



2014 Summary Annual Report



“As we focus on the intersection of corporate giving, employee engagement and charitable impact, the rising tide of expectations is here. Corporations, employee donors and the public expect charities to demonstrate greater accountability, transparency, and evidence that their work is making a significant, measurable impact.”

Steve Delfin

President and CEO, America's Charities

About Us

Mission

America's Charities helps the nation's most trusted charities thrive by generating sustainable income through workplace giving and additional paths. We inspire employers and individuals to reach their philanthropic goals and support the charities of their choice.

Vision

America's Charities is a major force in transforming and growing philanthropy.

Overview

America's Charities is a multi-dimensional, mission-driven organization that connects public and private sector employers with charities to engage employees in greater giving.

Since 1980, America's Charities has been at the forefront of workplace giving's transformation – from paper pledges to digital platforms, from giving to engagement, from traditional fall campaigns to year-round opportunities inside and outside the walls of the workplace.

Our experience combined with an accountable and transparent process has resulted in the distribution of more than \$650 Million to over 10,000 charities.

Our national headquarters is located in Chantilly, Virginia, in the Washington, D.C. area. Regional offices are located in New Jersey, Texas, and California to serve our customers.

The organization is proud to be a recipient of the Better Business Bureau's Wise Giving Alliance Charity seal of approval and is a part of the GuideStar Exchange program.



give.org

America's Charities: Maximizing Nonprofit Impact Through Workplace Giving



Helping the nation's most
respected nonprofits thrive.

2014 Highlights & Looking Forward

Dear Supporters and Friends,

Education, STEM, human rights, hunger, poverty, health, research, disaster relief, women, children, veterans, and animals – these are the issues and constituents America's Charities' programs and services affect every single day. And thanks to your support of America's Charities and our family of federations, Children First – America's Charities, Health First – America's Charities, and Community First – America's Charities, we have raised more than \$650 million for over 10,000 nonprofit organizations addressing those issues nationwide since our founding.

In our 35-year history, America's Charities has been at the forefront of:

- [Empowering employers and their employees](#) to support the community and causes they care about through workplace giving programs;
- [Expanding nonprofit capacity and impact](#) through charitable funds management, advocacy, marketing and other services; and
- [Spearheading research](#) which has inspired more meaningful public discourse on corporate social responsibility, nonprofit performance, and ways the two sectors can unlock social impact by working together more collaboratively.

However, today's giving environment is changing.

While the workplace remains a major center of giving and volunteering in the private sector, the Federal Government's employee workplace giving program, the Combined Federal Campaign (CFC), has been under stress. Fewer Federal employees are giving and participating as a result of federal shutdowns, benefit reductions and a general uneasiness resulting from ongoing Congressional turmoil. The drop in CFC giving has affected thousands of charities including America's Charities members and America's Charities itself. As a result we operated with a budget deficit in 2014 and anticipate doing so again in 2015.

Fortunately we anticipated this downturn so we could weather this downturn while expanding our non-CFC efforts. We anticipate that our new strategic efforts in the private sector will result in a more positive financial picture in 2016 and beyond as we focus on helping charities, employers and employees increase their social impact through more giving and volunteering.

The Workplace: Still a Center of "Giving"

There is no doubt that workplace "giving" has changed dramatically over the past decade. Our most recent research, [Snapshot 2014: Rising Tide of Expectations - Corporate Giving, Employee Engagement and Impact](#), looked at the needs and issues facing both employers and nonprofits related to workplace giving and employee engagement resulting in these key insights:

- There is a growing expectation held by employers and employees that charitable organizations demonstrate greater accountability, transparency, and impact with measureable results and more robust communication.

- Technology and digital culture are transforming how nonprofits interact with and engage with companies and their employees. It is accelerating how employers, employees and charities relate to each other with the democratization of information increasing expectations across the board.
- Workplace giving now embraces broader aspects of employee engagement with an emphasis on meaningful engagement that meets the strategic needs of employers and employees.
- Nonprofits are struggling to develop and maintain corporate relationships during this time of change.
- 80% of companies surveyed said employee workplace payroll giving would remain a cornerstone of their philanthropic efforts, but how they execute those programs is changing with an increased use of technology and higher expectations of their charitable partners around impact, accountability and communication.

As a result of these new expectations, America's Charities has evolved. While workplace fundraising remains a core service we provide for our member charities, government and corporate partners, we now see a large value proposition in effectively connecting companies, causes, employee donors and volunteers for maximum social impact. This change has evolved over several years and allows America's Charities to build on our heritage and apply our core competencies and experience in new value-added ways for charities, employers and employees.

America's Charities remains committed to growing sustainable, re-occurring funds for nonprofits, and helping employers garner greater social impact through their workplace giving, employee engagement and social responsibility programs. The future is bright, but requires we keep our finger on the pulse the market to ensure we remain relevant and constantly add value for our member charities and employer partners.

We want to thank our member charities for their confidence in America's Charities. We thank the employers who work with us as strategic partners in creating effective, contemporary workplace giving and employee engagement programs. And we thank the donors – the millions of people who support America's Charities members and other charities through employee workplace giving each year.

With appreciation,



Steve Delfin
President and CEO



Marcia Bullard
Board Chair

“The raising of extraordinarily large sums of money, given voluntarily and freely by millions of our fellow Americans, is a unique American tradition... Philanthropy, charity, giving voluntarily and freely... call it what you like, but it is truly a jewel of an American tradition.”

John F. Kennedy
35th President of the United States

Consolidated Balance Sheet

Year Ended December 31, 2014

ASSETS

Cash and cash equivalents.....	\$7,083,928
Promises to give (pledges)	3,697,318
Member charity fees receivable, net of allowance for doubtful accounts of \$28,941	781,186
Other receivables	352,368
Prepaid expenses incurred for future campaign	1,592,063
Other assets	127,654
Property and equipment, net.....	131,002
Total Assets	\$13,765,519

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses.....	\$412,636
Campaign funds payable to member/nonmember charities	8,913,350
Deferred revenue	1,029,470
Deferred rent	128,912
Total liabilities	\$10,484,368

Net Assets

Undesignated.....	\$2,731,151
Board designated.....	550,000
Total net assets	\$3,281,151
Total Liabilities and Net Assets	\$13,765,519

For a complete look at the Audited Financial Statements and other key documents about the transparency and accountability of America's Charities and our family of federations, please visit us on the web at: www.charities.org/annualreports

Consolidated Statement of Activities

Year Ended December 31, 2014

SUPPORT AND REVENUE

Amounts Raised in Campaigns

(net of campaign expenses incurred by other organizations and shrinkage)

Combined Federal Campaign.....\$10,301,213

State and local campaigns.....2,371,887

Private sector campaigns3,039,648

Campaign management services14,351,460

Total net amounts raised in campaigns.....\$30,064,208

Less amounts raised on behalf of others.....29,527,597

Support designated to America's Charities and Affiliates.....\$536,611

Member charity fees.....\$3,225,381

Campaign management fees722,054

Campaign advertising fees137,425

Donated services394,117

Other.....40,000

Total Support and Revenue.....\$5,055,588

EXPENSES

Program services

Combined Federal Campaign.....\$671,266

State and local campaigns.....510,657

Private sector campaigns918,755

Campaign management services814,243

Membership services755,233

Total program services.....\$3,670,154

Supporting services

Management and general\$777,429

Fundraising.....740,907

Total supporting services.....\$1,518,336

Total Expenses.....\$5,188,490

Change in net assets.....(\$132,902)

Net Assets

Beginning\$3,414,053

Ending\$3,281,151

2014 Giving by Cause Group

\$1.6 MIL
ANIMAL SERVICES



\$7.9 MILLION
CIVIL & HUMAN RIGHTS SERVICES



\$10.7 MILLION
HEALTH SERVICES



\$11 MILLION
CHILDREN & YOUTH SERVICES



\$11.1 MILLION
EDUCATION SERVICES



\$15.8 MILLION
HUMAN SERVICES



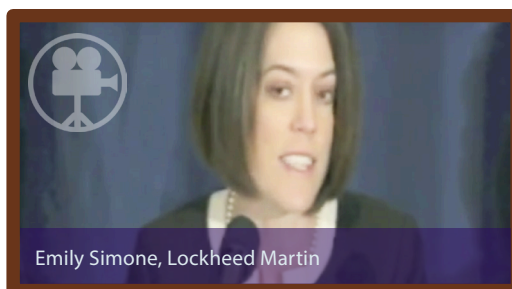
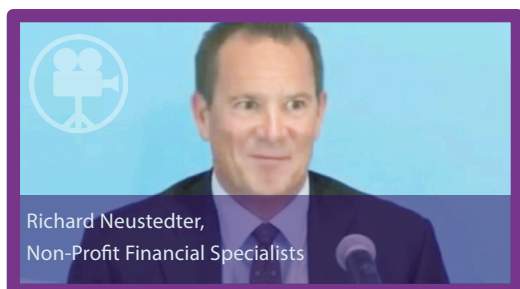
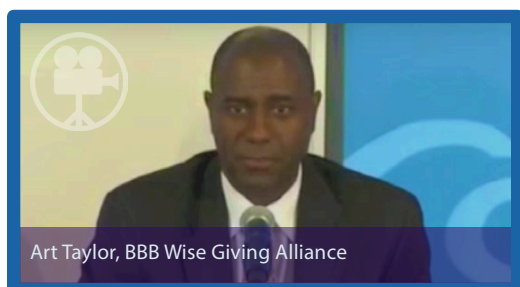
OVER \$30 MILLION RAISED*

*Represents total net amounts raised in campaigns. Dollar figures shown for individual cause categories depicted above do not equate to the total funds raised as some nonprofits may be represented in multiple cause categories.

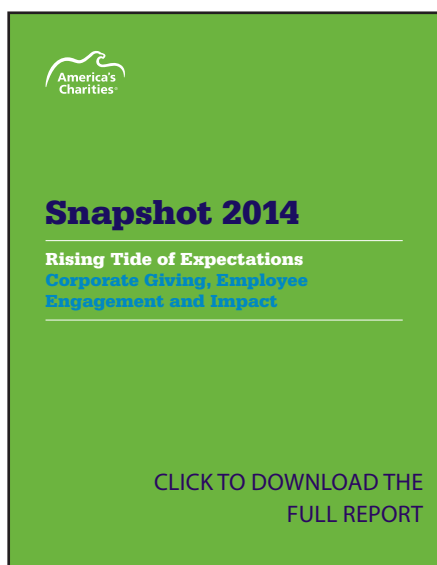
Our Social Impact

In 2014, we explored key trends shaping corporate and nonprofit partnerships and the challenges and opportunities they face to maximize engagement in the future. Through a series of events and original research - Snapshot 2014 - America's Charities took steps to advance and change the landscape of philanthropy.

To learn more about our social impact, [please click any of the videos below to hear from industry experts and to download the latest from our Snapshot series.](#)



SNAPSHOT 2014: Rising Tide of Expectations



Nearly 240 nonprofit organizations participated in this research project, which examines key trends shaping corporate-nonprofit partnerships and explores new expectations charities are facing around accountability, transparency and impact.

What we learned:

- Charities are responding to corporate, institutional and individual donors to better demonstrate greater
- Technology and the digital culture are transforming the way nonprofit organizations interact and engage with companies, employees and other stakeholders
- Workplace giving is moving to a broader engagement model
- Partnerships are key

2014 Nonprofit Members

America's Charities

100 Black Men of America
 Alzheimer's Disease Research
 American Campaign for Prevention of Child Abuse and Family Violence
 American Center for Law and Justice
 American Civil Liberties Union Foundation
 Amnesty International USA
 Asian American Legal Defense and Education Fund
 Boy Scouts of America
 Canine Partners For Life
 Catholics United for Life
 Christian Appalachian Project
 Diabetes Research and Wellness Foundation
 Do Something, Inc.
 Dress for Success Worldwide
 Eagle Forum Education and Legal Defense Fund
 Feed The Children
 Feeding America
 Foster Care To Success Foundation
 The Fund for Animals
 Gay, Lesbian, Bisexual & Transgender Scholarship Fund – Point Foundation
 Good Neighbors USA
 Good360
 Goodwill Industries International, Inc.
 Human Rights Campaign Foundation
 The Humane Society of the United States
 Latino Youth Education Fund
 Meals On Wheels Association of America
 Morris Animal Foundation
 Mothers Against Drunk Driving
 NAACP Legal Defense and Educational Fund
 NAACP Special Contribution Fund
 National Association of the Deaf
 National Law Enforcement Officers Memorial Fund
 National Trust for Historic Preservation in the United States
 Native American Rights Fund
 PetSmart Charities
 Physicians for Human Rights
 Southern Poverty Law Center
 Thurgood Marshall College Fund
 Vietnam Veterans Memorial Fund
 Zero Population Growth

Children First

ACTION for Child Protection
 Campaign for Tobacco-Free Kids
 Cancer Research for Children – CureSearch for Children's Cancer
 The Children's Health Fund
 Children's Hospital
 Children's Miracle Network Hospitals
 Children's Rights
 Father Flanagan's Boys' Home
 Fellowship of Christian Athletes
 Give Kids The World
 The Hole In The Wall Gang Fund
 'I Have A Dream' Foundation®
 Junior Achievement USA
 Make-A-Wish Foundation® of America
 National Black Child Development Institute
 Nurse-Family Partnership
 Prevent Child Abuse America
 Reading Is Fundamental, Inc. (RIF)
 Ronald McDonald House Charities®
 Share Our Strength
 SIDS Alliance/First Candle
 STANDUP FOR KIDS
 Starlight Children's Foundation
 Teach For America
 Tiger Woods Foundation
 UnitedHealthcare Children's Foundation

2014 Nonprofit Members

Health First

Alzheimer's and Aging Research Center
Arthritis & Chronic Pain Research Institute
Black Women's Health Imperative
Breast Cancer Coalition
Breast Cancer Research Center
Cancer Research and Prevention Foundation
(Prevent Cancer Foundation)
Christopher and Dana Reeve Foundation
Diabetes National Research Group
Diabetes Research Institute Foundation, Inc.
Dystrophic Epidermolysis Bullosa Research
Association of America
Food Allergy Research & Education, Inc.
Hospice America (American Hospice Foundation)
International Planned Parenthood Federation,
Western Hemisphere Region
John Wayne Cancer Institute
The LIVESTRONG Foundation
Melanoma Research Foundation
Memorial Sloan-Kettering Cancer Center
Multiple Sclerosis Association of America
NARAL Pro-Choice America Foundation
National Down Syndrome Society
National Marfan Foundation
National Organization for Rare Disorders (NORD)
Ovarian Cancer National Alliance
Ovarian Cancer Research Fund
Research Down Syndrome
Tuberous Sclerosis Alliance
United Cerebral Palsy

Community First

A Wider Circle
Arlington Housing Corporation
Arts and Humanities Council of Montgomery County
Boy Scouts of America, National Capital Area Council
Capital Caring
Catholic Charities of the Diocese of Arlington, Inc.
The Children's Inn At NIH
Duke Ellington School of the Arts
Fairfax Court Appointed Special Advocates, Inc.
Food for Others, Inc.
Habitat for Humanity of Northern Virginia, Inc.
Hope Connections for Cancer Support
House of Ruth
IDEA Public Charter School
Lorton Community Action Center (LCAC)
Make-A-Wish Foundation® of the Mid-Atlantic
Miriam's Kitchen
Montgomery Hospice, Inc.
Rebuilding Together Alexandria
Ronald McDonald House Charities of Greater
Washington D.C., Inc.
ServiceSource
Shepherd's Table, The
Signature Theatre, Inc.
WAMU 88.5
WETA (Greater Washington Educational Telecom-
munications Association)
YMCA of Metropolitan Washington
Youth For Tomorrow - New Life Center, Inc.

2014 Board of Directors

America's Charities

Marcia Bullard – Chairman, Consultant
 Erline Belton – Vice Chair, CEO – Lyceum Group
 Joi Gordon – Secretary, CEO – Dress for Success
 Bob Dunfey – Treasurer, Consultant
 Chuck Bolte, Sr. Vice President, Creative Services – Alliance
 Defending Freedom
 Paul Burke, Executive Director & CEO – American Psychiatric
 Foundation
 Jon Carson, Chairman/CEO – Bidding for Good
 Katherine Eller
 Brad Farmer, Assistant Chief Scout Executive – Development
 – Boy Scouts of America
 Beatrice Garza, President and CEO – Assn. for the Advancement
 of Mexican Americans - AAMA, Inc.
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 Janet Gibbs, President & CEO – Mission Accomplished
 Charlotte Coker Gibson, Director, National Office of Diversity
 – PricewaterhouseCoopers LLP
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 and Wellness Foundation
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 – NASA Federal Credit Union
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 David Phillips, President – Custom Development Solutions
 Charlie Rhoads, Partner – Lowry Rhoads Associates
 Rick Ross, V.P. Donor Relations – Feed the Children
 George Sifakis, CEO -Axela LLC
 Laura Thrall, CEO -Cancer Research for Children – CureSearch
 George Weiner, Founder & CEO – Whole Whale
 David Williams, President & Chief Executive Officer – Make-A-
 Wish Foundation® of America
 Heather Wright, US Corporate Responsibility Director –
 PricewaterhouseCoopers LLP

Children First

Stacy Haller – Chair, President & CEO – Alzheimer's Disease
 Research
 George Kroloff – Chair, Consultant – George Kroloff & Associates
 Randall Toure – Secretary/Treasurer, Principal – Strategies 4
 Tomorrow
 Greg Borkowski, Manager, Development – Ronald McDonald
 House Charities®
 Steve Delfin, President & CEO – America's Charities

Health First

Michael Coburn – Chair, Executive Vice President & COO
 - Research! America
 John Glenn – Secretary/Treasurer, President - Signal Corps
 Jean Campbell, Principal - JF Campbell Consultants LLC
 Naomi Naierman, President & CEO - Hospice America
 (American Hospice Foundation)
 Steve Delfin, President & CEO –America's Charities

Community First

Walt Gillette – Chair, Director of Development, WAMU
 88.5 - WAMU 88.5 American University Radio
 Catherine Martens – Chair, USO (United Service Organization)
 Emily Simone – Vice Chair, Director, Global Community
 Outreach - Lockheed Martin Corporate Headquarters
 Robert Benish – Secretary/Treasurer, Consultant
 Carolyn Stevens – Secretary, No position listed - Washington
 Tennis & Education Foundation
 Mark Bergel, Executive Director - A Wider Circle
 Tracye Funn, Manager, Regional Public Policy –Washington
 Gas
 Marc Johnson, Director of Digital Strategy - StudioOnline
 Division of APCO Worldwide
 Rama Latin, Charitable Campaign Administrator –Department
 of Navy
 Janet Samuelson, President and CEO - ServiceSource
 Steve Delfin, President & CEO –America's Charities

Senior Executive Team

Stephen M. Delfin
President and Chief Executive Officer

Arnold G. Swope
Executive Vice President and Chief People Strategy Officer

James E. Starr
Interim COO and Strategic Advisor (December 1, 2014)

Barbara Funnell
Senior Vice President and Chief Administrative Officer

Scott F. Black
Senior Vice President and Chief Customer Officer

Lynne D. Filderman
Vice President and Chief Marketing Officer

Denise Gustafson
Vice President, Fiscal Services

Auditors
Independently Audited by: McGladrey, LLP



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www.charities.org