

2019 BBB WISE GIVING ALLIANCE ANNUAL REPORT

OUR MISSION

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

LEGACY OF CHARITY REPORTING

The name, BBB Wise Giving Alliance (BBB WGA) began to be used in 2001. Under previous names, however, the legacy of BBB Reporting on nationally-soliciting charities dates back to the 1920s. In addition to its long history, one of the key distinctions between BBB and other charity monitoring organizations is that it is a standards-based charity evaluator. The 20 [BBB Standards for Charity Accountability](#) address, among other things, charity governance, finances, results reporting, transparency and accurate appeals. These standards serve as the basis for rigorous evaluations completed by the BBB WGA expert research staff. A detailed explanation of how each standard is applied appears on Give.org.

BBB Wise Giving Alliance produces about 1,500 [reports](#) on nationally-soliciting charities based on the 20 BBB Charity Standards. Public inquiries help determine which charities are evaluated. Charities can also request to be evaluated. There is no charge to charities for charity accreditation and the resulting reports are free to the public at Give.org. BBB Accredited Charities (i.e., those that meet the 20 BBB Charity Standards) have the *option* of licensing a BBB charity seal for a sliding scale fee. Of the charities that that provide requested information 70% were found to meet all 20 BBB Charity Standards and 30% did not meet one or more of these standards.

PUBLICATIONS AND PUBLIC OUTREACH

BBB WGA also produces a [Wise Giving Guide](#) magazine three times per year which includes a summary list of charity evaluations along with a cover story about topics of interest to donors. In 2019, cover story topics included: a donor handbook that provided wise giving advice, results of a survey about *disaster* relief donor expectations, and a discussion of GivingTuesday and other days of giving events.

The Give.org website includes a weekly [Wise Giving Wednesday](#) blog that addresses various charity accountability issues, such as advice on giving to veterans organizations and signals of trust for charities. During 2019 the blog reached the milestone of 250 postings since its inception. The blog also

features a *Building Trust Video Series* which consists of taped interviews with CEOs and other senior executives at major charitable organizations.

In 2019, BBB WGA began a series of video meetings with charities called *Intersessions* that is intended to serve as a virtual workshop where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector. 2019 topics included: Donor Trust and Diversity – Engaging Young and Minority Donors; Future of Giving – Closing the Gap Between Donor Intent and Behavior; and Cyber-strategy.

BBB WGA also began work on developing a new design for its Give.org website. The new site (launched in 2020) seeks to provide donors with improved access to charity reports and wise giving information. New features were added to help strengthen their understanding of charity accountability issues.

DONOR TRUST REPORT

In November 2019, BBB WGA released the second edition of the [Give.org Donor Trust Report](#) – an in-depth look into the state of trust in the charitable sector. The report, a survey of 2,100 adults in the U.S., explored donor beliefs, feelings, and behavioral intentions related to charity trust and giving. One of the key findings was that, while the majority of respondents (70 percent) said it is very important to trust a charity before giving, only 19 percent said they highly trust charities.

In July 2019, BBB WGA distributed a special edition of the *Give.Org Donor Trust Report* that focused on [disaster relief donor expectations](#). Among other things, donor survey results showed that when asked about the clarity of disaster relief appeals, only 24% of survey participants believed disaster appeals clearly explained what activities the charity would accomplish.

ADVANCING COLLABORATION

The Advancing Collaboration project started in 2017 as an article series in partnership with *Standard Social Innovation Review*. These articles sought to encourage charities to seek out new collaborations as a way to reach larger audiences while sharing risk and helping to achieve more than an organization could do alone. In 2019, BBB WGA enhanced the [Advancing Collaboration section](#) of the Give.org website by providing details about collaborations from a variety of charities.

2019 FINANCIAL SUMMARY

Fiscal Year Ended December 31, 2019

REVENUES AND SUPPORT

Charity Seal Licensing Fees		\$1,847,359
Grants and Contributions		215,107
Publications		19,124
Other		-----
Total		\$2,018,590

EXPENSES

Total Program Services		\$1,834,107
Charity Reporting	1,432,107	
Other Programs	402,308	
Management & General		125,911
Fundraising		<u>45,853</u>
Total		\$2,006,179

REVENUE EXCEEDING EXPENSES

Beginning Net Assets		834,929
Ending Net Assets		\$910,340

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

2019 BOARD OF DIRECTORS

Chair

Mark Shamley

Executive Vice President and Chief Operating Officer
World Federation of Youth Clubs
(previously - Vice President, Sustainability & Global Social Impact,
Tupperware Brands Corporation)
Orlando Florida

Vice Chair

Char Mollison

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

Treasurer

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(retired)
Environmental Business Development Executive
Bank of America
Boston, MA

Beverly Baskin (retired)

Interim President & CEO
Council of Better Business Bureaus
Raleigh, NC

Chuck Bean

Executive Director
Metropolitan Washington Council of Governments
Washington, DC

Warren Clark

President & CEO
Better Business Bureau of Upstate New York
Amherst, NY

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US Community and Partnerships Lead
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American Geophysical Union
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U.S. Agency for International Development
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School of Public Health
Bloomington, IN
(former CEO, American Cancer Society)
Atlanta, GA

Pratichi Shah

President & CEO
Flourish Talent Management Solutions
Washington, DC

Prabhash Shrestha, PMP, CAE

Executive Vice President and Chief Digital Officer
Independent Community Bankers of America
Washington, DC

Lori Wilson

President & CEO

BBB serving the San Francisco Bay Area
and Northern Coastal California

Oakland, CA

Ex-Officio

H. Art Taylor

President & CEO

BBB Wise Giving Alliance