



October 31, 2008

Jo Ann Abell
American Bird Conservancy
P.O. Box 249
4249 Loudoun Avenue
The Plains, VA 20198

Dear Jo Ann Abell:

On behalf of Charity Navigator, I wish to congratulate American Bird Conservancy 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 American Bird Conservancy has earned our seventh consecutive 4-star rating for its ability to efficiently manage and grow its finances. Only 1% of the charities we've rated have received at least 7 consecutive 4-star evaluations, indicating that American Bird Conservancy consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates American Bird Conservancy from its peers and demonstrates to the public it is worthy of their trust.

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 irrefutable data shows that users of our site gave more than they planned to before viewing our findings, and in fact, it is estimated that last year Charity Navigator influenced over \$10 billion in charitable gifts.

We believe our service will enhance your organization's fundraising and public relations efforts. Our favorable review of American Bird Conservancy's fiscal health will be visible on our website as of October 1st and to help you share this significant accomplishment with your donors, we will be sending you a direct link to American Bird Conservancy's rating page and our 4-star logos. We will email these links on November 7th to the following email address, jabell@abcbirds.org. If you would like this forthcoming email sent to an email address other than the one listed above, please contact Diana Fischer at dfischer@charitynavigator.org and identify your organization in the subject heading. Should you have further questions, feel free to email or call Diana at (201)818-1288, extension 110.

Sincerely,

Ken Berger
President & Chief Executive Officer