Better Business Bureau Standards for Charity Accountability
Accreditation Checklist

A - Governance and Oversight

1. _______ Board provides adequate oversight.
   - Reviews CEO performance
   - Conflict of Interest Policy
   - Approves budget
   - Reviews financial information
   - Aware of fundraising contracts

2. _______ Board consists of at least 5 voting members.

3. _______ Active governing body
   - a. meet formally at least 3 times
   - Times met ______
   - b. schedule evenly spaced out meetings.
   - c. Majority in attendance
     total _____ / _____ # of meetings = ______ average
     avg. _____ / _____ # of members = ______ % attended

4. _______ Not more than one or 10% directly or indirectly compensated persons serving as voting members of the board. Compensated members shall not be the chair or treasurer.

5. _______ No transaction in which any board or staff members have material conflicting interests with the charity resulting from any relationship or business affiliation.

B - Measuring Effectiveness

6. _______ Board policy provided - assessing no less than every 2 years, the organization’s performance and effectiveness and defining future actions required to achieve its mission.

7. _______ Written report provided to board outlining aforementioned assessment (noted in minutes).

C - Finances

Financial document used for review: (audited financial statement or IRS Form 990)

Program Expenses ____________________ Total Revenue ____________________
Fundraising Expenses ____________________ Total Contributions ____________________
Mgmt./General Exp. ____________________ Net Assets ____________________
Total Expenses ____________________

8. _______ Spend at least 65% of its total expenses on program activities.
   Program expenses ________ / ________ Total Expenses = ______

9. _______ Spend no more than 35% of related contributions on fund raising.
   Fund raising ________ / ________ Related Contributions = ______
10. ______ Avoid accumulating funds that could be used for current purposes. *Unrestricted net assets should not be more than 3 times the size of the past year’s expenses or three times the size of the current year’s budget, whichever is higher.*

Unrestricted Net Assets _______ / _______ Total Expenses = ______

11. ______ Provide complete annual financial statements.
    ______ Over $500,000 - audit according to GAAP and GAAS
    ______ Over $250,000 - financial review performed by a CPA
    ______ Less than $250,000 - internal financial report

12. ______ Financial statements include functional breakdown of expenses.

13. ______ Accurately report expenses, including joint cost allocations and fund raising.

14. ______ Provide a board approved annual budget.

**D - Fund Raising & Informational Materials**

15. ______ Solicitations and informational materials are accurate, truthful and not misleading

16. ______ Provide an annual report.

17. ______ Charity web site that solicits contributions should include:
    - mailing address
    - electronic access to 990 or Guidestar
    - board roster
    - mission statement

18. ______ Address privacy concerns of donors
    ______ (a) provide annually a means for a donor to inform the charity if they do not want their name shared.
    ______ (b) provide a privacy policy on the web site.

19. ______ Clearly disclose how a charity benefits from the sale
    ______ (a) Portion of the price that will benefit the charity
    ______ (b) Duration of the campaign
    ______ (c) Maximum or guaranteed contribution amount

20. ______ Respond and act on complaints brought to its attention by BBB.

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**Questions - Contact your BBB’s Program Manager**

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