

Do you support effective charities? You can. Use *Analytical Overviews* from www.IntelligentPhilanthropy.com to assess the number of **Performance Standards** a charity meets. **Bold Green Titles** below correspond to nonprofit *Analytical Overview* fields.



/ 6 LEADERSHIP

Nonprofit **CEO** is NOT the **Board Chair**
CEO Annual Evaluation is practiced

Staff Turnover Rate last year is under 25% (if staff exceeds 10)

Board Size is 5+ independent voting members with 2+ **Annual Board Meetings** and 2+ **Committees**

NO **Founder or CEO Family Members on the Board** and NO **Board Compensation**

Leadership honestly presents 2 or more **Weaknesses** in the **SWOT Analysis**



Significance?

Lower % = Higher risk of mission failure

/ 6 FINANCIAL MANAGEMENT

Ended in the black 3 of the last 4 years (see **SURPLUS/DEFICIT** under **Financial Management**)

Total Current Debt is less than 30% of annual cash donations

More than 3 months of **Current Cash Reserves** are maintained

Reserve Coverage exceeds 50% so assets could be liquidated to fund 50% of a year's operations

Written Financial Controls limit spending and account for all expenses

Performs annual **Independent Financial Audits** (if budgets exceeds \$2 million)

/ 6 LEVERAGE

Program Expenses has higher 3-year growth rate than **Administrative Expenses***

of **Clients Served** has higher 3-year growth rate than **Paid Staff***

of **Clients Served** has higher 3-year growth rate than **Annual Income***

Lowers expenses through use of multiple **Volunteers**

Collaborates with multiple **Strategic Partners**

Cost to Raise \$1 is \$0.15 or less

/ 6 STRATEGY

1-3 Year Plan has specific milestones and deadlines

1-3 Year Plan is realistic based on previous **Results** and **Growth Trends****

Up-to-date Board-approved Strategic Plan guides leadership decisions and organizational direction

Recent Program Improvement is a specific and significant upgrade**

Opportunities in the **SWOT Analysis** are concrete rather than vague or generic**

Geographic Scope of international charities is clustered regionally for effective oversight**

/ 6 IMPACT

Staff tracks **Key Performance Indicators**

Scope of the **Big Organizational Goal** is realistic and measurable**

Measures outcomes against benchmarks or baselines

Completed independent evaluation of program outcomes

Surveys beneficiaries about program quality and impact

Results include outcomes that show progress from baselines, not just annual activities and one-time events

/ 6 FINANCIAL SUSTAINABILITY

% of **Gift Income from Largest Gift** is 15% or less

Annual Income has increased during the last 3 years

Donor Retention Rate exceeds the industry average 55%

of annual **Donors** has increased during the last 3 years

Earned Revenue covers some expenses, demonstrating at least 1% **Self-sustainability**

Board contributes 1% or more of annual income (See **Revenue % from Board**)

* This standard only applies to nonprofits with budgets larger than \$500,000 or more than 5 years old.

** Some standards require a judgment call. Nonprofit evaluation is both an art and a science.

<-- Use drop-down "Total" menu to the left to select the number of standards with information to evaluate.