

CHARITY NAVIGATOR



**Mission:**

Make impactful giving easier for all.

# ANNUAL REPORT

## 2021

# A Letter from our President & Chief Executive Officer

Reflecting back on the last 12 months, it's hard to believe how much has happened within Charity Navigator and the world around us. We entered the year with hope and some trepidation. The global pandemic ebbed and surged with different variants. Following a volatile transition in government, national social unrest persisted and we experienced several natural disasters. The nonprofit sector was continuously called upon, **and we have seen both nonprofits and donors alike step-up to meet the needs of communities.**

The team at Charity Navigator is grateful to be at the intersection of donors and the nonprofits they support, particularly at such times of significant need, across so many areas. We are proud to help make impactful giving easier for all, and we greatly appreciate all of you who use our ratings and resources, as well as generously support our efforts to expand and improve. Thank you.

Our hard work, fueled by your use and support of Charity Navigator resulted in **9.5 million people visiting our site** and using our tools and resources to guide their giving in our fiscal year 2021 (July 1, 2020 - June 30, 2021). This is more than any other year in our history. Additionally, **\$32 million was donated to 24,536 nonprofits through our Giving Basket**, bringing the total raised since the launch of this feature to more than \$119 million. It's extremely heartening and gratifying to know our work uplifts efficient, trustworthy nonprofits



working to find cures for rare diseases, alleviate food insecurity, promote tolerance and understanding, enrich communities with the arts, serve members of the military community, and so much more.

We were incredibly humbled by the support received in 2021 from the thousands of donors from all walks of life. Your generosity, feedback, and engagement was key to our success, and we look forward to sharing updates on your return on investment with you in the months and years ahead.

## **Thank you for being a part of our journey.**

I'm so excited to have you along for the ride throughout our 20<sup>th</sup> anniversary, and I hope you'll be able to join us as we celebrate later in the year, knowing the best is yet to come!

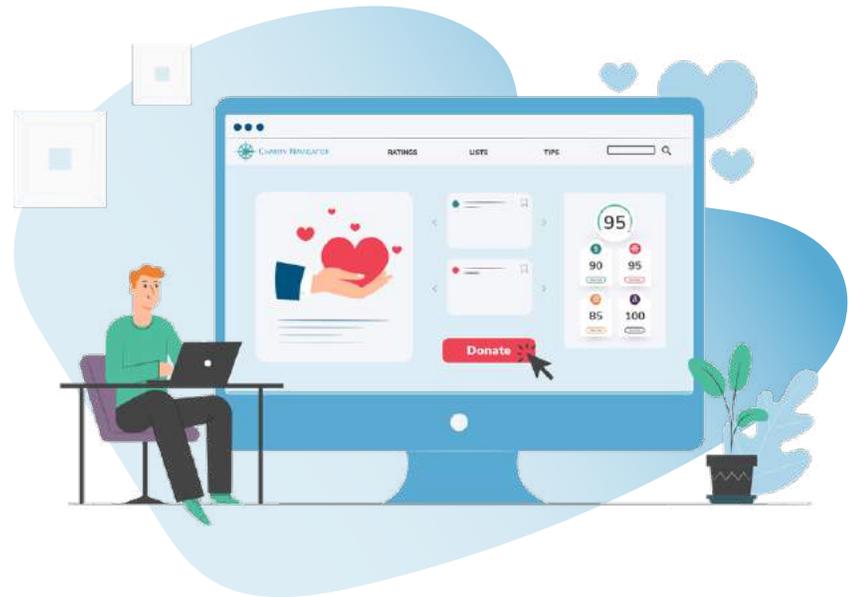
Cheers,

A handwritten signature in blue ink, which appears to read "Michael Thatcher". The signature is fluid and cursive, written over a white background.

Michael Thatcher  
President & CEO

# The Encompass Rating System: Increasing the Depth and Breadth of Our Evaluations

Our 2021 fiscal year was a landmark year for Charity Navigator. We launched the [Encompass Rating System](#) in July 2020, rating **more than 150,000 nonprofits** for the very first time. In combination with organizations evaluated through our long relied upon Star Rating System, more than 185,000 nonprofits in total were rated by the end of our 2021 fiscal year – this is a 1986% increase over the previous year.



The four beacon framework has provided donors with a more complete picture of a nonprofit's effectiveness. In October 2020, we launched the [Impact & Results beacon](#). This was followed by the launch of the [Culture & Community beacon](#) in March 2021.

## Finance & Accountability

Evaluates a nonprofit organization's financial health and accountability and transparency practices

## Leadership & Adaptability

Assesses an organization's leadership capacity, strategic planning, and the ability to readily innovate or respond to changes



## Impact & Results

Assesses how well a nonprofit delivers on its mission

## Culture & Community

Assesses whether nonprofit organizations engage in constituent feedback and DEI practices



# GivingTuesday 2020: The Giving Basket's \$100 Million Milestone

GivingTuesday is a day dedicated to supporting the causes you care about and is typically viewed as the start of the “giving season.” On GivingTuesday 2020, Charity Navigator experienced record-breaking donation activity through the Giving Basket, pushing the total raised through this powerful tool to **more than \$100 million since launching in 2015.**

## GIVING BASKET ACTIVITY ON GIVINGTUESDAY BY THE NUMBERS

NUMBER OF NONPROFITS SUPPORTED



+25% over 2020

NUMBER OF DONORS



+49% over 2020

NUMBER OF DONATIONS



+43% over 2020

TOTAL DOLLARS RAISED



+34% over 2020

# What Your Support Made Possible This Year

## 9+ new team members



As our ratings evolved, so did the Charity Navigator team. We welcomed four new staff members and five young professionals that served as interns.

### Ratings and Programs

- » Bilal Taylor, Vice President, Culture & Community
- » Masha Winchell, Impact Ratings Manager

### Technology

- » Sharon Kasper, Web Developer

### Development

- » Mary Wilson, Development Assistant

### Interns

- » Micalah Collins, Advisory Operations
- » Zainab Farid, Development
- » Andrew Lora, Marketing & Communications
- » Stevensky Mertyl, Programs
- » Alexis Tonge, Programs

## 12.6 million website visits



The value of our key products and features — nonprofit profiles and ratings, Advisories, and Giving Basket — is evident by the number of times Charity Navigator is accessed. Donors rely on us as an independent source of information to help guide their philanthropic giving.

## \$32M raised through the Giving Basket



The Giving Basket enables you to support multiple nonprofits in one convenient checkout, while controlling how much of your personal information is shared with each organization. More than 59,000 donors used the Giving Basket in fiscal year 2021 to support more than 24,000 charities via 261,000 donations.

## 176K+ Encompass-rated charities

- » 176,159 charities with a Finance & Accountability beacon
- » 1,085 charities with an Impact & Results beacon
- » 4,914 of charities with a Culture & Community beacon



## 334K+ e-filed forms 990 ingested

The critical base of our evaluations are Internal Revenue Service (IRS) Forms 990, the annual tax return filings of 501(c)(3) nonprofits. In FY21, Charity Navigator ingested 334,000+ electronically filed data from the IRS for 308,000+ charities.

With over 1.6 million registered nonprofits, Charity Navigator uses this information to begin building ratings profiles for nonprofits with three consecutive years of e-filed returns to qualify for our Encompass Rating System, and seven consecutive years of e-filed returns for our Star Rating System.



## 8,900+ star rated charities

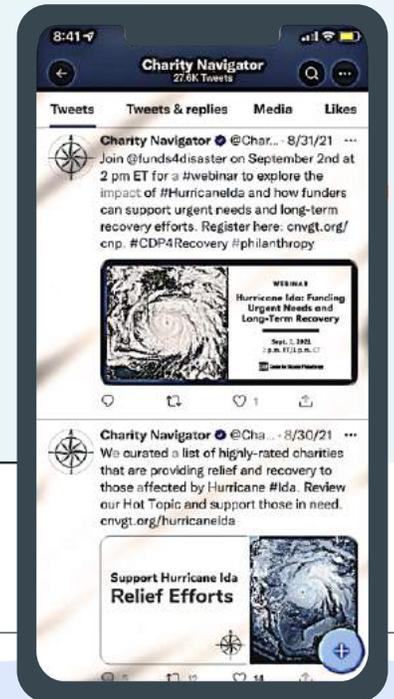
Of the 8,990 nonprofits within our Star Rating System, 3,643 earned the exceptional 4-Star rating, demonstrating to donors an exceptional achievement with its finances and accountability and transparency practices.

## 157 new advisories issued, 184 updated



The Charity Navigator Advisory Issuance Committee publishes reports of alleged and confirmed misconduct by nonprofits. Organizations are publicly identified on our site and assigned an Advisory level of Low, Medium, or High concern showcased on their profile page. In FY21, there were 20% fewer new Advisories issued (down from 209 in FY20).

# Hot Topics: Responding in Times of Need



The year was not without its challenges, both domestically and internationally. Every year, millions of donors come to Charity Navigator in response to acute crises and long-term challenges. During the year, our expert analysts curated a dozen lists to guide donors toward vetted, highly rated nonprofits involved in disaster relief and recovery efforts. Here are just some of the Hot Topics we promoted and donors supported:

- » Black/African American, Asian, and Native and Indigenous Peoples
- » Beirut explosion and the Surfside, Florida condominium collapse
- » California and Pacific Northwest wildfires and Hurricanes Laura, Eta, and Iota
- » COVID-19 surge in India



# Charity Navigator + Press

In FY21, Charity Navigator achieved **9,200+ media mentions** with a potential audience reach of more than **14 billion**. These mentions solidify that Charity Navigator remains a trustworthy source of guidance, not only for donors, nonprofits, and funders, but also members of the media.

## Vox

[Which charities do the most good? Charity Navigator joins the effort to answer this crucial question](#)  
(Vox Oct 16, 2020)

## MarketWatch

[How to help Texas: Where to donate to help people without power, heat and safe drinking water](#)  
(MarketWatch Feb 22, 2021)

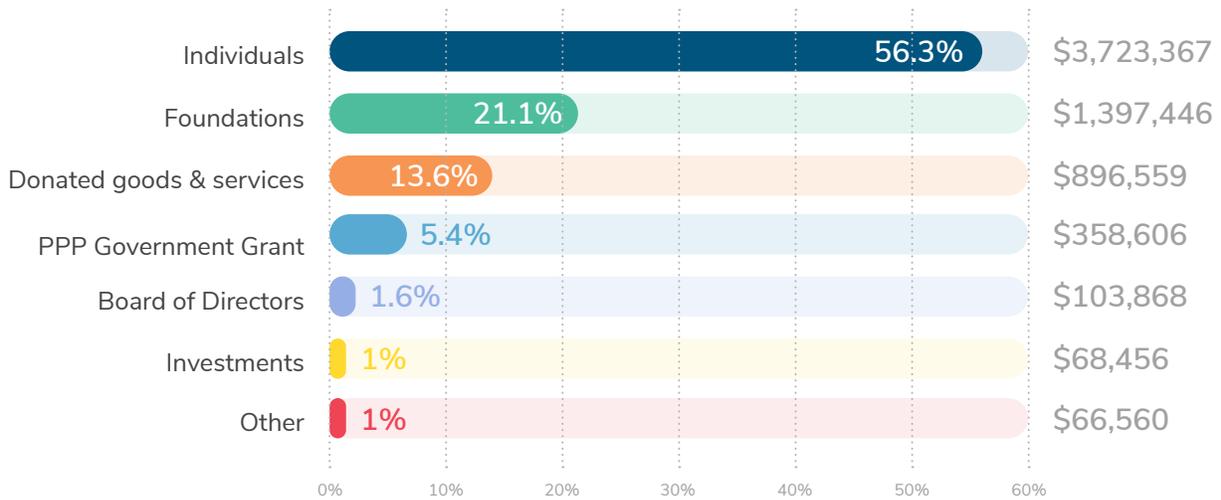


# Our Financials

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.



## Revenue Streams



## Breakdown of Expenses

Total contributions in FY2021:

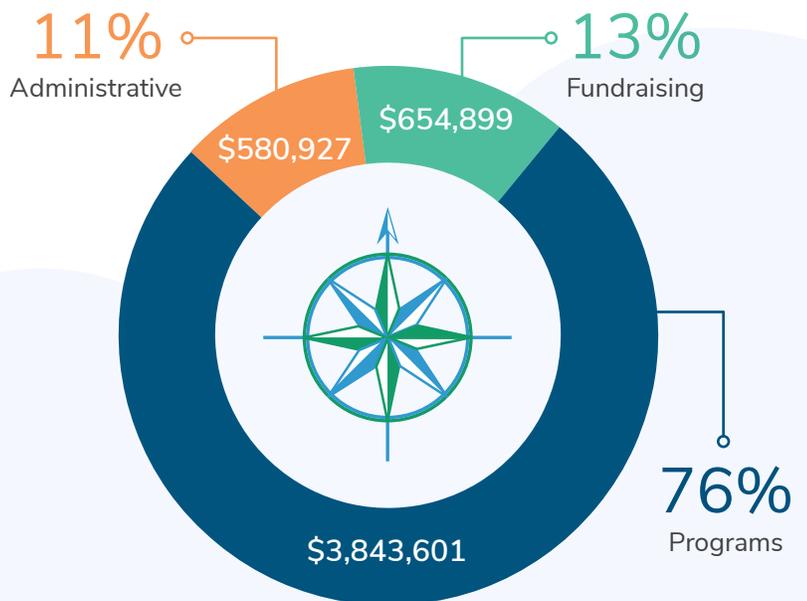
**\$6,479,846**

Total expenses in FY2021:

**\$5,079,427**

Ending Net Assets FY2021:

**\$5,765,494**





## Our Board of Directors

**Marie Wieck**

**CHAIR OF THE BOARD**

Technology Executive  
Cold Spring, NY

**Michael Cooney**

**VICE CHAIR OF THE BOARD**

Partner  
Nixon Peabody, LLP  
Washington, DC

**Cheryl Black**

**TREASURER**

Managing Director  
J.P. Morgan Private Bank  
New York, NY

**Hope Lyons**

**SECRETARY**

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Operationalizing Mission, LLC  
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**Dorothy Crenshaw**

CEO  
Crenshaw Communications  
New York, NY

**Rabia de Lande Long**

Managing Director  
Chartwell Advisors, Inc.  
New York, NY

**Michael Dix**

Founder & CEO  
Intentional Futures  
Seattle, WA

**Pete Dugan**

Vice President, Business  
Development  
PDS Preclinical Data Systems,  
Inc.  
Ramsey, NJ

**Matt Giegerich**

CEO  
The Inception Company  
Fairfield, NJ

**Jeffrey R. Graubard**

Principal  
The Other Agency  
New York, NY

**Loretha Jones**

Principal  
Thompson 227 Media  
Los Angeles, CA

**Shannon McCracken**

Chief Executive  
The Nonprofit Alliance  
Washington D.C.

**Rhoden Monroe**

Founder & CEO  
CariClub  
New York, NY

**Richard Nathan**

President  
Richard Nathan Consulting LLC  
New York, NY

**Kern Schireson**

Chairman & CEO  
Known  
New York, NY

**Beth Smith**

GM, Cloud and Cognitive  
Software  
IBM  
Yorktown, NY

**Michael Thatcher**

President & CEO  
Charity Navigator  
New York, NY

**Jerry Webman**

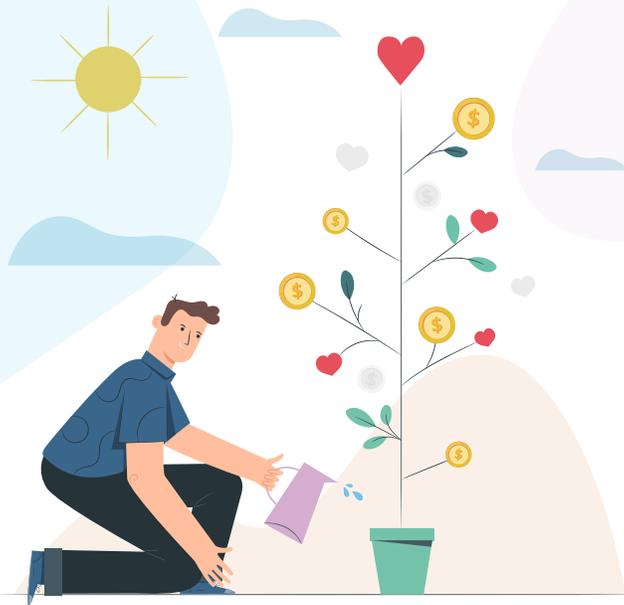
New York, NY

**Dan Weiss**

New York, NY

**Diane Whitty**

Retired: Global Head of The  
Philanthropy  
Centre at J.P. Morgan  
New York, NY



A special thank you to our funding partners



We'd love to hear from you!

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