

2022 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 2022 include: Sensible Cybersecurity, Five Things to Know Before Donating to Hurricane Relief, Charity Websites 101, Tax Exempt Status is Not an Endorsement, Earth Day, Growing Needs for Ukrainian Refugees, Police and Firefighter Appeals, Helping During the Heat Wave, When a Related-Party Transaction is a Conflict, and Ransomware Acts of Charity. In September 2022 *Wise Giving Wednesday* had its 400th post. This newsletter also includes a *Building Trust*

video series which consists of interviews with CEO's of major charitable organizations.

HEART OF GIVING PODCAST

The *Heart of Giving Podcast* entered its third year of production in 2022. This weekly series involves detailed discussions with charity sector leaders on topics such as the motivations behind what we give and what drove charity executives to a career of service and giving. Interview guests included:

- Jennifer Rodriguez, Executive Director, Youth Law Center
- Kitty Block, President & CEO, The Humane Society of the United States
- Asha Curran, CEO, Giving Tuesday
- Phil Buchanan, President, Center for Effective Philanthropy
- Darren Isom, Partner, The Bridgespan Group
- Cindy Lott, Indiana University's Lilly School of Philanthropy
- Donald S. Wood, President & CEO, Muscular Dystrophy Association
- Gayle McGovern, CEO, American Red Cross
- Stacy Palmer, CEO, Chronicle of Philanthropy
- Nancy Brown, CEO, American Heart Association
- Mari Kuraishi, President, Jesse Ball duPont Fund
- Bob Johansen, Distinguished Fellow, Institute for the Future

DONOR TRUST REPORT

In November 2022, BBB WGA released the fifth edition of the *Give.org Donor Trust Report*. This included a five-year review of trust and giving attitudes based on annual online surveys 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: most participants expressed it is essential to trust a charity before giving, but only 12-20% (depending on the year) report a high level of trust in charities. Also, the portion of respondents that "highly trust" different types of charities increased for 12 of 13 categories between December 2020 and December 2021. The exception was environmental organizations.

In June 2022, BBB WGA distributed a special edition of the give.org donor trust report that focused on DEI (Diversity, Equity, and Inclusion). The study found that most participants (54%) indicate that having a more diverse, equitable and inclusive board and staff has a positive effect on the trustworthiness of a charity.

GIVESAFELY.IO

In 2022, 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 by use of the ardor blockchain. Data is only passed on to the charity with the donors' consent. It also enables donors to donate with cryptocurrency.

VIRTUAL WORKSHOPS

During 2022, BBB WGA continued to hold a series of no-charge video meetings with charity executives. this was intended to serve as a virtual workshop series where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector to discuss how they were coping during the pandemic and other charitable sector issues 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.

2022 FINANCIAL SUMMARY

Fiscal Year Ended December 31, 2022

REVENUES AND SUPPORT

Charity Seal Licensing Fees	\$1,913,235
Contributions	262,269
Publications	13,380
Special Projects	20,000
Other	3
Total	\$2,209,887

EXPENSES

Total Program Services	\$2,053,946
Charity Reporting	1,889,105
Other Programs	164,841
Management & General	262,711
Fundraising	74,616
Total	\$2,391,273

EXPENSES EXCEEDING REVENUE (\$181,386)

Beginning Net Assets	822,482
Ending Net Assets	\$641,096

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

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(retired)

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BBB Wise Giving Alliance