORE PROCEEDING:** Concerns from credible media sources about the organization without significant legal investigation.



**PROCEED WITH CAUTION:** These matters of concern are associated with a significant legal action or investigation that has yet to be proven.



**PROCEED WITH INCREASED CAUTION:** The matters of concern are confirmed through the U.S. legal or regulatory systems.



**GIVING NOT RECOMMENDED:** Reserved for organizations confirmed to have engaged in substantial fraud or misrepresentation, leading to dissolution or legal action.

## Giving Basket

The Giving Basket empowers donors to support multiple charities in one convenient checkout while controlling how much information they share with each organization. In fiscal year 2023, 52,105 donors **supported 26,300 charities** with \$39,277,995 in donations.

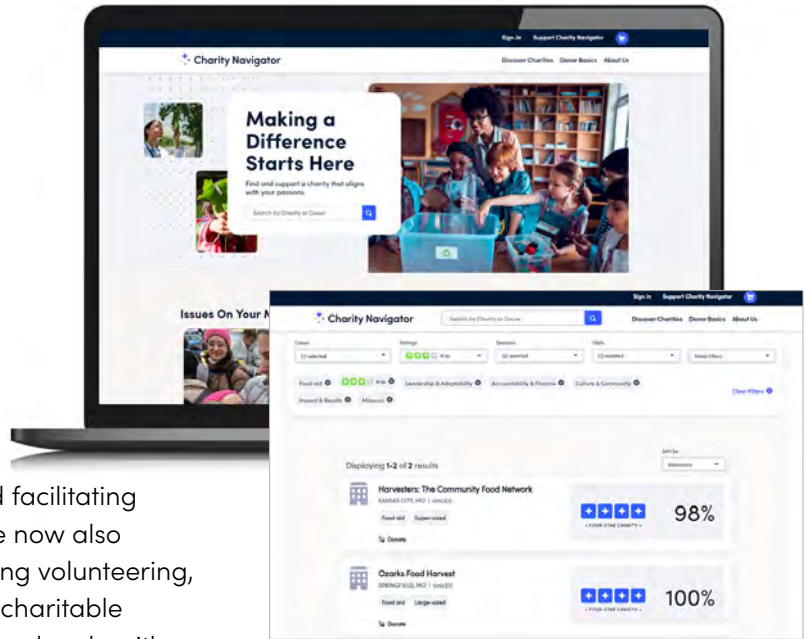
## NEW STAFF

We hired 11 new employees. This increased our small but mighty team to 37 employees, working to advance the ratings and resources you depend on.

# What Your Support Made Possible This Year

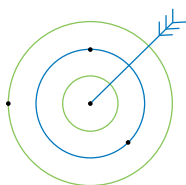
## NEW, AWARD-WINNING WEBSITE AND BRAND

In November 2022, we unveiled a new website with a refreshed brand, designed to better assist donors in finding and supporting the causes closest to their hearts. This enhanced platform features a powerful, reinvented search experience where donors can either search by charity name or browse by cause area, applying filters to connect with highly rated charities that match their passions and values. Beyond facilitating research and donations, the updated website now also supports broader charitable activities, including volunteering, joining giving circles, and planning for future charitable legacies, empowering donors to engage more deeply with their philanthropy.

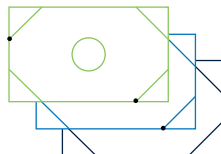


This new website won an Anthem Award in the Best Product, Innovation, or Service category for Responsible Technology. Our submission, [“Democratizing Trustworthy Charitable Giving Via Smart Searching, Ratings, and Scam Prevention Resources,”](#) is a Bronze award recipient for a Responsible Technology campaign, which highlights the new website with a robust search engine and expanded rating system that shines a light on a charity’s cost-effectiveness, overall health, and provides resources for giving safely and effectively.

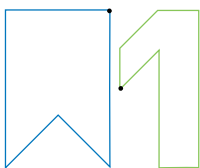
## RATING UNIFICATION



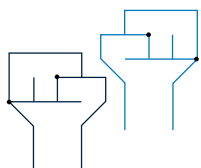
Impact & Results



Accountability & Finance



Leadership & Adaptability



Culture & Community

### Encompass Rating System

In November 2022, as a part of the launch of our new website, we unified our two distinct rating systems into a cohesive framework. Introduced in 2020, the Encompass Rating System expanded upon the original Star Rating System by offering a more holistic view of a nonprofit’s operations beyond just financial metrics.

**Encompass includes four key areas or ‘beacons’:** Accountability & Finance, Impact & Results, Leadership & Adaptability, and Culture & Community

This integration streamlined the evaluation process, combining the strengths of both systems to provide comprehensive insights into hundreds of thousands of charities, thereby helping donors make informed decisions based on a broader spectrum of organizational effectiveness.

## Curated Give Now Lists

Our analysts responded to various current events and crises by curating lists of highly rated charities supporting disaster relief and recovery. Below are the most popular Give Now Lists over the past 12 months:



**Crisis in Ukraine**

**\$4,341,857 RAISED**

**12,894 DONORS**



**Hurricane Fiona**

**\$1,808,720 RAISED**

**6,575 DONORS**



**Hurricane Ian**

**\$3,127,607 RAISED**

**11,159 DONORS**



**Gun Violence**

**\$377,474 RAISED**

**1,898 DONORS**



**California Floods**

**\$403,393 RAISED**

**2,189 DONORS**



**Earthquakes in Syria & Turkey**

**\$2,454,503 RAISED**

**11,747 DONORS**



## Charity Navigator in the Press

In fiscal year 2023, we achieved 7,290+ media mentions with a potential reach of **21+ billion total impressions**. Crisis events like the Turkey-Syria earthquakes and hurricanes in the Gulf of Mexico dominated the media's interest, and we're proud to say we remained a trustworthy resource for journalists in these times of crisis.

**Turkey-Syria Earthquake: Want to Help? Vet Charities Before You Donate**



**How to Avoid Being Scammed When You Want to Donate to a Charity**



**Revamped Charity Navigator Scoring Will Push for More Transparency**



**Thinking About the Best Way to Give to Charity? Here's Where to Start**

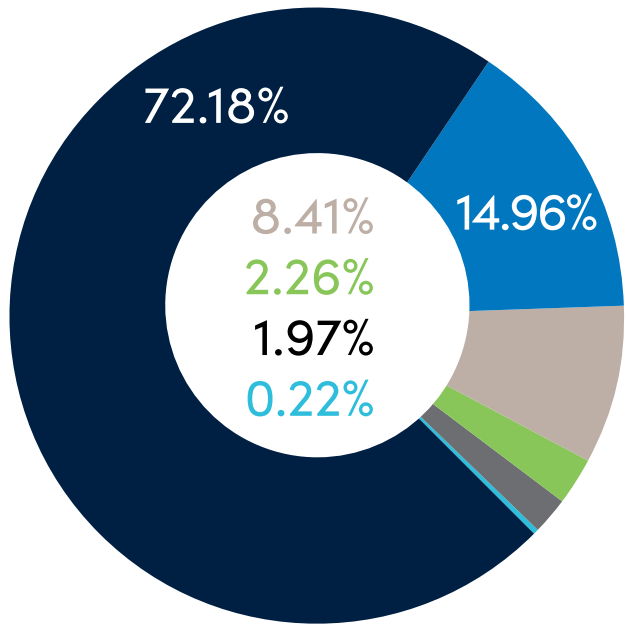


**How to Help Those Affected by Hurricane Ian**



# Financial Health

## REVENUE STREAMS



Individuals.....	\$4,438,354
Foundations.....	\$919,679
Donated Goods & Services.....	\$517,207
Investments .....	\$139,002
Board of Directors .....	\$120,956
Data Sales .....	\$13,672

**Total Contributions in FY2023:  
\$5,996,196**

## BREAKDOWN OF EXPENSES



**Total Expenses in FY2023 . . . . . \$8,861,268**

**Reserves in FY2023 . . . . . \$8,778,145**

Source: Charity Navigator Financial Statements with Independent Auditor's Report - Year Ended June 2023 and 2022

## Our Board Of Directors

Our Board of Directors oversees Charity Navigator's progress toward its mission while ensuring the team has the necessary resources to continue to serve the nonprofit and donor communities.

### Marie Wieck

#### Chair of the Board

Technology Executive  
Cold Spring, NY

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#### Vice Chair

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Washington, D.C.

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Managing Director  
J.P. Morgan Private Bank  
New York, NY

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#### Secretary

Principal  
Operationalizing Mission, LLC  
New York, NY

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#### CEO

Crenshaw Communications  
New York, NY

### Michael Dix

#### Founder & CEO

Intentional Futures  
Seattle, WA

### Esther Dyson

#### Executive Founder

Wellville  
New York, NY

### Shannon McCracken

#### Chief Executive

The Nonprofit Alliance  
Washington, D.C.

### Rhoden Monrose

#### Founder & CEO

CariClub  
New York, NY

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GM, Cloud and Cognitive Software  
IBM  
Yorktown, NY

### Michael Thatcher

President and  
Chief Executive Officer  
Charity Navigator  
New York, NY

### Nageeb Sumar

Head of Social Impact and  
Investments  
Fidelity Investments

### Jerry Webman

New York, NY

### Dan Weiss

New York, NY



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