



TOOLS FOR NONPROFITS

# Update Your GuideStar Nonprofit Profile

## Your GuideStar Profile Is Your Online Identity

You already have a profile on GuideStar. Do you know what our 10 million users—and the millions who use the more than 230 philanthropy websites that share our data—see when they view your profile? In less than an afternoon of your time, you could get your organization’s up-to-date information in front of donors, funders, and key decision makers—**for free**.



### SOME OF OUR PARTNER SITES



## Increase Visibility, Increase Funding

- Add a donate button directly to your profile. (Donations average \$144 per contribution.)
- Increase your chances of being seen. (Gold and Platinum profiles get 2x as many views other profiles.)

## Save Time on Your Grant Applications

GuideStar for Grant Applications automatically populates grant applications with your profile data. Spend less time on paperwork and more time working toward your mission. Visit [guidestar.org/g4g](http://guidestar.org/g4g) to learn more.

*“Our GuideStar profile probably saves us 40 hours a week. We’re constantly asked for our financials, details about our mission, and reviews. Sending people to our Nonprofit Profile frees us up to focus on our mission.”*

—JANET WENHOLZ  
GRANT WRITER, OPERATION FREEDOM PAWS

### SOME OF THE THOUSANDS OF FOUNDATIONS THAT USE GUIDESTAR

- ✓ Disney Foundation
- ✓ Robert Wood Johnson Foundation
- ✓ BNY Mellon Charitable
- ✓ Bill & Melinda Gates Foundation
- ✓ Vanguard Charitable Endowment Program
- ✓ The Annie E. Casey Foundation
- ✓ John D. and Catherine T. MacArthur Foundation
- ✓ Walmart Foundation
- ✓ Conrad N. Hilton Foundation
- ✓ David and Lucile Packard Foundation

# Be Rewarded for Being Transparent

Earn a GuideStar Seal of Transparency by providing more information about your organization.



## BRONZE

Basic info so you can be found  
(15+ minutes)

- Organization address, contact name, and email
- Mission Statement
- Name of organization leader and board chair
- Payment Address
- Program name, description, population served
- Geographic area served by program



## SILVER

Financial info so you can gain trust  
(15+ minutes)

- Audited financial reporter OR basic financial information
- Bronze level requirements



## GOLD

So you can tell others about your work  
(30+ minutes)

- 5 questions that can chart your impact:  
(1) Goals, (2) Strategies, (3) Capabilities, (4) Indicators, and (5) Progress
- Bronze and Silver level requirements



## PLATINUM

So you can show the difference you are making  
(30+ minutes)

- Share your progress and results with the metrics that matter most to your organization
- Bronze, Silver, and Gold level requirements

*“GuideStar Nonprofit Profiles help the sector take a leap forward from data and information about charities to powerful knowledge and insight to help us make informed decisions. The emphasis on programs and results, the user-friendly visualization, the multi-year trend data, and the ability to compare nonprofits will benefit donors, nonprofits, media, policy makers, and those seeking services.”*

—VICTORIA VRANA

Senior Program Officer, Philanthropic Partnership, The Bill & Melinda Gates Foundation

Join the 150,000 nonprofits that have shared their stories on GuideStar.

## SOME PLATINUM ORGANIZATIONS



## ABOUT CANDID

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid’s data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Foundation Center and GuideStar joined forces to become Candid, a 501(c)(3) nonprofit organization. Find out more at [candid.org](http://candid.org).