

2018 ANNUAL REPORT





LETTER FROM THE CHAIR

BBB Wise Giving Alliance (BBB's Give.org) always strives to strengthen its efforts to help donors make informed giving decisions by verifying if charities meet the 20 *BBB Standards for Charity Accountability*. We also seek to help charities become more trustworthy by advising them how to address any deficiencies found in these assessments.

In 2018, one key new initiative was the release of the *Give.org Donor Trust Report* which shared the results of a detailed survey about the state of public trust in the charitable sector. We believe that this report helps the charitable community better understand donor beliefs and will serve as a valuable tool to identify changes and new trends. It will also help us pinpoint charity issues that most concern donors.

We are proud that our Advancing Collaboration Project was one of the 2018 winners of the Innovation Grants Award Program given by the American Society of Association Executives Foundation. We continue to build upon this work in 2019 as we help charities work together to find shared resources to carry out their activities.

Our own collaborative activity includes our continued partnership with Community Health Charities, as this organization refers member charities to participate in our evaluation process that seeks to verify the trustworthiness of charities.

We are excited about the improvements made to our online system that helps us produce our reports on charities. We look forward to continuing our work to help educate donors and strengthen charity practices. Finally, as we look towards the future, BBB's Give.org is well-positioned to advance greater trust between donors and charities through innovative programs and insights that will ultimately strengthen the charitable community. We are proud of our success in 2018 and are even more excited about what lies ahead.

Mark Shamley
Chair, Board of Directors
BBB Wise Giving Alliance

OUTREACH EFFORTS

Advisories on Fundraising for Tragedies and Natural Disasters

2018 saw its share of tragedies and natural disasters. There were mass shootings at the high school in Parkland, Florida and at the Tree of Life Synagogue in Pittsburgh, Pennsylvania. Indonesia experienced an earthquake and two tsunamis, and the southeastern United States was hit by Hurricane Florence. In each of these and other instances, generous donors responded to fundraising requests to offer support. Through its outreach efforts, BBB Wise Giving Alliance urged contributors to give thoughtfully by researching the organizations that fundraised for relief efforts and verify that they met the BBB Charity Standards. In addition, we shared cautions about responding to crowdfunding posts because not all such sites have adequate procedures to identify questionable requests.

Warning the Public about Misleading Veterans Organizations

In July 2018, BBB Wise Giving Alliance joined with the Federal Trade Commission (FTC), state attorneys general, and state charity regulators to help the donating public avoid misleading charity appeals distributed by veterans' organizations and find trustworthy veterans' groups to support. The event - *Donate with Honor* - was held at the FTC's headquarters in Washington, DC and featured an announcement of the latest government enforcement actions against a number of veterans' charities. BBB Wise Giving Alliance President and CEO H. Art Taylor spoke at the press conference for this outreach effort. BBB's Give.org also produced a video series that interviewed state government regulators in Illinois, Michigan, and New York highlighting recent actions taken to address misleading appeals.



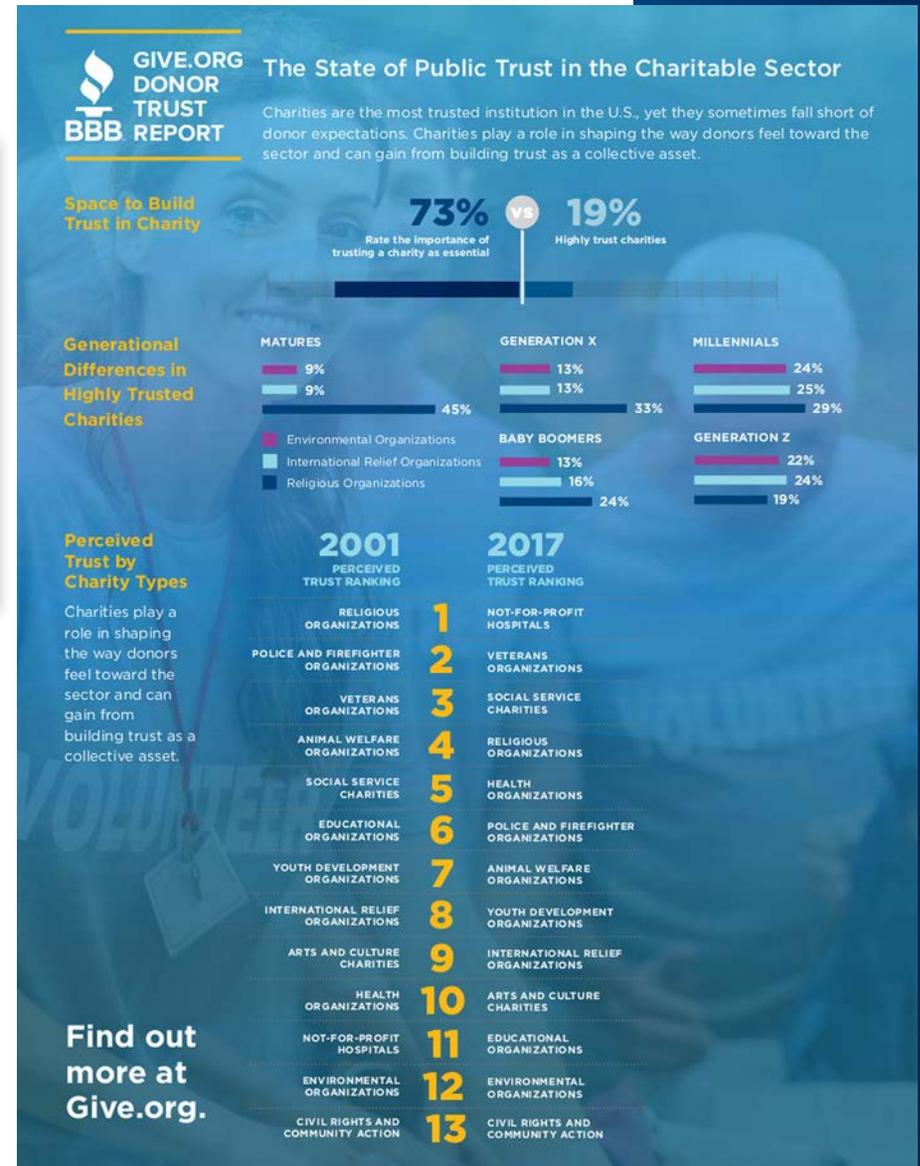
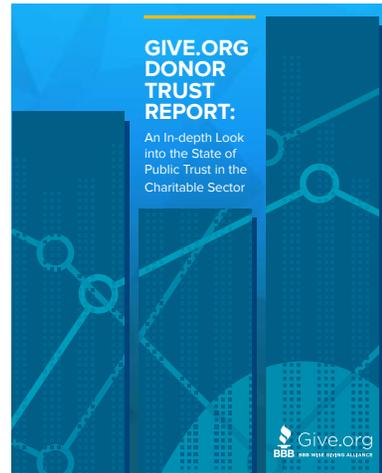
Give.org Donor Trust Report

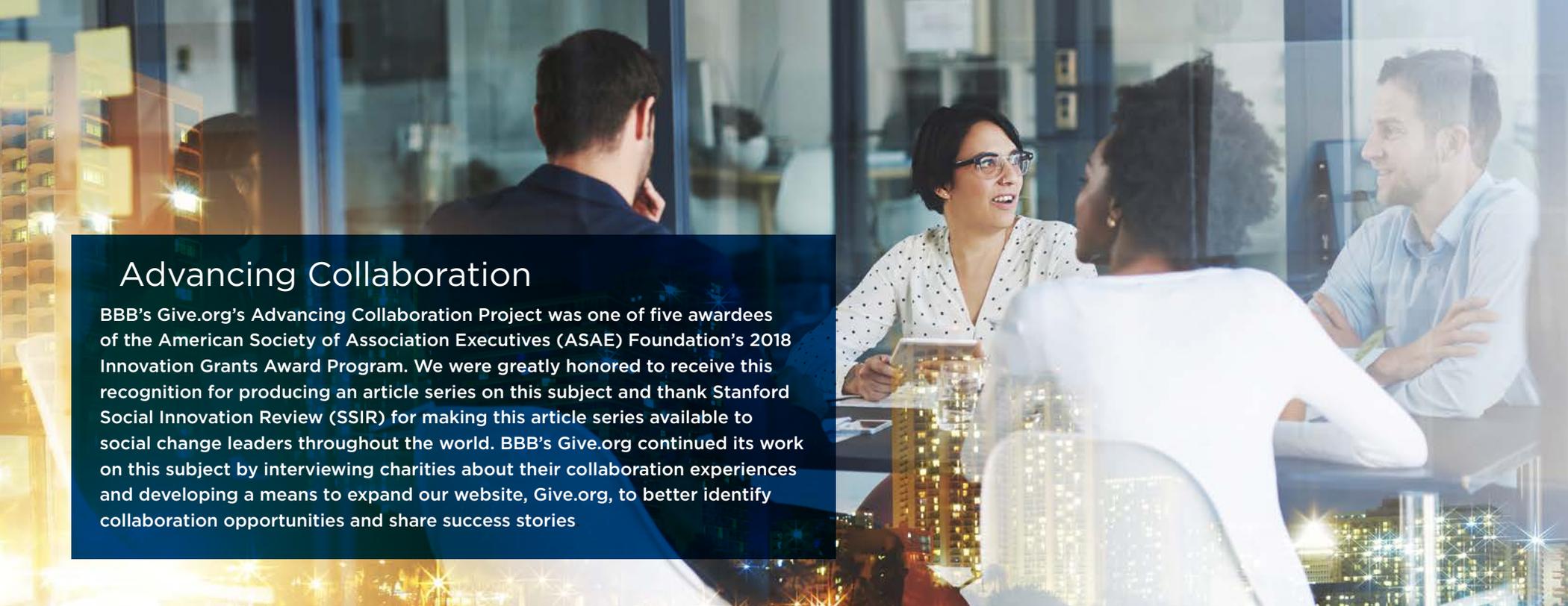
BBB Wise Giving Alliance released the first edition of the *Give.org Donor Trust Report: An In-depth Look into the State of Trust in the Charitable Sector*. Based on results of a survey of 2,100 adults in the United States, the report explores donor beliefs, feelings, and behavioral intentions related to charity trust and giving.

The report provides a macro-level view of the state of public trust for the charitable sector and for specific charity types. Other themes covered include: triggers of trust at the individual donor level, presentation of donor attitudes along generational and racial lines, and shifting views about generosity more broadly.

One of the key findings was that while the majority of respondents (73 percent) said it is very important to trust a charity before giving, only a small portion of respondents (19 percent) say they highly trust charities, and an even smaller portion (10 percent) are optimistic about the sector becoming more trustworthy over time. The report was first reported in *The Chronicle of Philanthropy*.

The way donors think about trust, generosity, and their role in bringing about change is in a state of flux. Survey findings highlight the need to strengthen public trust in the charitable sector and remind us that the ability of charitable organizations to thrive in the future is closely tied to their ability to understand how diverse populations and generations think about trust, engagement, and generosity.





Advancing Collaboration

BBB's Give.org's Advancing Collaboration Project was one of five awardees of the American Society of Association Executives (ASAE) Foundation's 2018 Innovation Grants Award Program. We were greatly honored to receive this recognition for producing an article series on this subject and thank Stanford Social Innovation Review (SSIR) for making this article series available to social change leaders throughout the world. BBB's Give.org continued its work on this subject by interviewing charities about their collaboration experiences and developing a means to expand our website, Give.org, to better identify collaboration opportunities and share success stories



Continuing Collaboration with Community Health Charities

In this second year of the BBB's Give.org's partnership with Community Health Charities (CHC), the organization asked its member charities to provide information for a BBB charity evaluation and report. CHC reports that 76 percent of its CHC partners are now participating in a BBB charity evaluation. For CHC, the partnership is a clear commitment to the 20 BBB Standards for Charity Accountability and a way to signal that employers and donors can have the added confidence in their giving decisions. For BBB Wise Giving Alliance, this partnership represents an opportunity to raise awareness about the importance of trustworthiness in donor charitable choices and a new way to proactively engage with national and local charities that have not already participated in our review process. We commend CHC's decision to ensure that companies and employees have access to vetted health resources, volunteering, and giving opportunities.

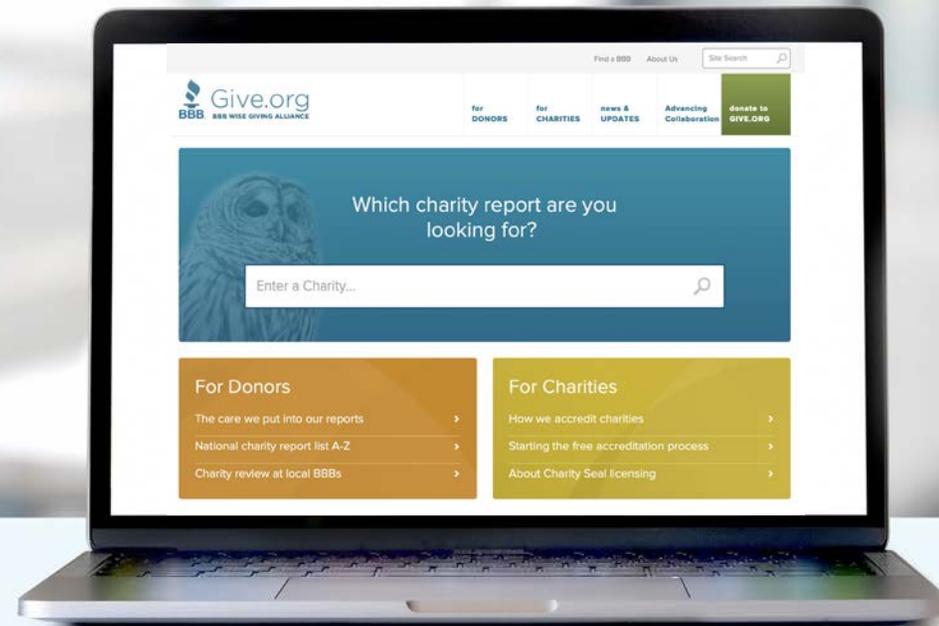


Technology Investments

BBB's Give.org developed a new Microsoft Dynamics 365-based system to help collect information from nationally-soliciting charities and produce evaluative reports in relation to the 20 *BBB Standards for Charity Accountability*. Titled CERT (Charity Evaluation and Reporting Tool) this new system helps BBB's Give.org to strengthen its evaluation abilities and adapt easily to changes in its reporting efforts.

Give.org Website

While the evaluative reports on charities continue to be the most popular content on Give.org, other features also generate attention. Wise Giving Wednesday, the weekly blog that addresses accountability topics celebrated its 200th post. We accomplished this in less than four years and it represents a continuing effort to educate both the donating public and charities about the importance of trust in giving. In addition, the *Building Trust Video Series* featured 29 new interviews of executives at charitable organizations including: Cheryl Crazy Bull, President and CEO, American Indian College Fund; Harold Wimmer, President and CEO, American Lung Association; Father Steven Boes, National Director, Boys Town; Lynn O'Connor Vos, President and CEO, Muscular Dystrophy Association; and Cyndi Zagieboylo, President and CEO, National Multiple Sclerosis Society.



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2018 FINANCIAL SUMMARY

Fiscal year ended December 31, 2018

REVENUES AND SUPPORT

Charity Seal License Fees	\$	1,926,047
Grants & Contributions		211,281
Publications		17,657
Other Revenue		-
Total	\$	2,154,985

EXPENSES

Total Program Services	\$	1,877,094
Charity Reporting Activities		1,849,823
Other Programs		27,271
Management & General		475,029
Fundraising		58,800
Total	\$	2,410,923

REVENUE EXCEEDING EXPENSES

Beginning Net Assets		1,090,867
Ending Net Assets	\$	834,929

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

