



## Nonprofit Certifications, Accreditation, & Recognition



A third-party endorsement is a must have for any nonprofit who wishes to stand out above the crowd. With over 1.57 million registered nonprofits in the U.S., you almost can't afford not to! A third-party endorsement is the nod of approval for your organization from an outside source.

GreenKite Fundraising recommends that you familiarize yourself and get listed (if you can!) with these organizations!

### **Better Business Bureau**

Their charity review process is rigorous and well-respected and has 20 standards to meet. Thousands of funders are looking to BBB to see if their benefiting organization is accredited. The BBB standards concern policies and practices with regard to governance, oversight, and transparency in fundraising.

### **CARF (Commission on Accreditation of Rehabilitation Facilities)**

Provides accreditation services worldwide at the request of health and human service providers. Whether you are seeking rehabilitation for disability, treatment for addiction and substance abuse, home and community services, retirement living, or other health and human services, you can have confidence in your choice. Providers that meet CARF standards have demonstrated their commitment to being among the best available.

### **CharityWatch**

Analysts perform in-depth evaluations of complex charity financial reporting, including audited financial statements, tax forms, annual reports, state filings, and other documents. Once the analysis of a charity is complete and any required adjustments are made, they assign the charity a letter grade efficiency rating on an A+ to F scale. They generally focus on evaluating large charities that receive \$1M or more of public support annually, are of interest to donors nationally, and have been in existence for at least three years.

### **Charity Navigator**

A non-profit must meet certain criteria before being rated by Charity Navigator. Some of these requirements include charities with revenue of at least \$1 million in revenue for two consecutive years, US Based charities, or charities that have been in existence for at least 7 years with corresponding 990's.

### **COA (Council on Accreditation)**

In-depth accreditation process is a strengths-based review and accreditation of (in most cases) an entire organization.

### **DonorsChoose**

A nonprofit organization that allows individuals to donate directly to public school classroom projects. The organization has been given Charity Navigator's highest rating every year since 2005. In January 2018, they announced that 1 million projects had been funded.

### **GiveWell**

Conduct in-depth research aiming to determine how much good a given program accomplishes (in terms of lives saved, lives improved, etc.) per dollar spent. Rather than try to rate as many charities as possible, they focus on a few charities that stand out most.

### **Glassdoor**

Glassdoor is a website where current and former employees anonymously review companies. Glassdoor also allows users to anonymously submit and view salaries as well as search and apply for jobs on its platform.

### **GlobalGiving**

Performs rigorous due diligence on every organization in the GlobalGiving community in order to ensure they are performing charitable work in a transparent and accountable manner, and that they meet local requirements for registration with their local government. Nonprofits must qualify to become part of their network through an initial crowdfunding process.

### **GreatNonprofits**

The leading developer of tools that allow people to find, review, and share information about great – and perhaps not yet great – nonprofits.

### **GuideStar**

While this isn't an evaluator or watchdog, they do hold your information including a place for you to keep your 990's up to date. Your donors and those who utilize your services can also review you on GuideStar. It offers information on Financials, Programs, Missions, Expert Reviews, and more. Charities are encouraged to update their profiles and earn their gold or platinum seal of transparency.

### **Points of Light Social Enterprise Nonprofit**

Service Enterprises are among the top 11 percent of nonprofits in the country in volunteer management and organizational performance. Research conducted by TCC Group and Deloitte shows that nonprofits operating as a Service Enterprise are as effective as peers but at almost half the median budget, and they are significantly more adaptable, sustainable and scalable.

### **Standards for Excellence**

It identifies 6 major areas of nonprofit governance and management which contain 27 different topic areas. Each topic area includes specific benchmarks and measures that provide a structured approach to building capacity, accountability, and sustainability in your organization. Cost varies based on budget size. A \$1M-\$5M nonprofit can expect to pay \$2,500.



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