



2017 Summary Annual Report

Message from Our Leadership

Dear Supporters and Friends,

In last year's Annual Report, we spoke about the changing dynamics of workplace giving over the last decade and how America's Charities has embraced that evolution, taking proactive steps to guide our stakeholders into the new era. This year we continued to test and refine new approaches that pave the way for others in our industry to follow. As you will learn in this report, our efforts proved fruitful. We succeeded in our ongoing commitment to bring more resources to the nonprofits changing our world.

We're pleased to share that we were able to distribute 18.4 percent more dollars to 27 percent more nonprofits in 2017 compared to 2016, providing sustainable, unrestricted funds that are critical to nonprofits supporting an array of causes listed in the infographic on the next page. These trusted nonprofits, in turn, used these funds to build vibrant and equitable communities, ensure widespread health and safety, celebrate and support the humanities and living cultures, and preserve and nurture a sense of place and a healthy planet for future generations.

That impact is why our mission matters. That is why we are proud to serve the stakeholders of social change – nonprofits, employers, and employee donors – who bring about this collective social good. However, unfortunately not everyone in our industry is seeing the same success as us.

As we kicked-off 2017, the *Nonprofit Quarterly* published an [article](#) announcing that “another workplace giving campaign loses steam” in reference to the federal government's Combined Federal Campaign (CFC), one of the largest workplace giving campaigns in the world. The article pontificated about whether workplace giving has outlived its effectiveness, pointing to several potential contributing factors such as the rise of donor advised funds and the increasing influence of millennials in the workplace.

Our experience at America's Charities has been quite the opposite. In fact, our employee giving clients continue to see growing returns from their programs. Employee giving programs are not dying as that *Nonprofit Quarterly* article and others have implied – they are just changing. Organizations that embrace these changes while continuing to practice tried-and-true methods, as we do, will continue to grow the impact they deliver to nonprofits and as a result communities across the planet.

The article does correctly point to the proliferation of technology and its impact on fundraising. But while it's true that the vast majority of growing workplace programs are leveraging technology, it is not for technology's sake. It's because program managers and employees in the digital age prefer and expect the giving experience to be online, efficient, and effective. We have embraced that trend, and by partnering with key technology providers, we offer a range of workplace giving solutions that deliver the giving experience employees want – from combining giving functions into one cohesive platform, to all-in-one social media integration to crowdfunding to technology enhancements that make the donor giving experience even better, and more.

Technology isn't the only thing changing the dynamic of workplace giving though. In October 2017, the release of our ground-breaking report, [Snapshot: What US Employees Think about Workplace Giving, Volunteering, and CSR](#), revealed how American employees and their attitudes about employee giving and volunteering are also changing.

While technology continues to grow and plays an important supporting role in contributing to positive, effective donor experiences, America's Charities' Snapshot Employee Research found that charity choice and engagement are vitally important to employees who take part in workplace giving programs. The basics continue to matter and employee giving programs that don't embrace that typically experience declining results.

To our clients, nonprofit members, and strategic partners who embrace change with us– thank you! We are honored to play a role in building a better world. To our volunteer Board of Directors, dedicated staff, and generous donors – thank you for continuing to invest in America's Charities' success, for pushing us to our limits, and for your commitment to the stakeholders of social change.



Jim Starr

President and CEO

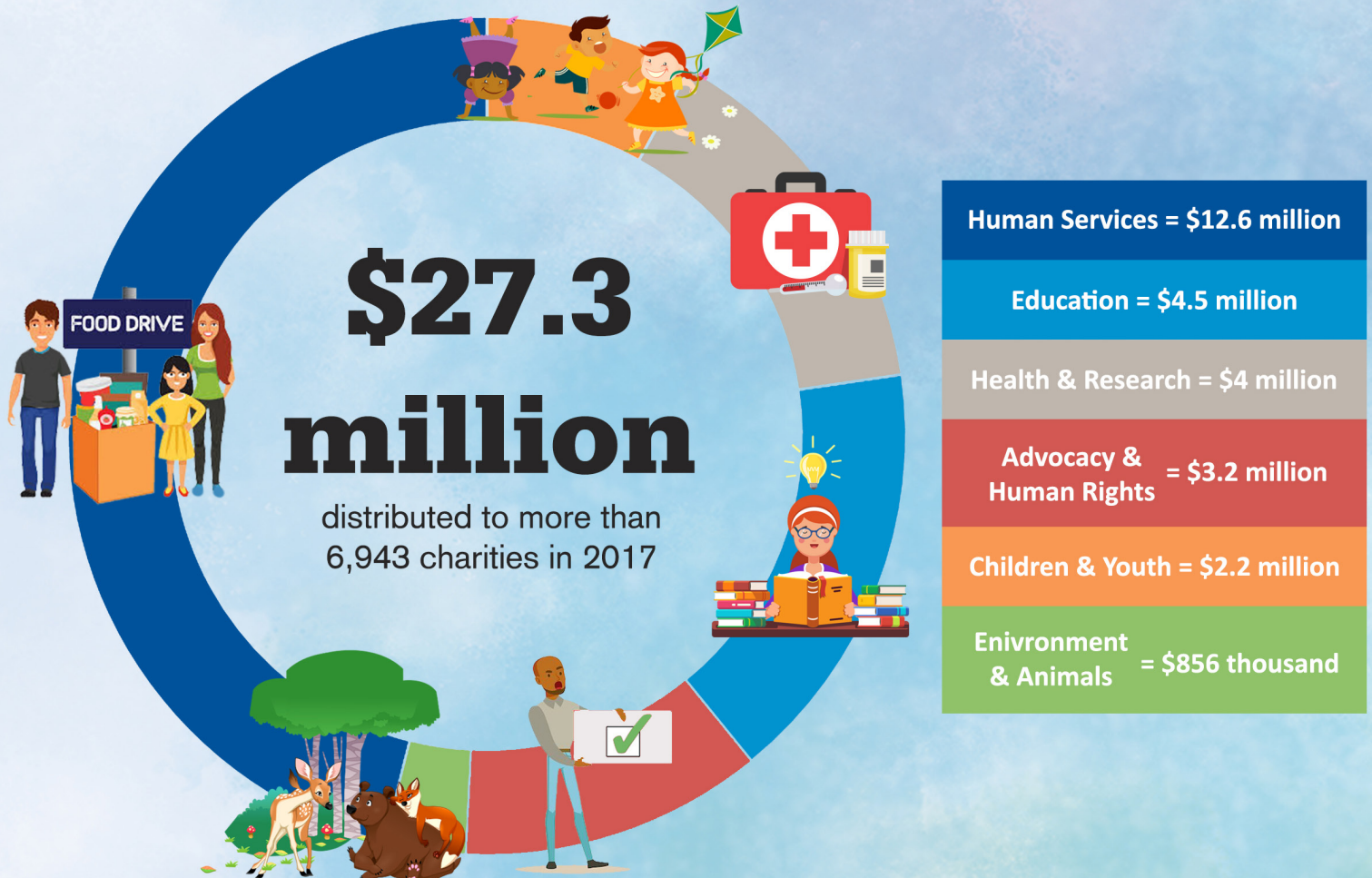


George Weiner

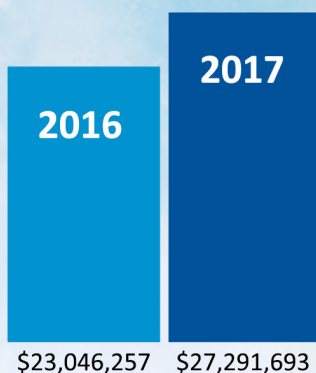
Board Chairman

Employee Giving Campaigns

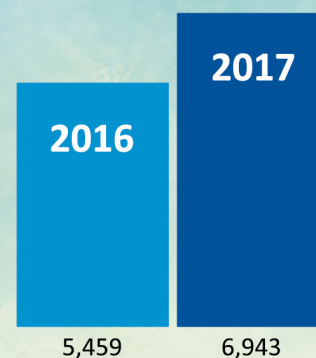
(Funds raised by cause group)



Employee Giving Campaign Funds
Distributed 2016 vs. 2017



Number of Charities & Nonprofits
Supported 2016 vs. 2017





“100% of America’s Charities employer clients are satisfied and would recommend America’s Charities to a fellow employer. 90% of America’s Charities nonprofit members say they are likely or very likely to recommend us to another nonprofit.”

2017 Client and Member Satisfaction Surveys

Our Impact

raised since inception for



More than
\$700 million



20,000+
nonprofits nationwide

Employers



240 public and private
sector funding partners
(CFC, State/Local/Private Sector)

30 employer clients whose
workplace giving
campaigns we manage
and funds we distribute

10%
increase

Average increase in pledge volume year over
year from increased employee engagement in
campaigns we manage

Employees



314k+ # employees
given the
opportunity to give
through workplace
giving campaigns
we manage

Nonprofits



142 nonprofit members
served in 2017

6,943 member &
non-member
nonprofits
supported
in 2017

\$27.3
million funds
distributed to
nonprofits in
2017

Consolidated Balance Sheet

December 31, 2017

2017

ASSETS

Cash.....	\$5,472,474
Promises to give (pledges).....	4,171,676
Member charity fees receivable, net of allowance for doubtful accounts of \$75,300	718,435
Other receivables	183,835
Other assets	127,811
Property and equipment, net	66,489
Deferred leasing costs	5,201

Total Assets.....\$10,745,921

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$359,293
Campaign funds payable to member/nonmember charities	8,468,074
Deferred revenue	821,757
Deferred rent	111,832

Total liabilities.....\$9,760,956

Net Assets - Unrestricted

Undesignated.....	434,965
Board designated.....	550,000

Total net assets.....\$984,965

Total Liabilities and Net Assets.....\$10,745,921

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, 2017

2017

SUPPORT AND REVENUE

Amounts raised in campaigns, net of campaign expenses incurred by other organizations and shrinkage:

Combined Federal Campaign	\$7,914,132
Campaign management services	16,222,745
Private sector	1,072,606
State and local	2,082,210

Total net amounts raised in campaigns..... 27,291,693

Less amounts raised on behalf of others..... 26,961,447

Support designated to America's Charities and Affiliates.....330,246

Member charity fees	2,697,922
Campaign management fees	1,138,753
Campaign advertising fees	147,419
Donated services.....	879,804
Other	57,505

Total Support and Revenue..... \$5,251,649

EXPENSES

Program services

Member campaign services.....	1,715,066
Campaign management services	2,346,944

Total program services..... \$4,062,010

Supporting services

Management and general.....	673,168
Fundraising	344,649

Total supporting services..... \$1,017,817

Total expenses..... \$5,079,827

Change in net assets 171,822

Net Assets

Beginning	813,143
Ending	\$984,965

What US Employees Think about Workplace Giving, Volunteering, and CSR

On October 24, 2017, America's Charities launched its latest research, Snapshot: What US Employees Think about Workplace Giving, Volunteering, and CSR. Developed from an online survey conducted in the first and second quarters of 2017, our Snapshot Employee Research provides rich insights into employer donor motivations — insights that are valuable to companies who are looking to attract and retain talent, build a strong culture, and achieve greater social impact. Key findings include:



WORKERS VALUE GIVING ON THE JOB

Nearly 3 out of 5 survey respondents indicate that they volunteer their time through a workplace-sponsored program and nearly one half (46 percent) report that they donate through employee giving programs.



CHOICE IS CRITICAL TO WORKPLACE DONORS

Workers don't want to have their giving choices dictated by their employers. In fact, more than three quarters of respondents said that having the ability to choose causes they care about is imperative or very important to a positive donation experience.

Perhaps more noteworthy is this fact: nearly 30 percent of respondents said they do not give through the workplace because the causes they care about are not available as choices.



WORKPLACE GIVING IS A VALUABLE TOOL FOR ATTRACTING AND RETAINING TALENT

Workers aren't just looking for a strong salary and an opportunity to advance their careers. They also want to work for companies that reinforce their personal values.

More than 70 percent of respondents said it was imperative or very important to work for an employer where mission and values align. A similar number also report that working in a company where the culture is supportive of giving is imperative or very important.



TECHNOLOGY CAN ENHANCE WORKPLACE GIVING

While values and incentives matter to workers, they also want to be able to give easily and make informed choices about their giving — both of which are aided by a strong technology platform.

Nearly half of survey respondents say that an online platform is imperative or very important to their donation experiences. More than 2 in 5 say an easy to use online platform is extremely important to them.



NONPROFITS FACE HURDLES TO CONNECT WITH WORKPLACE DONORS

Workers report that they want to give to nonprofits that can clearly show that their donations will make a difference. In fact, nearly 4 in 5 workers said it was imperative or very important for nonprofits to report results and demonstrate impact.

While nonprofits recognize the need to show their impact, 70 percent of nonprofit respondents to our 2014 survey said they face significant challenges in doing so.



COMPANIES ARE ON BOARD

Perhaps the most encouraging finding is that companies recognize the philanthropic motivations of their employees — and they are taking steps to align their work with those motivations.

87 percent of companies understand there is an expectation to support causes and issues that are important to employees. Meanwhile, 86 percent of companies say their employees expect them to provide opportunities to engage in the community.

For more information about Snapshot and to download the full research report for free, visit www.charities.org/snapshot2017.



"It's clear from America's Charities' Snapshot Employee Research that employees demand choice and CSR professionals must move to more employee-centric forms of engagement to drive social and business value. CSR and nonprofit professionals alike will benefit from the actionable insights of America's Charities' new research."

Gary R. Levante
Asst. Vice President,
Community Engagement, Berkshire Bank

2017 Nonprofit Members

America's Charities

100 Black Men of America
Alzheimer's Disease Research
American Brain Foundation
American Campaign for Prevention of Child Abuse and Family Violence
American Center for Law and Justice
American Civil Liberties Union Foundation, Inc.
Amnesty International USA
AMVETS National Service Foundation
Boy Scouts of America
Canine Partners for Life
Christian Appalachian Project
Diabetes Research & Wellness Foundation
Distributive Education Clubs of America, Inc.
Down Syndrome Congress, National
Dress for Success Worldwide
Feed the Children
Feeding America
FIRST
Foster Care To Success Foundation
Gay, Lesbian, Bisexual & Transgender Scholarship Fund – Point Foundation
Goodwill Industries International, Inc.
Human Rights Campaign Foundation
Latino Youth Education Fund
Meals On Wheels America
Mercy Housing
Mesothelioma Applied Research Foundation
Mothers Against Drunk Driving
NAACP Foundation
NAACP Legal Defense and Educational Fund
National Association of the Deaf
National Fallen Firefighters Foundation
National Law Enforcement Officers Memorial Fund
National Trust for Historic Preservation in the United States
PetSmart Charities, Inc.
Population Connection
Rails-to-Trails Conservancy
Southern Poverty Law Center
TechnoServe
The Conservation Fund
Thurgood Marshall College Fund
Vera Institute of Justice
Wounded Warrior Project, Inc.
YWCA USA

Children First - America's Charities

"I Have A Dream" Foundation®
ACTION for Child Protection
Believe In Tomorrow National Children's Foundation
Camp Fire National Headquarters
Campaign for Tobacco-Free Kids
Cancer Research for Children – CureSearch
Children's Hospital
Children's House at Johns Hopkins Hospital
Children's Rights
C.J. First Candle
Dream Factory, Inc.
Father Flanagan's Boys' Home
Give Kids The World
Junior Achievement USA
Make-A-Wish Foundation® of America
National Black Child Development Institute
Partnership for a Healthier America
Prevent Child Abuse America
Reading Is Fundamental, Inc. (RIF)
Ronald McDonald House Charities®
Share Our Strength
STANDUP FOR KIDS
Starlight Children's Foundation
Teach For America
The Hole In The Wall Gang Fund
The Sesame Street Yellow Feather Fund
Tiger Woods Foundation

2017 Nonprofit Members

Health First - America's Charities

Alzheimer's and Aging Research Center
Arthritis & Chronic Pain Research Institute
Breast Cancer Coalition
Breast Cancer in Young Women (Young Survival Coalition)
Breast Cancer Research Center
Cancer Research and Prevention Foundation (Prevent Cancer Foundation)
Christopher & Dana Reeve Foundation
Diabetes National Research Group
Diabetes Research Institute Foundation, Inc.
Food Allergy Research & Education, Inc.
Foundation for the National Institutes of Health
International Planned Parenthood Federation, Western Hemisphere Region
Lustgarten Foundation
Melanoma Research Foundation
Memorial Sloan-Kettering Cancer Center
Multiple Sclerosis Association of America
NARAL Pro-Choice America Foundation
National Down Syndrome Society
Orbis International
Ovarian Cancer Research Fund Alliance
The LIVESTRONG Foundation
The Marfan Foundation
Tuberous Sclerosis Alliance
United Cerebral Palsy

Community First - America's Charities of Greater Washington, D.C.

A Wider Circle
Alzheimer's – Insight Memory Care Center
Arlington Housing Corporation (AHC Inc.)
Arts and Humanities Council of Montgomery County
Boy Scouts of America, National Capital Area Council
Breast Care for Washington
Capital Caring
Catholic Charities of the Diocese of Arlington, Inc.
Duke Ellington School of the Arts
Fairfax CASA
Food for Others, Inc.
Generation Hope
Good Shepherd Housing & Family Services, Inc.
Habitat for Humanity of Northern Virginia
Habitat for Humanity of Washington, D.C.
Hope Connections for Cancer Support
House of Ruth
Lorton Community Action Center (LCAC)
Lydia's House in Southeast
Make-A-Wish Foundation® of the Mid-Atlantic
Melwood Horticultural Training Center, Inc.
Miriam's Kitchen
Montgomery Hospice, Inc.
Rebuilding Together Alexandria
Rebuilding Together Montgomery County, Inc.
ServiceSource
Shepherd's Table, The
Signature Theatre, Inc.
The Child & Family Network Centers
The Children's Inn at NIH
The Salvation Army - National Capital Area Command
WETA (Greater Washington Educational Telecommunications Association)
YMCA of Metropolitan Washington
Youth For Tomorrow - New Life Center, Inc.

2017 Local Nonprofit Members

Eligible to participate in state and local government employees' campaigns in their home state, as well as private sector campaigns at the discretion of the employer.

A Gift for Teaching – FL
AIDS Fund – PA
American Red Cross Serving Central Texas – TX
Breast Cancer Resource Center – TX
Caring for Children Foundation of Texas, Inc. – TX
Connecticut Food Bank – CT
Freedom Guide Dogs for the Blind – NY
Junior Achievement of New York – NY
PAWS Atlanta – GA
Pennsylvania Coalition Against Domestic Violence – PA
SPCA of Luzerne County, Inc. – PA
Time Out Youth, Inc. – NC
VSA Arts of Texas – TX
WOMEN'S WAY – PA

2017 Board of Directors

America's Charities Board

George Weiner
Chairman
Founder & CEO, Whole Whale

Patrick R. Gaston
Secretary
President & CEO, Gaston Consulting LLC

Janet Gibbs
Treasurer
President & CEO, Mission Accomplished

Marcia Bullard,
Immediate Past Chair
Director (until 5/12/2017)
President & CEO - USA WEEKEND (Retired)

Erline Belton
Director (until 5/12/2017)
CEO, Lyceum Group

Michael J. Coburn
Executive Vice President & COO,
Research! America

Brad Farmer
Assistant Chief Scout Executive Development,
Boy Scouts of America

Joi Gordon
Director (until 5/12/2017)
CEO, Dress for Success Worldwide

Stacy Pagos Haller
President & CEO, BrightFocus Foundation

Marc Johnson
Director (as of 5/12/2017)
Senior Director of Digital Strategy, APCO
Worldwide

Matthew Kaudy
Chief Marketing Officer, EECU Credit Union

Marly Leighton
Director (as of 5/12/2017)
Business Development Manager, DoSomething.org

George Sifakis
Director (until 1/20/2017)
Chief Executive Officer, Axela LLC

Laura Thrall
Director (until 5/12/2017)
CEO, Cancer Research for Children - CureSearch

Randall N. Toure
Principal, Strategies 4 Tomorrow

Greg Borkowski
Director
Senior Associate Director,
Northwestern University

David G. Phillips
Director
President, Custom Development Solutions

Heather Lofkin Wright
US Corporate Responsibility Director,
PricewaterhouseCoopers LLP (PwC)

James E. Starr
Non-Voting Director
America's Charities President & CEO

2017 Board of Directors

Children First

Greg Borkowski
Chairman
Senior Associate Director,
Northwestern University

David G. Phillips
Secretary/Treasurer
President, Custom Development Solutions

Heather Lofkin Wright
US Corporate Responsibility Director,
PricewaterhouseCoopers LLP

James E. Starr
America's Charities President & CEO

Health First

Heather Lofkin Wright
Chairman
US Corporate Responsibility Director,
PricewaterhouseCoopers LLP

David G. Phillips
Secretary/Treasurer
President, Custom Development Solutions

Greg Borkowski
Senior Associate Director,
Northwestern University

James E. Starr
America's Charities President & CEO

Community First

Walt Gillette, ACFRE
Chairman
Development Officer, AMVETS

Emily Simone
Secretary (until 6/14/2017)
Secretary/Treasurer (as of 6/14/2017)

Janet Samuelson,
Treasurer (until 2/9/2017)
President and CEO, ServiceSource

Tracye Funn
Manager of Corporate Contributions,
Washington Gas

Marc Johnson
Director (until 5/12/2017)
Director of Digital Strategy,
StudioOnline Division of APCO Worldwide

Rama G. Latin
Charitable Campaign Administrator,
Department of Navy

Larry McDonald
Director (as of 6/15/2017)
President & COO, BRTRC Federal Solutions

Scott Schenkelberg
Director (as of 6/15/2017)
President & CEO, Miriam's Kitchen

Meghan Trossen
Director (as of 6/15/2017)
Director of Programs, Tysons Partnership

James E. Starr
America's Charities President & CEO

Senior Executive Team

James E. Starr
President and Chief Executive Officer

Barbara Funnell
Administrative Director

Denise Gustafson
Vice President, Charitable Funds Management Solutions

Lindsay J.K. Nichols
Vice President, Marketing and Communications

Robyn Neal
Vice President, Client Engagement Solutions

David Stathis
Director, Information Technology

Sook Suragiat, CPA
Controller, Finance

Kimberly H. Young
Vice President, Business Development

Auditors
Independently Audited by: RSM US, LLP



Our 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.

