

America's Top Charities

A NATION OF
PHILANTHROPISTS
DONATES BILLIONS OF
DOLLARS ANNUALLY
TO SUPPORT CAUSES
RANGING FROM CANCER
TO TROUBLED
YOUTH.



CHAMPIONS OF

CHANGE

THE NATION'S LEADING CHARITIES MAKE A DIFFERENCE
IN THE LIVES OF THE SICK AND LESS FORTUNATE EVERY DAY.

WHEN FATHER STEVEN E. BOES, national executive director of Boys Town, asks children who have been separated from troubled families what they want, they typically ask for one thing, he says: to return to their families. The Nebraska nonprofit, which will serve more than 24,000 children this year, runs comprehensive programs to help keep families together, providing everything from therapy to lessons in basic cooking as an alternative to putting kids in foster care. "It's really the kids who have showed us the way," Boes says. And it's generous individual and corporate donors who enable the group to work toward this goal. Boys Town expects to meet its 2011 annual fundraising goal of \$50 million this year, as it did last year.

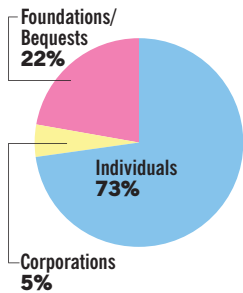
There's no mistaking the fact that Americans are a charitable people. Although many are still hurting after the Great Recession, they gave 2% of their disposable personal income to charity in 2010, pushing total charitable donations in the nation to \$290.9 billion last year, according to a 2011 report by the Giving USA Foundation, a Chicago-based group that aims to advance philanthropy through research and education. Individuals contributed 73% of the pool, increasing their donations by 2.7%. In turn, donations from corporations, which contributed 5% of the total, rose by 10.6% to organizations ranging from Feeding America to the American Red Cross. The rest came from foundations and bequests (see chart at left).

The Committee Encouraging Corporate Philanthropy (CECP), based in New York, reported that 65% of companies gave more in 2010 than they did in 2009—and that 40% increased their giving by 10% or more, according to preliminary

survey data. "Some have really been able to rebuild and expand their corporate giving since the downturn," notes Alison Rose, manager for standards and measurement at the CECP.

Perhaps it's not surprising that giving has rebounded. The U.S.—tied with Switzerland—was among the six most charitable nations in the world, according to the 2010 World Giving Index, published by the Charities Aid Foundation, which advises charities on how to connect with donors.

DONOR NATION TOTAL CHARITABLE DONATIONS IN 2010: \$290.9 BILLION



Source: Giving USA Foundation

Symbol of hope: "He ain't heavy, he's my brother" is the Boys Town motto embodied in the statue at the Omaha campus.

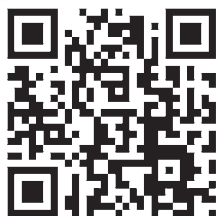


MICHAEL BUCKLEY/BOYS TOWN



Change the Way America Cares for Children & Families

Research shows that
failing to save just one
high-risk youth costs
society \$3.75 million.



Use your mobile device
to scan this QR code
and see a story about
one of our families.

www.boystown.org

When families fail, the shattered lives and lost potential affect not only the children who are suffering, but all of us.

Boys Town strives to keep families together, give desperate kids hope and help parents succeed. We lift them up, heal their wounds and put them on the path to a brighter future.

To discuss how you can partner with Boys Town to change the way America cares for children and families, call 402-498-1056 or email healingfamilies@boystown.org.



BOYS TOWN[®]
Saving Children Healing Families



Success story: Boys Town saved Fernandez, who, after therapy, joined the Junior ROTC and prepared for college.



Here is a look at four nonprofits that are capturing the hearts of donors today, helping society in very different ways.

BOYS TOWN: UNITED WE STAND

KAHLI FERNANDEZ LOST HOPE after her father and mother died, both victims of car accidents, two years apart. At age 11, Fernandez went to live with her grandmother in the West Palm Beach area of Florida. Struggling with her grief, she hung out with the wrong crowd, stopped going to school, and was disrespectful to her grandmother, by her account. “It was kind of like ‘I don’t have parents. What’s the point of going to school and making anybody proud?’” recalls Fernandez, now 18.

Then her family tried a new approach. In eighth grade, Fernandez moved to Boys Town, a more-than-90-year-old nonprofit that is a national leader in the care and treatment of children and families. She lived on campus with a married couple in the Treatment Family Homes program. At Boys Town, she received psychological therapy and thrived on activities ranging from the student council to Junior ROTC. “These things motivated me to stay on track,” she says. Fernandez is getting ready to start attending Wayne State College, with a partial scholarship from Boys Town, to study psychology or drama. “Now I am happy,” she says. “I would never want to go back to the person I was.”

As states look for ways to reduce their spending, Father Boes says that healing young people like Fernandez and working with families preventively in their homes is far more cost-effective than dealing with the problems, such as dropping out of school and incarceration, that may ultimately result

when families break apart.

Using its Integrated Continuum of Care, which focuses on rehabilitating the body, mind, and spirit, Boys Town, first founded as an orphanage in 1917, now helps 1.6 million people each year. It focuses on at-risk youth who have been abused or neglected or who suffer behavioral or emotional disorders, offering customized, expert care, either within their own home, in a treatment center, or in an out-of-home, family-like setting (Treatment Family Homes) at sites across the country.

To make sure its programs work, Boys Town has done extensive follow-up studies since 1998 through the Boys Town National Research Institute. It has found youths who had received treatment in Treatment Family Homes had a higher high school graduation rate than the national norm. Now it is conducting research on neurobehavioral disorders in children to prove that non-drug-based alternatives work.

KOMEN FOR THE CURE: FIGHTING BREAST CANCER

SUSAN SONLEY DISCOVERED A LUMP high in her armpit during a routine breast self-exam in 1994. It turned out to be stage-two breast cancer. After undergoing a lumpectomy, along with radiation and chemotherapy, Sonley, then 40, became committed to getting personally involved in finding a cure for the disease.

The commercial real estate executive from Virginia began participating as a runner or walker in the Race for the Cure series, run by Susan G. Komen for the Cure, the world’s largest breast cancer organization, in Washington, D.C., and other locations around the country where her family lives. She has raised more than \$800,000 with teams she has organized.

1.6
MILLION

The number of at-risk youth helped by Boys Town each year.



Cancer survivors: Race for the Cure in Washington, D.C.

MICHAEL BUCKLEY/BOYS TOWN (TOP); ANDREW COUNTELL FOR SUSAN G. KOMEN FOR THE CURE® (BOTTOM)

Every
69 SECONDS
a woman
DIES of breast cancer.



Susan G. Komen for the Cure® is working to change this. Last year alone we funded more than 600,000 breast screenings. We helped 100,000 people financially through treatment. We educated 4 million about breast cancer. We invested more than \$60 million in breast cancer research. And we did it in more than 50 countries around the world. Komen for the Cure is the only organization fighting breast cancer on every front: education, advocacy, research and community support. But we still have far to go to stop the ticking clock.

Don't wait another 69 seconds to save a life. We're making progress, but there's much more to do, and we need your help.

Learn how to help today. Visit komen.org.





Extreme makeovers: A baby after cleft surgery (above); a Smile Train surgeon with patients at the Charles Pinto Centre in Kerala, India (left).

ate number of African-American women in their forties. The term “triple negative” refers to the fact that the cancer does not respond to treatments that target three types of receptors in the body.

The public is paying attention. Komen expects to raise more than \$440 million this year from grassroots donations and corporations.

98%

The five-year survival rate for breast cancer detected early in the U.S. today, up from 74% in 1982.

Source: Susan G. Komen for the Cure

Ambassador Nancy G. Brinker founded Komen in 1982 in Dallas, in honor of her sister, Susan Goodman Komen, who died of breast cancer at age 36. “I firmly believe that without Nancy Brinker and her dedication, there is a strong likelihood I would not be alive today,” says Sonley, 57, who last year underwent similar treatment for a different type of breast cancer, detected at the very early stage zero, in the other breast during an MRI she underwent as a preventive step. In 1982, the five-year survival rate for cancer in the U.S. that was detected early was 74%; today it’s 98%.

Breast cancer is the most frequently diagnosed cancer among women, affecting about 1.4 million individuals each year. The fatality rates are also high: It claims some 465,000 lives annually. Hardest hit are women in developing countries where care is limited or not available, notes Brinker. To help women beat the odds, Komen has given more than \$1.9 billion to fight breast cancer over the last 29 years, funding community health services and research. “We want a cure,” says Brinker, an influential leader who was Chief of Protocol for the U.S. from 2007 to the end of the recent Bush administration.

The foundation is currently funding research ranging from a George Washington University study on a potential vaccine for recurrent breast cancer to one that is studying new treatments for the most aggressive types of breast cancer, such as triple negative, which strikes a disproportion-

SMILE TRAIN: CHILD MAKEOVERS

OPERATING ON PAKISTANI CHILDREN with clefts at Hayatabad Medical Complex’s Plastic Surgery Department and Al Shifa Health Care Center in Peshawar, plastic surgeon Dr. Tahmeedullah Tahmeed knows he is changing the lives of those whose appearance and, sometimes, speech would be severely affected by the birth defect to the upper lip and roof of the mouth. With the American nonprofit Smile Train funding the operations, his waiting list has stretched to November, as of late June. “Most of the patients cannot afford the charges,” says the doctor. “Smile Train is a ray of hope for them.”

Smile Train was founded in 1999 by Charles B. Wang—the founder of CA Technologies—and ad executive Brian F. Mullaney, business associates who had been involved with a traditional mission group that had to turn away children who needed cleft surgery for lack of money. Funded by individual and corporate donations over the years, Smile Train has provided more than 650,000 free surgeries since its founding, approximately 90% for children. Based in New York, the worldwide organization funded 117,000 free cleft surgeries, sometimes along with ancillary services such as speech therapy and orthodontic care, in the fiscal year that just closed. It aims to provide 120,000 surgeries this year in developing countries, such as India, China, Bolivia, and Ethiopia.

Give A Child With A Cleft A Second Chance At Life.



Free cleft surgery which takes as little as 45 minutes and costs as little as \$250, can give desperate children not just a new smile—but a new life.

**“...one of the most
productive charities —
dollar for deed — in the world.”**
—*The New York Times*

**Your support can provide free treatment
for poor children with clefts.**

\$250 Surgery. \$125 Half surgery. \$50 Medications. \$ _____

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My check is enclosed. Z11081025ZFAY28

Smile Train, P.O. Box 96211, Washington, DC 20090-6211

Donate online: www.smiletrain.org or call: 1-800-932-9541



According to the U.S. Government, women should take sufficient levels of folic acid (400 micrograms/day) during pregnancy to help prevent neural tube defects and reduce the risk for cleft lip and palate. When folic acid is taken one month before conception and throughout the first trimester, it has been proven to reduce the risk for neural tube defects by 50 to 70 per cent. Be sure to receive proper prenatal care, quit smoking and drinking alcohol and follow your health care provider's guidelines for foods to avoid during pregnancy. Foods to avoid may include raw or undercooked seafood, beef, pork or poultry; delicatessen meats; fish that contain high levels of mercury; smoked seafood; fish exposed to industrial pollutants; raw shellfish or eggs; soft cheeses; unpasteurized milk; pâté; caffeine; and unwashed vegetables. For more information, visit www.SmileTrain.org. Smile Train is a 501 (c)(3) nonprofit recognized by the IRS, and all donations to Smile Train are tax-deductible in accordance with IRS regulations. © 2011 Smile Train.

MORE THAN
320

The number of
children Smile
Train helps
every day.

Smile Train works with 1,100 partner hospitals in more than 80 countries, training local doctors who donate their time and providing funding to cover the costs of the operations, says executive director Priscilla Ma. Smile Train also expanded recently into six small countries: Burkina Faso, Kazakhstan, Madagascar, Niger, Sierra Leone, and Tajikistan. The operations provide a new lease on life for children who might, in some cases, be hidden away and kept out of school by illiterate families who think cleft is a curse or feel ashamed, she says. "We're helping more than 320 children every day," Ma says.

FIRST: DEVOTED TO SCIENCE EDUCATION

AFTER HER PARENTS SEPARATED AND troubles at home escalated, Suki Berry found herself hanging out with the wrong crowd between middle school and high school in Encinitas, Calif. She describes her friends then as "stoners, the weirder kids—not the good kind of weird"—and says they encouraged her to skip school. But the talented artist, now 17, changed course when a classmate suggested she join the school's robotics club. "I said, 'I'm not good at math,'" recalls Berry. However, she gave it a chance, became the club's marketing president and designed T-shirts sold at school fairs. She soon

Science whiz: Berry (left) joined a robotics club supported by FIRST, which improved her academics; Robots vie for points at the FIRST 2011 Robotics Championship held in St. Louis, Mo. (below)



found herself with new friends, improved her grades, and was elected homecoming queen her freshman year. Mechanical design engineer Stephen des Jardins launched the robotics club at her school, San Dieguito Academy, and he runs it with volunteer help from his wife, Karen, a graduate of Massachusetts Institute of Technology.

It's just one example of the projects fostered and supported by FIRST, a Manchester, N.H., nonprofit founded by Segway PT inventor Dean Kamen in 1989 to offer robotics competitions to excite young people about math and science careers. "Our vision is to create a world where science and technology are celebrated in the same way that sports and entertainment are," says Jon Dudas, president of FIRST (For Inspiration and Recognition of Science and Technology) and former director of the U.S. Patent and Trademark Office.

Many leading companies and organizations support the mission of FIRST, which runs its programs for children from kindergarten through high school. There are more than 250,000 participants worldwide. FIRST's sponsors include Boeing, Johnson & Johnson, and Motorola, all of which are well aware of the nation's need to develop math and science talent to fill the jobs of the future. In addition, NASA's Robotics Alliance Project provides grants for 297 student teams that participate in the FIRST Robotics Competition.

With this extensive support, the program has had a profound impact on students: A Brandeis University study found that FIRST participants were more than twice as likely to pursue a career in science and technology. One other sign of its success: It is connecting 932 students who participated on its teams with \$15 million in college scholarships, from 149 scholarship providers for 2011 alone.

With governments around the globe struggling to address challenges from child neglect to shortages of engineers on increasingly tight budgets, nonprofits will play an ever more important role in offering innovative and cost-effective solutions. The challenge for the world's top charities will be to keep funds rising, so that they can continue to play a starring role as problem solvers. ●

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NATALE VAN VALKENBERG (TOP); ADRIANA GROISMAN, COURTESY OF FIRST (BOTTOM)



Today they're ***kids building robots*** for friendly competition.
Tomorrow they'll be your competitor's smartest innovators.

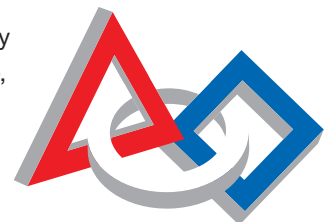
(Unless you get to them FIRST.)



Thanks to the generosity of over 3500 of the world's most innovative companies, FIRST® teaches STEM skills, real-world problem solving, and life lessons to nearly 300,000 youth ages 6 to 18. As a result, FIRST kids are many times more likely to attend college, major in science or engineering, and be outstanding future employees and citizens. Founder Dean Kamen invites you to get behind FIRST, too.

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