

Charity Navigator



**ANNUAL REPORT
FISCAL YEAR 2024**



Mission:
Make impactful giving
easier for all.

Reflections From Our President & Chief Executive Officer



As we reflect on Fiscal Year 2024, a year of innovation, advocacy, and meaningful progress, I'm deeply grateful for the generosity and resilience of our community. Together, we empowered millions of donors with the tools, insights, and confidence needed to give with purpose and impact.

This year, we introduced major upgrades to our platform — most notably a redesigned Giving Basket, which made it safer and easier than ever to support multiple charities in one transaction. Thanks to this tool, over 51,000 donors contributed more than \$41 million to nearly 26,000 organizations.

In moments of urgency, our Where to Give Now lists helped raise over \$3.1 million across dozens of crises, including Hurricanes Otis and Idalia, flooding in Brazil and Texas, and humanitarian relief in Israel and Gaza. These efforts were recognized with a Silver Anthem Award for Best Use of Technology in Humanitarian Action and Services.

We also enhanced our Encompass Rating System to increase transparency and accessibility. New and updated assessments, such as the "Measuring Outcomes" component in our Impact & Measurement methodology, were designed to be faster, more inclusive, and easier to complete, while offering insight into how charities collect and use data to improve their programs. To reflect the importance of results-driven philanthropy, Impact & Measurement is now weighted 51% of the overall rating once all beacons are complete.

Meanwhile, we scaled our reach through API-powered partnerships, bringing real-time data to workplace giving platforms and grants management systems.

Throughout the year, Charity Navigator remained a trusted voice during breaking news and moments of need, with over 7,700 media mentions and 26 billion impressions across outlets like NPR, AP, Yahoo! Finance, and Rolling Stone. Whether the topic was disaster relief, giving season, or smarter donor practices, we were proud to provide clarity when it mattered most.

Your continued support reminds us that generosity is more than a gesture; it's a force for impact. Thank you for standing with us, for championing informed giving, and for turning generosity into impact where it's needed most.

Cheers,

President & CEO, Charity Navigator

\$41M

TO 25,768 CHARITIES

What Your Support Made Possible

CHARITIES RATED

229,172
Total Charities
Rated

Number of charities scored on each beacon:



scored on
**Impact &
Results**



scored on
**Accountability
& Finance**



scored on
**Culture &
Community**



assessed on
**Leadership &
Adaptability**

ALERTS ISSUED

To protect donors and increase oversight in digital fundraising, California's AB 488 requires that online platforms verify a nonprofit's good standing before enabling donations. Charity Navigator began issuing alerts tied to AB 488 in January 2024 to support compliance with the regulation and provide transparency.

35,016 NEW ALERTS
issued, **34,748**
AB488 compliance
alerts and **9,459**
alerts updated.

Giving Basket

The Giving Basket allows donors to give to multiple charities in one transaction, while controlling how much information is shared with each organization. In fiscal year 2024, 51,345 donors **supported 25,768 charities**, with \$41,747,707 in donations.

METHODOLOGY UPDATES

This year, we updated our rating methodologies to increase inclusivity, transparency, and ease of participation:



Impact & Measurement (formerly Impact & Results):

Now includes a new "Measuring Outcomes" assessment with 12–15 straightforward questions designed to take just 15–30 minutes. This assessment is open to all nonprofits to help them show their capacity for impact — no cost-effectiveness data required.



Leadership & Adaptability Beacon: Streamlined to reduce time and improve clarity, with editable mission statements and fewer open-ended questions.



Beacon Weighting Update: Adjusted the percent that each beacon contributes to the overall rating to align with the evidence base.

TECHNOLOGY ADVANCEMENTS &

Our mission to make impactful giving easier for all is powered by innovative technology. In FY24, we took major steps to expand our reach and enhance the donor experience:

- **API-Powered Partnerships:** We now provide real-time data to millions of donors via workplace giving platforms and grants management systems.
- **Giving Basket Upgrade:** Launched in June 2024, the redesigned Giving Basket makes supporting multiple charities easier than ever.

Curated Give Now Lists

Our “Where to Give Now” lists guided donors toward high-impact giving during urgent moments. In FY24, these lists raised over \$3.1 million across dozens of pressing issues.



Hurricane Otis

\$517,228 RAISED

3,205 DONORS

12 CHARITIES



Hurricane Idalia

\$373,548 RAISED

3,205 DONORS

27 CHARITIES



Brazil Floods

\$64,754 RAISED

775 DONORS

6 CHARITIES



Texas Floods

\$33,542 RAISED

442 DONORS

8 CHARITIES



Israel/Gaza

\$2,117,629 RAISED

18,236 DONORS

17 CHARITIES

SILVER ANTHEM AWARD

We were honored to receive a Silver Anthem Award for Best Use of Technology in the Humanitarian Action and Services category.

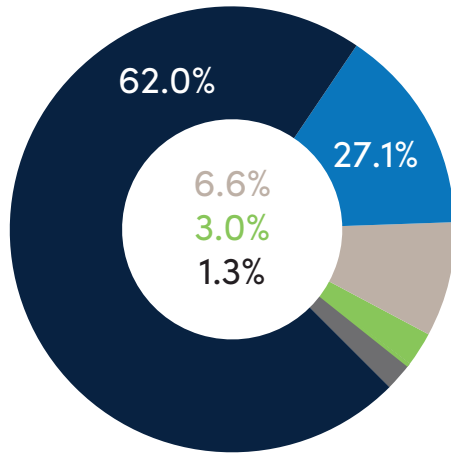
The winning submission, [*Maximizing Informed Charitable Giving During Global Crises*](#), spotlighted our “Give Now” curated lists.

These lists equip donors with actionable, timely ways to support communities affected by natural disasters, humanitarian emergencies, and ongoing conflicts.



Financial Health

REVENUE STREAMS



Individual Contributions.....	\$4,394,471
Foundation Grants.....	\$1,923,814
Donated Services..... (Advertising)	\$468,993
Investments..... (Interest & Dividends)	\$214,531
Other Sources..... (Board Giving, Data Sales, etc.)	\$89,063

**Total Revenue in FY2024:
\$7,090,872**

BREAKDOWN OF EXPENSES



Total Expenses in FY2024 \$8,323,956

Ending Net Assets \$8,092,362

Source: Charity Navigator Financial Statements and Independent Auditor's Report – July 2023 Through Fiscal Year End, June 2024



Charity Navigator in the Press

In fiscal year 2024, we achieved 7,740+ media mentions with a potential reach of **26+ billion total impressions**. Crisis events like the Maui fires, as well as GivingTuesday content dominated the media's interest.

Does being in a good mood make you more charitable? Researchers say yes and charities should take note



Maui Fires Disaster Relief: How To Help Victims of Devastating Fires



Giving Tuesday: How to donate to a charity with purpose and intention



What to consider when donating on Giving Tuesday



This NYC neighborhood ranked most generous in the US on charity platform



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.

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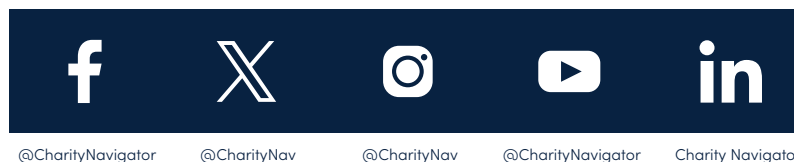
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WE'D LOVE TO HEAR FROM YOU



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