

2019 GuideStar Profile Standard

A best practice guide for collecting and sharing information about nonprofit organizations



TIPS AND TRICKS

- Update your information **at least once a year**—otherwise your Seal will expire
- We recommend you **review all your fields** to make sure they're as up to date as possible
- In Silver, the reported data must be from the **latest available fiscal year** (2018 or 2017)
- In Platinum, at least one metric must be from **2018**
- The levels are cumulative**—for example, to achieve Platinum requires first fulfilling the requirements for Bronze, Silver, and Gold

LEGEND

- Red*** = required to earn a GuideStar Seal of Transparency
- Black** = recommended but not required
- **** = information must be latest available (2018 or more recent)

Seal of Transparency	Required (*) and Optional Information
<h2 style="margin: 0;">BRONZE</h2> <p style="margin: 0;"><i>Provide basic information about your organization so you can be found</i></p>	Identification Information Organization Name* Employer Identification Number (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
	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
	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 Mission Statement*
	Programs and Maps Program Name* Program Description* Population Served* Geographic Area Served*
Categorization Keywords* NTEE codes*	
Brand Logo* Tagline* Website URL* (or "Don't have one")	

SILVER

Be transparent about your finances so you can build trust

There are two ways to achieve Silver:

Option A

Option B

A Audited Financial Statement*	Audited Financial Statement* **Must be 2018 or 2017
B Fiscal Year*	Fiscal Year* **Must be 2018 or 2017
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 & 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

GOLD

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

Problem Overview	Briefly describe the problem your organization is working to address (max 1,000 char)
Goals	What is your organization aiming to accomplish?* (max 3,000 char)
Strategies	What are your strategies for making this happen?* (max 3,000 char)
Capabilities	What are your organization's capabilities for doing this?* (max 3,000 char)
Indicators	How will your organization know if you are making progress?* (max 3,000 char)
Progress	What have you accomplished so far and what's next?* (max 3,000 char)

PLATINUM

Share your quantitative measures of progress and results to show the difference you make.

Measures of Progress and Results	Between 1** and up to 20 quantitative metrics selected by your organization **At least 1 metric must be from 2018 Assign a Type of Metric (Input, Output, Outcome, Context or Other) Assign a Direction of Success (Increasing, Decreasing, Holding Steady) Assign a Program or Population Served —as relevant Add a Context Note —as relevant
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Seal of Transparency	Required (*) and Optional Information	
Social Media and Outreach	Websites	Website Blog URL
	Social Media User Names	Facebook Twitter LinkedIn YouTube Instagram
	Photos and Videos	
Demographics of your organization	Staff Totals	Number of Board Members Full-time Staff Part-time Staff Senior Staff
	Gender Identity	No. of individuals: Female Male Transgender/unspecified non-conforming Decline to state
	Race and Ethnicity	No. of individuals: Asian/Asian American Black/African American, Hispanic/Latino/Latina Native American/American Indian/Alaska Native/Native Hawaiian White Multi-racial or multi-ethnic, Individual(s) decline to state Other
	Sexual Orientation	No. of individuals: Lesbian, gay, bisexual Individuals decline to state We do not collect this information
	Disability Status	No. of individuals: Person(s) with a disability Individuals decline to state We do not collect this information
	Diversity Strategies	Checklist of strategies to address diversity
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?
Additional Documents	Annual Report	
	IRS Documents	Recent Form 990 Form 990-T Form 1023 or 1024
	Certifications	Affiliation Assessment or Accreditation
	Other Documents	
	Notes from the Nonprofit	