OUR MISSION

MAKE IMPACTFUL PHILANTHROPY EASIER FOR ALL

OUR VISION

A WORLD WHERE PHILANTHROPY IS INCLUSIVE, VIBRANT, AND EFFECTIVE
CHARITY NAVIGATOR OPERATING PRINCIPLES

**GOOD FAITH**
Assume charities are honest until proven otherwise

**WALK THE WALK**
Run a sustainable organization in alignment with our vision for the sector and the charities we rate

**FRICION FREE**
Make it easy to access and partner with us

MISSION DRIVEN
Create maximum impact for donors and charities

LEAN FORWARD
Commit to what is possible now, and advance beyond past experiences

LEVERAGE PARTNERSHIPS
Achieve the greatest impact in the most efficient way possible

UNBIASED EVALUATIONS
Maintain impartiality, being mindful and accountable for the results of our work

GOALS

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

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

**DEEPEN**
Stimulate deeper commitment to giving.

CHARITY NAVIGATOR VALUES

INTEGRITY COMMITMENT TO THE MISSION DIVERSITY AND TEAMWORK PURSUIT OF EXCELLENCE CONTINUOUS IMPROVEMENT RECOGNITION
**GOALS**

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

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### STRATEGY 1
**INCREASE NUMBER AND EFFICIENCY OF CHARITY EVALUATIONS**

Enable all eligible, registered 501(c)(3) public charities to calculate a self-assessment and receive a provisional star rating. Maintain a balanced portfolio of ratings through our existing evaluation process as needed.

**Step 1**
Define and test a self-assessment process for a far wider range of eligible charities based on existing CN methodologies.

**Step 2**
Create validation, publication, and expiration scheme (including 990 machine readable data validation, etc.) as well as a trust mechanism that works for both the charities and donors.

**Step 3**
Build and beta test an information intake tool that allows charities to self-report data based on existing CN methodologies and automatically receive a provisional rating.

**Step 4**
Launch and publicize the tool to charities, donors, and the sector.

### STRATEGY 2
**COLLECT, VALIDATE AND EVALUATE IMPACT DATA**

Increase the depth of nonprofit evaluation we offer by including and eventually evaluating impact-related data for each charity.

**Step 1**
Make it easy for charities to publish and annually update structured impact statements.

**Step 2**
Identify and partner with authoritative bodies that can define standards for a given cause area.

**Step 3**
Collect standardized impact reports annually from charities using the established definitions for each cause area.

**Step 4**
Introduce impact validation with an audit function implemented through partnership and/or overseen by the authoritative bodies established in Step 2.

**Step 5**
Evaluate ways to incorporate impact evaluation into scoring methodology.

**Step 6**
Launch campaign to communicate the expanded methodology and scoring to all stakeholders and incorporate an evaluation of impact data into CN rating.

### STRATEGY 3
**INCREASE THE VALUE OF THE USER RELATIONSHIP**

Improve the experience and value provided to users through our existing resources.

**Step 1**
Identify and prioritize target audiences, charitynavigator.org value propositions to them, key scenarios, and gap with current offerings.

**Step 2**
Define and roll out the concept of “membership” to CN, tied to being a direct donor to CN.

**Step 3**
Redesign and replatform the user experience of charitynavigator.org to more fully deliver to these new audiences. Build methodologies for gathering, interpreting and responding to user feedback and usage metrics.

**Step 4**
Maintain a site improvement roadmap, content lifecycle and publication rhythm that regularly advances the content and features that CN provides along the lines of Learning (data-visualization) and Giving (“kid zone”), and more.

### STRATEGY 4
**GET RATINGS AND INFORMATION TO WHEREVER THEY ARE NEEDED**

Radically expand the number of environments that provide our information so that we are guiding donors and other users wherever they are.

**Step 1**
Update API business model to remove barriers for adoption, and update API for mobile and web to enable easier distribution and attribution.

**Step 2**
Update the rating system to an incremental 1-5 star scale.

**Step 3**
Increase adoption of CN ratings, content, and information by industry and sector players.

**Step 4**
Invest in adding richer content and curated lists and publish lists wherever donors may benefit from guidance.

### STRATEGY 5
**CREATE HIGH-VALUE EXPERIENCE FOR CHARITIES**

Communicate relative performance, best practices and risks, as an invaluable resource for the philanthropic sector.

**Step 1**
Update charity portal to enable adding logos, impact data, ratings and advisory resources.

**Step 2**
Partner with other data-collecting platforms to reduce redundancy and incentivize charities to input data on CN.

**Step 3**
Incorporate interactive functionality to communicate impact of missing/supplied data on ratings and ways to improve (dynamic ratings simulator).

**Step 4**
Launch new onboarding simulator.

**Step 5**
Develop direct contact feature for charities on CN where charities can connect with one another (micro-communities).

**Step 6**
Create section for CN promotion materials, sponsorships, and partner content.

### STRATEGY 6
**REFRESH THE CHARITY NAVIGATOR BRAND**

Enhance our brand to reflect new vision, mission, and more ambitious intentions.

**Step 1**
Update brand strategy and assets to reflect new audiences, methodologies, and value proposition.

**Step 2**
Author new CN brand narrative promoting generosity and intentional philanthropy.

**Step 3**
Develop and publish dynamic visual assets communicating CN’s ratings methodology.

**Step 4**
Launch an intentional philanthropy media campaign.