



January 30, 2008

Teresa Rhodes  
Keep Indianapolis Beautiful  
445 North Pennsylvania Street  
Suite 910  
Indianapolis, IN 46204

Dear Teresa Rhodes:

On behalf of Charity Navigator, I wish to congratulate Keep Indianapolis Beautiful on achieving our coveted 4-star rating for sound fiscal management.

As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars. In this competitive philanthropic marketplace, Charity Navigator, America's premier charity evaluator, highlights the fine work of efficient charities such as your own, and provides donors with essential information needed to give them greater confidence in the charitable choices they make.

Based on the most recent financial information available, we have calculated a new rating for your organization. We are proud to announce Keep Indianapolis Beautiful has earned our second consecutive 4-star rating for its ability to efficiently manage and grow its finances. Only 15% of the charities we've rated have received at least 2 consecutive 4-star evaluations, indicating that Keep Indianapolis Beautiful outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible. This "exceptional" designation from Charity Navigator differentiates Keep Indianapolis Beautiful from its peers and demonstrates to the public it is worthy of their trust.

*The New York Times*, *NPR* and *The Chronicle of Philanthropy*, 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 irrefutable data shows that users of our site gave more than they planned to before viewing our findings, and in fact, last year Charity Navigator visitors gave over \$3 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of Keep Indianapolis Beautiful's fiscal health will be visible on our website as of February 1st and to help you share this significant accomplishment with your donors, we will be sending you a direct link to Keep Indianapolis Beautiful's rating page and our 4-star logos. We will email these links on February 6th to the following email address, [trhodes@kibi.org](mailto:trhodes@kibi.org). If you would like this forthcoming email sent to an email address other than the one listed above, please contact Kateri Snyder at [ksnyder@charitynavigator.org](mailto:ksnyder@charitynavigator.org) and identify your organization in the subject heading. Should you have further questions, feel free to email or call Kateri at (201)818-1288, extension 114.

Sincerely,

Michael Smith  
Interim President/Chief Operating Officer