



BBB Charity Review Service Fact Sheet

A community service of your Better Business Bureau
and the Better Business Bureau Consumer Education Fund, Inc.

BBB Louisville's Charity Review Program – What Is It?

- BBB Louisville performs charity reviews and develops reports on local charities. The purpose of the program is to promote public confidence in charities and to encourage charitable giving. Our charity review program was established in 2002.
- Reviews are prompted by consumer inquiries and by charities interested in demonstrating adherence to best practices in their programs and operations. Charity review is a donor information service of the BBB and there is **no cost** to the charity for the BBB to conduct a review and issue a report.
- The charity review process that we use locally was developed by the BBB Wise Giving Alliance which is the charity review affiliate of the Council of Better Business Bureaus. You can search for national reports online at www.give.org.
- BBB Louisville's charity review is one of the services provided under the umbrella of the BBB Consumer Education Fund (CEF). The CEF is a 501(c)3 nonprofit organization that promotes the charitable and educational programs of BBB Louisville.

How It Works

- BBB's charity reviews are prompted either by donor inquiries or requests from the charities themselves. Reports are done only on charities that are 501(c)3 organizations and are soliciting donations from the public.
- To start, a charity completes an online charity review questionnaire that asks them about their governance, finances, solicitation practices and more.
- Once the charity submits the questionnaire, the BBB reviews it (along with financial statements, tax filings, annual reports, solicitations and other info provided by the charity) to see if it meets the BBB 20 Standards for Charity Accountability.
- The BBB then produces a report that states how many of the 20 standards the charity met. The report also includes a summary of other important information about the organization. You can search for the reports online at www.bbb.org
- If a charity meets all 20 standards, it is then referred to as a BBB Accredited Charity.
- BBB charity review reports are updated every two years.
- The BBB offers an **optional** fee-based charity seal membership for charities that meet all BBB standards and want to use the BBB logo on their website and on marketing materials for promotional purposes. BBB Louisville currently has approximately 80 charity seal members.