



Charity Navigator is the largest charity evaluator in America. The organization helps guide intelligent giving by evaluating the Financial Health, Accountability and Transparency of more than 9,000 nonprofits, and by providing data about all 1.6 million registered 501(c)(3) organizations in the U.S.

Our Mission: Make impactful philanthropy easier for all.

We are part of the movement to help charities become more impactful by enabling nonprofits to articulate and share their outcomes on our site in a way that helps donors understand an organization's impact on causes they care about.

Our Vision: A world where philanthropy is inclusive, vibrant, and effective.

We envision a sector that is healthy, dynamic, energized, and growing to meet our world's diverse needs. Donors of all shapes and sizes share an interest and a role in philanthropy and deserve to feel needed and welcome. Together we can make a measurable difference in the world.

Our Goals: Equip, Expand, Deepen

- **Equip** the entire philanthropic ecosystem with the tools, ratings, and information they need to make impactful investments
- **Expand** the number of people and organizations who understand and commit to the idea of intentional philanthropy
- **Deepen** our community's commitment to giving

By 2021 Charity Navigator will:

Expand Charity Navigator's evaluations to include impact data

Help charities express the value of their work and help donors assess the impact of their donations by including, and eventually evaluating, impact-related data.

Empower nonprofits to track and improve performance

Create free tools and resources for charities to use that promote best practices and highlight performance in increasingly meaningful and educational formats.

Increase the number of charities evaluated

Optimize our rating operations and methodologies in order to provide more nonprofit data and ultimately expand the number of organizations that will be eligible for evaluation.

Enhance the user experience

Improve the experience and value provided to users by expanding and enhancing the information, presentation, curation, and functionality offered on its website and mobile app.

Increase distribution of Charity Navigator ratings and information via third party platforms

Drive impactful philanthropic decision-making wherever philanthropists and other users exist by expanding the number of platforms that share our charity evaluations and data.

Charity Navigator is a public charity itself and does not charge the organizations it evaluates. Further, in order to make informed giving guidance accessible to all donors, the public is never charged to access Charity Navigator evaluations.

Charity Navigator depends on support from individuals, foundations, and corporations that believe it provides a much-needed service to America's charitable givers.