



CHARITY  
NAVIGATOR

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# Annual Report

## 2017





## LETTER FROM THE CEO & PRESIDENT — Michael Thatcher

This has been a historic year for Charity Navigator. Following last year’s expansion of our rating methodology, 6.7 million new users have visited our website which now features more charity ratings and evaluations than we have ever published -- over 8,500.

We are especially grateful for the continued financial support of our users, which also hit a new high of \$2.9 million -- more than double the amount we received last year. This increase in support has enabled Charity Navigator to increase our team to 21 dedicated employees including the addition of Larry Lieberman as Chief Operating Officer and Shannon McCracken as Chief Development Officer. We are using these resources to address one very important question, where do we go from here?

Thanks to the generosity of Fidelity Charitable Trustees’ Philanthropy Fund, Money for Good, our Board of Directors, and others, Charity Navigator has completed a rigorous five-year strategic plan. This plan is built around our mission of making impactful philanthropy easier for all. Working with our board member Michael Dix and his team at Intentional Futures, we have defined our core goals to be:

**EQUIPPING** the entire philanthropic ecosystem with the tools, ratings, and information they need to make impactful investments.

**EXPANDING** the number of people and organizations who understand and commit to the idea of intentional philanthropy.

**DEEPENING** public commitment to giving.



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This refined approach reinforces our commitment to publishing unbiased, objective, and data-driven evaluations drawn from the most accurate and expansive information available. This is what our users demand, what the sector is entitled to, and is synonymous with the Charity Navigator brand.

We are delighted to announce that we are in discussions to complete Memorandums of Understanding with GlobalGiving, GuideStar, and Classy to publish results information collected by them on thousands of 501(c)(3) organizations. During the next six months, this information will be included on thousands of Charity Navigator’s ratings pages alongside our current financial, accountability, and transparency evaluations of nonprofits. Charity Navigator’s website was visited by 9.7 million users last year. We are looking forward to measuring the impact of providing donors with broader explanations of impact.

We know the sector’s effectiveness and individual involvement in philanthropy can continue to support the gap in services provided by the government and the private sector. Charity Navigator’s work stimulates even more giving in this enormously generous country. We are grateful you are joining us.

Michael Thatcher  
CHIEF EXECUTIVE OFFICER



# YEAR IN REVIEW — 2017

In Fiscal Year 2017, Charity Navigator had two monumental foci: developing and implementing a new strategic plan, as well as an updated Ratings System. Both are intrinsic to Charity Navigator’s mission to make impactful giving easier for all. The new Strategic Plan enables Charity Navigator to envision a five-year term in which the ratings and content produced in house are accessible to all who wish to give to a nonprofit in the United States. The updated Ratings System includes a metric for Liabilities-to-Assets, while removing the metric for Primary Revenue Growth, in addition to new calculations for the methodology behind the vast majority of Financial Health metrics.



## 1 OUR STAFF

Charity Navigator’s team grew from 16 to 21 members. Our Chief Development Officer celebrated her first full year of being onboard. For the first time, we hired a full-time data scientist.



## 2 OUR WEBSITE

Continuing along with year-over-year growth, the Charity Navigator website had a 2.6% increase in sessions to bring out annual audience to 9.7 million, as well as a 1% increase in new users.



## 3 OUR GIVING BASKET

The end of this fiscal year also brought a close to the first full fiscal year that Charity Navigator’s Giving Basket was in use, generating close to \$18 million dollars.



## 4 OUR STRATEGIC PLAN

With guidance from Intentional Futures, Charity Navigator adopted a five-year strategic plan, focusing on increasing breadth, depth, and reach of ratings and their methodologies.

# CHARITY NAVIGATOR — Our Revenue



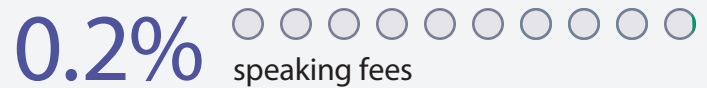
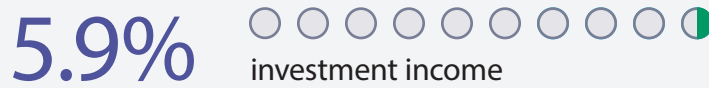
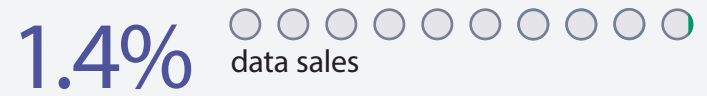
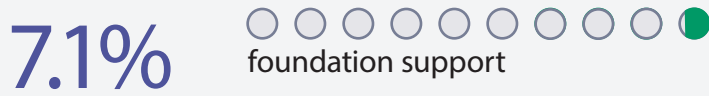
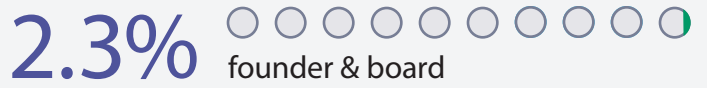
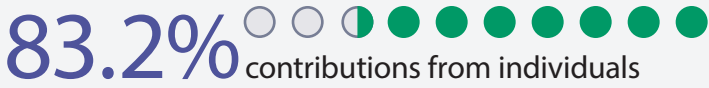
Charity Navigator’s new Chief Development Officer focused on three primary movements in Charity Navigator’s Annual Revenue:

- Giving to Charity Navigator by the Board of Directors was \$81,000 in fiscal year 2017, down from \$133,000 in fiscal year 2016. A large reason for this drop was due to a \$42,000 in-kind grant that Charity Navigator received from Michael Dix and Intentional Futures for their work on the new strategic plan.
- Giving to Charity Navigator by individuals was \$2,969,000 in fiscal year 2017, up from \$1,376,000 in fiscal year 2016. Charity Navigator also received its largest single gift from a non-board member this fiscal year at a total of \$568,000.
- Giving to Charity Navigator by foundations was \$253,000 in fiscal year 2017, up from \$13,000 in 2016. Charity Navigator received \$200,000 from Fidelity Charitable Trustees initiative; \$30,000 from Money for Good; \$10,000 from the Simon Strauss Foundation; \$10,000 from the Hobbs Foundation; and \$3,000 from the Geraldine Stutz Foundation.

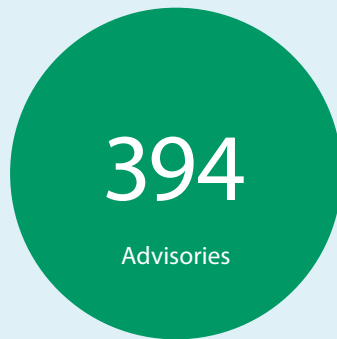


## Sources of Operating Revenue

Charity Navigator relies mainly on the general public to power the programs and services that come with being the nation's largest and most-utilized charity evaluator. Over four-fifths of Charity Navigator's 2017 Fiscal Year Operating Revenue came from contributions from individuals.



## CHARITY STATISTICS



### Charities Rated

In Fiscal Year 2017, Charity Navigator grew the number of charities rated to 8,329.

### Charity Advisories

As of Fiscal Year End 2017, Charity Navigator's Advisory Issuance Committee had 394 Advisories on organizations.

### Charities Rated for the First Time

To complement Charity Navigator's ratings of 8,329 charities, Charity Navigator also created 467 new ratings for charities.

### Donated through the Giving Basket

With the close of Fiscal Year 2017, Charity Navigator's Giving Basket ended its first full fiscal year in use generating close to \$18 million dollars.



## CONTACT



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