Don’t Be a Best Kept Secret - Amplify Your Voice, Reach Millions

UWGSL – NPO Partner Presentation

September 6, 2018

Adrian Bordone, adrian.bordone@guidestar.org

WHAT WE'LL COVER TODAY…

1. The Basics: What does GuideStar do for you?
2. Donor Engagement – Giving Trends
3. How Are Donors Using Your Profile?
4. Claiming & Updating Your Nonprofit Profile
5. Q&A, Discussion

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WHAT IS A GUIDESTAR NONPROFIT PROFILE?

GUIDESTAR

HUMAN SERVICES

FOSTER CARE COALITION OF GREATER ST. LOUIS, INC.

For Every Child . . . A Place to Call Home

aka Foster & Adoptive Care Coalition | St. Louis, MO | www.foster-adopt.org

DONATE

GUIDESTAR CHARITY CHECK

Foster Care Coalition of Greater St. Louis, Inc.
EIN: 43-1570225

IRS Pub 78 Verified as of August 2018

IRS BMF 509(a)(1) as of August 13, 2018

View Summary

PDF

SUMMARY | PROGRAMS | FINANCIALS | OPERATIONS

Mission

The Foster & Adoptive Care Coalition is a non-profit agency that strives to create permanency in every foster child's life by recruiting and supporting foster and adoptive homes in the St. Louis metropolitan community.

Top Funders

The graph shows the organization's top funders and the grant amounts received from each.

St. Louis CountyChildren's Service Fund
$524,993

Area Resources for Community & Human Services
$423,000

United Way of Greater St. Louis
$317,404

Ruling Year
1991

Executive Director
Melanie Scheetz

Main Address
1750 South Brentwood Boulevard Suite 210
St. Louis, MO 63144 USA

Show More Contacts

Keywords
foster care, adoption, children, recruitment, retention, little wishes, a place to call home, KSDK, foster care, adoption, extreme recruitment, 30 days to family, crisis intervention, st. louis,

EIN
43-1570225

BRIDGE Number
3143064265

Cause Area (NTEE Code)
Alliance/Advocacy Organizations (P01)
Adoption (P31)

NAICS Code
813319 Other Social Advocacy Organizations

SIC Code
8399 SOCIAL SERVICES, NEC
8641 CIVIC AND SOCIAL ASSOCIATIONS

FOSTER & ADOPTIVE CARE COALITION

IRS Subsection
501(c)(3) Public Charity

IRS Filing Requirement
This organization is required to file an IRS Form 990 or 990-EZ.

Download Tax Forms

Show Forms 990

Social Media

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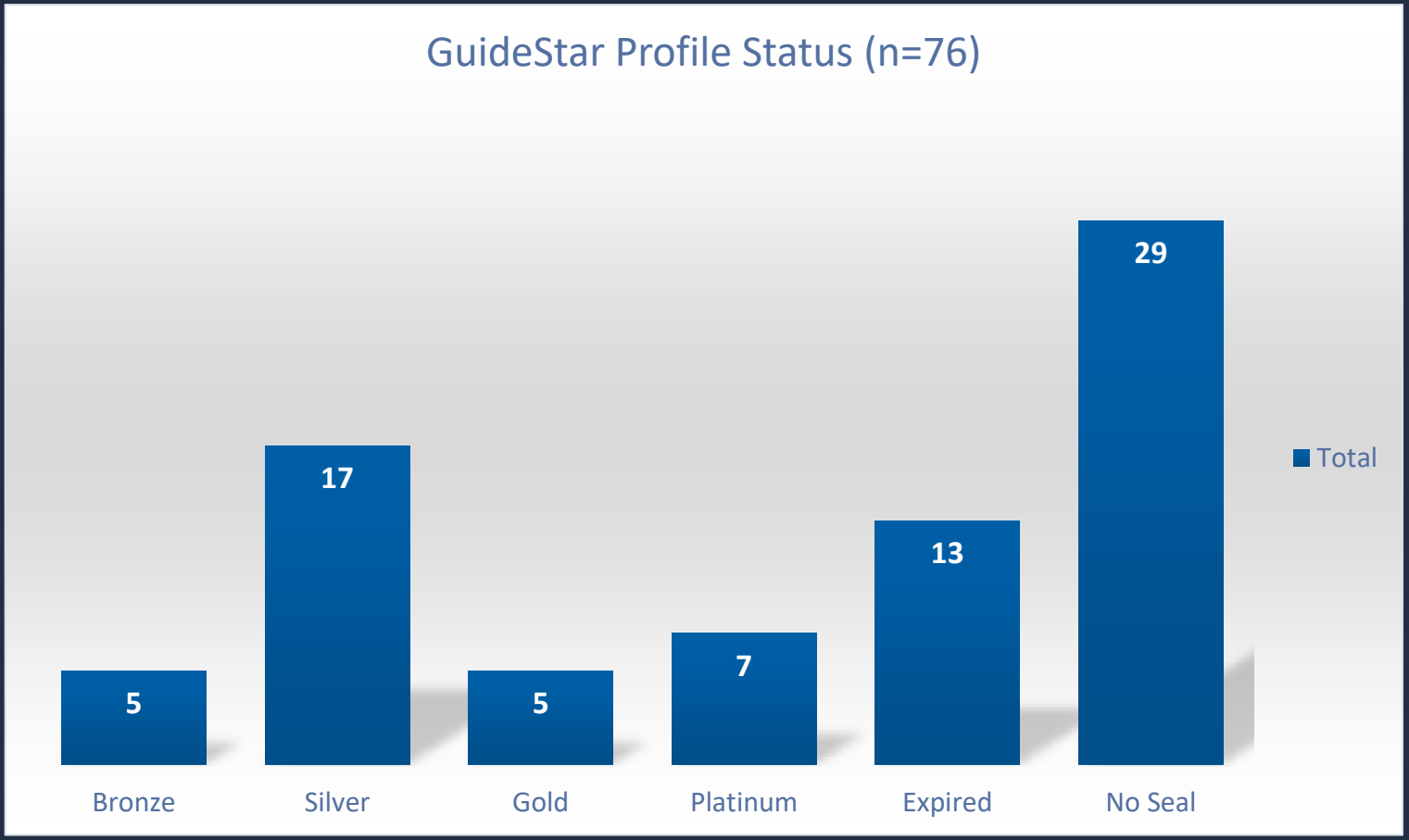
Quick Pulse Check

Go to: www.guidestar.org What's Your Seal Level?



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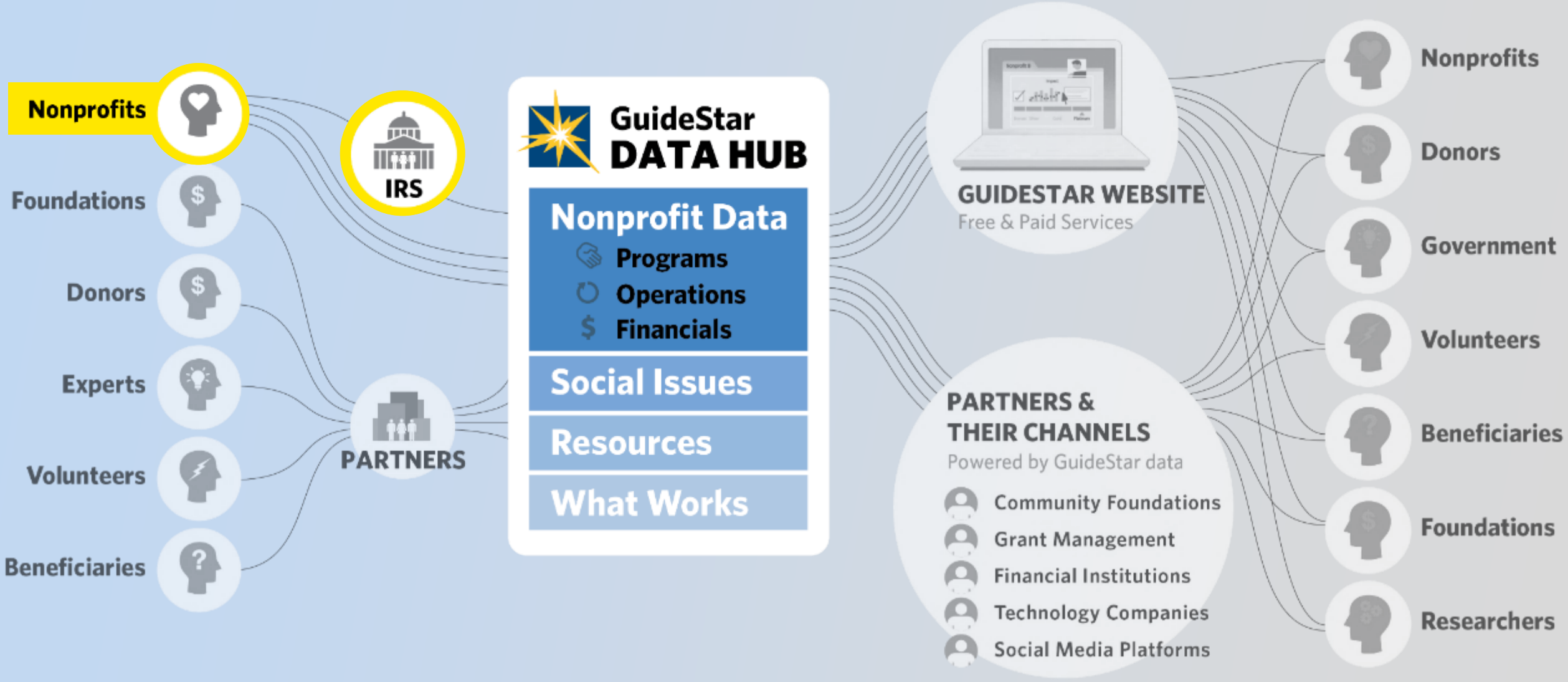
1

The Basics

Data & Information Flow in the Social Sector

Better data.
Better decisions.
Better world.



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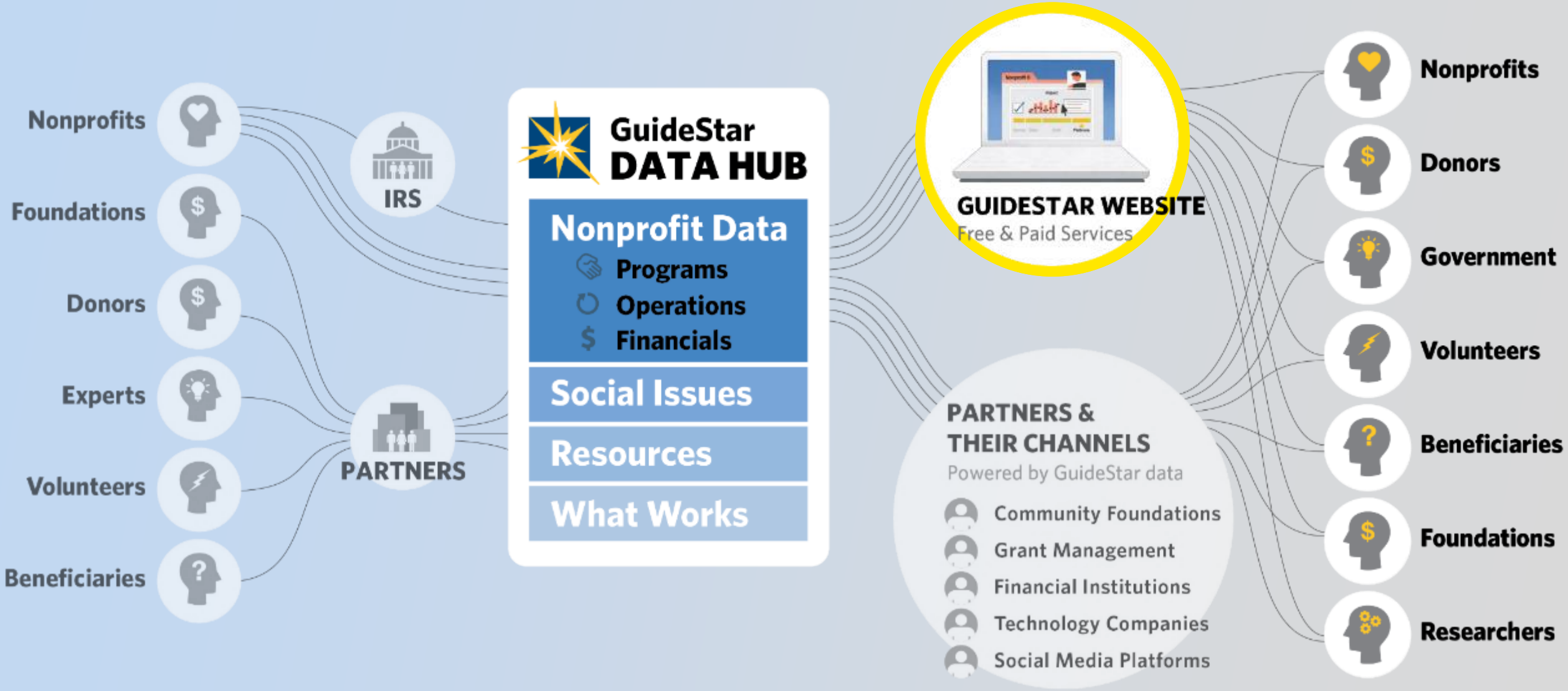
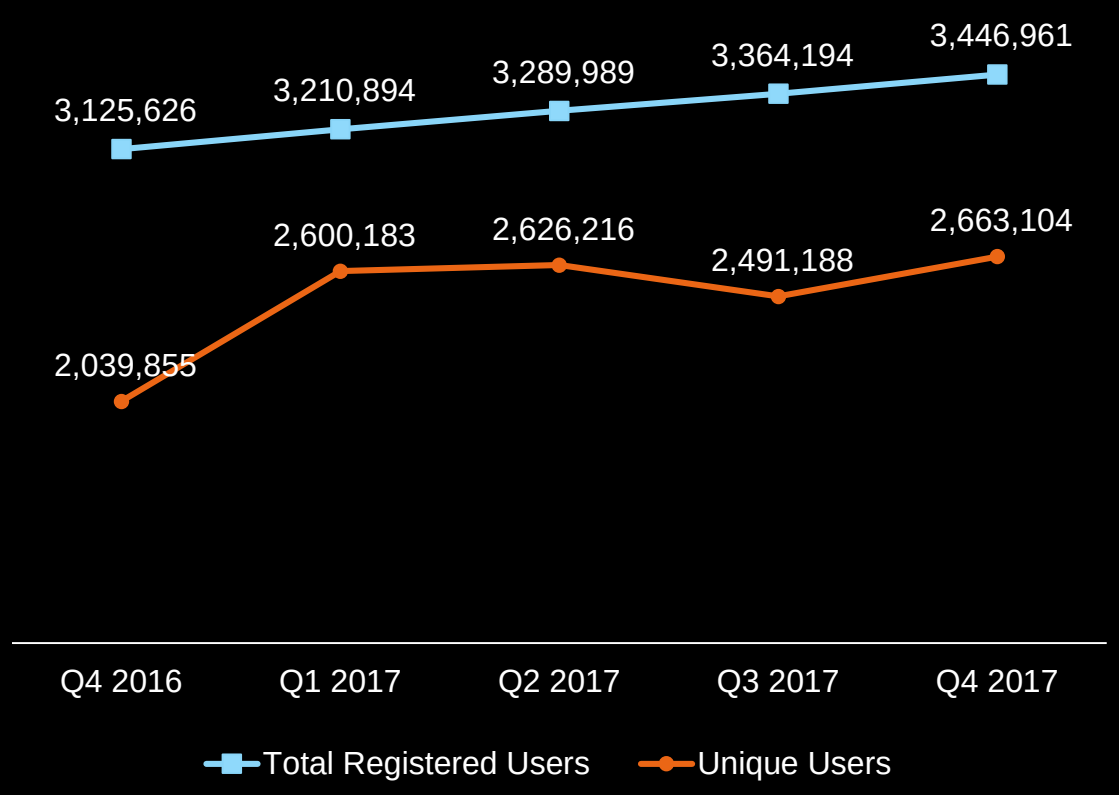
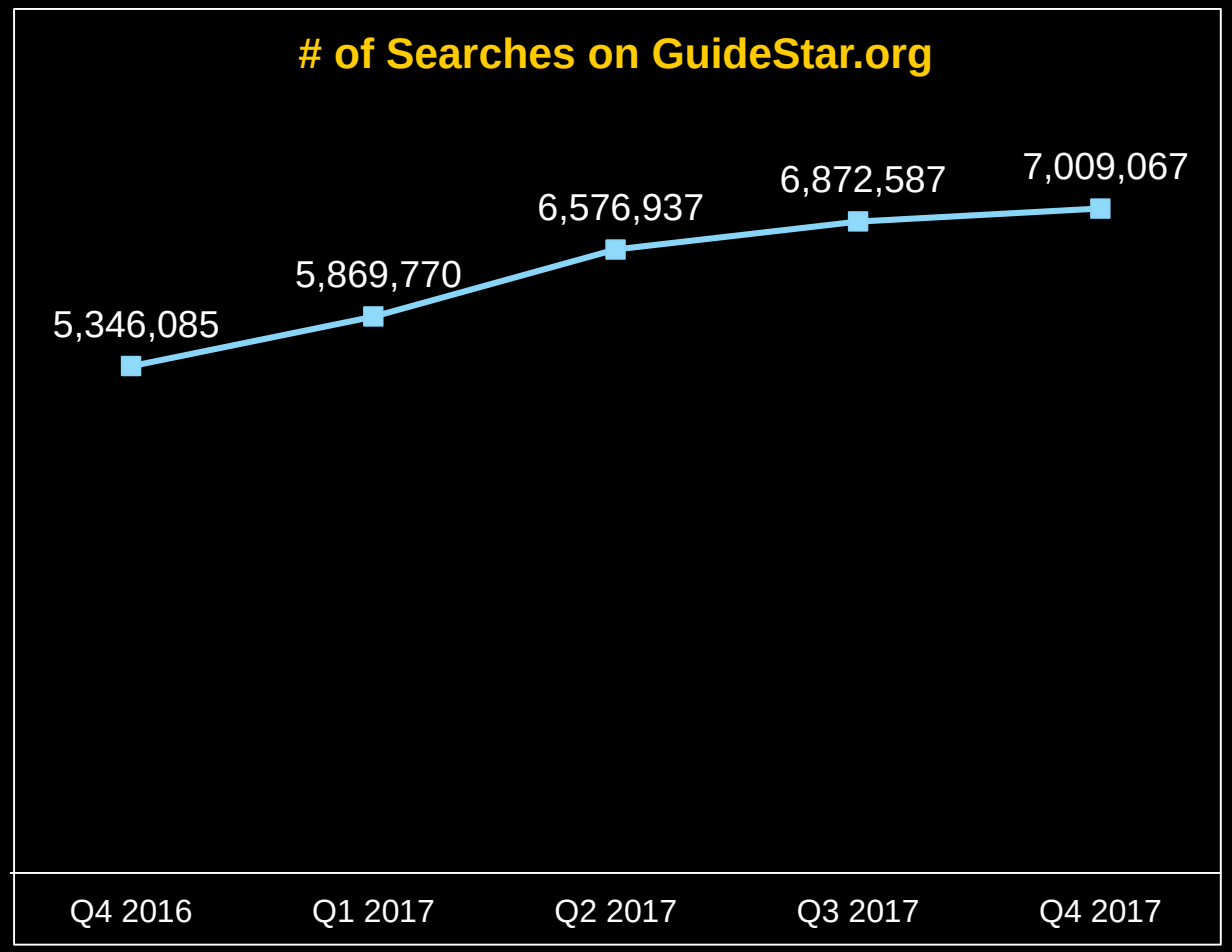


Impact Metrics: Tools & Resources/Reach

Key Question: How are our tools and resources used? How often are they used?





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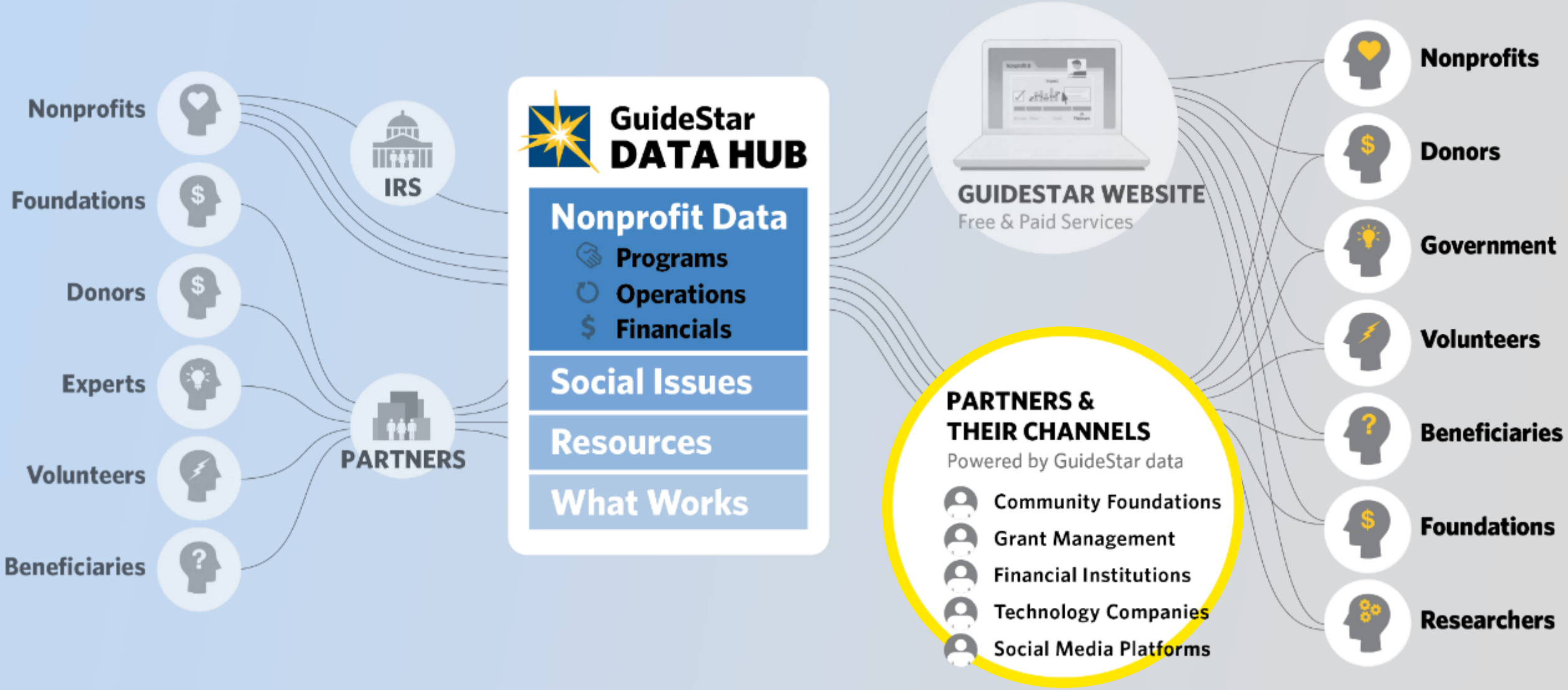

GuideStar's Data Partners

CNN
The New York Times
WSJ
The Washington Post
NEW YORK UNIVERSITY
JPMorganChase
DUKE
Yale
Capital One
T.Rowe Price Foundation
JustGive.org
Network for Good
AMERICAN EXPRESS MEMBERS GIVE
crowdrise
HARVARD UNIVERSITY
WELLS FARGO
amazon smile Prime
20+ Community Foundations

Google for Nonprofits
change.org
RenPSG PHILANTHROPIC SOLUTIONS GROUP
National Philanthropic Trust
FOUNDATION CENTER
VolunteerMatch.org Where volunteering begins
FOUNDANT technologies
KULA The currency of giving
FLUXX
Vanguard Charitable
SCHWAB CHARITABLE
benevity
roundCorner
MicroEdge + blackbaud
FIDELITY Charitable

GUIDESTAR

GOOGLE ONE TODAY

Causes improved

GOVERNANCE & FAMILY

GIVING LATIN AMERICA

Who's making the difference

Foundation for Human Rights in Cuba

The Foundation for Human Rights in Cuba (FHRC) is a 501(c)(3) nonprofit organization established in 1992 to promote a nonviolent transition to a free and democratic Cuba with zero tolerance for human rights violations. Our campaign Connect Cuba seeks to empower Cuban civil society with uncensored access to the Internet, and the ability to communicate freely with each other and the world.

Check them out

Visit: www.fhrcuba.org/connectcuba

Info & reports: Guidestar's nonprofit p

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MENACHEM EDUCATION FOUNDATION INC

MENACHEM EDUCATION FOUNDATIO...

FUNDRAISE | $0 | SHARE | DONATE

OUR MISSION

FUNDRAISERS

crowdrise

FIDELITY CHARITABLE

Help

Find a charity

nrdc

Did you mean? ndc

1 result

NATURAL RESOURCES DEFENSE COUNCIL INC

NRDC

Tax ID 13-2654926 | Research charity

40 W 20th St Fl 11

New York, New York 10011 - 4211

Add this charity

Can't find what you're looking for? Enter a new charity +

CAPITAL ONE

Capital One Home > Giving Site

The No Hassle Giving Site

Giving site login

- Giving Site Home
- For Nonprofits
- Spread The Word
- FAQ
- Contact Us
- My Profile

DONATE NOW

USING YOUR CAPITAL ONE CREDIT CARD

Find a charity

Charity name or keywords

Search by topic

Area of interest

Search by Zip

ZIP

SEARCH

Advanced search

GUIDESTAR

AMAZONSMILE

amazonsmile Prime

All

Supporting: Planned Parenthood Federation of America, Inc.

Departments

Browsing History | Carolyn's Amazon.com | Today's Deals | Gift Cards & Registry | Sell | Help

Your Account › Change Your Charity › Search Results

Choose from almost a million charities, schools, and other nonprofits. We will reach out to the organization you select to ensure it is ready to accept donations from Amazon.

oxfam

Search

Showing 1-13 of 13 Results

Sorted by: Relevance

Oxfam-America, Inc. — Boston MA — Select
About
International Development, Relief Services — Founded 1970

Carolina For Kibera, Inc. — Chapel Hill NC — Select
About
Alliance/Advocacy Organizations — Founded 2001

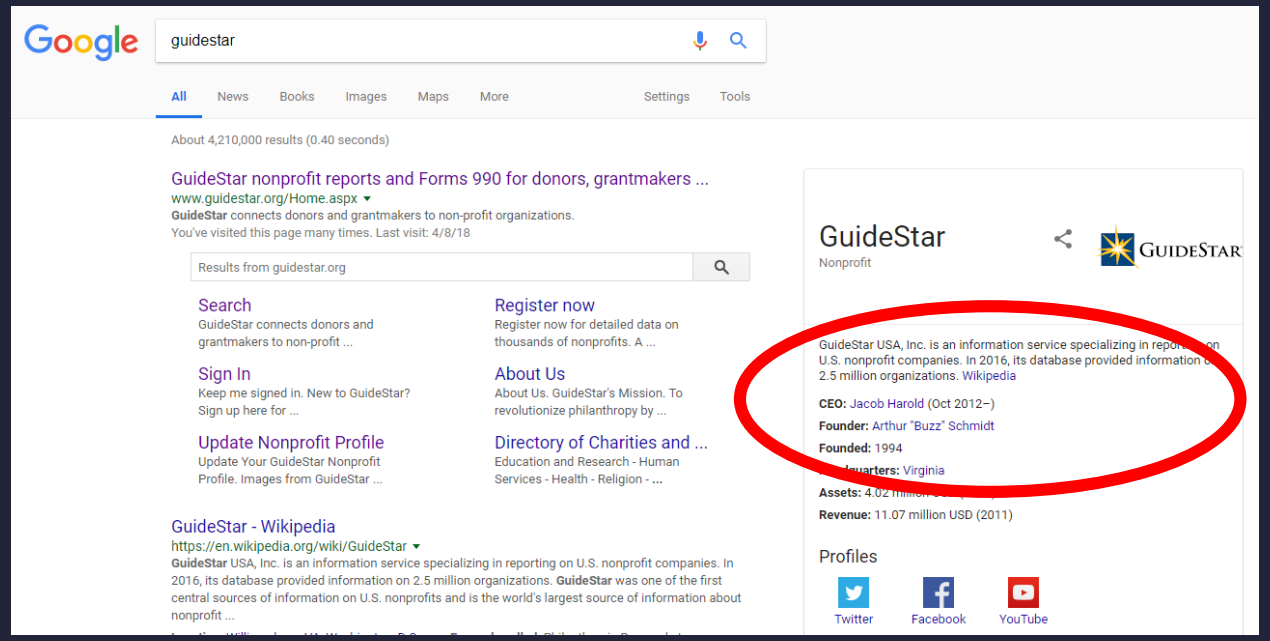
Chicago Fair Trade — Chicago IL — Select
About
International Economic Development — Founded 2006

Medic Mobile Inc — San Francisco CA — Select
About
Health (General and Financing) — Founded 2012

GUIDESTAR

FACEBOOK

Coming Soon…Google's Knowledge Panel



GUIDESTAR

2

Giving Trends

ON TRACK TO GREATER GIVING

Growth Indicators

Total Giving to Charitable Organizations
Individual, potentially tax-deductible giving to public charities was $264.6 billion in 2015, an increase of 3.8 percent over 2014 (Giving USA).
$264.6B

Noncash Asset Donations
Noncash contributions (including digital currency) totaled $49 billion, or 25 percent of all itemized charitable contributions, in 2015 (IRS SOI).
$49B

Levels of Giving
On average, high-net worth donors gave $25,509 in 2015; general population households gave $2,520 (US Trust/IU).
$25,509

Donor Growth
The 2015 donor pool increased 2 percent from 2014 (AFP/Fundraising Effectiveness Project).
2%

Donor Retention Rate
The median donor retention rate remained at 43 percent in 2015 (AFP/Fundraising Effectiveness Project).
43%

Political Giving
In 2016, 5.8 percent of contributions went to political organizations, reflecting increased giving over the past three presidential campaigns (MasterCard Center).
5.8%

Remittance Giving
In 2015, US migrants sent $135 billion to relatives in their home countries (World Bank).
$135B

Point-of-Sale Donations
In 2014, major charity checkout campaigns raised more than $390 million (Engage for Good).
$390M

Participation in Conscious Consumption
Two-thirds of consumers purchased socially responsible goods and services in 2016 (Good Must Grow).
⅔

Preferences for Buying versus Donating
In 2016, 22 percent of survey respondents said they prefer to purchase socially responsible products rather than donate to charities, up from 18 percent in 2015 (Good Must Grow).
22%

Preferences for Impact Investing
Among the 33 percent of wealthy donors who participate in impact investing, 34 percent do so in place of some charitable giving (US Trust/IU).
34%

Areas to Watch for Changing Patterns in Giving

Crowdfunding
Twenty-two percent of adults donated an average of $50 through a crowdsourced online fundraising project (Pew Research Center).
$50

Giving by Bequest
Individuals gave $31.7 billion through bequests in 2015 (Giving USA).
$31.7B

Online Giving
Online donations made up 7.2 percent of all fundraising in 2016; nearly 17 percent of online donations were made on a mobile device (Blackbaud Institute).
7.2%

Giving Tuesday
Over $47 million in online donations were made on Giving Tuesday; total giving on the day increased 31 percent in 2016 (Blackbaud Institute).
$47M

Donor-Advised Funds
Contributions to the 269,180 donor-advised funds in 2015 totaled $22.26 billion with nearly a 20 percent payout rate (National Philanthropic Trust).
$22.26B

Online Donation Growth
Growth in online retail sales (13.6 percent) continued to outpace online donations (8.6 percent) in 2016 (MasterCard Center).
8.6%

Collaborative Giving
The number of giving circles in the United States is estimated to have doubled over the past decade to 1,200 (Dorothy A. Johnson Center for Philanthropy).
1,200

Digital Currency
Fidelity Charitable, one of several large charities accepting bitcoin donations—and the only one reporting them—reported $7 million in bitcoin contributions in 2016 (Fidelity Charitable).
$7M

Electronic Payments
Total individual donations made through electronic payments grew 5.9 percent in 2016 (MasterCard Center).
5.9%

Workplace Giving Campaigns
Between 2009 and 2015, pledges through the Combined Federal Campaign decreased 37 percent (Workplace Giving Alliance) and the median year-over-year percentage change among United Way's reporting affiliates was -2.1 percent (United Way).
-37%

http://www.urban.org/sites/default/files/ui-ontracktogreatergiving-poster2.pdf

Don't Be a "Best Kept Secret": What Types of Donors Can you Influence?

Repayer

"I give to my alma mater"

"I support organizations that have had an impact on me or a loved one"

Casual Giver

"I primarily give to well known nonprofits through a payroll deduction at work"

"I donated $1,000 so I could host a table at the event"

High Impact

"I give to the nonprofits that I feel are generating the greatest social good"

"I support causes that seem overlooked by others"

Faith Based

"We give to our church"

"We only give to organizations that fit with our religious beliefs"

See the Difference

"I think it's important to support local charities"

"I only give to small organizations where I feel I can make a difference"

Personal Ties

"I only give when I am familiar with the people who run an organization"

"A lot of my giving is in response to friends who ask me to support their causes"

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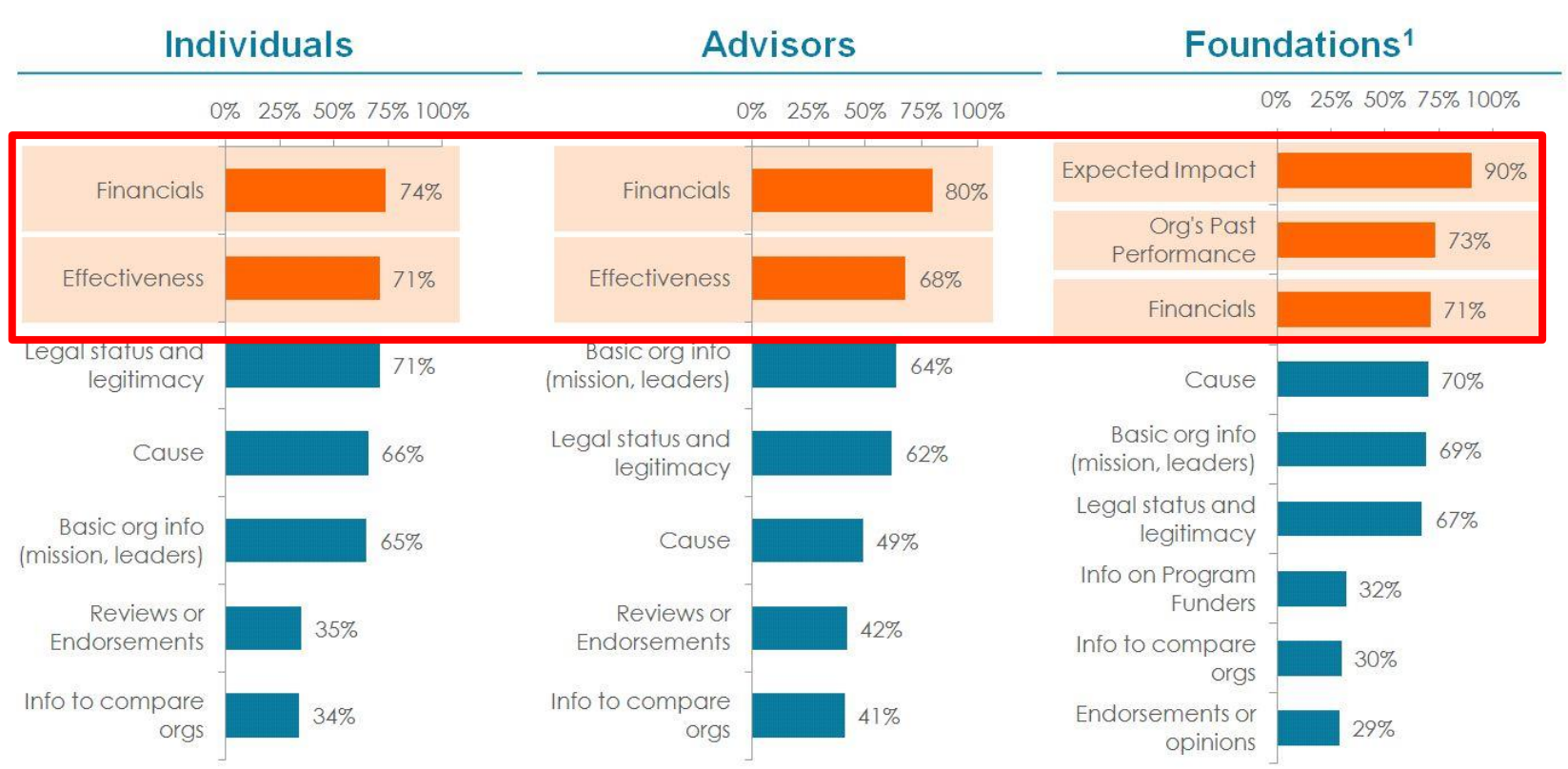
Money for Good II

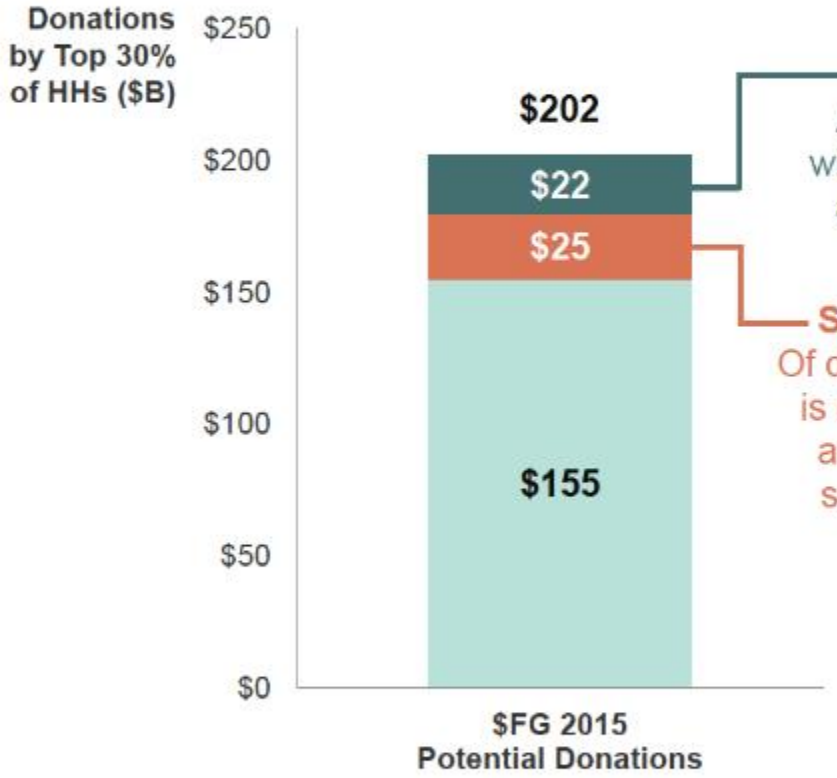
Giving Intelligence: Despite different motivations and research behaviors, each group wants similar information…



Question: "What type of information is most important to you…". %'s reflect % of respondents rating information type as a 5 or 6 on 1-6 scale
1. Foundations had different choices. "Program's Approach and Expected Impact" and "Organizations' Past Performance" are both type of effectiveness

Yet there is an untapped opportunity to change behavior:

Donors are willing to increase or shift their giving by $47B if their needs are better met.



New Donations
A minority of donors are willing to consider donating an additional **$22B** over what they give today.

Switchable Donations[1]
Of donors' current giving, **$25B** is not tied to an organization and is thus available to be switched to new charities.

$47B MARKET OPPORTUNITY

The market opportunity is the sum of new and switchable donations:

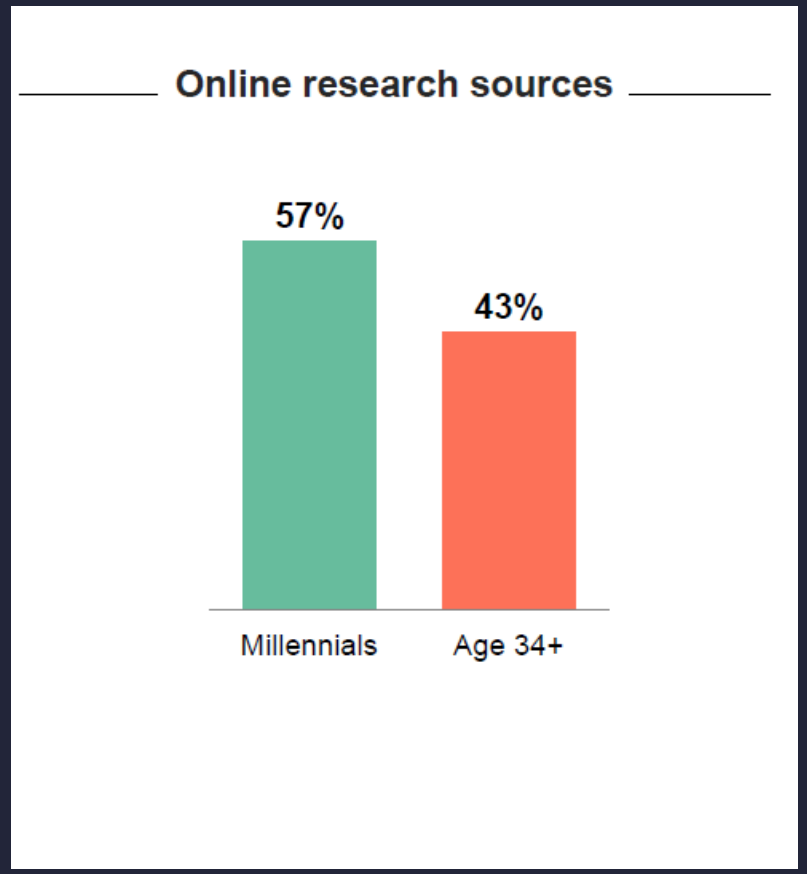
2015: $47B
2010: $45B

NOTE
The rest of the report explores approaches to meeting donors' needs more effectively.

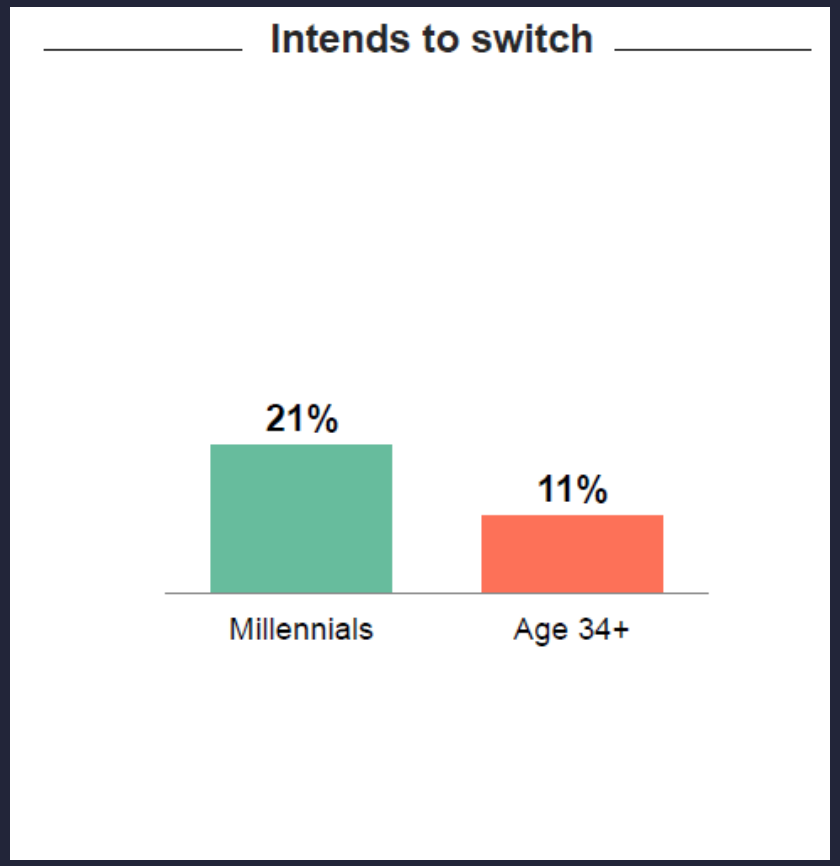
1. Loyalty and switching determined on the basis of donors' certainty about future gifts and their historical giving patterns. Details in appendix.
Note: In 2013, individuals gave $241B to charity. An estimated 75% of individual donations came from those with HHI of $80K+ per year.

What's Online Matters with Millennials Leading the Way in Online Research

The majority of millennials do research online…

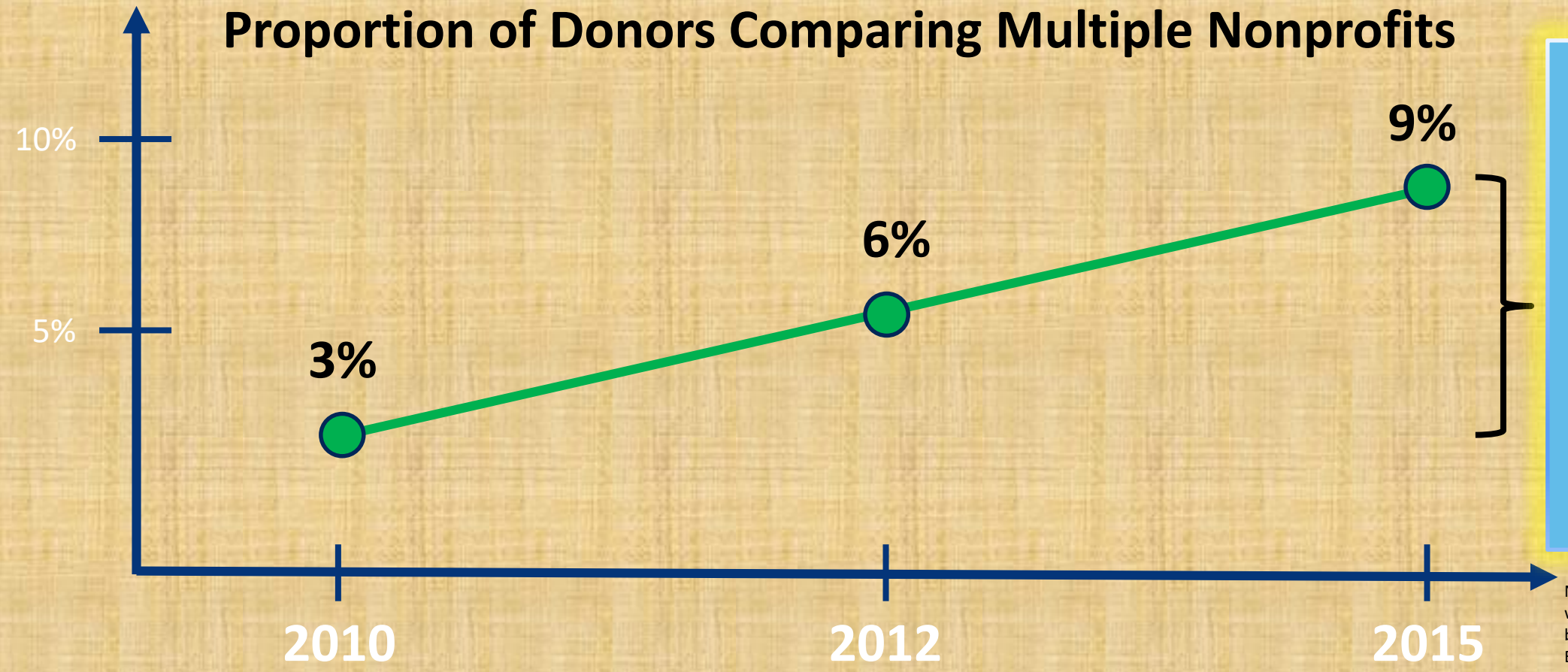


…and are twice as likely to switch who they give to



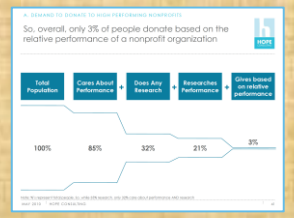
Source: "Money For Good 2015" by the Camber Collective

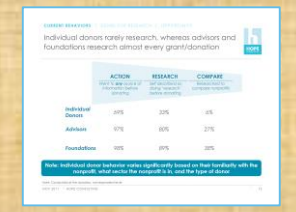
Proportion of Donors Comparing Multiple Nonprofits



The proportion of givers comparing among nonprofits **tripled** in five years.

This *may* be extrapolated to an increase in **$15.8 billion per year** from 12.9 million additional donors.





Source: "Money for Good" research /Camber Collective

MONEY FOR GOOD

Notes: (1) There was a slight shift in wording/framing of this question between 2012 and 2015. (2) Extrapolations assume similar behavior across income groups—an assumption that matches some but not all of the data. (3) Additional donor number is conservative, using Philanthropy Roundtable percentage (67%), not Gallup one (83%). Given the Gallup data the total would be 16 million.

Sources: Gallup; US Census; Giving USA; Camber Collective; Philanthropy Roundtable

3

How is Your Profile Used?

Typical Donor Engagement Activity – Top 10

1) Organization EIN
2) Organization 990
3) Organization Results
4) Constituent Feedback
5) IRS/Charitable Status
6) Number of Employees
7) Months of Cash
8) Executive Compensation
9) Board Practices & Leadership
10) Diversity, Equity & Inclusion

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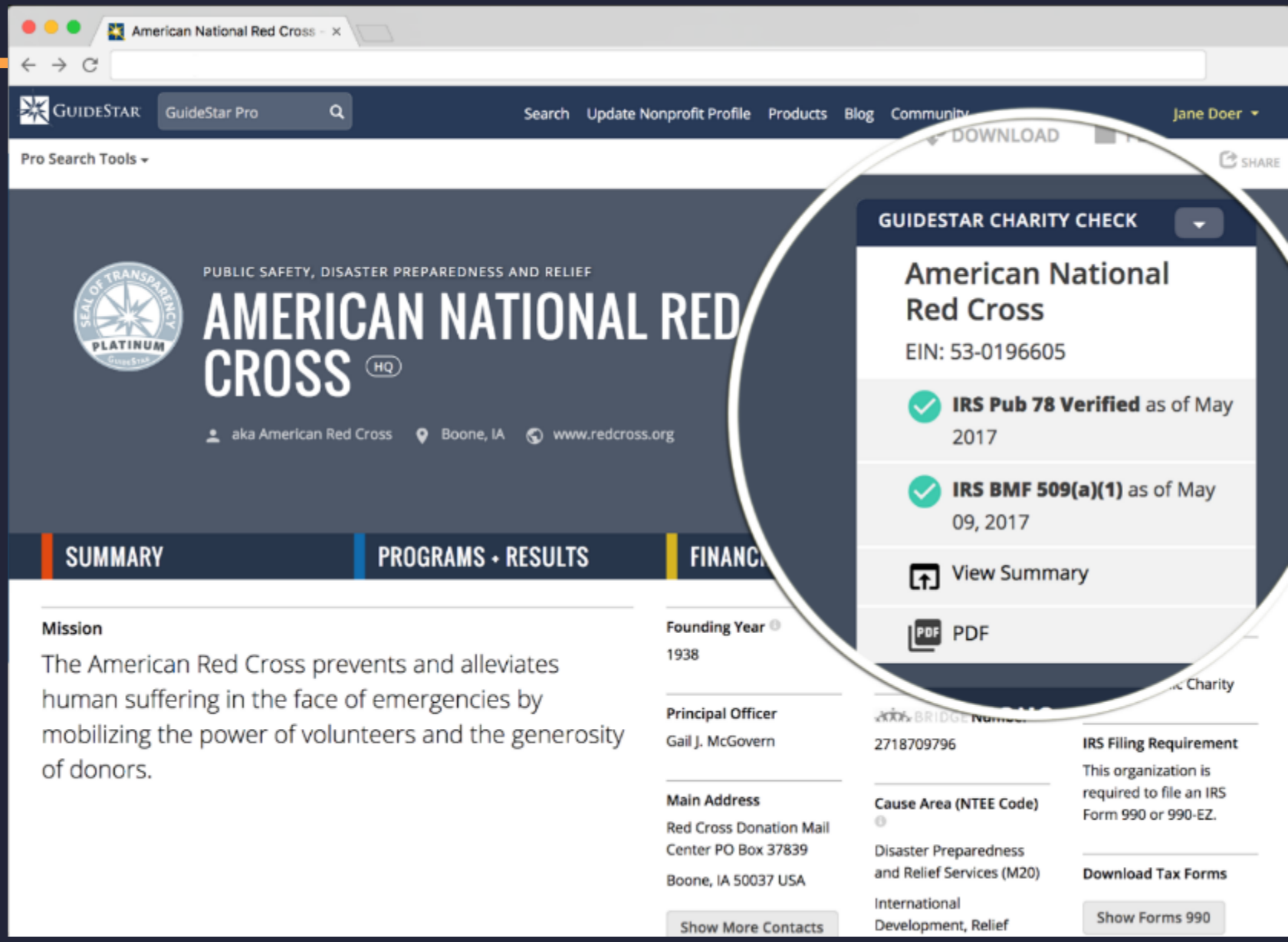
GuideStar Charity Check

Conduct pre-grant due diligence in minutes, using the only product in the world that is **100% compliant with *all* IRS requirements** for determining a nonprofit's eligibility to receive tax-deductible contributions.



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GUIDESTAR
Charity Check Report

Generated on August 26, 2014 at 2:07 PM EDT

GuideStar USA, Inc.

Also Known As: GuideStar
4801 Courthouse St , Ste 220
Williamsburg, VA 23188

IRS Publication 78 Details

IRS Pub 78 Verified

Organization Name	Guidestar USA Inc.
EIN	54-1774039
Location	Williamsburg, VA
Deductibility Status Description	A public charity (50% deductibility limitation).
Most Recent IRS Publication 78	August 2014
Verified with Most Recent Internal Revenue Bulletin	August 25, 2014

IRS Business Master File Details

IRS BMF 509 (a)(1)

Organization Name	GUIDESTAR USA INC
EIN	54-1774039
Most Recent IRS BMF	August 11, 2014
IRS Subsection	This organization is a 501(c)(3) Public Charity.
Reason for Non-Private Foundation Status	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)
Ruling Date	08/1996

On September 8, 2011, the IRS issued regulations which eliminated the advance ruling process for a section 501(c)(3) organization. Learn more.

IRS Revenue Procedure 2011-33 allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

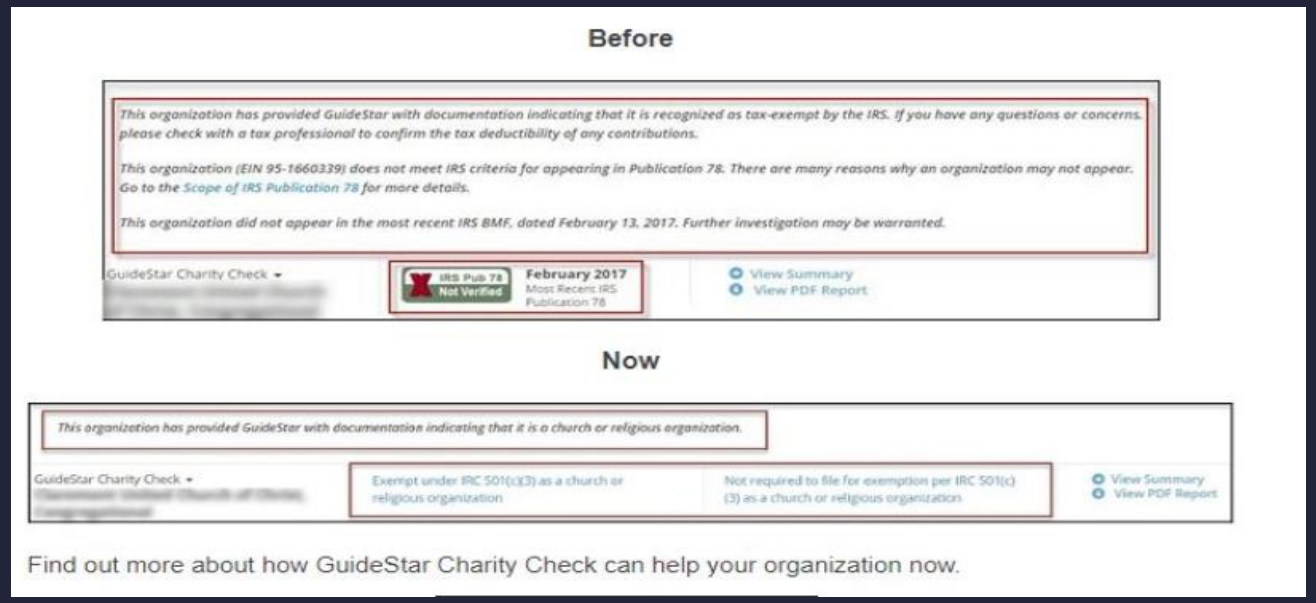
GuideStar Charity Check Data Sources

- GuideStar acquires all IRS data directly from the Internal Revenue Service.
- IRS Publication 78 (Cumulative List of Organizations) lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.
- The IRS Internal Revenue Bulletin (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.
- The IRS Business Master File lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.
- The IRS Automatic Revocation of Exemption List contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.

GuideStar is the registered trademark and operating name of GuideStar USA, Inc., a 501(c)(3) nonprofit organization. Copyright © 2013, GuideStar USA, Inc. All Rights Reserved.

- ✓Verify charitable status, IRS deductibility code, and deductibility
- ✓Save hours of time on exhaustive due diligence
- ✓Avoid penalties, fines, and taxes
- ✓4 data sources come together in one easy report
- ✓Document your research with a time- and date-stamped report that you can print or save electronically.
- ✓Choose up to 20,000 nonprofits to monitor and get real-time e-mail alerts.

NEW: Update on Representation of Churches & Religious Organizations



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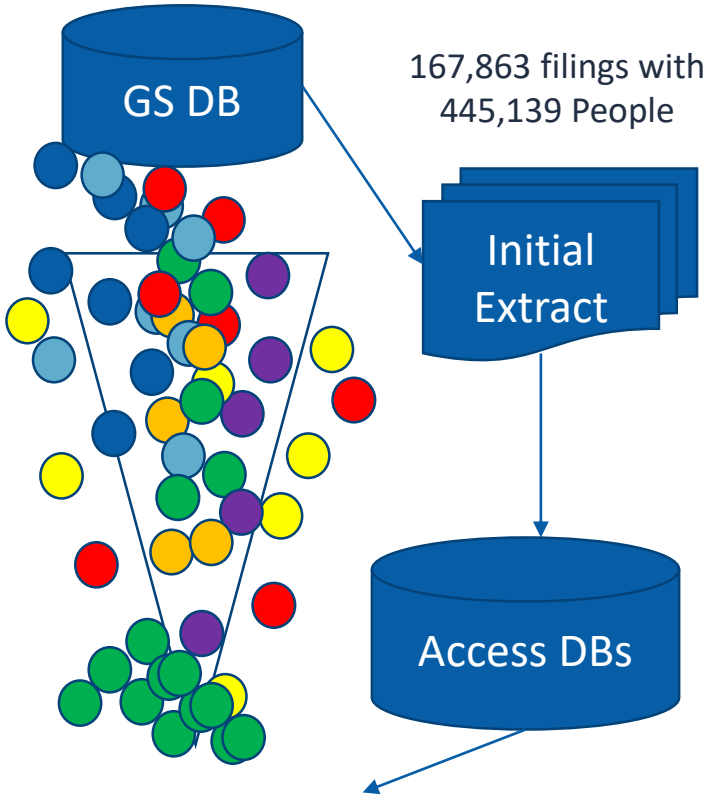
GUIDESTAR

GuideStar's Comp Report…20+ Years What Could be Easier?

Started with:
473,570 Filings



112,609 filings
159,114 Observations*
153,976 people

Org Level…

- Do we have a full filing year or partial year filing?
- Do we have multiple filings – which one to pick

People Level…

- 990 vs 990-EZ - people sections are different
- Screen out if compensation below 15K
- Null values have to be set to 0
- Text in hours field

Data Scrubbing:

- Is someone's salary greater than the org expense? Likely bad
- Resolve individuals twice paid by two orgs? – pick the one where the org is paying the greater share….
- Over 100,000 Records removed in these two step alone
- Hours – how they are listed – over 3,878 variations captured so far what can we keep? Screen out below 25 hrs (ha!)
- **Titles** – this is where the real nightmare is….76,633 distinct titles….
  - Long tail….64,000 titles are unique to one person… and yet similar…
  - Many acronyms/abbreviations that are challenging to
  - assign…. CMO? Chief Medical Officer or Chief Marketing officer?
  - No formal definition of each of the categories outside of mapping tables
  - One role can map to two or more job categories: "Administrative and Finance Director" – HR or Finance?

Then run statistics by all the different cuts… and find errors and have to go back – generally 8 times.

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What is a GuideStar Nonprofit Profile?

HUMAN SERVICES

FOSTER CARE COALITION OF GREATER ST. LOUIS, INC.

For Every Child . . . A Place to Call Home

aka Foster & Adoptive Care Coalition | St. Louis, MO | www.foster-adopt.org

DONATE

GUIDESTAR CHARITY CHECK

Foster Care Coalition of Greater St. Louis, Inc.
EIN: 43-1570225

IRS Pub 78 Verified as of August 2018

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Top Funders

The graph shows the organization's top funders and the grant amounts received from each.

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Area Resources for Community & Human Services	$423,000
United Way of Greater St. Louis	$317,404

Ruling Year
1991

Executive Director
Melanie Scheetz

Main Address
1750 South Brentwood Boulevard Suite 210
St. Louis, MO 63144 USA

Show More Contacts

Keywords
foster care, adoption, children, recruitment, retention, little wishes, a place to call home, KSDK, foster care, adoption, extreme recruitment, 30 days to family, crisis intervention, st. louis,

EIN
43-1570225

BRIDGE Number
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Cause Area (NTEE Code)
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Adoption (P31)

NAICS Code
813319 Other Social Advocacy Organizations

SIC Code
8399 SOCIAL SERVICES, NEC
8641 CIVIC AND SOCIAL ASSOCIATIONS

FOSTER & ADOPTIVE CARE COALITION

IRS Subsection
501(c)(3) Public Charity

IRS Filing Requirement
This organization is required to file an IRS Form 990 or 990-EZ.

Download Tax Forms

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Social Media

GUIDESTAR

Mapping Supports Local Giving Strategies

PROGRAMS + RESULTS

What we aim to solve New!

There are over 3,000 children in foster care in metro St. Louis, and more than 800 of these children are currently waiting to be adopted. Too often, children in foster care "age out" without being adopted by a forever family. Children who age out face a bleak future; unemployment, lack of educational opportunities, and incarceration are all too common. The Foster & Adoptive Care Coalition believes every child deserves a family, and has created groundbreaking, wraparound programs to recruit and support foster and adoptive families. HIDE

REPORTS & DOCUMENTS

Download Annual Reports

Our programs

What are the organization's current programs, how do they measure success, and who do the programs serve?

SOURCE: Self-reported by organization

Foster Parent Recruitment and Adoption Services

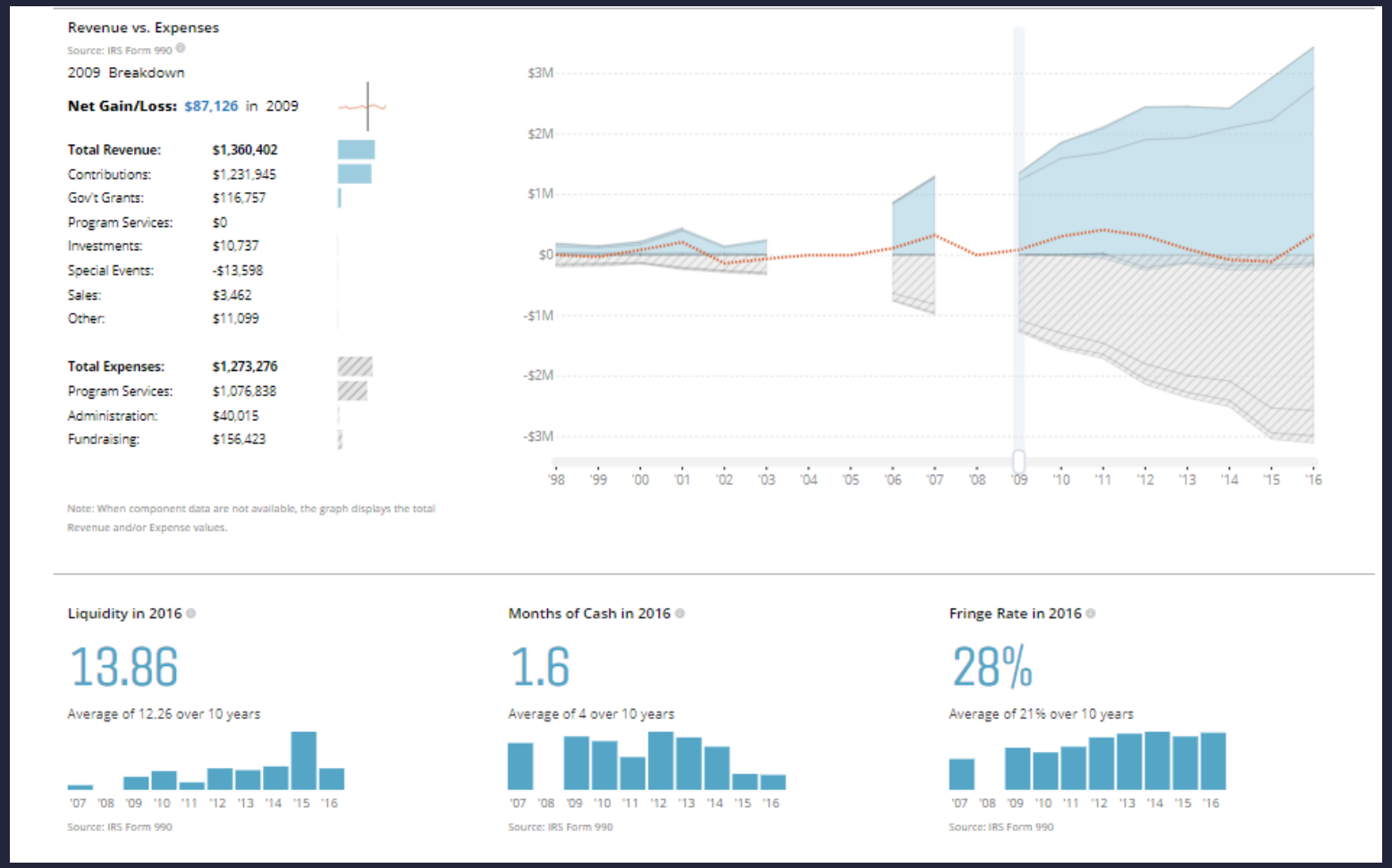
Foster and Adoptive Family Support Services

Where we work New!

St. Louis city, MO | Jefferson County, MO | St. Louis County, MO | St. Charles County, MO | Franklin County, MO

GUIDESTAR

Financial Information Graphed & Contextualized



GuideStar

Results are Prominently Displayed

Our Results

How does this organization measure their results? It's a hard question but an important one. These quantitative program results are self-reported by the organization, illustrating their committment to transparency, learning, and interest in helping the whole sector learn and grow.

SOURCE: Self-reported by organization

Percent of youth (re)connected with relatives at case closure

TOTALS BY YEAR

2017	81
2016	95
2015	83
2014	75

POPULATION(S) SERVED
No target populations selected

RELATED PROGRAM
Foster Parent Recruitment and Adoption Services

CONTEXT NOTES
Research shows children do better when they maintain a connection to their culture, upbringing, and community. The Coalition strives to keep kids involved in their church, school, and family.

Percent of children who remain in the home at case closure (placement disruptions prevented)

TOTALS BY YEAR

2017	86
2016	83
2015	82

POPULATION(S) SERVED
No target populations selected

RELATED PROGRAM
Foster and Adoptive Family Support Services

CONTEXT NOTES
Every disrupted adoption/placement also disrupts a child's ability to heal - and costs the state thousands of dollars. Our Crisis Intervention services save childhoods and taxpayer dollars.

Percent of students who met their educational goal

TOTALS BY YEAR

2017	96
2016	90
2015	95
2014	97

POPULATION(S) SERVED
No target populations selected

RELATED PROGRAM
Foster and Adoptive Family Support Services

CONTEXT NOTES
No child deserves a second-class education just because they've entered foster care. Our Advocates uphold their rights, support their parents, and educate their profes-sional team.

Percent of youth matched with a permanent family

TOTALS BY YEAR

2017	94
2016	84
2015	69
2014	70

POPULATION(S) SERVED
No target populations selected

RELATED PROGRAM
Foster Parent Recruitment and Adoption Services

CONTEXT NOTES
Because the Coalition never gives up on kids, Extreme Recruitment was designed for the toughest-to-place children in foster care - children with special needs, older youth, and large sibling groups.

GUIDESTAR

Operational Intelligence

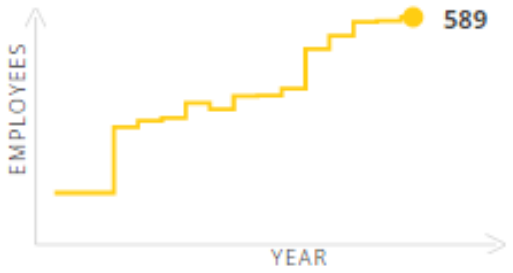
GENDER

- Female
- Male
- Transgender or unspecified nonconforming
- Unknown or decline to state

RACE & ETHNICITY

- Asian or Asian American
- Black or African American
- Hispanic, Latino, or Latina
- Multiracial or Multiethnic
- Native American, American Indian, Alaska Native or Native Hawaiian
- White
- Additional Ethnicities
- Unknown or decline to state

NO. EMPLOYEES IN 2014



IMPACT GENOME PROJECT®
POWERED BY MISSION MEASUREMENT

Awards & Accreditations

STANDARDS FOR EXCELLENCE

Since 2006

Governance

BOARD CHAIR

DANIEL TISHMAN

Tishman Construction Corporation

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices. Self-reported by organization

BOARD OF DIRECTORS

as of **9/30/2015**

DOWNLOAD

Daniel Tishman
Chair
Chairman and CEO, Tishman Construction Corporation

Leadership

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

Fiscal Year Ending 2014

DOWNLOAD

Source: IRS Form 990

$562,364	**Gail Mcgovern** President and Ceo
$467,913	**Shaun Gilmore** President, Biomedical Services
$441,227	**J Chris Hrouda** Executive VP, Biomed Services
$398,400	**Gerald DeFrancisco** President, Humanitarian Services
$388,654	**Clifford Holtz** SVP, Chapter Operations
$368,937	**Neal Litvack** Chief Development Officer
$352,390	**Brian Rhoa** Chief Financial Officer

Board Leadership Practices

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

SOURCE: Self-reported by organization

BOARD ORIENTATION & EDUCATION Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?	Yes
CEO OVERSIGHT Has the board conducted a formal, written assessment of the chief executive within the past year?	Yes
ETHICS & TRANSPARENCY Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?	Yes
BOARD COMPOSITION Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?	Yes
BOARD PERFORMANCE Has the board conducted a formal, written self-assessment of its performance within the past three years?	No

GUIDESTAR

4

Claiming & Updating Your Profile

Bronze, Silver, Gold, and Platinum Seals of Transparency

Keep basic contact and program information up to date

so you can be found

Provide financial information

so you can grow trust

Describe your goals and strategies

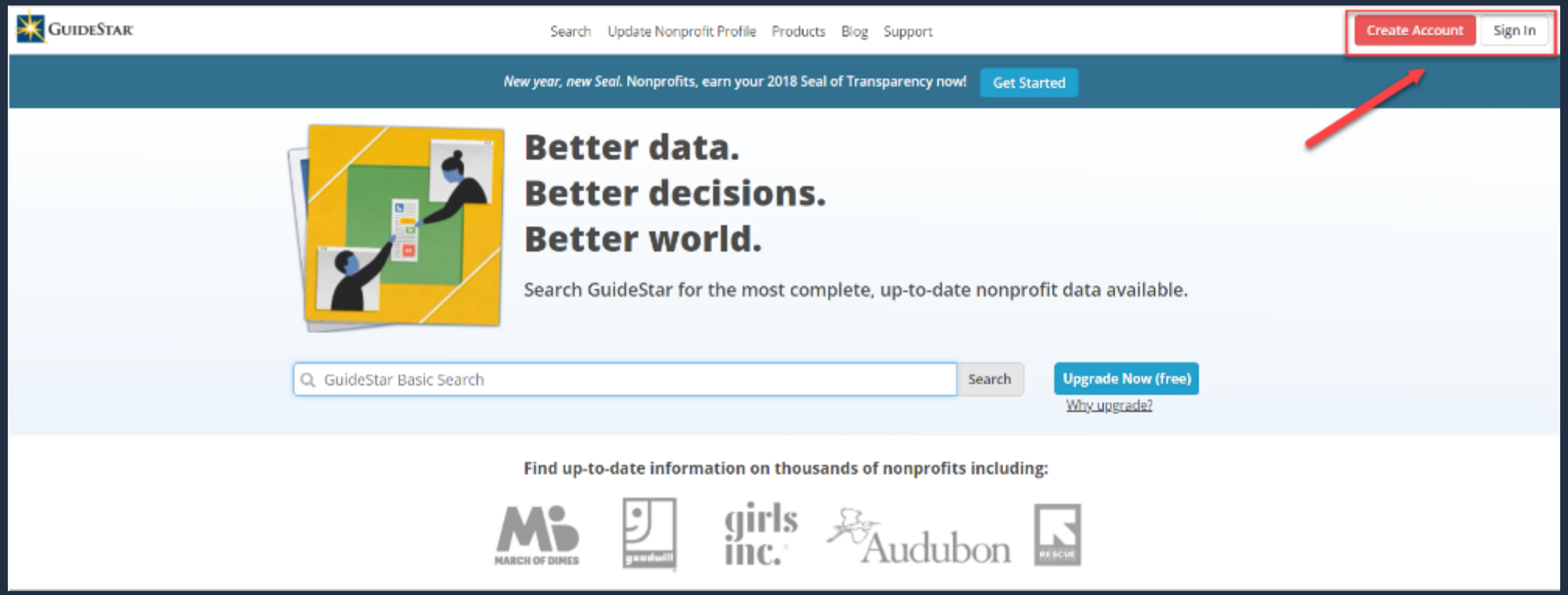
so you can tell others about your work

Share your measures of progress + results

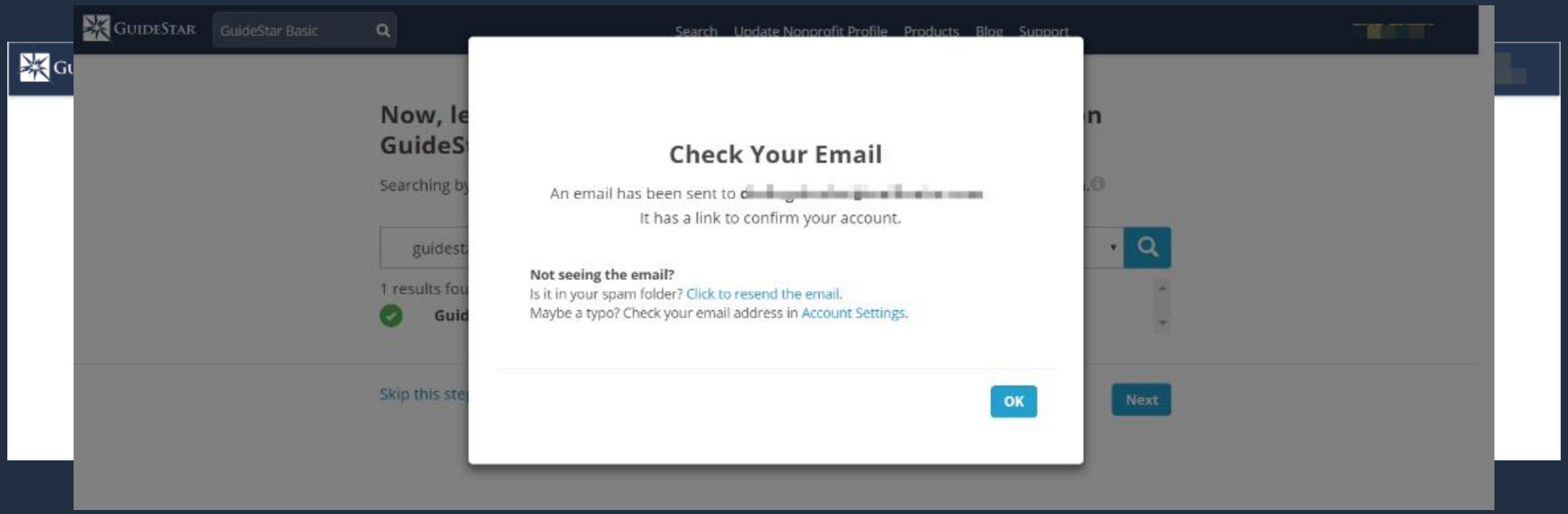
so you can show the difference you're making

GuideStar © 2018

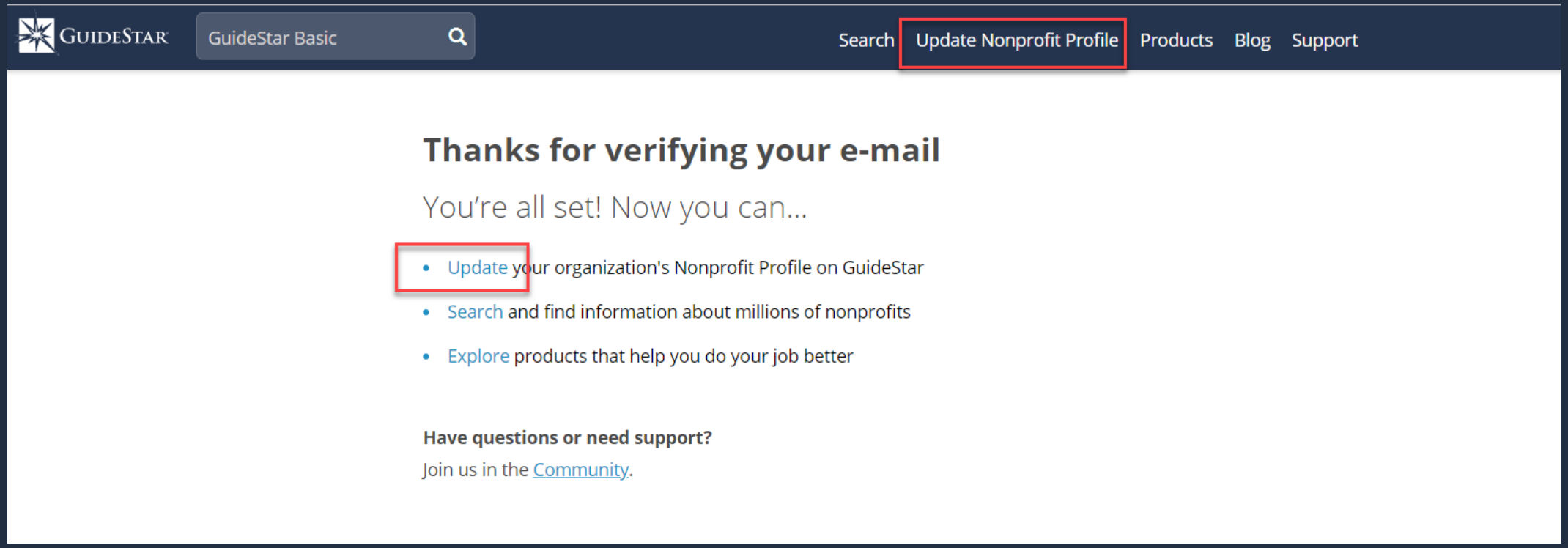
Step 1: Sign In or Create a FREE GuideStar Account



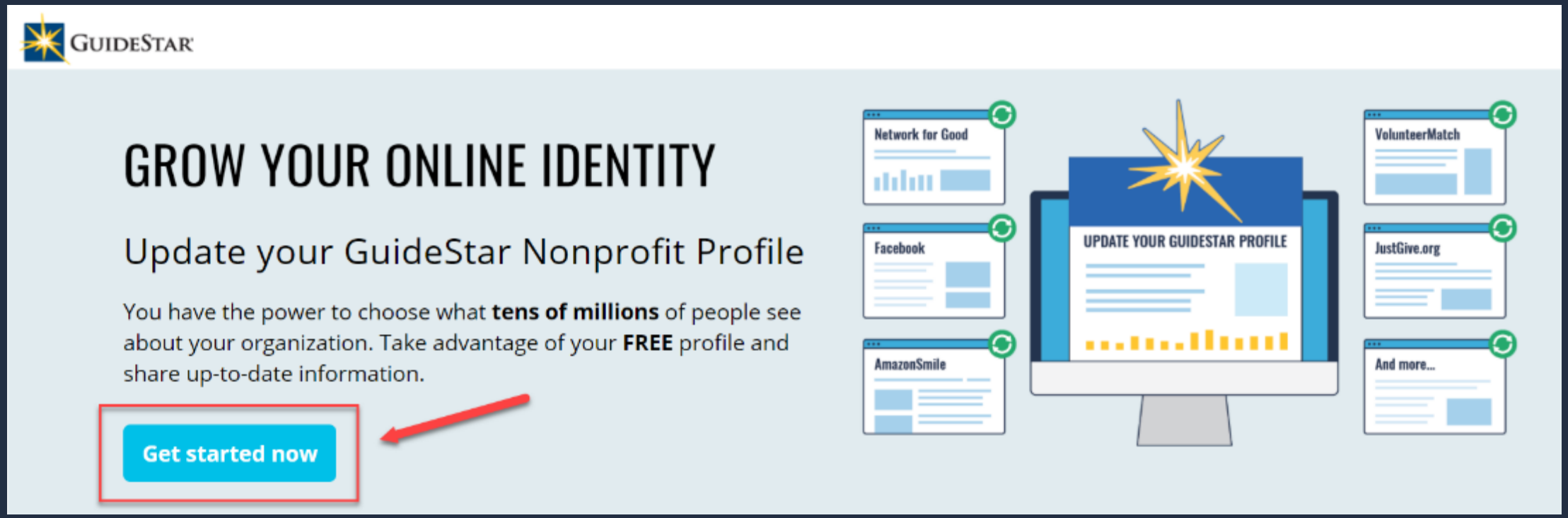
Step 2: Find Your Org + Verify Your Email



Step 3: Click “Update” or “Update Nonprofit Profile”



Step 4: Click “Get Started Now”



Need more help? Check out our video!

Video Tutorial: How to Claim Your Nonprofit Profile

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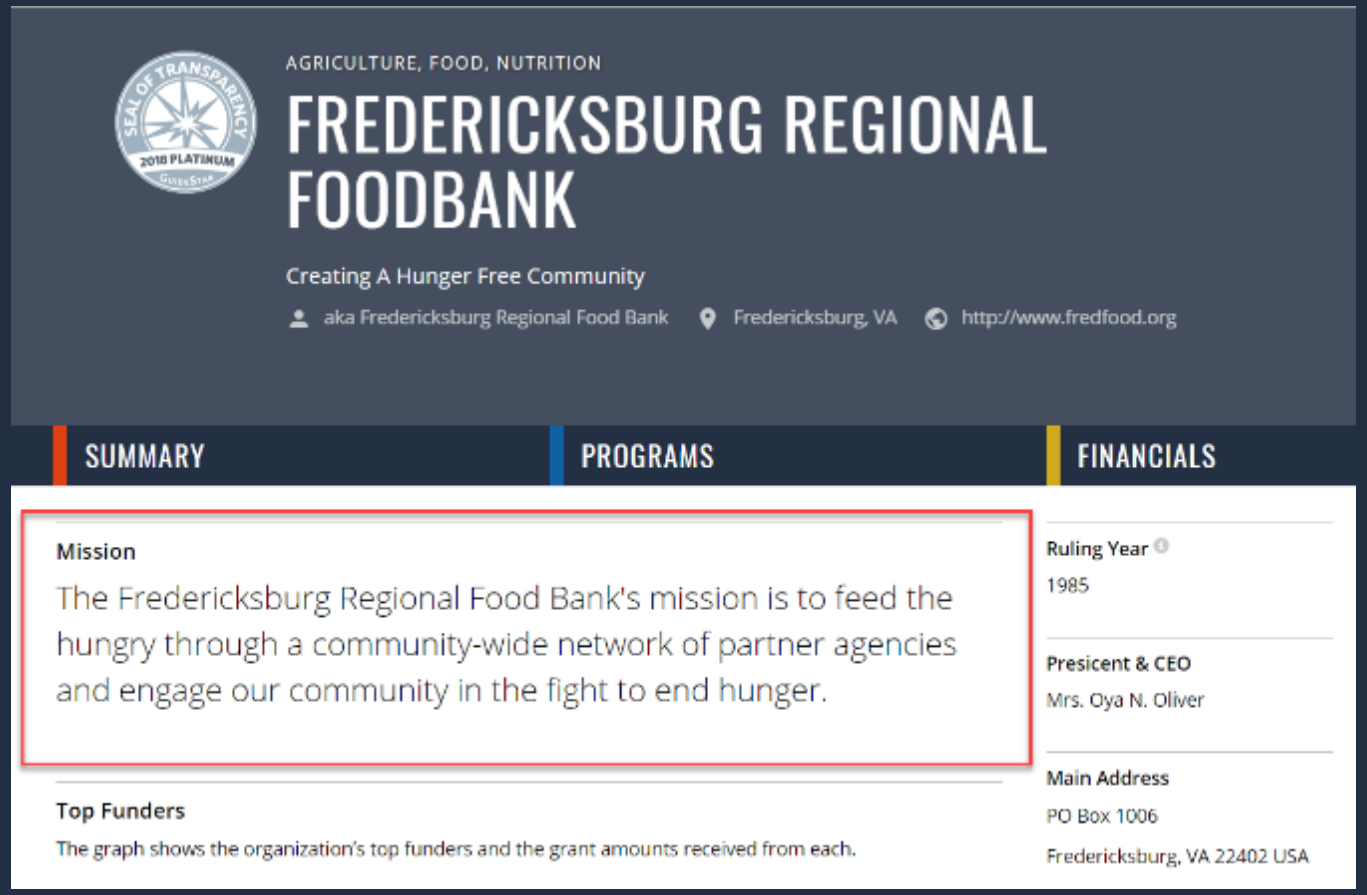
Updating Your Profile

Bronze: Mission Statement + Programs

- **Tip #1:** Your mission statement should be no longer than 2 sentences. This will entice GuideStar users to continue scrolling through your profile.
- **Tip #2:** Display your top 3-5 programs. For each program, write a 3-4 sentence description. This gives users a quick idea of what you do without losing their interest.
- **Tip #3:** For each program, be sure to complete the fields: geographic area served, population(s) served, and budget. This provides context in an easy-to-read fashion.



GUIDESTAR NONPROFIT PROFILE: BRONZE SEAL

Title	Required (*) and Optional Information
BRONZE Provide foundational information about your organization so you can be found	Identification Information **Organization Name*, EIN*,** Telephone, Fax, **Mailing Address***
	Additional Names Also Known As, Doing Business As, Formerly Known As
	Organization Founding Year Founded, Year of Incorporation, Letter of Incorporation, Letter of Dissolution
	Physical Address Physical Address, Mailing Address
	International Address International Address
	Payment Information **Legal Name***, EIN of Payable Organization, **Payment Address***
	Primary Contact **Name***, Title, **Email***, Telephone
	Categorization **Keywords*, NTEE codes***
	Brand **Logo*, Tagline*, Website URL* (or "Don't have one")**
	Fundraising Contact Name, Title, Email, Telephone
	Organization Leader **Name***, Title, Email, Short Biography, Photo, LinkedIn URL
	Organization Co-leader **Name***, Title, Email, Short Biography, Photo, LinkedIn URL
	Other Staff Type, Name, Title, Email, Telephone
	Board Chair **Name***, Company/Organization, Term Dates
	Board Members Name, Company/Organization
	Mission & Programs **Mission Statement*, Program Name*, Program Description*, Population Served*, Geographic Area Served***

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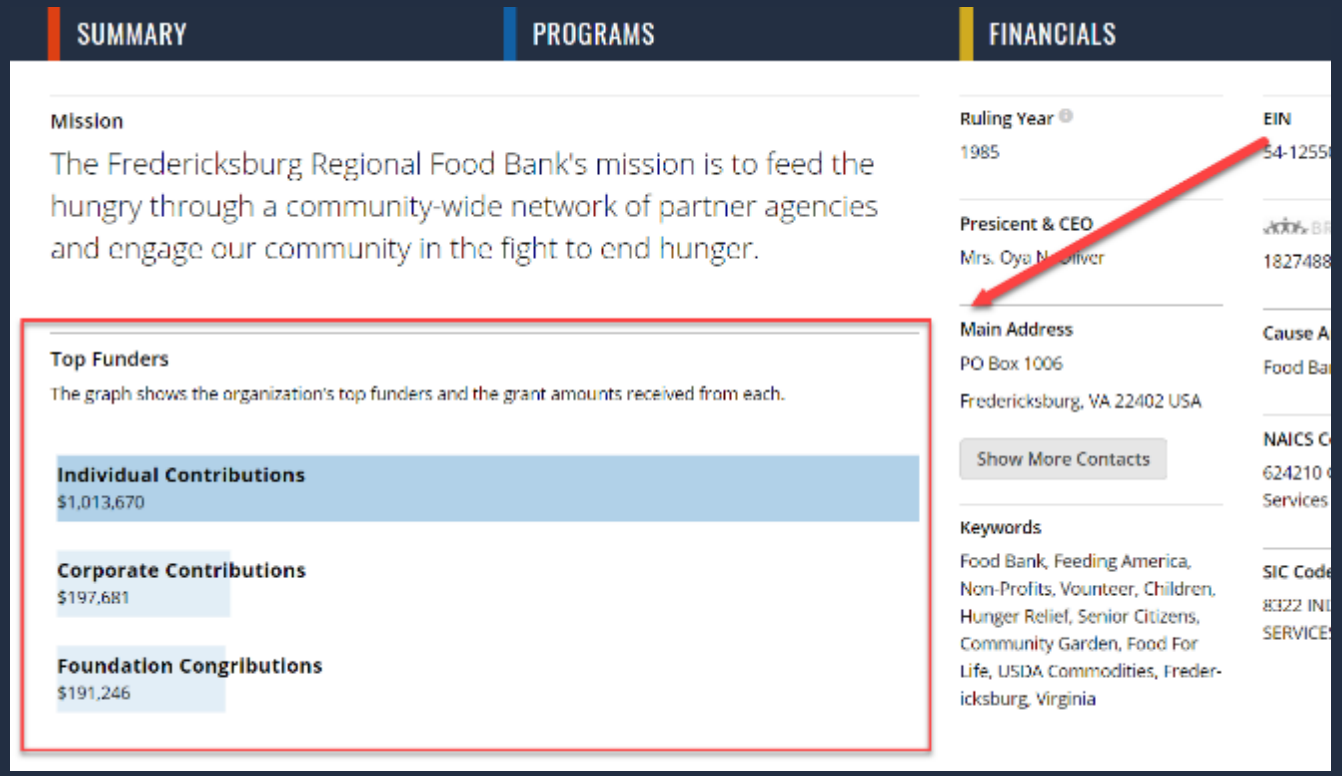
Silver: Financial Info + Top Funders

- **Tip #1:** If you uploaded an audited financial statement, also fill in the manual fields so basic users have access to your finances. This will make it look complete, no matter what subscription your user may have.

- **Tip #2:** If you manually entered information, make sure your numbers match those of your **most recent** Form 990.

- **Tip #3:** Fill out the Top Funders section. This fills in a large blank space at the top of the profile. You can also honor specific foundations or showcase your major funding sources by group. (This is great for grantmakers to see).
  - Ex 1: The Fictional GuideStar Gives Foundation
  - Ex 2: Individuals, Corporations, Foundations



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GUIDESTAR NONPROFIT PROFILE: SILVER SEAL

SILVER

Be transparent about your finances so you can build trust

Green* indicates Option A

Blue* indicates Option B

(must complete either Option A or Option B)

Audited Financial Statement*

Audited Financial Statement*

Fiscal Year*

Fiscal Year*

Revenue*

Contributions, Gifts, and Grants*, Program Service Revenue including Government Fees and Contracts, Membership Dues, Net Income from Special Events, Other Expenses and Amounts, **Total Revenue***

Expenses*

Program*, **Administration***, Fundraising, Payments to Affiliates, Other Expenses and Amounts, **Total Expenses***

Assets and Liabilities*

Total Assets*, **Total Liabilities***, **Net Assets or Fund Balance at the End of the Year***

Funding Sources

Up to 3 Sources, Amounts for Each

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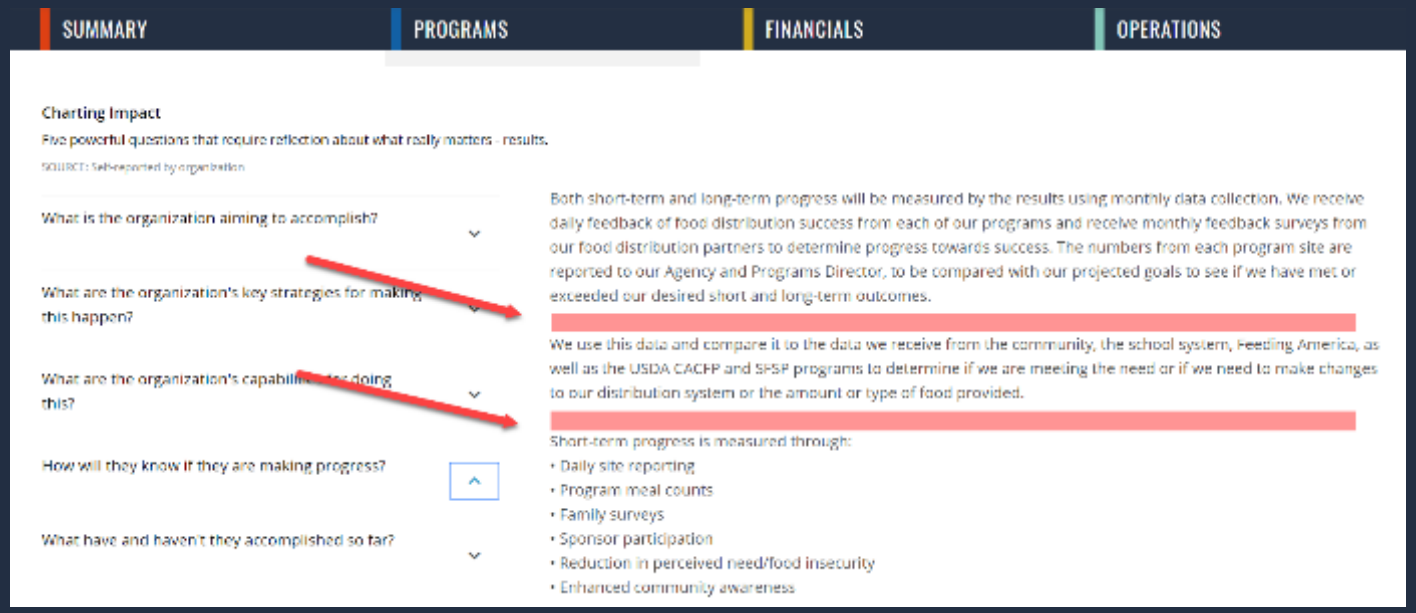
Gold: Formatting + Content

- **Tip #1:** Each answer should consist of 2-3 short paragraphs. Do not reach the 3,000 character limit.
- **Tip #2:** The Gold section does not have formatting options. Use the hard return (spaces) in between paragraphs to break up large chunks of text.
- **Tip #3:** Think of your 5-year plan when answering each question. This will give you a roadmap for your goals and strategies in the long term. It will also prove to users that you have plans well beyond one year in the future.



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GUIDESTAR NONPROFIT PROFILE: GOLD SEAL

GOLD

Share your goals and strategies so you can tell others about your work

Don't Forget…

- Turn on your "Donate Now" Button
- "Opt-In" to Share to 30M Users
- Publish Your Results

Problem Overview
Briefly describe the problem your organization is working to address

Goals
What is your organization aiming to accomplish?*

Strategies
What are your strategies for making this happen?*

Capabilities
What are your organization's capabilities for doing this?*

Indicators
How will your organization know if you are making progress?*

Progress
What have you accomplished so far and what's next?*

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Platinum: Metric Data + Context

- **Tip #1:** Start by displaying your top 3-5 metrics. Each metric should have 3-5 years worth of data.
- **Tip #2:** Include context! Provide insight for good (or bad) years or explain how your metric specifically relates to your organization.
- **Tip #3:** Include a target population for each metric (if applicable).
- ***Bonus tip:** *Connect your metrics to your programs.* This will show the difference each of your programs is making. We also recommend leaving 1-2 metrics for overarching organizational goals.

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Summary | Update Your Profile | Confirm & Publish | Benefits & Rewards | View Public Profile

GuideStar USA, Inc.

- Basic Information
- AmazonSmile
- Bronze
- Silver
- Gold
- **Platinum**
- Board Leadership Practices
- Social & Media Outreach
- Demographics
- Additional Docs

STEP1: REVIEW METRICS

What metrics does your organization use to track progress and results?

Choose up to 20 metrics.

Tagging Your Metrics

You can link each metric to target population(s) in Step Three.

View a PDF to review our library of potential metrics and share with your team.

Download PDF

OR

Go directly to Step Two to search for metrics. 1 - 5 metrics is a great start!

Search for metrics

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Summary | Update Your Profile | Confirm & Publish | Benefits & Rewards | View Public Profile

FILTER BY SERVICE STRATEGY

- Capacity Building 1
- Direct Service 21
- Education 3

FILTER BY CATEGORIES

- Animals 1
- Arts and Culture 1
- Economic Development
- Education 3
- General 1
- Human Services 3

RESET SEARCH

STEP 2: SELECTING METRICS

What metrics does your organization use to track progress and results?

employment

Search Results

- Number of job skills training courses/workshops conducted
- Number of employment placements defined as part-time (less than 35 hours per week)
- Number of employment placements defined as temporary or seasonal
- Number of jobs created and maintained
- Average number of job interviews per client
- Total cost of work acquired this year (in dollars)
- Number of clients passing job skill competency exams or assessments after completing course
- Number of copies of work distributed/sold
- Number of clients placed in internships
- Number of clients satisfied with employment training services
- Number of participants who gain employment

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ADD DETAILS

Number of job skills training courses/workshops conducted

Year by Year Results

YEAR	TOTAL
2015	869
2014	704
2013	649

+ Add a year

Context notes about this metric (optional)

Briefly say more about this metric . You can include definitions, explanations, context, or methodology. It's up to you

0 out of 200 characters

Does this metric relate to one of your programs? *(Optional)*

Select a program (entered in the Bronze section)

Target Populations Served *(Optional)*

Select populations served

Ready to display this on your profile?

Yes, display No, do not display

Cancel Save

GUIDESTAR NONPROFIT PROFILE: PLATINUM SEAL

Pro Search Tools | FinancialSCAN | GuideStar Pro

SAVE FOR LATER | DOWNLOAD DATA | PDF | SHARE

Food For The Poor, Inc.

- Summary
- Programs + Results
- Financials
- Operations

BACK TO TOP

Results

Self-reported by organization

How does this organization measure their results? It's a hard question but an important one. These quantitative program results are self-reported by the organization, illustrating their committment to transparency, learning, and interest in helping the whole sector learn and grow.

1. Number of housing units built

Target Population	No target populations selected
Connected to a Program?	n/a

TOTALS BY YEAR

2015	9,431
2014	7,367
2013	6,808

Context notes for this metric

2. Number of water projects built

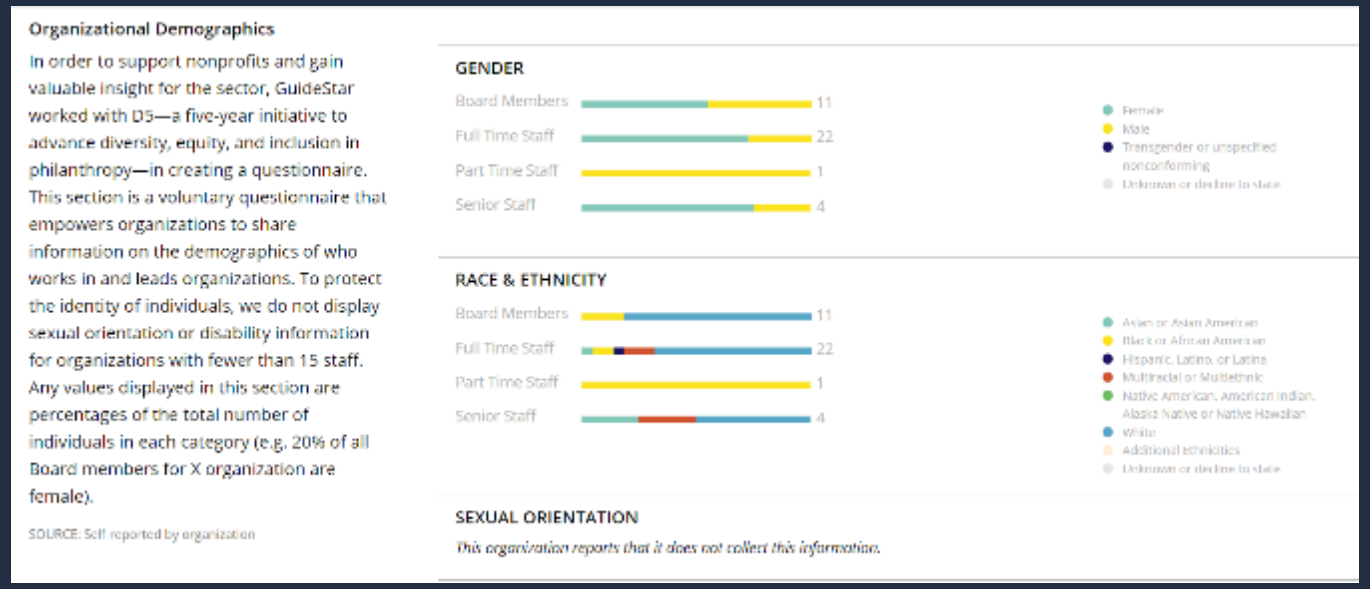
Target Population	No target populations selected
Connected to a Program?	n/a

Optional: Pictures, Forms & Figures

- **Tip #1:** Adding photos, videos, and your logo gives your profile a face. It'll make it stand out compared to other profiles with only text.

- **Tip #2:** Upload your most recent Forms 990 and annual reports. This shows effort by your organization to provide up-to-date information to GuideStar users.

- **Tip #3:** Fill out the Board Leadership Practices section, as well as the Demographics section. Both show your organization's commitment to transparency in a variety of ways.
  - Also, this information makes the second half of your profile shine!



GUIDESTAR NONPROFIT PROFILE: BOARD LEADERSHIP PRACTICES

BOARD LEADERSHIP PRACTICES

Not Independently Incorporated

Opt-out for organizations not required to have a board

Board Orientation & Education

Yes/No: Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

CEO Oversight

Yes/No: Has the board conducted a formal, written assessment of the chief executive within the past year?

Ethics & Transparency

Yes/No: Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?

Board Composition

Yes/No: Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Board Performance

Yes/No: Has the board conducted a formal, written self-assessment of its performance within the past three years?

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GUIDESTAR NONPROFIT PROFILE: SOCIAL & MEDIA, DEMOGRAPHICS, ADDITIONAL DOCS

SOCIAL MEDIA & OUTREACH	Websites Social Media User Names Logo Photos and Videos
DEMOGRAPHICS OF YOUR ORGANIZATION	Staff Totals Gender Identity Race and Ethnicity Sexual Orientation Disability Status Diversity Strategies
ADDITIONAL DOCUMENTS	Annual Report IRS Documents Certifications Other Documents Notes from the Nonprofit

Don't Forget…

- Turn on your "Donate Now" Button
- "Opt-In" to Share to 30M Users
- Publish Your Results

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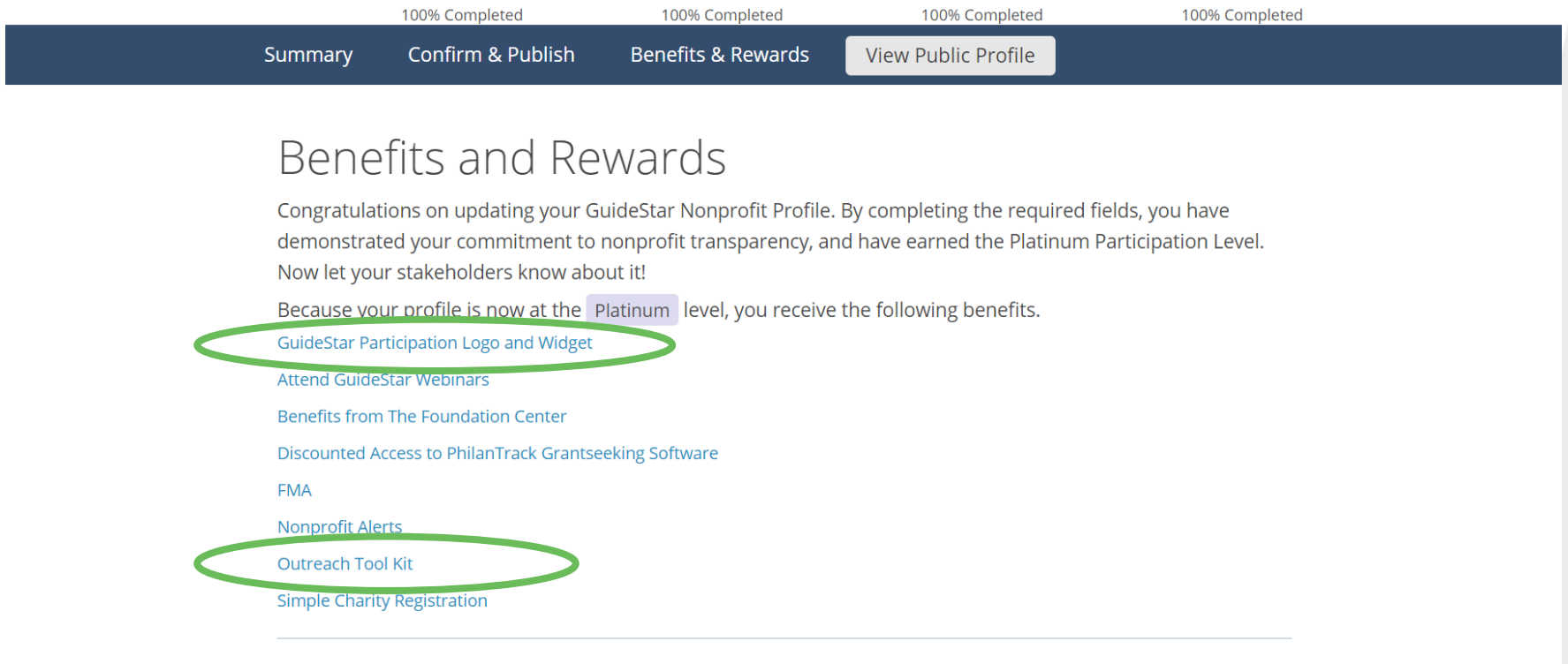
CELEBRATE

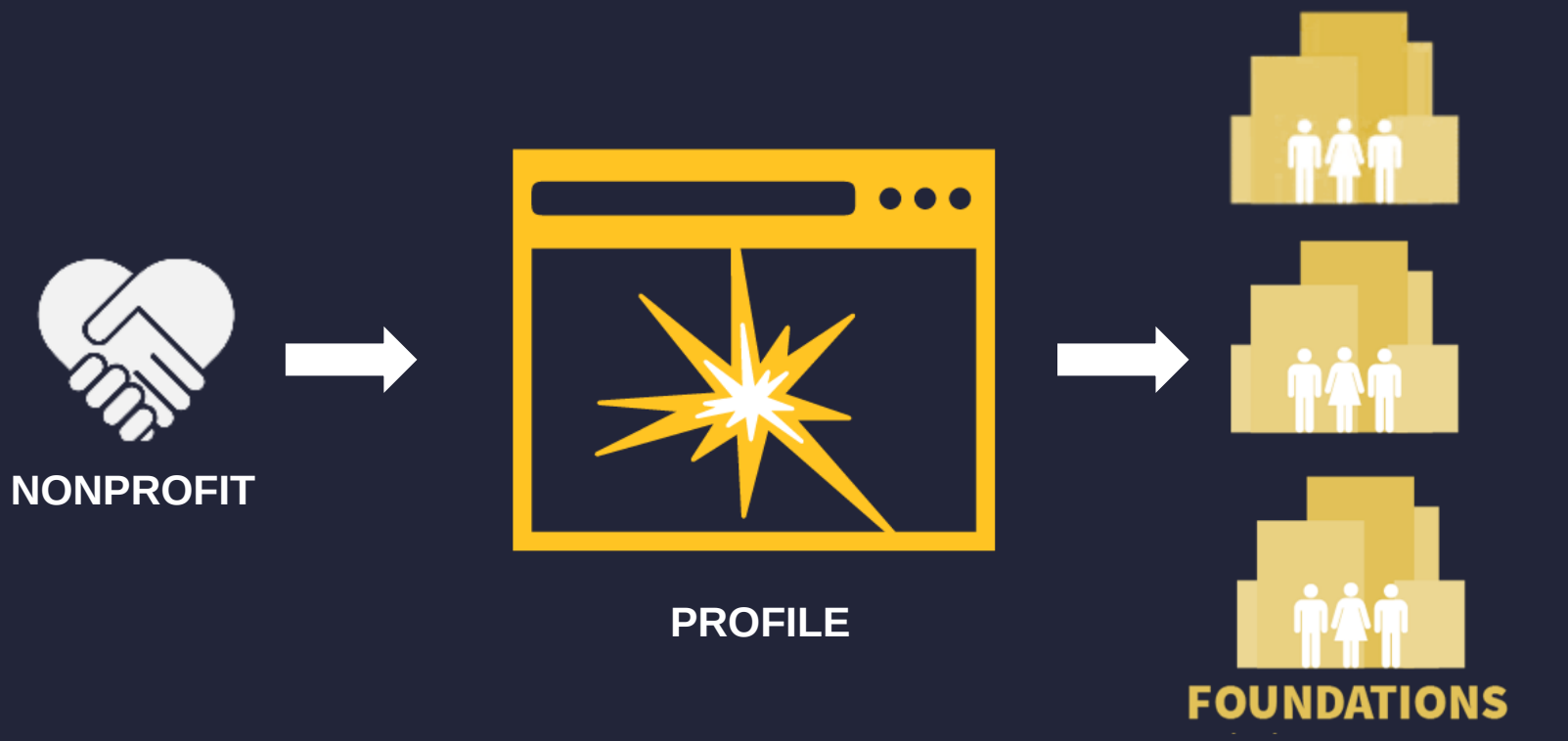
Tips & Tricks

- Click GuideStar Participation Logo and Widget – for the “clickable” Seal for your website
- Click Outreach Toolkit – for templates and image files of your Seal



GUIDESTAR

GuideStar for Grant Applications: Powerful Data Tools Saves You Time

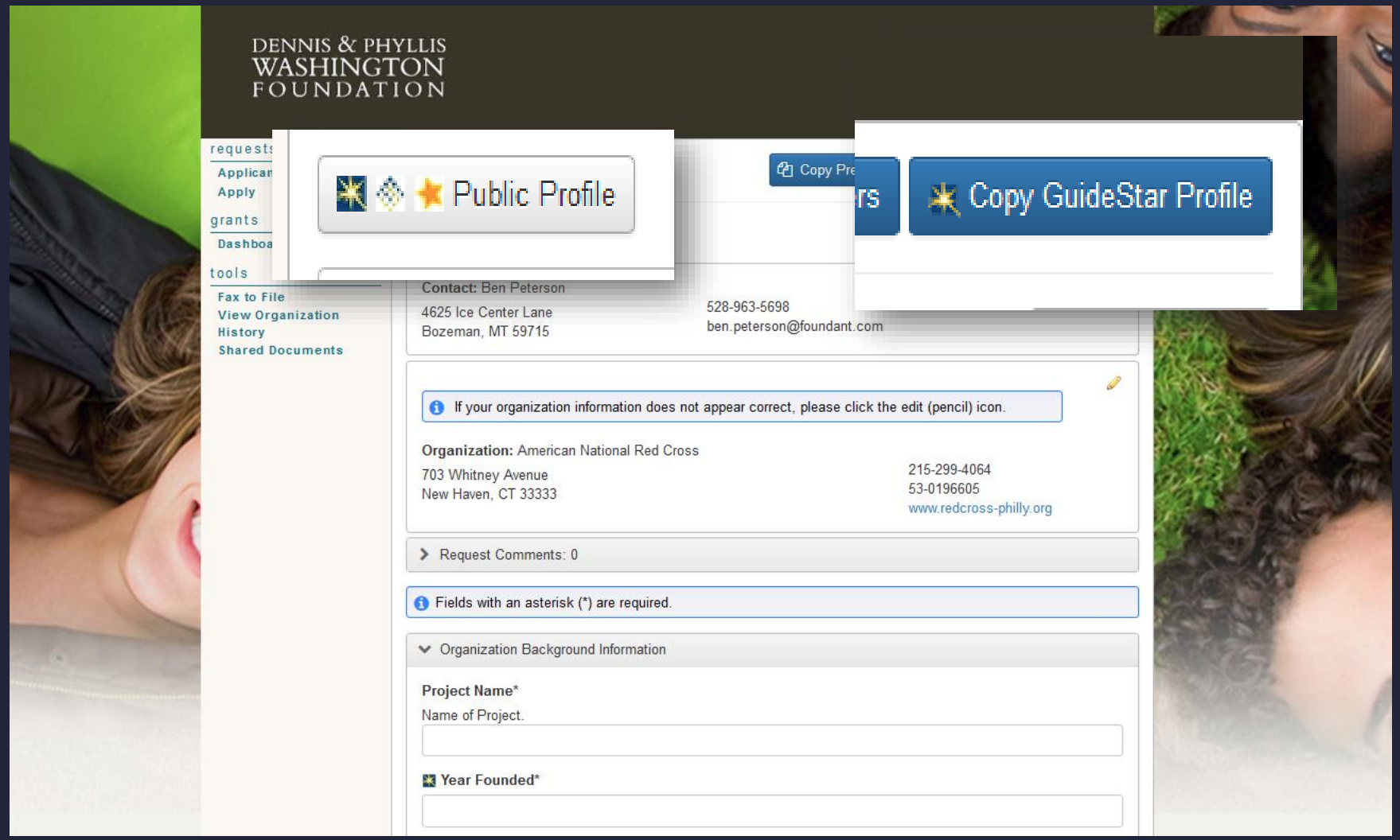


AUTO-POPULATE GRANT APPLICATIONS

Your Data Speaks for you…What story is it telling?

GUIDESTAR

Sample Grant Application using G4G



GUIDESTAR

Sample Application using G4G

Copy GuideStar Profile

The table below shows a list of GuideStar Profile answers that can be copied into this Form.

Clicking 'Copy Answers' will copy the answers from the GuideStar Profile into the form you are currently working on.
NOTE: Any questions that have already been answered on the current form will NOT be overwritten by a copied answer.

Select the checkbox next to each answer you want to copy.

QUESTION	ANSWER
Primary Organization Name	American National Red Cross
Mission Statement	The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
Geographic Areas Served (list)	Throughout the United States Internationally
Year Founded	
Fiscal Year Start	07/01
Fiscal Year End	06/30

Cancel

Copy Answers

GUIDESTAR

Sample Application using G4G

Organization Background Information

Project Name*

Name of Project.

Year Founded*

Primary Organization Name*

Mission Statement*

2,000 characters left of 2,000

Geographic Areas Served (list)*

GuideStar

Remember to Claim Your Profile:
support@guidestar.org

Q&A Discussion
Adrian.bordone@guidestar.org

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