



# Tuesday's Tip

information provided by Adriance Memorial Library to make your life a little bit easier . . . .

Charity Navigator

October 2, 2012

[Charity Navigator](#) is an organization that examines the structure and finances of non-profit charities and can give donors a better picture of where exactly all the money goes. They have a list of the [top ten](#) (and bottom ten) charities, tips, charts and numbers galore. So if a patron finds themselves in the position of being able to donate, suggest this website as part of the process!



The screenshot shows the Charity Navigator website interface. At the top left is the logo and '10th ANNIVERSARY CHARITY NAVIGATOR Your Guide To Intelligent Giving'. To the right are links for 'Log in | New User? Register now to access expanded features. | FAQ'. Below these are buttons for 'SUBSCRIBE TO OUR NEWSLETTER' and 'DONATE TO CHARITY NAVIGATOR'. A navigation bar contains links for 'Home', 'My Charities', 'Top Ten Lists', 'Hot Topics', 'Methodology', and 'Tips for Donors'. A search bar is labeled 'CHARITY SEARCH' with a placeholder 'enter charity name or keywords here' and options for 'Name Only', 'GO', 'Advanced', 'A-Z Directory', '4-Star Charities', and 'World Map'. The main content area features a large banner for 'Celebrating 10 Years of Empowering Donors' with an image of hands holding money. To the right is a 'Charity Navigator needs your help...' section with a 'DONATE NOW' form offering options for \$10, \$20, and \$50.

For more information or other reference and collection development assistance, call the Reference & Information Desk at Adriance Memorial Library at (845) 485-3445 or (800) 804-0092, extension 3702.

## Hot Topics



Save The Date - November 27, 2012

Eleven Year Anniversary of 9/11 Terrorist Attacks

Hurricane Isaac

Hurricane Katrina

Invisible Children: The Charity Behind KONY 2012

Support Our Troops

Charities Working to Prevent and Cure Breast Cancer

Disaster Giving: Joplin, MO Tornado

Japan Earthquake and Tsunami: How To Help

Haiti Earthquake: 1 Year Later

Celebrities Put Star-Power to Good Use

Help Those Hurt by the Economic Slump

## Invisible Children: The Charity Behind KONY 2012

### Charity Navigator Responds to Misinformation About our Rating of Invisible Children



Early in March 2012, the charity, [Invisible Children](#), released a video. Invisible Children created the video in an effort to draw attention to Joseph Kony, the leader of the Lord's Resistance Army (LRA), and his terrorizing of Ugandans. The video was not intended to celebrate him, but to raise support for his arrest and set a precedent for international law. The video became an Internet sensation. In just a few days, it garnered 75 million views on YouTube.

But the video's tremendous popularity brought the charity a mixed bag of praise and scrutiny. Overnight the charity was hit with a string of criticisms that attacked everything from how it spends its money to the appropriateness of its mission. Like Larry Magid pointed out on the [Huffington Post](#), we too believe in the importance of critical thinking. Heart wrenching appeals, like Kony 2012, are a powerful tool for inspiring altruism, but they are meaningless if we don't take the time to ensure that the charity behind the cause is worth the investment. That's what we're all about at Charity Navigator – looking under the hood and doing the analysis to help you be an informed donor.

While it is fair to debate the appropriateness of this charity's approach to solving a serious problem, some bloggers, donors and even reporters have mischaracterized the financial health of Invisible Children and even our evaluation of the charity. Rather than back away from the criticism, Invisible Children's CEO, Ben Keeseey, addressed many of the concerns raised about the charity via another video (see below). We commend the charity for this approach and what appears to be its commitment to transparency. And we'd also like to take a moment and set the record straight on a few items related to our rating of Invisible Children.

1. We give the charity 4 out of a possible 4 stars for its Financial Health. It spends upwards of 80% of its budget on its programs and services. As such, Invisible Children is actually outperforming most charities in our database in terms of how it allocates its expenses.

But some have mischaracterized the charity's spending. They've pointed to the 37% the charity indicates it spent on "Central Africa Programs" (direct programs and services in Africa rather than awareness

Here is a look at the charity behind last spring's viral video, KONY 2012...