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October 1, 2016

Timothy Wildmon
American Family Association
107 Parkgate Drive
P.O. Drawer 2440
Tupelo, MS 38803

Dear Timothy Wildmon:

On behalf of Charity Navigator, I wish to congratulate American Family Association on attaining the coveted 4-star rating for demonstrating strong financial health and commitment to accountability and transparency.

The nonprofit sector is advancing and expanding. As our organizations evolve, so do the desires and interests of our supporters. Astute donors are yearning for greater accountability, transparency, and for concrete results from us. With more than 1.5 million American charities, Charity Navigator aims to accentuate the work of efficient and transparent organizations. The intent of our work is to provide donors with essential information to give them greater confidence in both the charitable decisions that they make and the nonprofit sector.

Based on the most recent information available, we have issued a new rating for your organization. We are proud to announce American Family Association has earned our fourth consecutive 4-star rating. This is our highest possible rating and indicates that your organization adheres to sector best practices and executes its mission in a financially efficient way. Attaining a 4-star rating verifies that American Family Association exceeds industry standards and outperforms most charities in your area of work. Only 10% of the charities we evaluate have received at least 4 consecutive 4-star evaluations, indicating that American Family Association outperforms most other charities in America. This exceptional designation from Charity Navigator sets American Family Association apart from its peers and demonstrates to the public its trustworthiness.

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

Your achievement and the 4-star rating will enhance your organization's fundraising and public relations efforts. Our favorable review of American Family Association's financial health and commitment to accountability & transparency is now visible on our website.

We wish you continued success in your charitable endeavors.

Sincerely,

Michael Thatcher
President and CEO