

# What is BBB Charity Review?

BBB serving Louisville, Southern Indiana, and Western Kentucky's charity review program is one of the services provided under the umbrella of BBB Consumer Education Fund. BBB CEF is a 501(c)(3) nonprofit organization that promotes the charitable and educational programs of BBB.

Your local BBB has been evaluating and issuing reports on local charities since 2002. These reports are posted online at [bbb.org](http://bbb.org) and [give.org](http://give.org) to help donors make informed giving decisions.

Reviews are prompted by either consumer inquiries or by charities interested in demonstrating adherence to best practices.

The rigorous charity review process examines a nonprofit's governance, finances, solicitation practices, and more to see if the organization meets BBB's 20 Standards for Charity Accountability. Only charities that meet all 20 standards are designated as a BBB Accredited Charity.

The charity review process used locally was developed by the BBB Wise Giving Alliance, which produces reports about national charities. BBB charity reports are updated every two years.

There is no cost to the charity for BBB to conduct a review and issue a report. BBB does offer an optional fee-based charity seal membership for charities that meet all BBB standards and want to use the BBB logo for promotional purposes.



## Charity Seal Program

Charities that meet all 20 Standards for Charity Accountability are considered to be BBB Accredited Charities.



The BBB logo is a registered trademark so there are limitations to its use. Because of this, BBB offers an optional charity seal membership for nonprofits interested in using the BBB logo on their websites and marketing materials.

Charities must meet all 20 BBB standards to be eligible for charity seal membership. Participating charities sign a license agreement and pay a sliding-scale annual fee based on their total annual revenue. These licensing fees help support our BBB Consumer Education Fund.

Participation in this program is entirely voluntary. Not every local charity that meets the standards will choose to participate in the seal program.

**Contact us to learn more about BBB's Charity Review program!**

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