

Annual Report 2024

Education and Research
Foundation of the Better
Business Bureau® of
Metropolitan New York, Inc.

Educating Charities, Businesses, Young
Professionals and Consumers:

- Charity Accountability
- Consumer Education & Fraud Prevention
- Corporate Responsibility
- High Standards in Business Practices
- Skill-Building for Volunteer Interns

GIVE

WITH

TRUSTSM

**30 East 33rd St.
12th Floor
New York, NY 10016
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ny.give.org**



Metro New York's BBB® Foundation

In 1967, The Education and Research Foundation of the Better Business Bureau® of Metropolitan New York (BBB Foundation) was incorporated as a 501(c)(3) nonprofit organization with an independent board of directors. The BBB Foundation collaborates with Metro New York's Better Business Bureau to create, fund, and implement special educational programs and research projects on consumer, business and philanthropic issues.

Vision

The BBB Foundation is the premier source in New York for the definition of ethical practices for both nonprofit and for-profit businesses. The BBB Foundation is the first source of information for New Yorkers about charity accountability practices of New York charities.

Mission

Support the Better Business Bureau by defining and promoting ethical business and charity standards and practices in New York.

Charities Statement: BBB Foundation of Metro New York sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working towards a diverse, inclusive and equitable nonprofit marketplace. Performance speaks to a charity's track record of operating with integrity and delivering results in accordance with the BBB Standards for Charity Accountability.

Strategic Goals

With the guidance of its Board of Trustees, BBB Foundation has established long-term strategic goals to achieve its mission. BBB Foundation activities are regularly evaluated against these goals:

- I: Charities will meet high standards of accountability.
- II: Donors will be empowered to make informed giving decisions and avoid fraud.
- III: Businesses will meet high standards of ethical business conduct.
- IV: Consumers will be empowered to make informed purchase decisions and avoid fraud.
- V: Current and future leaders of businesses and nonprofits will be provided with experiences that can help build knowledge, skills, and ethical decision-making abilities.
- VI: Organizational capacity will be enhanced through further development of board, staff, financial resources, partnerships, and collaborations.

BBB Foundation Impact Snapshot, 2024

- **1,431** educational event and webinar participants
- **767** Metro NY BBB Charity Reports as of the December 2024 measurement point
- **31** volunteer interns with **6,166** hours of training, supervised learning and service, assisting with **29,965** dispute resolution cases and **55** BBB Charity Reports
- Tracked over **8.7 million** visits to BBB Metro NY Business Profiles and Charity Reports (combined), with about **5.2 million** unique users

Core Program: Charity Accountability

BBB Foundation of Metro New York promotes accountability for local charities, helps establish confidence in the nonprofit sector, and encourages charitable giving in New York. It achieves these aims by:

- publishing BBB Charity Reports on Metro New York area charities
- informing the public about how to identify accountable charities
- urging potential donors to *Give Online With TrustSM* to trustworthy charities, and
- helping charities to meet and maintain high standards in their practices

The BBB Foundation's overall activities, including the core Charity Accountability Program, were substantially funded in 2024 by **2,529 general operating donations provided by BBB Accredited Businesses totaling \$111,325**, voluntarily given beyond their accreditation fees. We thank our generous BBB Accredited Business leaders for these thousands of welcome donations. Licensing fees earned through the BBB Accredited Charity Seal program, along with generous program sponsorships acknowledged throughout this report, also contribute significant income to the Foundation.

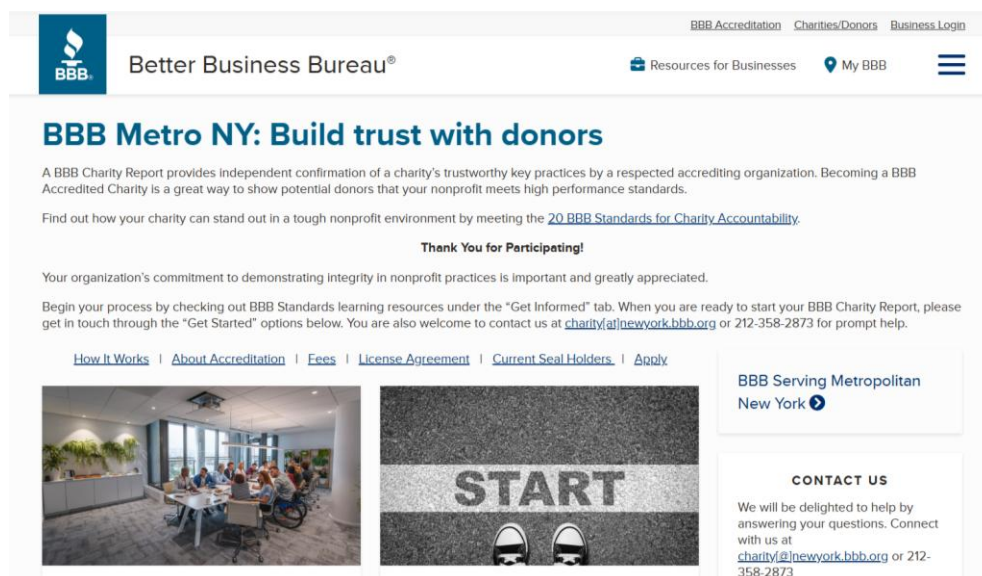
We thank **The New York Community Trust** for its generous support of the Charity Effectiveness Symposium and Program Series.

Metro New York's BBB Charity Accountability Program (NYCAP), formerly known as the New York Philanthropic Advisory Service (NYPAS), was launched in 1987. A separate Long Island-focused charity reporting program began in 1995. These two programs merged at the close of 2000, establishing one of the largest regional BBB charity accountability programs in the U.S. NYCAP also develops Charity Reports for Connecticut and New Jersey BBBs upon request, and collaborates with BBBs across North America as well as the BBB Wise Giving Alliance on charity outreach efforts.

Each year, BBB Foundation program staff members review hundreds of financial statements, tax filings, annual reports, websites, fundraising solicitations, governance information, and other submissions from charities in Metro New York. This voluntarily disclosed information is evaluated to determine whether a charity is employing the guideline practices noted in the 20 BBB Standards for Charity Accountability. BBB Foundation then produces a BBB Charity Report with the findings and a summary of the charity's mission, activities, governance, and key financial information. Thousands of BBB Charity Reports on organizations of significant public interest are available online at [Give.org](https://www.give.org).

BBB Foundation's Charity Accountability Program also monitors issues affecting the local nonprofit community and provides public education on charitable management and philanthropic issues through events, alerts, media interviews, consultations with government regulators and nonprofit associations, collaborations, articles, speaking engagements and participation in nonprofit convenings. Media, businesses, associations, government agencies, other nonprofits and potential donors call upon Metro New York's BBB Foundation to provide expert insights on charity accountability issues.

BBB Foundation of Metro NY evaluates charities against the Standards for Charity Accountability, and publishes reports based on its findings. This web page offers details on how to begin the report process.



BBB Educational Programs for Nonprofits

Throughout the year, BBB Foundation offers educational conferences and workshops, mostly delivered via online platforms. These programs are intended to inform charity and philanthropy leaders about the latest issues and practices relating to nonprofit impact and effectiveness. In addition, BBB Foundation provides recorded tutorials about the BBB Standards for Charity Accountability, as well as free webinars from time to time. The goal is to help charity leaders, advisors and others understand how charities can meet the BBB's comprehensive performance standards and learn why these recommended practices are valuable for nonprofits.

BBB Charity Effectiveness Program Series

In 2024, we deeply appreciated receiving the generous Leadership Sponsor support of **The New York Community Trust** for the Charity Effectiveness program series, as well as Major Sponsor support from **PwC** received in 2023, intended for the 2024 series. We were also grateful for special charity program support in 2024 from **EisnerAmper, Grassi Advisors & Accountants** and **BDO**. We also thank **BDO** and **Grassi** for their sponsorship of BBB Foundation newsletters for charities in 2024.

In 2024, most BBB Foundation programs continued to be presented as free webcasts. A fall charity program was presented in-person. We thank our sponsors whose generosity made this possible.

Charity Effectiveness Series Webinars in 2024

February 27, 2024



**BBB® Charity
Effectiveness
Symposium XVIII**
FREE Online Edition

**The Power of
Community:**
Building Authentic
Relationships with Supporters

**February 27, 2024
12:30 - 2:30PM EST**



Register Now

On February 27, 2024, we offered the eighteenth BBB Charity Effectiveness Symposium to a national audience via webinar, in collaboration with other Better Business Bureau organizations as well as Metro New York area nonprofit associations and university institutions.

Entitled ***The Power of Community: Building Authentic Relationships with Supporters***, this program was generously sponsored by Leadership Series Sponsor, **The New York Community Trust**, and Major Series Sponsor **PwC**. It featured Keynote remarks by **Grace C. Bonilla, Esq.**, President and CEO, United Way of New York City. This was followed by a panel moderated by **Sonya Shields**, then Executive Director and President of Cause Effective. Panelists were **Amy Freitag**, President of The New York Community Trust; **Laura Harding, Esq.**, President of ERASERacism; and **Kathleen Rivera, CFRE**, Chief Development and Communications Officer of The Child Center of New York. Following the panel, **James G. Sheehan, Esq.**, Chief, Charities Bureau Office of the New York State Attorney General, provided a Charities Bureau Update in closing remarks.

Event Supporters for this program included: Adelphi University/Center for Nonprofit Leadership, Association of Nonprofit Specialists, BBB Wise Giving Alliance, BBB Institute for Marketplace Trust, Center for Nonprofit Strategy and Management, Human Services Council, New York Council of Nonprofits, Nonprofit New York, Philanthropy New York, Support Center, and Better Business Bureau organizations across North America.

This event drew 353 registrants and 162 attendees. All registrants received a video recording of the proceedings in a follow up email, after conclusion of the online event.

March 26, 2024



 **March 26, 2024**
BBB Webcast, 1:00 – 2:30 pm ET
Planning for Critical Financial Decisions
Free Online Event



Candice Meth, CPA
Partner, National Leader,
Not-for-Profit Services
EisnerAmper



Timothy Schroeder, CPA
Partner
Not-for-Profit Services
EisnerAmper

Our March 26, 2024 webinar, ***Planning for Critical Financial Decisions***, was generously sponsored and presented by EisnerAmper. Our speakers for this program were **Candice Meth, CPA**, Partner and National Leader, Not-for-Profit Services; and **Timothy Schroeder, CPA**, Partner, Not-for-Profit Services, of EisnerAmper.

Event Supporters for this program included: Adelphi University/Center for Nonprofit Leadership, BBB Wise Giving Alliance, Human Services Council, Nonprofit New York, and Better Business Bureau organizations across North America.

This event drew 214 registrants and 109 attendees. All registrants received a video recording of the proceedings in a follow up email, after conclusion of the online event.

April 30, 2024



 **April 30, 2024**
BBB Webcast, 1:00 – 2:30 pm ET
Fraud Trends Affecting Nonprofits
Free Online Event



Candice Meth, CPA
Partner, National Leader,
Not-for-Profit Services
EisnerAmper



Timothy Schroeder, CPA
Partner
Not-for-Profit Services
EisnerAmper

Presented on April 30, 2024, our free webinar entitled ***Fraud Trends Affecting Nonprofits*** was generously sponsored and presented by EisnerAmper. Our speakers for this program were **Candice Meth, CPA**, Partner and National Leader, Not-for-Profit Services; and **Timothy Schroeder, CPA**, Partner, Not-for-Profit Services, of EisnerAmper.

Event Supporters for this program included Adelphi University/Center for Nonprofit Leadership, Association of Nonprofit Specialists, BBB Wise Giving Alliance, Center for Nonprofit Strategy and Management, Human Services Council, Nonprofit New York and Better Business Bureau organizations across North America.

This event drew 318 registrants and 158 attendees. All registrants received a video recording of the proceedings in a follow up email, after conclusion of the online event.

May 21, 2024



 **May 21, 2024**
BBB Webcast, 12:00 – 1:30 pm ET

**Engaging
Your Board,
Employees
and Future
Leaders**

Free Online Event

Register Now

We were pleased to offer the free webcast ***Engaging Your Board, Employees and Future Leaders*** with generous sponsorship and a presentation from Grassi Advisors & Accountants. The event took place on May 21, 2024. Program speakers included **David M. Rottkamp, CPA**, Partner, Nonprofit Practice Leader; **Vanessa Gordon, CPA**, Nonprofit Principal; and **Arianna Savoca, SHRM-CP, CPA**, Human Resources Manager, all of Grassi Advisors & Accountants.

Event Supporters for this program included: Adelphi University/Center for Nonprofit Leadership, Association of Nonprofit Specialists, BBB Wise Giving Alliance, Human Services Council, Nonprofit New York and Better Business Bureau organizations across North America.

This event drew 202 registrants and 103 attendees. All registrants received a video recording of the proceedings in a follow up email, after conclusion of the online event.

September 18, 2024



 **September 18, 2024**
BBB 1:00 – 2:30 pm ET

Talent Is Our Greatest Asset

Talent Trends in Healthy Organizations
Free Online Event

Our next free webcast on September 18, 2024 was entitled ***Talent Is Our Greatest Asset: Talent Trends in Healthy Organizations*** and was provided with generous sponsorship and a presentation from BDO. The program speakers were **Hilda Polanco, CPA**, Market Managing Partner, Nonprofit & Grantmaker Advisory, and **Sam Downie**, Senior Manager, Nonprofit & Grantmaker Advisory of BDO.

Event Supporters for this program were: Adelphi University/Center for Nonprofit Leadership, Association of Nonprofit Specialists, BBB Wise Giving Alliance, Center for Nonprofit Strategy and Management, Human Services Council, Nonprofit New York, Support Center and Better Business Bureau organizations throughout North America.

This event drew 187 registrants and 68 attendees. All registrants received a video recording of the proceedings in a follow up email, after conclusion of the online event.

In-Person Nonprofit Event Participation, 2024

April 9, 2024: Brian Rauer, Executive Director of the Mid-Hudson branch of BBB Serving Metro New York and General Counsel, exhibited on behalf of the BBB Foundation charity program at the **Nonprofit Leadership Summit** in Westchester.

June 14, 2024: Ella Mead-VanCort, Program Associate, Charity Accountability Program, staffed a BBB Foundation exhibit table at AFP-NYC's **Fundraising Day in New York** conference, Manhattan. This event was attended by over 1,000 Metro New York area nonprofit leaders.

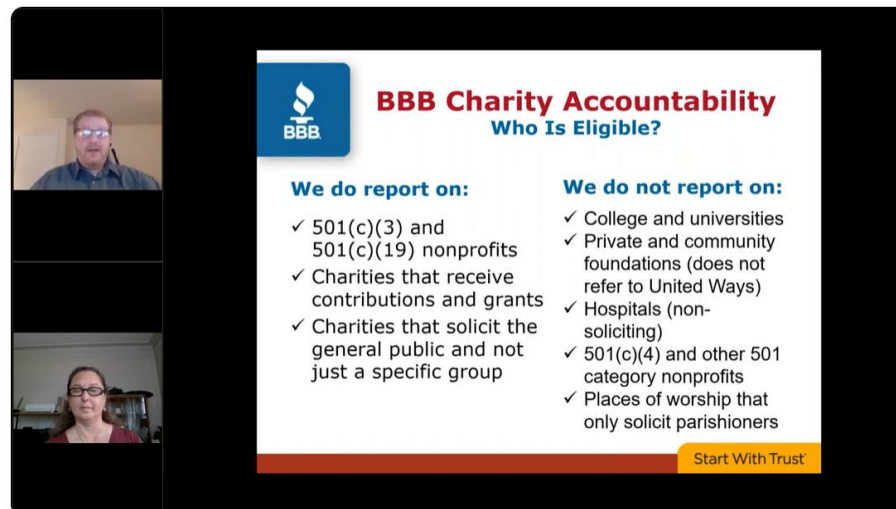
September 12, 2024. Ella Mead-VanCort, Program Associate, Charity Accountability Program, attended the Brooklyn Chamber of Commerce's annual Not-for-Profit Summit to network and represent the BBB Foundation.

October 30, 2024. Ella Mead-VanCort, Program Associate, Charity Accountability Program, exhibited at the Nonprofit Staten Island Annual Conference.

October 30, 2024. Susan Cohen, Vice President in the Mid-Hudson branch of BBB Serving Metro New York, attended the **Nonprofit OpCon** in Westchester, to represent the BBB Foundation's charity program.

BBB Charity Standards Education in 2024

In 2024, BBB Foundation continued to promote a previously recorded webinar about how to meet BBB Standards. This recording is posted as a public resource on the ny.give.org web page and in YouTube. In addition, BBB staff members provided individual consulting to charities passing through the evaluation process about requirements needed to pass any specific standard.



<https://www.youtube.com/watch?v=A8dn7viJPBU>

Overview of Charity Accountability Program, 2024

767 Metro NY Charity Reports

228 Current Accredited Charities

137 Current Seal Holders

125 Reports in Progress (including Seal Holders)

406 Nondisclosure Reports

21 Did Not Meet Standards

The above statistics now show reports in progress separately, as of December 12, 2024. This is a change.

BBB Standards Missed by Evaluated Charities, 2024

In 2024, the Charity Accountability Program continued to manage a large backlog of BBB Charity Reports in process, in part as a result of pandemic-related issues, and in part due to operating changes at nonprofits that made communications challenging. To address

this issue, the BBB Foundation continued to work with experienced consultant Jim Judge Evaluations to assist in conducting and expediting BBB Charity Report updates.

Participation in a BBB Charity Report is entirely voluntary. In 2024, we noted that charities which previously missed standards upon evaluation might choose not to disclose information to facilitate future evaluations, rather than risk having a report that shows a missed standard. This long-term trend has resulted in a growing number of “nondisclosure” reports for unresponsive charities, and a shrinking number of reports with missed standards. As a result, the group of charities missing standards is now very small and data about missed standards is less meaningful.

In general, charities that did participate in full reports, if not achieving accreditation, missed somewhat different standards upon evaluation versus those that were frequently not met in 2023. In 2024, those included standards relating to the existence of a board-approved, functionally allocated budget; disclosing key information in an annual report; having a board-approved, written effectiveness assessment report every two years, as a matter of board policy; taking actions that demonstrate effective board oversight; and other standards missed less often, relating to website disclosures, cause marketing, fundraising expenses, donor privacy, and the amount of net unrestricted assets.

BBB Foundation charity program staff work closely with charities to help them understand how to meet standards. Frequently, organizations are able to make the needed adjustments quickly to meet all standards. This may be another reason why reports showing missed standards are declining.

A few standards, such as financial ones, relate to performance in immediate prior years and it is sometimes less possible for an organization to meet a standard that has been missed with a short-term change. When that happens, staff members make every effort to encourage nonprofits to update their submissions when they can meet all standards so as to achieve full BBB Accreditation.

BBB Charity Reports

International Website: [Give.org](https://www.give.org)

Donors and the general public can find all BBB Charity Reports by name and location through searches at [Give.org](https://www.give.org), or through searches in search engines such as Google. (In 2025, all such reports migrated permanently to a single online destination, [Give.org](https://www.give.org).) BBB Foundation is currently focusing its proactive efforts to develop BBB Charity Reports on Metro New York charities that meet the following description:

- Publicly soliciting regional charities, at least three years in business, located in our reporting territory: New York City, Long Island, or these counties of the Mid-Hudson Region - Westchester, Dutchess, Putnam, Rockland, Sullivan, Ulster, and Orange.
- Charities that are of significant public interest, or that seek BBB evaluation, indicated by factors such as (but not limited to) the following:
 - Charity requests a BBB Charity Report
 - BBB Foundation has received inquiries or complaints about the charity in question
 - Charity has received \$250,000 or more in *publicly solicited donations*
 - Charity is the subject of significant media or donor attention
 - Charity mission is in a category where many charity scams exist (cancer, police, veteran or firefighter charities, for example)
 - Charity is serving important or underserved community needs
 - Indications that a charity’s activities raise questions and merit investigation

Smaller charities with over \$100,000 in publicly solicited donations may voluntarily request a BBB Charity Report so long as there is a sufficient track record to allow report development. Given enough information to do so, BBB may also report on smaller or newer charities if they appear to be concerning or of significant public interest.

BBB Accredited Charity Seal

As of December 2024, by year end, the Metro NY BBB Accredited Charity Seal program included **137 current participating charities**, plus many additional charities passing through evaluation updates at that time. Only charities that have first met all BBB Standards upon evaluation are eligible to participate in the additional, voluntary BBB Seal program.



The BBB Accredited Charity Seal symbolizes accountability in charities. The BBB Seal provides a quick-check, easy-to-understand trustmark for the benefit of both charities and donors. It captures complex numbers, facts, policies, and practices in a widely recognized and valued symbol, instantly showing that a charity has met all 20 of the BBB Standards for Charity Accountability. Organizations seeking to become a BBB Accredited Charity Seal Holder must first participate in a BBB Standards evaluation. **There is no cost for the BBB Charity Report evaluation.**

Charities are provided with online access to submit materials related to governance, measuring effectiveness, financial, and fundraising information. The resulting BBB Charity Report includes a determination about the charity's performance measured against the 20 BBB Standards for Charity Accountability, as well as a summary of the organization's mission, programs, governance and key financial information.

Charities that meet all 20 BBB Standards for Charity Accountability are automatically noted as BBB Accredited on BBB websites at no cost. BBB Accredited Charity Seal participation is an optional program, exclusively available for charities that first meet all BBB Standards in a BBB evaluation.

**Did You Know?**

According to BBB's Give.org December 2021 Donor Trust Survey of more than 2,100 adults in the United States, **one out of three** participants (33%) said they were **"more likely to donate"** to a charity when the charity displays the **BBB Accredited Charity Seal** on a fundraising appeal.

Eligible BBB Accredited charities that choose to license the BBB Seal for fundraising and marketing purposes are asked to sign a licensing agreement specifying how the trademarked BBB Seal may be used, and pay a sliding-scale licensing fee, based on the organization's fundraising revenue. The Metro New York BBB Seal fee ranges from \$50 to \$1,100 annually for most organizations, up to \$5,500 at most. The maximum fee of \$5,500 is for very large organizations with public contributions of over \$60 million. Metro NY BBB

Foundation works with charities on fee payment plans, when necessary, to make the Seal program accessible to all eligible nonprofits wishing to license and display the Seal. Metro New York BBB Accredited Charity Seal fees are published online at ny.give.org.

Seal participants may display the Seal in transient advertising and solicitations such as newspaper ads, posters, direct mail appeals, in annual reports, and on letterhead stationery. Seal participants may also install the Seal anywhere on the local charity's primary website, on websites where the local charity advertises, and in emails or other digital fundraising uses, provided the Seal clicks to the online BBB Charity Report for verification of Accredited Seal Holder status.

According to BBB's Give.org 2023 *Donor Trust* survey of more than 2,100 adults in the United States: when asked to choose **factors that most signal that a charity is trustworthy**, the most commonly selected choices were (1) accomplishments shared by the organization, (2) **third-party evaluation by an independent organization**, (3) name recognition, (4) financial ratios and (5) passion and sincerity in the appeal. *[bolding added]*

As a benefit of Seal program participation, at no extra cost, BBB Charity Seal Holders in good standing at the time of publication are recognized in BBB-sponsored ads during the spring season as well as holiday giving time near the end of the year.

Seal Holders are recognized in the year-round NY BBB Accredited Charity Seal Holders landing page at ny.give.org:

 Better Business Bureau®

[Get Accredited](#)[Charities/Donors](#)[Business Login](#)

[Resources for Businesses](#)[My BBB](#)

[International Association of Better Business Bureaus](#)



**Give Online
With Trust.**SM



Now is a great time to support charities in the BBB Metro New York area that work to make your community a better place. Online donation through a charity's website is the fastest and most direct way to show your support.

When you donate, look for the BBB Accredited Charity Seal. It's the symbol that a charity meets BBB's rigorous accountability standards and has joined its Seal Program in Metro New York. When you support a BBB Accredited Charity, you can feel good about giving. Click on any name below to learn more about a charity and its work in Metro New York!

See all BBB Accredited Charities in North America, including additional Seal Holders, at give.org.

Give Online With TrustSM BBB Charity Information Ad Campaign in 2024

In 2024, the BBB Foundation continued its media awareness campaign with a *Give Online With TrustSM* theme to emphasize the value of giving directly online, as an effective way of speeding support to charities. The campaign included a series of ads featuring positive images of a variety of individuals, in a manner intended to express the joy of giving online to trustworthy charities. These ads, samples shown below, appeared in Facebook in a special paid campaign in springtime and again throughout the holiday giving season, linking to landing pages which listed BBB Accredited Charity Seal Holders. Ads also appeared in the *New York Today* newsletter of *The New York Times*, targeting a higher-income audience with New York interests.

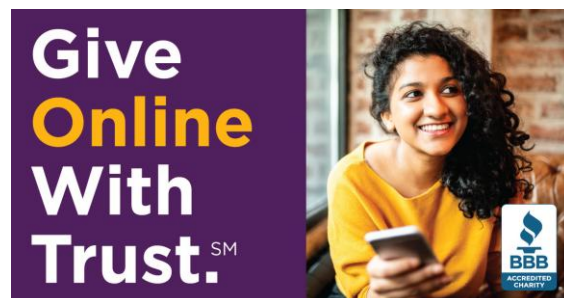


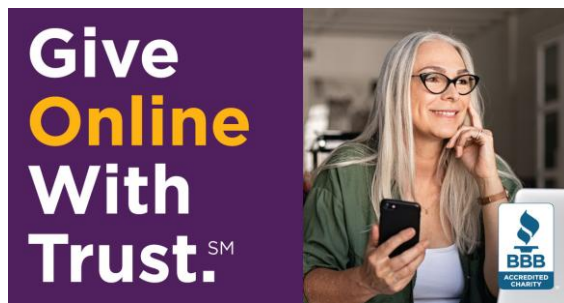
BBB Charity Seal Holder ad campaign in 2024: sample ad placed in New York Today newsletter of The New York Times, which clicked to a landing page with BBB Accredited Seal Holder names and website links to help donors find more information.

Ads promoting the BBB Accredited Charity Seal and inviting potential donors to view lists of Metro New York Seal Holders and Accredited Charities on BBB.org were placed in Facebook and the *New York Today* Newsletter of *The New York Times* in 2024. Together, these campaigns produced the following results:

11,143,394 impressions

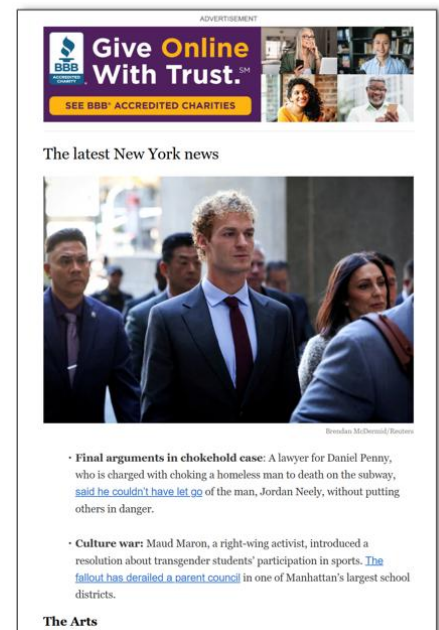
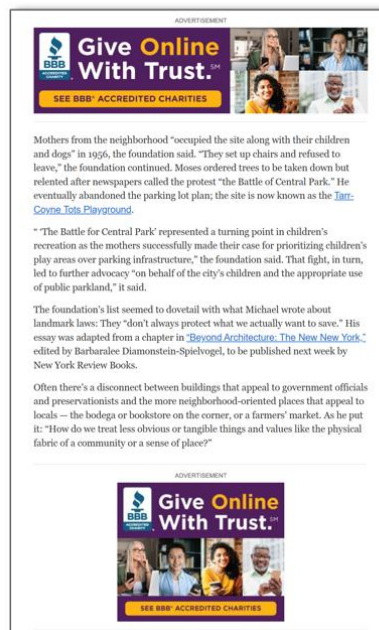
24,974 click-throughs to landing pages





Spring and holiday seasonal ads were placed in Facebook and also inserted in a *New York Today/New York Times* email newsletter, reaching a target audience of high-income individuals with an interest in New York matters.

12/3 | NEW YORK TODAY - NEWSLETTER



The New York Today newsletter for December 3, 2024, Giving Tuesday. This featured several ads promoting BBB Accredited Charity Seal Holders for the holiday giving season.

Promoting Accredited Charities to Businesses in 2024

As we have done for years, we promoted BBB Accredited Charities to about 6,500 BBB Accredited Businesses in quarterly newsletters as well as in special messages sent out at holiday times. BBB Foundation also offers custom charity checking services to Accredited Businesses.

Below is a sample header from the 2024 holiday email about BBB Charity Report services for BBB Accredited Businesses:



Education for Businesses

BBB Foundation of Metro New York deeply appreciates the support of our generous sponsors for our **2024 BBB Forum on Corporate Responsibility**: Major Sponsor **EY**; and Benefactor Sponsor **MLB**. To enable broad access to the content, this program was presented as a webcast. The agenda was kept short for online suitability, registration once again offered for free, and the program was offered internationally to business leaders throughout North America and the world.



For the 2024 Forum, this program achieved the **registration of 297 executives out of 6,571 clicks to the signup page, with 83 live attendees**. All registrants received a video of the webcast.

We thank the 13+ additional organizations that provided Event Support to generate awareness and attendance, including BBB Institute for Marketplace Trust, BBB National Programs, BSR, CSRHub, Governance & Accountability Institute, Manhattan Chamber of Commerce, New York New Jersey Minority Supplier Development Council, Orange County Chamber of Commerce, Partnership for New York City, Philanthropy New York, Sustainability Practice Network, World Business Council for Sustainable Development, and The Robert Zicklin Center for Corporate Integrity at Baruch College, as well as Better Business Bureau organizations across North America.

Our 2024 Forum on Corporate Responsibility was entitled ***Sustainable Communities: Managing Change, Innovating for Resilience***. It took place online on September 25, 2024.

The Keynote conversation on the program theme was followed by an interview and concluded with a panel discussion.

The agenda featured these distinguished leadership speakers:

- **Elijah Hutchinson**, Executive Director, Mayor's Office of Climate and Environmental Justice, New York City – *Keynote Speaker*
- **John Hodges**, Partner and Principal, Americas Sustainability Advisory Leader, Government and Public Sector Sustainability Leader, EY – *Keynote Conversation Moderator*
- **Matthew Sekol**, Sustainability Global Black Belt, Microsoft – *Featured Interview*
- **Dan Kenney**, Senior Manager, Climate Change and Sustainability Services, EY – *Interviewer*
- **Berkley Rothmeier**, Director, Consumer Sectors, Global Lead, Consumer Products, BSR – *Panel Moderator*
- **Sam Brundrett**, Senior Manager, Environmental Lead, Etsy – *Panelist*
- **Aileen Strickland McGee**, Director, ESG, Steelcase – *Panelist*

Skill-Building Volunteer Intern Program

How the Program Works

Our BBB Foundation is proud to maintain an ongoing, extensive internship program. We provide charity accountability program interns with nonprofit accounting insights and an overview of the nonprofit sector in New York, as well as invaluable details about the management and governance of charities. Many other interns under our Foundation's program acquire valuable career skills by assisting with BBB dispute resolution and customer service activities.

Volunteer Intern Program Activities in 2024

In 2024 our Volunteer Intern Program activities continued to be impactful:

- There were 31 interns in all for 2024
- Volunteer interns contributed 6,166 hours of training and service
- Cases/reports completed with intern assistance totaled 30,020

Development of Volunteer Intern Program Over 3 Years

Our Skill-Building Volunteer Intern Program has become a year-round effort, although summer remains a peak period for program activities. BBB Foundation has enhanced its focus on providing even richer and more varied educational experiences to interns through the Volunteer Intern Program.

Since the onset of the COVID pandemic in 2020, the intern program has successfully been conducted in an online environment. This continued in 2024. Online internships help make it possible to reach an even more diverse and engaged pool of intern candidates.

Intern Hours for 2024		Number of 2024 Interns		Cases/Reports Assisted by Interns in 2024	
1,165	Charity Accountability	10	Charity Accountability	55	Charity Accountability
5,001	NYC (Dispute Resolution)	21	NYC (Dispute Resolution)	29,965	NYC (Dispute Resolution)
6,166	Total	31	Total	30,020	Total

Intern Hours for 2023		Number of 2023 Interns		Cases/Reports Assisted by Interns in 2023	
850	Charity Accountability	7	Charity Accountability	68	Charity Accountability
6,083	NYC (Dispute Resolution)	32	NYC (Dispute Resolution)	42,282	NYC (Dispute Resolution)
6,933	Total	39	Total	42,350	Total

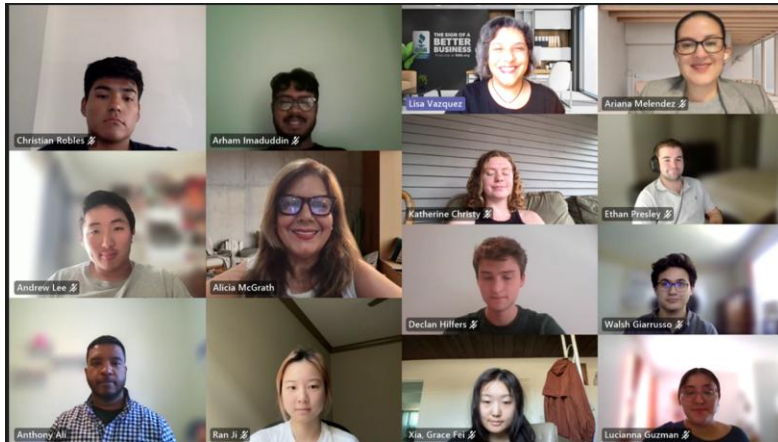
Intern Hours for 2022		Number of 2022 Interns		Cases/Reports Assisted by Interns in 2022	
1,102	Charity Accountability	8	Charity Accountability	68	Charity Accountability
5,899	NYC (Dispute Resolution)	30	NYC (Dispute Resolution)	33,420	NYC (Dispute Resolution)
7,001	Total	38	Total	33,488	Total

Interns are actively recruited from a wide variety of schools, in the Metro New York area and across the nation. BBB staff members post intern opportunities digitally, in online internship search tools used by students, to attract interested volunteer candidates.

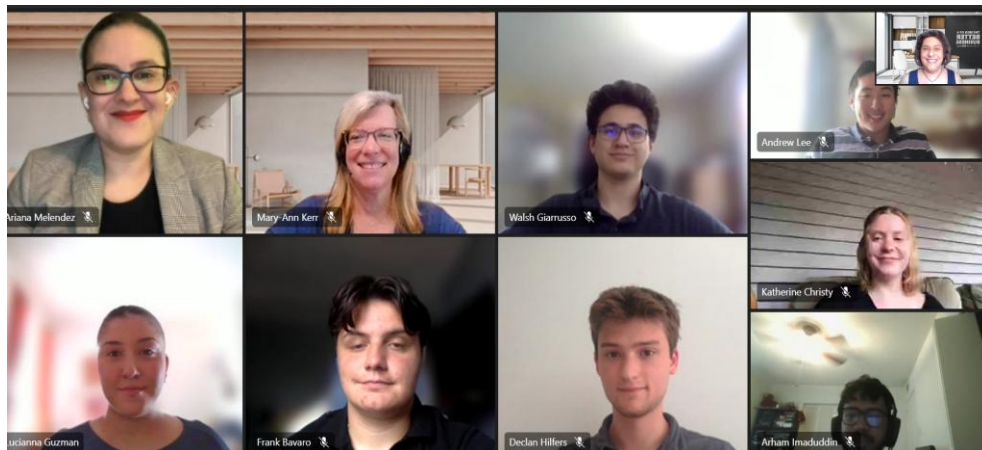
Intern Career-Building Opportunities

To enhance the intern experience, BBB Foundation's Volunteer Intern Program previously included a series of casual, in-person breakfast and luncheon programs with senior business and nonprofit leaders. During the COVID-19 pandemic, we transitioned these into completely virtual career-building programs. Online career sessions continued to be offered in 2024.

Through these career-oriented virtual meetings, interns get the rare chance to meet and speak with distinguished business and community leaders who are BBB and BBB Foundation board members. Senior executives discuss their career paths and provide interns with an insider's view of the New York business and charity community.



Intern Career Building Session with BBB Foundation board member Alicia McGrath, then of Goodwill NY NJ.



Intern Career Building Session with BBB board member Mary Ann Kerr of Coty, Inc.

Intern Feedback

Interns are invited to provide feedback about their BBB experience through exit surveys. Their comments are used to enhance the Volunteer Program.

When asked about the most interesting aspect of the intern experience, a Winter 2024 dispute resolution intern said, "I feel the skills I picked up in communication here will be the most beneficial in the future. I became much more competent at communicating with customers and businesses, understanding what they needed, and helping answer their questions. It was also beneficial to learn more about the kinds of needs customers had and common issues businesses had."

A Summer 2024 charity program intern commented, "I really gained familiarity with going through financial statements and I believe this skill will help tremendously as I intend on venturing into a career within financial services."

We are grateful to **BNY Mellon** and **MLB** for their generous grants in support of the BBB Foundation's Skill-Building Volunteer Intern Program in 2024.



Populations Served by Metro New York's BBB Foundation

The Education and Research Foundation of the Better Business Bureau® of Metropolitan New York provides information, education, and assistance to a broad and diverse audience of consumers, nonprofits, businesses, journalists, academics, students, professionals (such as consultants, accountants and attorneys), government officials and others who are interested in the following:

- Business and charity standards
- Trust-building practices that show integrity
- Corporate responsibility trends, issues and challenges
- Consumer and business fraud prevention and education
- BBB® Charity Reports, comparing charity performance to the BBB Charity Accountability Standards
- Charity accountability and governance
- Informed giving practices for donors
- Charity capacity-building for effectiveness and impact
- Collaborative nonprofit efforts

The primary geographic focus is on residents of New York State and the Metro New York area. However, some BBB Foundation educational programs - such as its 2024 Forum on Corporate Responsibility and webcasts in its 2024 Charity Effectiveness program series - have been offered online nationally and internationally at no cost to registrants, in collaboration with BBB organizations across North America, as well as other nonprofit organizations.

In 2024, BBB Foundation executives worked extensively with a wide variety of nonprofit-related organizations and task forces, including government agencies, associations, capacity-builders, funders, and others. These relationships are ongoing. BBB Metro New York's Foundation actively seeks connections with additional leaders and groups to expand its reach with educational and standards-based services.

Metro New York Better Business Bureau® BBB® Foundation Affiliate and Collaborator

BBB Accredited Businesses

BBB helps people find businesses and charities they can trust. BBB Accredited Businesses and Charities make a commitment to conduct their operations with accountability and integrity, in accordance with Better Business Bureau Standards and guidelines. Consumers understand the vital nature of this commitment and value it. The BBB Accredited Business Seal is widely recognized as *The Sign of a Better BusinessSM*.

Every year, millions of consumers and businesses turn to BBB for business and charity accountability information, as well as the latest news about scams. In 2024, consumers turned to BBB Metro New York about 8.7 million times to view BBB Business Profiles and Charity Reports. Also, in that year, BBB Metro New York helped consumers with over 95,000 complaints about businesses, plus over 92,000 business reviews. In 2024, consumers sought services from BBBs across North America more than 220 million times.

In addition to upholding BBB standards of integrity in their practices, thousands of BBB Accredited Businesses make voluntary donations beyond their accreditation fees, in support of the BBB Foundation of Metro New York and its activities.

Business Integrity and Consumer Trust

Trust in business is essential for a strong community. Customer confidence is a vital element of economic strength. BBB encourages business practices that will merit consumer trust. The Better Business Bureau system has been helping people make smarter buying decisions for over 100 years.

Today, by promoting guidelines for reputable conduct in advertising, in business transactions and in the online marketplace, BBB helps companies become successful and grow. By reporting on customer experiences with businesses, BBB encourages public recognition of companies that demonstrate integrity and reliability in their operations and helps consumers avoid fraud.

On June 6, 1922, the Metropolitan New York Better Business Bureau was founded to combat investment fraud, as well as deceptive advertising. Starting in June 2022, Metro New York's BBB celebrated its Centennial, continuing through 2023 and beyond.



**Building Trust
for the Next Century**

Better Business Bureau®
Serving Metropolitan New York, Long Island, and the Mid-Hudson Region



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Metro New York BBB Foundation Statement of Activities 2024

	Year Ended December 31, 2024		
	Unrestricted Net Assets	With Donor Restrictions	Total Net Assets
Support and other revenues:			
Contributions	\$ 118,698	\$ 64,000	\$ 182,698
Other program income	9,818		9,818
Interest income	42,445		42,445
Seal program income	144,297		144,297
Seal review income	15,000		15,000
Income from related party	11,500		11,500
Net assets released from restrictions*	47,644	(47,644)	-
Total support and other revenues	389,402	16,356	405,758
Expenses:			
Program services:			
Charity Accountability Program (NYCAP)	214,279		214,279
Educational initiatives	70,736		70,736
Total program services	285,015		285,015
Supporting services:			
Management and general	74,197		74,197
Fund-raising	14,342		14,342
Total supporting services	88,539		88,539
Total expenses	373,554		373,554
Change in net assets	15,848	16,356	32,204
Net assets – January 1	1,085,403	52,364	1,137,767
Net assets – December 31	\$ 1,101,251	\$ 68,720	\$ 1,169,971

*Previously received net assets were released from restrictions due to final satisfaction of requirements.

The latest annual financial [report](#) with program activities description for which contributions are solicited for the Education and Research Foundation of the Better Business Bureau of Metropolitan New York, Inc. is available upon request from the organization at 399 Conklin Street, Suite 300, Farmingdale, NY 11735, 212-533-6200, charity@newyork.bbb.org. Charity information and our latest annual financial report are also available from the Charities Bureau/Office of the N.Y.S. Attorney General at www.charitiesnys.com, 212-416-8686/8401. Metro New York BBB's Foundation currently has prudent unrestricted reserves of slightly over three times the annual expense budget. This is needed to help the organization manage cash flow and uncertainties in the operating environment.