



## FREQUENTLY ASKED QUESTIONS FOR BUSINESSES

### What is BBB4Good<sup>SM</sup>

BBB4Good is Better Business Bureau's verification program for businesses that are creating purpose and profit. The program enables consumers to search for and find purpose-driven businesses in the United States and Canada. Search results spotlight both "Verified BBB4Good Businesses" and "Self-identified" businesses:

- + **"Verified BBB4Good Businesses" have submitted information about their social good activities to BBB® and have been found to meet the BBB4Good Standards.** If approved, these businesses are allowed to display a "BBB4Good Verified Trustmark" on their BBB Business Profile and in their own marketing initiatives.
- + **"Self-identified" businesses have NOT been vetted against the BBB4Good Standards.** A "self-identified" business underwent a BBB basic review using information that was made publicly available. These businesses can be found via a search on BBB.org for purpose-driven businesses but are unable to display the BBB4Good Trustmark.

### What is a purpose-driven business?

Purpose-driven businesses, also known as social impact or conscious businesses, are **organizations that pursue a higher purpose in addition to profit.** This higher purpose can be social and/or environmental, provides impact that can be measured, and is embedded in the business model of the organization. Purpose-driven businesses are often founded to solve critical social/environmental issues. Organizations with a 501c3 status (U.S.) or nonprofit status (Canada) can qualify for BBB4Good but must demonstrate they receive 60% or more of their annual revenue from earned revenue sources such as the sale of a service or product.

## Why should my business consider applying for the BBB4Good program?

BBB has been accrediting businesses for many years, ensuring consumers have the information they need to choose trustworthy businesses. **BBB4Good builds upon BBB Accreditation, empowering people to choose businesses that have embraced a higher purpose in addition to profit.** Becoming a “BBB4Good Verified Business” allows a business to publicly affirm its commitment to its higher purpose by displaying the BBB4Good Trustmark.

## What is the difference between “Verified” and “Self-identified” businesses?

When consumers search for purpose-driven businesses via BBB.org they will find “Verified” and “Self-identified” BBB4Good businesses. **The “Verified” BBB4Good businesses include the BBB4Good Trustmark and language explaining that the business has submitted information that was verified against the BBB4Good Standards.**

**“Self-identified” businesses included in the listing will NOT display a BBB4Good Trust because they have not been vetted against the BBB4Good Standards.**

However, based on our basic review of information that is publicly available, the organization appears to be incorporating environmental or social impact as part of their business model. BBB will add language on the profile explaining that the business has not been vetted by BBB.

## Why does a business need to be BBB Accredited to apply for BBB4Good?

BBB Accredited Businesses commit to upholding the BBB Standards for Trust, demonstrating truth, transparency, honest advertising, responsiveness, integrity, and privacy protection. BBB has been holding businesses to standards for more than 100 years. **We believe our Standards for Trust are the foundation for any good business, including BBB4Good Verified Businesses.**

## Can your business apply to receive the BBB4Good Trustmark?

Your business can apply for the program if:

- 1 It is a [BBB Accredited Business](#).
- 2 It pursues a [higher purpose in addition to profit](#).

## What are the criteria for receiving the BBB4Good Trustmark?

BBB4Good Verification builds upon a business’s existing BBB Accreditation. Businesses must commit to the BBB4Good Standards, which address four areas of your business, including:

- + **Higher Purpose:** Your business creates accountability and transparency throughout the organization, showing the intent, strategy, and reasoning for supporting a higher social or environmental purpose. Without the ability to verify how a business holds itself accountable to its stakeholders, businesses are less incentivized to carry out their commitments.
- + **Community Engagement:** Your business invests a portion of its time, talent, and treasures into community impact initiatives that align with its purpose. The best businesses will connect their products and services to directly impact their communities in a positive way.
- + **Authentic Marketing:** Your business’s marketing practices provide transparency to stakeholders with a broad and accurate picture of the social/ environmental issues it seeks to address and does not overstate its business’s contributions.
- + **Impact Substantiation:** Your business does not falsely claim to provide financial resources to support a cause, and it encourages practices of transparency, authenticity, and accountability with financial decision making. Lastly, its financial practices connect the company’s purpose to its profit drivers.

## What happens after your business applies for BBB4Good?

Once you've submitted your application, **BBB vets your information against the BBB4Good Standards.** We will respond within two weeks to let you know whether your business was approved and if we need additional information or clarification. If your business is not approved for the program, we will provide feedback and suggested resources you can use on your purpose journey.

## What if my business has a nonprofit tax status?

**The BBB4Good program is open to organizations with for-profit AND not-for-profit tax status.** A not-for-profit organization must demonstrate it receives at least 60 percent of its annual revenue from earned revenue sources such as the sale of services/products.

## How often does my business need to be verified to maintain a BBB4Good Trustmark?

**Each business will be re-vetted annually to ensure it continues to meet the BBB4Good Standards.** BBB will reach out if we have any questions or need additional information.

## What if my business is not approved for the BBB4Good Trustmark?

Do not be discouraged if your business is not initially approved to receive the BBB4Good Trustmark. Many businesses have just begun the journey to embrace both profit and purpose. **BBB will provide feedback about which areas your business did not meet the BBB4Good Standards and suggest resources** you and your team can use to make changes and reapply.

## How much does it cost to apply for the BBB4Good Trustmark?

**There is an annual fee to apply for BBB4Good Verification, which will be determined by your local BBB, based on a percentage of your dues.** [Click here](#) to find the BBB that serves your business. Some BBBs may charge an application fee to cover the associated vetting costs.

## Are there any rules about how I can use the BBB4Good Trustmark?

You must sign a **participation and license agreement** that acknowledges you understand how the BBB4Good Trustmark can and cannot be used. Once your business is approved, you can include the BBB4Good Trustmark on your online marketing materials.

