

Annual Report 2020

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
212.533.7500
ny.give.org
newyork.bbb.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 BBB to create, fund, and implement special educational programs and research projects on consumer, business and philanthropic issues.

Mission

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

Strategic Goals

With the guidance of its Board of Directors, 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: Skills and experiences that can help build ethical leaders in businesses and nonprofits will be provided.
- VI: Organizational capacity will be enhanced through further development of board, staff, financial resources, partnerships, and collaborations.

BBB Foundation Impact Snapshot, 2020

- **1,761** educational event and webinar participants
- **765** Metro NY BBB Charity Reports as of 11/20 measurement point
- **37** volunteer interns with **6,828** hours of training and service
- Tracked **6,787,956** overall users for BBB Metro NY part of BBB.org website, including BBB Foundation Charity Reports and program pages

Core Program: Charity Accountability

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

- publishing BBB Charity Reports on about 765+ Metro New York area charities
- informing the public about how to identify accountable charities
- urging potential donors to give generously 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 2020 through **2,237 unique voluntary general donations** (down by 519 or 18.8% from 2,756 in 2019) provided **by BBB Accredited Businesses** beyond their accreditation fees, as well as by the BBB Accredited Charity Seal program, and with **generous support from The New York Community Trust**.

Despite the drop in number of individual Accredited Business donations, the total dollar value of such donations was similar at \$197,134 in 2020 vs. \$203,905 in the prior 2019 year. This represented an increase in average donation from BBB Accredited Businesses by roughly 19% in 2020 – a remarkable testament to their ongoing support of the Foundation's mission, programs, and activities in a very difficult pandemic year.

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. In 2017, NYCAP began providing charity evaluation services to the BBB of Upstate New York; as a result, it now develops BBB Charity Reports for the whole state of New York. It also provides Charity Reports for Connecticut and New Jersey BBBs upon request.

Each year, BBB Foundation program staff members review hundreds of financial statements, tax filings, annual reports, websites, digital and printed solicitations, direct mail pieces, governance information, and other submissions from charities all over New York State. 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 ny.give.org, give.org, newyork.bbb.org and bbb.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, and other nonprofits call upon BBB to provide expert insights on charity accountability issues.

BBB Educational Programs for Nonprofits

Throughout the year, BBB Foundation offers educational conferences and workshops - when in-person events are feasible - and webinars. These programs are intended to inform charity and philanthropy leaders about the latest issues and practices relating to charity impact and effectiveness. In addition, BBB Foundation provides a series of free live

workshops (when feasible), online webinars, and recorded tutorials about the BBB Standards for Charity Accountability. 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 beneficial for nonprofits.

BBB Charity Effectiveness Program Series

In 2020, we deeply appreciated receiving the generous support of **American Express, The New York Community Trust, Fiscal Management Associates (BDO FMA), PNP Staffing Group, and PwC New York** for support of the 2020 Charity Effectiveness program series. We were also grateful for special workshop support in 2020 from **EisnerAmper LLP and GRF CPAs & Advisors**.

Due to the onset of the 2020 COVID-19 pandemic, only the first two programs in the 2020 series were presented in-person. For safety reasons, the following events were presented as online webcasts for the rest of the 2020 calendar year. After the March event, in light of pandemic conditions, admission fees were dropped and programs were offered at no cost for the rest of 2020.

Summary of activities:

- **BBB Charity Effectiveness Symposium XIV, February 26, 2020:** The BBB Foundation's fourteenth Charity Effectiveness Symposium, entitled ***Culture Shifts: Embracing New Realities***, was presented at the Baruch College Conference Center, with the vital input of our Program Committee members, and attendance promotion collaboration from 14 nonprofit and academic organizations. There were 242 event registrants, including non-staff speakers. This effectively constituted a sell-out crowd. On the event day, we noted attendance by 205 participants (190 of them attendees and non-staff speakers), including charity executives, philanthropic leaders, consultants, staff and other interested parties.
- **Workshop, January 28, 2020:** With sponsorship from GRF CPAs & Advisors (GRF), the BBB Foundation presented ***Is Your Nonprofit Risk-Ready? Strengthening Your Organization to Face Challenging Times*** in the Volvo Hall at Scandinavia House, Manhattan. The featured speakers from GRF were Melissa Musser, CPA, CITP, CISA, Principal, Risk & Advisory Services; Andreas A Alexandrou, Partner, Risk & Advisory Services; Jay Mui, PMP, MBA; and Mark Tessar, CPA, CIA. The program covered issues such as effective risk management processes and methods, how strategy and risk management work together, and related trends. The Human Services Council, Nonprofit New York, and Staten Island Not-for-Profit Association were Event Supporters. There were 73 event registrants, including the speakers. On event day we logged 51 participants including 47 attendees plus the 4 speakers.
- **Webinar, March 26, 2020:** With sponsorship from EisnerAmper LLP, the BBB Foundation presented ***All About Your 990: How to Avoid Common Errors and IRS Concerns***. Originally intended as an in-person program, this event was rapidly pivoted to be a webcast, due to the pandemic and New York State on Pause requirements. Presenters were Candice Meth, CPA, Partner, Not-for-Profit Services of EisnerAmper LLP, and Timothy Schroeder, CPA, Senior Manager, Not-for-Profit Services of EisnerAmper LLP. This program provided a deep dive into how to prepare a 990 form, with explanations about potential red flag issues and common missteps. Nonprofit New York and Staten Island Not-for-Profit Association were Event Supporters. There were 56 registrants and 52 attendees, including speakers but not including staff.

- **Webinar, April 29, 2020:** With sponsorship from EisnerAmper LLP, the BBB Foundation presented a webcast entitled ***Dynamic Duo: Board and Staff Practices for Success***. Presenters were Candice Meth, CPA, Partner, Not-for-Profit Services, and Timothy Schroeder, CPA, Manager, Not-for-Profit Services, both of EisnerAmper LLP. This workshop focused on how board and staff can collaborate more effectively with respect to governance, reporting, budgeting and forecasting, and compliance with state laws and regulations. This webcast drew 48 registrants including speakers, of which 38 attended, not including staff.
- **Webinar, October 15, 2020:** With sponsorship from American Express, the BBB Foundation presented ***Fundraising in a Crisis: Strategies and Tactics***. This was a panel discussion led by Frank Abdale, Founder and Chief Consultant, Abdale Consulting LLC. Panelists included Jamila Baucom, Vice President for Advancement, The Children's Village; Nichole Guerra, Director of Development and Communications, Holy Apostles Soup Kitchen; and Yolanda F. Johnson, President YFL Consulting, Founder of Women of Color in Fundraising and Philanthropy, and President of Women in Development New York. Panelists discussed the role of fundraising in strategic planning; effective ways of engaging boards and donors to provide support in pandemic times; tactics that were and not working well in the pandemic; and special fundraising challenges faced by smaller organizations as well as fundraisers of color. The Association of Nonprofit Specialists, Human Services Council and Support Center served as Event Supporters. There were 86 non-staff registrants plus 4 speakers, and 64 attendees, not including the speakers or staff.
- **Webinar, November 19, 2020:** With sponsorship from American Express, the BBB Foundation presented ***Reimagining Our Nonprofits During a Crisis***. Emary Aronson, Chief Knowledge Officer of Robin Hood Foundation, moderated a panel composed of the following speakers: Ivy Gamble Cobb, Executive Director of The Family Center; Daniel Diaz, Executive Director of East Side House Settlement; and Jennifer Ching, Executive Director of North Star Fund. Panelists provided insights about how the pandemic was affecting their organizations and those they serve; challenges faced when scaling up or down in response to the pandemic; how the pandemic was reshaping their work for the future; and lessons learned that will be helpful in recovery times and after. The BBB Wise Giving Alliance, Human Services Council, Baruch College Marxe School of Public and International Affairs, and Support Center were Event Supporters. This nationally offered webcast attracted 129 registrants plus the 4 speakers, of which 81 attended, not including staff.
- **Email Promoting 2020 Symposium Video on April 15, 2021:** The online resource, entitled ***Learn About Charity Effectiveness***, is currently in update status due to changes in the website platform. In the meantime, we have made the 2020 Symposium videos widely available to our entire charity email list, as well as BBBs across North America, in an email sent out on April 15, 2021. That email also promoted 2021 series programs in April and May 2021.
- **Program Assessment:** We asked attendees at our Symposium and five additional workshops throughout the year to evaluate the programs. They provided detailed feedback, which we are using to plan additional charity effectiveness programs.

Symposium Program Committee: American Express; Baruch College/Austin W. Marxe School of Public and International Affairs; BNY Mellon; Cause Effective; Center for Nonprofit Leadership at Adelphi University; Clark Foundation; Community Resource Exchange; Fiscal Management Associates, LLC; Human Services Council; JMT Consulting Group; Long Island Community Foundation; New York Community Trust; Nonprofit Finance Fund; NYC Department of Youth & Community Development; Philanthropy New York; PwC New York;

Westchester Community Foundation.

Symposium Event Supporters: Association of Development Officers; Association of Nonprofit Specialists; Baruch College/Austin W. Marxe School of Public and International Affairs; Candid; Center for Nonprofit Leadership at Adelphi University; Human Services Council; Milano School of Policy, Management and Environment-The New School; New York Council of Nonprofits; Nonprofit New York; NYC Department of Youth & Community Development; NYU Robert F. Wagner Graduate School of Public Service; Philanthropy New York; Staten Island Not-For-Profit Association; Support Center.

BBB Charity Effectiveness Symposium, February 26, 2020 Culture Shift: Embracing New Realities



James G. Sheehan, Esq., Chief, Charities Bureau, New York State Office of the Attorney General, provided Opening Remarks.

View video: <https://youtu.be/z3DSQJcwPLs>



Keynote Speaker Don Chen, President, Surdna Foundation

View video: https://youtu.be/IRxI_4PjqaA

95.7% of 2020 Symposium survey respondents who answered the question said they would use information from the program in their work.



Fundraising Challenges panel

View video: <https://youtu.be/AOshj-UmLDU>



Building DEI & Leadership panel

View video: https://youtu.be/dU8vT3e_yq8

Learn About Charity Effectiveness Video Resource:

Promotion of 2020 Symposium Videos

Videos of the 2020 Symposium proceedings were shared widely with charity leaders in our Metro New York area, as well as through BBB organizations across the U.S., via email and social media. The website resource of prior Charity Effectiveness Symposia videos is being redeveloped, due to the migration of the BBB.org website to a new platform created by the International Association of Better Business Bureaus. It will be re-launched when possible.



BBB

View Videos Now!

2020 BBB Charity Effectiveness Symposium XIV

Culture Shift: Embracing New Realities

If you missed the fourteenth **BBB Charity Effectiveness Symposium** on February 26, 2020, you can now view videos of the event.

Charity Effectiveness Series Workshops in 2020

January 28, 2020

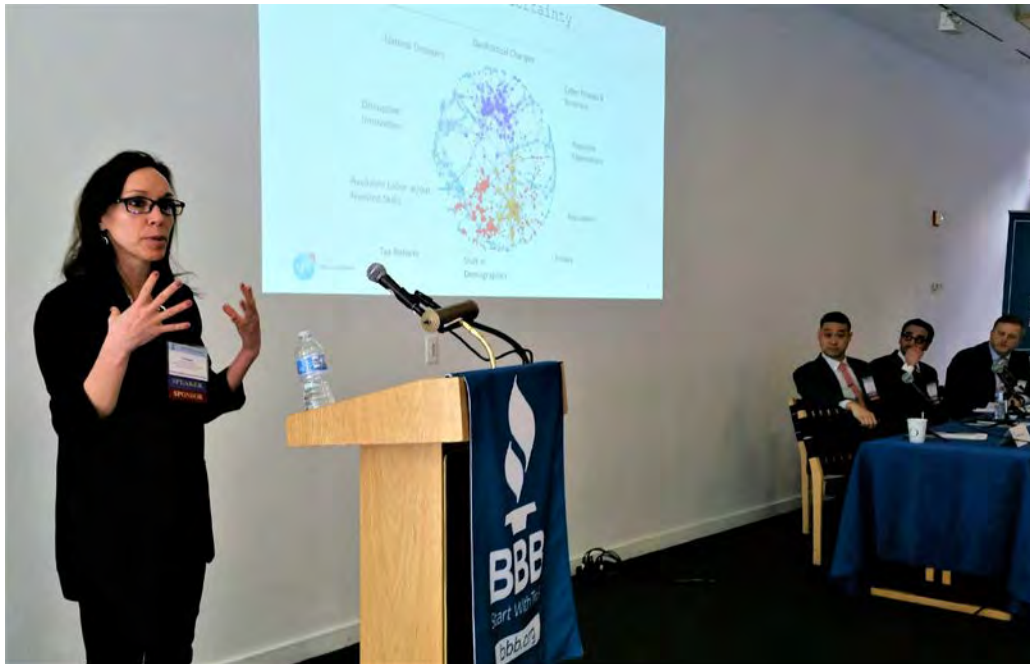


January 28, 2020 9:00am - 11:30am

Is Your Nonprofit Risk-Ready?

Strengthening Your Organization to Face Challenging Times

Schedule		Event Location
Breakfast	Program	Scandinavia House
9:00am	9:30 - 11:30am	58 Park Avenue at 38th St., Manhattan



Presenter Melissa Musser, CPA, CITP, CISA, Principal, Risk & Advisory Services, GRF CPAs & Advisors, discusses uncertainty and risk assessment during the *Is Your Nonprofit Risk-Ready* workshop. With her are co-presenters, L to R: Jay Mui, PMP, MBA; Andreas A Alexandrou, Partner, Risk & Advisory Services; and Mark Tessar, CPA, CIA. Sponsored by GRF CPAs & Advisers and series sponsors.

March 26, 2020



You are invited

to attend a program presented by the Education and Research Foundation of the Better Business Bureau of Metropolitan New York

THIS PROGRAM WILL NOW BE DELIVERED ONLINE.
Please register and we will provide program access via the web.

Form 990
Return of Organiz
Under section 501(c), 527, or 4947(a)
Do not enter social secu
Go to www.irs.gov/fo

Department of the Treasury
Internal Revenue Service

A For the 2019 calendar year, or tax year beginning

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization
Doing business as
Number and street (or P.O. box if mail i
City or town, state or province, count

F Name and address of principal officer:

J Website: 501(c)(3) 501(c)(1)

K Form of organization: Corporation Trust Association

Part I Summary
Briefly describe the organization's missio

March 26, 2020
9:00am - 11:30am

All About Your 990

How to Avoid Common Errors
and IRS Concerns

Presenters: Candice Meth, Candice Meth, CPA, Partner, Not-for-Profit Services, and Timothy Schroeder, CPA, Senior Manager, Not-for-Profit Services, EisnerAmper LLP. Sponsored by EisnerAmper LLP and series sponsors.

April 29, 2020



You are invited

to attend a program presented by the Education and Research Foundation of the Better Business Bureau of Metropolitan New York

THIS PROGRAM WILL NOW BE DELIVERED ONLINE.
Please register and we will provide program access via the web.



April 29, 2020 9:00am - 11:30am

Dynamic Duo: Board and Staff Practices for Success

Schedule

Breakfast	Program
9:00am	9:30 - 11:30am

Event Location

Scandinavia House, Volvo Hall
58 Park Avenue at 38th St., Manhattan

Presenters: Candice Meth, Candice Meth, CPA, Partner, Not-for-Profit Services, and Timothy Schroeder, CPA, Senior Manager, Not-for-Profit Services, EisnerAmper LLP. Sponsored by EisnerAmper LLP and series sponsors.

October 15, 2020



You are invited

to attend a program presented by the Education and Research Foundation of the Better Business Bureau of Metropolitan New York



October 15, 2020
Webcast, 1:00 - 2:30 pm

Fundraising in a Crisis Strategies & Tactics

Speakers for this webinar included: Frank Abdale, Founder and Chief Consultant, Abdale Consulting LLC, moderator; Jamila Baucom, Vice President for Advancement, The Children's Village; Nichole Guerra, Director of Development and Communications, Holy Apostles Soup Kitchen; and Yolanda F. Johnson, President YFL Consulting, Founder of Women of Color in Fundraising and Philanthropy, and President of Women in Development New York. Sponsored by American Express and series sponsors.

November 19, 2020



November 19, 2020
Webcast, 1:00 - 2:30 pm ET

Reimagining Our Nonprofits During a Crisis

Panel speakers for this webinar included: Emary Aronson, Chief Knowledge Officer of Robin Hood Foundation, moderator; Ivy Gamble Cobb, Executive Director of The Family Center; Daniel Diaz, Executive Director of East Side House Settlement; and Jennifer Ching, Executive Director of North Star Fund. Sponsored by American Express and series sponsors.

Special No-Cost Pandemic Webinar for Charity Leaders
May 14, 2020

plus video recording

youtube.com/watch?v=Oid8dS1meIE



You are invited

to Register for a **FREE** Webcast

Presented by BBB Wise Giving Alliance and Your Better Business Bureau®

May 14, 2020 1:00 - 2:00 pm EDT

Making Crisis Decisions

Tools and Processes for Rapidly Changing Circumstances

In response to the 2020 pandemic crisis, as a special extra program, the BBB Foundation of Metro New York self-sponsored a national webinar about financial scenario planning and cashflow management in the context of the emergency facing nonprofits. The Metro New York Foundation collaborated with BBB Wise Giving Alliance and other BBB organizations to offer this vital information to charity leaders across the U.S. and Canada as widely as possible. The webinar was free to all registrants. After the live webinar, the video recording was made further available through our Foundation's newsletter for charities and via social media.

The presenter who generously volunteered her time and expertise for this session was **Gina McDonald**, CPA, then Lead Consultant for Fiscal Management Associates, and now Managing Director, **BDO-FMA**. On the program day there were 355 registrants from about 24 different states in the U.S. – some as far west as California and Hawaii - and 215 unique viewers. Subsequently the video, which remains available online, has racked up an additional 286 views as of November 2021. We continue to offer this content online.

BBB Charity Standards Briefings in 2020

In 2020, BBB Foundation continued its series of no-cost workshops about the BBB Standards for Charity Accountability. These programs are presented to groups of nonprofit leaders, board members and consultants, often in the BBB's own conference room. During the COVID-19 pandemic, we shifted to webcasts for most of these workshops.

When invited to do so, BBB Foundation will also present programs at no-cost for audiences recruited by other organizations. There were 6 Standards programs in 2020, with 97 attendees in all. Additional workshops and webinars are taking place online in 2021.

At each session, BBB Foundation staff members provide a comprehensive look at the Standards, offering guidance about how to meet each one, and additional related information. Charity leaders are encouraged to ask questions and provide feedback about the Standards at such programs. Interesting questions and insights from attendees are provided to the BBB Wise Giving Alliance for their consideration.

Video recordings of recent webcasts are posted online through the Foundation's charity resource web pages at ny.give.org, to benefit those nonprofit leaders who may need to view the content at times and in ways of their choosing.



Welcome to the Webinar!

BBB Standards for Charity Accountability

*How Meeting Them
Can Benefit Your Nonprofit*

October 28, 2020

Start With Trust



Today's Speakers



Mara McGuinness
Manager, Charity
Accountability Program
Education and Research Foundation
of the BBB of Metropolitan
New York



Erica Andrew
Associate, Charity
Accountability Program
Education and Research Foundation
of the BBB of Metropolitan
New York

Start With Trust

2020 BBB Charity Standards Workshops: 97 attendees in all

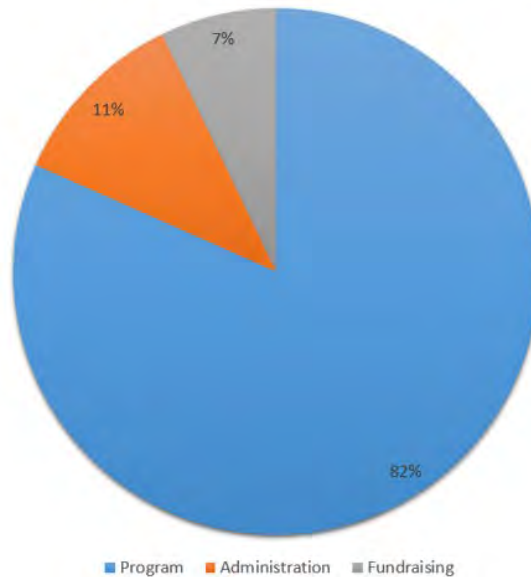
February 5, 2020	Workshop - at BBB in NYC (8 attendees)
May 20, 2020	Webinar (36 attendees)
July 1, 2020	Webinar (9 attendees)
August 19, 2020	Webinar (11 attendees)
October 28, 2020	Webinar (12 attendees)
December 8, 2020	Webinar (21 attendees)

Overview of Charity Accountability Program, 2020

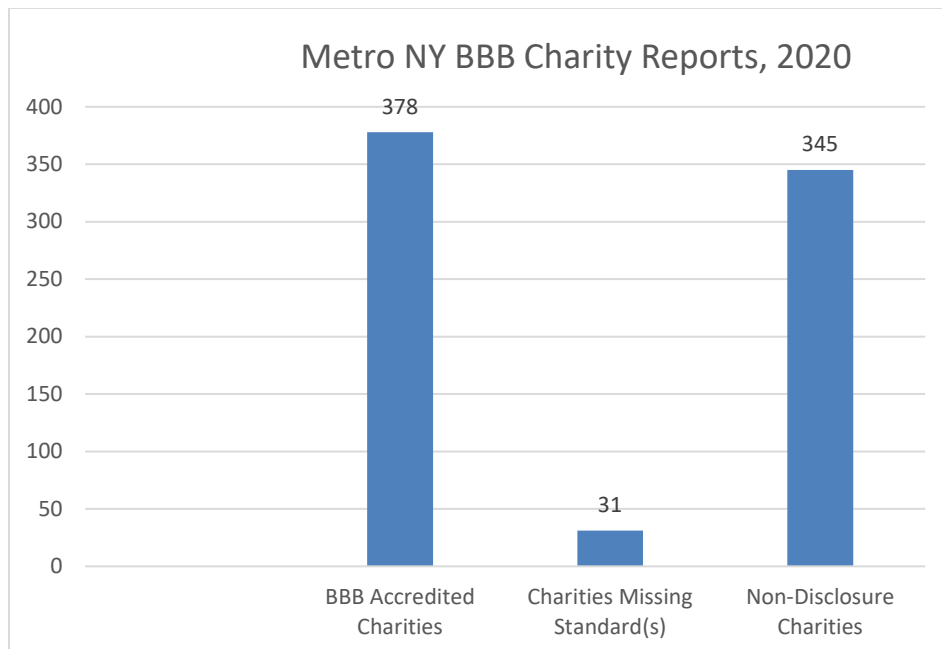
765 Metro NY Charity Reports

409 Complete Evaluations

Average % Spent on Charities

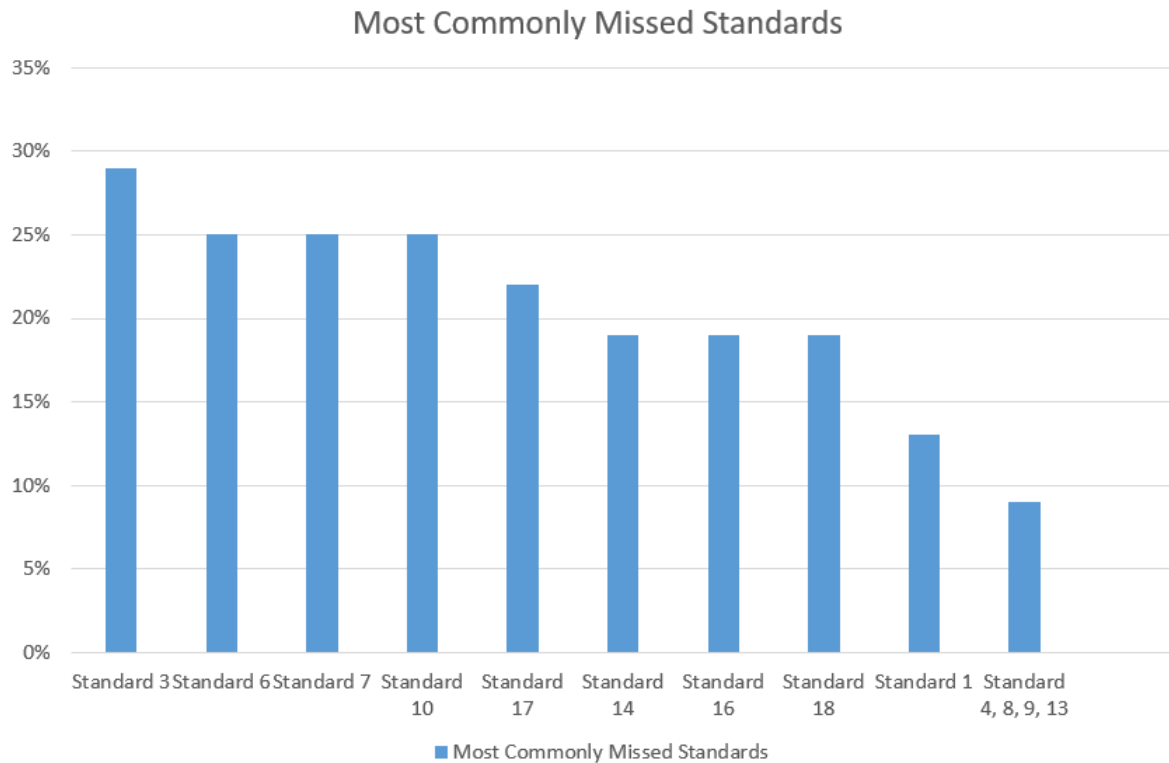


Metro NY BBB Charity Reports, 2020



Of the 409 nonprofits with complete BBB Charity Reports, 378 (89%) met all Standards vs. 89% in 2019; 31 (8%) failed one or more Standards vs. 11% in 2019; 11 (2%) were working towards accreditation, having submitted for the first time. Out of 765 total reports, 345 (45%) were Nondisclosure reports. Nondisclosure means the charity failed or declined to respond to BBB requests for information. Statistics cited are as of November 2020 annual measurement report.

BBB Standards Missed by Evaluated Charities, 2020



Top 10 Most Commonly Missed BBB Standards

3. Board Meetings. Have a minimum of three evenly spaced meetings per year of the full governing body with a majority in attendance, with face-to-face participation. A conference call of the full board can substitute for one of the three meetings of the governing body. For all meetings, alternative modes of participation are acceptable for those with physical disabilities. **(9)**

6. Effectiveness Assessment Policy. Have a policy of assessing, no less than every two years, the organization's performance and effectiveness, and determining future actions required to achieve its mission. **(8)**

7. Effectiveness Reporting to Governance. Submit to the organization's governing body, for its approval, a written report that outlines the results of the aforementioned performance and effectiveness assessment and recommendations for future actions. **(8)**

10. Ending Net Assets. Avoid accumulating funds that could be used for current program activities. To meet this standard, the charity's unrestricted net assets available for use should not be more than three times the size of the past year's expenses or three times the size of the current year's budget, whichever is higher. **(8)**

17. Website Disclosures. Include on any charity websites that solicit contributions, the same information that is recommended for annual reports, as well as the mailing address of the charity and electronic access to its most recent IRS Form 990. **(7)**

14. Board-Approved Budget. Have a board-approved annual budget for its current fiscal year, outlining projected expenses for major program activities, fund raising, and administration. **(6)**

16. Annual Report. Have an annual report available to all, on request, that includes: (a) the organization's mission statement, (b) a summary of the past year's program service accomplishments, (c) a roster of the officers and members of the board of directors, (d)

financial information that includes (i) total income in the past fiscal year, (ii) expenses in the same program, fund raising and administrative categories as in the financial statements, and (iii) ending net assets. **(6)**

18. Address Privacy Concerns of Donors by (1) providing in written appeals, at least annually, a means (e.g., such as a check off box) for both new and continuing donors to inform the charity if they do not want their name and address shared outside the organization, and (2) providing a clear, prominent and easily accessible privacy policy on any of its websites that tells visitors (i) what information, if any, is being collected about them by the charity and how this information will be used, (ii) how to contact the charity to review personal information collected and request corrections, (iii) how to inform the charity (e.g., a check off box) that the visitor does not wish his/her personal information to be shared outside the organization, and (iv) what security measures the charity has in place to protect personal information. **(6)**

1. Board Oversight. A board of directors that provides adequate oversight of the charity's operations and its staff. Indication of adequate oversight includes, but is not limited to, regularly scheduled appraisals of the CEO's performance, evidence of disbursement controls such as board approval of the budget, fund raising practices, establishment of a conflict of interest policy, and establishment of accounting procedures sufficient to safeguard charity finances. **(4)**

4. Board Compensation - Not more than one or 10% (whichever is greater) directly or indirectly compensated person(s) serving as voting member(s) of the board. **8. Program Expenses** - Spend at least 65% of its total expenses on program activities. **9. Fund Raising Expenses** - Spend no more than 35% of related contributions on fund raising. Related contributions include donations, legacies, and other gifts received as a result of fund raising efforts. **13. Accurate Expense Reporting** - Accurately report the charity's expenses, including any joint cost allocations, in its financial statements. **(3)**

Note: Some organizations missed more than one Standard. The total number of disclosing Metro NY charities missing any BBB Standard in an evaluation has declined in recent years. Please be aware that this has had an impact on the list of missed BBB Standards. For example, although a Standard may now be at or near the top of the most-missed list, it does not necessarily mean that more charities are missing that Standard upon evaluation. There is also a 4-way tie for the 10th most-missed Standard, with relatively small numbers of charities missing each one listed..

Over \$5.1 Billion

Total publicly-solicited *contributions* revenue received by charities reported on by Metro NY BBB Foundation, 2020

Analysis of BBB Charity Report Data

Regional Breakdown (includes *all* charities covered in 2020 Metro NY reports)

- **563 (73%)** of the charities are from the 5 boroughs of New York City
- **137 (18%)** of the charities are located on Long Island
- **61 (8%)** of the charities are located in the Mid-Hudson Region
- **4 (.05%)** of the charities are located in New Jersey and Connecticut

Governance Breakdown

- The average number of board members for organizations covered: **21**
- The average number of board meetings per year: **5**
- The average attendance of board members at board meetings: **70%**

Total Public Support (includes donations, corporate and government grants, in-kind services)

- The total amount of public support received: **\$5,132,375,928 (\$5 billion+)**
- The average of total public support received: **\$12,579,352**

Field/Focus Area

The charity categories that were included in 2020 Metro New York BBB Charity Reports are listed below from largest to smallest (excludes nondisclosure reports):

Category	Number (N=378)*	Percent
Health & Human Services	143	38%
Children & Youth	63	17%
Community Development	57	15%
Arts & Culture	44	12%
Animals & the Environment	22	6%
Education & Literacy	19	5%
Law & Public Interest	13	3%
Police, Fire, & Vets	9	2%
Senior	8	2%

**excludes charities that did not disclose information*

BBB Charity Reports

Metro New York Website Addresses: ny.give.org, newyork.bbb.org

International Websites: give.org, bbb.org

Donors and the general public can find *all* BBB Charity Reports by name and location through searches at either local or international BBB websites. As of November 2020, the annual Metro NY measurement point, there were 765 Metro New York area BBB charity reports, and about 1,500 national BBB charities. Thousands of national and local BBB charity reports are available across the BBB system. 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 charities, at least three years in business, located in our reporting territory: New York City, Long Island, or the following 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
 - Indications that a charity's activities raise questions and merit investigation

Smaller publicly soliciting charities with at least \$25,000 or more in publicly solicited donations may voluntarily request a BBB Charity Report. Given sufficient information to do so, BBB may also report on smaller or newer charities if they appear to be of significant public interest.

BBB Accredited Charity Seal

As of December 2020, by year end, the Metro NY BBB Accredited Charity Seal program included **219 participating charities**. 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 tool 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 the ability to log in to their individual, online platform 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. Eligible BBB Accredited charities that choose to license the BBB Seal for fundraising and marketing purposes are asked to sign a formal 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, for anyone to view.

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 any website 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.

73% of those who are familiar with the BBB Charity Seal say they are **more likely to donate** to charities with the BBB Accredited Charity Seal.



Source: 2017 Nielsen Study. Base = Survey Respondents.



ny.give.org

Informational postcard about the BBB Accredited Charity Seal.

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.



BBB Charity Seal Holder ad campaign in 2020: sample leaderboard ad, which clicked to a landing page with BBB Accredited Seal Holder names and website links to help donors find more information.

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

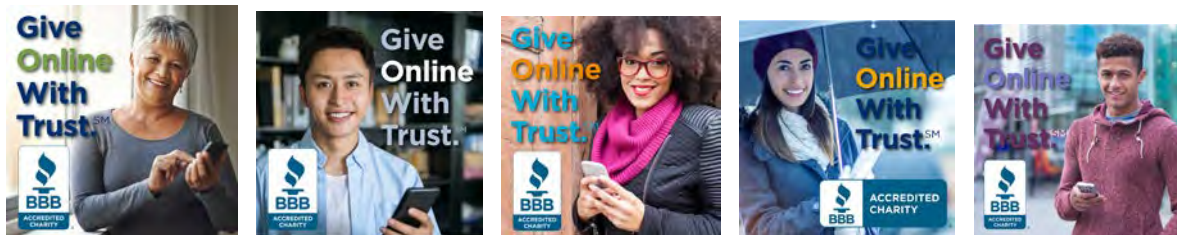


Now is a great time to support charities in the BBB Metro New York area that work to make your community a better place. Online donation through a charity's website is the fastest and most direct way to show your support.

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!

New Give Online With TrustSM BBB Charity Information Social Media Ad Campaign in 2020

In 2020, the BBB Foundation launched a new social media awareness campaign with a *Give Online With TrustSM* theme to emphasize the value of giving directly through the internet, especially during lockdown periods when charities could not easily access mailed donations during the pandemic. 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, not long after the pandemic lockdown took place, for a first campaign; and were placed again throughout the holiday giving season, linking to landing pages which listed Metro New York BBB Accredited Charities and Seal Holders.



Additional ads were placed for a one-month run of site on the *New York Daily News* website, for example:



The Spring 2020, Fall 2020 and Holiday Giving 2020 campaigns had very positive results, achieving combined results of **1,085,355 impressions with 13,864 clickthroughs to the landing page (1.28%)**. In addition, modest boosted social posts promoting charities with causes relevant to seasonal events such as Memorial Day, Earth Day, etc., produced a further result of 670 total clickthroughs on an additional 27,744 impressions.

Also, the BBB Foundation re-issued Give With TrustSM themed PSAs to media for potential *pro bono* use around holiday time in 2020.

Consumer Education in English and Spanish

In 1999, the BBB Foundation created the Latino Business and Consumer Education Initiative. Through this long-term initiative, the Foundation seeks to promote consumer fraud prevention for Hispanics and raise awareness of key issues that affect Latino consumers, businesses and charities in New York.

Previous projects related to this initiative have included educational efforts involving television call-in projects and online content, such as **BBB Live: Scam Job Offers**, **BBB Live: Take Control of Your Debt**, **BBB Live: Student Loans – Study Your Options!**, **BBB Live: Apply the Brakes to Unfair Auto Loans**, **BBB Live: Managing Your Medical Debt**, **BBB Live: Identity Theft-Could It Happen to You?**, **BBB Live: Protecting Your Home**, and **Get More Money Now**.

In 2020, the former BBB Live program was redesigned as a web-based project which is in a pending state, due to a change in operations platform for the BBB.org website owned by the International Association of Better Business Bureaus (IABBB) where this program must be hosted online. We thank **TD Bank** and **MLB** for their generous support of the program redevelopment.

Education for Businesses

BBB Forum on Corporate Responsibility XII July 28, 2020

BBB Forum on Corporate Responsibility XIII
BBB Special Online Edition

Turning Point: CSR In a Time of Crisis

July 28, 2020, 1:00 pm - 2:30 pm EDT

FREE!
Register Now

Sandra Sims-Williams
Senior Vice President of Diversity & Inclusion
Nielsen

BBB Foundation of Metro New York deeply appreciates the support of our generous sponsors for BBB Forum 2019: Major Sponsor **EY**; and Leadership Sponsor **Nielsen**. Due to the pandemic, this program was pivoted to online presentation, the agenda was shortened for webcast suitability, registration was made free, and the program was offered internationally to business leaders throughout North America.

As a result, we achieved **extraordinarily high registration of 1,051 executives with 472 live attendees**. All registrants received a video of the webcast.

We also thank the additional 13 organizations that provided Event Support to generate awareness and attendance, including BBB Institute for Marketplace Trust, BBB National Programs, BSR, CSRHub, Governance & Accountability Institute, Inc., Interfaith Center on Corporate Responsibility, International Association of Better Business Bureaus,

New York & New Jersey Minority Supplier Development Council, Social Accountability International, Sustainability Practice Network, The Sustainability Consortium, World Business Council for Sustainable Development, and The Robert Zicklin Center

The 2020 Keynote speaker was **Sandra Sims-Williams, Senior Vice President of Diversity and Inclusion at Nielsen**, who shared insights about how her company approaches diversity, equity and inclusion (DEI) issues, as well as general business tips about addressing DEI concerns.

Additional distinguished speakers included: **Laura Gitman, Chief Operating Officer of BSR**, who presented an overview of CSR trends and interviewed **Devon Leahy, Vice President, Sustainability of Ralph Lauren** about their recent CSR and sustainability efforts; and **Jessica Wollmuth, Principal, Climate Change and Sustainability Services, EY**, who shared information about return to workplace strategies and concerns during the pandemic.

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 2020

In 2020 our Volunteer Intern Program activities continued to be strong:

- There were 37 interns in all for the 2020 year
- Volunteer interns contributed 6,828 hours of training and service
- Cases/reports completed with intern assistance totaled 30,905

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.

Intern Hours for 2020		Number of 2020 Interns		Cases/Reports Assisted by Interns in 2020	
1,228	Charity Accountability	8	Charity Accountability	140	Charity Accountability
5,600	NYC (Dispute Resolution)	29	NYC (Dispute Resolution)	30,765	NYC (Dispute Resolution)
0	Mid-Hudson	0	Mid-Hudson	0	Mid-Hudson
6,828	Total	37	Total	30,905	Total

Intern Hours for 2019		Number of 2019 Interns		Cases/Reports Assisted by Interns in 2019	
1,494	Charity Accountability	12	Charity Accountability	161	Charity Accountability
4,985	NYC (Dispute Resolution)	29	NYC (Dispute Resolution)	22,560	NYC (Dispute Resolution)
104	Mid-Hudson	3	Mid-Hudson	1,040	Mid-Hudson
6,583	Total	44	Total	23,761	Total

Intern Hours for 2018		Number of 2018 Interns		Cases/Reports Assisted by Interns in 2018	
1,746	Charity Accountability	14	Charity Accountability	158	Charity Accountability
5,870	NYC (Dispute Resolution)	36	NYC (Dispute Resolution)	28,354	NYC (Dispute Resolution)
303	Mid-Hudson	5	Mid-Hudson	4,484	Mid-Hudson
7,919	Total	55	Total	32,996	Total

Interns are actively recruited from a wide variety of schools. For example, college attended by recent interns have included Jay College, City College, New York University, Fordham University, Columbia University, St. John's University, Stony Brook University, University of Albany, and Brooklyn College. BBB staff members visit career fairs at colleges and post intern opportunities online to attract candidates, who are then selectively screened.

Intern Career-Building Opportunities

To enhance the intern experience, BBB Foundation's Volunteer Intern Program includes had historically included a series of casual breakfast and luncheon programs. During the COVID-19 pandemic, we transitioned these into completely virtual programs. During these career-oriented virtual meetings, interns get the rare chance to meet and speak with distinguished business and community leaders.

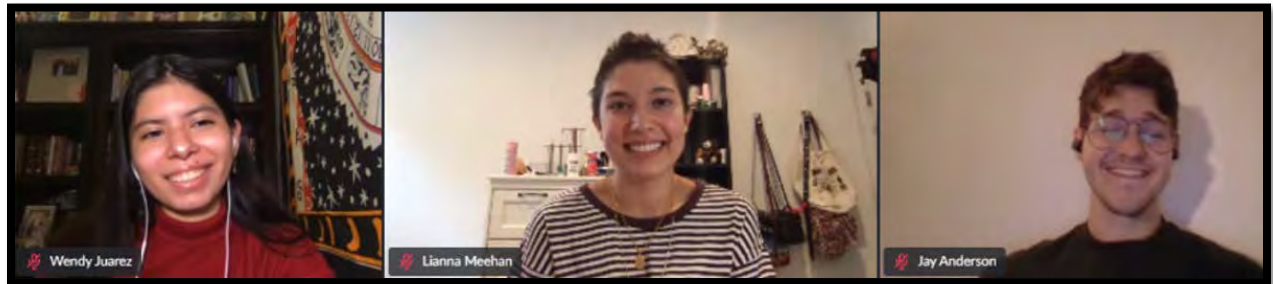
Senior executives discuss their career paths and provide interns with an insider's view of the New York business and charity community. In 2020, career meeting speakers included high-profile BBB and BBB Foundation Board members. In addition, 2020 NYCAP interns were able to show their skills through projects and presentations, such as mock charity Standards briefings.

Intern Feedback

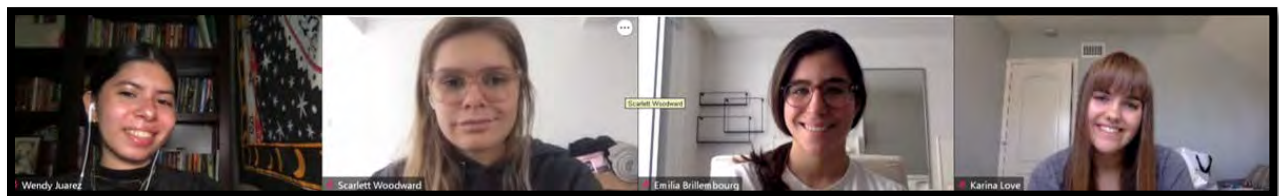
Interns are invited to provide feedback about their BBB experiences through exit surveys. Their comments are used to enhance the Volunteer Program. Typically, intern comments are very positive.

When asked about the most interesting aspect of their internship at the BBB, a Fall 2020 Dispute Resolutions (DR) Program intern commented, "I had cases ranging in the thousands of dollars. In today's economic climate, that could have been the difference between someone making their rent for the month. Being able to assist and mediate cases where you genuinely feel like you helped make an impact on someone's life is something I'm going to remember."

Asked whether the internship met their expectations, one Spring 2020 Charity Accountability Program intern answered: "Yes it did. I have gained the skills and experience that I needed to begin to work toward my career path."



2020 interns attending the career session presented by Kerri Holloway, Vice President, CRA Investments & Administration, BNY Mellon, via videoconferencing



2020 interns attending a career session with Althea Erickson, then Vice President, Global Public Policy & Impact at Etsy

When asked if the skills learned through the internship would be used in a future career, a Summer 2020 Dispute Resolution (DR) intern replied, "Yes! My ability to speak with consumers and help consumers and help them resolve issues is something I will use in my life often, both personally and professionally."

We are grateful to **BNY Mellon** and **Jane and Rabbi Abraham Krantz Family Foundation** for their generous donations in support of the BBB Foundation's Skill-Building Volunteer Intern Program in 2020.

Diversity, Equity and Inclusion Initiative

For years, the BBB Foundation has made significant efforts to be mindful of diversity, equity and inclusion considerations when planning programs, inviting speakers and participants, reaching out to interns, and marketing itself to nonprofit leaders.

In 2020, the BBB Foundation board established a DEI committee, which is now collaborating with a DEI committee from the affiliated Better Business Bureau Serving Metropolitan New York. As an initial step, this committee, and the BBB Foundation's board, approved an investment in a DEI survey of both boards and all BBB Metro New York staff. The survey was fielded in 2021, and the results are now being used to plan further action steps.



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 consumers, nonprofits, businesses, journalists, professionals (such as consultants, accountants, and attorneys), government officials and others who are interested in the following:

- Business and charity standards and practices
- 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, prior Foundation educational programs – such as its 2020 Forum on Corporate Responsibility and webcasts in its 2020 Charity Effectiveness program series, as well as previous financial literacy program, *Get More Money Now* - have been distributed nationally with great success. The Foundation's Charity Accountability Program is a national model for comparable programs in the international BBB association.

Under its Latino Initiative, the BBB Foundation has made efforts to develop resources that would enable it to provide culturally appropriate, needed consumer and business information to the public in both Spanish and English. This is an ongoing project. New content is planned for future development under the BBB Living project name.

In 2020, 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.

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

BBB Accredited Businesses

BBB helps people find and recommend businesses and charities they can trust. BBB Accredited Businesses and Charities make a commitment to conduct their operations with reliability and integrity, in accordance with Better Business Bureau Standards and guidelines. Consumers understand the vital nature of this commitment and value it.

Every year, millions of consumers and businesses *Start With Trust*® by turning to the BBB for business and charity accountability information, as well as the latest news about scams. **During the pandemic consumers flocked to BBB even more as their trusted source of business and charity information.** In 2020, consumers turned to BBB Metro New York over 9.1 million times to view BBB Business Profiles and Charity Reports, a big increase of 23.9% above the volume of about 7.3 million in 2019. In the 2020 year, 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 dues, 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 economy. Customer confidence is a vital element of business strength. BBB encourages business practices that will merit consumer trust.

Annually, BBBs in the U.S., Canada, and Mexico provide hundreds of millions of instances of service to people who need BBB's assistance. The Better Business Bureau system has been helping people make smarter buying decisions for over 100 years.

On June 22, 1922, the Metropolitan New York Better Business Bureau was founded to combat investment fraud, as well as deceptive advertising. 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 frauds.

Solving Problems Without Litigation

BBB helps to solve problems between businesses and customers without litigation. It gives consumers and businesses pre-purchase information that often saves them a significant amount of money and trouble.

Consumers visit the website, call, write, and email to ask about business and charity reliability, request educational information, file complaints, and seek dispute resolution and fraud prevention help.

Metropolitan New York's BBB collaborates with its separately incorporated and governed BBB Foundation to create public education programs and other efforts that are relevant to our community's ever-changing needs.

Metro New York BBB Foundation Board of Directors and Officers 2020

Chair

David Okorn
Executive Director
Long Island Community Foundation

Vice Chairs

Richard Brown
Vice President, Philanthropy
American Express

Pamela Haas
Principal Consultant
PMH Consulting

Treasurer

Steve Perazzoli
Partner, Financial Services Industry
PricewaterhouseCoopers LLP

President

Claire Rosenzweig, CAE President & CEO
Better Business Bureau Serving
Metropolitan New York
(*Ex Officio, Non-voting*)

Directors

Laurie J. Bilik
President
Global Human Resources

Gayle Brandel
Chief Executive Officer
PNP Staffing Group

Dawn M. Carrillo
Vice President
TD Bank

Peter Chernack
Leadership and Management Consultant
Nonprofit and Higher Education

Daniel B. Kaplan
Assistant Professor, Faculty Director,
Project Director
Adelphi University

Cathryn McAleavey
Managing Director
BDO FMA

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

Thomas Renart
Executive Vice President, Mission Services
Goodwill Industries of Greater
New York & Northern New Jersey

Jane Rhee
Executive Director, Global Public Affairs
The Estée Lauder Companies Inc.

Metro New York BBB Foundation Statement of Activities 2020

	Year Ended December 31, 2020		
	Unrestricted Net Assets	With Donor Restrictions	Total Net Assets
Support and other revenues:			
Contributions	\$ 120,877	\$ 89,000	\$ 209,877
Interest income	1,205		1,205
Seal Program income	197,134		197,134
Seal Review income	15,000		15,000
Income from related party	11,472		11,472
Donated services*	98,217		98,217
Net assets released from restrictions**	88,471	(88,471)	-
Total support and other revenues	532,376	529	532,905
Expenses:			
Program services:			
Charity Accountability Program (NYCAP)	196,510		196,510
Educational initiatives	197,255		197,255
Total program services	393,765		393,765
Supporting services:			
Management and general Fund-raising	80,079		80,079
	15,005		15,005
Total supporting services	95,084		95,084
Total expenses	488,849		488,849
Change in net assets	43,527	529	44,056
Net assets – January 1	953,544	50,607	1,004,151
Net assets – December 31	\$ 997,071	\$ 51,136	\$ 1,048,207

* Donated services were for *pro bono* media to distribute educational public service announcements (PSAs).

** Previously accumulated 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 30 East 33rd Street, 12th Floor, New York, NY 10016, 212-533-6200. 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.