



**VERMONT
CHILDREN'S
AID SOCIETY**
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FOR IMMEDIATE RELEASE

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Winooski, VT – Vermont Children's Aid Society today announced that it received the Better Business Bureau's (BBB) Charity Seal. Designed to provide charities with a widely recognized and meaningful means to demonstrate their commitment to accountability and ethical practices, the seal program distinguishes those organizations that meet 20 standards established by the BBB Wise Giving Alliance.

Many, if not most Americans, have trouble finding the information they need to evaluate charities and make informed decisions about giving. A survey of 2,000 Americans commissioned by the BBB Wise Giving Alliance in the spring of 2001 found that 70% of adults found it difficult to decide whether a particular charity soliciting their contribution is legitimate.

"Vermont Children's Aid Society is honored to display the Better Business Bureau Charity Seal," said Steve Habif, Vermont Children's Aid Society Executive Director. "With public scrutiny of charity accountability continuing to grow, this seal gives an important acknowledgement of our commitment to exemplary ethics and responsibility."

Permissible uses of the seal will include the agency's direct mail appeals, annual report, posters, newspaper and magazine advertisements, Web sites and television public service announcements. The Web site seal will feature a "click to check" function that provides a direct hyperlink to the BBB report on the organization.

The Vermont Children's Aid Society is a private not-for-profit organization with offices in Winooski and Woodstock, Vermont. Our professional staff has been supporting and strengthening families since 1919 through a variety of comprehensive programs including adoption services, child and family counseling, a children's summer camp, and services for families affected by a parent's incarceration. VCAS provides services that support and strengthen families, and promote safe, stable, and nurturing environments for children.

VCAS is a member of five United Way chapters in Vermont as well as a member of the Child Welfare League of America.

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