



1200 MacArthur Boulevard • Second Floor • Mahwah, New Jersey 07430
phone (201) 818-1288 • fax (201) 818-4694
www.charitynavigator.org

November 30, 2006

Lisa Goin
PetSmart Charities
19601 North 27th Avenue
Phoenix, AZ 85027

Dear Lisa Goin:

On behalf of Charity Navigator, I wish to congratulate PetSmart Charities 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 PetSmart Charities has earned our 4-star rating for its ability to efficiently manage and grow its finances. Only 12% of the charities we've rated have received at least two consecutive 4-star evaluations, indicating that PetSmart Charities outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible. This "exceptional" designation from Charity Navigator differentiates PetSmart Charities 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 PetSmart Charities' fiscal health will be visible on our website as of December 1st and to help you share this significant accomplishment with your donors, we will be sending you a direct link to PetSmart Charities' rating page and our 4-star logos. We will email these links on December 7th to the following email address, lgoin@petsmartcharities.org. If you would like this forthcoming email sent to an email address other than the one listed above, please contact Leonie Giles at lgiles@charitynavigator.org and identify your organization in the subject heading. Should you have further questions, feel free to email or call Leonie at (201)818-1288, extension 113.

Sincerely,


Trent Stamp
Executive Director

www.charitynavigator.org