

CHARITY NAVIGATOR | 2016 ANNUAL REPORT*

— NAVIGATING GROWTH —



*In 2016, Charity Navigator changed its fiscal year end to June 30th. As such, this report represents just seven months of activity, from December 2015 - June 2016.



VIEWERSHIP



WE ARE PICKING UP SPEED
Our annual viewership has increased each year since we launched, accelerating 11.5% from 2015 to 2016.*

*This chart looks at viewership as if Charity Navigator had always been on a July – June fiscal year cycle. For example, data for 2016 represents viewership from July 2015 – June 2016.





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.

7,972

TOTAL NUMBER OF CHARITIES RATED*

*This is a slight decline in the total number of rated charities from FY 2015 because we removed ratings for colleges, universities and private schools.

314

CHARITIES RATED FOR THE 1ST TIME

300

TOTAL NUMBER OF DONOR ADVISORIES

35

TOTAL NUMBER OF CHARITIES ON 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.



During our short, 7 month, fiscal year, web traffic grew 12% to 5.8 million users



16% staff growth

Launched CN 2.1 ratings methodology, which lowers emphasis on overhead and includes 3-year averaging to empower even smarter giving decisions

From the Orlando Nightclub Shooting to a listing of Fake Charities, we covered a range of 'Hot Topics' of interest to donors



On the 1 year anniversary of the Nepal Earthquake, published a report detailing what happened to the money raised



82.5k social media followers

We removed banner ads from the site to improve user experience





ENDORSEMENTS



Thanks again for all that Charity Navigator does in holding charities accountable and helping contributors ensure their contributions are effectively used - a very much needed resource!

-Bill T, Charity Navigator User

During my first year at Kingdom Workers in 2011, I became aware of Charity Navigator and recognized the importance of evaluations and ratings to donors and foundations. We were a 2-star organization back then, and we made improvement one of our priorities. It is quite fulfilling to now have a 4-star rating.

**-Bill Meier,
Executive Director, Kingdom Workers**

Often what I read on CN just confirms my decision to give to an organization, and in other cases it is the deciding factor to give to a different one that does similar work but has a higher rating, which I can see at the bottom of the write-up. This is one of the best features for me. So, thanks again for providing such an important service!

-Rona W, Charity Navigator User



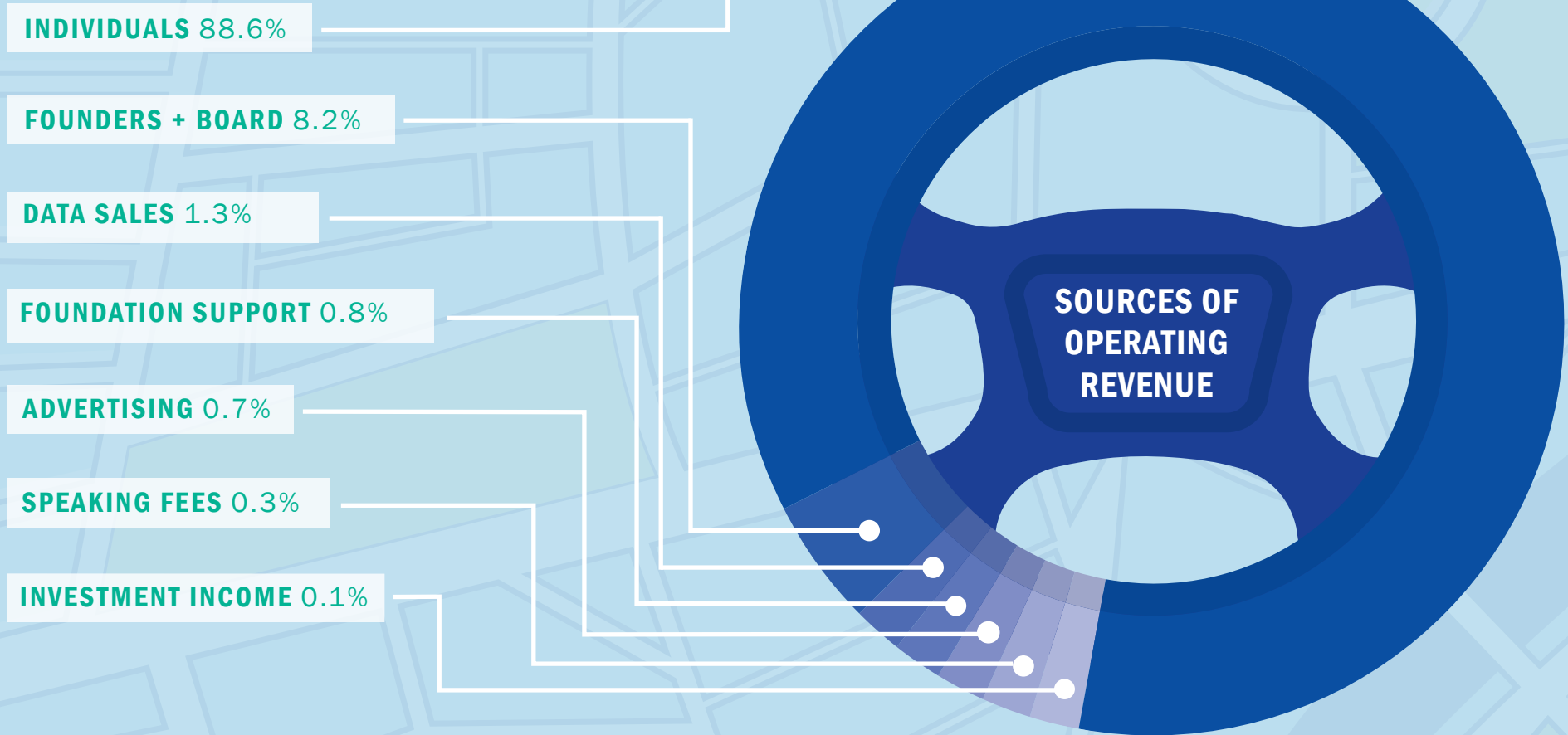


FINANCIAL INFORMATION



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.



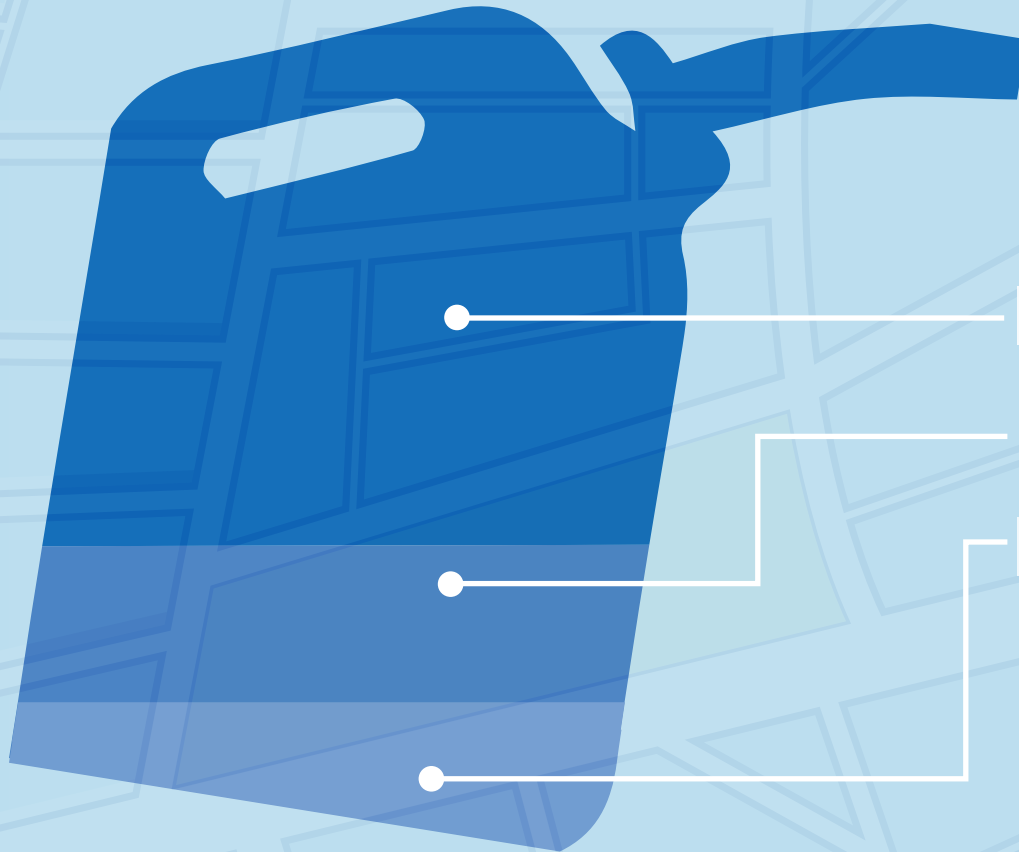


FINANCIAL INFORMATION (CONTINUED)



AND WE ARE “FUEL-EFFICIENT”!

We make every dollar in our tank take us farther.



PROGRAM SERVICES 71%

GENERAL + ADMINISTRATION 17%

DEVELOPMENT + FUNDRAISING 12%





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

CHERYL BLACK
JEFFREY GRAUBARD
DAN WEISS

MICHAEL DIX
RICHARD NATHAN

PETER DUGAN
KERN SCHIRESON

MATT GIEGERICH
MARIE WIECK





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



In our 2017 fiscal year, Charity Navigator will create a five year strategic plan to direct our journey toward greater service to donors and the charitable causes they support.



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