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Starlight Children's Foundation Midwest Earns BBB Wise Giving Seal

One of Only 11 Non-Profit Organizations Awarded the Seal in Chicago and Northern Illinois

CHICAGO – October 12th, 2011 – Starlight Children's Foundation Midwest, an organization dedicated to improving the quality of life for seriously and chronically ill children and their families, is pleased to announce that it has been awarded the Better Business Bureau Wise Giving Seal. The seal, available nationally since 2003, is now available locally from the Better Business Bureau of Chicago and Northern Illinois, to those organizations that have met all twenty of the BBB Standards for Charity Accountability.

The BBB Charity Seal has been created to identify charities that meet the BBB's rigorous standards, as well as to assist donors in making sound giving decisions. The standards, which address organizational governance, fundraising and financial issues, also include a number of provisions to strengthen charitable accountability to donors. Locally, the Better Business Bureau of Chicago and Northern Illinois reports on over 400 charities, less than 5% of whom have earned the seal.

"We are very pleased to be one of a select group of organizations in Chicago and Northern Illinois that hold the BBB Charity Giving Seal," said Sonya Naar, board president, Starlight Midwest. "The seal assures the public, including friends and donors, that Starlight is committed to the highest standards of ethics, transparency and integrity. A gift to Starlight is indeed the best way to make a difference to those we serve and will help us continue to bring relief, joy, comfort, and a sense of belonging to critically and chronically-ill children and their families across the Midwest."

Princeton Research Survey Associates found that 70 percent of Americans said it was difficult to tell whether a soliciting charity operates ethically. http://books.google.com/books?id=2sZkno8tToC&pg=PA46&lpg=PA46&dq=princeton+survey+research+and+soliciting+charity&source=bl&ots=J7HB-5fxRh&sig=cAR1XBUO_XnikHgQR2ZgcSFboMI&hl=en#v=onepage&q=princeton%20survey%20research%20and%20soliciting%20charity&f=false

. The same survey found that the BBB was the third-party authority most trusted by donors when seeking information on charities.

"Our strict standards seek to encourage fair and honest solicitation practices and promote ethical conduct among charitable organizations. The seal offers an easily recognized assurance to the public that Starlight Midwest adheres to the BBB's strong and comprehensive standards," stated

Steve J. Bernas, president and CEO of the Better Business Bureau of Chicago and Northern Illinois.

To view a copy of Starlight Children's Foundation Midwest report, go to www.bbb.org.

About Starlight Children's Foundation Midwest:

When a child or teenager has a serious medical condition, everyone in the family is affected. Since 1986, Starlight Children's Foundation™ Midwest has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Celebrating its 25th anniversary this year, Starlight Midwest provides ongoing support to more than 300,000 children, parents and siblings in Illinois, Indiana, Michigan and Wisconsin with an array of outpatient, hospital-based and Web offerings, all free of charge. To learn more visit www.starlight-midwest.org.

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