

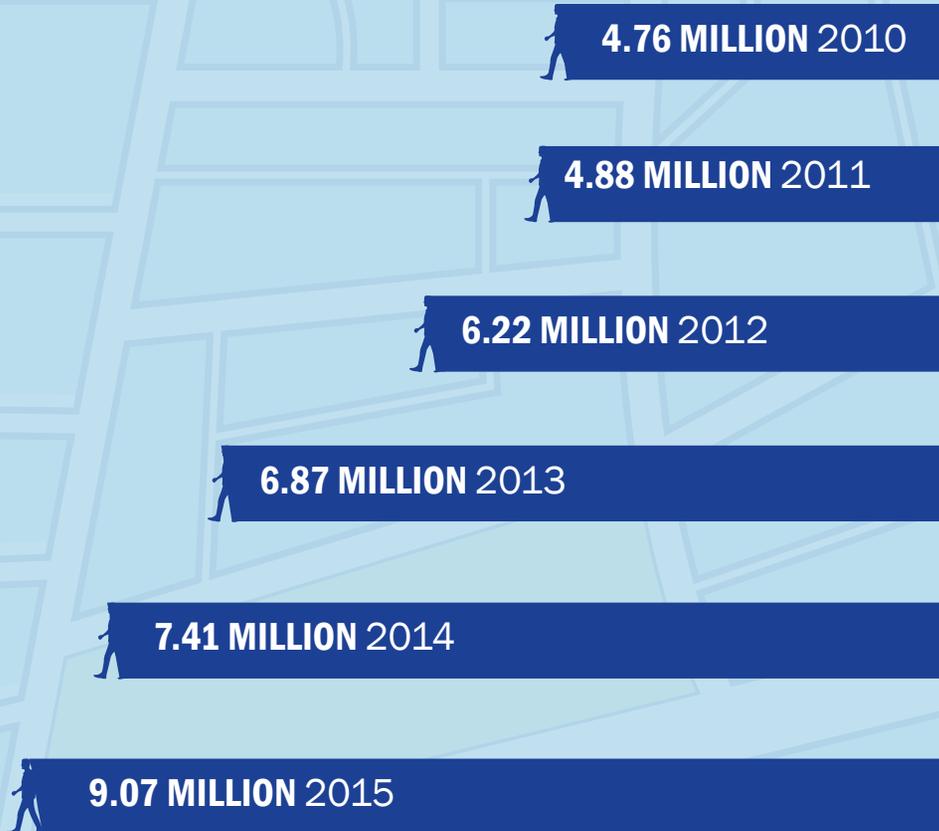
CHARITY NAVIGATOR | 2015 ANNUAL REPORT

— NAVIGATING GROWTH —





VIEWERSHIP



WE ARE PICKING UP SPEED

Our annual viewership has increased over the past 6 years, accelerating 22% from 2014 to 2015.





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.

8,010

TOTAL NUMBER OF
CHARITIES RATED

276

CHARITIES RATED
FOR THE 1ST TIME

288

TOTAL
NUMBER OF
DONOR
ADVISORIES

26

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.



Launched the Giving Basket as a secure, easy, and convenient way to donate



36% staff growth



On the 1 year anniversary of the ALS Ice Bucket Challenge, published a report detailing what happened to the money raised

Michael Thatcher welcomed as the new President & CEO



1,192 charity ratings were updated in June - the most updates completed in a single month



77.6k social media followers

From the Syrian Refugee Crisis to the Cancer Charity Scam, we covered a range of 'Hot Topics' of interest to the donating public





ENDORSEMENTS



I like the feature of being able to put my favorite charities in a basket and pay for all at the same time. It encourages people to give more money and also add more charities. Great idea. -Marla, Charity

Navigator User

I am so grateful to be able to turn to a reliable source in answer to so many requests that I receive, many of which I feel are just scams, yet I certainly don't want to overlook the meaningful charities.

-Charity Navigator User and Donor

Charity Navigator is an asset for all nonprofits, and—both professionally and personally—I value greatly all of your efforts to educate donors about the organizations they do or might support. -Nancy

Haitch, Vice President, Development & Communications, Helen Keller International



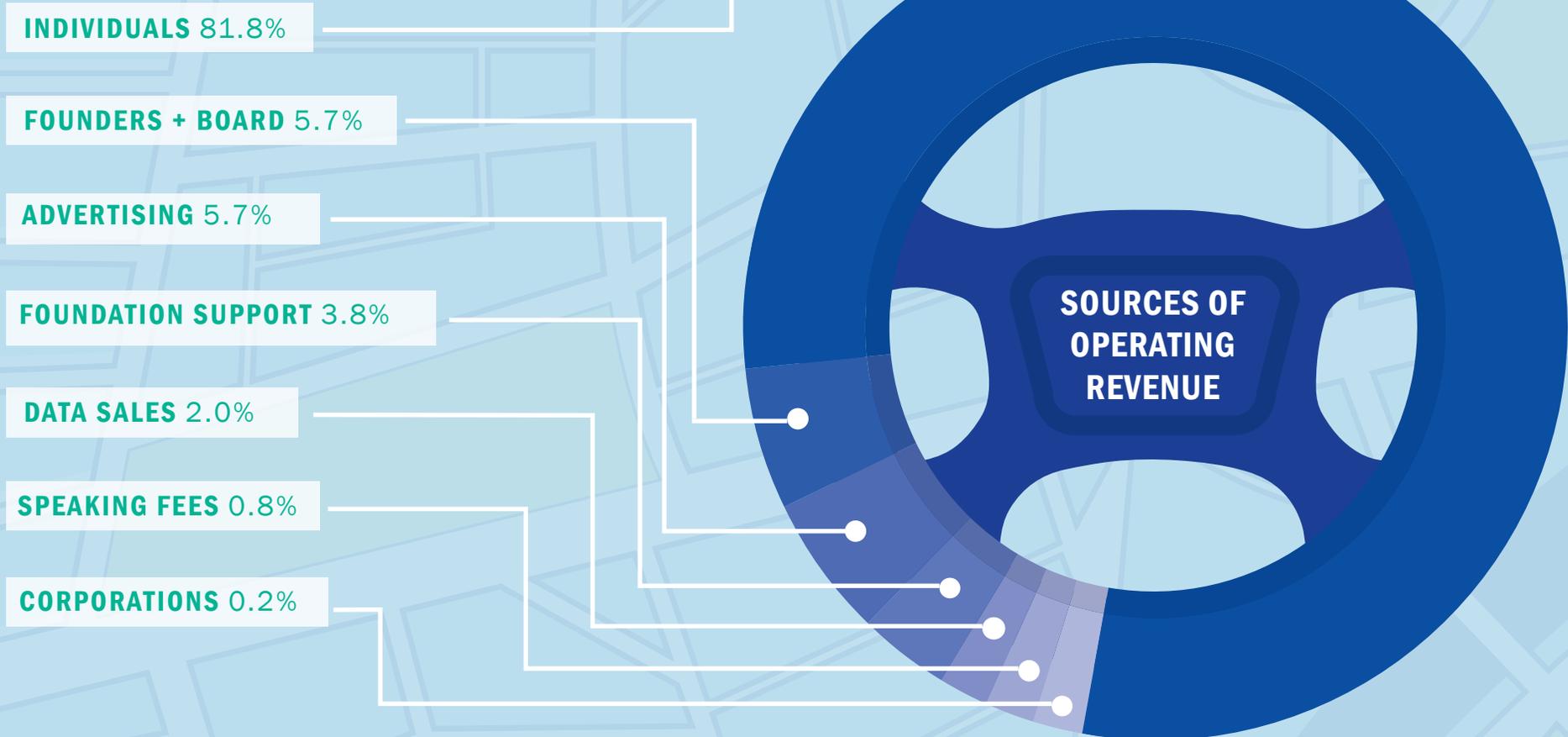


FINANCIAL INFORMATION



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.



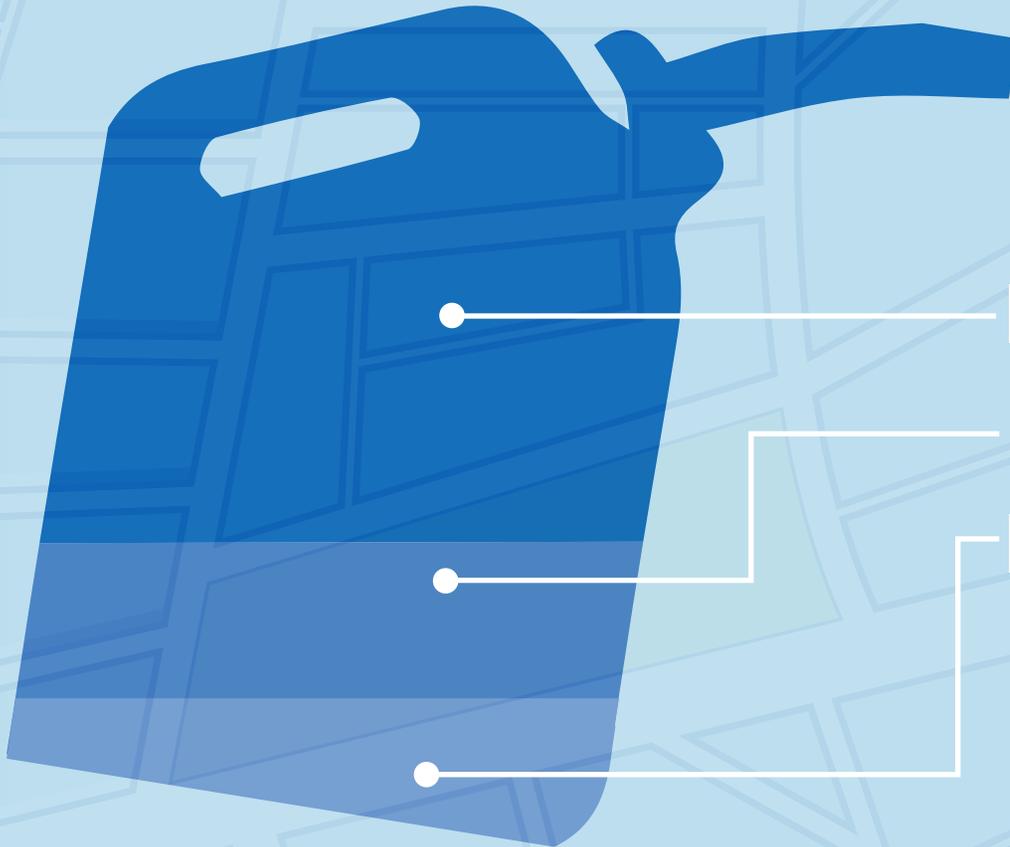


FINANCIAL INFORMATION (CONTINUED)



AND WE ARE “FUEL-EFFICIENT”!

This was a year of investments and leadership transitions.



PROGRAM SERVICES 65%

GENERAL + ADMINISTRATION 19%

DEVELOPMENT + FUNDRAISING 16%





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
RICHARD NATHAN

LISA BERNHARD
MATT GIEGERICH
KERN SCHIRESON

CHERYL BLACK
JEFFREY GRAUBARD
MARIE WIECK

MICHAEL DIX
PAUL GUILLARO
DAN WEISS





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



CHARITY NAVIGATOR
NAVIGATING GROWTH