“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.
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 of Greater Washington, D.C., 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 measurable 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
“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
## 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>$50,892</td>
</tr>
<tr>
<td>Promises to give (pledges)</td>
<td>337,248</td>
</tr>
<tr>
<td>Member charity fees receivable, net of allowance for doubtful accounts</td>
<td>42,048</td>
</tr>
<tr>
<td>Other receivables</td>
<td>545</td>
</tr>
<tr>
<td>Prepaid expenses incurred for future campaign</td>
<td>790</td>
</tr>
<tr>
<td>Other assets</td>
<td>0</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$431,523</td>
</tr>
</tbody>
</table>

### LIABILITIES AND NET ASSETS

#### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$0</td>
</tr>
<tr>
<td>Campaign funds payable to member/nonmember charities</td>
<td>333,570</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>59,972</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$393,542</td>
</tr>
</tbody>
</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated</td>
<td>$37,981</td>
</tr>
<tr>
<td>Board designated</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$37,981</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$431,523</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)

**Member Charity Fees**

Community First member organizations are not charged for “cost sharing” of federation expenses. However, members pay fees that are determined by their pledge levels in both Combined Federal Campaign and Private Sector Campaigns for a given year. The fee is a sliding scale, which was designed to lower the fee percentage due as the charity’s pledge totals increase. It is as follows:

- 7% of pledges up to $400,000
- 6.5% of pledges from $400,001 to $700,000
- 6% of pledges from $700,001 and above

Fees are collected from the charity’s monthly distribution over a 10 month period.

The amount raised in 2014 in gross pledges are as follows: CFC = $2,540,627  Private Sector = $32,642
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 ..................... $2,255,378
State and local campaigns .......................... 37,300
Private sector campaigns ............................ 26,516
Campaign management services .................... 463,084

Total net amounts raised in campaigns $2,782,278

Less amounts raised on behalf of others 2,757,769

Support designated to America's Charities and Affiliates $24,509

Member charity fees ................................ $191,408
Campaign management fees ........................ 0
Campaign advertising fees ......................... 17,775
Donated services .................................... 0
Other .................................................. 0

Total Support and Revenue $233,692

EXPENSES

Program services
Combined Federal Campaign ..................... $30,766
State and local campaigns .......................... 23,405
Private sector campaigns ............................ 42,109
Campaign management services .................... 37,319
Membership services ................................ 34,612

Total program services $168,211

Supporting services
Management and general ......................... $35,631
Fundraising ............................................ 33,957

Total supporting services $69,588

Total Expenses $237,799

Change in net assets ($4,107)

Net Assets
Beginning ............................................. $42,088
Ending ................................................ $37,981
2014 Accomplishments
Serving Our Stakeholders

America’s Charities’ work throughout the year is focused on our primary stakeholders – member charities, private sector employers and donors. In 2014, America’s Charities applied to more than 250 public sector campaigns for our member charities.

This included 150 local campaigns and the overseas campaign for Federal Government’s Combined Federal Campaign (CFC) and more than 100 state and local government campaigns. In addition, member charities were included in more than 100 private sector campaigns.

We also released our Snapshot 2014 report with a panel discussion at the National Press Club. Building on America’s Charities’ 2013 panel discussion on digital culture and the transformation of employee engagement from the perspective of corporate gatekeepers, the 2014 panel discussion examined the connection between corporate giving, employee engagement and investing in charitable performance and impact from the perspective of charities.

For donors, we provide a highly accountable and transparent process to ensure their donations get to their designated charities in a timely and efficient process. We are also becoming a major source of data and information designed to support more informed giving.

Snapshot 2014: Rising Tide of Expectations

On April 24, 2014, America’s Charities released its fourth original research report in 14 years. Snapshot 2014: Rising Tide of Expectations - Corporate Giving, Employee Engagement and Impact. 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.

Key Findings:

1. **Charities address higher expectations of donors.** In the face of rising expectations, charities are responding to corporate, institutional and individual donors to better demonstrate greater accountability, transparency and results.

2. **Digital culture allows nonprofits to engage with key stakeholders.** Technology and the digital culture are transforming the way nonprofit organizations interact and engage with companies and employees.

3. **Engagement is the new standard.** Workplace giving is moving to a broader engagement model, and charities are providing greater opportunities for employees to learn about, interact and engage with them.

4. **Partnerships are key.** Charities recognize the value of partnering with companies but are challenged to sustain those partnerships.
Annual Workplace Giving and Employee Engagement Symposium

We held our Annual Workplace Giving and Employee Engagement Symposium on April 24, 2014. Designed for corporate leaders and young professionals interested in cross-collaboration, corporate philanthropy, social responsibility, employee engagement, and nonprofit impact, this annual event provides solutions and insights on key trends and strategies shaping the future of employee engagement and workplace giving.

Building on America’s Charities’ 2013 symposium on digital culture and the transformation of employee engagement from the perspective of corporate gatekeepers, our 2014 event examined the connection between corporate giving, employee engagement and investing in charitable performance and impact from the perspective of charities.

The event was moderated by Debra Snider, Vice President of Operations at GuideStar, who lead a truly interesting discussion between the audience and our panelists: Stephen Greenhalgh, Perla Ni, Emily Simone, and Tom Watson.

Click the videos below to hear from some of the industry experts who spoke at our 2014 symposium:
Membership Assembly and Annual Business Meeting

On May 15, 2014, we hosted our 2014 Membership Assembly and Annual Business Meeting. Member charities from across the country and special guests gathered to discuss the “Overhead Myth,” charity performance, the new age of digital donor engagement and the rising tide of expectations from donors and corporate partners.

Leading the discussion were industry experts and guest speakers including Lindsay J.K. Nichols, Senior Director of Marketing and Communications at GuideStar USA; Tara Verner, Vice President Marketing for GreatNonprofits; Art Taylor, President and CEO of BBB Wise Giving Alliance; Steve Greenhalgh, Senior Advisor at America’s Charities; Richard Neustedter, Partner Nonprofit Financial Specialists; Kendall Joyner, Director of Programs and Practice for Independent Sector; Adam Shapiro, Principal and Founder of Adam Shapiro Public Relations; Anthony Shop, Chief Strategy Officer and Founder of Social Driver; and Kaitlin Carpenter, Marketing Manager at Carousel30.

Click the videos below to hear from some of the industry experts who spoke at our 2014 Membership Assembly:
Workplace Giving Campaigns and Member Event Participation

For the 2014 fall campaign season, America’s Charities, Children First, Health First, Community First and member charities were presented to thousands of employees in over 100 private sector workplace giving campaigns, including nearly 40 workplace giving campaigns managed by America’s Charities. Members were also listed in the Combined Federal Campaign (CFC), the world’s largest annual workplace giving campaign. Approximately 4 million federal employees (civilian, military, and postal workers) are solicited annually through the CFC, which consists of nearly 150 individual campaigns throughout the country and overseas that take place between September 1 and December each year.

Additionally, we supported our member charities’ participation in over 700 CFC, state/local, and private sector campaign events. For our members, participating in events helps raise their profile and give them an opportunity to meet with prospective employee-donors and inspire them to give. Public sector events included those held at Federal agencies such as Department of Commerce, Department of Education, Pentagon, CIA, Homeland Security, Treasury Department, Department of Health and Human Services, NAVSEA, Library of Congress and more.

To amplify our members’ voice and visibility, specifically in the Washington, D.C. market where the largest CFC – CFC of the National Capital Area – is conducted, America’s Charities launched its Fall #ItMatters advertising campaign, using a mix of traditional print advertising, digital media, and leveraging our social media platforms (Facebook, Twitter, and LinkedIn).

Media exposure from the #ItMatters campaign, along with the facilitation of our members’ participation in workplace giving programs, resulted in public and private sector employees generating over $30 million to America’s Charities, Children First, Health First, Community First, and member charities in 2014.
New Website With Enhanced Features and Responsive Design


Working with Albatross Digital, an award winning, strategic web development & graphic design team, America’s Charities created the new site with the following enhancements:

- **Responsive Design:** The website has been designed using the latest technology making the site compatible and easy to use on desktop computers, laptops, tablets and mobile devices.

- **Improved Navigation:** Whether it be information about America’s Charities solutions or recent news and blogs, the site’s intuitive navigation and category filters will enable the organization’s three audiences to easily find the information most relevant to them.

- **Centralized Knowledge Center:** In addition to news, blogs and videos posted on the site daily, businesses, nonprofits and individual donors can use America’s Charities’ Knowledge Center as a centralized “go-to” source for research and resources about social responsibility, employee engagement, nonprofits and volunteerism.

- **Rich Online Giving Experience:** From causes including education, human rights, hunger and poverty, animals, veterans, disaster relief and children services, America’s Charities’ 140+ members address a diverse range of social concerns and needs in thousands of local communities, across the nation and around the world. The new site is designed to help individuals discover and connect with a variety of charities and become more informed nonprofit supporters.
2014 Nonprofit Members

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

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