

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 :

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. 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.

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

Number of charities rated: 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.

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Number of nonprofits in listed on CN website / included in database ~ TOTALS BY YEAR:

- 2018 = 1,680,000
- 2017 = 1,600,000

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

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Number of rated nonprofits ~ TOTALS BY YEAR:

- 2018 = 8,630
- 2017 = 8,329

TYPE OF METRIC: Context - describing the issue we work on | DIRECTION OF SUCCESS: Decreasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

Stakeholder(s):

Adults :

POPULATION(S) SERVED

1.2. Methodology

Expand the depth and sophistication of our ratings methodology

Expansion of depth and sophistication of ratings methodology: Charity Navigator launched in 2002 with Financial Rating System (1.0). In September 2012, Charity Navigator added Accountability & Transparency Metrics to the rating methodology (2.0). 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. In June 2016, Charity Navigator made a comprehensive update to Financial Metrics to highlight further intricacies in nonprofit financial reporting (2.1).

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.

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. 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. As of July 1, 2019, there are 518 charities listed with an advisory.

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Number of organizations with CN Advisories ~ TOTALS BY YEAR:

- 2018 = 462
- 2017 = 418

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.

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Total number of site visits ~ TOTALS BY YEAR:

- 2020 = 11,328,282
- 2019 = 10,204,190
- 2018 = 11,069,456
- 2017 = 9,943,726

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

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Number of Hot Topics lists published ~ TOTALS BY YEAR:

- 2020 = 30
- 2019 = 23
- 2018 = 31

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.

Stakeholder(s):

Donors

Media

Adults :

POPULATION(S) SERVED

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. In FYE 2019, Charity Navigator had 10.4 million site visits.

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Number of Blog Visits ~ TOTALS BY YEAR:

- 2020 = 264,807
- 2019 = 260,235
- 2018 = 2,015,132
- 2017 = 69,765

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing | CONTEXT NOTES: Numbers provided are per fiscal year ending June 30.

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Number of websites and organizations (outside of our organization) that share our resources and information ~ TOTALS BY YEAR:

- 2020 = 14,292
- 2019 = 14,922
- 2018 = 18,687

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

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. In FY 2019, we have had 8,543 media mentions, resulting in a reach of 5.9 billion.

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

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. In FYE 2019, \$19,261,806 was donated directly through the Giving Basket by 35,292 donors.

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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.

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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.

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Number of donations made through Hot Topics ~ TOTALS BY YEAR:

- 2020 = 21,676
- 2019 = 9,891
- 2018 = 28,514

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

Stakeholder(s):

Donors

Adults :
POPULATION(S) SERVED

Administrative Information

Start Date:

End Date:

Publication Date: 2021-11-10

Source: <https://www.guidestar.org/profile/13-4148824>

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