Charity Evaluation Checklist

Breeze through Better Business Bureau’s charity evaluation questionnaire with the help of this checklist. Our questionnaire is available at go.bbb.org/nw-login – let us know if you need help logging in.

Documents to gather:

- Board roster
- Measuring effectiveness/strategic planning policy
- Audit, CPA Review or internally-produced financial statements
- Current budget
- 3–5 Fundraising appeals
- Annual report
- IRS Form 990
- By–laws
- Website privacy policy

Samples of the policies and documents we request are available at go.bbb.org/nw-charitysamples

Information to gather:

- Mission statement and description of your programs and services.
- Board meeting dates and attendance counts for the past fiscal year.
- Confirmation on board policies for: conflict of interest; CEO evaluations; and approving annual financial statements, IRS Form 990s and budgets. (we won’t need the policies, just acknowledgment that they are in place)

If applicable:

- Information on directly/indirectly compensated board members or related–party transactions.
- General details on fundraising contracts.
- Cause–related marketing campaign terms and disclosures.

When completing the questionnaire, follow these shortcuts to save a few steps:

“Board–Board Members” tab: Upload your board roster and only enter the board president, treasurer, CEO/Executive Director, and any directly/indirectly compensated members.

“Fundraising–Online Solutions” tab: Skip this page, BBB will complete this for you.

“Documentation” tab: Only upload the IRS Form 990 and your bylaws.

What happens next?
Submit your questionnaire, then BBB will complete a draft report using the information submitted and will email you detailed follow–up notes for review. You will be provided an opportunity to respond to any findings and we will assist in answering questions. Finally, your completed report will be posted on bbb.org and give.org for two years. Findings can be amended at anytime based on new information provided to us.

Want additional assistance?
BBB’s Charity Review Manager can provide one–on–one assistance to answer your questions and help you complete the questionnaire.

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