

2021 BBB Wise Giving Alliance - Annual Report

Charity Reporting

BBB Wise Giving Alliance produces about 1,500 reports on nationally-soliciting charities based on the 20 *BBB Standards for Charity Accountability*. The current name, BBB Wise Giving Alliance (BBB WGA), began to be used in 2001. However, under previous names, the legacy of Better Business Bureau reporting on national charities dates back to the 1920's.

Public inquiries help determine which charities are evaluated. Charities can also request to be evaluated. BBB WGA produces a *Wise Giving Guide* magazine three times per year, which includes a summary list of charity evaluations. Charities that meet all 20 standards are called BBB Accredited Charities. There is no charge for charity accreditation and the resulting reports are free to the public at give.org. Accredited charities have the option of licensing a BBB charity seal for a sliding scale fee. Of the charities that provide requested information, 70% were found to meet all 20 BBB Charity Standards and 30% did not meet one or more of the standards.

In addition to its long history, one of the key distinctions between BBB WGA 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.

20th Anniversary as BBB Wise Giving Alliance

2021 was the 20th year we operated under the name "BBB Wise Giving Alliance." Among our many accomplishments to help donors give wisely and strengthen charity trust are:

- Introduced an online charity reporting system that helped expand our volume of charity reporting.
- Delivered Congressional testimony on charity accountability issues.
- Created a charity report format that provides a visual display of the 20 BBB Charity Standards.
- Helped the Mobile Giving Foundation strengthen trust in text to give campaigns.

- Joined the Overhead Myth Campaign with Candid/GuideStar and Charity Navigator to help educate donors that finances should not be the sole consideration for giving decisions.
- Produced a weekly *Wise Giving Wednesday* blog that now has over 350 postings.
- Participated in press conference announcing FTC and U.S. state government actions against deceptive charity campaigns.
- Hosted an international conference that included charity monitors from around the world.
- Made ongoing improvements to the Give.org website to share our charity reports and provide wise giving advice.
- Began the Advancing Collaboration program to encourage collaborations with charities to help them achieve more than they can do on their own.
- Completed donor survey research, the Donor Trust Report series, to explore donors' beliefs, feelings and behavioral intentions related to charity trust.
- Started the *Heart of Giving Podcast* with interviews featuring top charity sector leaders to explore the motivations behind why people give.
- Launched the GiveSafely.io donation platform that uses blockchain technology to help to secure donor data when donating to BBB Accredited Charities.

Heart of Giving Podcast

The *Heart of Giving Podcast* entered its second year of production in 2021. This weekly series involves detailed discussions with charity sector leaders on topics such as the motivations behind what we give and what drove charity executives to a career of service and giving. Interview guests included:

- Asha Curran, CEO, GivingTuesday
- Nick Todesco, President & CEO, National Center on Families and Philanthropy
- Roger Daltry, Founder and Frontman, The Who
- Marc Morial, President & CEO, National Urban League
- Dan Porterfield, President & CEO, The Aspen Institute
- Sam Cobbs, President & CEO, The Tipping Point Community
- Henry Timms, President & CEO, Lincoln Center for the Performing Arts

Give.org Website

Give.org, the website of BBB Wise Giving Alliance, provided donors with improved access to charity reports and wise giving information. New and revised features were added for charities to help strengthen their understanding of charity accountability issues.

The weekly *Wise Giving Wednesday* newsletter addresses various charity accountability issues, such as advice on giving, volunteering, and signals of trust for charities. The blog also included giving tips for the following disasters: Super Typhoon Rai, Kentucky Tornadoes, Hurricane Ida, Haiti Earthquake, California Dixie Fire and the Surfside Florida Building Collapse. In September 2021, this blog reached 350 postings. The blog also includes a *Building Trust* video series which consists of interviews with CEO's of major charitable organizations.

Donor Trust Report

In November 2021, BBB WGA released the fourth edition of the *Give.org Donor Trust Report*: profiles in charity trust and giving, a survey of 2,100 adults in the U.S. and 1,000 in Canada, which explores donor beliefs, feelings, and behavioral intentions related to charity trust and giving. Key findings included: the portion of U.S. population that highly trusts charities was relatively unchanged, with two exceptions. These exceptions were civil rights and community action organizations and environmental organizations. Both experienced a three-point increase in "high trust" which is believed to be attributed to broader social outlooks associated with the pandemic.

In June 2021, BBB WGA distributed a special edition of the give.org donor trust report that focused on charity impact. The study found that different generations may respond differently to charity impact messages. For example, generation z is most likely to define "charity impact" as organizations reaching defined goals. Matures are more focused on interpreting this term as referencing the quality of the charity's programs.

Givesafely.io

In July 2020, BBB WGA launched Givesafely.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 the ardor blockchain. Data is only passed on to the charity with the donors' consent. It also enables donors to donate with cryptocurrency.

Virtual Workshops

During 2021, BBB WGA continued to hold a series of no-charge video meetings with charity executives. This was intended to serve as a virtual workshop series where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector to discuss how they were coping during the pandemic and other charitable sector issues of interest.

Advancing Collaboration

The advancing collaboration project started in 2017 as an article series created in partnership with *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 achieve more than an organization can do alone. BBB WGA's website provides examples of collaborations from a variety of charities.

2021 Financial Summary

Fiscal Year Ended December 31, 2021

Revenues and Support

Charity Seal Licensing Fees	\$1,877,416
Contributions	229,967
Publications	11,706
Other	153
Total	\$2,119,242

Expenses

Total Program Services	\$1,921,304
Charity Reporting	1,814,129
Other Programs	107,175
Management & General	245,748
Fundraising	59,133
Total	\$2,226,185

Expenses Exceeding Revenue **(\$106,943)**

Beginning Net Assets	929,425
Ending Net Assets	\$822,482

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

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Char Mollison - Director Emeritus

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H. Art Taylor

President & CEO
BBB Wise Giving Alliance