



## **CENTER FOR WATERSHED PROTECTION RECEIVES CHARITY ACCREDITATION BY WISE GIVING ALLIANCE**

**ELLCOTT CITY** (December 10, 2007) The Center for Watershed Protection (Center) is pleased to announce that the Better Business Bureau's Wise Giving Alliance (Alliance) has determined that the Center meets its *Standards for Charity Accountability*. The Center has now joined the Alliance's National Charity Seal program.

Donors may not know, though, that for charities, using the Wise Giving Alliance seal in their materials is the culmination of a demanding process. Before national charities can even apply to use the seal, they must undergo evaluation by the BBB Wise Giving Alliance, the nation's most experienced charity evaluator. And the evaluation process is anything but superficial. It involves rigorous scrutiny of a charity's governance, effectiveness, finances and solicitations and informational materials. The standards go beyond what government regulators require.

In recent years, a variety of charity accountability issues have been in the public spotlight. Many charities are concerned about this and are seeking ways to distinguish their operations and to assure donors that their organizations are operating responsibly. The goal of the Alliance seal program is to offer a highly visible accountability tool that will help inform donors, assist charities in establishing their commitment to ethical practices, and encourage greater confidence in giving.

"National charities that display the BBB Wise Giving Alliance seal can do so with pride," says Art Taylor, President and CEO of the Alliance. "Not only are they attesting to their organizations' adherence to sound standards, they are helping to increase donor confidence and strengthen public trust in giving."

“We are very proud of this certification,” says Hye Yeong Kwon, Executive Director of the Center. “We have made it a top priority to have a highly efficient and responsible non-profit organization and we’re glad that there is a clear way to represent that commitment.”

### **About the BBB Wise Giving Alliance**

The BBB Wise Giving Alliance (the Alliance) helps donors make informed giving decisions and advances high standards of conduct among organizations that solicit contributions from the public. The Alliance was formed in 2001 through the merger of the National Charities Information Bureau with the Council of Better Business Bureaus’ Foundation (which housed the Philanthropic Advisory Service.) The merger partners offer over a century of combined experience in charity evaluation. The Alliance produces in-depth evaluative reports on national charities based on comprehensive Standards for Charity Accountability and publishes a quarterly magazine, the Better Business Bureau Wise Giving Guide. National charities that meet the standards can apply to participate in the Alliance’s National Charity Seal program.

### **About the Center for Watershed Protection**

Founded in 1992, the Center for Watershed Protection is a non-profit 501(c)3 organization dedicated to protecting and restoring watersheds through effective land and water management. The Center has developed a multi-disciplinary strategy to provide technical assistance to local governments and non-profits who work to protect the nation’s water resources. The Center has helped communities around the country discover the importance of approaching environmental work at the watershed level. The Center is protecting and restoring watersheds by developing training programs for watershed professionals, fostering local partnerships with community groups, conducting practical research, facilitating consensus-based environmentally-friendly development principles, and providing direct watershed management services to local communities. For more information, please visit <http://www.cwp.org>.

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