

Charity Navigator



**ANNUAL REPORT
2022**



Mission:
Make impactful giving
easier for all.

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.

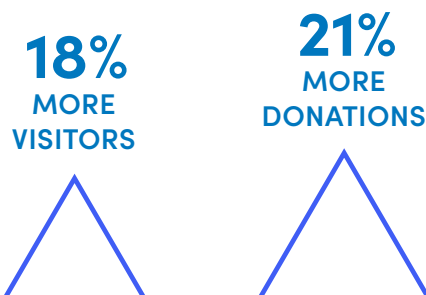
The team at Charity Navigator is grateful to be at the intersection of donors and the charities they support, particularly at times of significant need across so many areas. We are proud to help make impactful giving easier for all, and we greatly appreciate your use of our ratings and resources and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



What Your Support Made Possible This Year

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.



charities scored on **Impact & Results**



charities scored on **Accountability & Finance**



charities scored on **Culture & Community**



charities assessed on **Leadership & Adaptability**

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.

What Your Support Made Possible This Year

Giving Basket

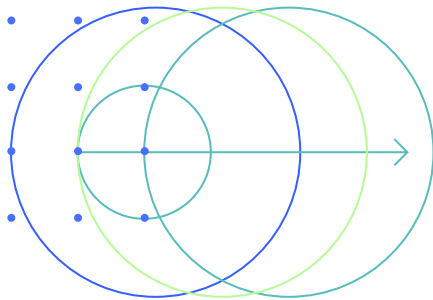
\$39+ MILLION RAISED THROUGH THE GIVING BASKET

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.



67,000 DONORS
314,000 DONATIONS

SUPPORTED
27,000
CHARITIES



GIVING CIRCLE FINDER LAUNCHED

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.

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.



Ukraine Relief & Recovery

\$4MM
RAISED

18,443
DONORS

44 CHARITIES



Roe v. Wade Reversal

\$305K
RAISED

1,570
DONORS

41 CHARITIES



Hurricane Ida

\$772K
RAISED

3,458
DONORS

32 CHARITIES



Gun Violence Prevention & Victim Support

\$285K
RAISED

1,866
DONORS

10 CHARITIES



Crisis in Afghanistan

\$461K
RAISED

2,279
DONORS

18 CHARITIES



Tornadoes in Central & Southern States

\$1.2MM
RAISED

4,177
DONORS

20 CHARITIES



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



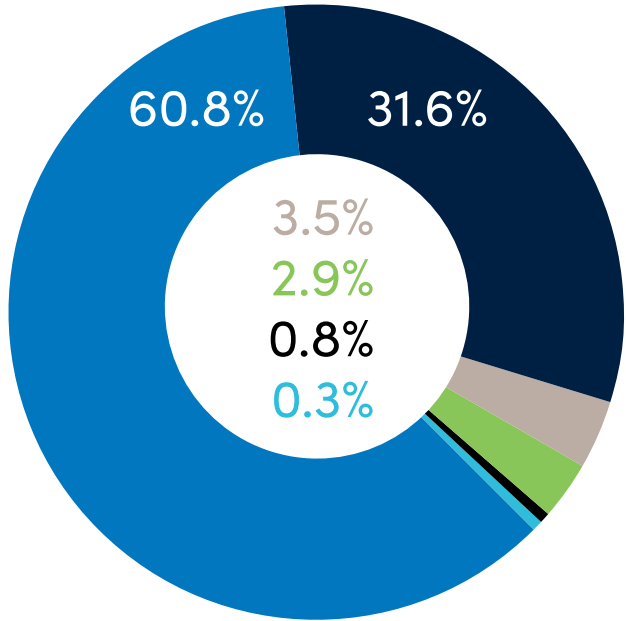
How to Help Victims of the Tornadoes

Dec 12, 2021



Our Financial Health

REVENUE STREAMS



Foundations.....	\$8,530,340
Individuals.....	\$4,431,789
Donated Goods & Services...	\$488,098
Investments	\$409,819
Board of Directors.....	\$116,875
Data Sales	\$44,631
PPP Government Grant.....	\$0

Total Revenue: \$14,021,552

BREAKDOWN OF EXPENSES



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

Michael Cooney

Vice Chair

Partner
Nixon Peabody, LLP
Washington, D.C.

Cheryl Black

Treasurer

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

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Operationalizing Mission, LLC
New York, NY

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The Inception Company
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Founder & CEO
CariClub
New York, NY

Richard Nathan

President
Richard Nathan Consulting LLC
New York, NY

Beth Smith

GM, Cloud and Cognitive
Software
IBM
Yorktown, NY

Michael Thatcher

President and
Chief Executive Officer
Charity Navigator
New York, NY

Jerry Webman

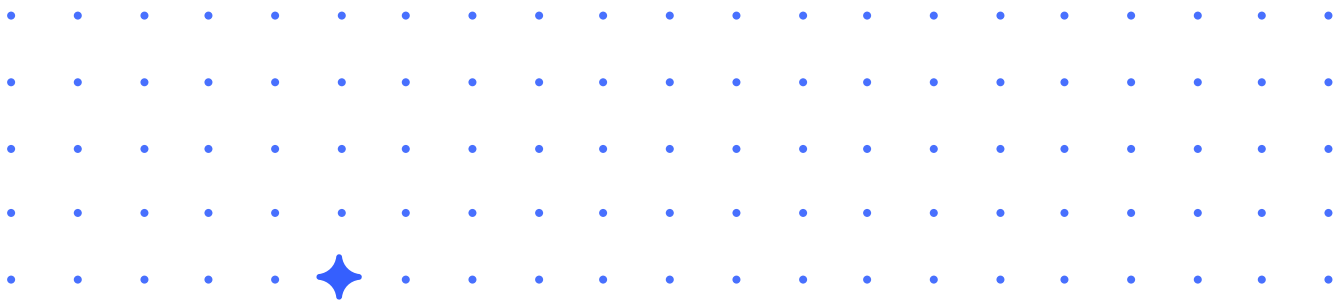
New York, NY

Dan Weiss

New York, NY

Diane Whitty

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



WE'D LOVE TO HEAR FROM YOU



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Charity Navigator

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