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GUIDE

A PUBLICATION OF THE BBB WISE GIVING ALLIANCE : SUMMER 2011

CHARTING IMPACT



An Additional Tool
to Help Donors
Make Informed
Giving Decisions





A Publication of the
BBB Wise Giving Alliance

The *Wise Giving Guide* is published three times a year to help donors make more informed giving decisions. This guide includes a compilation of the latest evaluation conclusions completed by the BBB Wise Giving Alliance.

If you would like to see a particular topic discussed in this guide, please email suggestions to give@council.bbb.org or write to us at the address below.

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BBB Wise Giving Alliance
4200 Wilson Blvd.
Suite 800
Arlington, VA 22203
(703) 276-0100
www.give.org

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H. A9; #(@369, President

Charting Impact

Helping Charities Tell Their Stories

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Charities' impact—a growing interest

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More charities are asking not "What did we spend?" but "What was the result of what we spent and did?"

15 6 ; /, 9 > 69+ ; , ; /, 9, / (:) , , 5 (7 < : / ; 6 > (9+ (: , : : 05. ; /, 047 (* ; 6- ; /6: , 796. 9(4: . 1 ; *6<3+ 4, (5 , ? (40505. 56; 1< ; /6 > 4 (5@/64, 3 : : 7, 673 (5 69. (50A ; 065 / (: /6<: , +, -69, ? (473,) < ; > / (; 047 (* ; 0: >692 / (: / (+ 65 ; /, 5<4) , 9 6- /64, 3 : : 65 ; /, : ; 9, : : . 1 ; 4 0 / ; * (3-69. 605.) , @65+ ; ; (: ; 0* : 65 ; /, 73@ (: *64 4<50@ ; /, (; , 9 / (: 796+<* , + (5+ ; /, : 0A, 6- 0: (<+0 5* , ; ; 6 ; /, ; /, (; , 9E 047 (* ; 65 *64 4<50@ ; 30, . ' 6< / (=, 653@ ; 6 ; /052 () 6< ; /, * <99, 5 ; *65;96=, 9: 0 : 6=, 9 ; /, 9, 3(0= , --, * ; 0=, 5, : : 6- = (906< ; , (*/05. 4, ; /6+ : ((5+ ; , (*/ , 9:) ; 6<5+ , 9 ; (5+ ; /, */(30 5, , ; / (; */(90;0 : -(* , > /, 5 ; /, @ ; 9@ ; 6 4, (: <9, 047 (* ; . ' ; ; 4 (5@ > (@: 6- (5(3@A05. (. 96<7E , --, * ; 0=, 5, : : / (=,) , , 5 + , =, 367, +. #6 (3(9. , , ? ; , 5 ; /6>, =, 9, 047 (* ; 9, 769 ; / (=, 56 ;) , , 5 7<) 30*3@ (**, : : 0) 3 69, =, 5 < ; , -<3 ; 6 9, (+, 9: 6<: ; 0+ , ; /, */(90;0 : ; /, @*6=, 9, +. " 64, ; /05. 4 69, >0+, 3@ *64 79, / , 5: 0) 3 > (: 5, , +, +.

Toward Charting Impact

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CHARTING IMPACT'S FIVE QUESTIONS

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

1. What is our organization aiming to accomplish?

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

2. What are our strategies for making this happen?

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

3. What are our organization's capabilities for doing this?

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

4. How will our organization know if you are making progress?

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

5. What have and haven't you accomplished so far?

The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.

Charting Impact is a continuous process. It is not a one-time event. It is a process that evolves over time. The charting process is a continuous one. It is not a one-time event. It is a process that evolves over time.



BBB Wise Giving Alliance



GUIDESTAR



INDEPENDENT SECTOR
A vital voice for us all

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Donors' impact

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Peek preview

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Consider and question

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4 (@-05+ 0 05; , 9, : ;05. ; 6 ; , /6> : <*/ 69. (50A(:065:
/ (5+3 ;/ , C/(9;05. 147(*; 8<, ;:065: .

BD65E) , 7<; 6--) @>69+ : 3@, stakeholders,
benchmarks, indicators (5+ core assets, =6* () <3(9@
;/(: 4 (@) , 5, > ; 6 @6< 05 ;/0 *65; , ?; . O5. . 6(36-
C/(9;05. 147(*; 0 ; 6 ; :04 <3(, ; / (905. 6- 9, 769; :
(4 65. */(90;0 : , >/ , 9 ;/ , ; , >69+ : (9, ;/ , 35. 6.

B! , (+ *90;0*(3@. C65:0+, 9 /6> ;/ , 69. (50A(:065 ; (:, : 0;
4 0 :065. ' 6<* (5 * , 9; (053@ /67, ;/(: (* */(90;@ ;/(: (: 2:
-69 @6<9 4 65, @ /(: *3 (9, 9. 6(3 ;/ (5 1<; ; D/ , 3705. E > (9
=, ; , 9(5: 69 D796 4 6;05. E / , (3 / @ 3@=05. (5+ /(: 3(0+ 6<;
9, (3; 0* > (@; ; 6 (**64 73@ / 0; . 6(3 D, *0+, >/ , ;/ , 9 ;/ ,
(5 ; >, 9: -0 ;/ , 8<, ;:065: .

A Charting Impact Report can give a vivid picture of how a charity sees itself and what it deals with day-to-day.

BK, , 7 05 4 05+ ; / (; / , , (**6 < 5 ; (9 , , 3-9, 769 ; , + , (5+ ; / (; * / (90 ; , 32 , 4 6 ; ; 6- < ; , > (5 ; ; 6 : / 6 > 6 < 9) , ; ; - (* , 05 7 <) 30* . # / (; + 6 , : 5E + 0 8 < (30 @ > / (; E : (0+ ; 0 + 6 , : , 4 7 / (; 0A , + 6 5 6 9 ; F 5 , , + ; 6 3 6 2 - 6 9 ; / 0 + - 7 (9 ; @ = 0 > ; , ; 6 6 .

Value for charities: sharing

A : @ 6 < = 0 > (5 05 + 0 0 + < (3 C / (9 ; 05 . 1 4 7 (* ; ! , 7 6 9 ; , @ 6 < B 3 : , , ; / 9 ,) < 3 3 ; , + 3 05 : 5 , (9 ; / ,) , . 05 5 05 . 05 + 0* (; 05 . > / , ; / , 9 ; / , 9 , 7 6 9 ; / (:) , , 5 D C E O 9 , = 0 > , + , E D B 6 (9 + C / (0 9 , = 0 > , + E (5 + D' ; (2 , / 6 3 + , 9 9 , = 0 > , + E # / 9 6 < . / ; / , : , 5 6 ; (; 0 6 5 : , C / (9 ; 05 . 1 4 7 (* ; , 5 * 6 < 9 (. , : , (* / * / (9 0 ; @ ; 6 / (= , 0 : 9 , 7 6 9 ; : = , ; ; , +) @ 0 : 3 (+ , 9 : (5 + 6 ; / , 9 : 0 4 7 6 9 ; (5 ; 0 5 0 : > 6 9 2 , ; / < : 0 5 * 9 , (: 0 5 . 9 , (+ , 9 : F * 6 5 - 0 + , 5 * , 0 5 ; / , 9 , 7 6 9 ; E * 6 5 ; , 5 : . 1 5 (+ + 0 ; 0 6 5 ,) @ (: 2 0 5 . > / , ; / , 9 ; / , - 0 0 5 . * / (9 0 ; @ / (:) , , 5 9 , = 0 > , +) @ 0 : D : (2 , / 6 3 + , 9 : E C + 6 5 6 9 ; , = 6 3 < 5 ; , , 9 ; , * 3 0 5 ; , 3 , (5 + , = 5 6 ; / , 9 * / (9 0 ; 0 : C C / (9 ; 05 . 1 4 7 (* ; (3 6 9 , 0 , 9 (; : 6 5 , 6 - 0 : . < 0 + 0 5 . 0 + , (: - 6 9 (* / (9 0 ; @ ; 6 D . 6 7 <) 3 0 * E > 0 / > / (; 0 4 0 / ; 6 ; / , 9 > 0 , * 6 5 : 0 + , 9 7 < 9 , 3 0 0 5 ; , 9 5 (3 0 5 - 6 9 4 (; 0 6 5 () 6 < ; 0 : 7 3 (5 ; , 7 9 6 . 9 , : : (5 + , = , 5 0 : 7 9 6) 3 4 : , 0 . 6 6 + - 6 9) 6 ; / 0 (5 + ; / , * / (9 0 ; () 3 * 6 4 4 < 5 0 @ . B @ 9 , (+ 0 5 . 6 5 , (5 6 ; / , 9 E C / (9 ; 05 . 1 4 7 (* ; ! , 7 6 9 ; , ; * / (9 0 ; 0 : > 0 / : 0 4 0 8 (9 4 0 : 0 6 5 : 4 (@) , ; ; , 9 < 5 + , 9 ; (5 + ; / , 0 0 : 0 4 0 8 (9 0 ; 0 : (5 + + 0 - , 9 , 5 * , : (5 + ; , , / 6 > ; / , @ 4 0 / ; > 6 9 2 ; 6 , , ; / , 9 ; 6 (+ + 9 , : : 9 , 3 (; , + 7 9 6) 3 4 : .

Value for charities: thinking and planning

B < ; / , + , = , 3 6 7 , 9 : 6 - C / (9 ; 05 . 1 4 7 (* ; / (+ 0 5 4 0 5 + (5 , = , 5 4 6 9 , = (3 <) 3 6 < ; * 6 4 , . D S : 0 5 . C / (9 ; 05 . 1 4 7 (* ; (: (> (@ ; 6 - 6 * < : : 9 (; , . 0 * ; / 0 5 2 0 5 . , 6 9 . (5 0 A (; 0 6 5 : (9 , 4 6 9 , 0 5 ; , 5 ; 0 6 5 (3 () 6 < ; 7 3 (5 5 0 5 . - 6 9 0 4 7 (* ; . # / , @ (3 0 5 5 , (9 ; , 9 4 (* ; 0 - 0 ; 0 : > 0 / 3 6 5 . - ; , 9 4 . 6 (3 (5 + ; ; 9 (; , . 0 : (5 + (: ; , : : 7 9 6 . 9 , : : ; 6 > (9 + ; / 6 ; , . 6 (3 , (3 3 6 - > / 0 * / (+ + ; ; 6 ; / , 0 0 () 0 0 ; @ ; 6 + , 3 0 , 9 6 5 ; / , 0 9 4 0 : 0 6 5 : (5 + + , 4 6 5 ; ; 9 (; , - , * ; 0 = , : ; , > (9 + ; / 0 7 6 - ; / , 0 9 , 9 : 6 < 9 * , : . E F 6 9 0 * (5 E) , (: < 4 , + ; / (; ; / (; (3 3 6 - A 4 , 9 0 * (E 4 0 3 0 6 5 - 7 3 : * / (9 0 ; 0 : * 6 5 : 0 ; , 5 ; 3 0 6 7 , 9 (; , 0 5 ; / , 9 (; 0 6 5 (3 6 9 + , 9 3 0 - : / 0 6 5 ; / (; / , C / (9 ; 05 . 1 4 7 (* ; 8 < , : ; 0 6 5 : 3 (@ 6 < ; . C / (9 0 ; 0 : * (5 + 9 0 ; ! , : 7 6 5 + 0 5 . ; 6 ; / , 7 9 , : : < 9 , 6 - , (* / + (@ E + , 4 (5 + : * (5 + 0 ; 9 (* ; 6 9 . (5 0 A (; 0 6 5 : - 9 6 4 ; / , 0 9 ; (; , + . 6 (3 # / , @ 4 (@ 3 ; ; / , 4 : , 3 = ,) , + 9 (> 5 0 5 ; 6 7 9 6 1 , * ; ; / (; * (5 (; ; 9 * ; < 5 + 0 5 .) < ; ; / (; (9 , 6 5 3 0 ; (5 . , 5 ; 0 (3 ; 6 ; / , 0 9 4 0 : 0 6 5 : .

O 9 ; / , @ * (5 1 < ; : : 7 0 5 > / , , 3 , 2 , , 7 0 5 . ; 6 : ; (; , + . 6 (3) < ; - (0 0 5 . ; 6 * 6 5 : 0 + , 9 7 6 : : 0) 3 0) , ; ; , 9 > (@ : 6 - 9 , (* / 0 5 . ; / , 4 .

C / (9 ; 05 . 1 4 7 (* ; 0 6 < ; ; 6 + 6 : 6 4 , ; / 0 5 . 7 9 , ; ; @ 9 (+ 0 * (3 # / , < 3 0 4 (; , . 6 (3 6 - 0 : 6 > 5 0 4 7 (* ; , 0 : (@ : , 0 D ; 6 * / (5 . , ; / , + @ 5 (4 0 * : 6 - ; / , 5 6 5 7 9 6 - 0 0 5 - 6 9 4 (; 0 6 5 (5 + - < 5 + 0 5 . 4 (9 2 , ; 7 3 (* , : 6 9 , : 6 < 9 * , : C - < 5 + 0 5 . , = 6 3 < 5 ; , , 9 ; 0 4 , , (5 + 4 6 9 , C - 3 6 > ; 6 , - , * ; 0 = , 6 9 . (5 0 A (; 0 6 5 : . E # / (; E (* 3 (9 (* 2 5 6 > 3 + . 4 , 5 ; ; / (; > / 0 3 : 6 4 , * / (9 0 ; 0 : / (= , 9 , : 6 < 5 + 0 5 . 0 4 7 (* ; , 6 ; / , 9 :) (9 , 3 0 4 (2 , (+ , 5 ; 0 5 ; / , 7 9 6) 3 4 : ; / , @ 7 < 9 7 6 9 ; 6 ; (2 , 6 5 . B < ; ; / 0 7 9 6 1 , * ; , ; / 9 6 < . / ; / , 8 < , : ; 0 6 5 : 0 (: 2 : * / (9 0 ; 0 : ; 6 (5 : > , 9 , 6 - , 9 : . < 0 + (5 * , 9 (; / , 9 ; / (5 * 9 0 ; 0 * 0 4 .

All yours, donors

C / (9 ; 05 . 1 4 7 (* ; 6 - , 9 : 5 6 1 < + . 4 , 5 ; : 6 5 D . 6 6 + , E D) , ; ; 9 E 6 9 D) , : ; E 9 , : 7 6 5 : , : . 1 5 - (* , 6 5 * , @ 6 < 9 , (+ (- , > 6 - ; / , 9 , 7 6 9 ; , @ 6 < B 3 : , , > / (; (* / (3 3 5 . , : < * / 1 < + . 4 , 5 ; : > 6 < 3 +) , . # / (; + 6 , : 5 E 4 , (5 ; / (; @ 6 < > 6 5 E) , () 3 ; 6 (9 9 0 - , (; @ 6 < 9 6 > 5 * 6 5 * 3 : 0 6 5 : () 6 < ; > / (; 0 9 , (3 ; 0 * , 0 5 - 6 9 4 (; 0 = , 9 , 7 6 9 ; 0 5 . (5 + > / (; 0 5 E . A C / (9 ; 05 . 1 4 7 (* ; ! , 7 6 9 ; * (5 . 0 = , (= 0 + 7 0 * ; < 9 , 6 - / 6 > (* / (9 0 ; @ : , : 0 : , 3 (5 + > / (; 0 + , (3 > 0 / + (@ ; 6 - + (@ . 1 ; * (5 * 6 5 = , @ (: , 5 : , 6 - 9 , (3 7 , 6 7 3 ; / 0 5 2 0 5 . / (9 + () 6 < ; / , + 0 0 , * ; 0 6 5 : ; / , 0 9 6 9 . (5 0 A (; 0 6 5 0 ; (2 0 5 . ; / , 9 , : 6 < 9 * , : ; / , @ 7 6 : : , : 6 9 3 (* 2 , / 6 > - (9 ; / , @ E , * 6 4 , (5 + / 6 > - (9 ; / , @ 5 , , + ; 6 . 6 ; 6 / (= , 0 4 7 (* ; 6 5 ; / , 7 9 6) 3 4 ; / (; / (: + 9 (> 5 @ 6 < ; 6 ; / , 4 . & , ; / 0 5 2 @ 6 < B 3 - 0 5 + / , 3 7 - < 3 ; / , 7 , 9 ; 7 , * ; 0 = , 6 5 , - , * ; 0 = , 5 , : : ; / (; C / (9 ; 05 . 1 4 7 (* ; 5 6 > 6 - , 9 : .

E - , * ; 0 = , 5 , : : 0 6 5 3 0 6 5 , 6 - ; / , 4 (5 @ 0 4 7 6 9 ; (5 ; 0 : < , : ; / (; * (9 , < 3 . 0 = , 9 : * 6 5 : 0 + , 9 , (: ; / , @ / (= , 3 6 5 . ; 6 3 + < : (5 + 6 < 9 ; ; (5 + (9 + : (* 2 5 6 > 3 + . . B 6 (9 + 6 = , 9 : 0 / ; , ; 9 < ; / - < 3 (7 7 , (3 - 6 9 - < 5 + ; , 9 , (: 6 5 () 3 , ? 7 , 5 ; , : , (* * < 9 (; , - 0 5 (5 * 0 (3 9 , 7 6 9 ; 0 5 . , + 6 5 6 9 7 9 0 = (* @ (5 + , - , * ; 0 = , 5 , : : C (3 3 (+ + 9 , : : , + 0 5 ; / , A 3 0 (5 * , E Standards for Charity Accountability (5 + 0 5 0 : 9 , 7 6 9 ; : C > 0 0 3 * 6 5 ; 0 6 < , ; 6 . 0 = , + 6 5 6 9 ; / ,) 9 6 (+) (: , + = 0 > ; / (; E , : : , 5 ; 0 (3 - 6 9 : 6 < 5 + . 0 = 0 5 . + , * 0 0 6 5 : . n

