

# Charity Navigator's Performance Profile on GuideStar by Candid

What is the organization aiming to accomplish? ~ Charity Navigator aims to make impactful philanthropy easier for all by providing accessible information, ratings, and tools for donors, and by presenting charities with information that helps them operate more effectively. Charity Navigator allows donors to feel confident in their giving decision and highlights organizations doing important work throughout the world. Charity Navigator’s expert insights and ratings are impartial and provided free of charge. Charity Navigator’s guidance to nonprofit organizations helps them operate efficiently, promote organizational sustainability, and inspire donor confidence.

What are the organization's capabilities for doing this? ~ Charity Navigator has more than 19 years of experience providing objective ratings of America’s leading charities, reviews tens of thousands of nonprofit tax returns every year, and continues to expand and improve its rating system. Charity Navigator collaborates with other nonprofit management experts to expand the breadth, depth, and reach of the information, tools, and ratings it provides.

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# Charity Navigator (CN)

## Stakeholder(s):

### Adults :

*Population(s) Served*

### Charitable Sector

### Michael Thatcher :

*Prior to joining Charity Navigator Michael spent more than fifteen years with Microsoft, the last ten of which, as their Public-Sector Chief Technology Officer responsible for technology policy initiatives and engagements with governments and academic leaders in Asia, the Middle-East and Africa. He has held various board positions within the nonprofit and tech*

*sector, holds several patents in enterprise systems management and has a degree in Music from Columbia University in New York.*

### Role: President & CEO

Michael leads Charity Navigator in its efforts to make impactful philanthropy easier for all by increasing the breadth and depth of evaluation methodologies to facilitate ratings coverage of substantially larger numbers of charities and expand how the information engages new and existing audiences.

## Vision

Donors to feel confident in their giving decision

## Mission

To make impactful philanthropy easier for all.

## 1. Tools, Ratings & Information

*Equip the entire philanthropic ecosystem with the tools, ratings, and information they need to make impactful investments*

### 1.1. Ratings

*Rate charities*

**Stakeholder(s):**

**Adults :**

*POPULATION(S) SERVED*

### Performance Indicators

#### 1.1.1 Nonprofits Listed

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2017 = 1,600,000	Actual		2016-07-01	2017-06-30	1,600,000
2018 = 1,680,000	Actual	Increasing	2017-07-01	2018-06-30	1,680,000
As of July 1, 2019 Charity Navigator's database has more than 1,720,844 million U.S. registered nonprofits and 9,114 rated charities (up 0.2% since July 1, 2018) which consists of 8,650 zero to four-star rated charities and 518 CN Advisories.	Actual		2018-07-01	2019-07-01	1,720,844

Number of nonprofits in listed on CN website / included in database ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

#### 1.1.2 Nonprofits Rated

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2017 = 8,329	Actual		2016-07-01	2017-06-30	8,329
2018 = 8,630	Actual	Decreasing	2017-07-01	2018-06-30	8,630
As of July 1, 2019 Charity Navigator's database has more than 1,720,844 million U.S. registered nonprofits and 9,114 rated charities (up 0.2% since July 1, 2018)	Actual		2018-07-01	2019-07-01	8,650

Description	Type	Trend	Start Date	End Date	Number
which consists of 8,650 zero to four-star rated charities and 518 CN Advisories.					

Number of rated nonprofits ~ TOTALS BY YEAR | DIRECTION OF SUCCESS: Decreasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30. | TYPE OF METRIC: Context - describing the issue we work on

## 1.2. Methodology

*Expand the depth and sophistication of our ratings methodology*

### Stakeholder(s):

#### Donors

#### Nonprofits

#### CN Partners :

*In November 2017, CN partnered with GuideStar, Classy, and GlobalGiving to display impact-related data on 2,462 rated charity profiles.*

#### GuideStar

#### Classy

#### GlobalGiving

#### ImpactMatters :

*In fiscal year ending June 30, 2019, we added a fourth partner, ImpactMatters, and increased the number of charities with impact-related data to 17,782 on both rated and unrated charity profiles.*

## Performance Indicators

### 1.2.1 Ratings Methodology

Description	Type	Status	Start Date	End Date
Expansion of depth and sophistication of ratings methodology	Target			
Charity Navigator launched in 2002 with Financial Rating System (1.0).	Actual	Launch		2002-12-31
In September 2012, Charity Navigator added Accountability & Transparency Metrics to the rating methodology (2.0).	Actual	Accountability & Transparency Metrics		2012-09-30
In 2014 Charity Navigator took a first attempt at evaluating Results Reporting for nonprofits (3.0), pausing after the initial launch for further research and development.	Actual	Results Reporting		2014-12-31
In June 2016, Charity Navigator made a comprehensive update to Financial Metrics to highlight further intricacies in nonprofit financial reporting (2.1).	Actual	Financial Metrics		2016-06-30

### 1.3. Information

*Provide studies, blog posts, tips for donors, and curated lists of noteworthy events/occurrences*

Charity Navigator provides focused studies, blog posts, tips for donors, and curated lists of noteworthy events/occurrences to help, users, donors and media.

#### Stakeholder(s):

**Donors**

**Adults :**

*POPULATION(S) SERVED*

**Media**

#### Performance Indicators

##### 1.3.1 Nonprofits with Advisory Notices

Description	Type	Trend	Start Date	End Date	Number
	Target				
2017 = 418	Actual			2017-07-01	418
2018 = 462	Actual			2018-07-01	462
As of July 1, 2019, there are 518 charities listed with an advisory.	Actual	Steady		2019-07-01	518

In 2010, Charity Navigator launched the CN Advisory System to alert donors of nonprofit organizations that have or are alleged to have engaged in unethical or illegal activities. | Number of organizations with CN Advisories ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Holding steady | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

##### 1.3.2 Site Visits

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2017 = 9,943,726	Actual		2016-07-01	2017-06-30	9,943,726
2018 = 11,069,456	Actual		2017-07-01	2018-06-30	11,069,456
2019 = 10,204,190	Actual		2018-07-01	2019-06-30	10,204,190
2020 = 11,328,282	Actual	Increasing	2019-07-01	2020-06-30	11,328,282

Total number of site visits ~ TOTALS BY YEAR | TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

##### 1.3.3 Hot Topics

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2018 = 31	Actual		2017-07-01	2018-06-30	31
2019 = 23	Actual		2018-07-01	2019-06-30	23

Description	Type	Trend	Start Date	End Date	Number
2020 = 30	Actual	Steady	2019-07-01	2020-06-30	30

Number of Hot Topics lists published ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Holding steady | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

## 2. People & Organizations

*Expand the number of people and organizations who understand and commit to the idea of intentional philanthropy*

### 2.1. Reach & Reputation

*Improve our reach and reputation among donors*

Size of audience reached: Charity Navigator has successfully improved its reach and reputation among donors.

#### Performance Indicators

##### 2.1.1 Site Visits

Description	Type	Start Date	End Date	Number
Unspecified	Target			
In FYE 2019, Charity Navigator had 10.4 million site visits.	Actual			10,400,000



### 2.1.2 Blog Visits

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2017 = 69,765	Actual		2016-07-01	2017-06-30	69,765
2018 = 2,015,132	Actual		2017-07-01	2018-06-30	2,015,132
2019 = 260,235	Actual		2018-07-01	2019-06-30	260,235
2020 = 264,807	Actual		2019-07-01	2020-06-30	264,807

Number of Blog Visits ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

### 2.1.3 Websites & Organizations

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2018 = 18,687	Actual		2017-07-01	2018-06-30	18,687
2019 = 14,922	Actual		2018-07-01	2019-06-30	14,922
2020 = 14,292	Actual	Increasing	2019-07-01	2020-06-30	14,292

Number of websites and organizations (outside of our organization) that share our resources and information ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

## 2.2. Citations

*Engage journalists and philanthropy experts in citing Charity Navigator and its ratings*

### Stakeholder(s):

#### Journalists

#### Philanthropy Experts

#### News Media :

*Some noteworthy mentions to date include features in Forbes, MSN, CNET, Business Insider, Daily Mail, Washington Post, USA Today, NBC, Fox News, CBS, NPR, and more.*

#### Forbes

#### MSN

#### CNET

#### Business Insider

#### Daily Mail

#### Washington Post

#### USA Today

#### NBC

#### Fox News

#### CBS

#### NPR

**Performance Indicators****2.2.1 Citations**

Description	Type	Start Date	End Date	Number
Unspecified	Target			
In FY 2019, we have had 8,543 media mentions, resulting in a reach of 5.9 billion.	Actual	2018-07-01	2019-06-30	8,543

Number of journalists and philanthropy experts who cite Charity Navigator and its ratings is a metric we have begun tracking as of July 1, 2017.

### 3. Giving

*Deepen commitment to giving*

#### 3.1. Donations

*Allows donors to give tax-deductible contributions to multiple nonprofits in a single online transaction*

Charity Navigator facilitates charitable giving with an online “Giving Basket” that allows donors to give tax-deductible contributions to multiple nonprofits in a single online transaction. Charity Navigator collects no fee for providing this service to donors.

**Stakeholder(s):**

**Donors**

**Adults :**  
*POPULATION(S) SERVED*

**Performance Indicators**

**3.1.1 Donors**

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
In FYE 2019, \$19,261,806 was donated directly through the Giving Basket by 35,292 donors.	Actual	Increasing			35,292

Number of overall donors ~ TOTALS BY YEAR: 2020 = 58,810 2019 = 38,409 2018 = 84,295 2017 = 31,195

TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

**3.1.2 Donations**

Description	Type	Trend	Start Date	End Date	Dollars
Unspecified	Target				
2017 = \$14,574,000	Actual		2016-07-01	2017-06-30	\$14,574,000.00
2018 = \$23,642,925	Actual		2017-07-01	2018-06-30	\$23,642,925.00
2019 = \$18,354,990	Actual		2018-07-01	2019-06-30	\$18,354,990.00
2020 = \$25,771,156	Actual	Increasing	2019-07-01	2020-06-30	\$25,771,156.00

Donations (\$) made directly via CN website to other charities TOTALS BY YEAR:

- 2020 = 25,771,156
- 2019 = 18,354,990
- 2018 = 23,642,925
- 2017 = 14,574,000

TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

### 3.1.3 Hot Topic Donations

Description	Type	Trend	Start Date	End Date	Number
Unspecified	Target				
2018 = 28,514	Actual		2017-07-01	2018-06-30	28,514
2019 = 9,891	Actual		2018-07-01	2019-06-30	9,891
2020 = 21,676	Actual	Increasing	2019-07-01	2020-06-30	21,676

Number of donations made through Hot Topics ~ TOTALS BY YEAR | TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

## Administrative Information

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**End Date:**

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