Sit down with your family or friends to discuss the causes and charities that are most meaningful to you. This will help narrow your search before making a donation.

DECIDE TOGETHER

AMERICANS GAVE $373.25 BILLION IN 2015

THAT’S A 4.1% INCREASE FROM 2014

WHAT WILL AMERICANS GIVE IN 2016?

CHECK OUT THE BBB WGA HOLIDAY CHECKLIST TO MAKE A WISE GIVING DECISION

WHAT DOES THE CHARITY DO?

A charity’s name won’t necessarily reflect the nature of its program activities. Review the charity’s appeals and website to make sure you know how it plans to address the problems it describes so well.

WATCH OUT FOR NAME SIMILARITY

Charities raising money for the same cause can have names that sound similar. Avoid cases of mistaken identity by looking at the name carefully.

VERIFY YOUR CHARITY

Visit Give.org to verify that your charity of choice is trustworthy and transparent.

Discover more tips on how to make a wise giving decision and sign up for reference tools for donors provided at GIVE.ORG

1, 2: https://givingusa.org/giving-usa-2016.

1 $373.25 BILLION
2 4.1% INCREASE TYPE