“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

Margaret Mead
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 inspires employees and organizations to support causes they care about. We do this to bring more resources to the nonprofits that are changing our world.

In its 35+ years as a leader in employee giving, America’s Charities, itself a 501(c)(3) membership-based nonprofit, has raised more than $650 million for more than 10,000 nonprofits addressing causes including education, human rights, hunger, poverty, research, animal welfare, veteran assistance, disaster relief and health services.

Founded on the principle that charitable choice—the idea that employers and employees should be able to support the causes they choose, rather than being limited to a few specific institutions—is imperative to social impact, America’s Charities has never wavered from its original purpose.

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.
2015 Highlights & Looking Forward

Dear Supporters and Friends,

America’s Charities brings organizations, employees, and causes together by serving more than 125 companies, directly managing more than 40 workplace giving and employee engagement efforts and serving clients in 11 different countries. To date, America’s Charities has raised more than $650 million, reaching more than 250,000 employees. America’s Charities supports more than 10,000 nonprofits, serving more than 140 of the most trusted charities with a highly efficient 5.3% administrative expense rate.

Through a combination of our extensive knowledge of charitable causes, along with our leading-edge technologies, America’s Charities has helped the nation’s most trusted charities thrive for more than 35 years.

Two years ago, just over one-third (38%) of companies indicated they were moving beyond Fall campaigns to year-round giving. Today, almost two-thirds (60%) say they now offer year-round opportunities for employees to give. This past year, we have seen an increase in the percentage of large, mid-size and small companies that offer opportunities to give to international charities.

As more millennials begin to enter the workforce, we have also seen an increased demand for online giving platforms. In this digital age, employees expect their workplace giving experience to reflect what they experience outside of the workplace.

Expectations around the impact of workplace-centered philanthropy are changing.

Employees want to see proof that their donations are resulting in measurable social impact. As a result, employee engagement programs have become a vital component of employee recruitment and retention strategies.

These and other trends are changing employee giving and the organizations serving this sector. We continue to see shrinking levels of Federal employee giving in the Combined Federal Campaign (CFC), State and Local governments are searching for more effective solutions while the private sector continues to grow as more businesses realize the value of engaged employee giving and volunteering. Most nonprofits have been negatively impacted by the CFC, as has America’s Charities. However, we have launched strategies and are exploring new services to build new revenue streams for our members and for ourselves. These initiatives require the investment of time, effort and resources. We expect the financial pressure to continue through 2016 as these new initiatives take root bringing positive results for 2017 and beyond.

The ultimate goal is to raise $1 billion by 2026. In order to do so, America’s Charities plans to raise $50 million a year by 2026 using the following steps:

- Reaching more employees by seeking out new opportunities in mid-size and large organizations, small businesses and the public sector.
- “Engagement isn’t for just large companies. Small-to-mid-size companies now feel increased expectations to be more strategic in their philanthropy and empower their employees to give time, talent and money.” Snapshot 2015
- Serving more nonprofits by recruiting trusted and cherished nonprofits, targeting causes that appeal to millennials and finding new ways to support our long-serving members.
- “Millennials continue to reshape the work environment. They expect their employers to support their involvement with causes. In fact, it is well documented that millennials consider a company’s genuine social responsibility and support for philanthropic activities and initiatives when deciding which employer to work for (or with).” Snapshot 2015
- Offering more innovation by optimizing our employee donor programs, opening up new workplace giving vehicles and introducing new consulting services.
• Engaging more staff by fostering an environment that promotes highly engaged and happy people who work as a team, trust one another and have fun!

America’s Charities remains steadfast in our commitment to connect charities with employers and their employees, inspiring donors to provide the recurring and unrestricted donations that are vital to the success of our most beloved charities.

With appreciation,

Jim Starr
President and CEO

George Weiner
Board Chair
“When we cast our bread upon the waters, we can presume that someone downstream whose face we will never know will benefit from our action, as we who are downstream from another will profit from that grantor’s gift.”

Maya Angelou
## Balance Sheet

**December 31, 2015**

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>FY-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash And Cash Equivalents</td>
<td>$13,307</td>
</tr>
<tr>
<td>Promises To Give (Pledges)</td>
<td>763,883</td>
</tr>
<tr>
<td>Member Charity Fees Receivable, net of allowance for doubts</td>
<td>171,626</td>
</tr>
<tr>
<td>Account of $22,186</td>
<td></td>
</tr>
<tr>
<td>Other Receivables</td>
<td>331,793</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,280,609</td>
</tr>
</tbody>
</table>

### Liabilities And Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>FY-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities</td>
<td></td>
</tr>
<tr>
<td>Campaign funds payable to member/nonmember charities</td>
<td>747,675</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>228,011</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$975,686</td>
</tr>
</tbody>
</table>

### Net Assets – Unrestricted

<table>
<thead>
<tr>
<th>Description</th>
<th>FY-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated</td>
<td>304,923</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>304,923</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,280,609</td>
</tr>
</tbody>
</table>
# Statement of Activities

**Year Ended December 31, 2015**

## Support and revenue:

<table>
<thead>
<tr>
<th>Amounts raised in campaigns, net of campaign expenses incurred by other organizations and shrinkage:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined Federal Campaign</td>
<td>$1,939,390</td>
</tr>
<tr>
<td>Campaign management services</td>
<td>246,815</td>
</tr>
<tr>
<td>Private sector</td>
<td>285,102</td>
</tr>
<tr>
<td>State and local</td>
<td>630,038</td>
</tr>
<tr>
<td><strong>Total net amounts raised in campaigns</strong></td>
<td><strong>3,101,345</strong></td>
</tr>
<tr>
<td>Less amounts raised on behalf of others</td>
<td>3,048,846</td>
</tr>
<tr>
<td><strong>Support designated to America's Charities and Affiliates</strong></td>
<td><strong>$52,499</strong></td>
</tr>
<tr>
<td>Member charity fees</td>
<td>706,611</td>
</tr>
<tr>
<td>Campaign advertising fees</td>
<td>35,060</td>
</tr>
<tr>
<td>Donated services</td>
<td>102,619</td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td><strong>$896,789</strong></td>
</tr>
</tbody>
</table>

## Expenses:

| Expenses: |
|---|---|
| Program services: | |
| Member campaign services | 556,529 |
| Campaign management services | 212,688 |
| **Total program services** | **$769,217** |
| Supporting services: | |
| Management and general | 123,845 |
| Fundraising | 109,362 |
| **Total supporting services** | **233,207** |
| **Total expenses** | **1,002,424** |

## Change in net assets

<table>
<thead>
<tr>
<th>Change in net assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(105,635)</td>
<td></td>
</tr>
</tbody>
</table>

## Net assets:

| Net assets: |
|---|---|
| Beginning | 410,558 |
| Ending | **$304,923** |
Advancing the Landscape of Philanthropy

Workplace Giving and Engaging with Millennials Webinar Event

Since 2000, America’s Charities has collected data on trends, attitudes and perceptions in employee workplace giving and published its findings. We continued this work in 2015 with Snapshot 2015: The New Corporate DNA: Where Employee Engagement and Social Impact Converge.

This year, in order to make our groundbreaking research accessible to employers, nonprofits, and employees alike, we released our Snapshot 2015 report results with a live webinar event hosted by 3BL Media on December 10, 2015. Designed for corporate leaders and young professionals interested in cross-collaboration, corporate philanthropy, social responsibility, employee engagement, and nonprofit impact, this event provided solutions and insights on key trends and strategies shaping the future of employee engagement and workplace giving.

Building on America’s Charities’ 2014 symposium, which examined the connection between corporate giving, employee engagement and investing in charitable performance and impact from the perspective of charities, the 2015 webinar explored new research on the changing nature of workplace-centered philanthropy and employee engagement, including its role in attracting employees and engaging Millennials.

More than 130 people from 35 states and 11 countries attended this year’s live webinar event. The webinar was an enormous success with:

- More than 2,000 copies of Snapshot 2015 downloaded and distributed;
- Nearly 65,000 views of blog posts, press releases, and the report landing page;
- More than 177,000 Twitter accounts reached;

Speakers at the event included Lindsay J.K. Nichols, America Charities’ vice president of marketing and communications; Steve Greenhalgh, senior advisor to America’s Charities; and Heather Wright, director of Corporate Responsibility at PriceWaterhouseCoopers U.S.
SNAPSHOT 2015
Best Practices for Workplace Giving

Top 6 Trends
- Shift toward Volunteerism
  - Volunteerism: a path to full employee engagement
  - Companies have volunteerism strategies
- Companies still need unrestricted funding
  - But nonprofits do year-round giving
- Benchmarking against others' best practices & programs
- Engagement is a key to recruitment & retention
- Forward-looking companies are aware of & promote employee giving outside of the company
  - Employees will tell others & bring them next time
- In the moment
- Any time of the year
- When they are feeling it

What is Important to Leaders
- Leaders getting involved
- Millennials have expectations of their employers
- Align corporate & employee interests with nonprofit needs
  - Engagement must be authentic

Companies
- What the company gets out of it
  - Leaders are on board & asking about the benefits
- How companies measure success is changing
- Corporate giving officers must be one step ahead but not too far ahead
  - Reevaluate what you are doing to ensure that goals are being met

Employees
- Value networking, skills development, feeling good
  - I want to experience something with others

Achieving Balance, Shared Value & Sustained Change
- Increased expectations

Nonprofits
- Engagement: When employees tell others about the event
- Need organizational goals that resonate
  - From top to bottom

Communication
- Have employees share the story
- Small snippets of info
- Use social media!

Insights
- Embed engagement in the Corporate DNA
- Leadership must be authentic -- Employees will know
- Volunteerism is the core of engagement
- Empower employees to support their preferred causes
- Companies & Nonprofits should define mutual benefits
- Small & mid-sized companies can leverage large companies' experience

www.charities.org/snapshot2015
Facebook: https://www.facebook.com/AmericasCharitiesFederation
Twitter: https://twitter.com/AmerCharities
LinkedIn: https://www.linkedin.com/company/americas-charities

Trent Wakenight

Click here to view enlarged graphic.
Membership Assembly and Annual Business Meeting

On May 14, 2015, America’s Charities hosted its annual Membership Assembly. Member charities from across the country and special guests gathered to learn insights from corporate social responsibility experts on how to take their nonprofit employee donor engagement from strategy to success.

Leading the discussion were industry experts and guest speakers including Chris Brooks from Share Our Strength, Steffan DeClue from HRC, Chris Jarvis from Realized Worth, Ryan Scott from Causecast, Anthony Shop from Social Driver, Emily Simone from Lockheed Martin, and Heather Lofkin Wright from PwC.

Click the videos below to hear from some of the industry experts who spoke at our 2015 Membership Assembly:
Workplace Giving Campaigns and Member Event Participation

For the 2015 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 individual campaigns located in 39 campaign zones throughout the country and overseas that take place between September and December each year. Members participating in America’s Charities’ State and Local program, which reaches millions of public sector employees employed by the state, municipal, and county governments, public schools, and public universities, were presented as a choice in the campaigns for which they qualified, gaining access to the $2 million generate each year through nearly 100 state and local campaigns.

Additionally, we supported our member charities’ participation in over CFC, state/local, and private sector campaign events. For our members, participating in events helps raise their profile and gives 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 “Shape the Future” advertising campaign, using a mix of traditional print advertising, digital media, TV ads and social media. Media exposure from the awareness campaign, along with the facilitation of our members’ participation in workplace giving programs, resulted in public and private sector employees generating more than $26 million to America’s Charities, Children First, Health First, Community First, and member charities in 2015.
2015 Nonprofit Members

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
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
2015 Board of Directors

Children First
Stacy Pagos Haller, Chairman
Greg Borkowski, Secretary
Randall N. Toure, Treasurer
David Williams
Steven Delfin, Sole Corporate Member

Senior Executive Team

Stephen M. Delfin
President and Chief Executive Officer

James E. Starr
Chief Operating Officer and Chief Business Development Officer

Barbara Funnell
Administrative Director

David Stathis
Director, Information Technology

Denise Gustafson
Vice President, Charitable Funds Management Solutions

Kimberly H. Young
Vice President, Business Development

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

Robyn Neal
Vice President, Client Engagement Solutions

Sook Suragiat, CPA
Controller, Finance

Auditors
Independently Audited by: RSM US, LLP