Defining Impact
Charity Navigator’s Role

1. Increase awareness, engagement, and donor demand for this type of data
2. Increase reporting from nonprofits
3. Increase donor confidence through accessible analysis and encourage thoughtful generosity
How are we doing that?

Experiment – Partner – Collaborate

- Publish existing impact statements
- Explore existing cause-based standards
- 990-sourced program data
- Big data
Publishing Existing Impact Statements

Was this information useful?

8,214 responses
2021 Strategic Plan

**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

**FY18 Focus**
*Increase breadth and depth of evaluation methodologies to facilitate ratings coverage of substantially larger numbers of charities and expand how the information engages new audiences*

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<tr>
<th>STRATEGY 1</th>
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<tbody>
<tr>
<td>INCREASE NUMBER AND EFFICIENCY OF CHARITY EVALUATIONS</td>
<td>COLLECT, VALIDATE AND EVALUATE IMPACT DATA</td>
<td>INCREASE THE VALUE OF THE USER RELATIONSHIP</td>
<td>GET RATINGS AND INFORMATION TO WHEREVER THEY ARE NEEDED</td>
<td>CREATE HIGH-VALUE EXPERIENCE FOR CHARITIES</td>
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<td>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.</td>
<td>Increase the depth of nonprofit evaluation we offer by including and eventually evaluating impact-related data for each charity.</td>
<td>Improve the experience and value provided to users through our existing resources.</td>
<td>Radically expand the number of environments that provide our information so that we are guiding donors and other users wherever they are.</td>
<td>Communicate relative performance, best practices and risks, as an invaluable resource for the philanthropic sector.</td>
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