

## **2024 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](https://www.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](https://www.give.org).

### **CHARITY CONFERENCE ON DONOR TRUST AND PARTICIPATION**

On March 21, 2024, BBB Wise Giving Alliance hosted a donor trust and participation event at the Ford Foundation Center for Social Justice in New York City. The event was co-sponsored by Charity Monitoring Worldwide, a network of charity monitors representing 20 countries from the Americas, Asia, Africa, and Europe. BBB WGA is the U.S. Member of Charity Monitoring Worldwide. The program sought to gain insights into the roots of the generosity crisis in the United States and for charities in attendance to learn about how to gain broad and pluralistic support. Speakers included representatives from GivingTuesday, The Generosity Commission, GoFundMe, and Giving USA.

## **GIVE.ORG WEBSITE**

Give.org, the website of BBB Wise Giving Alliance, prominently features access to reports on charities at no charge. The reports include the results of evaluations that are completed in relation to the BBB Charity Standards.

The weekly *Wise Giving Wednesday* newsletter addresses various charity accountability issues, such as advice on giving, volunteering, and signals of trust for charities. Topics covered in these postings during 2024 include: Tips on Checking Out New Charities, Concerns About Cybersecurity, Donating for Oklahoma Tornado Relief, Help for Hurricane Helene, Ethical Use of Photos in Charity Fundraising, Expert Insights on Charity Fraud, and Popularity of Checkout Counter Contributions. In August 2024, *Wise Giving Wednesday* had its 500<sup>th</sup> post.

BBB WGA also continued its “Building Trust Video Series” which consists of interviews with executives of major charitable organizations.

## **HEART OF GIVING PODCAST**

The *Heart of Giving Podcast* entered its fifth year of production in 2024 and reached the milestone of 200 episodes. This weekly series involves detailed discussions with charity sector leaders on topics such as the motivation behind why we give and what drove charity executives to a career of service and giving. Interview guests included:

- Rita Soronen, Dave Thomas Foundation for Adoption
- Trent Stamp, CEO, Eisner Foundation
- Alyson Niemann, Executive Director, Mindful Philanthropy
- Natlie Smarjian, President & CEO, Coro Southern California
- Rob Fersh, Founder, Convergence Center for Policy Resolution
- Dr. Helen Gayle, former President, Spelman College
- Amir Pasic, Eugene R. Temple Dean of the Indiana University, Lilly Family School of Philanthropy
- Phil Buchanan, President, The Center for Effective Philanthropy
- Stacey Stewart, CEO, Mothers Against Drunk Driving (MADD)
- William Watchauer, President & CEO, Technoserve
- Suzanne McCormick, President & CEO, Y-USA
- Asha Curran, CEO, GivingTuesday

## **DONOR TRUST REPORT**

In November 2024, BBB WGA released the seventh edition of the *Give.org Donor Trust Report*. This annual review of trust and giving attitudes involves

an online survey of 2,200 adults in the United States and 1,000 in Canada. It explores donor beliefs, feelings, and behavioral intentions related to charity trust and giving. This edition addressed trust and giving attitudes across U.S. regions and religious affiliations. Among other things it noted that atheists, agnostics, and unaffiliated participants are less likely to report high trust in charities than participants with other religious affiliations. Specifically, 4.6% of Atheists, 13.2% of Unaffiliated, and 8.4% of Agnostics report high trust in charities, as compared to 22.1% overall.

In July 2024, BBB WGA distributed a special edition of the Give.org Donor Trust Report that focused on the public perception of charity accountability. The survey showed that while the public continues to value charity finances, appeal accuracy and the protection of donor information are also top public priorities.

## **WISE GIVING GUIDE**

BBB WGA published the *Wise Giving Guide* magazine three times in 2024. This features covers stories on charity accountability topics along with a summary chart of its most current national charity evaluations. Cover stories in 2024 were: *Public Eye on Charity Accountability*, *Cause-Related Marketing*, and *Donor Handbook 2024*.

## **GIVESAFELY.IO**

In 2024, BBB WGA continued Givesafely.io – this is a secured trust-based donation platform for BBB Accredited Charities (i.e., charities that meet BBB Charity Standards). It aims to protect donors’ personal data by using the Bitswift and Ardor blockchains. Data is only passed on to the charity with the donors’ consent. It also enables donors to donate with cryptocurrency.

## **VIRTUAL WORKSHOPS**

During 2024, BBB WGA held no-charge video meetings with charity executives that served as a virtual workshop series where BBB Accredited Charities connect and interact with experts and colleagues in the charitable sector to discuss topics 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.

## **2024 FINANCIAL SUMMARY**

Fiscal Year Ended December 31, 2024

### **REVENUES AND SUPPORT**

Charity Seal Licensing Fees	\$2,208,721
Contributions	253,711
Publications	18,168
Interest Income	42,228
<b>Total</b>	<b>\$2,522,828</b>

### **EXPENSES**

<b>Total Program Services</b>	\$2,136,540
Charity Reporting	1,939,916
Other Programs	196,214
<b>Management &amp; General</b>	266,160
<b>Fundraising</b>	52,233
<b>Total</b>	<b>\$2,454,933</b>

**INCOME EXCEEDING EXPENSES** **67,895**

Beginning Net Assets	306,770
Ending Net Assets	\$374,665

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

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