Mission:
Make impactful giving easier for all.

ANNUAL REPORT 2022
Reflections From Our President & Chief Executive Officer

In the wake of a global pandemic, the invasion of Ukraine, and compounding natural disasters, the indomitable human spirit has shone through, illuminating the path forward. The donors who use Charity Navigator have weathered these storms and risen above them, proving that compassion knows no bounds. The resilience and commitment displayed by each of you have sustained our organization and become a beacon of hope for countless individuals and communities worldwide.

In FY22, we strategically adapted our programs and services to meet the evolving needs of our communities, serving a record-breaking **11.3 million visitors** – **18% more than in FY21**. Even more staggering was the **21% increase in donations through the Giving Basket in FY22, totaling $39 million to 27,000 charities**. Thank you for leveraging our ratings and resources and supporting charities addressing the causes closest to your heart.

April 2022 marked 20 years since the initial launch of Charity Navigator. To commemorate the occasion, we expanded our rating methodology to assess the impact of more program areas and include metrics on charities’ equity strategies. We also worked diligently on refreshing the Charity Navigator brand and building a new website with plans to launch in the fall of 2022. More than 100,000 Charity Navigator donors, including significant contributions by MacKenzie Scott, Google.org, the Bill & Melinda Gates Foundation, and the Fidelity Charitable Trustees’ Initiative made all of this work possible.

This past year was not without its hurdles. We faced supply chain disruptions concerning the IRS Form 990 data crucial for our Accountability & Finance assessments. Unfortunately, this impacted the timeliness of some ratings, reminding us that even in philanthropy, we are not immune to the complexities of the world around us. Furthermore, in our pursuit of providing a more comprehensive overview of organizational effectiveness and expanding our rating methodology, we encountered challenges in data submissions that fell short of our aspirations. Undeterred, our team exhibited remarkable ingenuity and adaptability in addressing both issues, working tirelessly to procure data directly from charities and collaborating with other data collectors to ensure accuracy and bolster completeness.

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

Thank you for being a part of our journey!

Cheers,

Michael Thatcher
President & CEO
CONTINUED INNOVATION WITH OUR RATINGS

Impact & Results: New Programs Assessed

We expanded our Impact & Results scores to assess new program types, including homeless housing, early literacy, animal shelters, basic goods distribution for needy individuals, and financial/credit counseling. At launch, under 700 charities were scored within this beacon. By the end of the fiscal year, this had increased 101%.

Culture & Community: Equity Strategies

In March 2022, we added a metric to our Culture & Community beacon for equity strategies. Research has shown a nonprofit’s decision-making, staff motivation, innovation, and effectiveness can be enhanced through strong equity, and inclusion practices, ultimately fostering a positive workplace culture. Since launch, this beacon has seen a growth of 215%.

Leadership & Adaptability

In August 2021, we launched our Leadership & Adaptability beacon as part of the Encompass Rating System. At the end of our fiscal year, there was an astonishing increase of 843% in the number of charities earning a score. Scores are issued based on submitted data from charities detailing investments in leadership, external mobilization efforts, and stories of adaptation.

190,000+ CHARITIES RATED

In FY22, we rated 8,990+ charities via our long-relied-upon Star Rating System and 181,000+ charities through our Encompass Rating System of four assessments, referred to as beacons. More organizations than ever were assessed via these beacons to provide a more comprehensive overview of their effectiveness.

230 NEW ADVISORIES ISSUED; 371 UPDATED

The Charity Navigator Advisory Issuance Committee publishes reports of alleged and confirmed misconduct by charities. Three levels of concern, Low, Medium, or High, are listed on charity profile pages.
We partnered with Grapevine and Philanthropy Together to provide millions of donors visiting Charity Navigator access to their Global Giving Circle Directory — a listing of 2,500 independent groups of individuals (“giving circles”) collaborating financially to support philanthropic causes and charitable organizations.

**GIVING CIRCLE FINDER LAUNCHED**

The Giving Basket empowers donors to support multiple charities in one convenient checkout while controlling how much information they share with each organization. In FY22, more than 67,000 donors supported over 27,000 charities via 314,000 donations.

**Giving Basket**

$39+ MILLION RAISED THROUGH THE GIVING BASKET

- **67,000 DONORS**
- **314,000 DONATIONS**
- **27,000 CHARITIES**

**Global Giving Circle Directory**

- **2,500 INDEPENDENT GROUPS**
EXPERTLY CURATED LISTS

Our analysts responded to various current events and crises by curating lists of highly rated charities aligned with socio-economic issues, as well as disaster relief and recovery.

Charity Navigator in the Press

In FY22, Charity Navigator achieved 8,700+ media mentions with a potential audience reach of 24+ billion. Crisis events dominated the media interest, and we remained a trustworthy resource for journalists.

- How to Avoid Sharing Misinformation on the War in Ukraine
  Mar 21, 2022

- Here’s a List of the Top-Rated Charities to Help the Ukraine Relief Effort
  Mar 9, 2022

- Your Guide to Charitable Giving for the 2022 Holidays
  Dec 21, 2021

- How to Help Victims of the Tornadoes
  Dec 12, 2021
Our Financial Health

REVENUE STREAMS

- Foundations: $8,530,340 (60.8%)
- Individuals: $4,431,789 (31.6%)
- Donated Goods & Services: $488,098 (3.5%)
- Investments: $409,819 (2.9%)
- Board of Directors: $116,875 (0.8%)
- PPP Government Grant: $0 (0.3%)
- Data Sales: $44,631 (0.3%)

Total Revenue: $14,021,552

BREAKDOWN OF EXPENSES

- Administration: $821,694 (11%)
- Fundraising: $720,925 (10%)
- Programs: $5,887,217 (79%)

Total Expenses in FY2022: $7,429,836

Total Contributions in FY2022: $13,567,102
Ending Net Assets in FY2022: $10,982,730

Source: FY2022 Audited Financial Statements
Our Board Of Directors

Our Board of Directors oversees Charity Navigator’s progress toward its mission while ensuring the team has the necessary resources to continue to serve the nonprofit and donor communities.

Marie Wieck  
Chair of the Board  
Technology Executive  
Cold Spring, NY

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Vice Chair  
Partner  
Nixon Peabody, LLP  
Washington, D.C.

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Operationalizing Mission, LLC  
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Crenshaw Communications  
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Founder & CEO  
Intentional Futures  
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Vice President, Business Development  
PDS Preclinical Data Systems, Inc.  
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Richard Nathan Consulting LLC  
New York, NY

Beth Smith  
GM, Cloud and Cognitive Software  
IBM  
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President and Chief Executive Officer  
Charity Navigator  
New York, NY

Matt Giergerich  
Chief Executive Officer  
The Inception Company  
Fairfield, NJ

Jeffrey R. Graubard  
Principal  
The Other Agency  
New York, NY

Jerry Webman  
New York, NY

Shannon McCracken  
Chief Executive  
The Nonprofit Alliance  
Washington, D.C.

Dan Weiss  
New York, NY

Rhoden Monrose  
Founder & CEO  
CariClub  
New York, NY

Diane Whitty  
Retired: Global Head of The Philanthropy Centre at J.P. Morgan  
New York, NY
WE’D LOVE TO HEAR FROM YOU

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Charity Navigator