

A large, diverse crowd of people is arranged in a heart shape, surrounding the title text. The people are of various ages, ethnicities, and are dressed in casual attire. They are standing on a white background, and their shadows are cast on the ground.

**2018  
Summary  
Annual  
Report**

# Message from Our Leadership

**“America’s Charities’ support and training provides continuity and allows us to optimize our use of the [employee giving] platform.”**

**“We love America’s Charities’ team approach to client service. Anyone we ask can help us solve a problem.”**

**“We value our America’s Charities membership because they provide personalized assistance and resources for us to improve the scope of our employee giving.”**

In 2016, our organization set a goal to raise \$1 billion for worthy nonprofits by 2026. This is more than a mere number for us. It’s a milestone reflecting years of hard work, collaboration, and collective impact. And it’s a core indication of our ongoing commitment to, and support of, causes that benefit every one of us on this planet.

We are happy to report that, with more than \$730 million raised to date, America’s Charities is already more than 70 percent of the way there. For us, the quotes above – the first two from employer clients and the third from a nonprofit member – encapsulate the distinguishing factors that set America’s Charities apart from our competitors. They also describe the path forward for the organization’s continued success and its very real potential to exceed our 2026 goal.

## **Enhancing the Employee Giving Experience – For Employee Donors, Employers, and Nonprofits**

There is no one-size-fits-all solution that meets the needs and challenges facing employers and nonprofits today. That’s not so surprising given that – just as no two people are exactly alike – no two organizations, cultures, or philanthropy strategies are alike. Yet other players in our industry – on the technology side as well as the nonprofit fundraising side – continue trying to fit the proverbial square peg into a round hole when it comes to workplace giving and employee engagement. They either stick to methods and processes that have not changed in decades expecting different results despite the vastly different landscape, or they create something new and untested, declare it the ‘new normal,’ and are surprised when they find it does not achieve growth or desired results.

America’s Charities deeply respects charitable giving’s history and traditions. We value what we have learned across the past four decades, and have built on our solid foundation in order to meet the ever-changing and diverse needs of companies and causes and ensure sustainable, scalable growth. We continually listen to our clients and members and shape our fundraising, giving, and engagement solutions to meet our stakeholders’ needs where they are today and the goals they want to achieve tomorrow – not where we think they should be, or where they used to be. Our ardent belief is that the tougher the challenge, the more creative the solution; thus our [clients’](#) and [members’](#) unique needs drive our suite of products and services.

To that end, building on our already-diverse selection of workplace giving solutions, in 2018 we continued to develop new partnerships and opportunities. We introduced two new employee giving products to expand and modernize the ways with which individuals engage and support nonprofits through workplace giving programs:

- In August, we unveiled America’s Charities’ [Modern Giving Solution](#), a new employee giving solution in partnership with a Baltimore-based technology company called Pinkaloo. Like Venmo or a personal Donor Advised Fund (DAF), Modern Giving allows employee donors to fund their accounts using a variety of methods, and then grant those funds out at any time throughout the year. This empowers employers to provide employees with multiple opportunities throughout the year to support specific causes. Modern Giving is radically different than traditional “point in time” workplace giving campaigns, in which employees are given a limited period of time to select which charities they want to support and designate how much money to donate to those charities all at once. We know that’s not how the world works. We want to give on the go – to help our suddenly sick loved ones, to back our friend’s new charitable endeavors, to give to that cause which recently affected us deeply. Modern Giving puts that power in the hands of employees, which simultaneously boosts an employers’ engagement with its employees. Employees using Modern Giving see that their employers truly ‘get it.’
- In November, we launched our [Quick Start Giving Solution](#), built on our own charities.org website, in response to the needs of businesses with limited staff, time, and resources who expressed interest in a low cost, easy to set-up solution, which could be quickly implemented. Quick Start campaigns come packaged with our 130+ high-impact nonprofit members featured as giving choices – helping our members get in front of even more donors. While we initially created this solution

with smaller size companies in mind, the adoption of this solution by our first Quick Start client, [Carnival Cruise Line](#), perfectly demonstrated the unique reasons and ways employers and employees are using workplace giving platforms – further validating the need for a broad selection of workplace giving solutions to fit the varying needs of employers.

## **Personalized Assistance and Team Approach to Service**

Another distinction to our value proposition to employers and nonprofits is our approach to client and member service and support. We mean it when we say America's Charities works tirelessly to meet our clients' and members' needs. To ensure success, each of our clients and members gets a dedicated account representative and full-service Client Engagement team to guide him/her through the workplace giving process from start to finish. For employers this can entail setting up and personalizing their workplace giving platform, helping create a program from scratch, providing communications and design expertise, managing funds, reporting, and more.

For nonprofit members, this typically consists of application support to qualify for participation in private and public sector workplace giving campaigns, representation and advocacy around regulations and policies that impact workplace giving, high visibility promotion and advertising opportunities, donor retention best practices and campaign advisory services, aggregated pledges and reporting, and much more.

At the end of the day – it means our stakeholders, whether it's our primary client or member contact, a client's nonprofit partner, a donor, or anyone else involved in the program – doesn't have to spend precious time finding the right person to get the right answer. Bottom-line, we help our clients and members save time and resources and empower them to focus on what really matters – their own goals and missions.

As a result of our unique approach to customer support, we've achieved a 94 percent member customer satisfaction (CSAT) score, 91 percent retention rate, and a 100% CFC approval of member applications. Based on our analysis, on average, a nonprofit would need to spend a minimum of \$100,000 in base compensation to hire in-house staff members in order to provide the same level of service that America's Charities provides its members through donation processing, reporting, marketing, and gaining access to the Combined Federal Campaign, state and local campaigns, and private sector workplace giving campaigns. On average, we raise about \$300 for each hour of work we conduct on behalf of each member.

In addition, our members and clients all benefit from use of our on-demand help desk support, which has 95 percent donor satisfaction. Included as part of our campaign management support, our Donor Support Team answers employee donor questions by phone, email, and online chat, with 70 percent of donors receiving help within 1 hour.

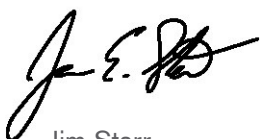
In addition to the personalized attention and support members and clients receive from their dedicated account teams, the library of content, guides, templates, and other materials we provide ensures our clients and members are set up for success and continued growth.

## **What We Do: Raising More Money for More Nonprofits; Enabling More Social Impact**

We're pleased to share that we were able to distribute \$27.7 million to 25 percent more nonprofits in 2018 compared to 2017, 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.

America's Charities remains committed to growing sustainable, recurring funds for nonprofits, and helping employers garner greater social impact through their workplace giving, employee engagement and social responsibility programs. We are constantly evaluating, developing and seeking solutions that enable us to generate more resources for nonprofits and enhance employee engagement. America's Charities believes that workplace giving is not only growing at an unprecedented rate – it's evolving just as fast. We are excited about the opportunities these changes provide not only to the philanthropy sector – but to us, as servant leaders in the field of workplace giving and employee engagement.

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, sustainable 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 – for their continued commitment to making the world a better place.



Jim Starr

President and CEO



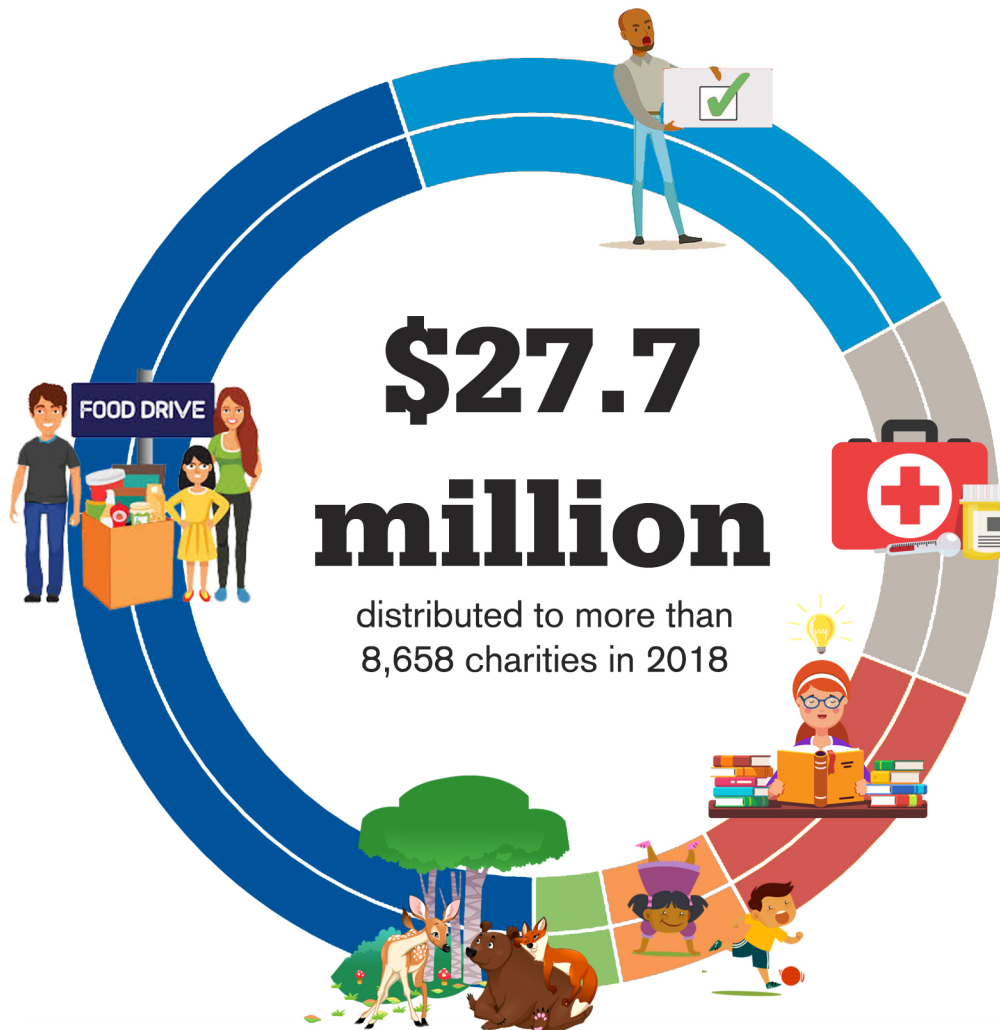
George Weiner

Board Chairman



# Employee Giving Campaigns

(Funds raised by cause group)



Human Services = \$12.5 million

Advocacy & Human Rights = \$6.1 million

Health & Research = \$3.9 million

Education = \$3 million

Children & Youth = \$1.4 million

Environment & Animals = \$832 thousand

## Businesses Can be a Force for Good in an Era of Employee Activism

Social activism has transformed America over the past few years. From the Women's March to the Climate Strike; from healthcare access to workplace diversity and equality. And the sort of activism Americans are demonstrating has moved beyond marches, social media hashtags, and town hall meetings—it has entered the workplace. Increasingly, the imperative for employers to act as agents of positive change has become apparent.

The good news is many companies are already well-positioned to provide their employees an outlet for their activism in a way that also aligns with the company's core values. By leveraging employee giving, volunteer programs and other efforts that support charity choice and utilize easy-to-use technology platforms, employers can give employees a voice in addressing the social causes that matter to them.



# Our Impact

raised since inception for



More than  
**\$700 million**



**20,000+**  
nonprofits nationwide



**1 Million+**

number of transactions our funds  
management team processes each year

**40,000**

approximate number of payments our team  
sends to charities each year



# Consolidated Balance Sheet

December 31, 2018

2018

## ASSETS

Cash .....	\$7,891,479
Promises to give (pledges) .....	1,585,345
Member charity fees receivable, net of allowance for doubtful accounts of \$105,142 and \$75,300, respectively.....	903,522
Other receivables.....	472,316
Other assets .....	93,728
Property and equipment, net.....	21,544
Deferred leasing costs .....	3,900
<b>Total Assets.....</b>	<b>\$10,971,834</b>

## LIABILITIES AND NET ASSETS

### Liabilities

Accounts payable and accrued expenses.....	\$528,044
Campaign funds payable to member/nonmember charities ..	8,373,777
Deferred revenue .....	721,971
Deferred rent .....	92,544
<b>Total liabilities .....</b>	<b>\$9,716,336</b>

### Net Assets - Unrestricted

Undesignated.....	705,498
Board designated.....	550,000
<b>Total net assets .....</b>	<b>\$1,255,498</b>
<b>Total Liabilities and Net Assets.....</b>	<b>\$10,971,834</b>

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, 2018

2018

## SUPPORT AND REVENUE

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

Combined Federal Campaign.....	\$5,381,855
Campaign management services .....	19,148,503
Private sector .....	1,141,567
State and local .....	2,070,915
<b>Total net amounts raised in campaigns .....</b>	<b>27,742,840</b>
<i>Less amounts raised on behalf of others.....</i>	<i>27,474,064</i>
Support designated to America's Charities and Affiliates.....	268,776

Member charity fees.....	2,863,475
Campaign management fees .....	1,368,590
Campaign advertising fees .....	146,891
Donated services .....	315,854
Other.....	60,393

**Total Support and Revenue.....\$5,023,979**

## EXPENSES

### Program services

Member campaign services.....	1,211,517
Campaign management services .....	2,465,290

**Total program services .....\$3,676,807**

### Supporting services

Management and general .....	767,682
Fundraising.....	308,957

**Total supporting services .....\$1,076,639**

**Total expenses.....\$4,753,446**

Change in net assets ..... 270,533

## Net Assets

Beginning.....	984,965
Ending.....	\$1,255,498



# 2018 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  
Amnesty International USA  
AMVETS National Service Foundation  
Best Friends Animal Society  
Boy Scouts of America  
Canine Partners For Life  
Christian Appalachian Project  
DECA  
Diabetes Research & Wellness Foundation  
Down Syndrome Congress, National  
Dress for Success Worldwide  
Feed The Children  
Feeding America  
FIRST  
Fisher House Foundation  
Food for the Poor, Inc.  
Foster Care To Success Foundation  
Gay, Lesbian, Bisexual & Transgender Scholarship Fund – Point Foundation  
Human Rights Campaign Foundation  
Latino Youth Education Fund  
Meals on Wheels America  
Mercy Housing  
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 Organization of Black Law Enforcement Executives (NOBLE)  
National Trust for Historic Preservation in the United States  
PetSmart Charities, Inc.  
Population Connection  
Rails-to-Trails Conservancy  
Southern Poverty Law Center  
The Conservation Fund  
Thurgood Marshall College Fund  
YWCA USA

## Children First - America's Charities

"I Have A Dream" Foundation®  
ACTION for Child Protection  
Association for Childhood Education International (ACEI)  
Believe In Tomorrow National Children's Foundation  
C.J. First Candle  
Campaign for Tobacco-Free Kids  
Cancer Research for Children - CureSearch  
Children's Hospital  
Children's House at John's Hopkins Hospital  
Father Flanagan's Boys' Home  
Give Kids The World  
Junior Achievement USA  
Make-A-Wish Foundation of America  
National Black Child Development Institute  
Operation Warm  
Prevent Child Abuse America  
Reading Is Fundamental, Inc. (RIF)  
Ronald McDonald House Charities®  
Share Our Strength  
STANDUP FOR KIDS  
Teach For America  
The Hole in the Wall Gang Fund  
The Sesame Street Yellow Feather Fund  
Tiger Woods Foundation



# 2018 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.  
International Planned Parenthood Federation, Western Hemisphere Region  
Lustgarten 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  
Urology Care Foundation

## Community First - America's Charities

A Wider Circle  
Alzheimer's - Insight Memory Care Center  
Animal Welfare League of Arlington  
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.  
Foundation for the National Institutes of Health  
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  
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.

# 2018 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 and NJ  
American Red Cross Serving Central Texas - TX  
Caring for Children Foundation of Texas, Inc. – TX  
Christian HELP Foundation - FL  
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 and NJ

# 2018 Board of Directors

## America's Charities Board

**George Weiner**

Chairman  
Founder & CEO, Whole Whale

**Janet Gibbs**

Treasurer  
President & CEO, Mission Accomplished

**Patrick R. Gaston**

Secretary  
President & CEO, Gaston Consulting LLC

**Brad Farmer**

Director (until 5/11/2018)  
Assistant Chief Scout Executive Development,  
Boy Scouts of America

**Anthony DeNunzio**

Director (as of 5/11/2018)  
SVP, General Manager  
Leapfrog

**Gary Levante**

Director (as of 5/11/2018)  
VP, Corporate Social Responsibility  
Berkshire Bank

**Olivia Harris**

Director (as of 5/11/2018)  
Associate, Kilpatrick Townsend & Stockton LLP

**David G. Phillips**

President, Custom Development Solutions

**Greg Borkowski**

Senior Associate Director,  
Northwestern University

**Heather Lofkin Wright**

US Corporate Responsibility Director,  
PricewaterhouseCoopers LLP (PwC)

**Marly Leighton**

Business Development Manager, DoSomething.org

**Marc Johnson**

Senior Director of Digital Strategy, APCO  
Worldwide

**Matthew Kaudy**

Chief Marketing Officer, EECU Credit Union

**Michael J. Coburn**

Executive Vice President & COO,  
Research! America

**Randall N. Toure**

Principal, Strategies 4 Tomorrow

**Stacy Pagos Haller**

President & CEO, BrightFocus Foundation

**James E. Starr**

Non-Voting Director  
America's Charities President & CEO

## 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

# 2018 Board of Directors

## 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  
National Development Officer, AMVETS

### Emily Simone

Secretary/Treasurer (as of 6/14/2017)

### Tracye Funn

Manager of Corporate Contributions,  
Washington Gas

### Rama G. Latin

Management Internal Control Program  
Manager, Department of Navy

### Larry McDonald

President & COO, BRTRC Federal Solutions

### Scott Schenkelberg

President & CEO, Miriam's Kitchen

### Meghan Trossen

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**

Director, Reporting and Analysis

**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.

