Michael Thatcher

President & Chief Executive
Charity Navigator

Defining Impact

Charity Navigator's Role

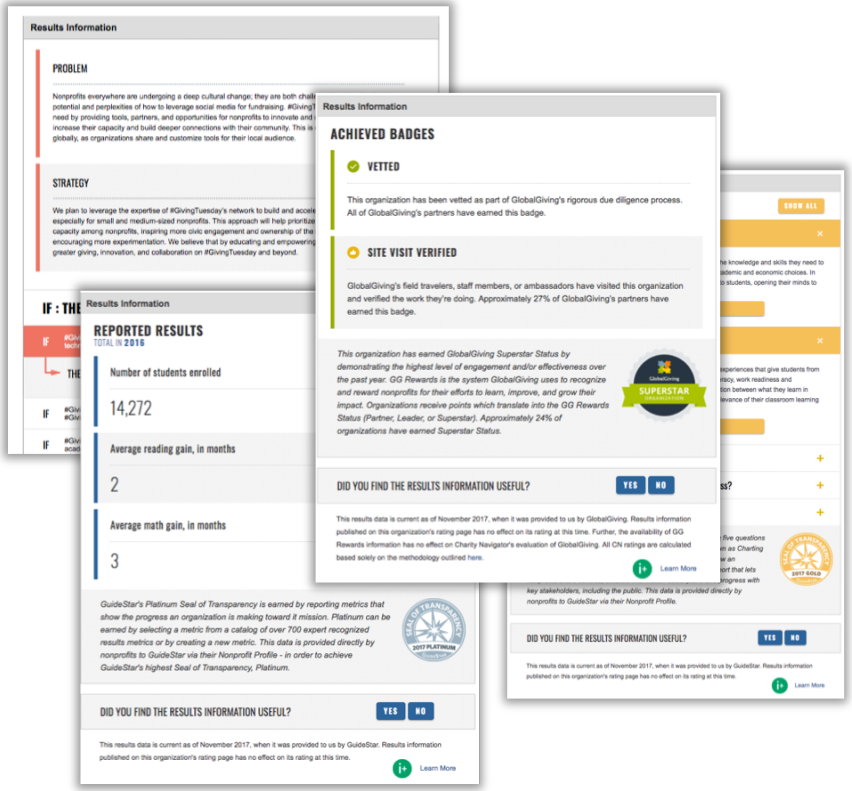
1. Increase awareness, engagement, and donor demand for this type of data
2. Increase reporting from nonprofits
3. Increase donor confidence through accessible analysis and encourage thoughtful generosity

How are we doing that?

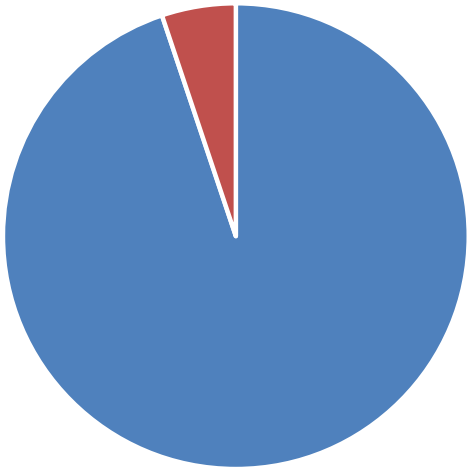
Experiment – Partner – Collaborate

- 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

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.

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.

STRATEGY 3
INCREASE THE VALUE OF THE USER RELATIONSHIP

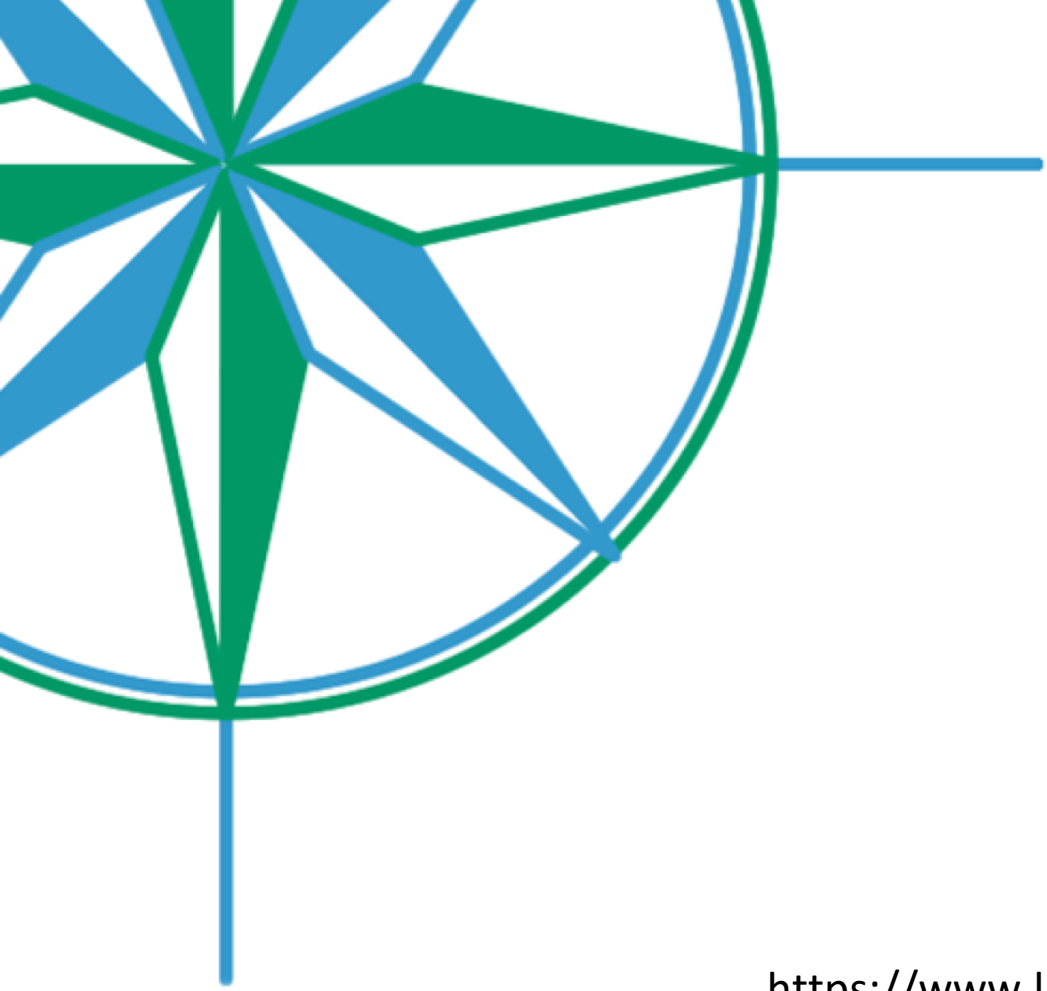
Improve the experience and value provided to users through our exisiting resources.

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.

STRATEGY 5
CREATE HIGH-VALUE EXPERIENCE FOR CHARITIES

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



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