



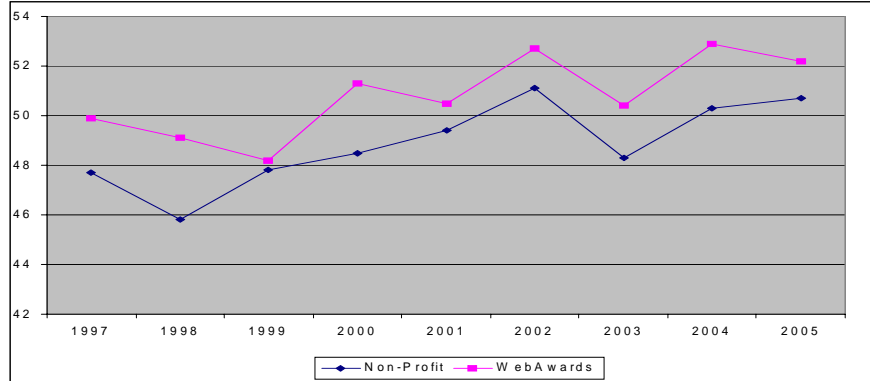
WebAward Internet Standards Assessment Report

Non-Profit Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Non-Profit	WebAwards
1997	47.7	49.9
1998	45.8	49.1
1999	47.8	48.2
2000	48.5	51.3
2001	49.4	50.5
2002	51.1	52.7
2003	48.3	50.4
2004	50.3	52.9
2005	50.7	52.2

Score out of a possible 70 points

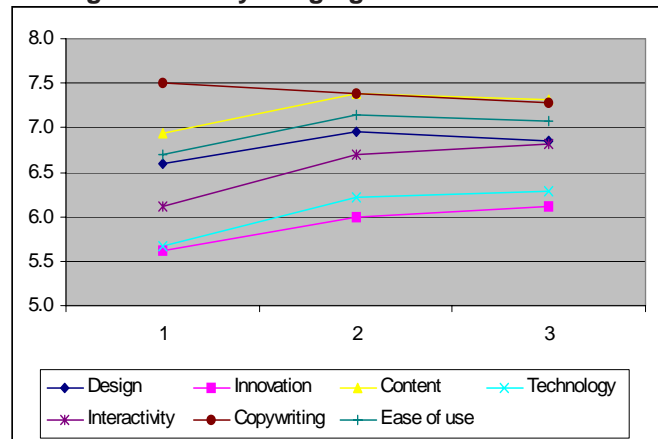


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.6	6.9	6.8	6.8
Innovation	5.6	6.0	6.1	5.9
Content	6.9	7.4	7.3	7.2
Technology	5.7	6.2	6.3	6.1
Interactivity	6.1	6.7	6.8	6.5
Copywriting	7.5	7.4	7.3	7.4
Ease of use	6.7	7.1	7.1	7.0

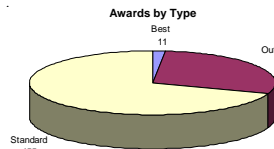
Score out of a possible 10 points

Average Scores by Judging Criteria Chart

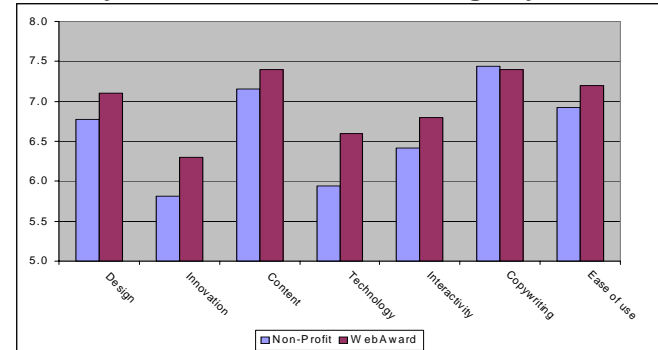


Commentary

The non-profit category is, by far, the most competitive in the WebAwards and has received the most awards. However, non-profits as an industry generally are below average compared to overall ISAR Index during each of the past nine years. On a positive note, non-profit Web sites have won more overall awards than any other industry category. While many non-profits have invested in their Web development, others seem to lack the resources to use professionals, or imagination, and have not gotten past the brochureware phase of Web development. The best non-profit sites advocate, develop, and inform the community they serve.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	IconNicholson	Project Rebirth Web Site
2004	I.T. UNITED Corporation	WWF Children of the Earth
2003	I-SITE and AWARE foundation	Teen Health Talk
2002	Interactive Knowledge	Corridos Sin Fronteras
2001	The Billy Graham Internet Team	Road to Redemption
2000	Earth Day Canada	EcoKids Online
1999	AppNet	World Wildlife Fund
1998	Wake Forest University Baptist Medical Center	Brenner's Place
1997	Lighthouse Interactive	United Way of Allegheny County
1997	Ascend Consulting, Inc.	Hazelden Foundation Web Site

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org