

# Charity Navigator

Making impactful giving easier for all.

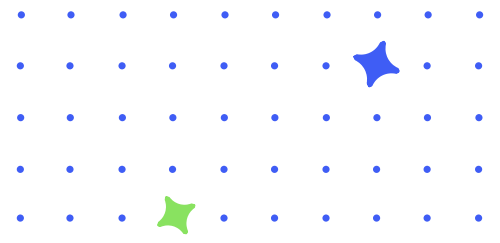


# Annual Report

**Fiscal Year 2025**

July 1, 2024 - June 30, 2025

# A Letter From Our President & CEO



Reflecting back on our Fiscal Year 2025, we are incredibly grateful to you, our users and supporters. It was a volatile year for the sector; a year of intense polarization, funding freezes, a historical contraction in Global Humanitarian Aid and technological disruption with rapid advances in the use of AI. Charity Navigator stood strong in its nonpartisan position and empowered millions of donors with ratings, tools, objective insights and the confidence required to keep giving with purpose.

We expanded our database to feature 242,627 rated charities. This included deeper insights into how organizations operate, with 29,883 charities evaluated on Culture & Community and 16,737 assessed on Leadership & Adaptability. We also issued 217 new alerts and managed 34,932 California AB 488 compliance alerts. We did this to make informed giving easier for all.

Our annual revenue was up by 7%, and our expenses were down by 2%. This allowed us to significantly reduce the deficit from -\$686K in FY24 to -\$17K in FY25. This was primarily due to increases in individual contributions and investment income.

64,372 donors used the Giving Basket this past year to efficiently manage their philanthropy and support 25,286 unique charities – collectively they directed \$50.2M to the front lines of change. Furthermore, when urgent crises emerged, donors had immediate access to curated "Where to Give Now" lists and Causeway Funds. These valuable resources proved their worth during critical moments like Hurricanes Beryl, Helene, and Milton, and the California wildfires, allowing individuals to supplement funding gaps left from the dismantling of USAID. In total, donors directed more than \$7.6 million to vetted relief efforts through our platform.

When clarity mattered most during major breaking news, we were there and figured prominently in the press, working to ensure our trusted advice was always within reach. By sharing vital data and donor protection tips through top-tier platforms like The New York Times, Reuters and Newsweek, we met donors where they were, providing the objective insights needed to avoid scams and maximize impact. As a charity ourselves, our independence, objectivity and ability to provide valuable tools to the public rely entirely on the support of generous donors like you. Thank you for contributing to systems change, championing transparency and for utilizing our platform to turn your generosity into measurable impact.

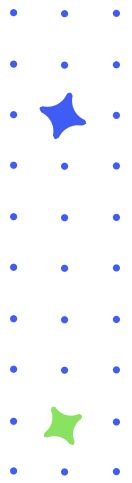
With gratitude and respect,

**Michael Thatcher,**  
President & CEO



**\$50.2M** TO 25,286  
CHARITIES

Transparency drives trust. Trust drives impact.  
**What Your Support Made Possible**



**242,627** ————   
**Charities Rated**

Number of Charities Scored on Each Beacon:



Impact & Measurement

**9,784**  
charities



Accountability & Finance

**242,179**  
charities



Leadership & Adaptability

**16,737**  
charities



Culture & Community

**29,883**  
charities

## Technology Advancements & Impact

Our mission to make impactful giving easier for all is powered by innovative technology. In FY25, we took major steps to expand our reach and enhance the donor experience:

- **AWS Expanded Partnership** transformed our technical infrastructure by deploying modern AWS services that enhance Charity Navigator's security, capacity and resilience.
- **Overhauled Ratings Engine** to use event-driven architecture to calculate and publish ratings more efficiently than ever.



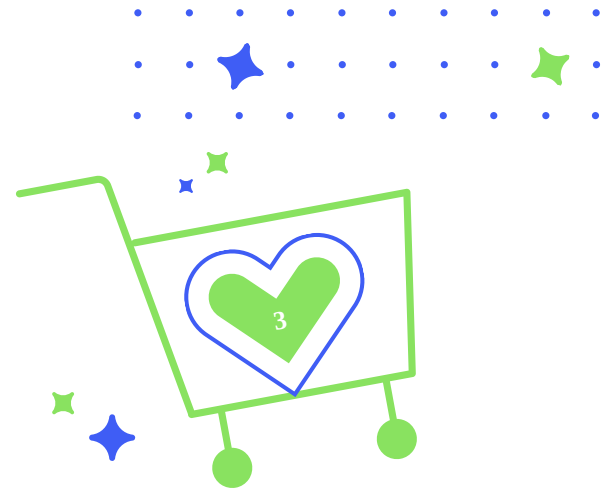
**217**  
NEW ALERTS

**146**  
UPDATED ALERTS

**34,932**  
AB488 COMPLIANCE  
ALERTS

## 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 2025, 64,372 donors supported 25,286 charities, with \$50,176,971 in donations.



Responding when generosity matters most.

## Curated Give Now Lists

Our Causeway Funds and “Where to Give Now” lists guided donors toward high-impact giving during urgent moments and critical causes. In FY25, these lists raised **\$7,669,000** across dozens of pressing issues.



**Hurricane Beryl**  
**\$69,388.69 Raised**  
885 Donations  
17 Charities



**Hurricane Helene & Milton**  
**\$2,018,627 Raised**  
14,936 Donations  
20 Charities



**California Wildfires**  
**\$2,787,666 Raised**  
17,000 Donors  
20 Charities

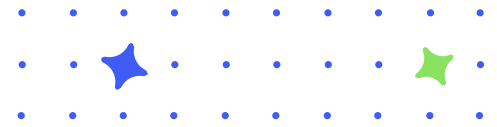


**USAID Funding Cuts**  
**\$608,085 Raised**  
8,500 Donations  
25 Charities

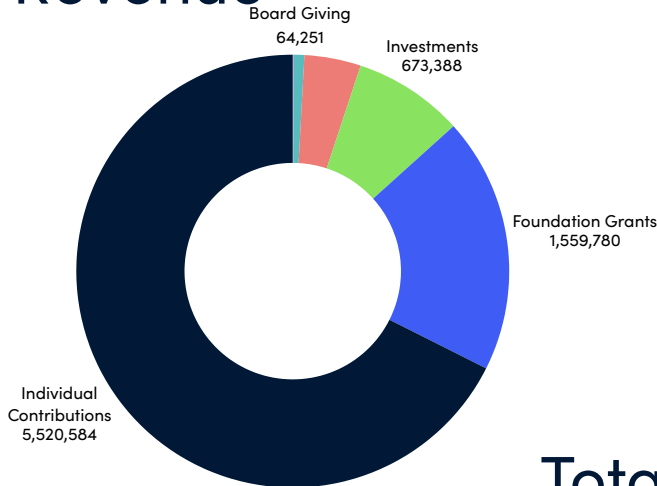


**Causeway Funds**  
**\$408,119.26 Raised**  
3,350 Donations  
11 Funds

# Financial Performance



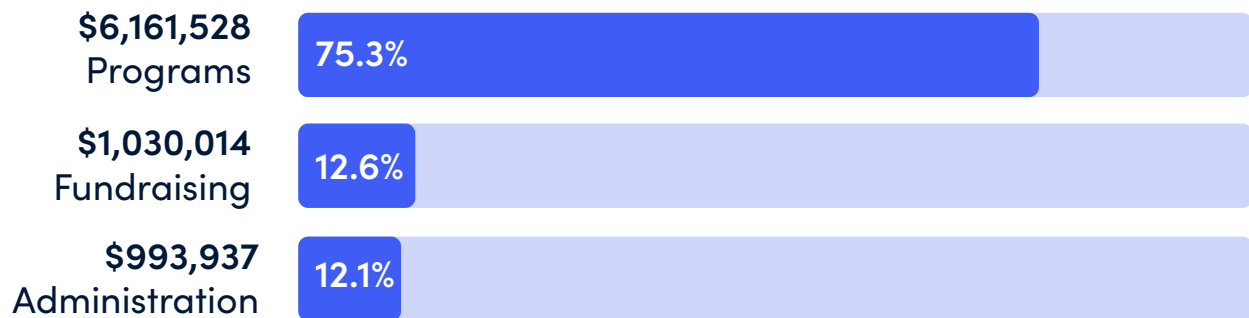
## Revenue



- Individual Contributions..... \$5,520,584 (68%)
- Foundation Grants..... \$1,559,780 (19%)
- Investments..... \$673,388 (8%)
- Donated Services..... \$344,586 (4%)
- Board Giving..... \$64,251 (1%)
- Data Sales..... \$6,056 (0.1%)

Total Revenue in FY25: **\$8,168,645**

## Expenses



Total Expenses: **\$8,185,479**

Net Assets: **\$8,075,258**

## Our Board of Directors

Our Board of Directors oversees our progress toward our mission while ensuring our team has the necessary resources to continue to serve the nonprofit and donor communities.

**Hope Lyons**  
Chair of the Board  
New York, NY

**Michael Cooney**  
Vice Chair  
Richmond, VA

**Beth Smith**  
Treasurer  
Littleton, NC

**Rhoden Monroe**  
Secretary  
New York, NY

**Katy Brown**  
Los Angeles, CA  
**Dorothy Crenshaw**  
New York, NY  
**Michael Dix**  
Seattle, WA

**Raj Doshi**  
Austin, TX

**Esther Dyson**  
New York, NY  
**Geoff George**  
New York, NY

**Deana Korby**  
Chappaqua, NY

**Shannon McCracken**  
Washington, DC

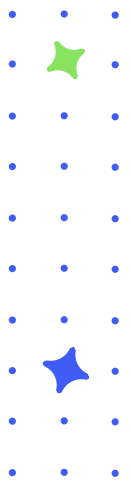
**Nageeb Sumar**  
Boston, MA

64  
MEDIA  
MENTIONS



# Charity Navigator in the Press

In fiscal year 2025, Charity Navigator had 64 media mentions with a potential reach of **536,069,572 total impressions**.



**The New York Times**

How to Help Texas  
Flood Victims



**Reuters**

Economic jitters won't derail  
Americans' generosity on GT

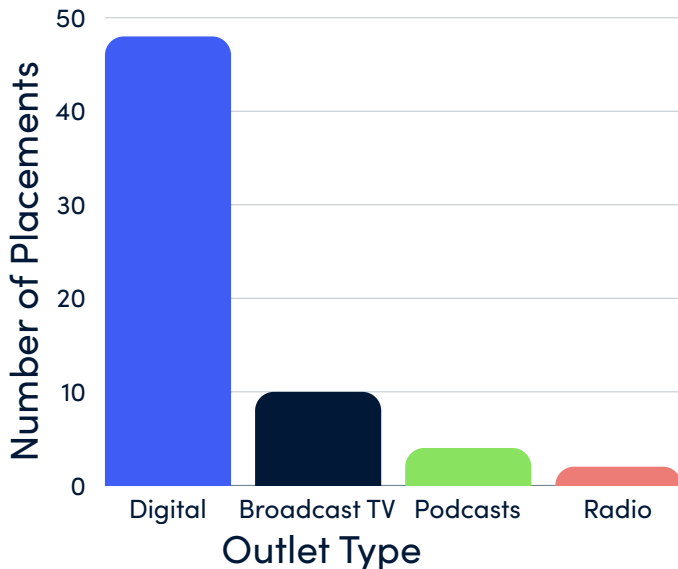


**Newsweek**

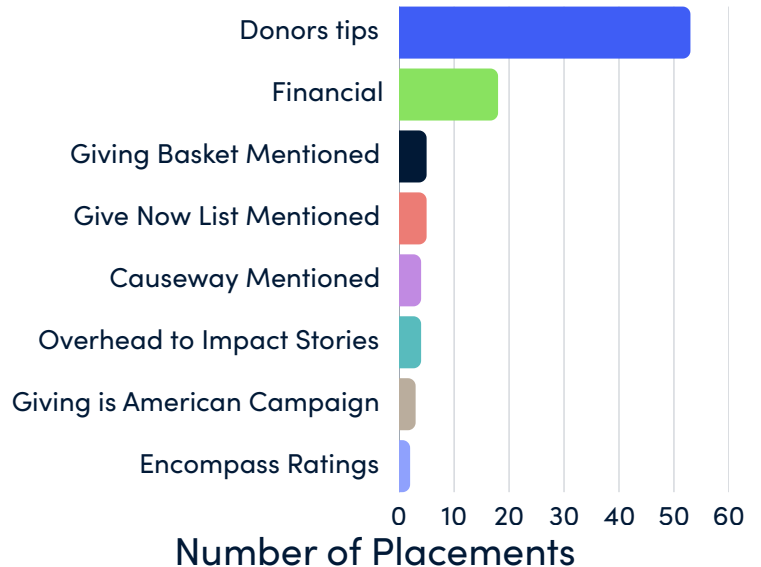
The Fallout From the  
Dismantling of USAID



## Distribution Among Types of Outlets



## Distribution Related To Subject Matter



**We'd Love to Hear From You!**

Email: [info@charitynavigator.org](mailto:info@charitynavigator.org)

@charitynavigator @CharityNav @CharityNav @charity-navigator

Charity Navigator | PO Box 5117 | Boone, IA 50950