



BBB® Serving Western Michigan
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BEFORE YOU START...has your charity:

- ☐ Spent at least 65% of its total expenses on program activities?
- ☐ Spent no more than 35% of related contributions on fundraising? (related contributions include donations, legacies, and other gifts received as a result of fundraising efforts)

STEP BY STEP CHECKLIST

Save time by gathering everything you need prior to starting your upload! Information you will need:

Policies:

- ☐ Measuring effectiveness/strategic planning policy
- ☐ Website privacy policy

Documents:

- ☐ 3-5 fundraising appeals
- ☐ By-laws (if this is your first review)
- ☐ Articles of Incorporation (if this is your first review)
- ☐ Tax exempt determination letter from the IRS (if this is your first review)

Financials:

- ☐ Most current IRS Form 990
- ☐ Audited financial statements (revenue over \$1M), or CPA Reviewed from same year if revenue less than \$1M, *if revenue less than \$250,000 an internally produced complete financial statement is sufficient to meet this standard

Annual Report:

- ☐ Annual or Impact Report that must include the following:
 - The charity's mission statement
 - A summary of the past year's program service accomplishments
 - A roster of the officers and members of the board of directors
 - Total Revenue in the past fiscal year
 - Expenses by programs, fundraising, and administration and Ending Net Assets

Website Information:

- ☐ Nonprofit's Address on site
- ☐ Privacy Policy (Make sure it is easy to find)
- ☐ Either have 990 uploaded, or a link to it (Guidestar, Charity Navigator)
- ☐ List of board members, Financial information (link to 990 qualifies), and information about the organization's accomplishments over the past year. *Note: a link to the Annual Report will satisfy all of these requirements.*

Data:

- ☐ The dates of your previous three board meetings and the number of members that attended
- ☐ Board-approved budgeted figures for the upcoming year: Total projected Program expenditures, Total projected Fundraising expenditures, Total Administration expenditures
- ☐ Date of the last formal review of the performance of the chief executive officer
- ☐ The date of the last assessment of performance and effectiveness assessment for the organization

We are here to help! BBB's Charity Review Specialists will provide one-on-one assistance to answer additional questions and help you complete your questionnaire!