Charity Navigator

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299 Market Street, Suite 250
Saddle Brook, NJ 07663
https://charitynavigator.org

Standards For Charity Accountability

Governance
1. ✓ Board Oversight
2. ✓ Board Size
3. ✓ Board Meetings
4. ✓ Board Compensation
5. ✓ Conflict of Interest
Measuring Effectiveness
6. ✓ Effectiveness Policy
7. ✓ Effectiveness Report

Finances
8. ✓ Program Expenses
9. ✓ Fundraising Expenses
10. ✓ Accumulating Funds
11. ✓ Audit Report
12. ✓ Detailed Expense Breakdown
13. ✓ Accurate Expense Reporting
14. ✓ Budget Plan

Fundraising & Info
15. ✓ Truthful Materials
16. ✓ Annual Report
17. ✓ Website Disclosures
18. ✓ Donor Privacy
19. ✓ Cause Marketing Disclosures
20. ✓ Complaints

CONCLUSION

Charity Navigator meets the 20 Standards for Charity Accountability.

PURPOSE

Year, State Incorporated
2000, NJ

Stated Purpose
"to make impactful giving easier for all" 

PROGRAMS

Charity Navigator’s rating system examines two facets of a charity’s performance: financial health and governance practices. These ratings aim to provide donors with a picture of how well a charity has sustained its programs and services over time and their level of commitment to good governance, best practices, and openness with information. The Encompass Rating System provides donors with comprehensive evaluations of the total impact of nonprofits rated via four benchmarks: financial health, accountability, impact and results, leadership and adaptability, and culture and community. The organization provides charity ratings so that donors and social investors can make more informed and impactful giving decisions. Its ratings are also intended for individual charities and the nonprofit sector, providing them with benchmarks and information on best practices to improve their performance. For the year ended June 30, 2021, Charity Navigator reports that its website has over 10 million visits.

For the year ended June 30, 2021, Charity Navigator’s program expenses were:
Charity ratings $3,843,601
Total Program Expenses: $3,843,601

GOVERNANCE & STAFF

Chief Executive
Michael Thatcher, President and Chief Executive Officer

Compensation*
$284,225

Chair of the Board
Marie Wieck

Chair’s Profession / Business Affiliation
Executive Partner, Ethos Capital

Board Size
18

Paid Staff Size
30

*2020 compensation includes annual salary and, if applicable, benefit plans, expense accounts, and other allowances.

FUNDRAISING

Method(s) Used:
Direct mail appeals, Grant proposals, Internet, Planned giving arrangements, Telephone appeals, Cause-related marketing (affinity credit cards, consumer product sales, etc.)

Fundraising costs were 10% of related contributions. (Related contributions, which totaled $6,479,846, are donations received as a result of fundraising activities.)

TAX STATUS

This organization is tax-exempt under section 501(c) (3) of the Internal Revenue Code. It is eligible to receive contributions deductible as charitable donations for federal income tax purposes.

FINANCIAL

The following information is based on Charity Navigator’s audited financial statements for the year ended June 30, 2021.

Source of Funds

<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$3,827,235</td>
</tr>
<tr>
<td>Foundations</td>
<td>$1,397,446</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>$896,559</td>
</tr>
<tr>
<td>Realized and unrealized gains on investments</td>
<td>$571,335</td>
</tr>
<tr>
<td>Paycheck Protection Program - government grant</td>
<td>$358,606</td>
</tr>
<tr>
<td>Dividends and interest</td>
<td>$68,456</td>
</tr>
<tr>
<td>Data sale</td>
<td>$66,560</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$7,186,197</strong></td>
</tr>
</tbody>
</table>

Programs: 76%  
Fundraising: 13%  
Administrative: 11%

<table>
<thead>
<tr>
<th>Total Income</th>
<th>$7,186,197</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program expenses</td>
<td>$3,843,601</td>
</tr>
<tr>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>$654,899</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>$580,927</td>
</tr>
<tr>
<td>Other expenses</td>
<td>$0</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$5,079,427</td>
</tr>
<tr>
<td>Income in Excess of Expenses</td>
<td>$2,106,770</td>
</tr>
<tr>
<td>Beginning Net Assets</td>
<td>$3,666,782</td>
</tr>
<tr>
<td>Other Changes In Net Assets</td>
<td>$-8,058</td>
</tr>
<tr>
<td>Ending Net Assets</td>
<td>$5,765,494</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$446,661</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$6,212,155</td>
</tr>
</tbody>
</table>

Note 1: According to Charity Navigator’s audited financial statements for the year ended June 30, 2021, the organization received in-kind contributions totaling $896,559 in the form of donated advertising ($885,037), donated professional services ($11,181), and donated goods ($341).

Note 2: In the financial section above, “other changes in net assets” refers to a loss on disposal of equipment.

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