



FREQUENTLY ASKED QUESTIONS FOR CONSUMERS

What is BBB4GoodSM?

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.

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 Trustmark because they have not been vetted against the BBB4Good Standards.** BBB will add language on the profile explaining that the business has not been vetted by BBB.

Are BBB4Good Verified Businesses also BBB Accredited?

Yes. **To qualify for the BBB4Good program, a business must be a BBB Accredited Business.** This means they are committed to upholding the BBB Standards for Trust to demonstrate 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.

How can BBB help me find a purpose-driven business in my community?

You can search for purpose-driven businesses in your community at BBB.org. To conduct your search, select “purpose-driven business” from the drop-down list on the BBB.org (your browser will populate where you are, but you can choose a different community). The search results will show BOTH Verified AND Self-identified businesses. Verified businesses will display the BBB4Good Trustmark on its business profile.

How are BBB4Good Verified businesses evaluated?

BBB4Good Verification builds upon a business’s existing BBB Accreditation. Businesses must commit to the BBB4Good Standards, including:

- + Higher Purpose:** The 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:** The 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:** The 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:** The 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.

To review the BBB4Good Standards visit [BBB.org/BBB4Good](https://www.bbb.org/BBB4Good)