



ANNUAL
REPORT

2019



MISSION:
make impactful
philanthropy
easier for all.



Together, we have
the power to transform
the charitable sector,
making it **more
inclusive, vibrant,
and effective.**

A Letter from our President & CEO

Dear friends and supporters,

Since 2001, Charity Navigator has been committed to providing philanthropists of all sizes with unbiased, independent information to inform their giving. In fiscal year 2019, your continued use, trust, and support helped further solidify us as the world's largest and most trusted evaluator of nonprofits.

Over the past year, Charity Navigator's tools and resources were accessed 10.4 million times, keeping America's donors informed about the causes close to their hearts. Our ratings have long been considered the premier trust indicator of the nonprofit sector. **We're proud to have published 10,075 charity ratings (10% increase), including 110 charities who received their first Charity Navigator evaluation.**

With a continued emphasis on providing insight into the impact of your support, the number of charities displaying performance data grew from 2,500 to 19,000.

We have seen tremendous growth in our Giving Basket, a tool that enables you to donate to multiple organizations in one easy transaction during your Charity Navigator experience. **In fiscal year 2019, more than \$19,485,178 was donated to 15,711 charities, making a palpable difference on the entire nonprofit sector.**

Additionally, we strengthened our leadership team, bringing on Kevin Scally for the newly created role of Chief Relationship Officer. Kevin is responsible for building the brand, creating awareness and advocacy, and increasing support to the organization through all possible channels.

As I reflect on the past twelve months -- what we achieved, what we learned, and where we're going at Charity Navigator -- one thing continues to ring true: we wouldn't be the trusted resource

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we are today without the confidence of millions of users and the generous support of our donors. For that, the entire team at Charity Navigator is deeply grateful. Thank you for your generosity.

We are looking forward to improving Charity Navigator to make finding the information you need to give confidently even easier. I hope you will stay tuned for those enhancements throughout the year, and provide your feedback to us. Together, we have the power to transform the charitable sector, making it more inclusive, vibrant, and effective.

Warm regards,



Michael Thatcher
President & CEO

What Your Support Made Possible This Year

Your generosity has helped our small team (19 full-time employees) become mighty. Below are some of the achievements we made in fiscal year 2019.



10.4 MILLION VISITORS

Charity Navigator's site traffic is primarily driven by its passionate user base, mentions in the press, and across social media. The avid access of our tools and resources proves that Charity Navigator plays an integral role in philanthropic decision making.



10,075 RATINGS ISSUED

Charity Navigator continues to provide nonprofit ratings and other resources to donors at zero cost. Our multidimensional ratings help donors understand how a charity operates and how gifts will be used to make a difference.



19,000 CHARITIES WITH IMPACT INFORMATION

Provided through partnerships with Candid, Classy, Global Giving, and ImpactMatters, this information outlines the progress organizations are making toward their missions and/or the difference donations make.



110 NEW CHARITIES RATED

In addition to maintaining each organization's rating year over year, Charity Navigator also evaluates new charities meeting our criteria. Our analysts work with charities to help them understand our metrics and find ways to further improve their rating.



772 ADVISORIES ISSUED

In an effort to ensure that philanthropists have access to as much information as possible to inform their giving, Charity Navigator's Advisory Issuance Committee publishes reports of potential and confirmed misconduct being investigated by the media or governmental agencies.

GIVING INFORMED BY RATINGS

Charity Navigator's Giving Basket empowers users to seamlessly research and support multiple charities at once, while controlling how much personal information they share with each organization.

35,309

DONORS



185,166

GIFTS MADE



19.49M

DOLLARS DONATED



15,711

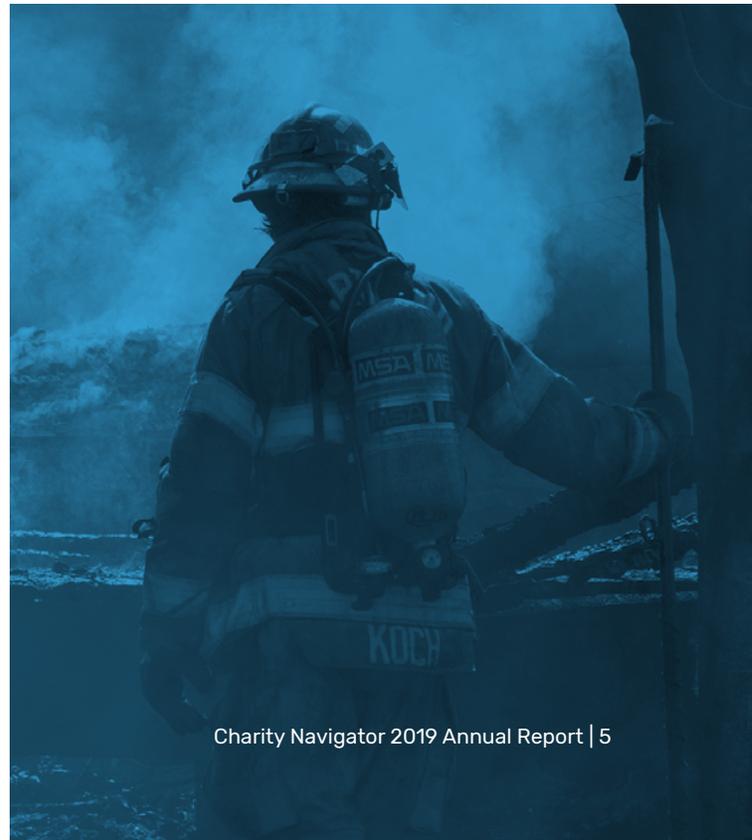
CHARITIES RECEIVED FUNDS



Responding in Times of Need

Charity Navigator responds to current events and disasters – whether they be natural or manufactured – by curating lists of highly-rated organizations working to help those affected. This gives donors from around the world the ability to give confidently, knowing their support is going to organizations that Charity Navigator has verified.

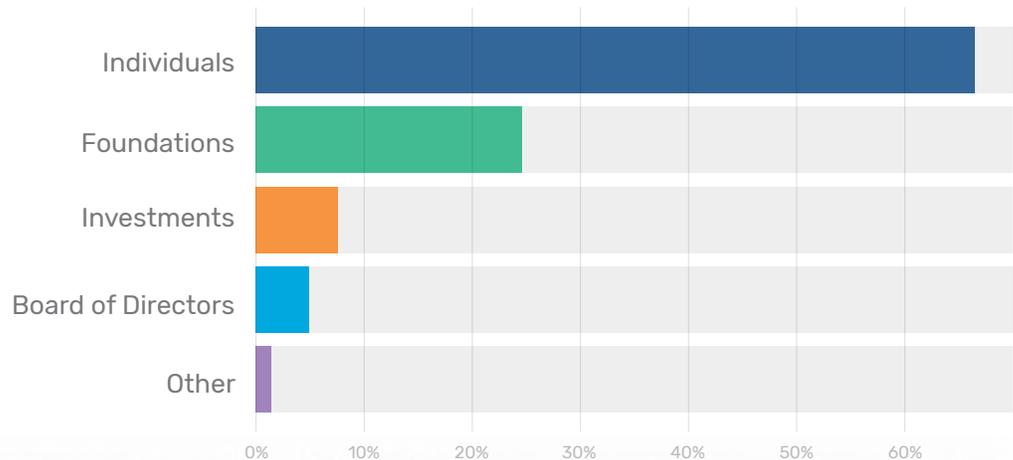
In fiscal year 2019, we published 28 Hot Topic articles, raising awareness and funds for issues like Hurricane Michael, winter flooding in the Midwest, and California Wildfires. In total, our Hot Topics were accessed more than **600,000 times**, and donors used our Giving Basket to **contribute \$1.2 million** in the wake of these disasters and current events.



Our Financials

Charity Navigator is funded, in large part, by the individuals who rely on our service to make more thoughtful and impactful donations. However, this isn't our only source of revenue. Our diverse funding streams create a solid platform for us to build our service on.

WHERE OUR FUNDING COMES FROM



HOW WE UTILIZED YOUR GENEROUS DONATIONS

10.2%
Administrative

9.4%
Fundraising

80.4%
Programs



Total contributions in FY19:

\$4,208,657

Total expenses in FY19:

\$4,327,655

Ending Net Assets:

\$3,424,814

* Source: Audited Financials FYE 2019

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Charity Navigator thanks the following grantmaking organizations for their generous support of our work and commitment to our mission

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