

# A Guide to Choosing a Charity

In addition to tax considerations, the following are topics and questions that can help lead individuals and families to sound charitable giving decisions.

1. What general issue(s) would you like to address through your charitable activities?

<input type="checkbox"/> education	<input type="checkbox"/> a specific disease or disability
<input type="checkbox"/> poverty	<input type="checkbox"/> environment
<input type="checkbox"/> health care	<input type="checkbox"/> the arts
<input type="checkbox"/> religion	<input type="checkbox"/> other _____
<input type="checkbox"/> children/youth	<input type="checkbox"/> other _____
<input type="checkbox"/> elderly	
  
2. What geographic area(s) are you most interested in?
  - ☐ my local community
  - ☐ my state
  - ☐ other part of U.S.
  - ☐ U.S. generally
  - ☐ other country
  
3. What size nonprofit organization would you prefer to contribute to?
  - ☐ small, start-up nonprofit organization
  - ☐ small or mid-sized, but well-established nonprofit organization
  - ☐ large, well-known nonprofit organization
  - ☐ United Way or other "umbrella" organization
  
4. What type(s) of support would you consider?
  - ☐ operating (for the organization's annual operations)
  - ☐ capital (for a new building, to renovate an existing building, or for major equipment)
  - ☐ endowment (a permanent fund the annual interest earned is used by the organization)
  - ☐ special project (to establish a new program)
  - ☐ other \_\_\_\_\_
  
5. What type(s) of recognition would you prefer for your charitable contribution(s)?
  - ☐ inclusion of my name on the annual donor list
  - ☐ special recognition (such as an article in the organization's newsletter or in a local newspaper)
  - ☐ permanent recognition (such as on a plaque in the organization's building)
  - ☐ a building, room, or endowment Fund named in my (or my family's) honor
  - ☐ no recognition; I prefer that my donation be anonymous
  - ☐ other \_\_\_\_\_
  
6. What resources would help you to further clarify your charitable giving preferences?
  - ☐ lists and descriptions of nonprofit organizations working in geographic areas and on issues that I've marked above
  - ☐ a meeting or telephone conversation with the director of an organization
  - ☐ financial statements, audits, or other financial documentation of an organization
  - ☐ newsletters or annual reports of an organization
  - ☐ documentation that an organization is in good standing with its regulatory, licensing, or accrediting body
  - ☐ attending a performance or other event sponsored by the organization

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*(651) 646-8564*

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