

## **2020 BBB WISE GIVING ALLANCE ANNUAL REPORT**

### **OUR MISSION**

To help donors make informed giving decisions and strengthen trust in charities.

### **CHARITY REPORTING**

BBB Wise Giving Alliance (BBB's Give.org) produces about 1,500 reports on publicly soliciting charities based on the *20 BBB Standards for Charity Accountability*. Public inquiries help determine which charities are evaluated. Charities also can request to be evaluated. Most of the reports are about charities engaged in national fundraising activities. Local Better Business Bureaus produce reports on about 10,000 regionally soliciting charities. The name BBB Wise Giving Alliance began to be used in 2001. Under previous names, however, the legacy of BBB reporting on charities dates back to the 1920s. In addition to its long history, one of the key distinctions between BBB Wise Giving Alliance 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 a basis for rigorous evaluations completed by an expert research staff. A detailed explanation of how each standard is applied appears on Give.org.

Charities that meet all 20 BBB Charity Standards are called BBB Accredited Charities. There is no charge for charity accreditation and the resulting reports are free to the public on Give.org. BBB Accredited Charities have the option of licensing a BBB Charity Seal for a sliding scale fee. Of the charities that provide requested information, about 70% are found to meet all 20 BBB Charity Standards and 30% do not meet one or more of these standards.

### **PUBLICATIONS AND OUTREACH**

BBB's Give.org produces a magazine, the *Wise Giving Guide*, three times per year which includes a summary list of the latest national charity evaluations along with articles providing wise giving advice for donors. During 2020, cover story articles included: *A Time of Need* which discussed the impact of COVID-19 on charities, *Sexual Harassment and Donor Trust*, and *Keeping an Eye on Donor Trust* which provided highlights of a recent donor survey.

On the Give.org website a weekly *Wise Giving Wednesday* blog addressed various charity accountability issues such as giving to veterans organizations

and signals of trust for charities. During 2020, the blog reached a milestone of 300 postings since its inception. *Wise Giving Wednesday* also includes a *Building Trust Video Series* which consists of interviews with executives at major charitable organizations.

During 2020, BBB's Give.org introduced a new website design. Among other things, the new site seeks to provide donors with improved access to charity reports and wise giving information. New features were also added for charities to help strengthen their understanding of charity accountability issues.

BBB's Give.org also launched the *Heart of Giving Podcast* in 2020 which involves a series of detailed discussions with charity sector leaders on various topics such as the motivations behind what we give and what drove charity executives to a career of service and giving.

## **RESEARCH ON DONOR TRUST**

In November 2020, BBB's Give.org released the third edition of the *Give.org Donor Trust Report* – an in-depth look into the state of trust in the charitable sector. The report features a survey of 2,100 adults in the United States and 1,000 in Canada. It explores donor beliefs, feelings and behavioral intentions related to charity trust and giving. Key findings based on this three-years' worth of data included (1) a significant decline in the portion of donors relying on financial ratios as a signal of trust and (2) an erosion of public confidence on trust before giving. BBB's Give.org also distributed a special edition of the *Donor Trust Report* that focused on sexual harassment in the charitable sector. Close to 50% of the U.S. donors believe sexual harassment is either a common problem or sometimes a problem in charity workplaces.

## **GIVESAFELY.IO**

In July 2020, the organization launched Give Safely.io, a secure 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 blockchain technology. Detailed data is only passed on to the charity with the donor's consent. It also enables donors to donate with cryptocurrency.

## **ADVANCING COLLABORATION**

The Advancing Collaboration project started in 2017 as an article series created in partnership with the *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 to achieve more

than an organization can do alone. BBB's Give.org website provides descriptive examples of collaborations from a variety of charities.

## **VIRTUAL CHARITY WORKSHOPS**

During 2020, BBB's Give.org held a series of no-charge video meetings with charity executives. This was intended to serve as a virtual workshop where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector to discuss how they were coping with the pandemic and other charitable sector issues of interest.

## **2020 FINANCIAL SUMMARY**

Fiscal Year Ended December 31, 2020

### **REVENUES AND SUPPORT**

Charity Seal Licensing Fees	\$1,783,648
Contributions	178,224
Grant – PPP loan	195,055
Publications	9,980
Other	90
<b>Total</b>	<b>\$2,166,997</b>

### **EXPENSES**

<b>Total Program Services</b>	\$1,853,904
Charity Reporting	1,710,422
Other Programs	143,482
<b>Management &amp; General</b>	229,484
<b>Fundraising</b>	64,524
<b>Total</b>	<b>\$2,147,912</b>

**REVENUE EXCEEDING EXPENSES** **\$19,085**

Beginning Net Assets	910,340
Ending Net Assets	\$929,425

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

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BBB Wise Giving Alliance