

2023 BBB WISE GIVING ALLIANCE - ANNUAL REPORT

CHARITY REPORTING

BBB Wise Giving Alliance produces about 1,500 reports on nationally-soliciting charities based on the 20 *BBB Standards for Charity Accountability*. The current name, BBB Wise Giving Alliance (BBB WGA), began to be used in 2001. However, under previous names, the legacy of Better Business Bureau reporting on national charities dates back to the 1920's.

Public inquiries help determine which charities are evaluated. Charities can also request to be evaluated. BBB WGA produces a *Wise Giving Guide* magazine three times per year, which includes a summary list of charity evaluations. Charities that meet all 20 standards are called BBB Accredited Charities. There is no charge for charity accreditation and the resulting reports are free to the public at give.org. Accredited charities have the option of licensing a BBB charity seal for a sliding scale fee. Of the charities that provide requested information, 70% were found to meet all 20 BBB Charity Standards and 30% did not meet one or more of the standards.

In addition to its long history, one of the key distinctions between BBB WGA and other charity monitoring organizations is that it is a standards-based charity evaluator. The 20 *BBB Standards for Charity Accountability* address, among other things, charity governance, finances, results reporting, transparency, and accurate appeals. These standards serve as the basis for rigorous evaluations completed by the BBB WGA expert research staff. A detailed explanation of how each Standard is applied appears on Give.org.

GIVE.ORG WEBSITE

Give.org, the website of BBB Wise Giving Alliance, prominently features access to reports on charities at no charge. The reports include the results of evaluations that are completed in relation to the BBB Charity Standards.

The weekly *Wise Giving Wednesday* newsletter addresses various charity accountability issues, such as advice on giving, volunteering, and signals of trust for charities. Topics covered in these postings during 2023 include: Donating for California Flood Relief, Donating for Earthquake Relief in Syria and Turkey, Charity Salary Misperceptions, Decline in Charity Volunteering Misleading Appeals for Ohio Train Derailment, Tips on Supporting Ukraine Relief, One Year Later, FTC Warning on Disaster Scams, Cybersecurity Awareness, and 2023 International Charity Fraud Awareness Week. BBB WGA also continued its "Building Trust Video Series" which consists of interviews with executives of major charitable organizations.

During 2023, BBB WGA continued a series of posts on Give.org that focused on donations to assist Ukraine relief efforts and how to assist Ukrainian refugees the fled to neighboring countries.

HEART OF GIVING PODCAST

The *Heart of Giving Podcast* entered its fourth year of production in 2023. This weekly series involves detailed discussions with charity sector leaders on topics such as the motivation behind what we give and what drove charity executives to a career of service and giving. Interview guests included:

- Michelle DeLaune, CEO, National Center for Missing and Exploited Children
- Aimee Gilbreath, President, PetSmart Charities
- Kateryna Zhuk, Co-Founder, Charity Turner, Ukraine
- Shawnee Benton Gibson, CRO, Spirit of A Woman
- Nancy Brown, CEO, American Heart Association
- Margaret Richardson, Chief Corporate Affairs Officer, GoFundMe
- Jean Accius, President & CEO, CHC: Creating Healthier Communities
- Caren Campbell, Executive Director, The Misty Copeland Foundation
- Karen Knudsen, CEO, American Cancer Society

DONOR TRUST REPORT

In November 2023, BBB WGA released the sixth edition of the *Give.org Donor Trust Report*. This annual review of trust and giving attitudes involves an online survey of 2,100 adults in the United States and 1,000 in Canada. It explores donor beliefs, feelings, and behavioral intentions related to charity trust and giving. Key findings included: 70% of respondents rated the importance of trusting a charity before giving as essential (9 or 10 on a 10-point scale). However, only 20% said they highly trust charities.

In June 2023, BBB WGA distributed a special edition of the Give.org Donor Trust Report that focused on the drop in donor participation. One of the key findings is that respondents said they stopped contributing because they could not afford to give, preferred other ways of being generous, did not trust soliciting charities, or did not feel they had been asked.

GIVESAFELY.IO

In 2023, BBB WGA continued Givesafely.io – this is a secured trust-based donation platform for BBB Accredited Charities (i.e., charities that meet BBB Charity Standards). It aims to protect donors' personal data using the Ardor blockchain. Data is only passed on to the charity with the donors' consent. It also enables donors to donate cryptocurrency.

VIRTUAL WORKSHOPS

During 2023, BBB WGA held no-charge video meetings with charity executives that served as a virtual workshop series where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector to discuss topics of interest.

ADVANCING COLLABORATION

The advancing collaboration project started in 2017 as an article series created in partnership with *Stanford Social Innovation Review*. These articles sought to encourage charities to seek out new partnerships as a way to reach larger audiences while sharing risk and helping achieve more than an organization can do alone. BBB WGA's website provides examples of collaborations from a variety of charities.

2023 FINANCIAL SUMMARY

Fiscal Year Ended December 31, 2023

REVENUES AND SUPPORT

Charity Seal Licensing Fees	\$2,034,986
Contributions	162,135
Publications	13,102
Total	\$2,210,223

EXPENSES

Total Program Services	\$2,204,925
Charity Reporting	1,989,621
Other Programs	215,304
Management & General	282,994
Fundraising	56,630
Total	\$2,544,549

EXPENSES EXCEEDING REVENUE **(\$334,326)**

Beginning Net Assets	641,096
Ending Net Assets	\$306,770

Audited financial statements available on Give.org and on request.

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