

# Charities Review Council's Year in Review

# 20 16

## A Note From Executive Director Kris Kewitsch

Dear Council supporters,

2016 was a year of resilience for the Council. After receiving word in late 2015 that expected funding would not materialize, we re-worked our goals, strategies and annual plan. Although our core work remained the same, our approach changed. In hopes of *"walking the walk and talking the talk,"* we shared our journey in a 3-part blog series\*, which included the announcement of our updated staffing model. We creatively re-structured our organization to include a mix of permanent staff, contractors, and consultants. We continue to utilize this staffing model in 2017.

Despite these significant organizational shifts, we still served more than 565 nonprofits, provided more than 1,200 hours of personalized one-on-one technical assistance, and provided nearly 7,000 individuals with our Smart Giver Newsletter. We were also awarded an Ecosystem Grant from The Bush Foundation, for significant operating support over the next two years. It truly was a great year!

## Looking ahead to 2017...

We're excited to invest deeply in technology, business modeling, and enhanced evaluation. We're also looking forward to our bi-annual event, FORUM 2017, an event honoring and celebrating the philanthropic sector. With support from our event planning partner, Pollen, and our event co-host, The Bush Foundation, we're creating a dynamic event and experience that pushes the conversation around trust, diversity, equity, and inclusion, forward. As a part of the FORUM experience, we'll also be launching our Diversity, Equity & Inclusion Toolkit, which will better support our nonprofit partners with reviewing, discussing and addressing equity gaps.

**We have exciting and important work ahead, and your partnership makes it all possible.**

Consider a tax-deductible gift to Charities Review Council today! To give, visit <http://bit.ly/DonateCRC>.



In partnership,

A handwritten signature in black ink that reads "Kris Kewitsch".

Kris Kewitsch, Executive Director

\*To read the blog series, go to: <http://bit.ly/BlogCRC>

*"Mobilizing informed donors and accountable nonprofits for the greater good."*

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**Charities  
REVIEW  
Council®**

# PROGRAM SERVICES

Through cloud-based nonprofit technical assistance, responsive customer service, nonprofit learning communities, and donor education, we are building a culture of philanthropy where donors, funders, and nonprofits are engaged partners, working together to create stronger communities.

**We accomplish our work through our 3 main programs:** Donor Services, Nonprofit Services, and Donor-Nonprofit Relations.

# 2016

## Donor Services

At Charities Review Council, we work in partnership with donors, providing them with resources and smart giving tips. Together, we're able to support donors with making informed giving decisions to strong, trustworthy nonprofits.



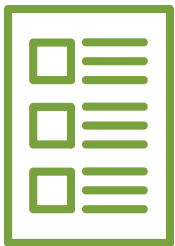
**10,419**

Unique page views of our online list of reviewed nonprofits.



**1,400**

Donor support calls received, each having the potential to translate into a smart giving decision.



## 2 Smart Giver Newsletters

We continued to provide our Smart Giver Newsletter and list of Meets Standards® nonprofits to over 7,000 individuals, **at no cost**, making information gathering easy and accessible for all. We print our Smart Giver Newsletter twice a year.



## 1 New Website

We began the process of launching a new website. Along with a whole new look and feel, phase one included a new search function capability, allowing donors to easily search for their favorite nonprofit **or** cause. Phase two (to be completed in 2017) will include highlighting Meets Standards® nonprofits on the homepage, along with other exciting upgrades. **Check it out at [SmartGivers.org](http://SmartGivers.org)!**

# 2016

## Nonprofit Services

Our unique, proprietary online tool, the Accountability Wizard®, is designed to be an educational self-assessment. With a combination of cloud-based technical assistance, non-judgmental support, and robust resources, organizations can use the Accountability Wizard® to align their governance and management practices with community co-created standards of nonprofit strength and accountability in a risk-free environment.



### Improved Governance

More than 81% of participating nonprofits made positive changes to strengthen their governance practices and policies.



### 45 New Nonprofits

With a goal of 21 new nonprofits engaged in the Accountability Wizard® review process, we not only met but exceeded our goal, engaging 45 new nonprofits in 2016, a 7 % increase over 2015.



### 100% Agree

Nonprofit Strengthening Project participants agreed that time at Council workshops was well spent.



### 1,200 Hours

Of individualized technical assistance provided to our nonprofit partners via phone and email support.

## Donor-Nonprofit Relations

Our programming is always designed to provide in-person and online spaces, places, and tools for donors, funders, and nonprofits to work together in meaningful partnership.



### 10,412

Unique page views of our online resources, which include sample policies, key definitions, and helpful links to additional information.



### 10,419

Unique page views of our online charity search.



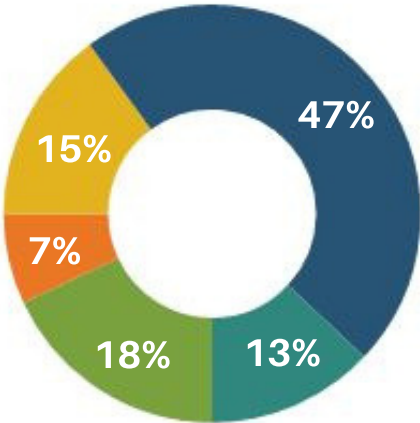
# FINANCIALS

## INCOME STATEMENT

TOTAL REVENUE.....	\$537,197
TOTAL EXPENSES.....	\$512,882
Donor Services.....	\$76,932
Nonprofit Services.....	\$241,055
Donor Nonprofit Relations.....	\$66,675
Mission Support/Admin.....	\$92,318
Mission Support/Fundraising.....	\$35,902

## BALANCE SHEET

TOTAL ASSETS.....	\$501,064
Current Assets.....	\$449,727
Fixed Assets.....	\$51,337
CURRENT LIABILITIES.....	\$74,896
TOTAL NET ASSETS.....	\$425,384
Unrestricted.....	\$199,211
Temporarily Restricted.....	\$226,173
TOTAL LIABILITIES & NET ASSETS.....	\$500,280



## USE OF FUNDS

- Nonprofit Services (47%)**  
We provided 1,200 hours of customized technical assistance to more than 565 nonprofits
- Donor/Nonprofit Relations (13%)**  
We reviewed our Accountability Standards® to ensure they were asset building for both donors & nonprofits
- Donor Services (15%)**  
We responded to more than 1,400 donor calls (each call having the potential to translate into a confident gift to a strong nonprofit).
- Mission Support/Fundraising (7%)**  
We were awarded the Ecosystem Grant from The Bush Foundation for operating support over the next 2 years.
- Mission Support/Admin (18%)**  
We launched a new website making finding resources easier for our donor & nonprofit partners.

## BOARD OF DIRECTORS

Brenda Starr, <b>Chair</b>	Tony Helmer
Emily Robertson, <b>Vice Chair</b>	Anu Jain
Robert Pickering, <b>Treasurer</b>	Gregg Larson
Patty Wilder, <b>Secretary</b>	Chamath Perera
Sarah Bjelland	Courtney Poja
Armando Camacho	Mary Jo Schifsky
Steve Devereux	Daniel Yang

## STAFF

Kris Kewitsch
Abby Wright
Ian Cook