

WISE GIVING™

GUIDE

BBB WISE GIVING ALLIANCE : SPRING/SUMMER 2024



TEN CENTS OF EACH SALE
**DONATED
TO CHARITY**

Contemplating Cause-Related Marketing





A Publication of the
BBB Wise Giving Alliance

The *Wise Giving Guide* is published three times a year to help donors make more informed giving decisions. This guide includes a compilation of the latest evaluation conclusions completed by the BBB Wise Giving Alliance.

If you would like to see a particular topic discussed in this guide, please email suggestions to

guide@give.org

or write to us at the address below.

SPRING/SUMMER ISSUE 2024

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Cause-related marketing has a long history with the charity community. Over forty years ago, the success of an American Express campaign for the restoration of the Statue of Liberty revolutionized this type of promotion. The basic idea was to sell products or services to consumers with the announcement that some of the purchase price would help a specified charity. Cause-related marketing creates an advertising marriage where both the participating corporation and the charity gain from the relationship. Today, it's hard to keep track of the variety of promotions that entice us to buy with the promise of helping a charity.

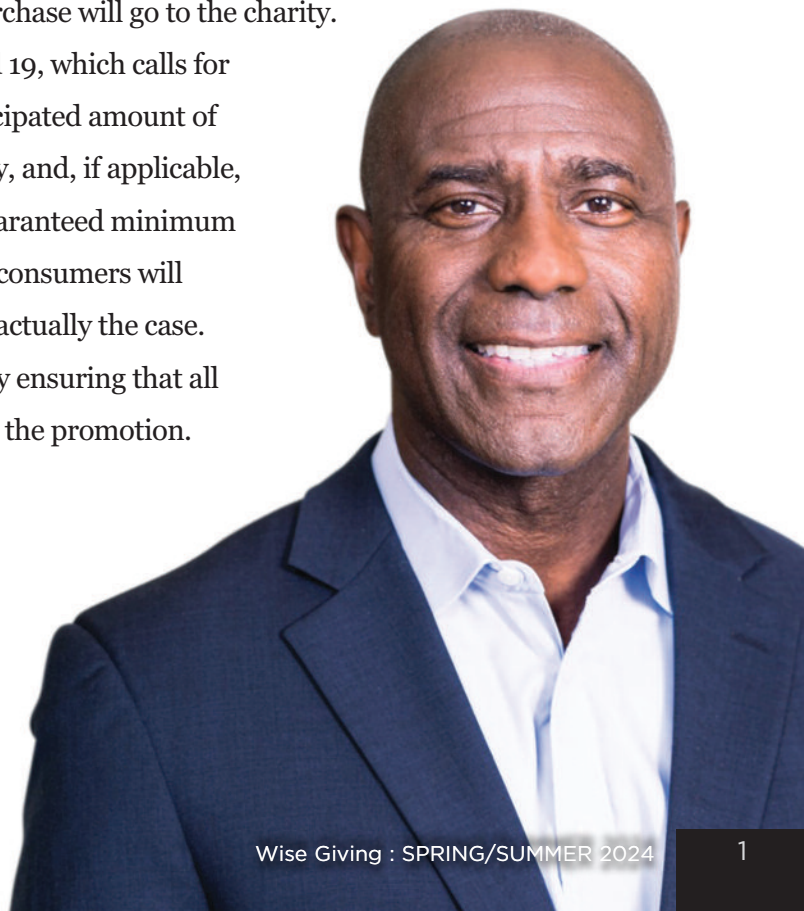
This issue's cover story takes a closer look at the public's perception of cause marketing, exploring some generational differences. Interestingly, younger people appear to be more inclined to purchase products that promise to benefit charities. In this issue, we also hear from BBB Accredited Charities on how they build trustworthy cause-related partnerships.

BBB Wise Giving Alliance is supportive of cause-related marketing, as long as the promotions are clear about how much of the purchase will go to the charity. This transparency is reflected in BBB Charity Standard 19, which calls for cause-related promotions to identify the actual or anticipated amount of the purchase price that will benefit the specified charity, and, if applicable, the duration of the campaign and any maximum or guaranteed minimum donation to the charity. Without this disclosure, some consumers will mistakenly believe more is going to the charity than is actually the case.

Transparency, in our view, also helps build trust by ensuring that all parties (business, charity, and purchasers) understand the promotion.



H. Art Taylor, *President & CEO*



Contemplating Cause-Related Marketing

Whether you are shopping online, at the supermarket, or at the mall, you are likely to stumble across cause-related marketing – a promise that, by purchasing a product or through other actions, you will also support a charity or cause.

Ideally, a cause-related marketing campaign is born out of the aligned interests between a charity, a business, and their customer. With such promotions, a charity can gain significant exposure and funding for its cause, while partnering with a business with coherent values. The business can build a cause-aligned image and goodwill, strengthening brand loyalty from customers, employees, and other constituents. And you – the consumer – can purchase from a responsible business while supporting a cause.

Of course, things aren't always perfect. A charity's cause marketing activities might divert resources from more traditional fundraising efforts that have a proven track record. A business may aim to build an image that is inconsistent with the charity's values. It is important that you – the customer – know what to look for in a cause-related promotion and can spot some red flags.

Cause promotions come in many shapes and sizes, including purchase-one-donate-one, votes or shares on social media to secure a charity gift, returning evidence of purchase to secure a donation, or the business giving a portion of the purchase price to a cause or charity. BBB Wise Giving Alliance encourages consumers to look for clear and transparent disclosures. Here are a few things to look for:

- **Who is the campaign benefiting?**

If a promotion broadly promises to “assist needy children,” “support veterans” or “help find a cure for breast cancer,” ask about the benefiting organization(s). The promotion should clearly state the name of the benefiting charity. Armed with this information, you can check out the charity by visiting our website at Give.org to see if the organization meets BBB Charity Standards. Don't assume the business has thoroughly confirmed the trustworthiness of its charity partner.

- **How are your actions making a difference?**

Cause promotions have evolved to call for an array of actions. For example, a company might promise to support a charity if you refer a friend, share a post X number of times, or reach a certain threshold in your online shopping cart. No matter what action is required of the customer, the disclosure should be clear about how your action makes a difference in the contributions the charity will receive.

- **How much of your purchase is benefiting the charity?**

If the promotion promises your purchase will benefit a charity, look for the advertising disclosure to clearly describe how much of your purchase will be contributed to the charity. Even small amounts, when accumulated, can add up to a significant contribution... but vague language can mask uncertainty or weak commitments to the charity. If an advertisement disclosure reads “A portion of the proceeds will go to the Charity,” it is reasonable to be skeptical and ask for clarity.

- **Are there any applicable limits?**

If a cause promotion expired last month or has already reached a maximum threshold, your purchase will no longer make a difference. When there is some time limit on the campaign (i.e., during the month of October) or guaranteed minimum /or maximum amount that can be raised (i.e., up to \$200,000), those points should also be included in the promotional disclosure.

Cause promotions engage consumers, but people don't always know to seek out transparency. In our December 2023 BBB Donor Trust Survey (of more than 2,100 adults in the United States), 27% of participants said they are more likely to purchase a product when they know the purchase will benefit a charity. Younger adults were most likely to be swayed by a cause marketing promotion, with 40% of Millennials (Age 26-41), and 33% of Gen Zers (Age 18-25) saying cause-related promotions make them more likely to purchase a product.

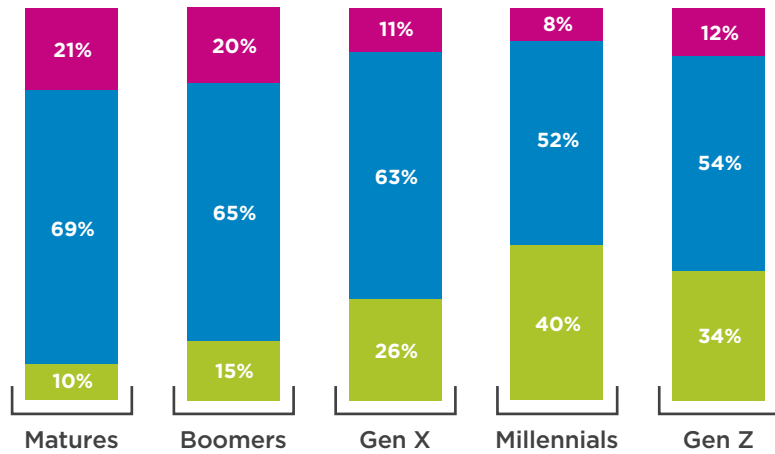


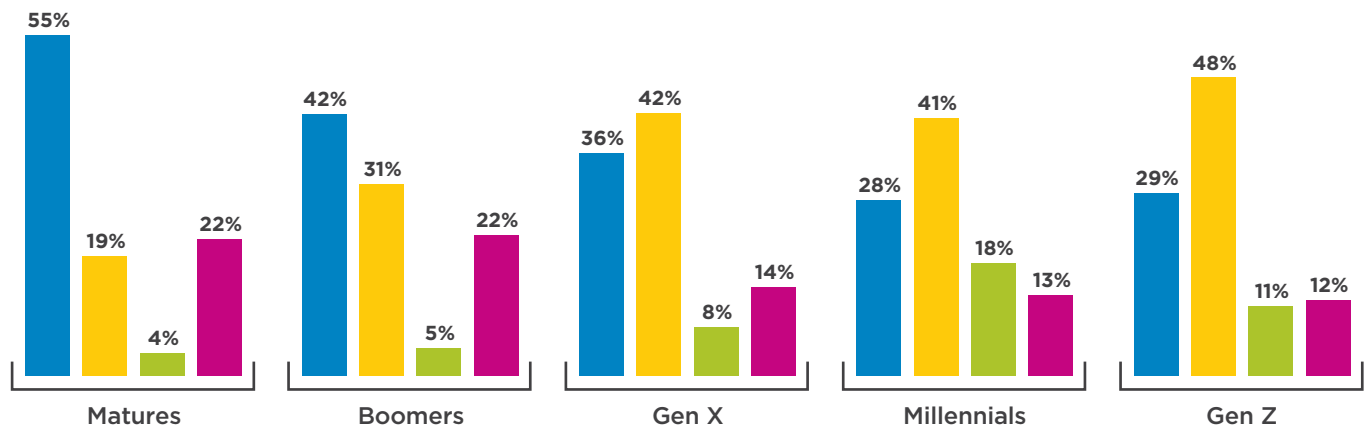
Figure 1: Imagine you are shopping and come across the statement “the purchase of this product will benefit XYZ charity.” Are you:

- More likely to purchase this product
- Equally likely to purchase this product
- Less likely to purchase this product

However, when cause promotion language is ambiguous, younger participants are most likely to assume the charitable contribution associated with their purchase will be high. For example, when presented with the statements “Your purchase of this product helps XYZ charity” and asked to estimate how much of the purchase price would benefit the charity, 55% of Matures (Aged 77 and above) said “very little,” as compared to only 28% of Millennials (Aged 26-41). Likewise, 18% of Millennials said “a lot” of the purchase price would go to the charity, as compared to only 4% among Matures.

Figure 2: Imagine you are shopping and come across the statement “Your purchase of this product helps XYZ charity.” How much of the purchase price do you think will benefit the charity?

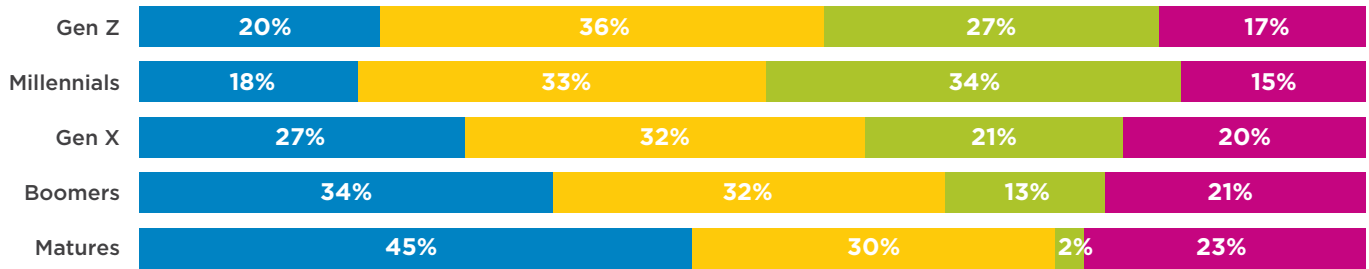
- Very little
- A moderate Amount
- A lot
- Not sure



In fact, younger generations seldom find issue with ambiguity in the language. Only 18% of Millennials are bothered by ambiguity in a cause-related marketing promotion, as compared to 45% of Matures. Correspondingly, more than 1 in 3 Millennials reacted to ambiguous language by concluding the promotion is beneficial to the charity, as compared to only 2% of Matures.

Figure 3: If, while shopping, you come across a product stating “Your purchase of this product helps XYZ charity,” which of the following best describes your reaction:

- I am bothered by the lack of specificity in the appeal
- I don't know how much of the purchase will go to the charity, but I am happy to potentially support a cause through my purchase
- I think the promotion is very beneficial to the charity
- Not sure



For cause marketing campaigns to be a win-win-win, for charities, businesses, and customers, there must be goodwill and transparency from all parties. When engaging with cause partners, charities have the right and responsibility to seek clear and transparent disclosures. In fact, to be a BBB Accredited Charity, any cause-related promotion entered by the charity should clearly disclose how the charity benefits from the sale of products or services. According to BBB Charity Standard 19, such promotions should disclose, at the point of solicitation, the actual or anticipated portion of the purchase price that will benefit the charity, and any applicable duration or contribution minimum/maximum. We recommend that charities always secure a written agreement and receive drafts of the promotional materials, to make sure the charity's name and relationship with the public is protected. You can trust BBB Accredited Charities to do cause marketing right.

One BBB Accredited Charity, 1% for the Planet, is built around a cause-related model. As expressed by Kate Williams, Chief Executive Officer at 1% for the Planet, the organization “unites a global community of businesses annually giving 1% of revenues to environmental nonprofits. We advise our member companies on their giving strategies, engage and vet nonprofits, and certify annual giving. Our model accelerates smart environmental giving and is a credible antidote to greenwashing.” Founded in 2001, 1% for the Planet now reports 5,200 business members in more than 100

countries. Kate Williams adds that “studies consistently show that brands with strong communicated values outperform competitors. Each year, we work with the Harris Poll to conduct research on our brand awareness, and in 2023, we found that 46% of the U.S. population states that the 1% for the Planet logo on a product would positively influence their purchasing decision. OXO, a 1% for the Planet Business Member specializing in home and kitchen, reports that their social media content highlighting 1% for the Planet certification and environmental partnerships sees significantly higher engagement rates than other posts.”

Finding a good corporate partner should go beyond a business' willingness to play. For example, Rachael Keyes, Senior Director at Make-A-Wish Mississippi explains that the organization chooses to participate in selected cause marketing promotions because that leverages the organization's established relationships with cause-aligned corporate partners, while helping build brand awareness: “When looking for a good corporate partner, we look to ensure that it is [an organization] that knows our mission, aligns with our mission, and can share our missions adequately reaching various communities and markets... In turn, the organization's supporters love and appreciate when they see our Chapter and brand associated with local Cause Marketing Campaigns.”

Similarly, Nikki Gannon Wargo, Vice President, Philanthropic Partnerships & Community Engagement at Ovarian Cancer Research Alliance (OCRA) shares that her

organization looks for corporate partners that share the OCRA mission to raise awareness about ovarian cancer: *“We look for partners that want to elevate the messaging around women’s health and the desire to make an impact in underfunded, yet critically needed, research and improved treatment for patients.”* Nikki Gannon adds that *“messaging is stronger when multiple voices unite. OCRA seeks out and accepts partners who can help amplify our mission to raise awareness and critical funding for ovarian and gynecologic cancer research. The louder we can make our voices heard, the more people we can reach. Cause marketing promotions give our organization important exposure to new audiences that might not otherwise be aware of the impact we are having on the communities that we serve.”*

Behind the scenes, a good cause partnership is also protected by legal agreements and other safeguards. Rachael Keyes, Senior Director at Make-A-Wish Mississippi, explains that good agreements take time: *“This is discussed in-length with the corporate partner and we ask that all promotional materials, graphics, items, and verbiage are cleared by MAW MS staff before they promote the campaign.”* At the Ovarian Cancer Research Alliance (OCRA) *“each corporate partner is given information on how to publicly acknowledge their financial support and any cause-marketing program benefitting OCRA must follow all applicable state laws... Corporate partners are also given the Five Best Practices for Transparent Cause Marketing from the NY Attorney General’s office.”*

For cause marketing campaigns to be a win-win-win, for charities, businesses, and customers, there must be goodwill and transparency from all parties.

Amy Crowell, Senior Director of Development at The Giving Kitchen (an organization providing emergency assistance to food service workers) explains that, as the organization matured, it become more discerning with whom they chose as a partner: *“We now require our partners to make a minimum financial commitment, as we realize the power our respected brand has for their sales. We also now have fewer but more impactful relationships, as we carefully manage our brand and mark to ensure it is not diluted in the marketplace.”* As explained by Amy Crowell, by partnering with brands served in and out of food service establishments, The Giving Kitchen increase awareness of both the

organization and the services provided. To protect the charity’s name when entering a cause promotion agreement, *“promotions are documented via a contract that ensures that all Better Business Bureau guidelines are followed. We require approval for all marketing materials, and each is checked for consumer protection including the amount donated per purchase, if there is a minimum guarantee, a donation cap, the campaign period and any other required actions or restrictions. We also ensure that the company we partner with registers and files contracts and campaign reports in any states needed if they are acting as a commercial co-venture. We carefully analyze all promotions for potential unrelated business income tax as well.”* 1% for the Planet reports having embedded principles of Trust-Based Philanthropy in their large network of businesses and charities, but strengthening collective trust through BBB Charity Accreditation, by listing all members, and by vetting all 1% for the Planet Environmental Partners, so consumers can feel confident.

Ultimately, you – the consumer – have power over which cause promotions are successful. Watch out for unclear disclosures. If you are not sure who is benefiting, what action is required to help, or how much your purchase or action will benefit the charity, ask the business for clarity, consider contributing to the charity directly, or consider another promotion that is more transparent. These could be signals that a business is trying to get cause-swig but is not accountable for specific results. When a campaign is clear, you can make your purchasing power count, help build awareness, and support a charity. That is why it is imperative that you are mindful of demanding clear and impactful cause promotions. As put by Kate Williams, Chief Executive Officer at 1% for the Planet, *“by leveraging their purchasing power and voice, consumers can play an essential role in advocating for 1% for the Planet. Every time a consumer chooses to purchase from a brand that is a 1% for the Planet Business Member, they help direct more support toward causes addressing urgent environmental issues around the globe. Consumer demand drives the market: businesses respond when consumers speak up.”* Nikki Gannon Wargo, Vice President, Philanthropic Partnerships & Community Engagement, Ovarian Cancer Research Alliance (OCRA), says *“supporters appreciate companies who are willing to stand beside them in their fight against ovarian cancer. They understand that companies can go anywhere so when they choose OCRA, it means something to them. It’s personal and they feel they are being heard and supported. Who in the ovarian cancer community doesn’t love a good teal [ovarian cancer awareness color] product?!”*

How to Read the List of National Charities

The following is an alphabetical listing of the charities that are the subjects of BBB Wise Giving Alliance evaluations. The list includes organizations that have requested to be evaluated as well as those that have received the highest volume of inquiries. The BBB WGA receives inquiries through the mail, phone, e-mail and referrals from local Better Business Bureaus.



Please note the following explanations about this list:

Name Inclusion: Inclusion on this list should not be interpreted as approval or disapproval of a charity. The information in this listing is intended solely to assist donors in exercising their own judgment.

Name Omission: Omission from this list should not be interpreted as meaning that a charity meets or does not meet standards. In general, it simply means that the BBB WGA has not developed a report because it has not received recent inquiries about a charity or a charity has not requested to be evaluated.



Latest Results: This list reflects the latest charity report results as of March 5, 2024. Charity reports are available until their expiration dates, generally two years after their completion. All reports are based on the BBB Wise Giving Alliance *Standards for Charity Accountability*.



Are you looking for a national charity that's not on our list? Ask us about specific national charities not currently included. Encourage national charities we don't currently report about to contact us about enrolling online (there's never a charge for evaluation). In either way, you can help expand the list.



Note to readers about "see entry for"



Charities sometimes use several names in their materials. In some cases the variation is only slight, such as using an acronym for the full name. In other cases, the names have no self-evident connection, as, for example, the official corporate name and a name used in fund raising. In still others, different individual names may denote different programs of the same organization. This list includes all names currently used by a charity, but the evaluation status of that charity appears only under the main entry. White horizontal bars indicate an alternate name, and refer you to the evaluation listing.



Definitions for the List's Column Headings



































 **Accredited (Met Standards)** — Charities with a green check box  in the first column next to their name met the 20 Standards for Charity Accountability on pages 44-45. There is no charge to charities for the accreditation evaluation.


































 **Standards Not Met** — If a charity has number codes (for example: 3, 6, 7) in the second column with a yellow X mark  that means the charity did not meet cited provision(s) of the BBB Charity Standards on pages 44-45.



































 **Unable to Verify** — If a charity has number codes (for example: 8, 9, 13) in the column with a blue question mark  that means the BBB WGA was unable to verify if the charity met the cited provision(s) of the BBB Charity Standards on pages 44-45. This designation indicates that the charity either did not provide all of the requested information or the information provided was not sufficient to conclude that they met the cited standard(s).




































 **Did Not Disclose** — If a charity has a red exclamation mark  the charitable organization either has not responded to written BBB WGA requests for information or has declined to be evaluated in relation to the *BBB Standards for Charity Accountability*. Charity participation in the BBB WGA's review is voluntary. However, without the requested information, it is not possible to determine whether these charities adhere to all of the *BBB Standards for Charity Accountability*. The BBB WGA encourages charities to disclose accountability information beyond that typically included in financial statements and government filings, in order to demonstrate transparency and strengthen public trust in the charitable sector. The majority of national charities contacted by BBB WGA provide information and participate in the BBB WGA's evaluation program.

 **Review in Progress** — Charities with a  in the column marked Review in Progress are being routinely evaluated based on current materials provided by the organization to the BBB WGA.







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
A A Chance in Life					
A Leg To Stand On					
A Wider Circle					
AARP Foundation					
Abandoned Children's Fund					
Academy of American Poets					
Accelerated Cure Project					
Access Fund					
ACLU Foundation	See entry for American Civil Liberties Union Foundation.				
Action Against Hunger			5, 6, 7, 16		
Action International Ministries					
Action on Smoking and Health		7, 9, 16	3		
Activated Ministries					
Adopt-A-Classroom					
AdoptaPlatoon					
Adventure Unlimited					
Advertising Council					
African Christian Fellowship International		1, 4, 6, 7, 11, 14 17, 18	13, 15, 16		
Aga Khan Foundation USA					
Aid for AIDS International		2, 7	14		
Aid for Starving Children					
Air Serv International					
Alaska Wilderness League					
Alight					
Alliance Defending Freedom					
Alliance for Cancer Gene Therapy					
Alliance for Lupus Research	See entry for Lupus Research Alliance.				
Alpha-1 Foundation					
ALS Association					
ALS Therapy Development Institute					
ALSAC/St. Jude Children's Research Hospital					
Alzheimer's Association/Alzheimer's Disease and Related Disorders Association					
Alzheimer's Disease Research Foundation	See entry for Cure Alzheimer's Fund.				
Amazon Conservation Association		6, 7			
American Needs Fatima					
America Scores					
American Anti-Vivisection Society					







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
American Associates, Ben-Gurion University of the Negev					
American Association for Cancer Research					
American Autoimmune Related Diseases Association					
American Battlefield Trust					
American Bible Society					
American Cancer Society					
American Center for Law and Justice					
American Childhood Cancer Organization					
American Civil Liberties Union Foundation					
American Diabetes Association					
American Family Association					
American Farmland Trust			13		
American Foundation					
American Foundation for Children with AIDS		2			
American Foundation for Suicide Prevention					
American Friends of Tel Aviv University					
American Friends Service Committee					
American Health Assistance Foundation	See entry for BrightFocus Foundation.				
American Heart Association/American Stroke Association					
American Himalayan Foundation					
American Humane					
American Humanist Association					
American Indian College Fund					
American Indian Education Fund	See entry for Partnership With Native Americans.				
American Indian Graduate Center	See entry for Native Forward Scholars Fund.				
American Indian Science and Engineering Society		6, 7, 14, 18	3, 15, 16		
American Institute for Cancer Research					
American Ireland Fund					
American Jewish Joint Distribution Committee					
American Jewish World Service					
American Kidney Fund					
American Kidney Services		13	8, 9		
American Leprosy Missions					
American Liver Foundation			7		
American Near East Refugee Aid	See entry for Anera.				
American Partnership for Eosinophilic Disorders					








































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
American Printing House for the Blind					
American Red Cross					
American Rivers					
American Society for the Prevention of Cruelty to Animals					
American Stroke Association	See entry for American Heart Association.				
American Technion Society					
American Thyroid Association					
American Tinnitus Association					
American Youth Foundation					
Americans United for Separation of Church and State					
AmeriCares Foundation					
America's Charities					
America's VetDogs—The Veteran's K-9 Corps	See entry for Guide Dog Foundation for the Blind and America's VetDogs.				
amfAR	See entry for Foundation for AIDS Research.				
Amigos for Christ					
Amnesty International of the USA					
Amputee Coalition of America					
AMREF Health Africa					
AMVETS National Service Foundation					
Amyotrophic Lateral Sclerosis Association	See entry for ALS Association.				
Anera					
Animal Legal Defense Fund					
Animal Place					
APOPO U.S.		1, 4, 11, 16, 17			
Appalachia Service Project					
Appalachian Trail Conservancy					
Arc of the United States, The					
Archaeological Conservancy					
Armed Services YMCA of the USA		6, 7, 14			
Armenian Eye Care Project		1, 3, 14, 16, 17	13		
Arms of Hope					
Army Emergency Relief					
Army Historical Foundation					
Arthritis Foundation					
Ashoka					
Asia's Hope					
ASPCA	See entry for American Society for the Prevention of Cruelty to Animals.				




































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Asthma and Allergy Foundation of America					
Astronaut Scholarship Foundation		7, 10			
Atlas Free					
Autism Society of America					
Autism Speaks					
Autism Spectrum Disorder Foundation					
Barry Goldwater Institute for Public Policy Research		6, 7, 14, 16, 18	3		
Barth Syndrome Foundation					
Because International		11, 16			
Believe in Tomorrow National Children's Foundation					
Benny Hinn Ministries					
Best Buddies International					
Bethany Christian Services					
Bible Broadcasting Network					
Bible League International					
Bibles for the World					
Biblica					
Big Life Foundation USA					
Bigelow Laboratory for Ocean Sciences		6, 7			
Bill, Hillary & Chelsea Clinton Foundation	See entry for Clinton Foundation.				
Billy Graham Evangelistic Association					
Blessings in a Backpack			7		
Blinded Veterans Association		8, 10, 16, 18			
Blood Water Mission					
Blue Card					
Blue Star Families					
B'nai B'rith International					
Bobby Jones Chiari and Syringomyelia Foundation					
Bone Health and Osteoporosis Foundation					
Books for Africa					
Boot Campaign, Inc.					
Boulder Crest Retreat Foundation					
Boy Scouts of America					
Boys & Girls Clubs of America					
Boys Town					
Brain Injury Association of America		6, 14, 18	1, 3, 19		
Bread for the World Institute		14			
Breast Cancer Prevention Partners					

B

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Brennan Center for Justice					
BrightFocus Foundation					
Brother's Brother Foundation					
BuildOn					
C Camp Boggy Creek					
Camp Quality USA					
Campaign for Tobacco-Free Kids					
Cancer Research Institute					
CancerCare					
Canine Companions for Independence					
Cantor Fitzgerald Relief Fund					
Care Net		6, 7, 14			
Care USA					
Caring for Cambodia					
CaringBridge					
Casting for Recovery		14, 16, 19			
Catholic Church Extension Society of the U.S.A.					
Catholic Legal Immigration Network		7, 14, 16	3, 13		
Catholic Medical Mission Board					
Catholic Near East Welfare Association					
Catholic Relief Services					
CEDARS Home for Children Foundation		8, 10			
Celebrity Foundation for Children					
Center for Adoption Support and Education		6			
Center for Biological Diversity					
Center for Civilians in Conflict					
Center for Disaster Philanthropy					
Center for Food Safety					
Center for International Policy					
Center for Reproductive Rights					
Center for Science in the Public Interest					
Center for Violence Prevention					
Center for Watershed Protection		14, 16	11, 13		
Central Asia Institute					
CentroNia		16, 18	1, 13, 14, 17		
Ceres					
Chabad on Campus International					
Challenger Center for Space Science Education					
Charcot-Marie-Tooth Association					
Charities Aid Foundation America					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Charity Global	See entry for charity: water.				
Charity Navigator					
charity: water					
CharityVision International					
CHC: Creating Healthier Communities					
Chesapeake Bay Foundation					
Child Mind Institute					
Childcare Worldwide					
ChildFund International					
Childhood Leukemia Foundation		2, 6, 7, 8, 9, 16, 18	15		
Children International					
Children of Armenia Fund		7			
Children of Fallen Patriots Foundation					
Children, Incorporated					
Children's Cancer Cause		14, 18			
Children's Cancer Research Fund					
Children's Defense Fund		16	14		
Children's Food Fund	See entry for World Emergency Relief.				
Children's Health Fund					
Children's Hunger Relief Fund					
Children's Inn at NIH					
Children's International Summer Village					
Children's National Hospital Foundation					
Children's Organ Transplant Association					
Children's Scholarship Fund					
Children's Tumor Foundation					
Children's Wish Foundation International					
Chop Chop Family					
Christian Aid Mission					
Christian Appalachian Project		1, 6, 7			
Christian Blind Mission International					
Christian Freedom International		6, 14, 16			
Christian Relief Services Charities					
Christopher and Dana Reeve Foundation					
Church World Service					
Cigar Family Charitable Foundation					
CitiHope International					
Citizens Against Government Waste					
Citizens United Foundation					
Civil Air Patrol					
Clare Booth Luce Policy Institute					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Clinton Foundation / aka Bill, Hillary & Chelsea Clinton Foundation					
Coalition to Salute America's Heroes Foundation					
Coast Guard Foundation					
Colorectal Cancer Alliance		14	15, 16		
Combat Blindness International		6	7		
Comic Relief, Inc.					
Common Cause Education Fund					
Common Hope					
Communities In Schools					
Community Anti-Drug Coalitions of America					
Compassion & Choices					
Compassion International					
Concern Worldwide US					
Conquer Cancer Foundation of the American Society of Clinical Oncology					
Consumer Reports					
Convoy of Hope					
COPD Foundation					
Coptic Orphans Support Association					
Coral Reef Alliance					
Corporate Accountability					
Corporate America Supports You					
Corporation for Supportive Housing					
Correctional Peace Officers Foundation					
Corus International					
Council for Adult and Experiential Learning					
Covenant House					
Crazy Horse Memorial Foundation					
Crisis Relief Network					
Crista Ministries					
Crohn's & Colitis Foundation					
Cross Catholic Outreach					
Cross International		7, 14, 16			
CRU		7			
Cure Alzheimer's Fund					
CURE Epilepsy					
Cure HHT		14			
CURE International					
Cure SMA					
Cure Starts Now					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
CureSearch for Children's Cancer		18	7, 15		
Cystic Fibrosis Foundation					
Damon Runyon Cancer Research Foundation		10			
Dana-Farber Cancer Institute					
Dave Thomas Foundation for Adoption					
The David Sheldrick Wildlife Trust USA					
Days End Farm Horse Rescue					
Days for Girls International		19			
Death With Dignity National Center					
Defenders of Wildlife					
Delivering Good					
Diabetes Action Research and Education Foundation					
Diabetes Research Institute Foundation		16			
Dian Fossey Gorilla Fund International					
The DigDeep Right to Water Project					
Direct Relief					
Disabled American Veterans					
Disabled Veterans National Foundation		6, 7, 8, 9, 16, 17			
DiscipleMakers					
Doctors of the World					
Doctors Without Borders USA		4, 6, 16, 19			
Dogs for Better Lives					
Dogs for Law Enforcement					
DonorsChoose.org					
DoSomething		14			
Dravet Syndrome Foundation		14, 16, 18	13		
Dream Factory					
Dress for Success Worldwide					
Dresser Foundation		4, 6, 7, 16, 18, 19	15		
Drug Policy Alliance					
Ducks Unlimited					
Dupuytren Research Group					
Eagle Mountain International Church					
Earth Island Institute					
EARTHDAY.ORG					
Earthjustice					
EarthShare					
Earthwatch Institute					



































D





































E





































Name of National Charity	Accredited (Met Standards)	Standards Not Met	Unable to Verify	Did Not Disclose	Review in Progress
Earthworks					
Eastern Congo Initiative		6, 7			
Easterseals					
EB Research Partnership					
EdChoice					
Education is Freedom					
Eight Days of Hope					
Eisenhower Foundation					
Ekal Vidyalaya Foundation of USA					
Elephant Sanctuary in Tennessee					
Elizabeth Glaser Pediatric AIDS Foundation					
Embrace Relief Foundation					
Emergency USA					
EngenderHealth					
Entertainment Industry Foundation					
Environmental Defense Fund					
Environmental Working Group		1, 4, 6, 7, 14, 16	3, 15		
EOD Warrior Foundation					
Epilepsy Foundation		3, 7	1, 6, 14, 15		
Episcopal Relief & Development					
Equality Now					
Equine Land Conservation Resource					
Evangelical Lutheran Church in America					
Everglades Foundation					
Every Child Ministries					
Every Mother Counts					
Everytown for Gun Safety Support Fund					
Ezer Mizion		1, 2, 3, 6, 8, 14,	15		

F








































FairVote					
Family Legacy Missions International					
Family Reach Foundation					
Family Research Council					
Farm Sanctuary					
Father Flanagan's Boys' Home	See entry for Boys Town.				
Favor International					
Federation for American Immigration Reform					
Feed My Starving Children					
Feed the Children					
Feeding America					
Fellowship of Christian Athletes		3, 16			







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
FINCA International					
Firefighter Cancer Support Network					
First Book		1, 6	16		
First Nations Development Institute					
Fisher House Foundation					
Fistula Foundation					
FOCUS North America		7, 14, 16	15		
Focus on the Family					
Fonkoze USA					
Food & Water Watch					
Food for the Hungry					
Food for the Poor					
FoodCorps		4, 6, 18			
For Inspiration and Recognition of Science and Technology (FIRST)		3, 6, 17			
FORCE: Facing Our Risk of Cancer Empowered		19			
Ford's Theatre Society					
Forever Our Rivers Foundation					
Forward Edge International					
Fos Feminista					
Foundation Fighting Blindness					
Foundation for AIDS Research					
Foundation for Children in Need					
Foundation for Economic Education		6, 7, 16, 18	3		
Foundation for Ichthyosis & Related Skin Types		6, 7, 14, 16	15		
Foundation for Individual Rights and Expression					
Foundation for the National Institutes of Health					
Franciscan Foundation for the Holy Land					
Fred Hutchinson Cancer Center					
Free Wheelchair Mission					
Freedom from Religion Foundation					
Freedom Service Dogs		7, 14			
French Heritage Society		7, 14, 16	1, 15		
Friends of Animals					
Friends of the Earth					
Friends of Trees					
Friends Without a Border		7			
Friendship Force International					
FSHD Society					
Fuller Center for Housing					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
G Galapagos Conservancy		16	14		
Gary Sinise Foundation					
Gateway for Cancer Research					
Gay and Lesbian Alliance Against Defamation		7, 16, 17			
Gentle Giants Draft Horse Rescue Society					
Gift of Adoption Fund					
Gift of Life International					
Gift of Life Marrow Registry					
Giraffe Heroes Project					
Girl Scouts of the USA					
Girls Educational and Mentoring Services					
Girls Inc.		19			
Girls Who Code					
Give Kids The World					
Give2Asia					
GiveDirectly		6, 7, 14			
Giving Kitchen					
GLAAD	See entry for Gay and Lesbian Alliance Against Defamation.				
Glaucoma Research Foundation					
Gleaning for the World					
Global AIDS Interfaith Alliance					
Global Child Advocates		4, 13, 16	9, 11, 14		
Global Christian Relief		6, 7			
Global Communities					
The Global FoodBanking Network					
Global Fund for Children					
Global Heritage Fund					
Global Impact					
Global Justice Center					
Global Lyme Alliance					
Global Partnerships					
Global Sanctuary for Elephants		1, 4, 6			
GlobalGiving Foundation					
GO Ministries					
GO2 Foundation for Lung Cancer		4, 7			
Good Days					
The Good Food Institute					
Good Plus Foundation					
Good Sports					
Good360					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Goodwill Industries International					
Gospel for Asia					
Government Accountability Project					
Grameen Foundation					
Grand Canyon Trust					
Grassroots International					
Greater Good Charities					
Greater Yellowstone Coalition					
Green Beret Foundation		6, 16, 19	1, 14, 15		
Greenpeace Fund					
Grist Magazine					
Guide Dog Foundation for the Blind and America's VetDogs					
Guide Dogs for the Blind					
Guide Dogs of America					
Guiding Eyes for the Blind					
Guttmacher Institute		1, 6			
H. Lee Moffitt Cancer Center and Research Institute Foundation					
Habitat for Humanity International					
Hadassah the Women's Zionist Organization of America					
Hagar USA					
Haiti Clinic					
Haiti Partners					
Hal Lindsey Website Ministries					
Hand in Hand American Friends of the Center for Jewish-Arab Education in Israel		1, 6, 7, 14, 17, 18	3, 13, 16		
Hazelden Betty Ford Foundation					
Headstrong Project					
Health Volunteers Overseas					
HealthWell Foundation		4			
Hearing Health Foundation					
Hearing Loss Association of America					
Heart to Heart International					
Heartbeat International					
Hebrew Immigrant Aid Society	See entry for HIAS.				
Heifer Project International					
Helen Keller International					
Help Heal Veterans					

H

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Help Hope Live					
Help Me See					
Helping Children Worldwide					
Helping Hand for Relief and Development					
Heritage for the Blind					
The Heritage Foundation					
HHT Foundation International	See entry for Cure HHT.				
HIAS					
Hidaya Foundation					
Hire Heroes USA					
Hispanic Association of Colleges and Universities					
Hispanic Scholarship Fund					
Holt International Children's Services					
Home Missioners of America					
Homes for Our Troops					
Honor Flight Network					
Hope for Haiti					
Hope for Haiti's Children		4, 6			
Hope for Justice		6, 7, 8, 18	15		
Hope for the Warriors		7, 16, 19	13		
HOPE International					
Hope Walks					
HOPE worldwide					
Human Coalition					
Human Development Foundation of North America					
Human Life International					
Human Milk Banking Association of North America		6, 11, 14, 16, 17	3, 13, 15		
Human Rights Campaign Foundation					
Human Rights Watch					
Humane Society International					
Humane Society of the United States					
Humanity & Inclusion					
The Hunger Project					
Huntington's Disease Society of America					
Hydrocephalus Association					
ICNA Relief USA					
iDE-International Development Enterprises					
In Defense of Animals					
In Touch Ministries					
Independence Fund		6, 14, 16, 18, 19	13, 15		

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Independent Sector					
Indian Law Resource Center					
Inner-City Muslim Action Network					
Innovations for Poverty Action					
Insight for Living Ministries					
Inspiring Body of Christ Church					
InStep International					
Institute for Justice					
Institute for Shipboard Education		1, 7, 16			
Institute for Social Policy and Understanding					
International Aid Charity					
International Animal Rescue, US					
International Book Project					
International Campaign for Tibet		6, 7, 14, 16	8, 9, 13		
International Catholic Migration Commission					
International Centre for Missing and Exploited Children		7			
International Children's Fund		4, 6, 7, 14, 17, 18	13		
International Children's Network					
International Christian Concern					
International Eye Foundation					
International Fellowship of Christians and Jews					
International FOP Association					
International Foundation for Functional Gastrointestinal Disorders		1, 3, 4, 6, 7, 14, 16, 17, 18, 19	15		
International Fund for Animal Welfare					
International Institute of Rural Reconstruction					
International Justice Mission					
International Literacy and Development					
International Medical Corps					
International Medical Relief					
International Myeloma Foundation					
International OCD Foundation		6, 7, 16, 17			
International Rescue Committee					
International Rett Syndrome Foundation					
International Rivers					
International Social Service USA Branch					
International Union of Police Associations					
InterVarsity Christian Fellowship USA					
IntraHealth International					
Invisible Children					



































Name of National Charity	Accredited (Met Standards)	Standards Not Met	Unable to Verify	Did Not Disclose	Review in Progress
Isaiah 117 House		6, 7, 8, 17, 18			
Islamic Relief USA					
Israel Cancer Research Fund					
Israel Tennis & Education Centers Foundation					








































J





































JAARS					
Jackie Robinson Foundation					
Jane Goodall Institute for Wildlife, Research, Education and Conservation					
JBI International					
JDRF International					
Jewish National Fund					
Jewish Voice Ministries International					
Jews for Jesus					
Jimmy Fund	See entry for Dana-Farber Cancer Institute.				
Joel Osteen Ministries					
John F. Kennedy Center for the Performing Arts					
Joyce Meyer Ministries					
Judicial Watch					
Junior Achievement USA					
Just Detention International					
JustWorld International		16			










K

K9s for Warriors		6, 16, 17			
KABOOM!					
Kars4Kids					
Keep a Child Alive		1, 3, 6, 7			
Keep America Beautiful		6, 7, 16			
Keepers of the Wild					
Keennel to Couch		1, 3, 6, 7, 14, 16, 18	9, 13		
Kenneth Copeland Ministries	See entry for Eagle Mountain International Church.				
Keystone Symposia on Molecular and Cellular Biology		7, 16, 17			
Kidney Cancer Association					
Kids Against Hunger					
Kids Alive International					
Kids in Need of Defense					
Kids in Need of Development, Education and Relief					
Kids Wish Network					
Kidspire					
Kinship United					
































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Kiva Microfunds					
Kiwanis Children's Fund					
Korean War Veterans Memorial Foundation		1, 6, 7, 14, 16, 17, 18	13, 15		
Kupenda for the Children					
Lambda Legal Defense and Education Fund					
Land Trust Alliance					
Last Chance for Animals					
Laureus Sport for Good Foundation USA					
Law Enforcement Legal Defense Fund		1, 6, 7, 14, 18	8, 9, 13, 16		
Law Enforcement Officers Relief Fund					
Leadership Institute					
League of American Bicyclists		6, 7, 16, 18			
League of Conservation Voters Education Fund					
League of Women Voters Education Fund					
Learning Ally					
Legacy Youth Leadership					
LensCrafters Foundation	See entry for OneSight.				
Leukemia & Lymphoma Society		7			
Life in Abundance International		14, 16, 17	3		
Life Legal Defense Foundation					
LIFE Outreach International					
Lifesavers					
LIGHT Health & Wellness Comprehensive Services					
Limbs for Life Foundation		7, 10			
Lions Clubs International Foundation		6, 14, 18	10		
Local Initiatives Support Corporation					
Live Action		1, 4			
Living Water International					
Locks of Love					
Lotus House Women's Shelter					
Love A Child					
Love Justice International					
Love146					
Luke's Wings					
Lung Cancer Research Foundation					
LUNGeivity Foundation					
Lupus Foundation of America					
Lupus Research Alliance					
Lustgarten Foundation		1, 18	6, 7, 15		
Lutheran Immigration and Refugee Service			13		






Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Lutheran World Relief	See entry for Corus International.				
Lymphatic Education and Research Network					
Lymphoma Research Foundation					
M Macular Degeneration Research	See entry for BrightFocus Foundation.				
MADD	See entry for Mothers Against Drunk Driving.				
MADRE					
Make-A-Wish Foundation of America					
Make-A-Wish International					
The Malala Fund					
Many Hopes		8			
Maoz Israel Ministries					
MAP International					
Marathon Kids					
Marbleseed					
March of Dimes					
Marfan Foundation, The					
Marijuana Policy Project Foundation					
Marine Corps Association Foundation		8, 12, 16			
Marine Corps Heritage Foundation					
Marine Corps - Law Enforcement Foundation					
Marine Corps Scholarship Foundation					
Marine Mammal Center					
Marine Toys for Tots Foundation					
Marist Brothers					
Marshall Legacy Institute					
Mary Kay Foundation					
Maryknoll Sisters of St. Dominic					
MAZON: A Jewish Response to Hunger					
Meals on Wheels America					
Medical Students for Choice					
Medical Teams International					
Meds & Food for Kids		7, 17, 18	16		
Melanoma Research Alliance Foundation					
Melanoma Research Foundation					
Memorial Sloan-Kettering Cancer Center					
Mended Hearts					
Mennonite Central Committee					
Mennonite Disaster Service		7			
Mental Health America					
Mercury One					





































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Mercy Corps					
Mercy for Animals					
Mercy Home for Boys and Girls					
Mercy Medical Angels		7, 14, 16	3		
Mercy Multiplied America					
Mercy Ships					
Mercy Without Limits					
Mesothelioma Applied Research Foundation					
Mexico Medical Missions					
Michael J. Fox Foundation for Parkinson's Research					
Middle East Children's Alliance					
MidwayUSA Foundation		3	5, 7		
Midwest Food Bank					
Military Child Education Coalition					
Military Officers Association of America Scholarship Fund					
Military Order of the Purple Heart Service Foundation					
Military Spouse Corporate Career Network					
Military Warriors Support Foundation					
Military with PTSD					
MiracleFeet					
Mission India					
Mona Foundation					
Moody Bible Institute of Chicago					
Morris Animal Foundation		16			
Mother Jones		6, 18			
Mothers Against Drunk Driving					
mothers2mothers International					
Mount Vernon Ladies' Association of the Union					
Mountain Lion Foundation					
Mountain States Legal Foundation		6, 7, 16, 18	8, 9, 13, 15		
Move United					
Movember Foundation					
Mozilla Foundation					
MPN Research Foundation		7, 16			
Mr. Holland's Opus Foundation		6, 7, 14, 16, 19	1, 18		
Ms. Foundation for Women					
Multiple Myeloma Research Foundation		1, 3, 6, 7, 16	13		
Multiple Sclerosis Association of America					
Muscular Dystrophy Association					









Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Muslim Legal Fund of America					
Mutts With a Mission					
My Stuff Bags Foundation					
Myasthenia Gravis Foundation of America					

N

NAACP Empowerment Programs					
NAACP Legal Defense and Educational Fund					
NAMI					
NARSAD: d/b/a Brain and Behavior Research Foundation					
National 4-H Council		14, 17			
National Abortion Federation					
National Academy of Engineering Fund					
National Alliance to End Homelessness					
National Alopecia Areata Foundation					
National Anti-Vivisection Society					
National Arbor Day Foundation					
National Association for the Exchange of Industrial Resources / NAEIR					
National Association of American Veterans					
National Association of Christian Churches					
National Association of the Deaf					
National Ataxia Foundation					
National Audubon Society					
National Bleeding Disorders Foundation					
National Blood Clot Alliance		11			
National Brain Tumor Society					
National Breast Cancer Coalition Fund					
National Breast Cancer Foundation		1, 4			
National Cancer Assistance Foundation					
National Cancer Center					
National Center for Appropriate Technology					
National Center for Families Learning					
National Center for Healthy Housing					
National Center for Learning Disabilities					
National Center for Lesbian Rights					
National Center for Missing and Exploited Children					
National Center for Public Policy Research					
National Center for Victims of Crime					
National Center on Shaken Baby Syndrome					
National Child Safety Council					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
National Children's Cancer Society	✓				
National Coalition for Cancer Survivorship dba Cancer Survivors Coalition				!	
National Congress of Parents and Teachers				!	
National Constitution Center				!	
National Consumer Law Center				!	
National Council of Churches USA				!	
National Council of the US Society of St. Vincent de Paul	✓				
National Council on Aging	✓				
National Council of the YMCAS of the USA	✓				
National Council on U.S.-Arab Relations				!	
National Credit Union Foundation	✓				
National Democratic Institute for International Affairs		6, 7, 14, 16, 17, 18	3, 13, 15		
National Disaster Search Dog Foundation				!	
National Domestic Violence Hotline				!	
National Down Syndrome Society		7			
National Eating Disorders Association				!	
National Eczema Association	✓				
National Education for Assistance Dog Services				!	
National Environmental Education and Training Foundation		6, 7			
National Fallen Firefighters Foundation				!	
National Federation of The Blind			1		
National FFA Foundation				!	
National Fish and Wildlife Foundation				!	
National Forest Foundation	✓				
National Foundation for Advancement in the Arts, Inc.	✓				
National Foundation for Cancer Research	✓				
National Foundation for Transplants					⋮
National Geographic Society		6, 7, 10, 12, 14, 16, 17	20		
National Immigration Forum				!	
National Indian Child Welfare Association				!	
National Jewish Health	✓				
National Kidney Foundation	✓				
National Law Enforcement and Firefighters Children's Foundation	✓				
National Marine Sanctuary Foundation				!	

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
National Military Family Association					
National Multiple Sclerosis Society					
National Network of Abortion Funds					
National Network to End Domestic Violence					
National Organization for Rare Disorders					
National Park Foundation		7, 14, 16			
National Park Trust					
National Parks Conservation Association					
National Partnership for Women and Families					
National Pediatric Cancer Foundation					
National Psoriasis Foundation			13		
National Relief Charities	See entry for Partnership With Native Americans.				
National Right to Life Committee Educational Trust Fund					
National Runaway Safeline					
National Safe Place Network					
National September 11 Memorial and Museum					
National Space Society					
National Stem Cell Foundation					
National Trust for Historic Preservation in the United States					
National Tuberosclerosis Association	See entry for TSC Alliance.				
National Urban League					
National Wildlife Federation					
National Women's Health Network					
National World War II Museum					
Native American Aid	See entry for Partnership With Native Americans.				
Native American Emergency Relief	See entry for World Emergency Relief.				
Native American Heritage Association					
Native American Rights Fund					
Native Forward Scholars Fund					
Natural Resources Defense Council					
Nature Conservancy					
Navajo Relief Fund	See entry for Partnership With Native Americans.				
Navigators					
Navy-Marine Corps Relief Society					
Near East Foundation		7			
NeedyMeds					
NeighborWorks America					
Nepal Youth Foundation					
NephCure Kidney International					







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Net Impact					
Network for Teaching Entrepreneurship					
Network for Good					
Neuroendocrine Tumor Research Foundation		7	14		
New Beginning Children's Homes					
New Eyes for the Needy					
New Israel Fund					
New Venture Fund					
No One Left Behind		1, 18			
Nonhuman Rights Project					
Nonviolent Peaceforce					
Nora Lam Chinese Ministries					
North American Conference on Ethiopian Jewry		1, 3, 7, 14	13		
North American Land Trust					
North American Mission Board, SBC					
North Shore Animal League America					
Northeast Animal Shelter					
Northern Plains Reservation Aid	See entry for Partnership With Native Americans.				
Now I Lay Me Down to Sleep		6, 7			
NPH USA					
NSPIRE Outreach					
NTM Info & Research					
NumbersUSA Education and Research Foundation					
Nuru International					
Oblate Missionary Society					
Ocean Conservancy					
Oceana					
Oceanic Society Expeditions					
Officers' Christian Fellowship of the USA					
Omaha Home for Boys					
One Heartland					
One Percent for the Planet					
One Tree Planted					
OneSight					
OneSky		4, 6			
Open Medicine Foundation					
Operation Blessing International					
Operation FINALLY HOME		3			
Operation Gratitude		7, 14, 16, 18	1, 3, 6		
Operation Healing Forces		7			






































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Name of National Charity	Accredited (Met Standards)	Standards Not Met	Unable to Verify	Did Not Disclose	Review in Progress
Operation Homefront					
Operation Serve		3, 7, 11, 14, 16, 17, 18	4, 10, 15		
Operation Smile		4			
Operation Underground Railroad		1, 4, 6, 7, 14, 16, 19	5, 13, 15		
Operation USA					
Operation Warm					
Opportunities Industrialization Centers of America					
Opportunity International					
Optimist International Foundation					
ORBIS International	See entry for Project ORBIS International.				
Organization for Autism Research		3, 7, 17, 19			
Orphan Grain Train					
Orphan Helpers					
Orphans in Need USA					
Others First					
Our Daily Bread Ministries		17			
Outreach Aid to the Americas		13			
Outreach International					
OutRight Action International					
Ovarian Cancer Research Alliance					
Oxfam America					























P

P.E.F. Israel Endowment Funds					
Pachamama Alliance			5		
Pachyonychia Congenita Project					
Pacific Crest Trail Association					
Pacific Legal Foundation					
Pacifica Foundation					
Pact					
Pajama Program					
Pan African Sanctuary Alliance					
Pan American Development Foundation					
Pancreatic Cancer Action Network					
Panthera					
Paralyzed Veterans of America		6, 7, 8, 9, 14, 16	1		
Parent Project for Muscular Dystrophy Research					
Parents of Murdered Children		18			
Parents Television Council					
Parkinson's Foundation					






Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Partners in Health					
Partners of the Americas		13	9		
Partnership for Transparency Fund					
Partnership Project					
Partnership With Native Americans					
Passport					
Pat Tillman Foundation					
PATH		7, 14, 18			
Patient Access Network Foundation		4, 7			
Patient Advocate Foundation					
Paws for Purple Hearts					
Paws With A Cause					
paws4people					
PayPal Charitable Giving Fund					
PCI-Media Impact		6, 7			
Pearl S. Buck International					
Pediatric Brain Tumor Foundation of the U.S.					
Pediatric Cancer Research Foundation		7			
Pencils of Promise					
Penny Appeal USA					
People for the Ethical Treatment of Animals		2			
People United for Christ					
Per Scholas					
Performing Animal Welfare Society					
Persecution Project Foundation					
Pet Partners					
Pesticide Action Network North America					
Petfinder Foundation					
PetSmart Charities					
PFLAG		19			
Phoenix Society for Burn Survivors					
Physicians Committee for Responsible Medicine					
Physicians for Human Rights		7, 12, 14, 16	6		
Physicians for Peace Foundation					
Pine Street Inn					
PKD Foundation					
Plan International USA					
Planet Aid					
Planet Water Foundation					
Planned Parenthood Federation of America					
Plant With Purpose					































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Platelet Disorder Support Association					
Players Philanthropy Fund					
Pledgeling Foundation					
Point Foundation					
Points of Light Foundation					
Polar Bears International					
Polaris Project		1, 6, 14			
Population Connection					
Population Council					
Population Institute					
Population Media Center					
Population Services International					
Possible					
Prader-Willi Syndrome Association					
Prager University Foundation					
Precept Ministries of Reach Out					
Preeclampsia Foundation					
Prevent Blindness					
Prevent Cancer Foundation					
Prevent Child Abuse America		6, 7			
Priests for Life					
Primarily Primates					
Primary Health Care					
Primate Rescue Center					
Prison Fellowship International					
Prison Fellowship Academies	See entry for Prison Fellowship Ministries.				
Prison Fellowship Advocacy and Justice Reform	See entry for Prison Fellowship Ministries.				
Prison Fellowship Ministries					
Pro Mujer					
Progeria Research Foundation			5		
Progressive Agriculture Foundation		6, 7	15		
Project A.L.S.					
Project Amigo					
Project AWARE Foundation					
Project C.U.R.E.					
Project Concern International	See entry for Global Communities.				
Project HOPE—The People-to-People Health Foundation					
Project on Government Oversight					
Project ORBIS International					
Project Rescue International	See entry for Rescue:Freedom International.				





































Name of National Charity	Accredited (Met Standards)	Standards Not Met	Unable to Verify	Did Not Disclose	Review in Progress
Project Veritas					
ProLiteracy Worldwide					
Prosperity Now		18			
Prostate Cancer Foundation					
Provide					
Public Allies					
Public Citizen Foundation					
Pueblo a Pueblo					
Pulmonary Fibrosis Foundation					
Pulmonary Hypertension Association					
Pure Water for the World					
pureHOPE					
Purple Heart	See entry for Military Order of the Purple Heart Service Foundation.				
Purple Heart Homes					
PVA Spinal Cord Injury Education and Training Foundation	See entry for Paralyzed Veterans of America.				
Q					
Quiet Hour					
Quixote Center					
R					
Rafiki Foundation					
RAICES					
Rails-to-Trails Conservancy					
Rainforest Action Network					
Rainforest Alliance					
Rainforest Trust		6, 7	19		
RAINN	See entry for Rape, Abuse & Incest National Network.				
Rape, Abuse & Incest National Network					
Rare					
RBC Ministries	See entry for Our Daily Bread Ministries.				
Reading is Fundamental		8			
Rebuilding Together					
Recycle for Change					
Red Barn Farms					
Red Cloud Indian School		8			
Redeem International		1, 6, 7, 18	3, 15		
RedRover					
Reef Check Foundation			19		
Refuge for Women					
Refugees International					






























Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Relief International		6, 7, 14, 16	13, 15		
Religious Freedom Coalition		3, 4			
RemedyLIVE	See entry for SoulMedic Media Group.				
Remote Area Medical					
Reproductive Freedom for All					
Reproductive Health Access Project					
Rescue:Freedom International	See entry for Atlas Free.				
Research Down Syndrome	See entry for LuMind Research Down Syndrome Foundation.				
Reservation Animal Rescue	See entry for Partnership with Native Americans.				
Resist		7			
RESOLVE: The National Infertility Association		6, 7, 14, 16, 19	15		
Resources for Human Development					
ReSurge International					
Rett Syndrome Research Foundation	See entry for International Rett Syndrome Foundation.				
RIP Medical Debt		16, 18	4		
Rise Against Hunger					
RISE International					
River Network					
Road Runners Club of America		18	15		
Road Scholar					
Robert A. Toigo Foundation					
Robert F. Kennedy Human Rights					
Ronald McDonald House Charities					
Room to Grow					
Room to Read					
Rotary Foundation of Rotary International					
Ruffed Grouse Society					
Rural Advancement Foundation International-USA		6, 7			
Rutgers University Foundation					

S

































S.O.S. International	See entry for Sower of Seeds International Ministries.				
SADD		7, 14, 16, 18	3		
Safari Club International Foundation					
Salesian Missions					
Salvadoran American Humanitarian Foundation					
Salvation Army (National Corporation)					
Salvation Army World Service Office					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Samaritan's Purse					
Sandy Hook Promise Foundation		1, 4, 6			
Saprea					
Sarcoma Foundation of America					
SAT-7 North America					
Save the Children Federation					
Save the Chimps		6, 7			
Save the Redwoods League					
Saving Places	See entry for National Trust for Historic Preservation in the United States.				
SBP					
Scenic America		3, 4			
Scholarship America		7	19		
Sea Shepherd Conservation Society					
SEE International					
Semester at Sea	See entry for Institute for Shipboard Education.				
Semper Fi and America's Fund					
Send Relief					
Sentinels of Freedom Scholarship Foundation					
Sequoia Parks Conservancy		16, 17, 18	11		
SeriousFun Children's Network					
Servant Partners					
Seva Foundation					
Share Our Strength					
Sharsheret					
Sheep Dog Impact Assistance		1, 4, 6, 7, 11, 14, 16, 18	15		
Sheets From Home					
Sheldrick Wildlife Trust USA	See entry for The David Sheldrick Wildlife Trust USA.				
Shelter for Life International					
Shepherd Higher Education Consortium on Poverty					
Shoes That Fit		6	1, 14		
Shriners Hospitals for Children					
Sickle Cell Disease Association of America					
Sierra Club Foundation					
SIGN Fracture Care International					
SIM USA		6, 7, 16, 17	14		
Simon Wiesenthal Center		1			
Sioux Nation Relief Fund	See entry for Partnership with Native Americans.				
Sistema Infantil Teleton USA					







Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
SIUT North America					
Sky's the Limit Fund		6, 7, 11, 16, 18	15		
Sleep in Heavenly Peace		4, 14, 16, 17, 18	13, 15		
Smile Train					
Soccer Without Borders					
Society for Science & the Public		3			
Society of St. Andrew					
Soi Dog Foundation USA					
Solar Cookers International					
Solar United Neighbors					
Soldiers' Angels					
Soles4Souls					
Solve ME/CFS Initiative					
Sonoran Institute					
Sons of Italy Foundation					
SOS Children's Villages-USA					
SoulMedic Media Group					
Southeastern Guide Dogs					
Southeastern Legal Foundation					
Southern Poverty Law Center					
Southern Utah Wilderness Alliance					
Southwest Indian Relief Council		See entry for Partnership with Native Americans.			
Southwest Reservation Aid		See entry for Partnership with Native Americans.			
Sower of Seeds International Ministries					
SPCA International					
Special Forces Charitable Trust					
Special Olympics					
Special Operations Warrior Foundation					
Special Spaces					
Spina Bifida Association of America		1, 6, 7, 16, 18	15		
Splash International					
St. Baldrick's Foundation					
St. Bonaventure Indian Mission and School					
St. Joseph's Indian School and Missions					
St. Jude Children's Research Hospital		See entry for ALSAC.			
St. Labre Indian School Educational Association					
St. Luke's Foundation for Haiti					
St. Mary's Health Wagon			14		
St. Matthew's Churches					

































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
St. Vincent de Paul National Council					
Stand for Children Leadership Center					
Stand Up To Cancer					
Starkey Hearing Foundation					
Starlight Children's Foundation		14, 18	15, 19		
Start Early		7, 16	13		
Statement Arts					
Statue of Liberty-Ellis Island Foundation					
Step Up For Students					
Street Business School					
Structured Employment Economic Development					
Student Conservation Association					
Students Against Driving Drunk					
Students For Life of America					
Sudan Relief Fund					
Sundari Foundation					
Support For Educational and Economic Development					
Surfrider Foundation		7	13, 14		
Surgical Eye Expeditions International					
Susan G. Komen					
Swim Across America					
Syrian American Medical Society Foundation					
Taco Bell Foundation					
Tahirih Justice Center					
Task Force for Global Health					
Tax Foundation		3, 6, 14			
TCT Ministries					
Teach for America					
Team Jack Foundation		1, 6, 7, 16, 17	19		
Team Red, White, and Blue					
Team Rubicon		1, 3, 4, 6, 7, 14, 16	15, 19		
Technoserve					
Tee It Up for the Troops		1, 6, 7, 14, 16			
Teen Cancer America		8, 11, 16			
Teen Challenge International, USA					
Teen Health Connection		16, 18			
Tergar International					
That Others May Live Foundation					

T

















Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Theodore Roosevelt Conservation Partnership					
Thirst Project					
Thomas Jefferson Foundation					
Ticket To Dream Foundation					
Tiger Haven					
Tiger Missing Link Foundation					
Tim Tebow Foundation					
Time for Lyme	See entry for Global Lyme Alliance.				
To Write Love On Her Arms	See entry for TWLOHA.				
Together We Rise					
Together Women Rise					
Tony La Russa's Animal Rescue Foundation					
Toy Foundation					
Toys for Tots	See entry for Marine Toys for Tots Foundation.				
Tracy's Kids					
Travis Manion Foundation					
Travis Mills Foundation					
Trees for the Future					
Trevor Project					
Trickle Up Program					
T'ruah		1, 14, 16, 18	15		
True Friends					
Trust Women Foundation		7, 11, 12, 16, 17			
Truth For Life					
TSC Alliance					
TSNE MissionWorks					
Tuberous Sclerosis Alliance	See entry for TSC Alliance.				
Tunnel to Towers Foundation					
Tukish Philanthropy Funds					
Turning Point USA					
Tuskegee Airmen National Historical Museum					
Twilight Wish Foundation					
TWLOHA					









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










U.S. Committee for Refugees and Immigrants					
Ulman Cancer Fund for Youth Adults					
Unbound					
UNCF (United Negro College Fund)		6, 16			
UNFCU Foundation Inc.					
UNICEF USA					
Union of Concerned Scientists					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Union Sportsmen's Alliance					
Unitarian Universalist Service Committee					
United American Patriots					
United Animal Nations	See entry for RedRover.				
United Board for Christian Higher Education in Asia					
United Breast Cancer Foundation		1, 3, 4, 18			
United Cancer Support Foundation					
United Cerebral Palsy		6, 7, 8, 14, 16, 18			
United Charitable					
United Help Ukraine					
United Lutheran Seminary					
United Methodist Committee on Relief					
United Negro College Fund	See entry for UNCF.				
United Network for Organ Sharing					
United Palestinian Appeal					
United Service Organizations	See entry for USO.				
United Spinal Association					
United States Armed Forces Association	See entry for Veterans Support Foundation.				
United States Association for UNHCR					
United States Deputy Sheriffs Association					
United States Holocaust Memorial Museum					
United States Mission					
United States Olympic Committee		18	1, 3, 15		
United States Soccer Federation Foundation					
United States Veterans Initiative					
United Through Reading					
United Way Worldwide					
Up2Us		1, 6, 7, 14, 16, 18	13		
Urbanpromise International		1, 6, 7, 16, 17, 18	15		
Urgent Action Fund for Women's Human Rights					
US Friends of The David Sheldrick Wildlife Trust	See entry for The David Sheldrick Wildlife Trust USA.				
USA Cares					
USO (United Service Organizations)					
V Foundation for Cancer Research					
Vehicles for Change					
Veteran Tickets Foundation					
Veterans Assistance Foundation					

V

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Veterans of Foreign Wars National Home for Children					
Veterans of Foreign Wars of the United States					
Veterans Support Foundation					
Veterans Trauma Support Network	See entry for Crisis Relief Network.				
VetJobs.org	See entry for Corporate America Supports You.				
VetFirst	See entry for United Spinal Association.				
VFW	See entry for Veterans of Foreign Wars of the United States.				
VFW Foundation		7	14, 19		
VFW National Home	See entry for Veterans of Foreign Wars National Home for Children.				
VH1 Save the Music Foundation					
VHL Alliance					
Vibha		6, 7	19		
Vietnam Veterans Memorial Fund					
Vietnam Veterans of America					
Village Health Works					
Village Missions		4, 6			
VisionSpring		6, 7, 16	1, 14		
Vitae Foundation					
Vital Ground Foundation					
Voice of the Martyrs					
Volunteers of America		16, 17	3, 6, 7, 13, 4, 15		
Voto Latino Foundation		1, 6, 7, 8, 11, 14, 16, 17, 18			

W					
W for Women	See entry for Ms. Foundation for Women.				
Walker Cancer Research Institute					
Warm Blankets Children's Foundation	See entry for Kinship United.				
Water For People					
Water Mission					
Water.org					
WaterAid America					
WaterKeeper Alliance					
Wayfinder Family Services					
WE Charity		14, 17			
We Raise Foundation		1, 6, 7, 9, 10			
Wheat Ridge Ministries	See entry for We Raise Foundation.				
Wheels for Wishes					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Wild Animal Sanctuary		3, 7			
WildAid		4, 6	1, 3, 13, 19		
WildEarth Guardians					
Wilderness Society					
Wildlands Conservancy					
Wildlife Rescue and Rehabilitation					
Women for Women International					
Women's Sports Foundation					
Women's World Banking					
World Animal Protection					
World Bicycle Relief					
World Central Kitchen					
World Education					
World Emergency Relief					
World Federalist Movement - Institute for Global Policy		6, 7, 8, 14, 16, 18	1		
World Food Program USA					
World Harvest Church					
World Help					
World Hope International					
World Jewish Congress American Section					
World Medical Relief					
World Monuments Fund					
World Neighbors					
World Pediatric Project					
World Relief Corporation of National Association of Evangelicals					
World Renew					
World Resources Institute					
World Villages for Children					
World Vision					
World Wildlife Fund					
Worldwide Foundation for Credit Unions					
Wounded Warrior Project					
Wounded Warriors Family Support					
Wreaths Across America					
Wycliffe Bible Translators					
Xerces Society for Invertebrate Conservation					



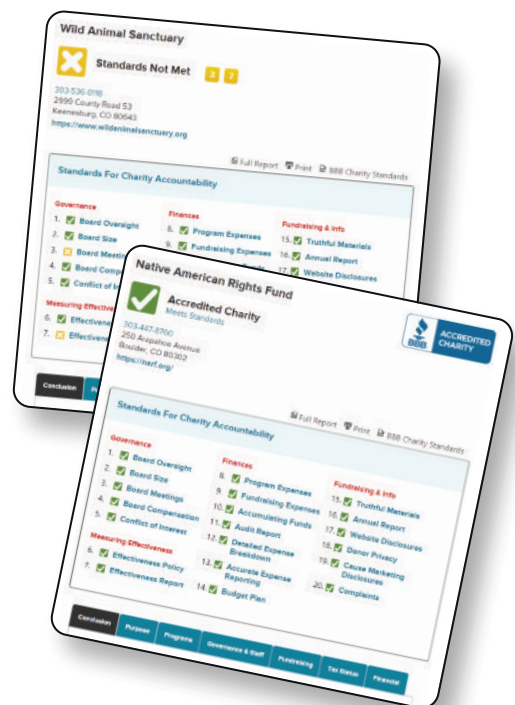
Name of National Charity	Accredited (Met Standards)	Standards Not Met	Unable to Verify	Did Not Disclose	Review in Progress
YMCA of the USA			See entry for National Council of YMCAS of the USA.		
Yosemite Conservancy				!	
Young America's Foundation				!	
Young Life	✓				
Young Living Foundation		7, 14, 18	13, 19		
Young Marines of the Marine Corps League		6, 16, 17, 18	3, 7, 13, 14		
Young Survival Coalition				!	
YoungArts			See entry for National YoungArts Foundation.		
Younique Foundation			See entry for Saprea.		
Youth for Christ USA				!	
Youth Villages	✓				
Youth, Improving Nonprofits for Children				!	
YWCA USA				!	
Zachary and Elizabeth M. Fisher Center for Alzheimer's Research Foundation				!	
ZERO Prostate Cancer	✓				
Zonta Foundation for Women	✓				

Visit [give.org](https://www.give.org).

For free access to detailed reports on the nationally soliciting charities appearing in the *Wise Giving Guide*.

Get more information on the mission, programs, governance, finances and fund raising activities of these organizations.

If a charity does not meet one or more BBB Charity Standards, you can review the explanation(s) of each finding.



Q&A about BBB Wise Giving Alliance

Q *How is BBB WGA different from other charity evaluators?*

A BBB WGA is a **standards-based** charity monitoring organization that addresses a variety of issues such as board oversight, results reporting, finances, appeal accuracy, website disclosures, and donor privacy. We work with charities on an individual basis to inform them of our findings and identify ways to address any issues with our standards. Other charity monitors include metrics-based evaluators, monitors that focus on financial ratios, or evaluators that report on specific types of charities such as religious organizations.

Q *Does BBB WGA rate or grade charities?*

A No. Charities are not rated against one another. A BBB WGA evaluation concludes either that a charity meets all the standards or does not meet certain ones, for reasons described in the report. Whatever the conclusion, the report does not represent approval or disapproval of the organization or its cause. BBB WGA does not suggest that prospective contributors give, or not give, to any particular organization.

Q *How does the BBB WGA decide which charities to review?*

A Inquiries from the public about a particular national charity prompt a BBB WGA letter requesting that the charity file information for a review. These inquiries come to us directly, by mail, phone, e-mail, and in referrals from local Better Business Bureaus. In addition, charities may file information for a review on their own initiative. In either case, BBB WGA determines whether the charity is soliciting nationally before it requests information. ***There is no charge to charities for being evaluated.***

National Charity Seal Licensing Program



give.org

Watch for the seal in a charity's mailings, on its website, in newspaper and magazine advertisements, on TV, in public service announcements, and elsewhere. The seal means the national charity displaying it meets the comprehensive standards of the BBB Wise Giving Alliance.

Use of the seal is entirely voluntary. Not every national charity that meets the standards will choose to participate in the seal program. Participants sign a license agreement and pay a sliding-scale fee based on their total contributions in the past year. A national charity is eligible to apply for participation in the seal program only after an evaluation concludes that the charity meets standards. Licensing fees help BBB WGA cover its expenses.

Occasionally donors ask BBB WGA whether licensing fees influence the outcome of charity evaluations. The answer is no. Our analyst staff is very thorough for each evaluation completed. After a charity report is posted online that shows the organization meets all 20 standards, a separate marketing staff then contacts the charity to invite them to consider participating in the seal program. In addition to this separation of the analytical and licensing processes, BBB WGA ensures that seal participants are reviewed with the same frequency (every two years) as other national charities. Since the inception of the Accredited Charity Seal, about 9% of participating charities were dropped from the seal program as the charity either no longer met standards or did not provide requested updated information. BBB WGA's commitment to objectivity is unwavering. We know that the public's trust in our work is essential to our credibility.

BBB Standards for Charity Accountability

After a three-year period, drawing on independent research on donor expectations, professional and technical assistance from a variety of philanthropic experts, and numerous comments from donors and charities, the BBB Wise Giving Alliance issued the *Standards for Charity Accountability*.

The full text of the new standards, with a preface and an Implementation Guide describing how the Alliance applies them, is accessible on our website, www.give.org.

GOVERNANCE AND OVERSIGHT

The governing board has the ultimate oversight authority for any charitable organization. This section of the standards seeks to ensure that the volunteer board is active, independent and free of self-dealing. To meet these standards, the organization shall have:

- 1. A board of directors that provides adequate oversight of the charity's operations and its staff.** Indication of adequate oversight includes, but is not limited to, regularly scheduled appraisals of the CEO's performance, evidence of disbursement controls such as board approval of the budget and fund raising practices, establishment of a conflict of interest policy and establishment of accounting procedures sufficient to safeguard charity finances.
- 2. A board of directors with a minimum of five voting members.**
- 3. A minimum of three evenly spaced meetings per year of the full governing body with a majority in attendance, with face-to-face participation.** A conference call of the full board can substitute for one of the three meetings of the governing body. For all meetings, alternative modes of participation are acceptable for those with physical disabilities.
- 4. Not more than one or 10% (whichever is greater) directly or indirectly compensated person(s) serving as voting member(s) of the board. Compensated members shall not serve as the board's chair or treasurer.** [Publicly soliciting churches and other houses of worship: see the Implementation Guide at www.give.org for further information about the application of this standard.]
- 5. No transaction(s) in which any board or staff members have material conflicting interests with the charity resulting from any relationship or business affiliation.** Factors that will be considered when concluding whether or not a related party transaction constitutes a conflict of interest and if such a conflict is material, include, but are not limited to: any arm's length procedures established by the charity; the size of the transaction relative to like expenses of

the charity; whether the interested party participated in the board vote on the transaction; if competitive bids were sought and whether the transaction is one-time, recurring or ongoing.

MEASURING EFFECTIVENESS

An organization should regularly assess its effectiveness in achieving its mission. This section seeks to ensure that an organization has defined, measurable goals and objectives in place and a defined process in place to evaluate the success and impact of its program(s) in fulfilling the goals and objectives of the organization and that also identifies ways to address any deficiencies. To meet these standards, a charitable organization shall:

- 6. Have a board policy of assessing, no less than every two years, the organization's performance and effectiveness and of determining future actions required to achieve its mission.**
- 7. Submit to the organization's governing body, for its approval, a written report that outlines the results of the aforementioned performance and effectiveness assessment and recommendations for future actions.**

FINANCES

This section of the standards seeks to ensure that the charity spends its funds honestly, prudently and in accordance with statements made in fund raising appeals. To meet these standards, the charitable organization shall:

Please note that standards 8 and 9 have different denominators.

- 8. Spend at least 65% of its total expenses on program activities.**

Formula for Standard 8:

$$\frac{\text{Total Program Service Expenses}}{\text{Total Expenses}}$$
 should be at least **65%**

- 9. Spend no more than 35% of related contributions on fund raising. Related contributions include donations, legacies and other gifts received as a result of fund raising efforts.**

Formula for Standard 9:

$$\frac{\text{Total Fund Raising Expenses}}{\text{Total Related Contributions}}$$
 should be no more than **35%**

- 10. Avoid accumulating funds that could be used for current program activities. To meet this standard, the charity's unrestricted net assets available for use should not be more than three times the size of the past year's expenses or three times the size of the current year's budget, whichever is higher.** [Meeting certain public disclosure requirements described in the Implementation Guide at www.give.org may enable a charity to satisfy this standard.]

An organization that does not meet Standards 8, 9 and/or 10 may provide evidence to demonstrate that its use of funds is reasonable. The higher fund raising and administrative costs of a newly created organization, donor restrictions on the use of funds, exceptional bequests, a stigma associated with a cause and environmental or political events beyond an organization's control are among factors which may result in expenditures that are reasonable although they do not meet the financial measures cited in these standards.

11. Make available to all, on request, complete annual financial statements prepared in accordance with generally accepted accounting principles. When total annual gross income exceeds \$1,000,000, these statements should be audited in accordance with generally accepted auditing standards. For charities whose annual gross income is less than \$1,000,000, a review by a certified public accountant is sufficient to meet this standard. For charities whose annual gross income is less than \$250,000, an internally produced, complete financial statement is sufficient to meet this standard.

12. Include in the financial statements a breakdown of expenses (e.g., salaries, travel, postage, etc.) that shows what portion of these expenses was allocated to program, fund raising and administrative activities. If the charity has more than one major program category, the schedule should provide a breakdown for each category.

13. Accurately report the charity's expenses, including any joint cost allocations, in its financial statements. For example, audited or unaudited statements which inaccurately claim zero fund raising expenses or otherwise understate the amount a charity spends on fund raising, and/or overstate the amount it spends on programs will not meet this standard.

14. Have a board-approved annual budget for its current fiscal year, outlining projected expenses for major program activities, fund raising and administration.

FUND RAISING AND INFORMATIONAL MATERIALS

A fund raising appeal is often the only contact a donor has with a charity and may be the sole impetus for giving. This section of the standards seeks to ensure that a charity's representations to the public are accurate, complete and respectful. To meet these standards, the charitable organization shall:

15. Have solicitations and informational materials, distributed by any means, that are accurate, truthful and not misleading, both in whole and in part.

Appeals that omit a clear description of program(s) for which contributions are sought will not meet this standard.

A charity should also be able to substantiate that the timing and nature of its expenditures are in accordance with what is stated, expressed or implied in the charity's solicitations.

16. Have an annual report available to all, on request, that includes:

- (a) the organization's mission statement,
- (b) a summary of the past year's program service accomplishments,
- (c) a roster of the officers and members of the board of directors,
- (d) financial information that includes:
 - (i) total income in the past fiscal year,
 - (ii) expenses in the same program, fund raising and administrative categories as in the financial statements, and
 - (iii) ending net assets.

17. Include on any charity websites that solicit contributions, the same information that is recommended for annual reports, as well as the mailing address of the charity and electronic access to its most recent IRS Form 990.

18. Address privacy concerns of donors by

- (a) providing in written appeals, at least annually, a means (e.g., such as a check off box) for both new and continuing donors to inform the charity if they do not want their name and address shared outside the organization, and
- (b) providing a clear, prominent and easily accessible privacy policy on any of its websites that tells visitors
 - (i) what information, if any, is being collected about them by the charity and how this information will be used,
 - (ii) how to contact the charity to review personal information collected and request corrections,
 - (iii) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization, and
 - (iv) what security measures the charity has in place to protect personal information.

19. Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

- (a) the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold),
- (b) the duration of the campaign (e.g., the month of October),
- (c) any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).

20. Respond promptly to and act on complaints brought to its attention by the BBB Wise Giving Alliance and/or local Better Business Bureaus about fund raising practices, privacy policy violations and/or other issues.

BBB Wise Giving Alliance
3033 Wilson Boulevard, Suite 710
Arlington, VA 22201

Thanks for Your Support

Key support for the BBB Wise Giving Alliance comes from individuals like you. Your donations make possible the charity evaluations and wise giving publications you rely on. Thank you for your generosity and your shared interest in strengthening the accountability of the nation's charities. Give with confidence to charities and give generously.



give.org

Look for our Seal on charity websites and appeals as a quick and easy way to see that the charity has met the *BBB Standards for Charity Accountability*. National charities that meet the Standards have the option of participating in our seal program. Go to www.give.org for more details.

**BBB Wise Giving Alliance ♦ 3033 Wilson Boulevard, Suite 710 ♦ Arlington, VA 22201
703-247-9321 ♦ e-mail: guide@give.org ♦ website: www.give.org**

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