Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Guide to Evaluating Water Charities

With hundreds of charities asking for the money of individuals and groups for the purpose of making clean water assessable to everyone choosing one can becoming a difficult task. The following assessment activity is designed to help you make an educated decision when choosing which charity will create the greatest lasting impact with your contributions.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Charity 1 | Charity 2 | Charity 3 |
| Name |  |  |  |
| Web Address |  |  |  |
| Toll-free number to contact organization |  |  |  |
| How does this organization help increase access to water?  Example – drilling wells; educating locals on conservation; … |  |  |  |
| What is their star rating from [www.charitynavigator.org](http://www.charitynavigator.org)  Consumer reports agency for non-profit charity organizations that safeguards against scams and mismanaged organizations; some organization do not have rating on this 4 star system |  |  |  |
| Rate this charity on our scale of 1, 2, 3, 4 on their ability to involve the contributor to be involved in the experience (photos, videos, reports, and other communications) |  |  |  |
| Charity Name |  |  |  |
| Rate this charity on our scale of 1,2,3,4 on how well they informed you via their website of the issues facing these countries with lack of access to adequate water |  |  |  |
| List the various means of contributing or raising funds provided by this charity. \*Star the ones that you feel might interest your group. |  |  |  |
| How much of the money contributed actually goes to the project rather than marketing and administrative fees? |  |  |  |
| What persuasive techniques does their website use? |  |  |  |
| Google search the charity in the news – there is a news tab on the left of a google search – note any articles that standout |  |  |  |
| After additional research please give redo your ranking – 1st choice, 2nd choice, 3rd choice |  |  |  |