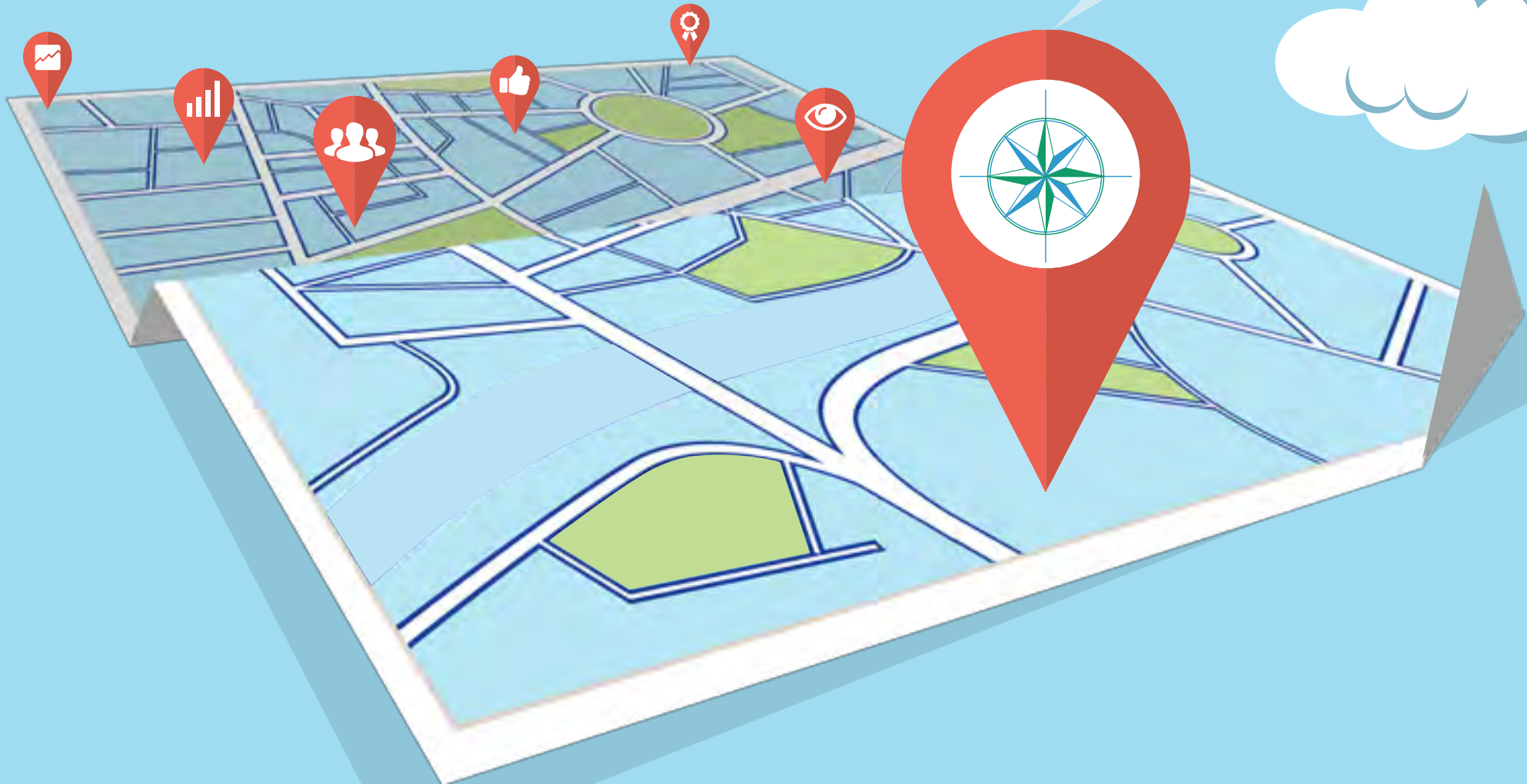


# CHARITY NAVIGATOR | 2014 ANNUAL REPORT

NAVIGATING GROWTH





# VIEWERSHIP



## WE ARE PICKING UP SPEED

Our annual viewership has increased over the past 6 years, accelerating 8% from 2013 to 2014.





# CHARITY STATISTICS



## WE'VE GOT ALL THE COORDINATES

We provide in-depth information on thousands of charities, so that donors can make informed decisions on their charity of choice.

**8,000**

TOTAL NUMBER OF  
CHARITIES RATED

**994**

CHARITIES RATED  
FOR THE 1ST TIME

**69**

DONOR  
ADVISORIES

**11**

CHARITIES ADDED  
TO THE  
WATCHLIST





# ACCOMPLISHMENTS



## THE MILESTONES KEEP ADDING UP

Our accomplishments over the past year put us in position to take the lead as we pick up the pace.



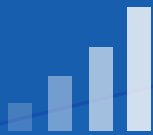
**29% staff growth**



Collected results reporting data for  
**3,000 CHARITIES**



**Upgraded mobile apps**  
for Android and iOS: 2.0



Moved to more intuitive  
rating scale: 100 points



**66.5k social media**  
followers

Drove improved Accountability  
& Transparency practices  
for **85%** of our  
rated charities





# ENDORSEMENTS



I want to tell you that I advertise your site to everyone I know. You perform an invaluable service, and I no longer make donations to any organization that doesn't have your seal of approval -Carolyn M., Charlottesville, VA

We are seeing more donor traffic from our presence on Charity Navigator than we are from our presence on www.whitehouse.gov, even after the President mentioned it in a news conference

-Disaster Related Charity

Having worked for various nonprofits for the past 35 years, I understand what an honor a 4-star rating is and how it affects people's philanthropic decisions -Lois Taylor, Director of Development, Humane Society Naples



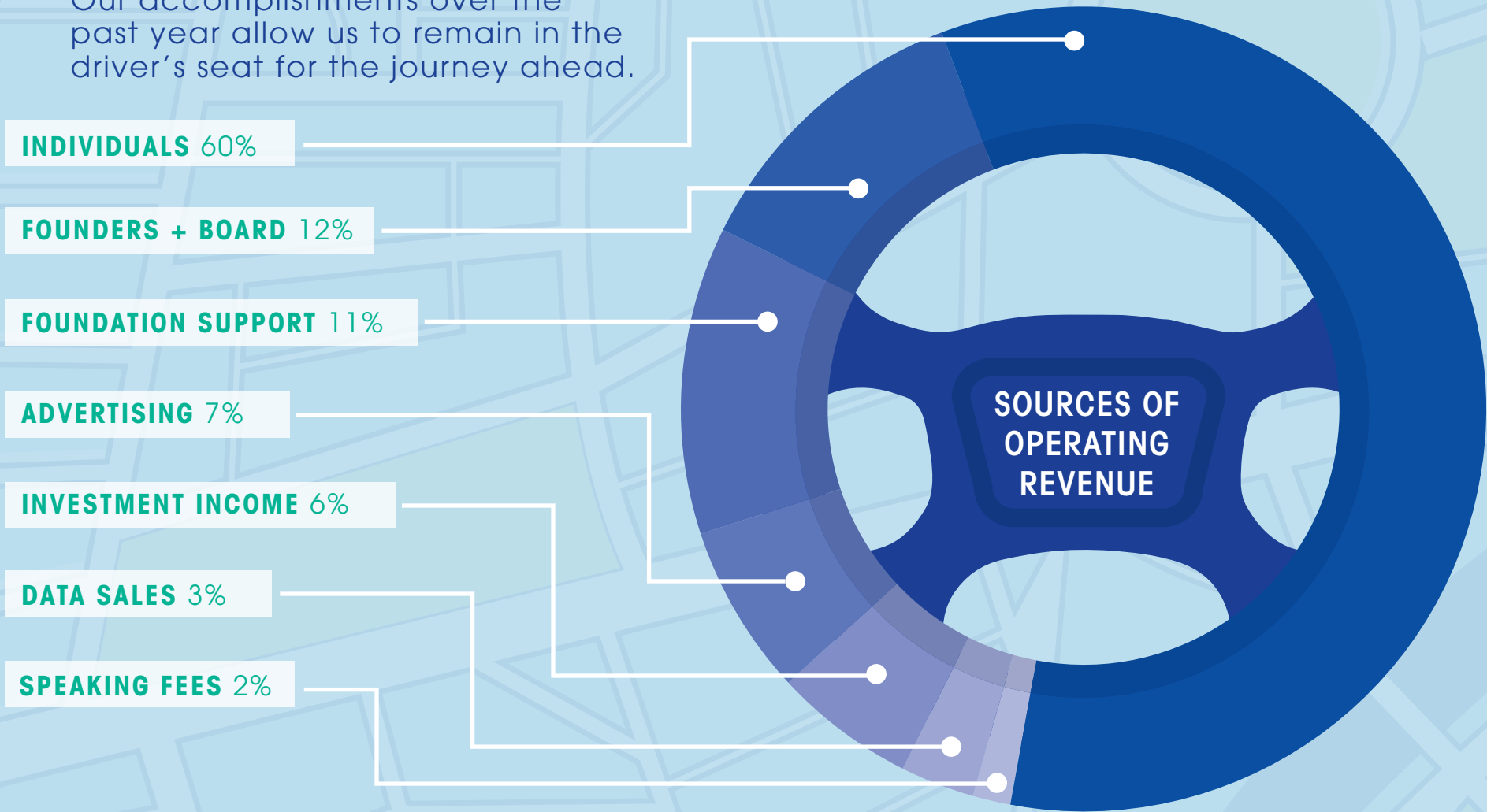


# FINANCIAL INFORMATION



## FUELED UP AND READY TO GO

Our accomplishments over the past year allow us to remain in the driver's seat for the journey ahead.



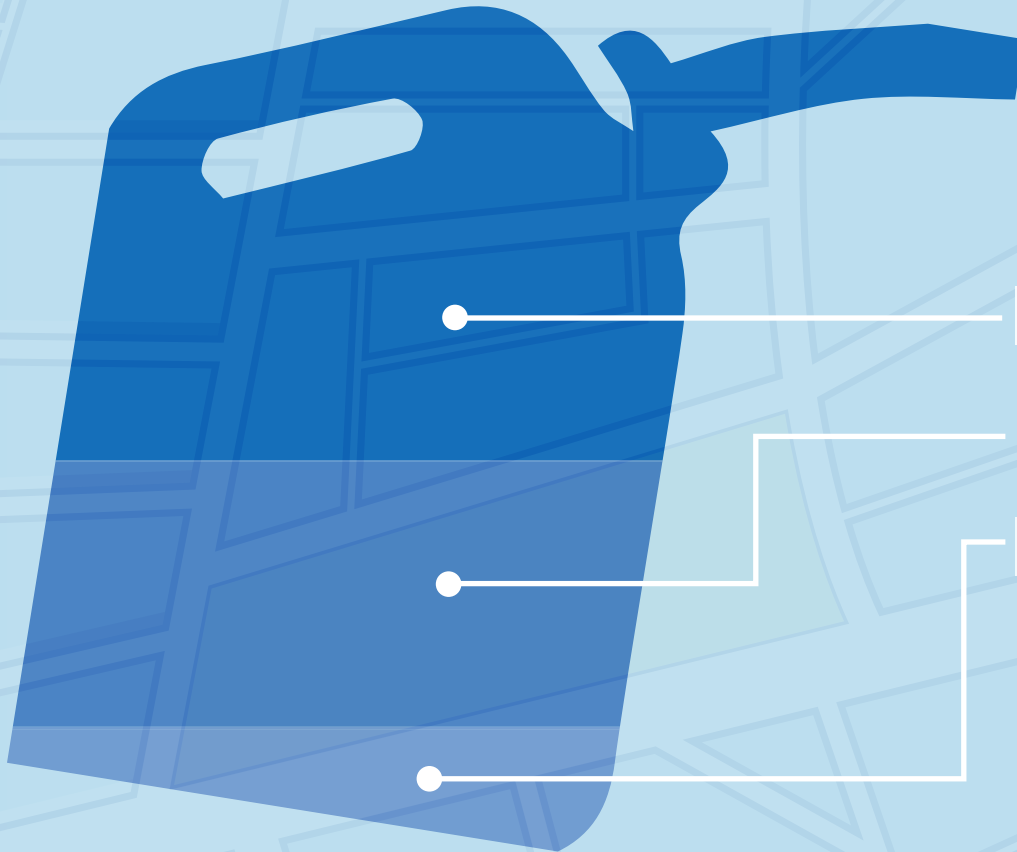


# FINANCIAL INFORMATION (CONTINUED)



## AND WE ARE “FUEL-EFFICIENT”!

We make every dollar in our tank count — and go farther than you could imagine.



**PROGRAM SERVICES 71%**

**DEVELOPMENT + FUNDRAISING 18%**

**GENERAL + ADMINISTRATION 11%**





# BOARD OF DIRECTORS



## THE STARS THAT GUIDE US

We wouldn't get far without the stellar navigating skills of our Board of Directors.

**JOHN P. DUGAN**  
Founder + Chairman

**KENNETH ROSE**  
Treasurer

**THOMAS MURRAY**  
Ph.D., Vice-Chair

**MARK JOHNSTON**  
Secretary

**LUKE BEATTY**  
**PETER DUGAN**  
**DAN WEISS**

**LISA BERNHARD**  
**MATT GIEGERICH**  
**MARIE WIECK**

**CHERYL BLACK**  
**RICHARD NATHAN**  
**JEFFREY R. GRAUBARD**

**MICHAEL DIX**  
**PAUL GUILLARO**  
**WILLIAM VON MUEFFLING**  
**KERN SCHIRESON**





# TAKE ME HOME



IT'S WHERE YOUR HEART IS, TOO

I use Charity Navigator to find charities I trust, and you should, too!

INVITE YOUR FRIENDS TO BECOME INFORMED GIVERS JUST LIKE YOU BY SHARING OUR WEBSITE. DO SO NOW VIA THESE SOCIAL SHARING LINKS.

[WWW.CHARITYNAVIGATOR.ORG](http://WWW.CHARITYNAVIGATOR.ORG)



**CHARITY NAVIGATOR**  
NAVIGATING GROWTH