



How to **Choose A Charity**

5 Tips Everybody Should Know

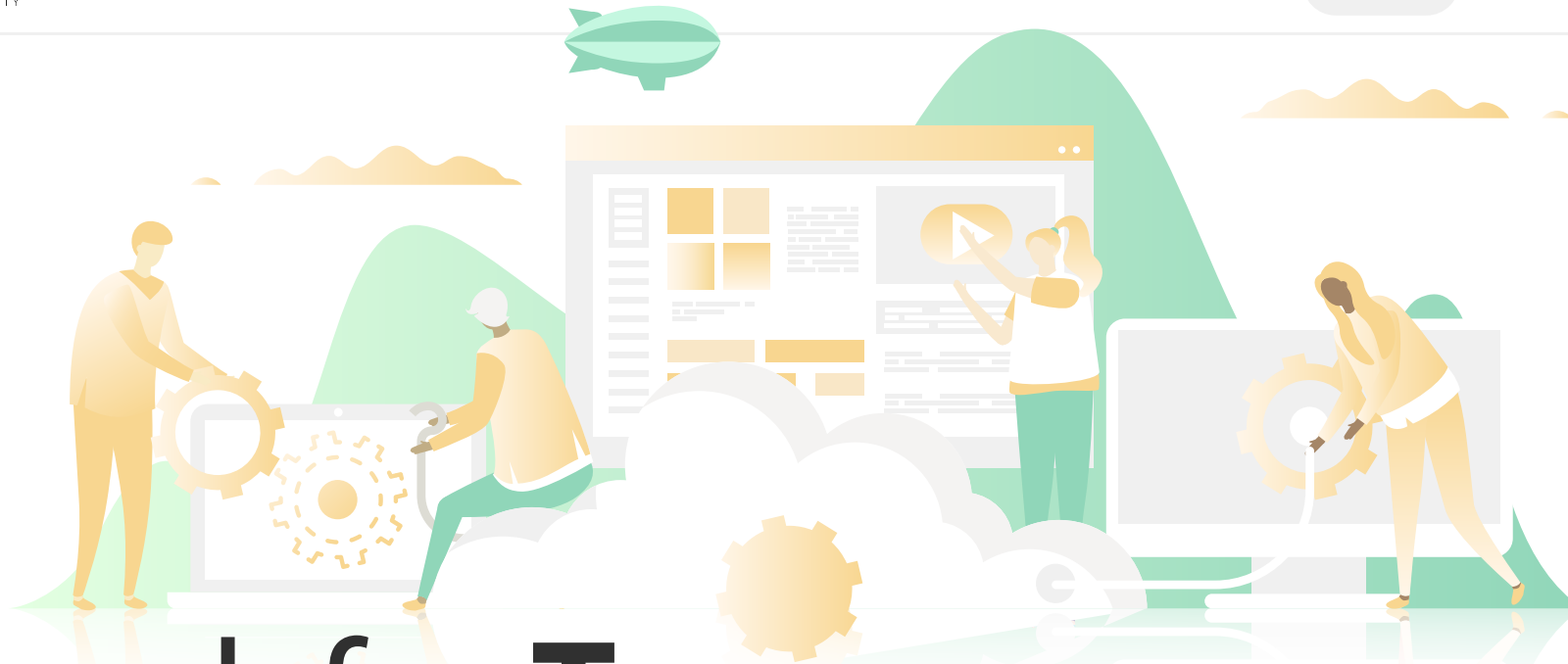


1. Define your Values.



Before you can look for a charity, **you need to know what causes you believe in.** What change do you seek in the world? What do you care about most? Is there a discriminated group of people, a human right, or a location that you are particularly drawn toward helping?

Every charity and every cause needs money, but investing in something you truly believe in rather than the one making the best pitch will be better for you and the charity that you support.



2. Look for Transparency.

Okay, you've decided which kind of charity you want to give to and you've found a handful of ones you like. Now what? One thing you need to look for in any nonprofit is **accountability** and **honesty**. If this organization is responsible and ethical, they'll be an open book about their finances and challenges that they face.

Don't be afraid to ask questions about basic things. While a charity might have great marketing, they may not be operating with best practices and even may not be adhering to all the laws and regulations in the countries they operate in. (In Uganda, for example, only 10% of current children's homes are approved to operate and more than half of non-governmental organizations (NGOs) are operating on expired permits.)

Here are some sample questions you might want to ask:

Is your organization fully registered and approved to conduct the work you are doing?

Do you have and utilize any of the following policies: board conflict of interest, child protection, data protection, etc.?

3. Look for Clarity.

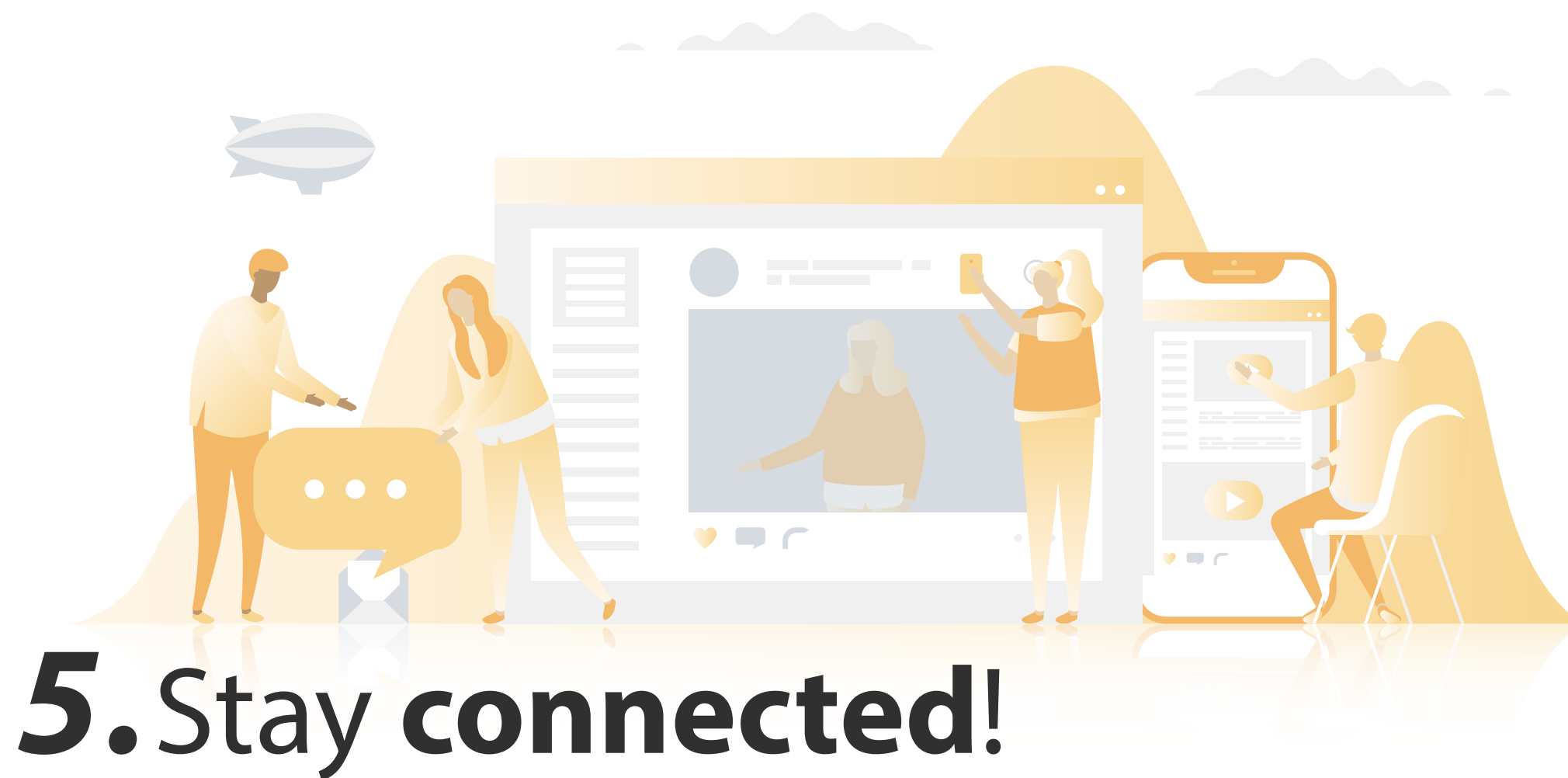
This non-profit seems pretty honest, and you're starting to trust them. But do you know what change they really seek to effect in the world? A trustworthy nonprofit will have a **clear mission, vision, and road map** for the future. If you can't figure out what an organization does in 30 seconds of being on their website, RED FLAG! If you don't know their plan, do they know their plan?



4. Look for Impact.

Talk is one thing, actions are much more. Look for the **results**. Every non-profit has its own unique set of challenges, so success can look different. Try to have a conversation with the organization about the impact they are seeking and what they're doing to solve the challenges before them. A non-profit that knows what its doing will have measurable goals and accomplishments—even if its only been around for a year.





5. Stay connected!

Okay, now you've donated before you even reached step five! We don't blame you; the organization that has passed the test so far must be pretty good. You did your research and you're making an impact that's really meaningful to you! Don't let it end there. **Follow up with the organization** after six months to a year to see how they're using your money. You don't need an itemized list; simply ask for a progress report. If they are doing their job right, they'll get back to you shortly and you can feel confident that you made the right choice.