

STRENGTHENING CHARITY ACCOUNTABILITY



Give.org
BBB WISE GIVING ALLIANCE

governance

Website Disclosure

oversight Accumulating Fund

Budget Plan Board Meeting

COUNTABILITY

Accurate Expense Report

Transparency

PROG
EXPE

Audit Report

FUND RAISING EXPENSE

IRS Form 990

Annual Report

Effectiveness Report

Donor Privacy

Board Size

2016 BOARD OF DIRECTORS

CHAIR

Cass Wheeler

*Strategic Consultant/Coach/Speaker
(Former CEO American Heart Association)
Georgetown, TX*

VICE CHAIR

Mark Shamley

*President & CEO
Association of Corporate Contribution
Professionals
Mt. Pleasant, SC*

TREASURER

Char Mollison

*Center on Nonprofit Management,
Philanthropy and Policy
George Mason University
Fairfax, VA*

SECRETARY

*Audrey Alvarado
Alvarado Consulting
(Former Vice President, Roundtable of Greater
Washington)
Washington, DC*

Bonnie Benhayon

*Environmental Business Development
Bank of America
Boston, MA*

Holly Cherico

*Director of Marketing
Commonwealth Academy
Alexandria, VA*

Jocile Ehrlich

*President & CEO
BBB serving Cincinnati
Cincinnati, OH*

Karl Emerson

*Montgomery, McCracken, Walker & Rhoads, LLP
Philadelphia, PA
(Former Director, Pennsylvania Bureau of
Charitable Organizations)*

Rick Johnston

*Independent Nonprofit Consultant
Glen Allen, VA*

Andras Kosaras

*Arnold & Porter LLP
Washington, DC*

Paulette Maehara

*President (retired)
Association of Fundraising Professionals*

Mary Power

*President & CEO
Council of Better Business Bureaus
Arlington, VA*

Claire Rosenzweig

*President & CEO
BBB serving Metropolitan New York
New York, NY*

Jack Siegel

*Charity Governance Consulting LLC
Chicago, IL*

E. Miles Wilson

*Director, Grantmaking and Evaluation
Marguerite Casey Foundation
Seattle, WA*

EX OFFICIO

H. Art Taylor

*President & CEO
BBB Wise Giving Alliance
Arlington, VA*

2016 STAFF ROSTER

H. Art Taylor

President & CEO

Bennett M. Weiner

Chief Operating Officer

Elvia Castro

Research Analyst

Jean Lewis

Administrative Coordinator

Edward Loftin

Research Analyst

Brant Miller

Research Analyst

Danielle Nelson

Research Analyst

Julie A. Rizzo

Director, Charity Seal Licensing and Fundraising

Shawn Van Gorder

Director, Charity Evaluation

Ezra Vazquez-D'Amico

Research Analyst

LETTER FROM THE CHAIR



After serving a number of years as a member of the BBB Wise Giving Alliance Board, I was honored to begin my term as Chair in 2016, especially since this year is the 15th

anniversary of its operating under the name BBB Wise Giving Alliance (BBB WGA). BBB WGA has been at the forefront during this period to help educate donors and strengthen charity accountability.

The Board looks forward to expanding and growing our programs and activities to better serve the donor and charity community, and we recognize the importance of taking steps to better understand the current philanthropic marketplace so that we can better prepare for tomorrow's challenges as well as today's. This objective led the Board to develop a new and exciting strategic framework in the spring of 2016 that included a discussion of the future forces that are expected to impact philanthropy. This framework is further discussed in this annual report.

Even as charitable organizations and fundraising evolves, we also anticipate that many of the core issues addressed by the BBB Standards for Charity Accountability will remain relevant: strong board oversight, results reporting, financial management, transparency, and accurate appeals.

We are most grateful to all of our supporters, to those who use our services to assist them in making wise giving decisions, and to the charities that provide us with the requested information needed to verify if they meet our standards. Thank you.

Sincerely,

Cass Wheeler
Chair, Board of Directors
BBB Wise Giving Alliance

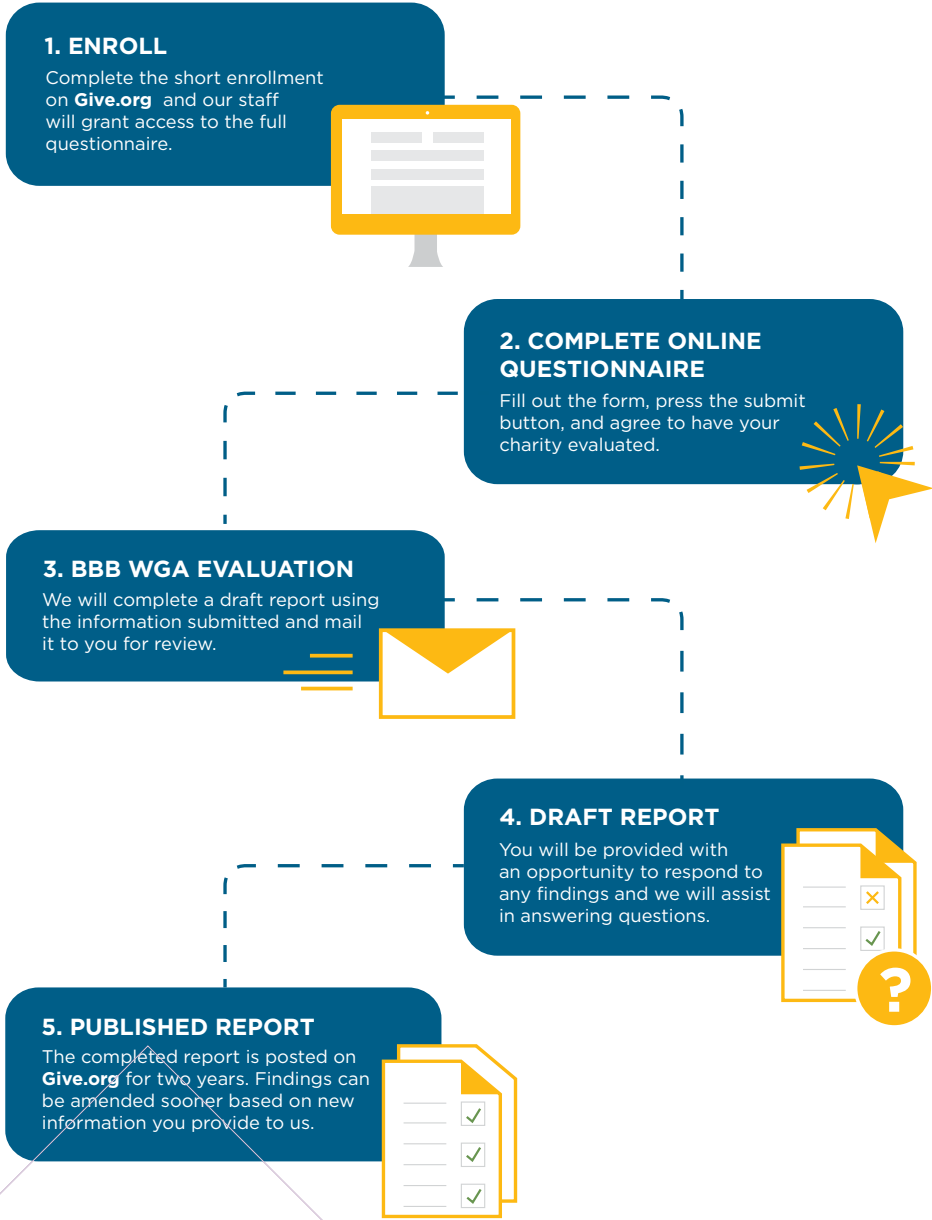


CELEBRATING OUR
15TH ANNIVERSARY AS THE
 BBB WISE GIVING ALLIANCE



BBB WISE GIVING ALLIANCE

DISCLOSURE PROCESS



During 2016, BBB WGA strengthened its public outreach efforts to educate donors about its charity reporting activities and provide wise giving advice. A variety of media mentions that referenced BBB WGA resulted in over **1 BILLION MEDIA IMPRESSIONS** (i.e., the cumulative number of individuals that had the opportunity to see the applicable stories or content.) This represents the largest annual total of impressions that BBB WGA has achieved to date.

“THE CAMPAIGN GENERATED 24 MILLION MEDIA IMPRESSIONS AND WAS FEATURED IN A VARIETY OF MEDIA ARTICLES INCLUDING THREE CHARITY TRADE PUBLICATIONS.”

One significant media item was the November 25, 2016 blog written by BBB WGA President & CEO, H. Art Taylor, that appeared in The Huffington Post: “Why I Constantly Ask Myself – What If?” This was part of a series produced for a #GivingTuesday campaign to encourage donors to make charitable contributions on the Tuesday after Thanksgiving in the United States. The series included personal stories about how people are giving back to their communities. Mr. Taylor shared a personal family tragedy experienced as a youth and described the important role charities play in helping those in need.

In addition, a campaign was launched to bring public attention to nondisclosure charities. These are nationally-soliciting charities that have not provided BBB WGA with any of the requested information despite three written requests in the past year, one of which is sent via certified mail. This information is needed in order to verify if a charity meets the 20 BBB Standards for Charity Accountability. On August 24, 2016, BBB WGA issued a press release, “Top 10 Charities That Should Raise

a Red Flag for Donors,” which featured a list of the 10 largest charities (in terms of total contributions) that did not disclose any of the BBB WGA requested information. Charities that appeared on this Top 10 list were informed of this intended press release several weeks before distribution and provided another opportunity to submit requested information. The campaign generated 24 million media impressions and was featured in a variety of media articles including three charity trade publications.

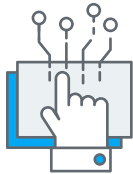




EXPLORING STRATEGIES TO ADDRESS FUTURE PHILANTHROPY

As technology and other factors change the way people conduct their lives, BBB WGA sought to discuss how it should adapt to major shifts and other trends in fulfilling its mission. To address this, BBB WGA leadership came together with thought leaders from the philanthropic community to discuss future forces that will impact the charitable sector.

The keynote speaker and meeting facilitator for this event was Bob Johansen, a distinguished fellow at the Institute for the Future located in Silicon Valley. This nonprofit organization helps top leaders prepare for the future and is well known for its reports that provide a ten-year forecast. Mr. Johansen's remarks included an overview of future forces:



Digital Natives
individuals brought up in the age of technology



Social Structuring
a world involving social connections and social rewards



Gameful Engagement
using elements of games to solve world problems



Cloud-served
supercomputing - collecting and using big data

Other presentations at this meeting included representatives from:

- **Awesome Foundation** in Washington, DC which is one of many small groups from around the country that distributes micro grants through contributions made by each member of the group.
- **Rhize** which catalyzes nonviolent action through activities that shift support from projects where donors define the goals to a movement-supported model.
- **Freespace**, an all-volunteer effort that helped convert an unused warehouse into a gathering place for community activities.
- **Datakind**, an organization that offers pro bono aid in leveraging unexplored data for nonprofits.

BBB WGA SOUGHT TO
DISCUSS HOW IT SHOULD
**ADAPT TO
MAJOR SHIFTS**
AND OTHER TRENDS IN
FULFILLING ITS MISSION.

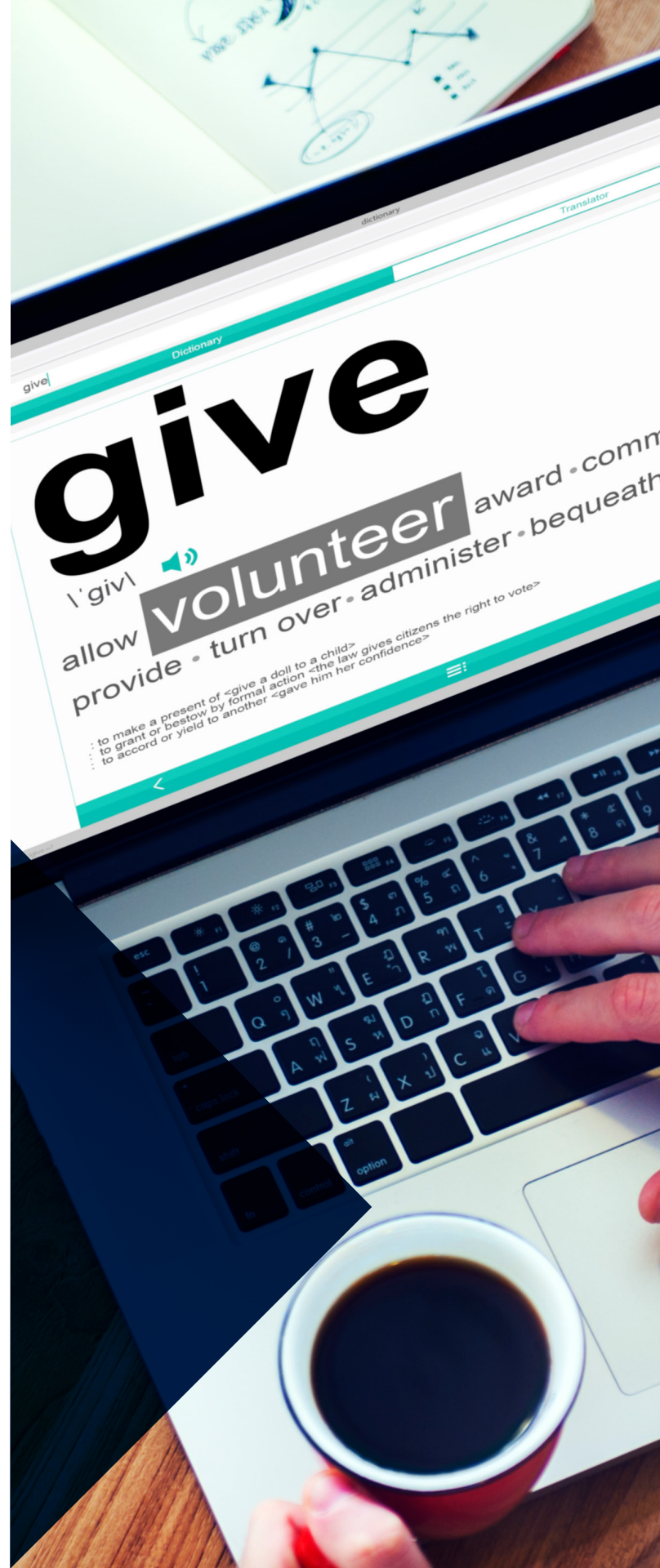
A young girl with dark hair in a braid, wearing a grey and pink patterned sweater, is smiling broadly. She is holding a large, brown cardboard sign that says "THANK YOU!" in large, black, sans-serif capital letters. The background is a blurred indoor setting with blue and yellow elements.

THANK YOU!

DIGITAL OUTREACH

In addition to providing access to evaluative charity reports, one of the key elements of the Give.org website is the weekly blog: “Wise Giving Wednesday.” During the blog’s second year of activity, it featured a wide variety of topics. It alerted readers to scams such as a fake check scheme that targeted charities and a government grant scam in which fees were requested before the “grant” was sent. The blog also covered fundraising for disasters and tragedies such as Hurricane Matthew, the West Virginia Floods, and the tragic shooting at an Orlando, Florida night club.

The Building Trust video series, in its first full year of activity, features videos of CEOs and other executives from nationally soliciting charities that meet all 20 of the BBB Charity Standards including, but not limited to: Center for Science in the Public Interest, Cystic Fibrosis Foundation, Defenders of Wildlife, Galapagos Conservancy, Jane Goodall Institute for Wildlife Research and Conservation, National Council of Aging, National Military Family Association, The Salvation Army, Share Our Strength, and the YMCA of the USA. These videos provide insights into the organizations’ main activities and also help highlight the importance of accountability and transparency.





2016 FINANCIAL SUMMARY

REVENUES AND SUPPORT:	
Charity Seal License Fees	\$1,927,062
Grants & Contributions	212,066
Publications	19,259
Interest and Other	5,500
TOTAL	\$2,163,887

EXPENSES:	
Program Services	\$1,755,859
Management & General	394,163
Fundraising	29,521
TOTAL	\$2,179,543

EXPENSES EXCEEDING REVENUE (\$15,656)	
Beginning Net Assets	\$1,237,455
Ending Net Assets	\$1,221,799



BBB

Give.org

BBB WISE GIVING ALLIANCE

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Give.org