



139 Harristown Rd • Glen Rock, NJ 07452
phone (201) 818-1288 • fax (201) 818-4694
www.charitynavigator.org

October 1, 2019

James Brayton Hall
The Garden Conservancy
P.O. Box 608
Garrison, NY 10524

Dear James Brayton Hall:

On behalf of Charity Navigator, I wish to congratulate The Garden Conservancy on attaining the coveted 4-star rating for demonstrating strong financial health and commitment to accountability and transparency.

The nonprofit sector is advancing and expanding. As our organizations evolve, so do the desires and interests of our supporters. Astute donors are yearning for greater accountability, transparency, and for concrete results from us. With more than 1.5 million American charities, Charity Navigator aims to accentuate the work of efficient and transparent organizations. The intent of our work is to provide donors with essential information to give them greater confidence in both the charitable decisions that they make and the nonprofit sector.

Based on the most recent information available, we have issued a new rating for your organization. We are proud to announce The Garden Conservancy has earned our second consecutive 4-star rating. This is our highest possible rating and indicates that your organization adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that The Garden Conservancy exceeds industry standards and outperforms most charities in your area of work. Only 32% of the charities we evaluate have received at least 2 consecutive 4-star evaluations, indicating that The Garden Conservancy outperforms most other charities in America. This exceptional designation from Charity Navigator sets The Garden Conservancy apart from its peers and demonstrates to the public its trustworthiness.

Forbes, *Business Week*, and *Kiplinger's Financial Magazine*, among others, have profiled and celebrated our unique method of applying data-driven analysis to the charitable sector. We evaluate ten times more charities than our nearest competitor and currently attract more visitors to our website than all other charity rating groups combined, thus making us the leading charity evaluator in America. Our data shows that users of our site donated more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced approximately \$10 billion in charitable gifts.

Your achievement and the 4-star rating will enhance your organization's fundraising and public relations efforts. Our favorable review of The Garden Conservancy's financial health and commitment to accountability & transparency is now visible on our website.

We wish you continued success in your charitable endeavors.

Sincerely,

Michael Thatcher
President and CEO