

Average Pledges to National Charities Over Three Years

The table below shows how CFC categories performed on average – i.e., dividing the amount pledged in a CFC cycle by the number of groups that chose a particular NTEE Code. The three right-hand columns compare the ranking for the last three years.

Average Total Pledges to National and International Charities Sorted by NTEE Code Three Years of Results, 103 PCFO Reporting

NTEE Code	NTEE Category	2011 Average Charity Total \$	2011 Rank	2010 Rank	2009 Rank
M	Public Safety, Disaster Preparedness & Relief	5,741	1	1	1
Y	Mutual/Membership Benefit Orgs., Other	4,170	2	14	22
H	Medical Research	2,375	3	2	2
W	Public, Social Benefit: Multipurpose, Other	1,640	4	3	3
E	Health - General and Rehabilitative	1,632	5	4	4
P	Human Services - Multipurpose and Other	1,611	6	5	7
D	Animal Related	1,368	7	7	8
K	Food, Agriculture, and Nutrition	1,205	8	9	5
L	Housing, Shelter	1,139	9	8	9
T	Philanthropy, Voluntarism & Foundations	1,046	10	10	15
Q	International, Foreign Affairs, National Security	1,012	11	6	6
G	Disease, Disorders, Medicinal Discipline	980	12	11	12
X	Religion Related, Spiritual Development	932	13	12	11
C	Environmental Quality, Protection & Beautification	899	14	13	13
B	Educational Institutions & Related Activities	891	15	15	14
O	Youth Development	837	16	16	17
R	Civil Rights, Social Action, Advocacy	829	17	17	16
F	Mental Health, Crisis Intervention	706	18	18	20
U	Science & Technology Research Institutes, Services	674	19	20	23
Z	Other	616	20	21	10
I	Crime, Legal Related	595	21	19	18
N	Recreation, Sports, Leisure, Athletics	586	22	23	21
J	Employment, Job Related	568	23	22	19
S	Community Improvement, Capacity Building	536	24	24	24
A	Arts, Culture, and Humanities	463	25	25	25
V	Social Science Research Institutes, Services	324	26	26	26

We have highlighted a handful of rows in the above table to focus on what can happen if a high performing charity moves into or out of a category that has relatively few charities in total. A dramatic example of this involves the USO – a top 10 CFC charity.

In the 2009 and 2010 CFCs, USO chose to identify itself as an *International/ Foreign Affairs/National Security* charity – belonging to NTEE Category Q. For the 2011 CFC, USO changed its first pick to *Mutual Membership / Benefit Organizations*—Category Y.

The *International/Foreign Affairs* category has numerous well-performing groups; nonetheless, the shift of USO away from that category led to a drop from 6 to 11 in the category's rank.

USO's choice of *Mutual Membership* also had a major affect on this category which had, till then, only lesser performing charities. The category rocketed from 14th position to 2nd in these rankings.

A second example involves Catholic Relief Services – another top 10 CFC charity – which changed its NTEE code in 2010 from *Food, Agriculture and Nutrition*(Category K) to *Public Safety, Disaster Preparedness and Relief* (Category M). Category K dropped in the rankings once Catholic Relief Services had shifted to Category M.

Changes like these do not reflect a true change in donor priorities, of course. But the rankings can be skewed when a top earner changes its selection of code.

It is important to note that over 90% of the charities that were in all three campaign years (2009-11) never changed their first NTEE code at all, and most of those who did were too small to affect the ranking significantly.