“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.
Employee Giving Campaigns
(Funds raised by cause group)

$27.7 million
distributed to more than 8,658 charities in 2018

- 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+

40,000

number of transactions our funds management team processes each year

approximate number of payments our team sends to charities each year
# Consolidated Balance Sheet

**December 31, 2018**

## ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$7,891,479</td>
</tr>
<tr>
<td>Promises to give (pledges)</td>
<td>1,585,345</td>
</tr>
<tr>
<td>Member charity fees receivable, net of allowance for doubtful accounts of $105,142 and $75,300, respectively</td>
<td>903,522</td>
</tr>
<tr>
<td>Other receivables</td>
<td>472,316</td>
</tr>
<tr>
<td>Other assets</td>
<td>93,728</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>21,544</td>
</tr>
<tr>
<td>Deferred leasing costs</td>
<td>3,900</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$10,971,834</strong></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>$528,044</td>
</tr>
<tr>
<td>Campaign funds payable to member/nonmember charities</td>
<td>8,373,777</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>721,971</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>92,544</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$9,716,336</strong></td>
</tr>
</tbody>
</table>

### Net Assets - Unrestricted

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated</td>
<td>705,498</td>
</tr>
<tr>
<td>Board designated</td>
<td>550,000</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$1,255,498</strong></td>
</tr>
</tbody>
</table>

**Total Liabilities and Net Assets**

**$10,971,834**

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

**Total net amounts raised in campaigns**: 27,742,840

*Less amounts raised on behalf of others*: 27,474,064

**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.