

## HMSDC Receives Recognition for Transparency from Top Non-Profit Watchdogs

Charitable organizations have been facing growing threats to their ability to carry out their missions, including trouble raising cash, attracting top talent, and persuading Americans to take action on social, environmental, and other key issues. According to the 2019 Edelman Trust Barometer, an annual study of trust in institutions around the world including businesses, governments and non-profit organizations. It found that only 52 percent of Americans have faith that non-profits will "do what is right." Further, in a recent study of the Better Business Bureau, 70% of those surveyed said trust is "essential" before making a donation.

HMSDC's recognition by the Better Business Bureau (BBB) as a non-profit organization who meets its Standards for Charity Accountability is an accomplishment for which we the board of directors are proud to be associated, said Archie Meyer, chair of the Board, representing ExxonMobil. The BBB's Philanthropy Review Program and charity standards, which go above and beyond requirements of the law and show the public that an organization is working to maintain donor confidence by being transparent and accountable.

HMSDC also received the highest rating of Platinum Transparency from GuideStar, which is the best practice guide for collecting and sharing information about non-profit organizations. GuideStar is the largest source of information on U.S. non-profit organizations. "Transparency is vital between HMSDC and its core constituency groups – our corporate members, our MBE Suppliers and the greater Houston community. That's why it was essential for us to seek these "Seals of Approval" as a transparent organizations upholding the highest standards of best practices amongst non-profit organizations around the world.", said Ingrid Robinson, President of the HMSDC.

Both organizations, the BBB and GuideStar evaluate non-profit organizations by reviewing these best practice areas for transparency:

**GOVERNANCE AND OVERSIGHT:** The governing board has the ultimate oversight authority for any charitable organization. This section of the standard seeks to ensure that the volunteer board is active, independent and free of self-dealing.

**MEASURING EFFECTIVENESS:** An organization should regularly assess its effectiveness in achieving its mission. This section seeks to ensure that an organization has defined, measurable goals and objectives in place and a defined process in place to evaluate the success and impact of its program(s) in fulfilling the goals and objectives of the organization and that also identifies ways to address any deficiencies.

**FINANCES:** These standards seek to ensure that the charity spends its funds honestly, prudently and in accordance with statements made in fund raising appeals.

**FUND RAISING AND INFORMATIONAL MATERIALS:** A fund raising appeal is often the only contact a donor has with a charity and may be the sole impetus for giving. This section of the standards seeks to ensure that a charity's representations to the public are accurate, complete and respectful.

For more information, visit the 'HMSDC website at [www.hmsdc.org/aboutus](http://www.hmsdc.org/aboutus).