“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.
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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$7,083,928</td>
</tr>
<tr>
<td>Promises to give (pledges)</td>
<td>$3,697,318</td>
</tr>
<tr>
<td>Member charity fees receivable, net of allowance for doubtful accounts</td>
<td>$781,186</td>
</tr>
<tr>
<td>Other receivables</td>
<td>$352,368</td>
</tr>
<tr>
<td>Prepaid expenses incurred for future campaign</td>
<td>$1,592,063</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>$127,654</td>
</tr>
<tr>
<td>Total Assets</td>
<td><strong>$13,765,519</strong></td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$412,636</td>
</tr>
<tr>
<td>Campaign funds payable to member/nonmember charities</td>
<td>$8,913,350</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>$1,029,470</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>$128,912</td>
</tr>
<tr>
<td>Total liabilities</td>
<td><strong>$10,484,368</strong></td>
</tr>
<tr>
<td>Net Assets</td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>$2,731,151</td>
</tr>
<tr>
<td>Board designated</td>
<td>$550,000</td>
</tr>
<tr>
<td>Total net assets</td>
<td><strong>$3,281,151</strong></td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td><strong>$13,765,519</strong></td>
</tr>
</tbody>
</table>

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](http://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 campaigns: 3,039,648
- Campaign management services: 14,351,460

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 fees: 722,054
- Campaign advertising fees: 137,425
- Donated services: 394,117
- 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 campaigns: 918,755
- Campaign management services: 814,243
- Membership services: 755,233

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 engagement and impact.
- 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 Telecommunications 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.
Patrick Gaston, President – Western Union Foundation
Janet Gibbs, President & CEO – Mission Accomplished
Charlotte Coker Gibson, Director, National Office of Diversity – PricewaterhouseCoopers LLP
Michael Gretschel, Volunteer President – Diabetes Research and Wellness Foundation
Matt Kaudy, Vice President, Marketing & Business Development – NASA Federal Credit Union
Steve Kaufman, Partner – Hogan Lovells US LLP
Robert Legters, SVP Product – North American Retail Payments
Perla Ni, CEO -Great Nonprofits
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

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

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
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