

OUR PRINCIPLES

01 Consumer Freedom

The CCC is a non-partisan, independent 501(c)(4) organization that champions the benefits of freedom of choice, innovation, and abundance in everyday life.

02 Fight for what we believe in

We ensure our members and the general public that our financial activities are aligned with our mission and vision outlined above. We will not change our direction towards choice, innovation, and abundance just because someone offers us money to do so. Private individuals, foundations, and corporate partners support the CCC.

03 Consumers First

CCC champions smart policies that are fit for growth, promotes lifestyle choice, and embraces tech innovation for tens of thousands of our members and consumers worldwide.

04 Continuous Improvement

We commit to ongoing learning and improvement, staying updated on consumer issues, and evolving our strategies to serve consumer interests better.

05 Editorial Independence

The CCC maintains a strict independent editorial policy as a consumer group. We operate without interference in our editorial processes, sourcing, editing, and publishing.

06 Government Funding

We believe taxpayer money should never be used to fund lobbying or advocacy. That's why the Consumer Choice Center absolutely rejects government funding in any form. Our independence matters - not just in principle, but in practice. Every dollar we raise comes from private individuals, foundations, and businesses that value freedom, innovation, and accountability. It's how we stay true to our mission and the consumers we represent.