

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



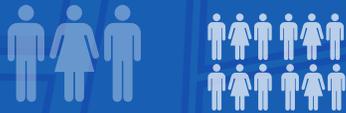


ACCOMPLISHMENTS



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



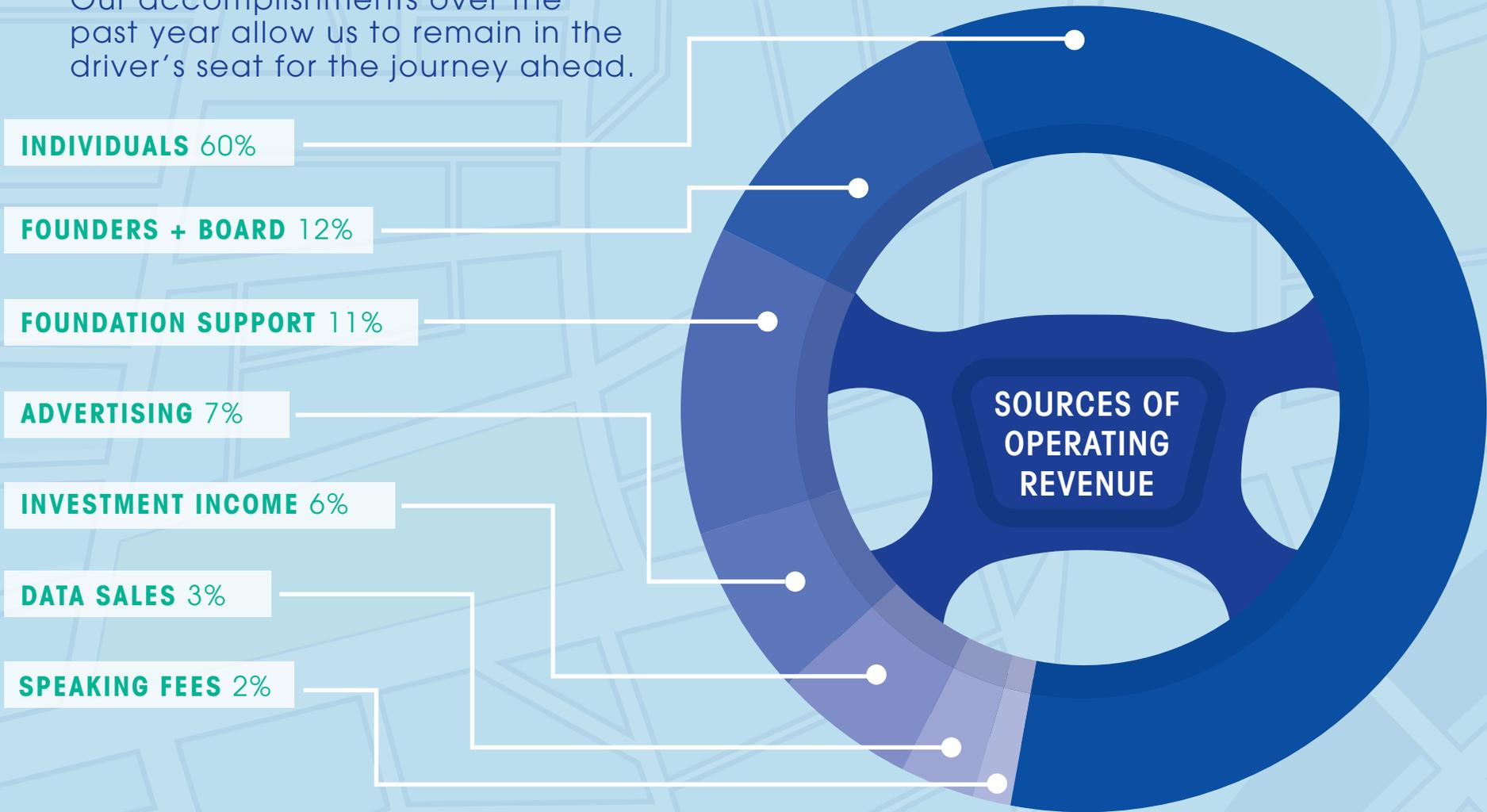


FINANCIAL INFORMATION



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.



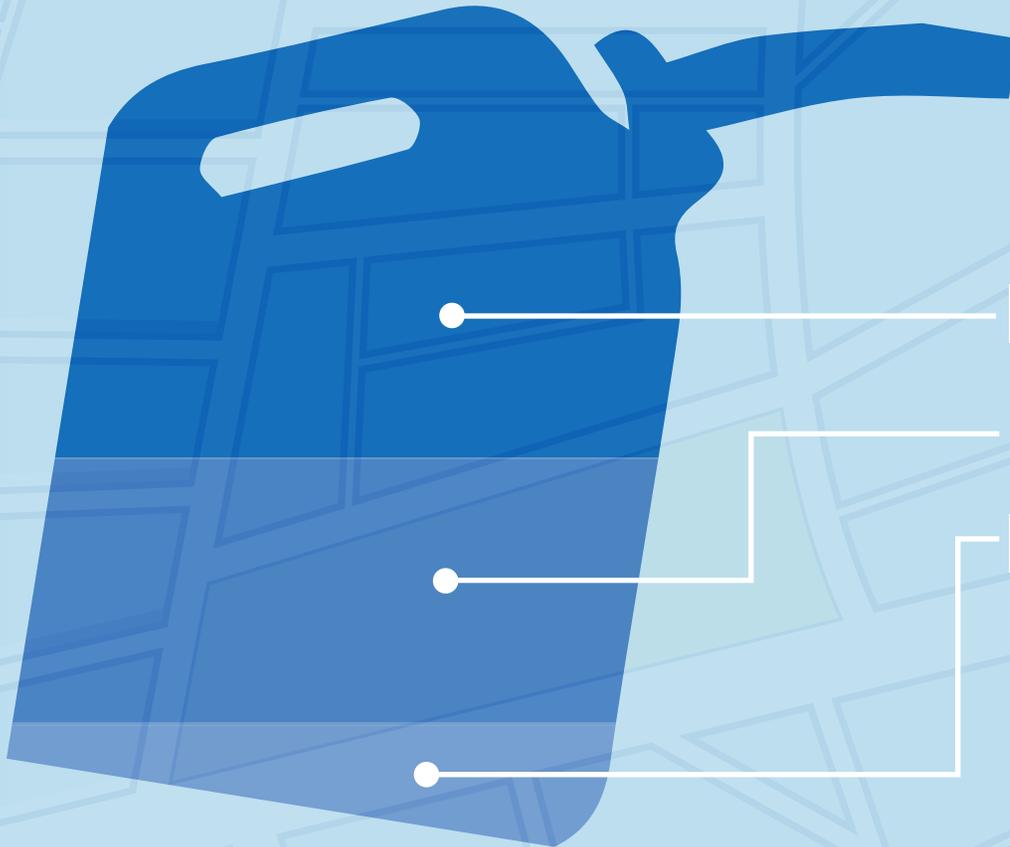


FINANCIAL INFORMATION (CONTINUED)



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



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