

WISE GIVING™

GUIDE

BBB WISE GIVING ALLIANCE : WINTER/HOLIDAY 2022



DONOR HANDBOOK





A Publication of the
BBB Wise Giving Alliance

The *Wise Giving Guide* is published three times a year to help donors make more informed giving decisions. This guide includes a compilation of the latest evaluation conclusions completed by the BBB Wise Giving Alliance.

If you would like to see a particular topic discussed in this guide, please email suggestions to

guide@give.org

or write to us at the address below.

WINTER/HOLIDAY ISSUE 2022

BBB Wise Giving Alliance
3033 Wilson Blvd.
Suite 710
Arlington, VA 22201
(703) 247-9321
www.give.org

Wise Giving Guide Layout and
Production — art270, inc.

Charts for *Donor Trust Report*:
DEI — Alexis-Chng-Castor,
Hope By Design

Copyright 2022
BBB Wise Giving Alliance
The name Better Business Bureau is a registered
service mark of the International Association of
Better Business Bureaus

INSIDE

2

Donor Handbook

8

List of Nationally Soliciting Charities

How to Read the List of National Charities **6**

Q&A about the Wise Giving Guide **43**

National Charity Seal Program **43**

BBB Standards for Charity Accountability **44**

BBB Wise Giving Alliance Board of Directors

Bonnie Benhayon – Chair

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

Janice R. Lachance – Vice Chair

Executive Vice President, Strategic and Operational Excellence, American Geophysical Union • Washington, DC

Andras Kosaras – Treasurer

Arnold & Porter LLP • Washington, DC

Robert Diggs – Secretary

Associate, NPAG • Lancaster, PA

Chuck Bean

Executive Director, Metropolitan Washington Council of Governments • Washington, DC

Warren Clark

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

Roger Craver

Co-Founder, Donor Voice, Editor, The Agitator Chilmark, MA

Terese Kung

Executive Vice President, Chief Strategy Officer, Harrison & Star • New York, NY

Elizabeth Mong

Executive Director, Blockchain Lancaster, PA

Jon Pratt

Senior Research Fellow and Former Executive Director, Minnesota Council of Nonprofits • St Paul, MN

Anne Schelle

Managing Director, Pearl TV • Washington, DC

Pratichi Shah

President & CEO, Flourish Talent Management Solutions • Washington, DC

Prabhash Shrestha

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

Al Lenhardt – Director Emeritus

(retired) *Acting Administrator U.S. Agency for International Development* Washington, DC

Char Mollison – Director Emeritus

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

H. Art Taylor – Ex-Officio

BBB Wise Giving Alliance

BBB Wise Giving Alliance Staff

H. Art Taylor

President and CEO

Bennett M. Weiner

Executive Vice President & COO

Kelley Bevis

General Counsel

Elvia Castro

Associate Director, Charity Evaluation

Madhumanti Debnath

Manager, Outreach and Digital Marketing

Kelsey Gardipee

Regional Charity Reporting Specialist

Edward Loftin

Editor, Wise Giving Guide

Holly Parker

Research Analyst

Julie A. Rizzo

Director, Development & Charity Seal Licensing Program

Shawn Van Gorder

Director, Charity Evaluation

Ezra Vazquez-D'Amico

Manager, GiveSafely.io

Lindsey White

Research Analyst

Shakila Wilson

Administrative Coordinator

president's MESSAGE

For this issue of the *Wise Giving Guide*, we decided to return to the Donor Digest format, where we feature some of the more popular topics of interest to contributors. We start with a summary of the latest total U.S. giving statistics as published by *Giving USA*, written and researched by the Lilly Family School of Philanthropy at Indiana University.

As the past year was filled with tragedies and challenges due to the war in Ukraine, the devastation caused by hurricanes Ian and Fiona, and other events, we included our tips on disaster relief donations. Keep in mind that the needs of victims do not disappear with the headlines.

A frequent donor problem is how to reduce the volume of unwanted direct mail appeals. To address this common annoyance, we provide steps donors can take to help get removed from mailing lists.

We have also included highlights from a Special Edition of our *Donor Trust Report*, which addresses diversity, equity, and inclusion (DEI) issues and explores, among other things, if donors value DEI in charities. The results of this survey of over 2,100 adults in the U.S. and over 1,000 in Canada include interesting aspects of this subject and we encourage readers to seek out the full report on Give.org to learn more.

Thank you for your continuing interest in strengthening charity accountability and for your thoughtful giving this holiday season and throughout the year.



H. Art Taylor, *President & CEO*



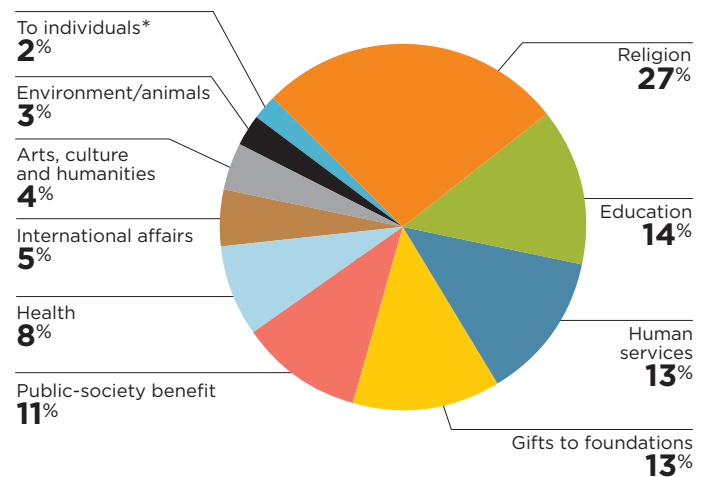
DONOR HANDBOOK



\$484.85 Billion Donated in 2021

Giving USA, the annual summary of U.S. giving statistics written by the Lilly School of Philanthropy at Indiana University, reports 2021 contributions totaled \$484.85 billion, which increased 4% over the previous year. In addition to confirming American generosity, this report annually reminds us that contributions by individuals are the largest source. \$326.87 billion dollars of giving from living individuals (i.e., not including bequests) comprises 67% of donations, followed by foundations 19%, bequests 10% and corporations 4%.

Total 2021 Giving by Recipient Organization—\$484.85 Billion



* Giving to individuals consists of in-kind gifts of medications to patients in need.

Tips on Disaster Relief Donations

To assist donors seeking to support relief efforts for recent or future natural disasters or tragedies, BBB Wise Giving Alliance offers the following tips.

1. **Is the disaster appeal clear?** The contribution request should clearly identify what disaster relief activities you are supporting. There are many possibilities such as temporary shelter, food, medical care and other emergency needs. Don't assume what the charity does based solely on the group's name.
2. **Does the charity already have a presence in the impacted area?** Charities that already have support staff in the impacted areas are more likely to deliver help quickly at a time of immediate need.
3. **Is the charity an experienced relief organization?** Experienced relief organizations will be able to provide help with greater speed and efficiency than a newly created effort.
4. **If considering crowdfunding, do you know its procedures?** Some crowdfunding sites take measures to vet postings after a disaster, others don't. Review the site's policies and procedures to find out. If in doubt, it is always safest to donate to people who you personally know and trust.
5. **Does the organization meet the 20 BBB Charity Standards?** We recommend donating to charities that meet all 20 of the *BBB Standards for Charity Accountability*. Visit BBB's Give.org to access free evaluative reports on charities.

The following organizations are BBB Accredited Charities (i.e., meet the 20 *BBB Standards for Charity Accountability*) that previously announced on their respective websites in 2022 that they were collecting funds to assist Hurricane Ian and/or Hurricane Fiona relief efforts.

American Kidney Fund

American Red Cross

Direct Relief

Episcopal Relief and Development

Food for the Poor

GlobalGiving

Good360

Hispanic Federation

Heart to Heart International

Humane Society of the United States

International Medical Corps

Islamic Relief USA

Matthew 25: Ministries

Mercy Corps

Operation USA

Salvation Army

Save the Children

United Methodist Committee on Relief

Canadian Charities: If you are considering donating to a Canadian-based charity, there is a list of Registered Charities provided by the Government of Canada, which can be found at this URL— https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyBsCsrch?request_locale=en. While the registration with this government agency does not mean the government is recommending or endorsing the charity, it does signify that the group has filed the appropriate paperwork with this agency.

Charity Mailing List Removal

There's no way to stop **all** unwanted charity mail, but these tips can help:

- **Discard appeals that don't interest you.** No charity expects a response from everyone it solicits.
- **Write directly to charities** whose mail you don't want and ask them to delete your name from their mailing lists. Tell charities you support if you want your name removed from any lists they rent or exchange. (A BBB Charity Standard calls for charities to offer contributors an opt-out opportunity, in its written appeals, at least once a year.)
- **Enclose the mailing label or return card** that came with an appeal when you write to ask a charity to either stop mailing or eliminate duplicate appeals.
- **Add correct postage** to any charity appeal envelope on which you've written "delete my name" or "return to sender" before you put it in the mailbox. Charities' nonprofit mailing rate covers delivery to your home but doesn't pay for returns.
- **Register with the Direct Marketing Association Mail Preference Service**, dmachoice.org. Since not all mailers use this service, registering won't eliminate all unwanted mail but can reduce it.
- **State your preferences** about the number and timing of appeals from your favorite charities and see if they'll honor them. Many now offer automatic monthly bank withdrawal plans that replace mailings.
- **Tell BBB WGA** if a national charity doesn't handle a complaint to your satisfaction. Send us your complaint by regular mail or e-mail and we will relay it to the charity. To meet BBB Charity Standard 20, charities must respond and act on complaints we bring to their attention.

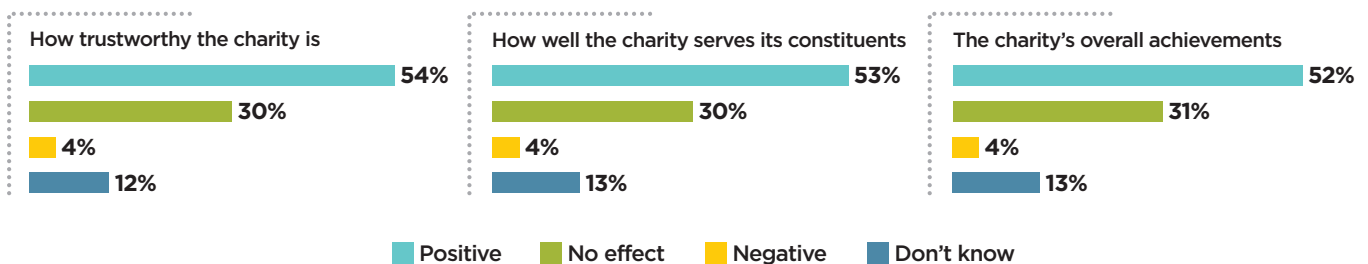


Donor Trust Report: Diversity, Equity and Inclusion (DEI)

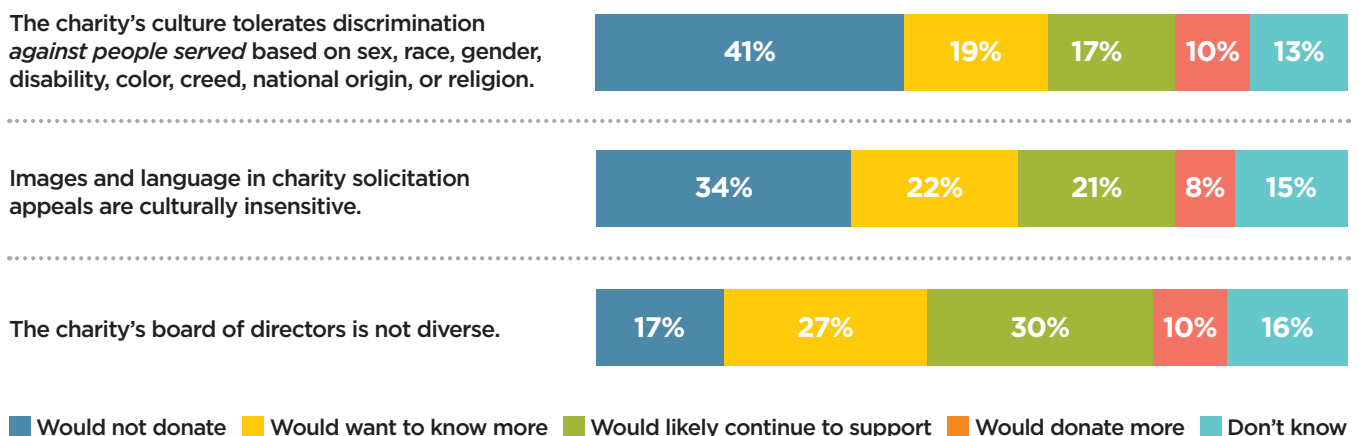
The *Give.org Special Donor Trust Report: Diversity, Equity and Inclusion* explores (1) whether donors value DEI in charities; (2) whether DEI is a meaningful consideration in the giving process; and (3) how different demographic groups (including age, race, sexual orientation, and religious identity) differ in their preferences. These results are based on an electronic survey of more than 2,100 adults across the United States and more than 1,000 adults in Canada conducted during December 2021. Here are some highlights from that study. To access the full report visit give.org/give.org-donor-trust-report



Donors value DEI in the charities they support. Most people assume that a charity having a diverse, equitable, and inclusive board and staff has positive effects on the organization.



While DEI in a charity's board and staff are not a driving influence for giving, 2 in 5 donors would not donate to a charity that tolerates discrimination.



Government Regulations vs. Voluntary Standards

In describing what the law requires of charities, some of the fundamentals include, but are not limited to, annually filing the IRS 990 financial form, registering as a soliciting charity with the applicable state government agencies, not misleading donors, not engaging in fraudulent practices and/or misusing charitable funds to benefit charity staff and/or board members.

As a standards-based charity evaluator, however, BBB Wise Giving Alliance looks beyond the legal requirements in completing its reports on charities. The *BBB Standards for Charity Accountability* encourage charities to ensure the volunteer board is active, independent and free of self-dealing, spend funds prudently and in accordance with statements made in appeals, have accurate appeals, respect donor privacy, and include specified disclosures on its website and in cause-related marketing promotions. While some of these issues overlap with legal requirements, the specific recommendations included in these standards, in many instances, call for practices that stretch beyond what the law can address.

The distinction between legal requirements and voluntary recommendations is also reflected in the language used to describe them. One complies with regulations because the law requires it, in contrast one meets a standard if one chooses to follow it.

The public expects charities “to do the right thing” and if asked, will likely indicate this means more than just meeting legal requirements. It embodies the notion of trust, which we believe is an objective that is well addressed by meeting the *BBB Standards for Charity Accountability*.

Assessing New Charities

One of the strengths of the charitable sector in the United States is the sheer volume of charities. According to the *2021 IRS Data Book* during the fiscal year ended September 30, 2021, there were a total of 1,431,266 organizations that were tax exempt as charities, under section 501(c)(3) of the Internal Revenue Code. This included 78,093 new organizations that applied for and received 501 (c)(3) charitable tax-exempt status. Although most new charities will be small, some donors may be interested in finding out more about them. The challenge is that until the first 18 months have passed, it is unlikely that their first financial statements (and/or IRS Form 990) will be available. BBB Wise Giving Alliance offers the following advice to help potential donors assess brand new organizations.

Check out their website. Even a new charity will likely have a website that includes basic facts about its intended goals and activities. See if there is a clear description of what the organization plans to accomplish. Be wary of vague explanations that do not provide any specifics about how the charity will carry out its efforts.

Find out about board oversight. Although the charity is new, it will have a board of directors that is ultimately in charge of the oversight of the operations and staff. See if the organization’s website has a board roster that identifies who serves on the board and provides their professional affiliations. This may help you determine if the charity’s governing body is being led by individuals that have the knowledge and/or experience in addressing the identified cause.

Review the charity’s privacy policy. See if the website includes a clear and accessible privacy policy that tells visitors (i) what information, if any, is being collected about them by the charity and how this information will be used, (ii) how to contact the charity to review personal information collected and request corrections, (iii) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization, and (iv) what security measures the charity has in place to protect personal information.

Be cautious about emergency appeals. If the charity is raising funds for some type of emergency need, it should be able to substantiate that the timing and nature of its expenditures will be in accordance with what is stated, expressed or implied in its solicitations. Also keep in mind that even with the best of intentions, it can be challenging for new charities to address emergency situations unless they have adequate connections or skills to address circumstances at hand.

How to Read the List of National Charities

The following is an alphabetical listing of the charities that are the subjects of BBB Wise Giving Alliance evaluations. The list includes organizations that have requested to be evaluated as well as those that have received the highest volume of inquiries. The BBB WGA receives inquiries through the mail, phone, e-mail and referrals from local Better Business Bureaus.

Please note the following explanations about this list:

Name Inclusion: Inclusion on this list should not be interpreted as approval or disapproval of a charity. The information in this listing is intended solely to assist donors in exercising their own judgment.

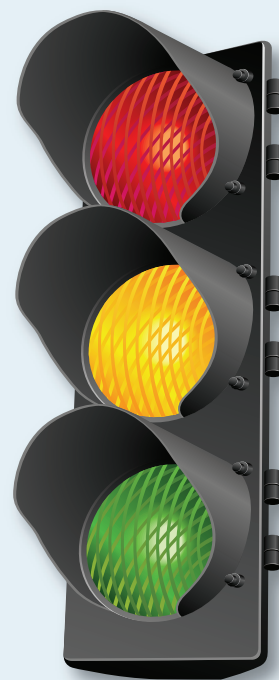
Name Omission: Omission from this list should not be interpreted as meaning that a charity meets or does not meet standards. In general, it simply means that the BBB WGA has not developed a report because it has not received recent inquiries about a charity or a charity has not requested to be evaluated.

Latest Results: This list reflects the latest charity report results as of October 12, 2022. Charity reports are available until their expiration dates, generally two years after their completion. All reports are based on the BBB Wise Giving Alliance *Standards for Charity Accountability*.



Are you looking for a national charity that's not on our list? Ask us about specific national charities not currently included. Encourage national charities we don't currently report about to contact us about enrolling online (there's never a charge for evaluation). In either way, you can help expand the list.



Note to readers about "see entry for"



Charities sometimes use several names in their materials. In some cases the variation is only slight, such as using an acronym for the full name. In other cases, the names have no self-evident connection, as, for example, the official corporate name and a name used in fund raising. In still others, different individual names may denote different programs of the same organization. This list includes all names currently used by a charity, but the evaluation status of that charity appears only under the main entry. White horizontal bars indicate an alternate name, and refer you to the evaluation listing.







Definitions for the List's Column Headings
































 **Accredited (Met Standards)** — Charities with a green check box  in the first column next to their name met the 20 Standards for Charity Accountability on pages 44-45. There is no charge to charities for the accreditation evaluation.






























 **Standards Not Met** — If a charity has number codes (for example: 3, 6, 7) in the second column with a yellow X mark  that means the charity did not meet cited provision(s) of the BBB Charity Standards on pages 44-45.

























 **Unable to Verify** — If a charity has number codes (for example: 8, 9, 13) in the column with a blue question mark  that means the BBB WGA was unable to verify if the charity met the cited provision(s) of the BBB Charity Standards on pages 44-45. This designation indicates that the charity either did not provide all of the requested information or the information provided was not sufficient to conclude that they met the cited standard(s).

 **Did Not Disclose** — If a charity has a red exclamation mark  the charitable organization either has not responded to written BBB WGA requests for information or has declined to be evaluated in relation to the *BBB Standards for Charity Accountability*. Charity participation in the BBB WGA's review is voluntary. However, without the requested information, it is not possible to determine whether these charities adhere to all of the *BBB Standards for Charity Accountability*. The BBB WGA encourages charities to disclose accountability information beyond that typically included in financial statements and government filings, in order to demonstrate transparency and strengthen public trust in the charitable sector. The majority of national charities contacted by BBB WGA provide information and participate in the BBB WGA's evaluation program.












 **Review in Progress** — Charities with a  in the column marked Review in Progress are being routinely evaluated based on current materials provided by the organization to the BBB WGA.







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
A A Chance in Life					
A Leg To Stand On			3		
A Wider Circle					
AARP Foundation					
Abandoned Children's Fund					
Academy of American Poets					
ACLU Foundation	See entry for American Civil Liberties Union Foundation.				
Action Against Hunger					
Action International Ministries					
Adopt-A-Classroom					
Adventist Development and Relief Agency		1, 6, 7, 16	13, 15, 19		
Advertising Council					
African Christian Fellowship International					
African Wildlife Foundation					
Aga Khan Foundation USA		1, 6, 10	7, 19		
Aid for AIDS International		2, 7	14		
Aid for Starving Children					
Alaska Wilderness League					
Alight					
Alliance for Cancer Gene Therapy					
Alliance for Lupus Research	See entry for Lupus Research Alliance.				
Alpha-1 Foundation		7			
ALS Association					
ALS Therapy Development Institute					
ALSAC/St. Jude Children's Research Hospital					
Alzheimer's Association/Alzheimer's Disease and Related Disorders Association					
Alzheimer's Disease Research Foundation	See entry for Cure Alzheimer's Fund.				
Amazon Conservation Association		6, 7			
America Scores					
American Association for Cancer Research					
American Autoimmune Related Diseases Association					
American Battlefield Trust					
American Bible Society					
American Brain Foundation					
American Cancer Society					










































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
American Childhood Cancer Organization					
American Civil Liberties Union Foundation					
American Diabetes Association					
American Farmland Trust			13		
American Foundation for Children with AIDS					
American Friends Service Committee					
American Health Assistance Foundation	See entry for BrightFocus Foundation.				
American Heart Association/American Stroke Association					
American Humane					
American Humanist Association					
American Indian College Fund					
American Indian Education Fund	See entry for Partnership With Native Americans.				
American Indian Graduate Center	See entry for Native Forward Scholars Fund.				
American Indian Science and Engineering Society					
American Institute for Cancer Research					
American Jewish Committee		16	3, 15		
American Jewish Joint Distribution Committee					
American Jewish World Service					
American Kidney Fund					
American Kidney Services		3, 13, 16, 17	8. 9		
American Leprosy Missions					
American Liver Foundation			7		
American Near East Refugee Aid	See entry for Anera.				
American Partnership for Eosinophilic Disorders					
American Printing House for the Blind					
American Red Cross					
American Refugee Committee	See entry for Alight.				
American Rivers					
American Stroke Association	See entry for American Heart Association.				
Americans United for Separation of Church and State					
AmeriCares Foundation					
America's Charities					
America's VetDogs—The Veteran's K-9 Corps					
amfAR	See entry for Foundation for AIDS Research.				
Amnesty International of the USA					








































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
AMREF Health Africa					
Amyotrophic Lateral Sclerosis Association	See entry for ALS Association.				
Anera					
Anglicans for Life					
Animal Legal Defense Fund					
Animal People					
Animal Welfare Institute					
APOPO U.S.					
Appalachia Service Project					
Appalachian Trail Conservancy					
Arc of the United States, The					
Archaeological Conservancy					
Arms of Hope					
Arms Wide Open Childhood Cancer Foundation					
Army Emergency Relief					
Army Historical Foundation					
Asthma and Allergy Foundation of America					
Autism Society of America					
Autism Speaks					
Autism Spectrum Disorder Foundation					

B

























Barry Goldwater Institute for Public Policy Research		6, 7, 14, 16, 18	3		
Barth Syndrome Foundation					
Because International		11, 16			
Believe in Tomorrow National Children's Foundation					
Best Friends Animal Society		4			
Bethany Christian Services					
Bible League International					
Bibles for the World					
Big Life Foundation USA					
Bigelow Laboratory for Ocean Sciences					
Bike and Build		6, 7, 8, 16	14		
Billy Graham Evangelistic Association					
Bill, Hillary & Chelsea Clinton Foundation	See entry for Clinton Foundation.				
Blessings in a Backpack					
Blinded Veterans Association					
Blood Water Mission					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Blue Card					
Blue Star Families					
B'nai B'rith International					
Bobby Jones Chiari and Syringomyelia Foundation					
Boot Campaign, Inc.					
Boulder Crest Retreat Foundation					
Boy Scouts of America					
Boys & Girls Clubs of America					
Boys Town					
BRAC USA					
Bread for the World Institute					
Brennan Center for Justice		6	15, 16		
BrightFocus Foundation					
Brother's Brother Foundation					
BuildOn					
Camp Quality USA					
Campaign for Tobacco-Free Kids					
Campus Crusade for Christ	See entry for CRU.				
Cancer Research Institute					
CancerCare					
Canine Companions for Independence					
Cantor Fitzgerald Relief Fund					
Capitol Ministries					
Care Net		6, 7, 14			
Caring for Cambodia					
CaringBridge					
Casting for Recovery					
Catholic Church Extension Society of the U.S.A.					
Catholic Legal Immigration Network		7, 14, 16	3, 13		
Catholic Medical Mission Board					
Catholic Near East Welfare Association					
Catholic Relief Services					
CATO Institute					
CEDARS Home for Children Foundation					
Celebrity Foundation for Children					
Center for Biological Diversity					
Center for Disaster Philanthropy		18			
Center for Food Safety					











Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Center for International Policy					
Center for Reproductive Rights					
Center for Science in the Public Interest					
Center for Watershed Protection					
Central Asia Institute					
CentroNia		16, 18	1, 13, 14, 17		
Charcot-Marie-Tooth Association					
Charities Aid Foundation America					
Charity Global	See entry for charity: water.				
Charity Navigator					
charity: water					
CHC: Creating Healthier Communities					
Chesapeake Bay Foundation					
ChildFund International					
Childhood Leukemia Foundation					
Children International					
Children of Armenia Fund					
Children of Fallen Patriots Foundation					
Children of the Nations					
Children, Incorporated					
Children's Cancer Research Fund					
Children's Defense Fund					
Children's Food Fund	See entry for World Emergency Relief.				
Children's Health Fund					
Children's Inn at NIH					
Children's Organ Transplant Association					
Children's Scholarship Fund					
Children's Tumor Foundation					
Children's Wish Foundation International					
Christian Blind Mission International					
Christian Broadcasting Network					
Christian Freedom International					
Christian Relief Services Charities					
Christopher and Dana Reeve Foundation					
Church World Service					
Cigar Family Charitable Foundation					
CitiHope International					
Citizens United Foundation					
Civil Air Patrol					



































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Clare Booth Luce Policy Institute					
Clinton Foundation / aka Bill, Hillary & Chelsea Clinton Foundation					
Coalition to Salute America's Heroes Foundation					
Coast Guard Foundation					
Colorectal Cancer Alliance					
Combat Blindness International					
Comic Relief, Inc.					
Common Hope					
Communities In Schools					
Community Health Charities	See entry for CHC: Creating Healthier Communities.				
Compassion & Choices					
Compassion International					
Conquer Cancer Foundation of the American Society of Clinical Oncology					
Consumer Reports					
Corporate Accountability					
Corporate America Supports You					
Corporation for Supportive Housing					
Correctional Peace Officers Foundation					
Crazy Horse Memorial Foundation					
Crisis Relief Network					
Crohn's & Colitis Foundation					
Cross Catholic Outreach					
Cross International					
CRU					
Cure Alzheimer's Fund					
CURE Epilepsy					
Cure HHT					
Cure SMA					
Cure Starts Now					
CureSearch for Children's Cancer					
Cystic Fibrosis Foundation					
Damon Runyon Cancer Research Foundation		10			
Dana-Farber Cancer Institute					
Dave Thomas Foundation for Adoption					
The David Sheldrick Wildlife Trust USA					
Days End Farm Horse Rescue					

D


































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Days for Girls International					
Death With Dignity National Center					
Defenders of Wildlife					
Delivering Good					
Diabetes Action Research and Education Foundation					
Diabetes Research Institute Foundation		16			
Dian Fossey Gorilla Fund International					
The DigDeep Right to Water Project					
Direct Relief					
Disabled American Veterans					
Disabled Veterans National Foundation		6, 7, 8, 9, 16	3, 15		
DiscipleMakers					
DoSomething		14			
Doctors of the World					
Doctors Without Borders USA		1, 4, 6, 16			
Dogs for Better Lives					
Dogs for Law Enforcement					
DonorsChoose.org					
Dravet Syndrome Foundation		14, 16, 18	13		
Dream Factory					
Dress for Success Worldwide					
Dressember Foundation		4, 16, 18	7, 15		
Drug Policy Alliance					
Ducks Unlimited					
Dupuytren Research Group					






































E
















Eagle Mountain International Church					
Earth Island Institute			13		
EARTH University Foundation					
EARTHDAY.ORG					
Earthjustice					
EarthShare					
Earthwatch Institute					
Earthworks					
Eastern Congo Initiative		6, 7			
Easterseals					
EB Research Partnership					
EdChoice					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Education is Freedom					
Eight Days of Hope					
Eisenhower Foundation					
Ekal Vidyalaya Foundation of USA					
Elephant Sanctuary in Tennessee					
Elizabeth Glaser Pediatric AIDS Foundation					
Embrace Relief Foundation					
Emergency USA					
EngenderHealth					
Entertainment Industry Foundation					
Environmental Defense Fund					
Environmental Working Group		1, 4, 6			
EOD Warrior Foundation					
Epilepsy Foundation		3, 7	1, 6, 14, 15		
Episcopal Relief & Development					
Equality Now					
Equine Land Conservation Resource					
Evangelical Lutheran Church in America					
Everglades Foundation		3, 7, 16, 17	15		
Every Child Ministries					
Every Mother Counts					
Everytown for Gun Safety Support Fund					
FairVote		6, 7, 14, 16, 18	13		
Family Legacy Missions International					
Family Reach Foundation					
Family Research Council					
Farm Sanctuary					
Father Flanagan's Boys' Home	See entry for Boys Town.				
Federation for American Immigration Reform					
Feed My Starving Children					
Feed the Children					
Feeding America					
Fellowship of Christian Athletes		3, 16			
Field Ready					
FINCA International		4, 6, 11	1		
Firefighter Cancer Support Network		6, 11, 16			
First Book		1, 6	16		
First Nations Development Institute					


















F

































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Fisher House Foundation					
Fistula Foundation					
FOCUS North America					
Focus on the Family					
Folds of Honor Foundation					
Fonkoze USA					
Food & Water Watch					
Food for the Hungry		1, 14	3, 5, 13		
Food for the Poor					
FoodCorps		16, 17			
For Inspiration and Recognition of Science and Technology (FIRST)					
For the Troops					
FORCE: Facing Our Risk of Cancer Empowered		19			
Ford's Theatre Society					
Forward Edge International					
Fos Feminista					
Foundation Fighting Blindness					
Foundation for AIDS Research					
Foundation for Children in Need					
Foundation for Economic Education					
Foundation for Ichthyosis & Related Skin Types		16, 18			
Foundation for Individual Rights in Education		7			
Foundation for the National Institutes of Health					
Franciscan Foundation for the Holy Land					
Fred Hutchinson Cancer Research Center					
Free Wheelchair Mission					
Freedom from Religion Foundation		1, 7, 14			
Freedom Service Dogs		1, 6, 7			
French Heritage Society		7, 14, 16	1, 15		
Friends of Animals					
Friends of the Earth					
Friends of Trees					
Friends Without a Border					
Friendship Force International					
FSHD Society					
Fuller Center for Housing					



































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Galapagos Conservancy					
Gary Sinise Foundation					
Gateway for Cancer Research					
Gay and Lesbian Alliance Against Defamation		6, 7, 16, 17			
Gentle Giants Draft Horse Rescue Society					
Gift of Adoption Fund					
Gift of Life International					
Gift of Life Marrow Registry					
Giraffe Heroes Project					
Girl Scouts of the USA					
Girls Educational and Mentoring Services					
Girls Inc.					
Girls Who Code					
Give Kids The World					
Give2Asia					
GiveDirectly		6, 7, 14			
GLAAD	See entry for Gay and Lesbian Alliance Against Defamation.				
Glaucoma Research Foundation					
Gleaning for the World					
Global AIDS Interfaith Alliance					
Global Communities					
Global FoodBanking Network					
Global Fund for Children					
Global Heritage Fund		8, 16, 19	6		
Global Impact					
Global Lyme Alliance		6, 7	8, 9, 14, 15		
Global Partnerships					
GlobalGiving Foundation					
GO Ministries					
GO2 Foundation for Lung Cancer		4, 7			
Good Days					
Good Food Institute					
Good Plus Foundation					
Good Sports					
Good360					
Goodwill Industries International					
Gospel for Asia					
Government Accountability Project					

































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Grameen Foundation					
Grand Canyon Trust					
Grassroots International		6, 7, 18			
Greater Yellowstone Coalition					
Greatergood.org					
Green Beret Foundation		6, 16, 19	1, 14, 15		
Greenpeace Fund		7			
Grist Magazine					
Guide Dog Foundation for the Blind					
Guide Dogs for the Blind					
Guide Dogs of America					
Guiding Eyes for the Blind					
Guttmacher Institute					
















H

H. Lee Moffitt Cancer Center and Research Institute Foundation					
Habitat for Humanity International					
Hadassah the Women's Zionist Organization of America					
Haiti Clinic					
Haiti Partners					
Hal Lindsey Website Ministries					
Hand in Hand American Friends of the Center for Jewish-Arab Education in Israel		1, 6, 7, 14, 17, 18	3, 13, 16		
Hazelden Betty Ford Foundation					
Headstrong Project					
Health Volunteers Overseas					
HealthWell Foundation		4			
Hearing Health Foundation					
Hearing Loss Association of America					
Heart to Heart International					
Heartbeat International					
Hebrew Immigrant Aid Society	See entry for HIAS.				
Heifer Project International					
Helen Keller International		12, 17	1, 3, 7, 13, 14 15, 16		
Help Heal Veterans					
Help Hope Live					
Help Me See					


















Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Help the Children					
Helping Children Worldwide					
Helping Hand for Relief and Development					
Heritage for the Blind					
The Heritage Foundation					
HHT Foundation International	See entry for Cure HHT.				
HIAS		1, 7, 16			
Hidaya Foundation					
Hire Heroes USA					
Hispanic Association of Colleges and Universities					
Hispanic Scholarship Fund					
Holt International Children's Services					
Home Missioners of America					
Homes for Our Troops					
Honor Flight Network					
Hope for Haiti					
Hope for Haiti's Children Ministries		4			
Hope for the Warriors					
HOPE International		4, 6, 16			
Hope Walks					
HOPE worldwide					
Human Coalition					
Human Development Foundation of North America					
Human Life International		8, 14, 16, 17, 19			
Human Milk Banking Association of North America		6, 11, 14, 16, 17	3, 13, 15		
Human Rights Campaign Foundation					
Human Rights Watch					
Humane Society International					
Humane Society of the United States					
Humanity & Inclusion					
The Hunger Project					
Huntington's Disease Society of America					
Hydrocephalus Association					



































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
ICNA Relief USA					
iDE-International Development Enterprises					
In Defense of Animals					
In Touch Ministries					
Independence Fund		6, 14, 16, 18, 19	13, 15		
Indian Law Resource Center					
Inner-City Muslim Action Network					
Innovations for Poverty Action					
Insight for Living Ministries					
Inspiring Body of Christ Church					
InStep International					
Institute for Justice					
Institute for Social Policy and Understanding					
International Animal Rescue, US					
International Book Project					
International Campaign for Tibet		14, 16	8, 9, 13, 15		
International Catholic Migration Commission					
International Centre for Missing and Exploited Children		7			
International Children's Fund		4, 6, 7, 14, 17, 18	13		
International Children's Network					
International Christian Concern					
International Eye Foundation					
International Fellowship of Christians and Jews					
International FOP Association					
International Foundation for Functional Gastrointestinal Disorders		1, 3, 6, 7, 14, 16, 17, 18	10, 15		
International Fund for Animal Welfare					
International Institute of Rural Reconstruction					
International Justice Mission					
International Literacy and Development					
International Medical Corps					
International Medical Relief					
International Myeloma Foundation					
International OCD Foundation		6, 7, 16, 17			
International Rescue Committee					
International Rett Syndrome Foundation		6, 7, 16	3, 13, 14, 15		
International Rivers					








Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
International Social Service USA Branch					
International Union of Police Associations					
InterVarsity Christian Fellowship USA		16			
IntraHealth International					
Invisible Children					
Isaiah 117 House		6, 7, 8, 17, 18			
Islamic Relief USA					
Israel Cancer Research Fund					
Israel Tennis & Education Centers Foundation					
J					
JAARS					
Jackie Robinson Foundation					
Jane Goodall Institute for Wildlife, Research, Education and Conservation					
JB International					
JDRF International					
Jewish National Fund					
Jewish Voice Ministries International					
Jews for Jesus					
Jimmy Fund	See entry for Dana-Farber Cancer Institute.				
Joel Osteen Ministries					
John F. Kennedy Center for the Performing Arts					
Joni and Friends					
Joyce Meyer Ministries					
Judicial Watch					
Junior Achievement USA					
Junior Blind of America	See entry for Wayfinder Family Services.				
Just Detention International					
JustWorld International		16			
K					
K9s for Warriors					
KABOOM!					
Kars4Kids					
Keep a Child Alive		1, 3, 6, 7			
Keep America Beautiful					
Keepers of the Wild		4			
Kenneth Copeland Ministries	See entry for Eagle Mountain International Church.				
Keystone Symposia on Molecular and Cellular Biology					















Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Kidney Cancer Association					
Kids Against Hunger					
Kids Alive International					
Kids in Need of Defense					
Kids in Need of Development, Education and Relief					
Kids Wish Network					
Kidspire					
Kinship United					
Kiva Microfunds					
Kiwanis Children's Fund					















L

Lambda Legal Defense and Education Fund					
Land Trust Alliance					
Last Chance for Animals					
Laureus Sport for Good Foundation USA		7, 16, 18	6		
Law Enforcement Legal Defense Fund		1, 6, 7, 14, 18	8, 9, 13, 16		
Law Enforcement Officers Relief Fund					
Leadership Institute					
League of American Bicyclists		6, 7, 16, 18			
League of Conservation Voters Education Fund					
League of Women Voters Education Fund					
Learning Ally					
Legacy Youth Leadership		8			
LensCrafters Foundation	See entry for OneSight.				
Leukemia & Lymphoma Society		7			
Life in Abundance International					
Life Legal Defense Foundation					
LIFE Outreach International					
Lifesavers					
LIGHT Health & Wellness Comprehensive Services					
Limbs for Life Foundation		7, 10			
Lions Clubs International Foundation					
Local Initiatives Support Corporation					
Live Action		1, 4			
Living Water International					
Locks of Love					
Lotus House Women's Shelter					
Love A Child					
Love Justice International					






































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Love146					
Luke's Wings		8	7		
LuMind Research Down Syndrome Foundation					
Lung Cancer Research Foundation					
LUNGeivity Foundation					
Lupus Foundation of America					
Lupus Research Alliance					
Lustgarten Foundation					
Lutheran Immigration and Refugee Service			13		
Lutheran World Relief		7, 16, 17, 18	15		
Lymphatic Education and Research Network					
Lymphoma Research Foundation					
Macular Degeneration Research	See entry for BrightFocus Foundation.				
MADD	See entry for Mothers Against Drunk Driving.				
MADRE					
Make-A-Wish Foundation of America					
Make-A-Wish International					
The Malala Fund					
Maoz Israel Ministries					
MAP International					
Marathon Kids		19	7		
Marbleseed		14			
March of Dimes Foundation					
Marfan Foundation, The					
Marijuana Policy Project Foundation					
Marine Corps Association Foundation		8, 12, 16			
Marine Corps Heritage Foundation					
Marine Corps - Law Enforcement Foundation					
Marine Corps Scholarship Foundation					
Marine Mammal Center					
Marine Toys for Tots Foundation					
Marist Brothers					
Marshall Legacy Institute					
Mary Kay Foundation					
Maryknoll Sisters of St. Dominic					
MAZON: A Jewish Response to Hunger					
Meals on Wheels America					
Media Research Center		6, 18	1, 5, 7, 15		





































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Medical Students for Choice					
Medical Teams International					
Meds & Food for Kids		6, 7, 14			
MedShare International					
Melanoma Research Alliance Foundation					
Melanoma Research Foundation					
Memorial Sloan-Kettering Cancer Center		1, 14, 16, 18	3, 5, 6, 7, 13, 15		
Mended Hearts					
Mennonite Central Committee					
Mennonite Disaster Service					
Mental Health America					
Mercury One					
Mercy Corps					
Mercy Home for Boys and Girls					
Mercy Medical Angels					
Mercy Multiplied America		4			
Mercy Ships					
Mercy Without Limits					
Mesothelioma Applied Research Foundation					
Mexico Medical Missions					
Michael J. Fox Foundation for Parkinson's Research					
Middle East Children's Alliance					
MidwayUSA Foundation		3	5, 7		
Midwest Food Bank					
Military Child Education Coalition					
Military Officers Association of America Scholarship Fund					
Military Order of the Purple Heart Service Foundation					
Military Spouse Corporate Career Network					
Military Warriors Support Foundation					
Military with PTSD					
MiracleFeet					
Mission Aviation Fellowship					
Mission Clinics International					
Mission India					
Mona Foundation					
Moody Bible Institute of Chicago					
































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Morris Animal Foundation		16, 19	14		
Mother Jones		6, 18			
Mothers Against Drunk Driving		6			
mothers2mothers International		7			
Mount Vernon Ladies' Association of the Union					
Mountain Lion Foundation		6, 7, 14, 16, 17	1, 15, 18		
Mountain States Legal Foundation		6, 7, 16, 18	8, 9, 13, 15		
Move United					
Movember Foundation		18			
Mozilla Foundation					
MPN Research Foundation		7, 16			
Mr. Holland's Opus Foundation		6, 7, 14, 16, 19	1, 18		
Ms. Foundation for Women		7, 14			
Multiple Myeloma Research Foundation		6, 7, 16	3, 4		
Multiple Sclerosis Association of America					
Multiple Sclerosis Foundation					
Muscular Dystrophy Association		7, 8, 9			
Muslim Legal Fund of America					
Mutts With a Mission					
My Stuff Bags Foundation					
Myasthenia Gravis Foundation of America					






























NAACP Empowerment Programs					
NAACP Legal Defense and Educational Fund					
NAMI					
NARAL Pro-Choice America Foundation					
NARSAD: d/b/a Brain and Behavior Research Foundation					
National 4-H Council					
National Abortion Federation					
National Academy of Engineering Fund					
National Alliance to End Homelessness		6, 7, 14, 18	3		
National Alopecia Areata Foundation					
National Anti-Vivisection Society					
National Arbor Day Foundation					
National Association for the Exchange of Industrial Resources / NAEIR					
National Association of American Veterans					
National Association of Christian Churches					











N

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
National Association of Police Athletic-Activities League					
National Association of the Deaf					
National Ataxia Foundation		7, 16			
National Audubon Society					
National Blood Clot Alliance		7, 16	3		
National Brain Tumor Society					
National Breast Cancer Coalition Fund					
National Breast Cancer Foundation		1, 4			
National Cancer Assistance Foundation					
National Cancer Center					
National Caregiving Foundation					
National Center for Appropriate Technology					
National Center for Families Learning					
National Center for Healthy Housing					
National Center for Learning Disabilities					
National Center for Lesbian Rights					
National Center for Missing and Exploited Children					
National Center for Public Policy Research					
National Center for Victims of Crime					
National Center on Shaken Baby Syndrome					
National Child Safety Council					
National Children's Cancer Society					
National Coalition for Cancer Survivorship dba Cancer Survivors Coalition					
National Congress of Parents and Teachers					
National Constitution Center					
National Consumer Law Center					
National Council of Churches USA					
National Council of the US Society of St. Vincent de Paul					
National Council on Aging					
National Council of the YMCAS of the USA					
National Council on U.S.-Arab Relations					
National Credit Union Foundation					
National Democratic Institute for International Affairs					
National Disaster Search Dog Foundation					
National Domestic Violence Hotline					

























Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
National Down Syndrome Society			6		
National Eating Disorders Association					
National Eczema Association					
National Education for Assistance Dog Services					
National Environmental Education and Training Foundation					
National Fallen Firefighters Foundation					
National Federation of The Blind					
National FFA Foundation					
National Fish and Wildlife Foundation					
National Forest Foundation					
National Foundation for Cancer Research					
National Foundation for Transplants					
National Geographic Society					
National Hemophilia Foundation					
National Immigration Forum		7, 19	16		
National Indian Child Welfare Association		6, 8, 14, 16			
National Jewish Health					
National Kidney Foundation					
National Law Enforcement and Firefighters Children's Foundation		7, 14, 16	13		
National Marine Sanctuary Foundation					
National Military Family Association					
National Multiple Sclerosis Society					
National Network to End Domestic Violence					
National Organization for Rare Disorders					
National Osteoporosis Foundation					
National Park Foundation					
National Park Trust					
National Parks Conservation Association					
National Partnership for Women and Families					
National Pediatric Cancer Foundation					
National Psoriasis Foundation					
National Relief Charities	See entry for Partnership With Native Americans.				
National Right to Life Committee Educational Trust Fund					
National Runaway Safeline					
National Safe Place Network					
National September 11 Memorial and Museum					



































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
National Space Society					
National Stem Cell Foundation					
National Trust for Historic Preservation in the United States		16, 19	1, 18		
National Tuberosus Sclerosis Association					
National Urban League					
National Wildlife Federation					
National Women's Health Network					
National World War II Museum					
National YoungArts Foundation		16			
Native American Aid	See entry for Partnership With Native Americans.				
Native American Emergency Relief	See entry for World Emergency Relief.				
Native American Heritage Association					
Native American Rights Fund					
Native Forward Scholars					
Natural Resources Defense Council		7, 18	1, 3, 13, 15		
Nature Conservancy					
Navajo Relief Fund	See entry for Partnership With Native Americans.				
Navigators					
Navy-Marine Corps Relief Society					
Near East Foundation					
NeedyMeds					
NeighborWorks America					
Nepal Youth Foundation					
NephCure Kidney International					
Net Impact					
Network for Teaching Entrepreneurship					
Network for Good					
Neuroendocrine Tumor Research Foundation		7, 16	14		
New Beginning Children's Homes					
New Eyes for the Needy		6, 7	10		
New Israel Fund					
New Venture Fund					
No One Left Behind		1, 18			
Nonhuman Rights Project		1, 2, 3, 4			
Nonviolent Peaceforce		8			
Nora Lam Chinese Ministries					
North American Conference on Ethiopian Jewry		3	14		
North American Mission Board, SBC					







































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Northeast Animal Shelter					
Northern Plains Reservation Aid	See entry for Partnership With Native Americans.				
Now I Lay Me Down to Sleep					
NPH USA					
NSPIRE Outreach					
NTM Info & Research					
NumbersUSA Education and Research Foundation					
Nuru International					
Oblate Missionary Society					
Ocean Conservancy					
Oceana		19	3, 7		
Officers' Christian Fellowship of the USA					
Omaha Home for Boys					
One Heartland					
One Percent for the Planet					
OneSight					
OneSky		4			
Open Doors with Brother Andrew		18			
Open Medicine Foundation					
Operation Blessing International					
Operation FINALLY HOME		3			
Operation Gratitude		14			
Operation Healing Forces			3, 7, 15		
Operation Homefront					
Operation Serve		3, 6, 11, 17			
Operation Smile		4			
Operation Underground Railroad		16, 19	4, 5, 13, 15		
Operation USA					
Operation Warm					
Opportunities Industrialization Centers of America					
Opportunity International					
Optimist International Foundation					
ORBIS International	See entry for Project ORBIS International.				
Organization for Autism Research		3, 7, 17, 19			
Orphan Grain Train					
Orphan Helpers					































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Osteogenesis Imperfecta Foundation		8			
Others First					
Our Daily Bread Ministries		17			
Outreach Aid to the Americas		13			
Outreach International					
OutRight Action International					
Ovarian Cancer Research Alliance					
Oxfam America					

P

P.E.F. Israel Endowment Funds					
Pachamama Alliance		1, 19	5, 7		
Pachyonychia Congenita Project		10			
Pacific Crest Trail Association					
Pacific Legal Foundation					
Pacifica Foundation					
Pact					
Pajama Program					
Pan African Sanctuary Alliance		11			
Pan American Development Foundation		3, 6, 7, 19	13, 14, 15		
Pancreatic Cancer Action Network					
Panthera					
Paralyzed Veterans of America		1, 6, 7, 16	15		
Parent Project for Muscular Dystrophy Research					
Parents Television Council					
Parkinson's Foundation					
Partners in Health					
Partners of the Americas					
Partnership for Transparency Fund					
Partnership Project					
Partnership With Native Americans					
Pat Tillman Foundation					
PATH					
Pathfinder International					
Patient Access Network Foundation		4			
Patient Advocate Foundation					
Paws for Purple Hearts					
Paws With A Cause					
paws4people					
PayPal Charitable Giving Fund					























Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
PCI-Media Impact		6, 7			
Pearl S. Buck International					
Pediatric Brain Tumor Foundation of the U.S.					
Pediatric Cancer Research Foundation		7			
Pencils of Promise		6, 7	14, 16		
Penny Appeal USA					
People for the Ethical Treatment of Animals		2			
People United for Christ					
Per Scholas		4			
Performing Animal Welfare Society					
Persecution Project Foundation					
Pet Partners		9			
Pesticide Action Network North America					
Petfinder Foundation					
PetSmart Charities					
PFLAG		19			
Phoenix Society for Burn Survivors					
Physicians Committee for Responsible Medicine					
Physicians for Human Rights		7, 12, 14, 16	6		
Physicians for Peace Foundation					
Pine Street Inn					
PKD Foundation		7, 16			
Plan International USA					
Planet Aid					
Planet Water Foundation					
Planned Parenthood Federation of America					
Plant With Purpose					
Platelet Disorder Support Association					
Players Philanthropy Fund					
Pledgeling Foundation					
Point Foundation					
Points of Light Foundation					
Polar Bears International					
Polaris Project					
Population Connection					
Population Council		3			
Population Institute					
Population Media Center					
Population Services International					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Possible					
Prader-Willi Syndrome Association					
Precept Ministries of Reach Out					
Preeclampsia Foundation					
Prevent Blindness					
Prevent Cancer Foundation					
Prevent Child Abuse America					
Priests for Life					
Primarily Primates					
Primary Health Care					
Primate Rescue Center					
Prison Fellowship Academies	See entry for Prison Fellowship Ministries.				
Prison Fellowship Advocacy and Justice Reform	See entry for Prison Fellowship Ministries.				
Prison Fellowship Ministries					
Pro Mujer					
Progeria Research Foundation		5			
Progressive Agriculture Foundation					
Project A.L.S.					
Project Amigo					
Project AWARE Foundation					
Project C.U.R.E.					
Project Camp					
Project Concern International					
Project HOPE—The People-to-People Health Foundation					
Project Manana					
Project on Government Oversight					
Project ORBIS International					
Project Rescue International	See entry for Rescue:Freedom International.				
project:HOMES					
ProLiteracy Worldwide					
Prosperity Now					
Prostate Cancer Foundation					
Provide					
Public Allies					
Public Citizen Foundation		1, 6, 7, 16			
Pueblo a Pueblo					
Pulmonary Fibrosis Foundation					
Pulmonary Hypertension Association					










Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Pure Water for the World					
pureHOPE					
Purple Heart	See entry for Military Order of the Purple Heart Service Foundation.				
Purple Heart Homes					
PVA Spinal Cord Injury Education and Training Foundation	See entry for Paralyzed Veterans of America.				
Quiet Hour					
Quixote Center					
Radio Eye					
Rafiki Foundation					
RAICES					
Rails-to-Trails Conservancy					
Rainforest Action Network					
Rainforest Alliance					
Rainforest Trust					
RAINN	See entry for Rape, Abuse & Incest National Network.				
RAM	See entry for Remote Area Medical.				
Rape, Abuse & Incest National Network					
Rare					
RBC Ministries	See entry for Our Daily Bread Ministries.				
Reading is Fundamental					
Real Life Center					
Rebecca Bender Initiative					
Rebuilding Together					
Recycle for Change					
Red Cloud Indian School					
RedRover					
Reef Check Foundation			19		
Refuge for Women					
Refugees International					
Relief International		6, 7, 14, 16			
Religious Freedom Coalition		3, 4			
RemedyLIVE	See entry for SoulMedic Media Group.				
Remote Area Medical					
Reproductive Health Access Project					
Rescue:Freedom International	See entry for Atlas Free.				



































Q

































R

































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Research Down Syndrome					
Reservation Animal Rescue					
Resist					
RESOLVE: The National Infertility Association					
Resources for Human Development					
ReSurge International					
Rett Syndrome Research Foundation					
RIP Medical Debt					
Rise Against Hunger					
RISE International					
River Network					
Road Runners Club of America					
Road Scholar					
Robert A. Toigo Foundation					
Robert F. Kennedy Human Rights					
Ronald McDonald House Charities					
Room to Grow					
Room to Read			19		
Rotary Foundation of Rotary International					
Ruffed Grouse Society					
Rural Advancement Foundation International-USA		6, 7			
Rutgers University Foundation					




















S

S.O.S. International					
SADD					
Safari Club International Foundation					
Salesian Missions					
Salvadoran American Humanitarian Foundation		7			
Salvation Army (National Corporation)					
Salvation Army World Services					
Samaritan's Purse					
Sandy Hook Promise Foundation		1, 3, 4, 6, 7, 18	13		
Saprea					
Sarcoma Foundation of America					
SAT-7 North America					













Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Save the Children Federation					
Save the Chimps					
Save the Redwoods League					
Saving Places	See entry for National Trust for Historic Preservation in the United States.				
SBP					
Scenic America					
Scholarship America					
Second Prison Project	See entry for Prison Fellowship Ministries.				
Sea Shepherd Conservation Society					
SEE International					
Self Help International					
Selfless Love Foundation		1, 6, 7, 8			
Semper Fi and America's Fund					
Send Relief					
Sentinels of Freedom Scholarship Foundation					
Sequoia Parks Conservancy		16, 17, 18	11		
SeriousFun Children's Network					
SERV Ministries International					
Servant Partners					
Seva Foundation					
Share Our Strength					
Sharsheret					
Sheldrick Wildlife Trust USA	See entry for The David Sheldrick Wildlife Trust USA.				
Shelter for Life International					
Shepherd Higher Education Consortium on Poverty					
Shoes That Fit					
Shriners Hospitals for Children					
Sickle Cell Disease Association of America					
Sierra Club Foundation					
SIGN Fracture Care International					
SIM USA		3, 6, 7, 16, 17	14		
Simon Wiesenthal Center					
Sioux Nation Relief Fund	See entry for Partnership with Native Americans.				
Sistema Infantil Teleton USA					
SIUT North America					
Sky's the Limit Fund		6, 7, 11, 16, 18	15		
Sleep in Heavenly Peace					

































Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Smile Train					
Soccer Without Borders		6, 7			
Society for Science & the Public		3			
Society of St. Andrew					
Soi Dog Foundation USA					
Solar Cookers International					
Soldiers' Angels					
Soles4Souls					
Solve ME/CFS Initiative		6, 7	1, 15		
Sonoran Institute					
Sons of Italy Foundation					
SOS Children's Villages-USA					
SoulMedic Media Group		6, 7, 16, 18	15		
Southeastern Guide Dogs					
Southeastern Legal Foundation					
Southern Poverty Law Center					
Southern Utah Wilderness Alliance					
Southwest Indian Relief Council	See entry for Partnership with Native Americans.				
Southwest Reservation Aid	See entry for Partnership with Native Americans.				
Sower of Seeds International Ministries					
SPCA International					
Special Olympics					
Special Operations Warrior Foundation					
Spina Bifida Association of America					
Splash					
St. Baldrick's Foundation					
St. Bonaventure Indian Mission and School					
St. Joseph's Indian School and Missions					
St. Jude Children's Research Hospital	See entry for ALSAC.				
St. Labre Indian School Educational Association					
St. Luke's Foundation for Haiti		1, 6, 7, 16, 18	3, 13		
St. Mary's Health Wagon					
St. Matthew's Churches					
St. Vincent de Paul National Council	See entry for National Council of the US Society of St. Vincent de Paul.				
Stand for Children Leadership Center					
Stand Up To Cancer	See entry for Entertainment Industry Foundation.				
Starkey Hearing Foundation					















Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Starlight Children's Foundation		14, 18	15, 19		
Statement Arts, Inc					
Statue of Liberty-Ellis Island Foundation					
Step Up For Students		7, 16	6, 14		
Street Business School		1, 4, 12, 16	3, 7, 13, 15		
Structured Employment Economic Development					
Student Conservation Association					
Students Against Driving Drunk	See entry for SADD.				
Sudan Relief Fund		1, 3, 4, 16	13		
Sundari Foundation	See entry for Lotus House Women's Shelter.				
Support For Educational and Economic Development					
Surfrider Foundation		7	13, 14		
Surgical Eye Expeditions International	See entry for SEE International.				
Susan G. Komen					
Swim Across America					
Syrian American Medical Society Foundation					
Taco Bell Foundation		1, 6, 7, 14, 16			
Tahirih Justice Center					
Task Force for Global Health					
Tax Foundation		3, 6, 14			
TCT Ministries					
Teach for America					
Team Jack Foundation					
Team Red, White, and Blue					
Technoserve					
Tee It Up for the Troops					
Teen Cancer America					
Teen Challenge International, USA					
TelethonUSA Foundation					
That Others May Live Foundation					
Theodore Roosevelt Conservation Partnership					
Thirst Project					
Thomas Jefferson Foundation					
Ticket To Dream Foundation					
Tiger Haven					
Tiger Missing Link Foundation					
Tim Tebow Foundation					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Time for Lyme	See entry for Global Lyme Alliance.				
To Write Love On Her Arms					
Together We Rise					
Tommy Nobis Center	See entry for Nobis Works.				
Tony La Russa's Animal Rescue Foundation					
Toy Foundation					
Toys for Tots	See entry for Marine Toys for Tots Foundation.				
Tracy's Kids					
Travis Manion Foundation					
Trees for the Future		7	19		
Trevor Project					
Trickle Up Program					
Trout Unlimited					
T'ruah		1, 16	14, 19		
True Friends					
Trust Women Foundation		7, 11, 12, 16, 17			
Truth For Life					
TS Alliance	See entry for National Tuberous Sclerosis Association.				
TSA	See entry for National Tuberous Sclerosis Association.				
TSNE MissionWorks					
Tuberous Sclerosis Alliance	See entry for National Tuberous Sclerosis Association.				
Tukish Philanthropy Funds					
Twilight Wish Foundation					
TWLOHA	See entry for To Write Love On Her Arms.				

















U
































U.S. Committee for Refugees and Immigrants					
Ulman Cancer Fund for Youth Adults					
Unbound					
UNCF (United Negro College Fund)					
UNFCU Foundation Inc.					
Union of Concerned Scientists					
Union Sportsmen's Alliance					
Unitarian Universalist Service Committee					
United American Patriots					
United Animal Nations	See entry for RedRover.				
United Board for Christian Higher Education in Asia					
United Breast Cancer Foundation					
United Cancer Support Foundation					


Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
United Cerebral Palsy					
United Charitable					
United Lutheran Seminary					
United Methodist Committee on Relief					
United Negro College Fund	See entry for UNCF.				
United Network for Organ Sharing					
United Palestinian Appeal					
United Service Organizations	See entry for USO.				
United Spinal Association					
United States Armed Forces Association	See entry for Veterans Support Foundation.				
United States Association for UNHCR					
United States Deputy Sheriffs Association					
United States Holocaust Memorial Museum					
United States Mission					
United States Olympic Committee					
United States Soccer Federation Foundation					
United States Veterans Initiative					
United Through Reading					
United Way Worldwide					
Urgent Action Fund for Women's Human Rights					
US Friends of The David Sheldrick Wildlife Trust	See entry for The David Sheldrick Wildlife Trust USA.				
USA Cares					
USO (United Service Organizations)					
UWHA!	See entry for United Breast Cancer Foundation.				
V Foundation for Cancer Research					
Vehicles for Change					
Veteran Tickets Foundation					
Veterans Assistance Foundation					
Veterans Employment Alliance					
Veterans of Foreign Wars National Home for Children					
Veterans of Foreign Wars of the United States					
Veterans Support Foundation					
Veterans Trauma Support Network	See entry for Crisis Relief Network.				
VetJobs.org	See entry for Corporate America Supports You.				
VetFirst	See entry for United Spinal Association.				




Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
VFW	See entry for Veterans of Foreign Wars of the United States.				
VFW Foundation		7	14, 19		
VFW National Home	See entry for Veterans of Foreign Wars National Home for Children.				
VH1 Save the Music Foundation					
VHL Alliance					
Vibha		6, 7	19		
Vietnam Veterans Memorial Fund					
Vietnam Veterans of America					
Village Missions					
VisionSpring		6, 7			
Vitae Foundation					
Vital Ground Foundation					
Voice of the Martyrs					
Volunteers of America					

W

W for Women	See entry for Ms. Foundation for Women.				
Walker Cancer Research Institute					
Warden Exchange	See entry for Prison Fellowship Ministries.				
Warm Blankets Children's Foundation	See entry for Kinship United.				
Water For People					
Water Mission					
Water.org					
WaterAid America					
WaterKeeper Alliance					
Wayfinder Family Services					
WE Charity					
We Raise Foundation		1, 6, 7, 9, 10			
Wheat Ridge Ministries	See entry for We Raise Foundation.				
Wheels for Wishes					
Wild Animal Sanctuary					
WildAid		4, 6	1, 3, 13, 19		
WildEarth Guardians					
Wilderness Society					
Wildlands Conservancy					
Wildlife Rescue and Rehabilitation					
Women for Women International					
Women's Sports Foundation					

Name of National Charity	 Accredited (Met Standards)	 Standards Not Met	 Unable to Verify	 Did Not Disclose	 Review in Progress
Women's World Banking					
World Animal Protection					
World Bicycle Relief					
World Central Kitchen					
World Education					
World Emergency Relief					
World Federalist Movement - Institute for Global Policy					
World Food Program USA		18	1, 3, 14, 15		
World Harvest Church					
World Help					
World Hope International					
World Jewish Congress American Section					
World Medical Relief					
World Monuments Fund					
World Neighbors					
World Pediatric Project					
World Relief Corporation of National Association of Evangelicals					
World Renew					
World Resources Institute		18	13		
World Villages for Children					
World Vision					
World Wildlife Fund					
Worldwide Foundation for Credit Unions					
Wounded Warrior Project					
Wounded Warriors Family Support					
WovenLife					
Wreaths Across America					
Wycliffe Bible Translators					

Xerces Society for Invertebrate Conservation					
--	---	--	--	--	--

YMCA of the USA	See entry for National Council of YMCAS of the USA.				
Yosemite Conservancy					
Young America's Foundation					
Young Life					
Young Living Foundation		7, 14, 18	13, 19		

Name of National Charity	✓ Accredited (Met Standards)	✗ Standards Not Met	?Unable to Verify	! Did Not Disclose	⋮ Review in Progress
Young Marines of the Marine Corps League					⋮
Young Survival Coalition				!	
YoungArts	See entry for National YoungArts Foundation.				
Younique Foundation	See entry for Saprea.				
Youth for Christ USA				!	
Youth Villages	✓				
Youth Volunteer Corps				!	
Youth, Improving Nonprofits for Children				!	
YWCA USA				!	
Zachary and Elizabeth M. Fisher Center for Alzheimer's Research Foundation				!	
ZERO: The End of Prostate Cancer	✓				
Zonta International Foundation	✓				

Visit **give.org**.

For free access to detailed reports on the nationally soliciting charities appearing in the *Wise Giving Guide*.

Get more information on the mission, programs, governance, finances and fund raising activities of these organizations.

If a charity does not meet one or more BBB Charity Standards, you can review the explanation(s) of each finding.



The Heart of Giving Podcast is a series of interviews with charity sector leaders and others who care about the health of the charitable sector. Recent participants include Hilary Pennington, Executive Vice President, Global Programs, Ford Foundation and Bob Johansen, Distinguished Fellow, Institute for the Future. We hope these conversations can help strengthen our listeners' understanding of what it means to be generous and how giving impacts all of us in so many ways. You can access *The Heart of Giving* Podcast on Give.org.

Q&A about BBB Wise Giving Alliance

Q *How is BBB WGA different from other charity evaluators?*

A BBB WGA is a **standards-based** charity monitoring organization that addresses a variety of issues besides just financial metrics. BBB Charity Standards, include, but are not limited to, such issues as: board oversight, results reporting, appeal accuracy, annual report availability, cause-related marketing disclosures, and responsiveness to donor complaints. While charity finances are important, solely focusing on them will result in an incomplete picture of a charity's accountability. See the full list of our 20 standards at the end of this *Guide*.

Q *Does BBB WGA rate or grade charities?*

A No. Charities are not rated against one another. A BBB WGA evaluation concludes either that a charity meets all the standards or does not meet certain ones, for reasons described in the report. Whatever the conclusion, the report does not represent approval or disapproval of the organization or its cause. BBB WGA does not suggest that prospective contributors give, or not give, to any particular organization.

Q *How does the BBB WGA decide which charities to review?*

A Inquiries from the public about a particular national charity prompt a BBB WGA letter requesting that the charity file information for a review. These inquiries come to us directly, by mail, phone, e-mail, and in referrals from local Better Business Bureaus. In addition, charities may file information for a review on their own initiative. In either case, BBB WGA determines whether the charity is soliciting nationally before it requests information. ***There is no charge to charities for being evaluated.***

National Charity Seal Licensing Program



give.org

Watch for the seal in a charity's mailings, on its website, in newspaper and magazine advertisements, on TV, in public service announcements, and elsewhere. The seal means the national charity displaying it meets the comprehensive standards of the BBB Wise Giving Alliance.

Use of the seal is entirely voluntary. Not every national charity that meets the standards will choose to participate in the seal program. Participants sign a license agreement and pay a sliding-scale fee based on their total contributions in the past year. A national charity is eligible to apply for participation in the seal program only after an evaluation concludes that the charity meets standards. Licensing fees help BBB WGA cover its expenses.

Occasionally donors ask BBB WGA whether licensing fees influence the outcome of charity evaluations. The answer is no. Our analyst staff is very thorough for each evaluation completed. After a charity report is posted online that shows the organization meets all 20 standards, a separate marketing staff then contacts the charity to invite them to consider participating in the seal program. In addition to this separation of the analytical and licensing processes, BBB WGA ensures that seal participants are reviewed with the same frequency (every two years) as other national charities. Since the inception of the Accredited Charity Seal, about 9% of participating charities were dropped from the seal program as the charity either no longer met standards or did not provide requested updated information. BBB WGA's commitment to objectivity is unwavering. We know that the public's trust in our work is essential to our credibility.

BBB Standards for Charity Accountability

After a three-year period, drawing on independent research on donor expectations, professional and technical assistance from a variety of philanthropic experts, and numerous comments from donors and charities, the BBB Wise Giving Alliance issued the *Standards for Charity Accountability*.

The full text of the new standards, with a preface and an Implementation Guide describing how the Alliance applies them, is accessible on our website, www.give.org.

GOVERNANCE AND OVERSIGHT

The governing board has the ultimate oversight authority for any charitable organization. This section of the standards seeks to ensure that the volunteer board is active, independent and free of self-dealing. To meet these standards, the organization shall have:

- 1. A board of directors that provides adequate oversight of the charity's operations and its staff.** Indication of adequate oversight includes, but is not limited to, regularly scheduled appraisals of the CEO's performance, evidence of disbursement controls such as board approval of the budget and fund raising practices, establishment of a conflict of interest policy and establishment of accounting procedures sufficient to safeguard charity finances.
- 2. A board of directors with a minimum of five voting members.**
- 3. A minimum of three evenly spaced meetings per year of the full governing body with a majority in attendance, with face-to-face participation.** A conference call of the full board can substitute for one of the three meetings of the governing body. For all meetings, alternative modes of participation are acceptable for those with physical disabilities.
- 4. Not more than one or 10% (whichever is greater) directly or indirectly compensated person(s) serving as voting member(s) of the board. Compensated members shall not serve as the board's chair or treasurer.** [Publicly soliciting churches and other houses of worship: see the Implementation Guide at www.give.org for further information about the application of this standard.]
- 5. No transaction(s) in which any board or staff members have material conflicting interests with the charity resulting from any relationship or business affiliation.** Factors that will be considered when concluding whether or not a related party transaction constitutes a conflict of interest and if such a conflict is material, include, but are not limited to: any arm's length procedures established by the charity; the size of the transaction relative to like expenses of

the charity; whether the interested party participated in the board vote on the transaction; if competitive bids were sought and whether the transaction is one-time, recurring or ongoing.

MEASURING EFFECTIVENESS

An organization should regularly assess its effectiveness in achieving its mission. This section seeks to ensure that an organization has defined, measurable goals and objectives in place and a defined process in place to evaluate the success and impact of its program(s) in fulfilling the goals and objectives of the organization and that also identifies ways to address any deficiencies. To meet these standards, a charitable organization shall:

- 6. Have a board policy of assessing, no less than every two years, the organization's performance and effectiveness and of determining future actions required to achieve its mission.**
- 7. Submit to the organization's governing body, for its approval, a written report that outlines the results of the aforementioned performance and effectiveness assessment and recommendations for future actions.**

FINANCES

This section of the standards seeks to ensure that the charity spends its funds honestly, prudently and in accordance with statements made in fund raising appeals. To meet these standards, the charitable organization shall:

Please note that standards 8 and 9 have different denominators.

- 8. Spend at least 65% of its total expenses on program activities.**

Formula for Standard 8:

$$\frac{\text{Total Program Service Expenses}}{\text{Total Expenses}}$$
 should be at least **65%**

- 9. Spend no more than 35% of related contributions on fund raising. Related contributions include donations, legacies and other gifts received as a result of fund raising efforts.**

Formula for Standard 9:

$$\frac{\text{Total Fund Raising Expenses}}{\text{Total Related Contributions}}$$
 should be no more than **35%**

- 10. Avoid accumulating funds that could be used for current program activities. To meet this standard, the charity's unrestricted net assets available for use should not be more than three times the size of the past year's expenses or three times the size of the current year's budget, whichever is higher.** [Meeting certain public disclosure requirements described in the Implementation Guide at www.give.org may enable a charity to satisfy this standard.]

An organization that does not meet Standards 8, 9 and/or 10 may provide evidence to demonstrate that its use of funds is reasonable. The higher fund raising and administrative costs of a newly created organization, donor restrictions on the use of funds, exceptional bequests, a stigma associated with a cause and environmental or political events beyond an organization's control are among factors which may result in expenditures that are reasonable although they do not meet the financial measures cited in these standards.

11. Make available to all, on request, complete annual financial statements prepared in accordance with generally accepted accounting principles. When total annual gross income exceeds \$1,000,000, these statements should be audited in accordance with generally accepted auditing standards. For charities whose annual gross income is less than \$1,000,000, a review by a certified public accountant is sufficient to meet this standard. For charities whose annual gross income is less than \$250,000, an internally produced, complete financial statement is sufficient to meet this standard.

12. Include in the financial statements a breakdown of expenses (e.g., salaries, travel, postage, etc.) that shows what portion of these expenses was allocated to program, fund raising and administrative activities. If the charity has more than one major program category, the schedule should provide a breakdown for each category.

13. Accurately report the charity's expenses, including any joint cost allocations, in its financial statements. For example, audited or unaudited statements which inaccurately claim zero fund raising expenses or otherwise understate the amount a charity spends on fund raising, and/or overstate the amount it spends on programs will not meet this standard.

14. Have a board-approved annual budget for its current fiscal year, outlining projected expenses for major program activities, fund raising and administration.

FUND RAISING AND INFORMATIONAL MATERIALS

A fund raising appeal is often the only contact a donor has with a charity and may be the sole impetus for giving. This section of the standards seeks to ensure that a charity's representations to the public are accurate, complete and respectful. To meet these standards, the charitable organization shall:

15. Have solicitations and informational materials, distributed by any means, that are accurate, truthful and not misleading, both in whole and in part.

Appeals that omit a clear description of program(s) for which contributions are sought will not meet this standard.

A charity should also be able to substantiate that the timing and nature of its expenditures are in accordance with what is stated, expressed or implied in the charity's solicitations.

16. Have an annual report available to all, on request, that includes:

- (a) the organization's mission statement,
- (b) a summary of the past year's program service accomplishments,
- (c) a roster of the officers and members of the board of directors,
- (d) financial information that includes:
 - (i) total income in the past fiscal year,
 - (ii) expenses in the same program, fund raising and administrative categories as in the financial statements, and
 - (iii) ending net assets.

17. Include on any charity websites that solicit contributions, the same information that is recommended for annual reports, as well as the mailing address of the charity and electronic access to its most recent IRS Form 990.

18. Address privacy concerns of donors by

- (a) providing in written appeals, at least annually, a means (e.g., such as a check off box) for both new and continuing donors to inform the charity if they do not want their name and address shared outside the organization, and
- (b) providing a clear, prominent and easily accessible privacy policy on any of its websites that tells visitors
 - (i) what information, if any, is being collected about them by the charity and how this information will be used,
 - (ii) how to contact the charity to review personal information collected and request corrections,
 - (iii) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization, and
 - (iv) what security measures the charity has in place to protect personal information.

19. Clearly disclose how the charity benefits from the sale of products or services (i.e., cause-related marketing) that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

- (a) the actual or anticipated portion of the purchase price that will benefit the charity (e.g., 5 cents will be contributed to abc charity for every xyz company product sold),
- (b) the duration of the campaign (e.g., the month of October),
- (c) any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).

20. Respond promptly to and act on complaints brought to its attention by the BBB Wise Giving Alliance and/or local Better Business Bureaus about fund raising practices, privacy policy violations and/or other issues.

BBB Wise Giving Alliance
3033 Wilson Boulevard, Suite 710
Arlington, VA 22201

Thanks for Your Support

Key support for the BBB Wise Giving Alliance comes from individuals like you. Your donations make possible the charity evaluations and wise giving publications you rely on. Thank you for your generosity and your shared interest in strengthening the accountability of the nation's charities. Give with confidence to charities and give generously.



give.org

Look for our Seal on charity websites and appeals as a quick and easy way to see that the charity has met the *BBB Standards for Charity Accountability*. National charities that meet the Standards have the option of participating in our seal program. Go to www.give.org for more details.

**BBB Wise Giving Alliance ♦ 3033 Wilson Boulevard, Suite 710 ♦ Arlington, VA 22201
703-247-9321 ♦ e-mail: guide@give.org ♦ website: www.give.org**

Thanks for Your Support

Key support for the BBB Wise Giving Alliance comes from individuals like you. Your donations make possible the charity evaluations and wise giving publications you rely on. Thank you for your generosity and your shared interest in strengthening the accountability of the nation's charities. Give with confidence to charities and give generously.



give.org

Look for our Seal on charity websites and appeals as a quick and easy way to see that the charity has met the *BBB Standards for Charity Accountability*. National charities that meet the Standards have the option of participating in our seal program. Go to www.give.org for more details.

**BBB Wise Giving Alliance ♦ 3033 Wilson Boulevard, Suite 710 ♦ Arlington, VA 22201
703-247-9321 ♦ e-mail: guide@give.org ♦ website: www.give.org**