

Charity Watchdogs

Name		Website	Criteria	Select Details
1	Better Business Bureau	www.bbb.org/us/Wise-Giving/	Quantitative	Using self-reported data from non-profits, the BBB evaluates ~ 1,200 charities based on 20 Standards for Charity Accountability (http://www.bbb.org/us/Charity-Standards/). Governance standards based on Board oversight, member count, meeting frequency, compensation, conflicts of interest and reporting. Finances based on spending of at least 65% of total expenses on program activities and no more than 35% of "related" fundraising contributions; reserve fund accumulation; and accuracy of audited financial statements and annual reports. Response to BBB Wise Giving Alliance and local BBB complaints evaluated. \$5,000 Charity Seal Program Fee (based on sliding scale).
2	GuideStar	http://www.guidestar.org/	Quantitative & Qualitative	Acquired Philanthropedia to add reviews from experts (foundation professionals, researchers and nonprofit senior staff). Website includes over 1 million 990s on all 501© charities in the IRS database. 85,000 charities put additional information onto the GuideStar site. Newsletter highlights best practices and issues annual GuideStar Nonprofit Compensation Report.
3	Charity Navigator	http://www.charitynavigator.org/	Quantitative	Best known evaluator of 5,500 charities based on three measures: financial health, accountability & transparency and soon to be added Constituency Voices. Financial health based on program, fundraising, revenue and expense growth formulas. Accountability evaluated on reporting, Board independence and activities, asset allocation, audited financials, related-party arrangements and conflict of interest policy. Transparency evaluated by website postings of key people, activities and financial disclosures. Constituency Voices will evaluate charity efforts to "publish rigorously collected feedback from their beneficiaries."
4	Great Nonprofits	http://greatnonprofits.org/	Qualitative	Users with direct experience with NFPs rate more than 1 million nonprofits on the website.
5	Chronicle of Philanthropy	http://philanthropy.com/	Quantitative	Ranking of top 400 Charities by funds raised.
6	Charity Watch (American Institute of Philanthropy)	http://www.charitywatch.org/	Quantitative	Letter grade of A+ to F assessed based on financial analysis of Form 990 and audited financial statements. Highly rated NFPs generally have program ratios of 75% or more and expense ratios of 25% or less; meet reserve fund accumulation specifications and financial disclosure requirements.

7	MinistryWatch (part of "Wall Watchers")	http://www.ministrywatch.com/	Quantitative	Evaluates faith-based charities for "financial efficiency" ratings, including fundraising, program and debt ratios. Reviews "effectiveness" but criteria for doing so is vague.
8	Evangelical Council for Financial Accountability	http://www.ecfa.org/	Quantitative & Qualitative	Voluntary membership of churches and religious NFP organizations that adhere to ECFA's Seven Standards of Responsible Stewardship. Compliance with standards is verified by on-site visits; 78% of members have had at least one on-site review. Annual fee based on yearly contribution income (ABS paid \$8,250 in 2012).
9	Independent Sector	http://independentsector.org/	Qualitative	Fees are on a sliding scale based on payroll and grantmaking range.
10	Givewell	http://www.givewell.org/	Qualitative	Focuses on program results based on information gathered from websites and contacting NFPs directly to evaluate programs. Creates a "best" charities list claiming, "we are not objective but we are transparent."
11	Philanthropedia (now a part of Guidestar)	http://www.myphilanthropedia.org/	Quantitative & Qualitative	Non-compensated experts rely on their own criteria to determine what makes a nonprofit effective including: demonstrated measurable mission-oriented results; quality strategic vision and mission; quality staff and personnel; managed finances; and actionable communities
12	Charting Impact	http://www.chartingimpact.org/	Quantitative & Qualitative	
13	National Catholic Development Conference	http://www.ncdc.org/	Standard setting	Members adhere to NCDC Code of Stewardship and Ethics and support the Donor Bill of Rights. Members submit an accountability statement annually detailing fundraising efforts. Fees range from \$1,500 to \$4,400, based on membership level.
14	Standards for Excellence Institute	http://www.standardsforexcellenceinstitute.org/	Standard setting	A division of Maryland Association of Nonprofit Organizations, SFX Institute uses "an ethics and accountability Code for the Nonprofit Sector," and certifies organizations adhering to the Code. To be considered for certification, NFPs submit an application and documentation
15	American Fund for Charities	http://www.americanfund.info/	Criteria Unclear	American Fund for Charities evaluates charities based on self-reported data submitted by the charity. Approved charities become affiliates of the agency. (\$250 Evaluation Fee, \$150 Renewal Fee)
16	Charity Metrics	http://charitymetrics.weebly.com/	Quantitative	Using self-reported data from non-profits, the limited scope agency evaluates charities with revenue greater than \$13.5 million based on cost to achievement measures that demonstrate operational performance.