

A Million Donors Choose

A Report on Donor Choice

Results for the top performing charities in the 2017 CFC

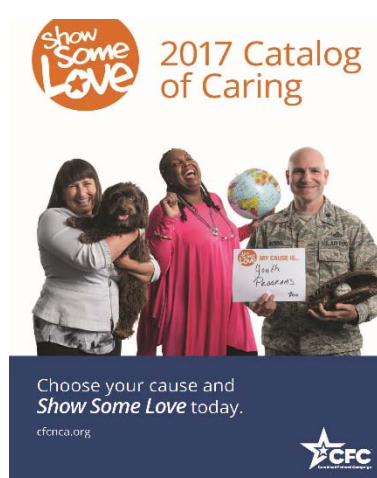
October 3, 2018

The Workplace Giving Alliance annually gathers data regarding charity performance in the U.S Combined Federal Campaign. *A Million Donors Choose* reports go back to the 2009 CFC; they are the only detailed window into the charity preferences of federal employees.

Below are highlights drawn from the most recent report, published on September 28, 2018, including results for the highest performing charities. The full report is available at <http://www.wg-alliance.org/research>.

Background on the CFC

For more than half a century, the U.S. government has sponsored the Combined Federal Campaign – the world's largest workplace fundraising drive.



Each fall, federal employees – civilian, military and postal – are invited to support eligible national and local charities. Employees are directed to either a printed or digital list of every eligible national and international organization, plus the many local groups that have qualified in a particular community.

The government contracts with private providers to promote the campaign to potential donors. These companies are called “Outreach Coordinators,” and one such OC is assigned to each of the 36 zones which cover the country and overseas. The CFC operates through these zones, which vary in size from metropolitan regions to multiple states. In the 2017 CFC, there were four such OCs: Kaptivate, Maguire/Maguire, Penngood, and Tribal Tech.

In the 2017 CFC, national and international organizations accounted for about 2,000 of the approximately 8,000 total participating charities; the rest were local organizations. The size of each local list varied from zone to zone, reflecting the number of charities local to that area. The printed directory for each zone often ran more than 100 pages. An example is to the left.

In the 2017 CFC, employees were invited to use an online system to make their pledges, or, depending on the zone, had the option of using a paper pledge card. They were advised to pick one or more groups from the list of qualified organizations and pledge to each one. About four million employees were invited to participate, and thousands of employees did so. Federal donors sometimes gave a single gift by writing a check or using a credit card, but normally employees authorized their federal payroll office to withhold a particular amount from each paycheck throughout the following calendar year.

This report includes pledge results from three CFC cycles: 2015, 2016, and 2017.

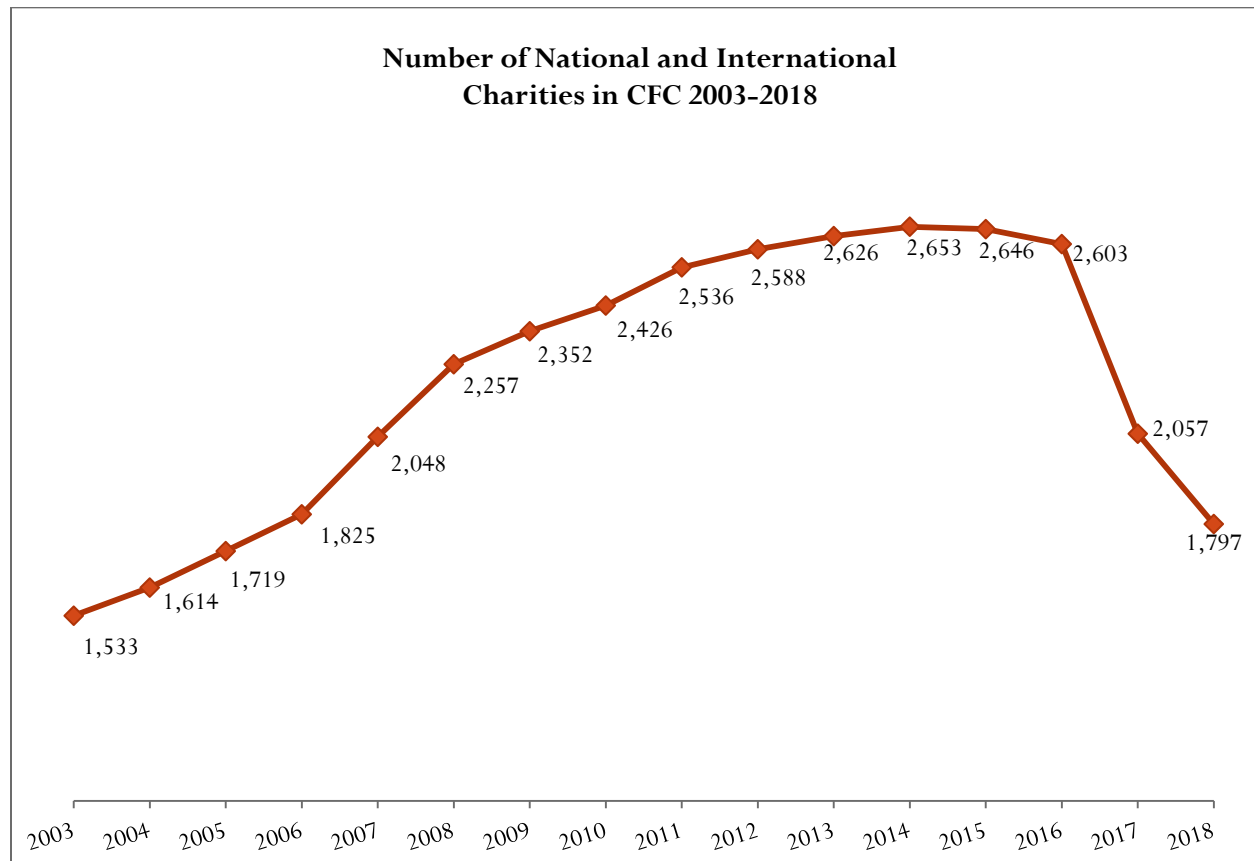
Declining Participation: Donors and Charities

As the following table shows, employee participation dropped sharply in 2017, both in terms of the participation rate and the amount pledged.

	2017		2016		2015	
Natl - Intl Charities	\$59,491,417	58.7%	\$97,850,344	58.4%	\$106,718,753	60.0%
Local Charities	\$41,941,356	41.3%	\$69,272,714	41.6%	\$71,063,207	40.0%
Total Pledges	\$101,432,773	100.0%	\$167,123,057	100.0%	\$177,781,960	100.0%
<i>Total # Donors</i>	169,232		409,275		486,282	
<i>Total # Solicited</i>	3,895,401		3,832,581		3,935,493	
<i>Participation Rate</i>	4.34%		10.68%		12.36%	

Source: OPM annual reports

Charities also are participating less in the CFC. The table below shows that the number of national and international charities choosing to enter the campaign has dropped significantly over the past three years.



Campaign Costs

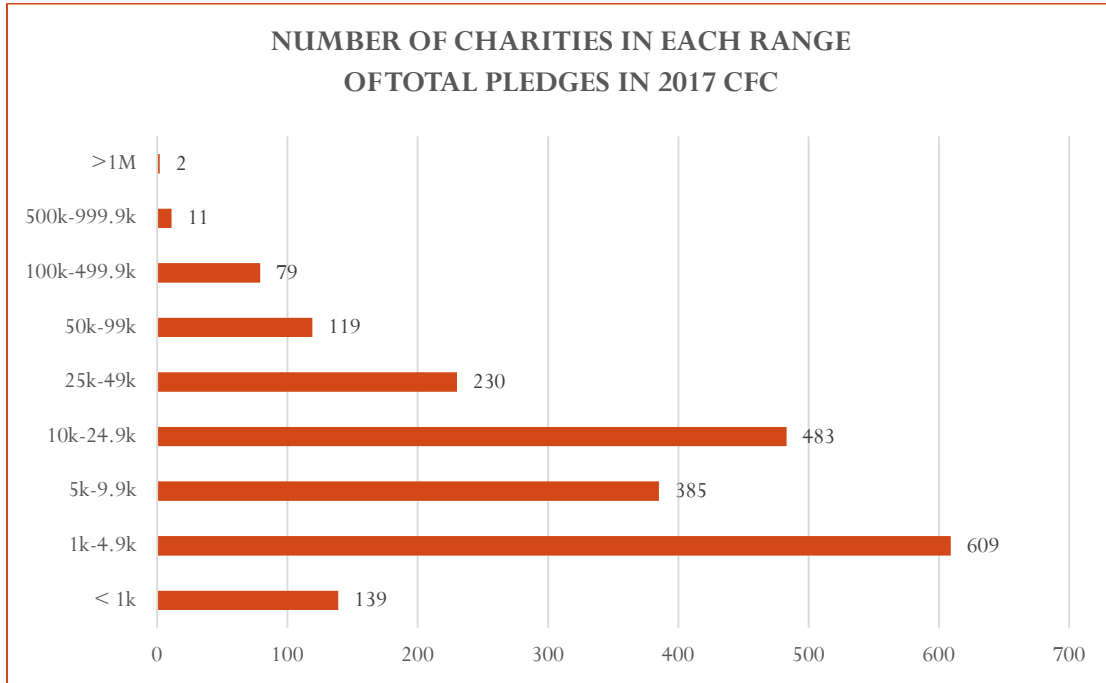
OPM requires that participating charities pay toward the cost of the campaign. The government hoped that upfront charity fees would be sufficient to cover the entire cost of the program, but this was not the case for the 2017 CFC and is not likely to be the case for years to come. For the 2017 CFC the government was required to collect a post-campaign fee tied to each charity's total pledges. Here are the three fees as assessed by OPM for the 2017 and 2018 CFCs. Note that OPM has not yet announced the third fee, the distribution fee, for the 2018 campaign. That percentage will reflect the 2018 pledge results.

2017 CFC			
APPLICATION FEES		LISTING FEES	
Nat'l/Int'l Federation	\$1,575	Tier I Nat'l/Int'l Organizations ¹	\$2,270
Nat'l/Int'l Federation Member Org.	\$400	Tier II Nat'l/Int'l Organizations ²	\$555
Nat'l/Int'l Unaffiliated Org	\$570	Tier III Nat'l/Int'l Organizations ³	\$370
Local Federation	\$630	Tier I Local Organizations ¹	635
Local Federation Member Org.	\$255	Tier II Local Organizations ²	\$135
Local Unaffiliated Org.	\$340	Tier III Local Organizations ³	\$20
DISTRIBUTION FEE	For each participating charity, 16.5% of donated funds		
2018 CFC			
APPLICATION FEES		LISTING FEES	
Nat'l/Int'l Federation	\$1,575	Tier I Nat'l/Int'l Organizations ¹	\$1,755
Nat'l/Int'l Federation Member Org.	\$400	Tier II Nat'l/Int'l Organizations ²	\$525
Nat'l/Int'l Unaffiliated Org	\$570	Tier III Nat'l/Int'l Organizations ³	\$360
Local Federation	\$630	Tier I Local Organizations ¹	625
Local Federation Member Org.	\$255	Tier II Local Organizations ²	\$125
Local Unaffiliated Org.	\$340	Tier III Local Organizations ³	\$15
DISTRIBUTION FEE	OPM will announce in spring 2019		
NOTES			
¹ Tier I organizations are those that report \$1 million or more in revenue on the IRS Form 990 (or pro forma IRS Form 990) submitted with the CFC application.			
² Tier II organizations are those that report \$250 thousand or more in revenue, but less than \$1 million on the IRS Form 990 (or pro forma IRS Form 990) submitted with the CFC application.			
³ Tier III organizations are those that report less than \$250 thousand in revenue on the IRS Form 990 (or pro forma IRS Form 990) submitted with the CFC application.			

Funds from the above fees are used to pay the Central Campaign Administrator and the Outreach Coordinators. OPM's own costs for the staff that supervises the CFC are paid from the government's general revenue.

The Impact of OPM Fees on Charity Pledge Results

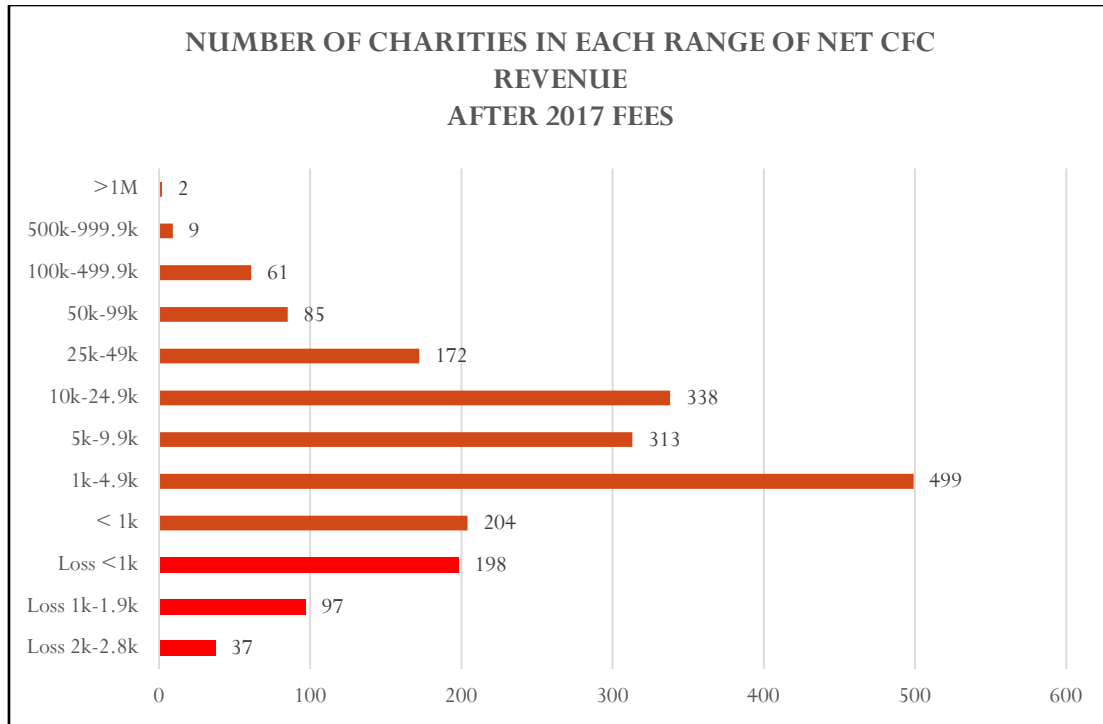
We start with a table that shows charity performance by pledge range. The first table shows that two charities received more than \$1 million in pledges in 2017. By way of contrast, 10 groups exceeded a million dollars in pledges in each of the preceding two years of the campaign.



We blend the above table with figures reflecting what charities paid to participate in the 2017 CFC. In the table on the next page, we reflect the impact of all three OPM fees: the application fee, the listing fee, and the distribution fee. We do not include what charities paid their federations – if they participated as a member of a federation.

As one can see, a substantial number of participating charities lost money in the 2017 CFC – meaning they paid more to participate than they are likely to receive from the campaign. One in six participants fell into that unhappy class. If we add groups that raised less than \$1,000 in pledges, that ratio rises to more than one in four.

As we argued when OPM was considering fees, charities participate in the CFC to raise money. When there is a real possibility that they will spend more than they raise, charities will naturally hesitate at the time of application. The results we are seeing now will only serve to reinforce that caution.



Top Performers in the 2017 CFC

We present in the following pages results for the 100 national and international organizations receiving the highest pledges in the 2017 CFC. The amounts actually *received* by the charities will be less, primarily reflecting three factors:

- The amount withheld by the CFC itself to help cover its costs. OPM refers to this as a “distribution fee.” That fee was 16.5% of the pledge total for each charity.
- Pledges that are not fulfilled. We cannot know this figure until a campaign’s distributions are complete, but we estimate it to be roughly 2 percent of total pledges.
- The amount withheld by a charity’s federation. This will vary widely, reflecting the policies of individual federations. Charities participating independently will not be subject to this last cost.

In the 2017 CFC, St. Jude Children’s Research Hospital received the highest pledge total of \$4,648,650. This amount was more than 30% lower than the 2016 estimated total of \$7,097,200. Doctors Without Borders, with pledges of \$1,432,730, moved into second place from third place in the two prior years. This pledge total was also sharply down, but DWB competitors experienced even greater losses. Pledges to Wounded Warrior Project and the American National Red Cross, in third and fourth place respectively, fell to just under \$1 million each, failing to reach the seven-figure mark for the first time in many years. The last charity within the Top 100 was the Lupus Foundation of America, which received \$94,747 in pledges.

The first table below lists the Top 100 in descending pledge order. Also included are each charity’s CFC number and federation affiliation, if the group was a member of a federation in the 2017 CFC. We have shortened some of the charity and federation names to save space. For purposes of comparison, we list to the far right of the chart each charity’s rank for 2015 and 2016.

Top 100 Performers in 2017 CFC – Descending Order						
2017 Rank	Charity Name	Federation Affiliation	5-Digit Code	Total Pledges	2016 Rank	2015 Rank
1	ST. JUDE CHILDRENS RESEARCH HOSPITAL INC	COMMUNITY HEALTH CHARITIES	10560	\$4,648,650	1	1
2	DOCTORS WITHOUT BORDERS USA	GLOBAL IMPACT	11112	\$1,432,730	3	3
3	WOUNDED WARRIOR PROJECT INC	NATL/INT INDEPENDENT ORGANIZATIONS	11425	\$979,077	4	2
4	AMERICAN NATIONAL RED CROSS [National Organization]	AMERICAN NATIONAL RED CROSS	10266	\$962,437	2	4
5	AMERICAN CANCER SOCIETY	COMMUNITY HEALTH CHARITIES	10570	\$936,972	7	5
6	CATHOLIC RELIEF SERVICES - USCCB	CATHOLIC SERVICE ORGANIZATIONS OF AMERICA	12194	\$915,054	8	7
7	PLANNED PARENTHOOD FEDERATION OF AMERICA	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	11682	\$913,233	5	9
8	AMERICAN CIVIL LIBERTIES UNION FOUNDATION, INC.	AMERICA'S CHARITIES	11890	\$769,079	9	78
9	SAMARITANS PURSE	CHRISTIAN SERVICE CHARITIES	10532	\$760,541	11	10
10	FISHER HOUSE FOUNDATION INC	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	11453	\$701,877	6	6
11	ASPCA: AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS	ANIMAL CHARITIES OF AMERICA	11645	\$656,940	10	8
12	SHRINERS HOSPITALS FOR CHILDREN	CHILDREN'S MEDICAL & RESEARCH CHARITIES OF AMERICA (CHILDRENS MEDICAL RESEARCH CHARITIES OF AMERICA)	12139	\$639,741	12	15
13	NATIONAL PUBLIC RADIO INC	NATL/INT INDEPENDENT ORGANIZATIONS	10030	\$580,142	14	12
14	UNITED NEGRO COLLEGE FUND INC	NATL/INT INDEPENDENT ORGANIZATIONS	10672	\$478,067	13	11
15	DISABLED AMERICAN VETERANS (DAV) CHARITABLE SERVICE TRUST	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	11322	\$458,206	15	14
16	SOUTHERN POVERTY LAW CENTER	AMERICA'S CHARITIES	10352	\$402,774	18	111
17	AMERICAN NATIONAL RED CROSS [San Diego Chapter]	NATL/INT INDEPENDENT ORGANIZATIONS	86555	\$393,202	#N/A	#N/A
18	NATURE CONSERVANCY	EARTHSHARE	10643	\$385,880	22	19
19	AMERICAN HEART ASSOCIATION INC	COMMUNITY HEALTH CHARITIES	11236	\$380,525	17	16
20	ALZHEIMER'S RESEARCH AND PREVENTION FOUNDATION	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	12166	\$335,038	19	18
21	UNITED SERVICE ORGANIZATIONS INC	UNITED SERVICE ORGANIZATIONS INC	11381	\$321,780	16	13
22	UNICEF USA	GLOBAL IMPACT	12182	\$300,461	35	25
23	THE SALVATION ARMY WORLD SERVICE OFFICE (SAWSO)	GLOBAL IMPACT	12084	\$287,810	52	46
24	FOCUS ON THE FAMILY	CHRISTIAN SERVICE CHARITIES	10534	\$282,096	24	22
25	WORLD WILDLIFE FUND INC	EARTHSHARE	12072	\$280,965	36	37
26	CATHOLIC CHARITIES USA	CATHOLIC SERVICE ORGANIZATIONS OF AMERICA	10674	\$280,585	30	20
27	ALZHEIMER'S ASSOCIATION (ALZHEIMERS DISEASE AND RELATED DISORDERS ASSOCIATION INC)	COMMUNITY HEALTH CHARITIES	11234	\$277,350	20	26
28	ALZHEIMER'S RESEARCH FOUNDATION, FISHER CENTER (ZACHARY AND ELIZABETH M FISHER CENTER FOR ALZHEIMERS RESEARCH FDN)	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	11029	\$262,501	29	27

Top 100 Performers in 2017 CFC – Descending Order

2017 Rank	Charity Name	Federation Affiliation	5-Digit Code	Total Pledges	2016 Rank	2015 Rank
29	PARKINSON'S RESEARCH - THE MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	12227	\$262,301	26	29
30	NATURAL RESOURCES DEFENSE COUNCIL INC	EARTHSHARE	10623	\$257,102	28	123
31	WORLD VISION	GLOBAL IMPACT	11117	\$247,270	50	39
32	MAKE-A-WISH FOUNDATION® OF AMERICA	CHILDREN FIRST - AMERICA'S CHARITIES	11375	\$242,472	21	17
33	HEIFER INTERNATIONAL (HEIFER PROJECT INTERNATIONAL)	GLOBAL IMPACT	12079	\$241,903	38	30
34	SIERRA CLUB FOUNDATION	EARTHSHARE	12071	\$240,837	47	88
35	INTERNATIONAL RESCUE COMMITTEE INC	GLOBAL IMPACT	11113	\$239,748	34	44
36	ROGER L VON AMELUNXEN FOUNDATION INC	NATL/INT INDEPENDENT ORGANIZATIONS	10010	\$238,223	42	23
37	GARY SINISE FOUNDATION	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	27963	\$238,161	43	58
38	CURE ALZHEIMER'S FUND (ALZHEIMERS DISEASE RESEARCH FOUNDATION)	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	24434	\$227,033	72	116
39	FEED THE CHILDREN	AMERICA'S CHARITIES	10986	\$225,791	58	45
40	FEEDING AMERICA	AMERICA'S CHARITIES	11627	\$225,768	60	52
41	FOOD FOR THE POOR INC	INTERNATIONAL INDEPENDENT ORGANIZATIONS	10328	\$218,115	48	53
42	POSTAL EMPLOYEES RELIEF FUND	NATL/INT INDEPENDENT ORGANIZATIONS	10268	\$215,814	45	87
43	PUPPIES BEHIND BARS	ANIMAL CHARITIES OF AMERICA	11902	\$212,031	37	36
44	MULTIPLE SCLEROSIS NATIONAL RESEARCH INSTITUTE (TORREY PINES INSTITUTE FOR MOLECULAR STUDIES INC)	MEDICAL RESEARCH CHARITIES INC	12135	\$208,148	32	33
45	SUSAN G KOMEN BREAST CANCER FOUNDATION	COMMUNITY HEALTH CHARITIES	10615	\$205,562	27	24
46	HABITAT FOR HUMANITY	CHRISTIAN CHARITIES USA	98727	\$203,340	87	#N/A
47	PAWS4VETS (PAWS4PEOPLE INC)	ANIMAL CHARITIES OF AMERICA	19324	\$203,013	25	34
48	NATIONAL MULTIPLE SCLEROSIS SOCIETY	COMMUNITY HEALTH CHARITIES	11409	\$202,464	74	82
49	VOICE OF THE MARTYRS, INC., THE	CHRISTIAN SERVICE CHARITIES	10993	\$200,700	39	42
50	UNITED METHODIST CHURCH & ITS AFFILIATED ORGANIZATIONS	GLOBAL IMPACT	11116	\$196,010	59	50
51	SPECIAL OPERATIONS WARRIOR FOUNDATION	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	11455	\$194,835	23	28
52	HUMANE SOCIETY OF THE UNITED STATES	ANIMAL CHARITIES OF AMERICA	11894	\$194,207	33	32
53	LUTHERAN WORLD RELIEF INC	CHRISTIAN CHARITIES USA	11114	\$190,727	44	51
54	K9S FOR WARRIORS INC	MILITARY SUPPORT GROUPS OF AMERICA	82286	\$189,241	46	59
55	RONALD MCDONALD HOUSE CHARITIES®	CHILDREN FIRST - AMERICA'S CHARITIES	11277	\$176,400	53	38
56	NATIONAL PARK FOUNDATION	CONSERVATION AND PRESERVATION CHARITIES OF AMERICA	11252	\$176,367	70	122

Top 100 Performers in 2017 CFC – Descending Order

2017 Rank	Charity Name	Federation Affiliation	5-Digit Code	Total Pledges	2016 Rank	2015 Rank
57	CHESAPEAKE BAY FOUNDATION INC	CONSERVATION AND PRESERVATION CHARITIES OF AMERICA	11325	\$175,731	65	57
58	BREAST CANCER RESEARCH FOUNDATION INC	MEDICAL RESEARCH CHARITIES INC	10584	\$174,009	51	40
59	AMERICAN DIABETES ASSOCIATION	DIABETES CHARITIES OF AMERICA	74630	\$168,443	#N/A	#N/A
60	SAVE THE CHILDREN	GLOBAL IMPACT	12085	\$167,799	64	75
61	NAACP LEGAL DEFENSE AND EDUCATIONAL FUND	AMERICA'S CHARITIES	11104	\$161,331	55	107
62	SEMPER FI FUND	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	11459	\$160,001	41	31
63	SMILE TRAIN INC	COMMUNITY HEALTH CHARITIES	10284	\$149,224	54	49
64	ANGEL CANINES FOR WOUNDED WARRIORS	ANIMAL CHARITIES OF AMERICA	19800	\$147,475	117	35
65	EARTHSHARE	EARTHSHARE	10252	\$142,635	63	79
66	ARCHDIOCESE FOR THE MILITARY SERVICES USA	NATL/INT INDEPENDENT ORGANIZATIONS	10046	\$141,990	#N/A	55
67	ELEPHANT SANCTUARY (THE ELEPHANT SANCTUARY IN TENNESSEE)	WILD ANIMALS WORLDWIDE	10470	\$138,445	89	91
68	HUMAN RIGHTS CAMPAIGN FOUNDATION	AMERICA'S CHARITIES	11893	\$137,457	80	101
69	BEST FRIENDS ANIMAL SOCIETY	NATL/INT INDEPENDENT ORGANIZATIONS	42164	\$135,494	83	127
70	CHILDREN'S HOSPITAL	CHILDREN FIRST - AMERICA'S CHARITIES	65105	\$129,523	61	70
71	TOYS FOR TOTS FOUNDATION (MARINE TOYS FOR TOTS FOUNDATION)	CHILDREN'S CHARITIES OF AMERICA	10400	\$128,819	75	66
72	CIVIL WAR TRUST (CIVIL WAR PRESERVATION TR)	CONSERVATION AND PRESERVATION CHARITIES OF AMERICA	11785	\$126,747	104	98
73	COMPASSION INTERNATIONAL	GLOBAL IMPACT	10522	\$126,574	79	61
74	CANCER RESEARCH INSTITUTE INC	COMMUNITY HEALTH CHARITIES	11999	\$125,401	40	62
75	ALZHEIMER'S AND AGING RESEARCH CENTER	HEALTH FIRST - AMERICA'S CHARITIES	12117	\$123,085	111	84
76	PUBLIC BROADCASTING SERVICE	NATL/INT INDEPENDENT ORGANIZATIONS	47620	\$122,115	99	104
77	OXFAM AMERICA	GLOBAL IMPACT	11681	\$121,811	116	96
78	DIRECT RELIEF	AMERICA'S MOST COST-EFFECTIVE CHARITIES	10665	\$119,789	165	161
79	AUTISM RESEARCH - THE AUTISM SOCIETY OF AMERICA FOUNDATION FOR	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	11836	\$115,972	69	76
80	COOPERATIVE FOR ASSISTANCE AND RELIEF EVERYWHERE INC	GLOBAL IMPACT	11678	\$115,383	98	68
81	AMERICAN DIABETES ASSOCIATION INC	COMMUNITY HEALTH CHARITIES	11235	\$115,037	31	43
82	WYCLIFFE BIBLE TRANSLATORS INC	CHRISTIAN SERVICE CHARITIES	11737	\$113,344	96	100
83	WOUNDED WARRIORS FAMILY SUPPORT INC	NATL/INT INDEPENDENT ORGANIZATIONS	81534	\$113,323	77	47
84	PANCREATIC CANCER ACTION NETWORK INC	COMMUNITY HEALTH CHARITIES	10607	\$109,365	84	74
85	AUTISM SPEAKS INC	COMMUNITY HEALTH CHARITIES	12413	\$107,416	67	72

Top 100 Performers in 2017 CFC – Descending Order						
2017 Rank	Charity Name	Federation Affiliation	5-Digit Code	Total Pledges	2016 Rank	2015 Rank
86	CATHOLIC HEALTH CARE FOR THE POOR (CATHOLIC MEDICAL MISSION BOARD INC)	CATHOLIC SERVICE ORGANIZATIONS OF AMERICA	10909	\$106,715	81	92
87	ENVIRONMENTAL DEFENSE FUND INCORPORATED	EARTHSHARE	10628	\$106,641	105	206
88	BREAST CANCER AFRICAN AMERICAN, SISTERS NETWORK INC.	CANCERCURE OF AMERICA: CARE, UNDERSTAND, RESEARCH & END	10756	\$106,285	62	54
89	AMERICAN CENTER FOR LAW AND JUSTICE	AMERICA'S CHARITIES	11889	\$104,854	150	170
90	WOUNDED WARRIOR EMERGENCY SUPPORT FUND (AIR WARRIOR COURAGE FOUNDATION)	MILITARY FAMILY AND VETERANS SERVICE ORGANIZATIONS OF AMERICA	11450	\$100,691	49	21
91	ARTHRITIS NATIONAL RESEARCH FOUNDATION	HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	11031	\$100,458	124	150
92	AMNESTY INTERNATIONAL USA	AMERICA'S CHARITIES	10363	\$100,336	134	106
93	CYSTIC FIBROSIS FOUNDATION	COMMUNITY HEALTH CHARITIES	11406	\$98,295	86	83
94	PARTNERS IN HEALTH (PARTNERS IN HEALTH A NONPROFIT CORPORATION)	GLOBAL IMPACT	11644	\$98,011	136	131
95	UNION OF CONCERNED SCIENTISTS INC	EARTHSHARE	10637	\$97,851	146	252
96	AMERICAN ASSOCIATION FOR CANCER RESEARCH	CANCERCURE OF AMERICA: CARE, UNDERSTAND, RESEARCH & END	12009	\$97,197	56	63
97	ALLEY CAT ALLIES	ANIMAL CHARITIES OF AMERICA	10964	\$97,151	113	120
98	LEUKEMIA & LYMPHOMA SOCIETY INC	COMMUNITY HEALTH CHARITIES	11239	\$97,010	68	71
99	RAILS-TO-TRAILS CONSERVANCY	AMERICA'S CHARITIES	10641	\$95,817	137	141
100	LUPUS FOUNDATION OF AMERICA INC	COMMUNITY HEALTH CHARITIES	10566	\$94,747	85	81

Our next table displays the pledge totals for the Top 100, organized by federation. The reader will see that 89 of the top 100 charities were affiliated with a federation. We include the American Red Cross and USO which have federation status in the CFC but have no members.

Community Health Charities had 14 members in the top 100, receiving around \$7.5 million in pledges. Federations, including Community Health Charities, have additional members, of course. Our table is limited to the Top 100.

2017 Pledge Totals by Federations - Top 100 National/International Charities				
Federation	2017 Total	Share of Top 100 Total	Charities	Average
AMERICAN NATIONAL RED CROSS	\$962,437	3.1%	1	\$962,437
AMERICA'S CHARITIES	\$2,223,207	7.1%	9	\$247,023
AMERICA'S MOST COST-EFFECTIVE CHARITIES	\$119,789	0.4%	1	\$119,789
ANIMAL CHARITIES OF AMERICA	\$1,510,817	4.8%	6	\$251,803
CANCERCURE OF AMERICA	\$203,482	0.6%	2	\$101,741
CATHOLIC SERVICE ORGANIZATIONS OF AMERICA	\$1,302,354	4.1%	3	\$434,118
CHILDREN FIRST - AMERICA'S CHARITIES	\$548,395	1.7%	3	\$182,798
CHILDREN'S CHARITIES OF AMERICA	\$128,819	0.4%	1	\$128,819
CHILDREN'S MEDICAL & RESEARCH CHARITIES OF	\$639,741	2.0%	1	\$639,741
CHRISTIAN CHARITIES USA	\$394,067	1.3%	2	\$197,034

CHRISTIAN SERVICE CHARITIES	\$1,356,680	4.3%	4	\$339,170
COMMUNITY HEALTH CHARITIES	\$7,548,018	24.0%	14	\$539,144
CONSERVATION & PRESERVATION CHARITIES OF	\$478,846	1.5%	3	\$159,615
DIABETES CHARITIES OF AMERICA	\$168,443	0.5%	1	\$168,443
EARTHSHARE	\$1,511,911	4.8%	7	\$215,987
GLOBAL IMPACT	\$3,575,509	11.3%	12	\$297,959
HEALTH & MEDICAL RESEARCH CHARITIES OF AMERICA	\$2,216,536	7.0%	7	\$316,648
HEALTH FIRST - AMERICA'S CHARITIES	\$123,085	0.4%	1	\$123,085
INTERNATIONAL INDEPENDENT ORGANIZATIONS	\$218,115	0.7%	1	\$218,115
MEDICAL RESEARCH CHARITIES	\$382,157	1.2%	2	\$191,079
MILITARY FAMILY AND VETERANS SERVICE	\$1,853,770	5.9%	6	\$308,962
MILITARY SUPPORT GROUPS OF AMERICA	\$189,241	0.6%	1	\$189,241
NATIONAL/INTERNATIONAL INDEPENDENT	\$3,397,447	10.8%	10	\$339,745
USO (UNITED SERVICE ORGANIZATIONS)	\$321,780	1.0%	1	\$321,780
WILD ANIMALS WORLDWIDE	\$138,445	0.4%	1	\$138,445
TOP 100 TOTAL	\$31,513,095			

We next present a table that compares the 2017 pledges totals to the 2016 totals. The list is limited to the Top 100 charities.

As has been widely reported, total pledges in the 2017 CFC were below the total for the 2016 CFC; the actual drop was 39.3 percent. An organization that saw its own pledge total drop by less than 39.3 percent effectively performed better than the CFC as a whole. We have, therefore, broken the table into three sections:

- Organizations that saw their 2017 pledge total actually rise in comparison to 2016
- Organizations that saw their 2017 pledge total drop – but by an amount less than 39.3 percent
- Organizations that saw their 2017 pledge total drop by 39.3 percent or more.

Three Top 100 organizations in the 2017 CFC did not participate in 2016, so the list below shows only 97 groups.

Comparing CFC Pledge Results in 2017 and 2016 – Top 100 National/International Charities				
Charity Name	2017 Pledge Total	2016 Pledge Total	\$ Increase or Decrease	% Increase or Decrease
DIRECT RELIEF	\$119,789.24	\$102,100.00	\$17,689	17.33%
HABITAT FOR HUMANITY	\$203,340.46	\$183,800.00	\$19,540	10.63%
CURE ALZHEIMER'S FUND (ALZHEIMERS DISEASE	\$227,033.12	\$210,700.00	\$16,333	7.75%
THE SALVATION ARMY WORLD SERVICE OFFICE	\$287,810.36	\$281,100.00	\$6,710	2.39%
ANGEL CANINES FOR WOUNDED WARRIORS	\$147,474.67	\$145,500.00	\$1,975	1.36%
NATIONAL MULTIPLE SCLEROSIS SOCIETY	\$202,464.14	\$204,400.00	-\$1,936	-0.95%
FEEDING AMERICA	\$225,768.40	\$242,900.00	-\$17,132	-7.05%
AMERICAN CENTER FOR LAW AND JUSTICE	\$104,854.14	\$114,400.00	-\$9,546	-8.34%
FEED THE CHILDREN	\$225,791.18	\$254,700.00	-\$28,909	-11.35%
WORLD VISION	\$247,269.50	\$287,600.00	-\$40,331	-14.02%
UNION OF CONCERNED SCIENTISTS INC	\$97,850.60	\$116,600.00	-\$18,749	-16.08%
OXFAM AMERICA	\$121,811.13	\$145,600.00	-\$23,789	-16.34%
NATIONAL PARK FOUNDATION	\$176,367.46	\$212,800.00	-\$36,433	-17.12%

Comparing CFC Pledge Results in 2017 and 2016 – Top 100 National/International Charities

Charity Name	2017 Pledge Total	2016 Pledge Total	\$ Increase or Decrease	% Increase or Decrease
UNICEF USA	\$300,461.40	\$366,200.00	-\$65,739	-17.95%
UNITED METHODIST CHURCH & ITS AFFILIATED	\$196,009.96	\$243,500.00	-\$47,490	-19.50%
NATURE CONSERVANCY	\$385,879.70	\$481,000.00	-\$95,120	-19.78%
PARTNERS IN HEALTH (PARTNERS IN HEALTH A	\$98,011.00	\$122,200.00	-\$24,189	-19.79%
SIERRA CLUB FOUNDATION	\$240,837.11	\$301,300.00	-\$60,463	-20.07%
SAMARITANS PURSE	\$760,541.22	\$952,100.00	-\$191,559	-20.12%
ALZHEIMER'S AND AGING RESEARCH CENTER	\$123,085.26	\$154,300.00	-\$31,215	-20.23%
CHESAPEAKE BAY FOUNDATION INC	\$175,731.15	\$220,600.00	-\$44,869	-20.34%
AMNESTY INTERNATIONAL USA	\$100,335.56	\$126,200.00	-\$25,864	-20.49%
CIVIL WAR TRUST (CIVIL WAR PRESERVATION TR)	\$126,747.16	\$159,800.00	-\$33,053	-20.68%
RAILS-TO-TRAILS CONSERVANCY	\$95,816.68	\$122,100.00	-\$26,283	-21.53%
WORLD WILDLIFE FUND INC	\$280,965.44	\$361,100.00	-\$80,135	-22.19%
ELEPHANT SANCTUARY (THE ELEPHANT SANCTUARY	\$138,444.94	\$181,000.00	-\$42,555	-23.51%
SAVE THE CHILDREN	\$167,798.70	\$220,900.00	-\$53,101	-24.04%
HUMAN RIGHTS CAMPAIGN FOUNDATION	\$137,457.10	\$186,400.00	-\$48,943	-26.26%
BEST FRIENDS ANIMAL SOCIETY	\$135,494.08	\$184,400.00	-\$48,906	-26.52%
SHRINERS HOSPITALS FOR CHILDREN	\$639,741.22	\$870,800.00	-\$231,059	-26.53%
ARTHRITIS NATIONAL RESEARCH FOUNDATION	\$100,458.45	\$136,900.00	-\$36,442	-26.62%
DOCTORS WITHOUT BORDERS USA	\$1,432,729.81	\$1,958,600.00	-\$525,870	-26.85%
FOOD FOR THE POOR INC	\$218,115.34	\$299,000.00	-\$80,885	-27.05%
PUBLIC BROADCASTING SERVICE	\$122,115.40	\$167,800.00	-\$45,685	-27.23%
CATHOLIC CHARITIES USA	\$280,584.74	\$387,600.00	-\$107,015	-27.61%
NATIONAL PUBLIC RADIO INC	\$580,142.03	\$802,000.00	-\$221,858	-27.66%
CATHOLIC RELIEF SERVICES - USCCB	\$915,054.29	\$1,276,300.00	-\$361,246	-28.30%
GARY SINISE FOUNDATION	\$238,160.76	\$336,400.00	-\$98,239	-29.20%
AMERICAN CIVIL LIBERTIES UNION FOUNDATION, INC.	\$769,079.22	\$1,090,500.00	-\$321,421	-29.47%
ROGER L VON AMELUNXEN FOUNDATION INC	\$238,223.00	\$339,700.00	-\$101,477	-29.87%
POSTAL EMPLOYEES RELIEF FUND	\$215,813.64	\$314,500.00	-\$98,686	-31.38%
HEIFER INTERNATIONAL (HEIFER PROJECT	\$241,902.60	\$353,900.00	-\$111,997	-31.65%
COOPERATIVE FOR ASSISTANCE AND RELIEF	\$115,382.88	\$169,400.00	-\$54,017	-31.89%
ENVIRONMENTAL DEFENSE FUND INCORPORATED	\$106,641.00	\$157,400.00	-\$50,759	-32.25%
ST. JUDE CHILDRENS RESEARCH HOSPITAL INC	\$4,648,649.79	\$6,863,800.00	-\$2,215,150	-32.27%
COMPASSION INTERNATIONAL	\$126,574.00	\$187,200.00	-\$60,626	-32.39%
ALZHEIMER'S RESEARCH FOUNDATION, FISHER	\$262,501.10	\$397,300.00	-\$134,799	-33.93%
WYCLIFFE BIBLE TRANSLATORS INC	\$113,343.50	\$172,700.00	-\$59,357	-34.37%
INTERNATIONAL RESCUE COMMITTEE INC	\$239,747.90	\$369,200.00	-\$129,452	-35.06%
ALLEY CAT ALLIES	\$97,150.64	\$150,200.00	-\$53,049	-35.32%
NATURAL RESOURCES DEFENSE COUNCIL INC	\$257,102.12	\$399,600.00	-\$142,498	-35.66%
TOYS FOR TOTS FOUNDATION (MARINE TOYS FOR	\$128,818.57	\$202,000.00	-\$73,181	-36.23%
AMERICAN CANCER SOCIETY	\$936,972.17	\$1,471,500.00	-\$534,528	-36.33%
RONALD MCDONALD HOUSE CHARITIES®	\$176,399.52	\$277,100.00	-\$100,700	-36.34%

Comparing CFC Pledge Results in 2017 and 2016 – Top 100 National/International Charities

Charity Name	2017 Pledge Total	2016 Pledge Total	\$ Increase or Decrease	% Increase or Decrease
EARTHSHARE	\$142,635.43	\$225,800.00	-\$83,165	-36.83%
K9S FOR WARRIORS INC	\$189,241.26	\$303,000.00	-\$113,759	-37.54%
BREAST CANCER RESEARCH FOUNDATION INC	\$174,009.22	\$282,800.00	-\$108,791	-38.47%
ASPCA: AMERICAN SOCIETY FOR THE PREVENTION OF	\$656,940.14	\$1,068,100.00	-\$411,160	-38.49%
PARKINSON'S RESEARCH - THE MICHAEL J. FOX	\$262,300.98	\$426,500.00	-\$164,199	-38.50%
FOCUS ON THE FAMILY	\$282,096.10	\$459,300.00	-\$177,204	-38.58%
LUTHERAN WORLD RELIEF INC	\$190,726.54	\$317,400.00	-\$126,673	-39.91%
PUPPIES BEHIND BARS	\$212,031.44	\$354,300.00	-\$142,269	-40.15%
NAACP LEGAL DEFENSE AND EDUCATIONAL FUND	\$161,331.44	\$269,600.00	-\$108,269	-40.16%
WOUNDED WARRIORS FAMILY SUPPORT INC	\$113,323.27	\$190,300.00	-\$76,977	-40.45%
PANCREATIC CANCER ACTION NETWORK INC	\$109,365.42	\$184,100.00	-\$74,735	-40.59%
VOICE OF THE MARTYRS, INC., THE	\$200,699.50	\$344,500.00	-\$143,801	-41.74%
CATHOLIC HEALTH CARE FOR THE POOR (CATHOLIC	\$106,715.00	\$185,200.00	-\$78,485	-42.38%
SOUTHERN POVERTY LAW CENTER	\$402,773.72	\$702,900.00	-\$300,126	-42.70%
DISABLED AMERICAN VETERANS (DAV) CHARITABLE	\$458,205.68	\$801,100.00	-\$342,894	-42.80%
WOUNDED WARRIOR PROJECT INC	\$979,076.78	\$1,754,500.00	-\$775,423	-44.20%
PLANNED PARENTHOOD FEDERATION OF AMERICA	\$913,233.16	\$1,651,300.00	-\$738,067	-44.70%
UNITED NEGRO COLLEGE FUND INC	\$478,067.09	\$865,500.00	-\$387,433	-44.76%
SMILE TRAIN INC	\$149,223.64	\$271,300.00	-\$122,076	-45.00%
MULTIPLE SCLEROSIS NATIONAL RESEARCH INSTITUTE	\$208,148.20	\$379,300.00	-\$171,152	-45.12%
AUTISM RESEARCH - THE AUTISM SOCIETY OF	\$115,971.62	\$214,400.00	-\$98,428	-45.91%
CHILDREN'S HOSPITAL	\$129,523.00	\$239,700.00	-\$110,177	-45.96%
ALZHEIMER'S ASSOCIATION (ALZHEIMERS DISEASE AND	\$277,349.86	\$515,900.00	-\$238,550	-46.24%
AMERICAN HEART ASSOCIATION INC	\$380,524.76	\$711,800.00	-\$331,275	-46.54%
CYSTIC FIBROSIS FOUNDATION	\$98,295.18	\$183,900.00	-\$85,605	-46.55%
ALZHEIMER'S RESEARCH AND PREVENTION	\$335,037.67	\$632,300.00	-\$297,262	-47.01%
HUMANE SOCIETY OF THE UNITED STATES	\$194,207.01	\$370,800.00	-\$176,593	-47.62%
LUPUS FOUNDATION OF AMERICA INC	\$94,747.00	\$184,000.00	-\$89,253	-48.51%
AUTISM SPEAKS INC	\$107,415.70	\$217,400.00	-\$109,984	-50.59%
MAKE-A-WISH FOUNDATION® OF AMERICA	\$242,472.38	\$494,400.00	-\$251,928	-50.96%
SUSAN G KOMEN BREAST CANCER FOUNDATION	\$205,562.01	\$426,100.00	-\$220,538	-51.76%
AMERICAN NATIONAL RED CROSS	\$962,437.16	\$2,034,600.00	-\$1,072,163	-52.70%
SEMPER FI FUND	\$160,001.00	\$340,600.00	-\$180,599	-53.02%
BREAST CANCER AFRICAN AMERICAN, SISTERS	\$106,284.50	\$229,600.00	-\$123,316	-53.71%
FISHER HOUSE FOUNDATION INC	\$701,877.04	\$1,524,500.00	-\$822,623	-53.96%
LEUKEMIA & LYMPHOMA SOCIETY INC	\$97,010.17	\$214,500.00	-\$117,490	-54.77%
PAWS4VETS (PAWS4PEOPLE INC)	\$203,013.45	\$455,700.00	-\$252,687	-55.45%
UNITED SERVICE ORGANIZATIONS INC	\$321,780.13	\$759,500.00	-\$437,720	-57.63%
SPECIAL OPERATIONS WARRIOR FOUNDATION	\$194,835.25	\$461,600.00	-\$266,765	-57.79%
AMERICAN ASSOCIATION FOR CANCER RESEARCH	\$97,197.24	\$259,900.00	-\$162,703	-62.60%
CANCER RESEARCH INSTITUTE INC	\$125,400.61	\$343,100.00	-\$217,699	-63.45%