

Do You Know the Five Signs that Identify an Agency Worthy of Your Donation?

When making a charitable donation, everyone wants to feel secure that their dollars will be directed to the intended purpose. Whether the funds come directly out of pre-tax income or are from a charitable fund set up for that purpose, no one wants to learn that the funds have been used ineffectively or misused. Unfortunately, there are too many stories in the media about agencies that show little impact for their efforts or have misdirected donor gifts.

Following are five key indicators that suggest an agency is in good standing and deserving of your charitable gift.

1. **Transparency** – The agency has filed all required documents and is in good standing with all official oversight agencies. Personnel expenses are in line with the standard in the field.
2. **Reliability** – The agency has an established service record of continued service and relatively low turnover in top staff.
3. **Income Diversity** – The agency has a diversified mix of fundraising efforts (grants, fundraisers, program fees and/or general solicitation) so the agency is not overly dependent on one source for its operations income.
4. **Client Impact** – The agency has established a clear and effective means of measuring or tracking results of their services on the client base.
5. **Accountability** - The agency periodically does a self-assessment to review the agency's goals and associated accomplishments.

Choosing the correct agency for your family's philanthropy can give you security and peace of mind. There are proven ways to select agencies based on the criteria above. For assistance in these matters and issues related to family philanthropy, please contact Susan by e-mail: susan@susangrinel.com or phone: 310-838-5131. Susan is dedicated to helping her clients meet their philanthropic goals.