

**Appendix A
Program Comparison**

	Size (Revenue)	Type of Certification	Number of Certified Organizations	Target Audience	Eligibility for Certification	Summary of Criteria	Key Benefits	Costs		
								Monetary	Time and Effort	Follow-Up
InterAction	4,209,219	Self-certification, Self-certification Plus, Accreditation of Child Sponsorship Organizations	160 members, 23 SC Plus, 5 CSO Accreditation	Participating Organizations	Organizations must: - Be a US based organization - Established at least two years - Registered as a 501 (a) organization - Comply with PVO Standards; and - Have international programs	PVO Standards are divided into 9 categories: - Governance - Organizational Integrity - Finances - Communications to the US Public - Program - Public Policy - Implementation	From both media and donor perspectives: - Being part of standards-based network enhances credibility; - Network affords members greater strength in voice.	Members pay annual dues based on a percentage (.15%) of their internationally related expenses. (Minimum dues are \$1,000 and maximum dues are \$30,000)	For SC and SC plus some staff time to undergo certification process. For CSO accreditation, substantial expense of accreditation process	Annual re-certification process.
Foreignaid.com		Certification by Agency	77	Institutional Donors	Organizations must: - Be legally registered as a not-for-profit organization - Be registered and in operation for at least one year - Have a proven track record of success and accountability - Not conduct activities for personal gain - Conduct programs that directly benefit the poor and destitute - Be willing to complete a detailed application - Have good management systems in place - Pass an "affidavit of equivalency" requirement - Not use program funds directly for religious purposes	Evaluation is based on 5 categories: - Transparency and Accountability - Social Impact - Financial Growth and Efficiency - Institutional Development - Non-violence and Anti-terrorism	From foreignaid.com's perspective: - Organizations have opportunity to increase effectiveness. From the Donor perspective: - Provides a 3D picture of local grassroots NGO's - Evaluations can be tailored to meet individual donor needs.	Institutional donors fund evaluations according to individuals budgets, which vary.	Staff time to prepare and submit information, undergo site visits	3 years.
BBB Wise Giving Alliance	1,593,513	Ratings/ Certification	43	Individual Donor	Organizations must: - Be publicly soliciting organizations - Be tax exempt under section 501 c(3) of the Internal Revenue Code - Be at least two years old - Meet all of the applicable Standards for Charity Accountability	Standards for Charitable Accountability fall into 4 categories: - Governance and Oversight - Measuring Effectiveness - Finances - Fund Raising and Informational Materials	From BBB's perspective: - Heightened awareness on the benefits of accountability; - Use of BBB's logo differentiates between organizations with similar goals - Demonstration that the charity has been reviewed by an independent third party.	Organizational ratings are free of charge; National Charity Seal costs \$1,000 to \$15,000 depending on annual revenue of organization.	On-line Questionnaire with extensive supporting materials.	N/A

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<p>Maryland Association of Nonprofit Organizations</p>	<p>3,303,693</p>	<p>Peer Certification</p>	<p>800 members/48 certifications</p>	<p>Participating Organizations</p>	<p>Organizations must:</p> <ul style="list-style-type: none"> - Be members of the Maryland Association - Submit an application for certification together with extensive supporting materials - Meet all o the <i>Standards for Excellence</i> 	<p>Standards for Excellence fall into 8 categories:</p> <ul style="list-style-type: none"> - Mission and Program - Governing Body - Conflict of Interest - Human Resources - Financial and Legal - Openness - Fundraising - Public Affairs and Public Policy 	<p>From the Maryland Nonprofit perspective:</p> <ul style="list-style-type: none"> - Rated organization has opportunity to review internal infrastructure - Seal provides a symbol of trust that can be used in staff recruiting and with donors. <p>From the organizations perspective:</p> <ul style="list-style-type: none"> - Improved organizational practices in governance, management and operations 	<p>\$400 fee to apply for certification and \$150 annual particiapion fee.</p>	<p>Voluntary certification procedure requiring extensive supporting materials proves costly for staff time. Estimate by members suggests costs are approximately \$1900.</p>	<p>Seal of Excellence lasts 3 years after which it may be renewed.</p>
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Transparency International	553,208	Accreditation	90 Chapters	Participating Organizations	Organizations must: - Have "determination, diligence and competence to combat corruption" - adoption and acceptance of the Umbrella Statement - take all necessary steps to protect TI's name and logo - Develop and comply with a code of conduct - Share financial and activity reports with the TI Secretariat	Chapters must consider their performance in the areas of: - Policy issues - Accountability - Governance Performance and Activities	Participating in accreditation process allows a group to become a national chapter of a well-known world-wide anti-corruption movement thereby allowing a group access to both Transparency International's name, logo and resources.	Vary by national chapter.	Costs on staff time and effort include the building of a national chapter and completing the self-evaluation process.	
Baldrige National Quality Program	5,000,000	Award	60	Participating Organizations	Organizations must: - Self-certify that they meet eligibility criteria - Complete a detailed application package - Be either privately or publicly owned for-profit businesses headquartered in the United States and its territories; or - Be for-profit or not-for-profit public, private, and government education organizations that provide education services to students in the United States and its territories; or - Be for-profit or not-for-profit public, private, and government health care organizations that are located in the United States and its territories and are primarily engaged in providing medical, surgical, or other health care services directly to people. (Subunits of organizations may apply if they meet certain requirements.)	Evaluation is based on 7 categories: - Leadership - Strategic Planning - Customer and Market Focus - Information and Analysis - Human Resources Focus - Process Management - Business Results	From the recipient's perspective: - Detailed feedback from examiners - Marketing, Publicity and networking that accompany the Award	\$150 Eligibility Fee; \$500-\$5000 Application Fee; \$250-\$2000 Supplemental Section fee (if applicable); \$1,500-\$35,000 Site Visit Fee. Education and non-profit organizations incur the lowest costs in each category.	From applicants and recipients: - Application is both staff and resource intense. - Necessary culture change required to implement the Criteria - Travel and staff presence required at conferences and meetings - Immediate deluge of requests for information and meetings from other organizations	N/A Winners expected to participate in promotional activities.
ISO 9000	Varies	Certification	148 members/ 500,125 certifications awarded	Participating Organizations	Organizations must: - Comply with ISO 9000 standards for Quality Management Systems - Be audited by a third party accreditation provider	Quality Standards based on 8 principles: - Customer Focus - Leadership - Involvement of People - Process Approach - System Approach to Management - Continual Improvement - Factual Approach to Decision Making - Mutually Beneficial Supplier Relationships	From the recipient's perspective: - Improved accountability to the public - Clear signal to stakeholders that organization is constantly evaluating services it provides - Provides a best practice model against which an organization's processes and management systems can be evaluated	Cost depends on a variety of factors including but not limited to the amount of time that the process takes, which is based in part on the size of the organization, the scope of the registration, and the number of facilities being registered and their location.	Varies among organizations; can take years to reach full compliance.	Accreditations are valid for four years.