



The Cone Nonprofit Power Brand 100

In collaboration with Intangible Business

Executive Summary

Cone is pleased to present **The Cone Nonprofit Power Brand 100**, in collaboration with Intangible Business, a first-of-its-kind report that explores the unique relationship between nonprofit brand image and financial performance. Through this valuation, we hope to help all nonprofits better understand how to protect and evolve their brands to generate as much revenue as possible. Valuing brands gives organizations a license to demonstrate to companies and other partners that there is an established and justified cost to aligning with nonprofits. A compelling brand is an invaluable tool in the arsenal to generate critical funds, secure rewarding corporate and government partnerships and appeal to consumers, employees and volunteers.

The Top 10

The Top 10 Nonprofit Power Brands are a Who's Who of some of America's most beloved and recognizable organizations; of these, six are domestic social needs organizations with long legacies of service and touch points in communities across the country. The YMCA of the USA's brand is worth almost \$6.4 billion, making it the nation's most valuable nonprofit brand; however, the two surprise findings on the list are Catholic Charities USA and The Arc of the United States, which despite being multibillion-dollar organizations, have significantly lower brand image rankings than their peers in the Top 10.

Our custom methodology took a holistic approach to the study of both financial and brand image factors. The total brand value is driven by three components:

- **Brand Image:** The relative strength of each nonprofit brand's image derived using a spectrum of measures, discussed in the next section
- **2007 Revenue:** Consolidated 2007 itemized revenue, including but not limited to: direct and indirect public support, government contributions and alternative revenue streams
- **Propensity for Future Growth:** Compound annual growth rates, derived from the reported financial data, adjusted to reflect the nonprofit brand's long-term ability for growth

The Cone Nonprofit Power Brand Top 10

Power Brand 100 Rank	Organization	Brand Value \$ Million	Revenue Rank	Brand Image Rank
1	YMCA of the USA	6,393.6	1	6
2	The Salvation Army	4,702.9	3	2
3	United Way of America	4,516.9	2	3
4	American Red Cross	3,146.2	7	5
5	Goodwill Industry International	2,534.8	6	18
6	Catholic Charities USA	2,361.1	4	53
7	Habitat for Humanity International	1,768.0	9	4
8	American Cancer Society	1,359.8	11	1
9	The Arc of the United States	1,223.6	5	96
10	Boys & Girls Clubs of America	1,168.3	8	21



Brand Image

As a crucial component of the valuation, Cone conducted a proprietary national survey of 1,000 American adults to gauge the familiarity and personal relevance of each organization. These results, combined with other perception factors, including media coverage and the percent of revenue from direct public support, reveal the “brand image” of each organization.

Brand Image Leaders				
Power Brand 100 Rank	Organization	Brand Value \$ Million	Revenue Rank	Brand Image Rank
8	American Cancer Society	1,359.8	1	1
2	The Salvation Army	4,702.9	3	2
3	United Way of America	4,516.9	2	3
7	Habitat for Humanity International	1,768.0	9	4
4	American Red Cross	3,146.2	7	5
1	YMCA of the USA	6,393.6	1	6
12	American Heart Association	897.8	22	7
58	Special Olympics	109.1	74	8
35	Make-A-Wish Foundation of America	205.3	51	9
55	The Humane Society of the United States	120.0	68	10

Brand-Revenue Synergy

By examining both a nonprofit’s image and its revenue, the research also uncovered a disconnect between some organizations’ brands and their financial performance. When either significantly outperforms or lags the other, it is an indication that there is unmet opportunity left on the table, in some cases millions of dollars in potential revenue.

Sector Insights

In addition to the brand valuation, the study revealed a number of insights into the specific nonprofit issue sectors. For example, at a time when the nation faces an economic crisis and basic human needs are paramount, domestic social needs is the most valuable nonprofit sector. Ten domestic social needs nonprofits were included in the top quarter of the list. Other key sector findings include:

- A majority of the environmental/animal-related nonprofits ranked in the bottom half of the list and had similarly low brand rankings; however, environmental organizations also have the highest growth spikes in revenue of all nonprofits studied;
- The largest nonprofit sector is international needs, which accounts for 30 percent of the 100 organizations ranked; however, consumers consider this sector to be the least familiar and least relevant;
- The health and education/youth sectors are the most familiar and most relevant to consumers, yet many disease-specific nonprofits clustered indistinctly toward the center of the ranking; and,
- Health nonprofits are also the most likely to generate revenue from special events earning more than \$1.8 billion from events alone.

About Cone:

Cone (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause BrandingSM, Brand Marketing, Corporate Responsibility and Crisis Prevention and Management initiatives. Cone is a member of the Omnicom Group (www.omicomgroup.com).

About Intangible Business:

Intangible Business (www.intangiblebusiness.com) is a leading independent brand valuation consultancy. Headquartered in London, UK, Intangible Business has a presence in over 12 countries around the world, including the US. Intangible Business' consultants combine formal accounting and marketing qualifications with significant experience in industry and consultancies.

*For a complete copy of **The Cone Nonprofit Power Brand 100** and a detailed methodology, please visit www.coneinc.com/nonprofitpowerbrand100 or contact Andrea List (alist@coneinc.com).*

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