



CHARITY NAVIGATOR

Your Guide To Intelligent Giving

2010 Annual Report



2010 in Review—A Message From Pat Dugan, Chairman; and Ken Berger, President & CEO



Dear Friends,

2010 was a banner year for Charity Navigator! Significant progress was made in all four of the strategic directions established for the organization by the Board in 2008. We are delighted to share with you the following highlights.

Our goal to provide you with the best service:

1. Expand and Improve Our Rating Methodology

In 2010, we completed a revamp of our rating system to include a new dimension that goes beyond a charity's financial health. Specifically, we are assessing the organization's commitment to accountability and transparency to its donors and other key stakeholders.

In addition, we began testing the third dimension we plan to add to our rating system, which measures the results of charities' work in addition to financial health and accountability/transparency. Thanks to a grant from [The William and Flora Hewlett Foundation](#), we ran the initial test of all three dimensions of the new rating system, which we call *CN 2.0*. We anticipate formally launching the results dimension in 2012.

We also introduced new evaluative criteria that transcend the scope of an organization's rating. For example, to keep users fully informed, we developed a [Donor Advisory](#) message about charities we have learned are under investigation or facing legal issues—timely insights that, we believe, donors should factor into their charitable decision making.

Our goal to increase our reach:

2. Broaden Donor Utilization

With over 4.7 million site visits in 2010, we experienced a 25% year-over-year increase from 2009. In the immediate aftermath of the Haiti disaster in January 2010, we were logging close to 80,000 visits a day. We have never before seen this level of Web site traffic!

More than 235,000 registered users—an increase of 19% from the 2009 total of 198,000—took advantage of exciting new features on our Web site, including the ability to create a personalized charity portfolio, share insights on favorite charities with friends and family, compare charities, post comments, and view historical ratings and financial data.

Nearly 115,000 subscribers—an increase of 21% over the 2009 total of 94,000—received our monthly [e-Newsletter](#), which provides timely philanthropic news, trends, and tips.



Our goal to ensure financial sustainability:

3. Increase and Diversify Funding

We are also pleased to report that 15,443 new supporters of Charity Navigator joined our [donor family](#)—an 89% increase over the 2009 total of 8,175. We thank all of our donors for continually inspiring our efforts to be the world’s leading charitable giving resource!

Our work on *CN 2.0* is clearly resonating with grantmakers—foundation support rose nearly 800% in 2010, from \$15,500 to \$120,500.

In addition to contributions and grants, we worked diligently to identify important new revenue sources in such areas as advertising, data sales, customized reports, and information-subscription services.

Our goal to be a model of Best Practices:

4. Become a 4-Star Charity

A leadership gift from our founders, Pat and Marion Dugan, provided us with more than a year of working capital, which meets Charity Navigator’s highest standard on this measure of financial performance.

Thanks to a capacity building grant from The Trustees’ Philanthropy Fund of the Fidelity Charitable Gift Fund, we completed a strategic planning/theory of change retreat and blueprint to better focus our own work to produce meaningful and measurable results for our stakeholders. To that end, users can keep track of our progress by visiting the [Effectiveness & Results](#) section of the *About Us* page on our Web site.

In closing, we could not have accomplished any of these milestones without you—our loyal users and supporters. Going forward, we will continually strive to deliver the best service possible to all individuals and groups that seek to make real changes for the better in the lives of people and communities everywhere.

Sincerely,



Pat Dugan
Co-Founder & Chairman



Ken Berger
President & CEO



Pat Dugan



Ken Berger



charitynavigator.org: New Features and Functionality



Notable upgrades were made to the Charity Navigator Web site in 2010. Together, the new features and functionality support ongoing communication with and among our stakeholders, and directly augment the scope and quality of data we publish on individual charities.

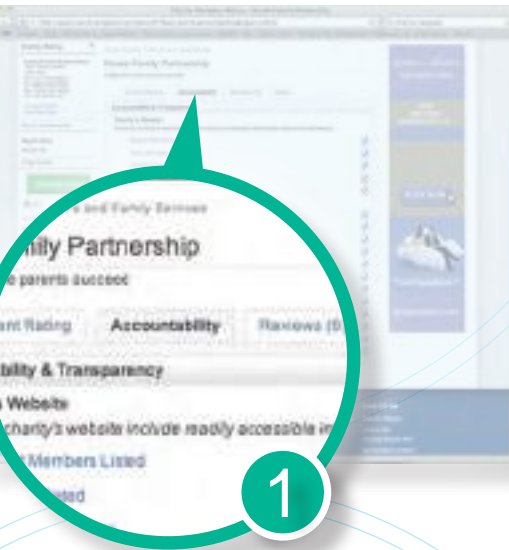
The principal Web site improvements included:

1 Accountability/Transparency

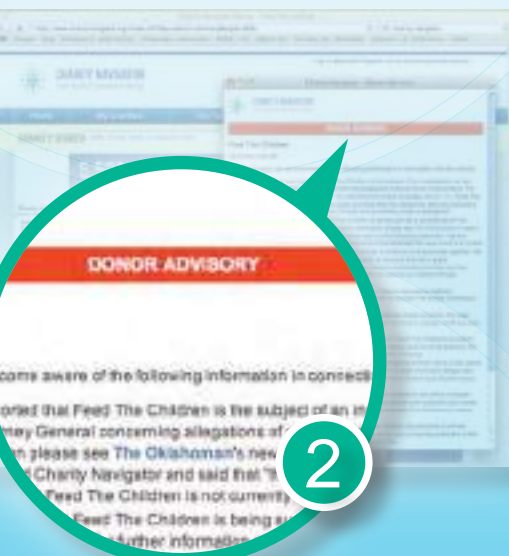
A new data tab where users access qualitative and quantitative information tied to a charity's governance: strategic-, financial-, and management-related variables. More than 2,500 charities are currently assessed in terms of this criterion. We are on target to finish compiling this information for all 5,500 of the charities we currently evaluate, and this data will be factored into the Charity Navigator star rating system in late summer 2011.

2 Donor Advisory

Timely alerts highlight legal and regulatory actions occurring at a given charity that may have a bearing on donors' charitable decision making.



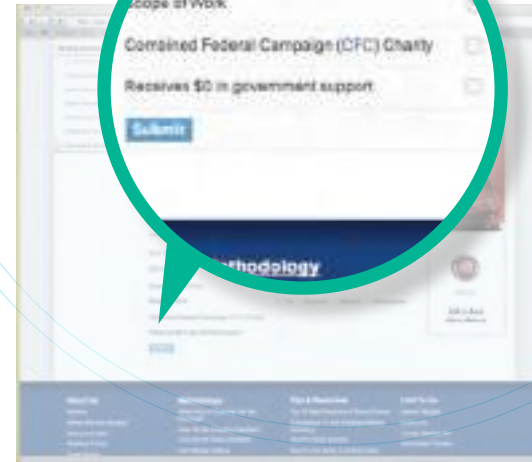
A growing number of charities have added CN-specific pages on their Web sites documenting accountability-transparency.



3

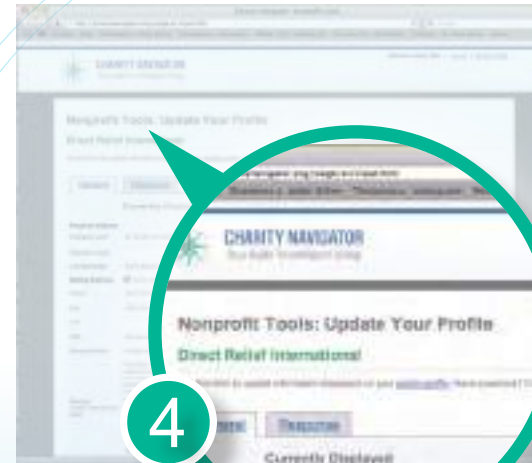
3 No Government Support Feature

An advanced search engine feature informs donors if a charitable organization receives government funding.



4 Charity Input

A series of data fields allows charitable organizations to self-report administrative, operational, and mission-related information.



5 Charity Navigator/Facebook Linkage

Charity Navigator users who are also “Facebookers” can indicate that they “like” favorite charities and see how many other Charity Navigator users also like those groups and have posted links to the charities’ rating pages on their Facebook profile page.



Additional site upgrades are planned for 2011. Individually, each will strengthen the depth of our published data and research. Collectively, they will support a key pillar of the Charity Navigator mission: facilitating donors’ research and decision making for focused and impactful charitable giving.



Comments from users:

“Your new Accountability & Transparency section is most welcome. I have written to those of my charities which have red flags raised, and their response has generally been very positive. Thanks for your great service.”

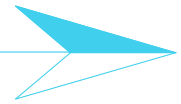
~ Mr. T., via e-mail

“I want to thank you for your service; I have used it the past 3 or 4 years and am always pleased with the results. The information is timely, educational and exactly what I am looking for when making a decision to support a non-profit.”

~ Ms. D.C., Community Affairs Specialist from Pennsylvania



Stakeholder Communications



In 2010, Charity Navigator significantly expanded its stakeholder communication efforts to deliver thought-leadership insights that support charitable giving by individuals and institutions worldwide.

Today, the Charity Navigator communication program comprises these core components:

1 e-Newsletter

Nearly 115,000 subscribers currently receive this monthly digital publication, which delivers news, trends, and advice focused on all aspects of charitable giving and the nonprofit sector.

2 CN Blog and “Ken’s Commentary”

Via these online forums, our president and CEO, Ken Berger, along with Charity Navigator staff, weigh in on a variety of timely topics affecting the nonprofit industry, and provide news, links to relevant articles, videos, and other guidance for donors. In 2010, our blogs generated nearly 300 posts from users offering their views on key developments in the world of philanthropy.

3 Social Media

Supporters of Charity Navigator increasingly tune in to our ongoing feeds and discussions on such popular social media sites as [Facebook](#), [Twitter](#), and [YouTube](#). Our social media efforts are allowing users to connect with Charity Navigator—as well as with each other—to share valuable information, ideas, and personal insights.

Comments from users:

“I would like you to know I am a frequent visitor to Charity Navigator and use it exclusively to decide on donations, other than to my small local charities. Charity Navigator is 4 star in my book!”

~ Ms. P.B., from North Carolina



4 Media Relations

Major news outlets, including CNN and Fox Business News, frequently turn to Charity Navigator for commentary on charitable giving in the wake of major natural disasters, as well as on recurring issues tied to individual and institutional philanthropy. Charity Navigator was included in *Money Magazine's* "[20 Best Money Web sites](#)" and cited in *Suze Orman's* "[10 Steps to a Worry-Free Financial Future](#)" feature in *O, The Oprah Magazine*.



5 Industry Conferences

Charity Navigator presented at several major conferences and forums in 2010. In particular, Ken Berger logged thousands of miles, domestically and internationally, to serve as a featured speaker at leading industry venues. These included the SOCAP10 conference in San Francisco, and a Columbia University symposium, entitled "Crowdsourcing, Transparency and Results-Based Charity Ratings: The Next Generation of Nonprofit Evaluation," which was presented as part of the NextGen:Charity conference.



Communication breeds education. Charity Navigator ensures that donors receive practical guidance to make informed charitable-giving decisions, and that nonprofit executives gain actionable insights on strategic and operational Best Practices.

Via ever-expanding communication outreach, Charity Navigator is providing vital information to maximize the scope and social impact of charitable giving.

Comments from users:

“I had no idea that you yourselves were a charitable organization. I wanted to send you a donation as a thank you for the good work you do to help others to choose the most deserving charities for donations of our hard-earned money.”

~ Mr. C.O., from California



Strategic Partnerships



Charity Navigator's evaluative methodology continues to evolve. Strategic partnerships are playing an important role in the process.

A key strategy for actualizing *CN 2.0* is aligning with established nonprofit industry partners that share our strategic mission and values, and whose technologies will help drive meaningful enhancements to our rating system.

Two major partnerships were initiated in 2010 with strategically like-minded organizations that offer advanced research and data-analytics capabilities:

GreatNonprofits

This group channels feedback on nonprofits' performance via tools that allow donors to share their personal experience with given charities. Data and Web-based functionality provided by GreatNonprofits has enabled the conversion of the "comment" section on our Web site to a full [user-review](#) section.



GREAT★Nonprofits





Keystone Accountability

This organization collects and analyzes benchmarked donor feedback via systematic data collection. Keystone is a major partner in the development of *CN 2.0*, most notably the results rating dimension. First-phase testing of this dimension was completed in the fall of 2010, with seed money provided by a grant from [The William and Flora Hewlett Foundation](#).

Potential new alliance partners are continually being identified. Importantly, our ability to fully implement *CN 2.0* by 2012 requires productive partnerships with organizations that have complementary missions and capabilities.

[GreatNonprofits](#) and [Keystone Accountability](#) represent the types of valued strategic partners that Charity Navigator will align with in the months ahead.



Branded Products and Services

As a 501(c)(3) nonprofit organization, Charity Navigator does not accept contributions or fees from the charities we evaluate. Operating expenses are funded through voluntary donations from individual and institutional donors.

Expanding and diversifying our sources of funding is central to our strategic plan. The goal: to bolster our financial health and, in turn, enhance our ability to serve all individuals and groups committed to charitable giving.

Charity Navigator continues to introduce new programs, services, and branded products that will help fund future initiatives. For example, in 2010 we:

- 1 Developed an expanded advertising sales program involving **banner ads** and other space unit sales on our Web site and in select digital and print publications
- 2 Launched the publication of **customized Charity Reports** to provide philanthropists with vital research and analysis to guide their charitable-giving activities

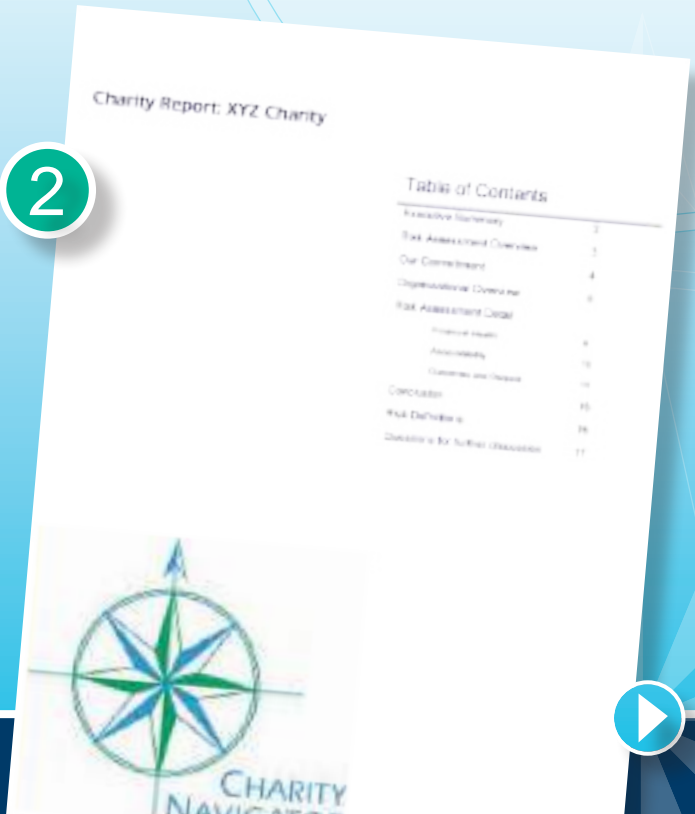


- 3 Commenced a formal program to identify new and emerging opportunities for data sales, information-subscription offerings, and other revenue generation sources

Charity Navigator relies primarily on funding from voluntary contributions. However, we are committed to supporting our own fiscal future by monetizing—wherever possible—the data and research-based insights we amass on an ongoing basis. Doing so will remain a central element of our future development.

Comment from a charity:
“On more than one occasion, a donor has noted that the rating helped inform her/his decision to give or give again. Also, our current rating and your stated plans to expand your methodology keep me and my staff on our toes—no one wants to see our rating slip.”
~ Katherine E. Snider,
Executive Director
Baby Buggy, New York, NY

2



2011 Strategic Initiatives



Charity Navigator is well-positioned to build on our 2010 successes in 2011.

We will continue to invest ample energies and resources in actualizing *CN 2.0*, our enhanced ratings methodology. Its ongoing evolution promises to revolutionize the landscape of charitable giving.

As cited earlier, the Charity Navigator rating system has historically been focused on financial analysis of a charity's performance. With *CN 2.0*, however, we will move from

CHARITY NAVIGATOR

2.0

a one-dimensional assessment model to a comprehensive, three-dimensional view: financial health, the

organization's level of accountability and transparency, and its documented "results" as measured against the group's unique charter and mission.

Swiftly actualizing *CN 2.0* will help us achieve our goal to expand our ratings beyond the 5,500 charities currently covered. Charity Navigator ultimately intends to annually evaluate the 10,000+ charities that garner approximately 70% of the revenue coming into the nonprofit sector each year.





Expanding the ranks of our *charity evaluators* will be key to achieving our growth objectives. To that end, we are launching a national pilot program—thanks to valuable seed support from [The William and Flora Hewlett Foundation](#)—which, in its initial stages, involves recruiting and training graduate students in universities across the country. This project is an exciting new component of our development strategy.

Charity Navigator’s near-term initiatives are gaining momentum, and our long-term strategic plan is taking shape. Significantly, their core focus supports our core mission: effecting measurable improvements in human welfare and accelerating the development of workable solutions to our world’s most persistent social problems.

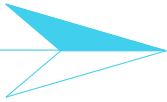
 **Comment from a charity:**

“We are thrilled to have received the coveted 4-star rating from Charity Navigator—and especially to have made it six times in a row. The 4-star rating is a motivator to us to keep building capacity, which translates into providing more service to the people we help. Our growth this past fiscal year has been phenomenal due in part to the large increase in the numbers of people needing food assistance. Having the 4-star rating proved to be even more valuable during this time frame as we needed to raise more resources in order to deliver larger amounts of food.”

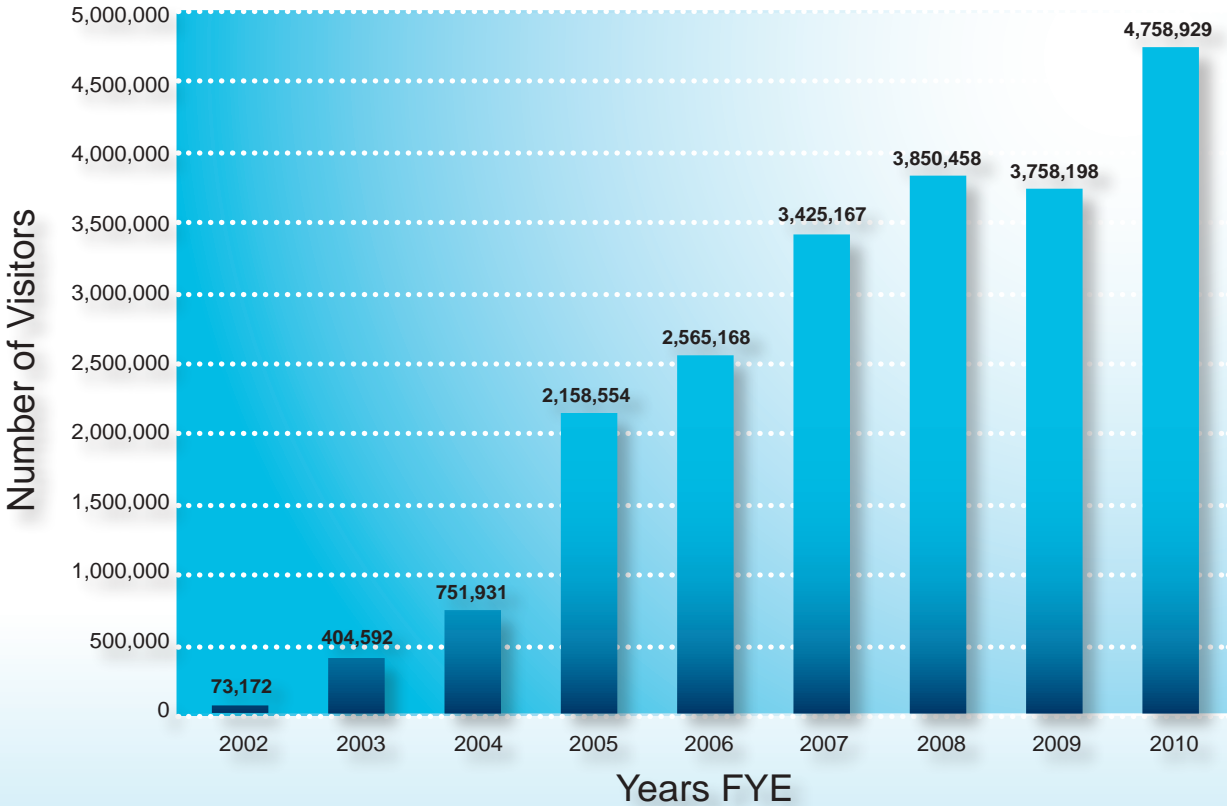
**~H. Dennis Smith, CEO & Executive Director
Northern Illinois Food Bank**



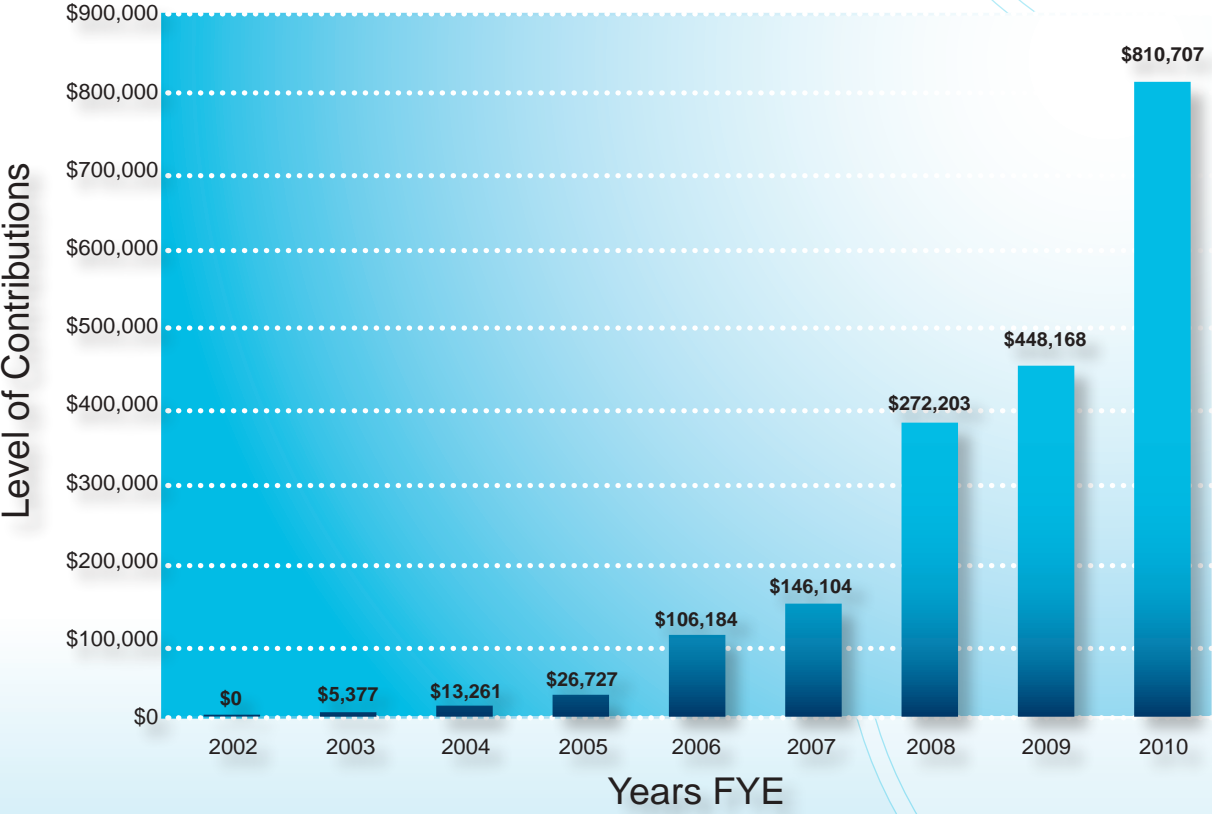
Financial Statements



Growth in Web Site Usage



Growth in Non-founder Contributions



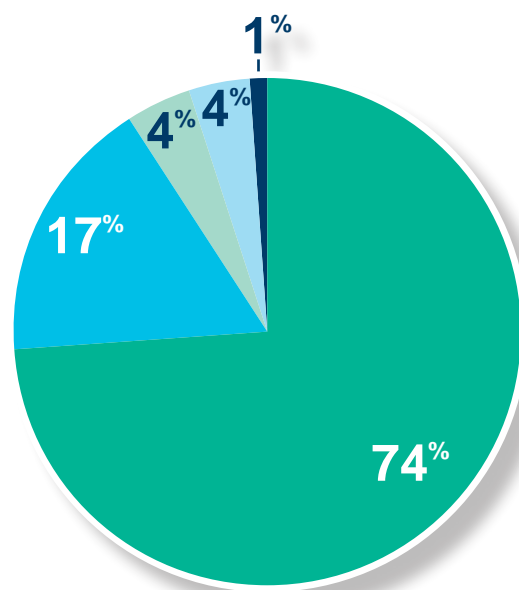
Financial Statements



For the 12 months ended November 30, 2010. Audited financial statements.*

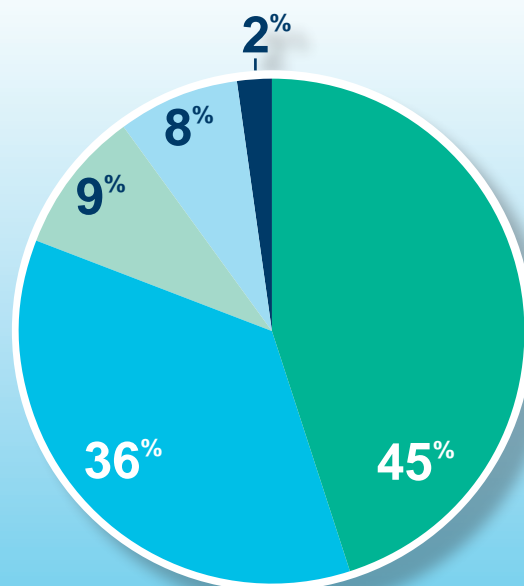
Total Revenues

Contributions—Founders & Board	\$2,120,215
Contributions—Individuals	\$483,057
Foundation Support	\$120,500
Advertising	\$110,627
Data Sales	\$15,538
Consulting	\$1,405
Other	\$4,713
100% Total Revenues	\$2,856,055



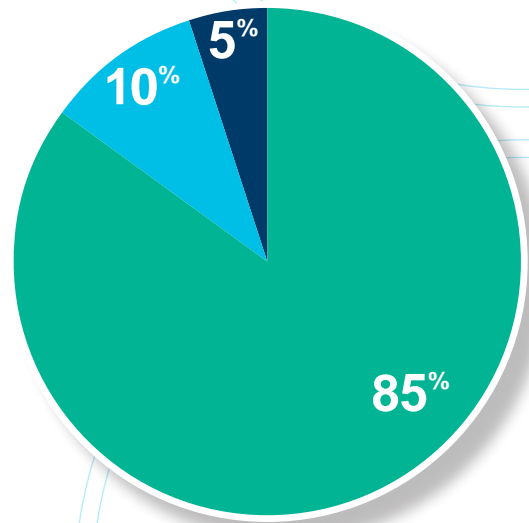
Operating Revenues

Contributions—Founders & Board	\$608,496
Contributions—Individuals	\$483,057
Foundation Support	\$120,500
Advertising	\$110,627
Data Sales	\$15,538
Consulting	\$1,405
Other	\$4,713
100% Total Revenues	\$1,344,336



Total Expenses

■ Program Services	\$835,047
■ General & Administration	\$103,776
■ Development & Fundraising	\$52,726
100% Total Expenses	\$991,549



*Total revenue in fiscal 2010 included a one-time gift of just over \$1.5 million from our founders, Pat and Marion Dugan, to provide us with a reserve account of \$1.3 million and \$200,000 for FYE 2011 operations; in addition to providing the Total Revenue data from our financial audit, we are also providing a chart of Operating Revenue, which shows monies raised strictly for FYE 2010 day-to-day operations.



Our Donors—Helping to Transform the World of Philanthropy

Charity Navigator would like to thank the following donors for gifts totaling \$100 or more made from December 1, 2009 through November 30, 2010. Donors with aggregate donations of less than \$100 are acknowledged on our Web site.

Donors are credited for designated contributions to specific programs or projects and for general operating contributions made directly to Charity Navigator. These include gifts and pledges made through the United Way and employer matching gifts.

Note: If your name is not listed, we apologize for the oversight. If your name is misspelled, please forgive us. In either case, please contact our office at 201-818-1288, x 115 so we can correct the error.

We also gratefully acknowledge those donors who wish to remain anonymous.

ANNUAL CAMPAIGN

Benefactor

(\$100,000 and above)

Anonymous (1)

Pat and Marion Dugan

Patron

(\$25,000 - \$49,999)

Anonymous (1)

Leader

(\$10,000 - \$24,999)

Integriscan.com

James and Andrea Lawson

Advisor

(\$5,000 - \$9,999)

Anonymous (1)

Colleen McDonnell and

Matthew Giegerich

Navigator

(\$1,000 - \$4,999)

Anonymous (2)

Claude E. Blackburn

Blue Ridge Charitable Trust

Patricia Bogucki

Folkert B. Breitsma

Bob Byers, Jr.

Keith A. Carr

Gordon Chaffee

Fidelity Charitable Gift Fund

Robert Giles

Elizabeth Halliday

Susan Heyman

Islamic Circle of North America-
New Jersey, Inc.

Beverly S. Jacobs

Karen Katz

Charles Knowles

Lynn Londen

Carl Edward Marhaver

Elena Marszalek

Emily Louise Michael

Debra A. Moss

David Mowery

Richard Nathan

George Nolfi

Alex Pyles

Schwab Charitable Fund

Rhea Snyder

Alfred C. Tom

UBS Financial Services, Inc.

Vanguard Charitable

Endowment Program

Daniel Wesley

Douglas Williams

Explorer

(\$500 - \$999)

Suhail Afzal

Noelie S. Alito

Amherst Securities Group, L.P.

Anonymous (4)

Holly H. Bard

Kamala Chapman

Peter Dugan

Douglas J. Durkin

Michael Flynn

GenRe

Miles Greenbaum and Judy Danish

Betty P. King

Joel Koplos

Fabian Kott

Joseph and Judith Luongo

Minjen Mao

Michael Marek

Peter Muller

Thomas H. Murray, Ph.D.

James P. Phelan

John Piccolo

Kenneth S. Rose, Esq.

Marc A. Silverstein

Dana A. Starvish

Anil C. Stevens

The U.S. Charitable
Gift Trust

Barbara Tomek-White

Valassis

Merryl Zegar

Beacon

(\$250 - \$499)

John and Sharon Amdall

Anonymous (7)

David C. Arch

Blaine A. Barron

Leonard Bebchick

Burton E. Belzer

L.J. Berlik

Daniel T. Bilko

Edward and Patricia Bryant

Eugene Buonaiuto

Louis W. Burgener

Capital One Services, LLC

Barbara C. Cavanaugh

Catherine A. Cleveland

Philip Colosimo

Deborah Connolly

Arthur Cooperman
Linda Davidge
Jim Dean
Donald and Elida Dereby
Stewart Dunn
Peter French
Morris Friedell
Michael Frisby
Jesús Galaviz
Mary Gallo
Helen Gjessing
Roy J. Grogan
Bill and Renee Harris
John Hirschi
Karen Snider Houghton
JustGive
Marjorie Klayman
Barbara Kyse
Michael Lasavio
Diane Lee
Sean R. Levine
James L. Long
Linda Marlowe
Matt McCarthy
Paul McClenon
Karen E. McCulley
Matthew R. McKenna
Mike Edwards Motorsports
Robert V. Osman
Kelly Richmond
Riverside Marine
Michael and Leslie Ross
Stephen A. Scott
Rene Sellen
Alan Simon
Louis Steinberg
Geoff and Colleen Tate
Matthew E. Terstriep
The Henry J. Fox Trust
Judson Traphagen
Raymond Ventrice
Donald Watts
James K. Wong
Dana S. Ziebel

Builder

(\$100 - \$249)

Nelson and Jeni Abramson
Gregory S. Adams
Henele Adams
Robert C. Adams
Kenneth Adelson

Michael Albert
Scott Alexander
Hilal Al-Hilali
Samuel Allar
Sheila A. Alpers
George Alvarez-Correa
America's Charities
Jon Anderson
Virginia Anderson
John Andresen
Frank J. Anelante, Jr.
Anonymous (41)
Ryan Arbogast
Charles E. Arnett
Nancy Arnold
Anthony and Joyce Arrighi
Javier Gordun Artal
Patricia Arthur
Peter R. Aubrey-Smith
Donald Babo
Peter Baer
Henry Bain
Payne Bair
Tracy L. Baker
John D. Baley
Robert F. Bangert
Robert Banning
Hugh Bareiss
Paul Barriere
George Bates
Jason Bausewein
Daryl E. Benson
Kenneth A. Berger
Monique G. Bergeron
Sanne Berrig
Jordy Berson
Dale and Joanne Berven
Deborah P. Bethea
Dileep K. Bhat
Kathleen Blackwelder
Marciel Blaisdell
Howard Bleich
Merrill Bruce Block
Dale Bloomquist
Paige Bluhdorn
William D. Boelter
James F. Bogardus, Jr.
Daniel and Kelly Bolthouse
Robert Book
Dick and Marilyn Bottom
John E. Boyd
Edward R. Boyer

John and Clara Bozek
Lisa A. Brenskelle
Jeffrey Bridges
Gregory J. Brigance
Faye A. Briggs
Ralph Bristol
Gwen Vor Broker
Julie Brown
Stephen Brown
Susan A. Brown
Valerie Brown
Willard B. Brown
William E. Brown, II
Fay V. Brugger
Gregory W. Bruno
William Bunch
Lori Bunting
Jay and Donna Bushnell
Carra Bussa
Shama Butala
James Butt
Barbara C. Calhoun
Randy Campbell
Douglas W. Carnine
Ronald J. Carson
Gene Carter
Robert Chambers
Dave and Barbara Chase
Teresa P. Chegwidden
Tin Chen
Peter Curia and Cheri Van Sant
H. Jerrell Chesney
Steve Chihos
Nick Chiusolo
Bohdan Chomut
Ernest W. Chow
Ernie Chow
Richard H. Clise
Rev. Misty E. Closs
Cheryl Cobb
Kathleen D. Cochran
Daniel I. Cohen
Judith Colburn
Maria Collier
Steven and Kathy Collins
Christian Comito
Thomas G. Cook
Lon Cooksey
Kenneth W. Cooley
Barbara Cooney
Ben C. Corballis, M.D.
Judith Covell

Builder (cont)
(\$100 - \$249)

Cranky Baby Productions Inc.
Kathy Crespino
Cedomir Crnkovic
Carol A. Crofoot
Renee M. Croft
John Crouch
Andrew Crowley
Renelle J. Cucinello
Roy A. Cunniff
Will Curns
Stephen J. Dagle
Sam Daube
Marie Daverio
Stephen and Janet Day
Vivien de Gunzburg
J. Blair Dean
Helen Marie Dearden
Janet S. DeGilio
Sud DeLand
Jim and Kim DeLapa
Baldwin County Alumnae Delta
Sigma Theta Sorority, Inc.
Jay and Carol Devore
Robert Dilworth
James A. Dingus, Jr.
Joseph J. DiSepio
Kristie E. Dodge
Carol G. Doherty
Craig Donahue
Claudia Donatello
Kim Doolan
John Dunn
Warren and Dorothy Durling
Elinor Duval
Steven M. Dyer
Shirley Eadline
R. Reid Earley
Rohit P. Eddy
Marianna Edgerton
Donald and Helen Edwards
J. Chris Edwardsen
Earl M. Eggers, M.D.
John Ehrhardt
Eleanor R. Eidels
Matthew J. Ellsworth
Mark Endicott
Gordon G. Engeldinger
Richard Eppler
Wayne Ericksen
Margaret Erickson

Marie Ernst
Tanya E. Evanoff
ezz_art
Faith Lutheran Church
Robert Fajardo
Michael S. Farber
Don H. Feathers
Jeff Feig
Pat Feld
Janet Ferguson
Margot H. Finn
Terence Finn
Gerrit Fitch
Stephen Fitzpatrick
Jody Fleischer
Mark Fleischer
Thomas Florack
Rebecca Florez
FM Global Foundation
Martin Forchheimer
Lawrence and Brenda Ford
Albert Foster
David Fox
David Frasure
Ross Frazer
David Fredericks
Barbara Fromm
James and Carol Fujimoto
Ray Fulton
Warren Galkin
Olive P. Gallagher
Barbara P. Galopin
Ganahl Lumber Co.
Claudia Ganz
Beverley Gardner
Phyllis Gardner
Doug and Geni Garrison
Patrick M. Garvey
Stephen J. Garza
Marion Horton Gebhard
Susan Gedanke
Bill Geigl
Edwin B. Gentry
Robert Todd Gerlough
Gordon Gibson
Stuart Giebelman
Diana Clark Gill
Edith Gingras
Jack M. Ginsburg
Erica Ginter
John Giuffrida
Giving Tree, LLC

Bertille Glass
David Gluck
Claude Goldenberg
Robert Golson
Meredith L. Goodnight
Michael Goodwin
Richard Y. Gordon
Pat Goulding
Richard and Sally Graham
Jeffrey Graubard
Ursula Gries
William S. Griffin
Donald L. Grimes
George E. Grobowsky
Eric Grosse
Kay D. Guild
Madhavi Gundala
Bruce R. Guthrie
Sharon Hall
Vicki Hall
John O. Hansen
Kathryn Harder
Kathryn M. Harder
Dorothy Harkness
Dale E. Harris
Joe W. Harris
Frederick C. Hartman
Mitch Harvey
Loline Hathaway
Joyce Jean Hatter
Robert Hawkins
Phil Helms
Karin Henry
Leeha Herrera
Terry L. Hershey
Eve R. Hershkowitz
Ronald E. Higginbotham
Edwin Hightower, Jr.
D. Rand Hillier
Steve and Martha Hixon
Arlene Hoffer
David Hoffman
Julien I.E. Hoffman
Eric Hoggard
Michael E. Holton
Duane Hoppmann
Richard A. Horvitz
Philip and Holiday Houck
Ling-Chi Huang
Hans Huber
Kurt and Laura Hudson
Amy Huftel



John A. Hufty
Donald Human
Ted Humphry
Bradley Hunt
Jayson Ingram
Pat Jackson-Colando
Fritz Jandrey
Lonnie P. Jarrell
Glenn Jayasekara
Elizabeth Jayne
Josephine Jeanot
Joseph Baugnion and Linda Marie Jenkins
Thomas Johnston
Vance M. Jones
Charles and Sally Jorgensen
Shawn Jorgensen
Russell Jucovics
Jeffrey Kadison
Grace Kadoya
Rachel Kahn-Hut
Peter J. Kalisky
Mayola Kalkstein
Aileen P. Kanan
Jessica Kaplan
Craig Kattner
Derek Kaufman
Robert Kaufman
Judith Kautz
Gerald W. Kehle
Marilyn Kelly
Susan Kenney
John L. Kenton
Marianne Kernan
Christopher C. Lund and Kerry E. Kornblatt
Brett Kettering
Adele Kiell
Dale Kiesewetter
Peter R. Killeen
Frank S. Kilpatrick
Alan R. Kimbell
Malcolm King
Sonia King
Keitha Kinne
Donald L. Knox
Amos Koech
John and Cynthia Kondon
Mark Kosmo
Heather M. Krieger
Peggy J. Krotz
Douglas A. Kruger

Donald Kuna
Kevin Kuntz
Rosamond Kuntz
Nancy W. Kurtz
Steven R. Labbe
James H. Lake
Jay W. Lang
David LaPoint
Robert Lassandrello
Richard Lederman
John Marshall Lee
Mary C. Lellouche
James Leste
Jerry Levine
Andrew and Cynthia Lewis
Joan K. Lewis
Sabrina Y. Liak
R. Linnell
David Lock
Wendy M. Lohn
Stephen B. Love
Marilyn A. Luby
Gail Mahanger
Timothy Brophy Maher
Michele Mahood
Jo Malik
Marilyn G. Malik
Scott Mangum
Scott R. Mangum
Rick Martello
Christine Martin
David and Nancy Martin
Marilyn L. Martin
Miguel Martin
Mona K. Martin
L. Hardy Mason
Connie Matthews
Keller Matthews
Sten Mawson
Marty Maxwell
Robert J. Maxwell
Kurt Mayer
Thomas Mayer
Michael McCann
Joan E. McCauley
Tara McClaran
Patrick McCollim
John McCune
John D. McGourthy, Sr.
William and Mary Jane McGuckin
Ann McKillop
Iris McKinley

Marshall E. McMahon
Lisa McMillan
Joanne McQuigg
Malcolm McWhorter
Murray Melbin
Ralph Melville
Merrill Lynch & Co. Foundation, Inc.
Philip Merryman
Robert W. Messerschmidt
Annie P. Michaelis
Todd Middlemis
Midland National Individual Matching Gift Program
John E. Milko
Greg Millard
Karen Miller
Ralph Miller
V. David and Billie Miller
John and Wende Milner
Brenda Milum
Hideyo Minagi, M.D.
Patricia L. Minami
Donald K. Minner
Nelson Missbach
Howard and Heidi Mitnick
Robert Miyahira
Samir Modi
Mary Lou Moffitt
Rafik Momin
Ellen Monahan
Ivan Montalvo
John W. Moody
Neeta K. Moonka, M.D.
Mary Lou Morella
James and Marie Moriarty
John Morrow
Thomas G. Mortenson
Kathy Mosher
Phillip Mossholder
Vern Moter
Motorola Foundation
Aaron Muhlenkamp
Mary Murphy
Mr. and Mrs. Oliver C. Murray, Jr.
Aurangzeb N. Nagy
Robert S. Naleid
June Nazarian
Keri Nelson
Richard Nelson
Thomas and Margaret Neumann
Jan Nickey
Galen Nippert

Builder (cont)
(\$100 - \$249)

Richard Oda
Phyllis Odell
Germaine L. Odenheimer
Sean O'Donnell
Catherine O'Halloran
Sarah O'Hara
Anne P. Osher
Jong B. Park
Beverly M. Parker
Daniel Parker
Kusum Patel
Frances P. Paterno
Courtney W. Paul
Arne Paulson
Meredith Payne
Thomas F. Pearson, Jr.
R.E. and Jane L. Peattie
Andrew Peerson
Michael and Pearl Pelatt
Edmund Pendleton, Jr.
Lynn T. Petersen
Lars Peterson
John Pfister
Kenneth Phillips
Eric Ping
Wayne and Martha Pomerleau
Thomas Portman
Arturo Porzecanski
Ellen Lee Posel
Thomas Power
Ann G. Powers
Catherine Preziosi
Derek and Susan Price
Michael Propper
Tim and Sally Quirk
Michael S. Radeos
Richard Radmer
Helen Raiser
Sampath Rajappa
Earl and Lola Redding
Jack J. Reid
Jerry Rex
James P. Rhemer
Gregory Richterich
Chris Ricketts
Norman R. Ritter
Carol W. Roberts
Lynne N. Roberts
Thomas Robertson, Jr.
Marcialyn Robinowitz

David A. and Judith W. Roe
William and Dona Romaine
John B. Rose
Della Stolsworth and Gary Rosen
Jeremy Rosenthal
Marcia A. Rosenthal
Peter and Beth Rosenthal
Gina D. Rowsam
Marvin and Joy Rubin
Larry E. Ruff
Robert and Laurie Ruxer
Elizabeth Whalen, M.D. and
Terrence Ryan, M.D.
Eric W. Rynerson
Philip Sabransky
Daniel Saltz
Larry Salustro
John Sampson
Kenneth Sarauer
Tomas Saulys
Ronald Schafer
Gretchen I. Schaffner
Richard and Maryan Schall
Gregory and Lori Schamp
Arnold and Arielle Schechter
Theodore G. Schmidt, Jr.
Nancy Schneider
Brian Schumacher
Jason J. Scott
Robert Seifert
Charles Seim
Donald F. Seneary
Connie Seter
R.M. Seymour
Michael Shannon
Eric Shapiro
Stuart A. Shapiro
Balaji Shivaji
John Shoemaker
Brian L. Shunamon
Deborah Siegele
Allene Sieling
Mary Louise Sigtenhorst
Richard Silliman
Marc Silverstein
Philip Sine
Jacqueline G. Singer
Donna Skillern
John B. Slater
Beverly Sloan
A.W. Smith, Jr.
Michael Smith

Michael S. Smith
Sanford V. and Patricia K. Smith
Stephen L. Smith
Pero Smrzlic
W. R. Smythe, Jr
Gail Smythers
Junko A. Snyder
Sobel & Co., LLC
Leif Solberg
Annette Soodhalter
Abby Soven
Mark Sparrow
William E. Spears
Matthew W. Chew Spence
Cindy Spencer
Lane Spencer
Margaret A. Spencer
Steve Sperber
R. Sprague
Joseph and Patti Stager
Jeffrey G. Stark
C.V. Starr & Co., Inc.
Ralph J. Staunton
Ronald and Mary Jane Steele
C. Steen
John Steensen
Judy Sterry
Gareth Stevens
Catherine M. Stiefel
Julian Stienon
Susan Stone
A. Kevin and Dawn M. Stoppello
Timothy Strinden
Timothy E. Strinden
Arthur F. Strohmmer, Jr.
Bill Strugger
David Stupin
Harvey R. Styron
Kay Suh
Victoria Deutsch Sutherland
John F. Swaim, II
Marc Sylvane
Joseph and Cecelia Szurszewski
David Tanner
Laura Taylor
Adam G. Thomas
C. Gomer Thomas
Eleanor Thomas
F. Deaver and Mary Jean Thomas
R. Murray Thomas
Peter A. Thome
Frederick Thompson

Gregory C. Thompson
Patti Thompson
John Tice, Ph.D.
Mitchell Timin
Terrance Tobias
Patricia M. Todd
Tormach LLC
Marshall Trackman
Mei-Yin Tseng
Robert L. Turner, III
Katren Tyler
James and Judith Ullman
Doug and Sue Upshaw
Laura Valenti
Krishnan V. Varagur
Joseph Vassallo
Suzanne Vaughan
John Velonis
Mary Dawn Verdery
Rafael Villalba
Sharlene Vo
Alex von Hoffmann
Richard W. Walker
Anne Warburton
Jacqueline Warburton
Robert Ward
Kevin Waterbury
Douglas E. Waters
Tom R. Watson, Jr.
Chatkaew Wattano
David Watts
Barry Waxman
Phyllis Weaver
Charles R. Webb, Jr.
Mike Weinberg
Mellina Weiss
Ronald Welch
Kate Wendleton
Robert J. Wente
Bonnie Westal
Gordon Westdahl
Harley J. Westfall
Mark Westin
Wheeler Family Foundation, Inc.
Julie Wheeler
Scott Wheeler
Steven Whitfield
Steven S. Whitfield
Michael Williams
Michael E. Williams
Wendy L. Williams
David Wilson

John S. Wilson
C. Norman Winningstad
Kenneth D. Wintermuth
Jeffrey Wood
Susan E. Woodward
Timothy K. Woofter
Kelly Wright
Write Score LLC
Timothy J. Yee
Barbara O. York
Terrence Zehrer
Diana D. Zentay
Royce Zia
Irwin S. Zonis
John B. Zurell

FOUNDATION GRANTS

4-Star Patron

(\$50,000 - \$99,999)

The William and Flora
Hewlett Foundation

Patron

(\$25,000 - \$49,999)

The Trustees' Philanthropy
Fund of the Fidelity Charitable
Gift Fund

Leader

(\$10,000 - \$24,999)

Hobbs Foundation

Navigator

(\$1,000 - \$4,999)

The Milton V. Brown Foundation
The Daphne Seybolt
Culpeper Foundation
Tomchin Family Charitable
Foundation

FOUNDATION SUPPORT

Navigator

(\$1,000 - \$4,999)

PJ Callahan Foundation, Inc.
The Robert H. and Anita Q.
Lawe Foundation
The Minneapolis Foundation
Stifler Family Foundation

Explorer

(\$500 - \$999)

Amaturo Family Foundation
New Hampshire Charitable
Foundation
Yee Family Foundation

Beacon

(\$250 - \$499)

American Endowment Foundation
California Community Foundation
The Thomas and Carol
Cracchiolo Foundation

Builder

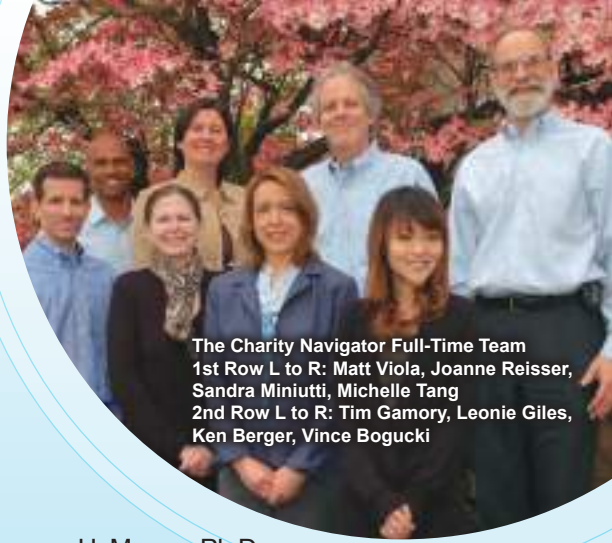
(\$100 - \$249)

The California Wellness Foundation
Community Foundation of
the Jewish Federation of
Orange County
FM Global Foundation
Charles and Margaret Levin
Family Foundation Inc.
Merrill Lynch & Co. Foundation, Inc.
Motorola Foundation
Rudy & Alice Ramsey Foundation
Roger and Susan Stone
Family Foundation
Wheeler Family Foundation, Inc.



CHARITY NAVIGATOR

Your Guide To Intelligent Giving



The Charity Navigator Full-Time Team
1st Row L to R: Matt Viola, Joanne Reisser, Sandra Miniutti, Michelle Tang
2nd Row L to R: Tim Gamory, Leonie Giles, Ken Berger, Vince Bogucki

Board of Directors

John P. Dugan
Co-Founder & Board Chair

Marion Dugan
Co-Founder & Board Vice-Chair

Ken Berger
President & CEO

Pete Dugan

Matt Giegerich

Jeffrey R. Graubard

Thomas H. Murray, Ph.D.

Richard Nathan

Kenneth S. Rose, Esq.

William A. von Mueffling

Staff

Ken Berger
President & CEO

Tim Gamory
CIO & Human Resources Manager

Sandra Miniutti
VP, Marketing & CFO

Joanne Reisser
VP, Development & Operations Manager

Vince Bogucki
Sr. Program Analyst

Leonie Giles
Sr. Program Analyst

Emily Navarro
Sr. Program Analyst

Matthew Viola
Sr. Program Analyst

Michelle Tang
Assoc. Program Analyst

David Guffey
Data Entry Specialist

Chunchen Yan
Data Entry Specialist

Volunteers

Dr. Robert Penna
International Coordinator & Author

Tetyana Pilyukova
Program & Development Associate

Over 100 student and faculty volunteers partnered with Charity Navigator in the initial Fall 2010 test pilot of the CN 2.0 rating project. Participating schools included Indiana University-Purdue University Indianapolis, NYU Stern School of Business, NYU Wagner School of Public Service, Northern Illinois University, University of Nevada, and University of Oregon.

Mission

The mission of Charity Navigator is to guide intelligent giving. By guiding intelligent giving, we aim to advance a more efficient and responsive philanthropic marketplace, in which givers and the charities they support work in tandem to overcome our nation's most persistent challenges.

Core Values

- 1 A Team Approach that ensures respect for all who we serve and work with, encourages their input, and underscores the value of open communication.
- 2 A Client-centered Approach, wherein concern for our Web site users, other key constituents, and stakeholders is at the heart of all ideas and decisions.
- 3 A Continuous Improvement Process aimed at ensuring optimization of client services and organizational standards.

