# **Using GuideStar:**

Research, Analyze, Participate

# NMC/AFP Joint Fundraising Workshop 2012

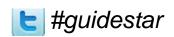


### Today's Objectives

**GuideStar Introduction** 

GuideStar Services: Nonprofit Reports, Reviews, Tools

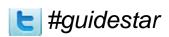
GuideStar Live: Demonstrations and Q&A





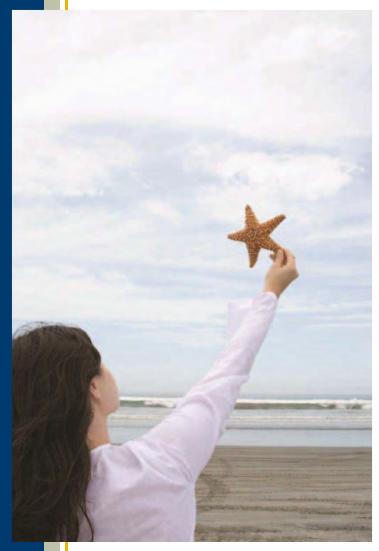
# **GuideStar 101 Key Metrics and Milestones**

- Founded in 1994
- More than 1.7 million nonprofits in the GuideStar database
- More than 127,000 members in the GuideStar Exchange that voluntarily contribute additional information beyond IRS listings
- More than 3.7 million Form 990 images in the GuideStar database
- More than 2 million digitized IRS records in the GuideStar database
- 10.8 million annual visits to the GuideStar Web site
- More than 1.2 million registered users
- 246,865 GuideStar Newletters suscribers
- Executives who are key members of sector initiatives and advisory committees, including the National Center for Charitable Statistics and the Panel on the Nonprofit Sector
- Honored with InfoCommerce's Model of Excellence Award
- GuideStar products and services listed on the General Services Administration (GSA)'s Financial and Business Solutions Schedule





### GuideStar's Mission



To revolutionize philanthropy and nonprofit practice by providing information ...

...that advances transparency, enables users to make better decisions, and encourages charitable giving.

tguidestar

# **GuideStar Best Practices and Applications**

#### Who Uses GuideStar?

- Nonprofit Development Directors
- Nonprofit Fundraising Directors
- Grant Writers
- Foundation Grants Administrators and Donor Services Managers
- Corporate Foundation Giving Program Managers
- Healthcare: Prospect and Research Directors
- Accountants, Auditors and Compliance Officers
- Attorneys and Paralegals specializing in nonprofit practice
- Asset Managers and Financial Services professionals specializing in nonprofit practice
- Marketing Communications professionals
- Management and technology consultants





### **Data GuideStar Collects**

Tax data (via IRS) **Programmatic information** (GuideStar Exchange) **Programmatic information** (DonorEdge partnerships) **GUIDESTAR Users Constituency data** (via GreatNonprofits) **Accountability seals** 

### GuideStar Exchange

Advancing transparency and accountability through a voluntary program of information sharing including...

IRS Letters of Determination
Annual Reports
Audited Financial Statements
Detailed Program Data
Current Board and Staff names
Board and Staff Demographic
information
Board Governance and

**Management Practices** 

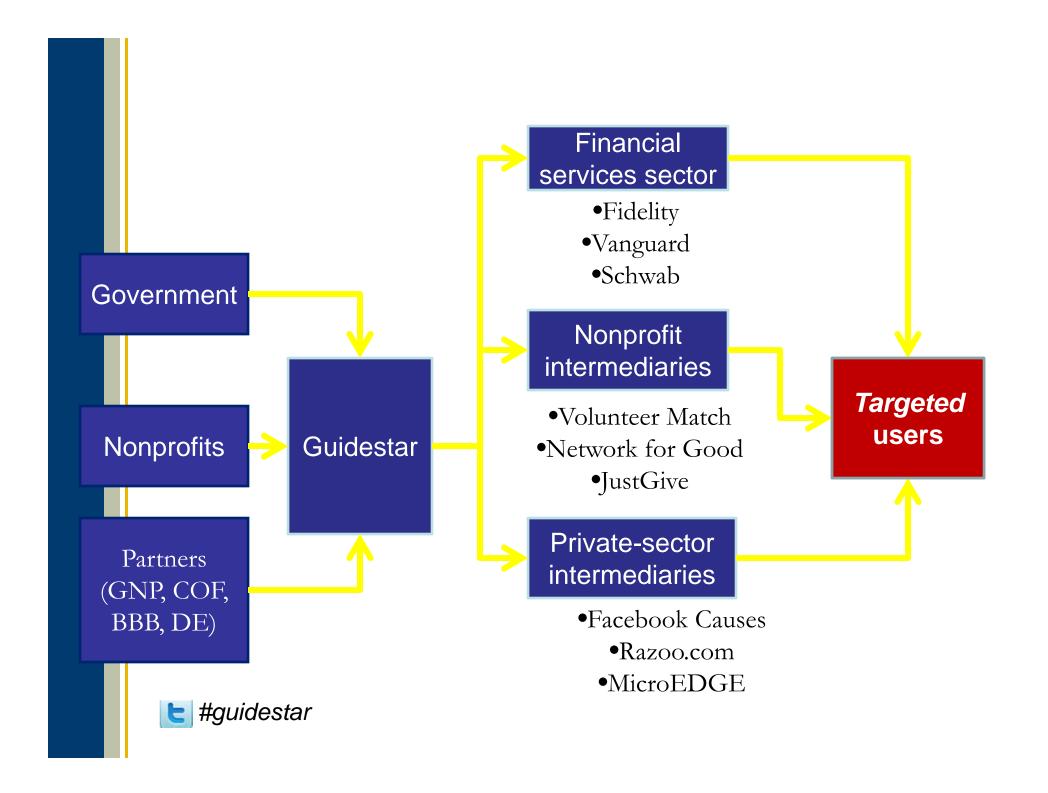


### The GuideStar Seal

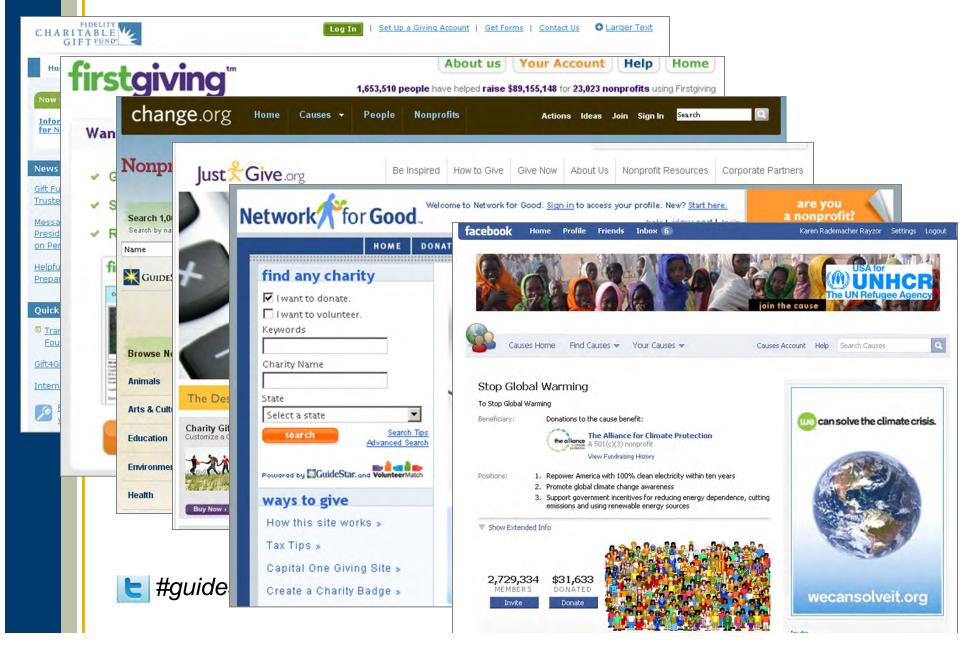


 In exchange for the information they provide, Exchange Members receive:

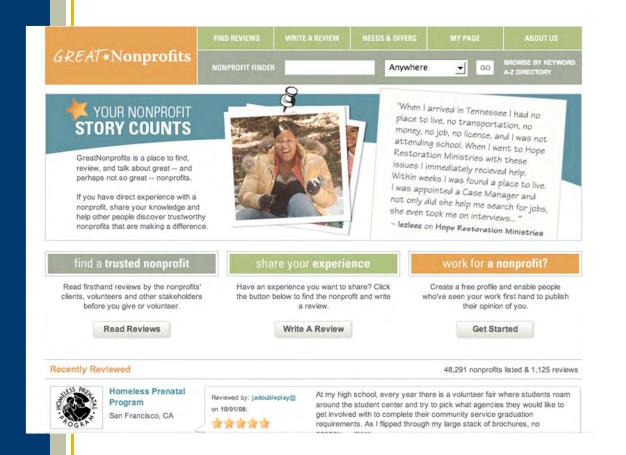
- The GuideStar Seal on your report page and in print materials
- Up-to-date information automatically distributed to partner network
- New! Promotional tool kit helps you promote your Seal
- New! Embeddable toolbar allows you do receive \$.01 every time they search
- Discount to fundraising tools
- GuideStar promotes your brand on our social media pages
- Free and first access to GuideStar webinars and publications



### GuideStar Partners

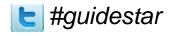


### **Great Nonprofits Partnership**



People relying on peers to help make giving decisions

Reviews tripled in the last quarter



## Read or Write a Review on your GuideStar Exchange Report

#### **Nonprofit Report:** Cambodian Childrens Fund Print Contact Information: At a Glance: Cambodian Childrens Fund Category: Learn More > Also Known As: My Tools Areas Served: Internationally Former Name(s): Year Founded: 2004 Physical Address: 10801 National Blvd. Suite 560 Los Angeles, CA 90064 My Account Web Address: www.cambodianchildrensfund.org Account Information Blog Address: Contact E-mail: support@cambodianchildrensfund.org General Info **Financials** Forms 990 Programs People News **Photos** Video & Help & Docs Our mission is to break cycles of poverty and abuse and to create positive Mission Statement change in Cambodia through intervention and education for the most impoverished and underserved children and their families. By providing healthcare, education, job training and leadership development, the children in our care will enter Cambodian society with the foundation to become progressive leaders and spokespeople with the skills, confidence and integrity to help their own families and communities in a way no other generation has Cambodian Children's Fund (CCF) is a not-for-profit international organization Impact Statement registered in the state of California and operating entirely within the Kingdom of Cambodia. In a society as broken as Cambodia, the role of education and Reviews: leadership building is critical. CCF is committed to each child for life, beginning with daycare services at age two, expanding to residential education Click here to Read Reviews programs at age six and continuing with transitional programs and workforce placements after a child turns 18. By creating opportunities for leadership and Click here to Write a Review self-expression, CCF's teachings are naturally integrated with the students' knowledge of their society's opportunities, sensitivities and limitations. 📘 #guidestar

# **Measuring Nonprofit Impact**

- Self-Reported Impact:
  - GuideStar Exchange: impact statement from nonprofit
  - Charting Impact: BBB Wise Giving Alliance,
     GuideStar, and Independent Sector
- Third Party Assessments:
  - Expert Reviews
  - Individual Reviews



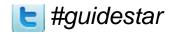




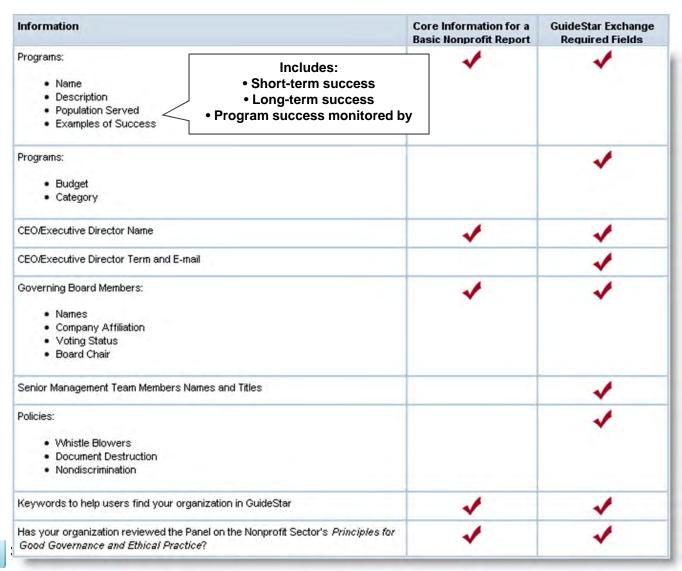


### Highlights of Exchange Fields

Information	Core Information for a Basic Nonprofit Report	GuideStar Exchange Required Fields
Employer Identification Number (EIN)	4	4
Primary Contact Name and E-mail (for GuideStar's use only)	1	4
Geographic Areas Served	1	1
Number of Staff and Volunteers		1
Mission Statement	1	1
Annual Report(s)     Financial Statement(s)		*



### Highlights of Program Fields





### Highlights of Exchange Fields

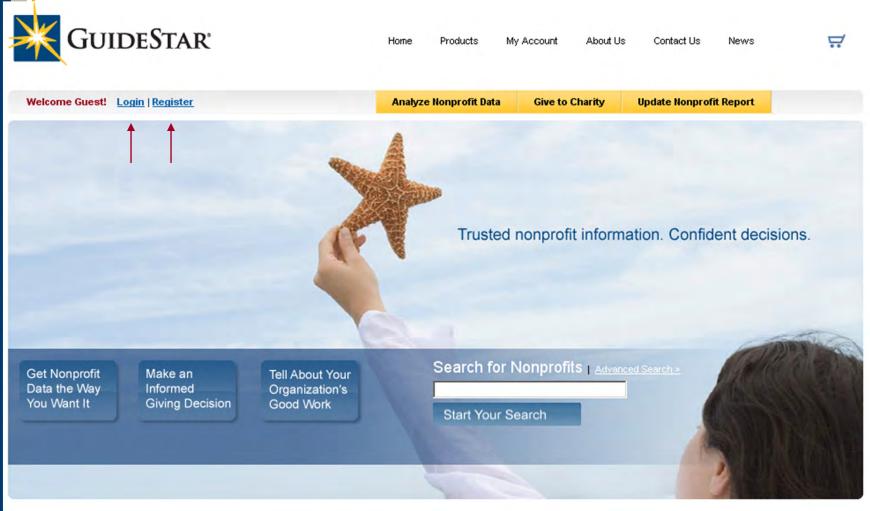
#### Optional Fields for Public Report Pages



#### Optional Fields for Annual Benchmarking Reports

1	Fund Development	
1	Endowment Value and Spending Policy	
1	Capital Campaigns	
1	Board\Staff Demographics	

# Log in or Register





### Quick Search



Home

Products

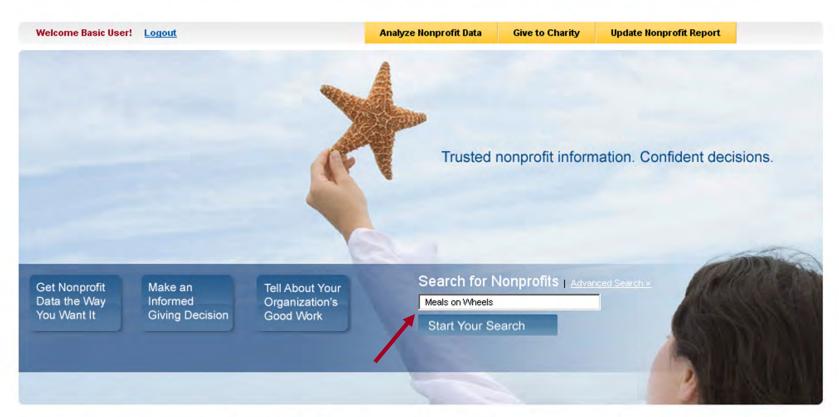
My Account

About Us

Contact Us

News





#### About GuideStar

Welcome to GuideStar, the most complete source of information about U.S. nonprofits there is. Search our database of 1.8 million IRS-recognized organizations to find a charity to support, benchmark your own nonprofit's

#### **GuideStar Products**

Search, Sort, and Retrieval >

Research Tools >

Compensation Research >

#### Premium Research

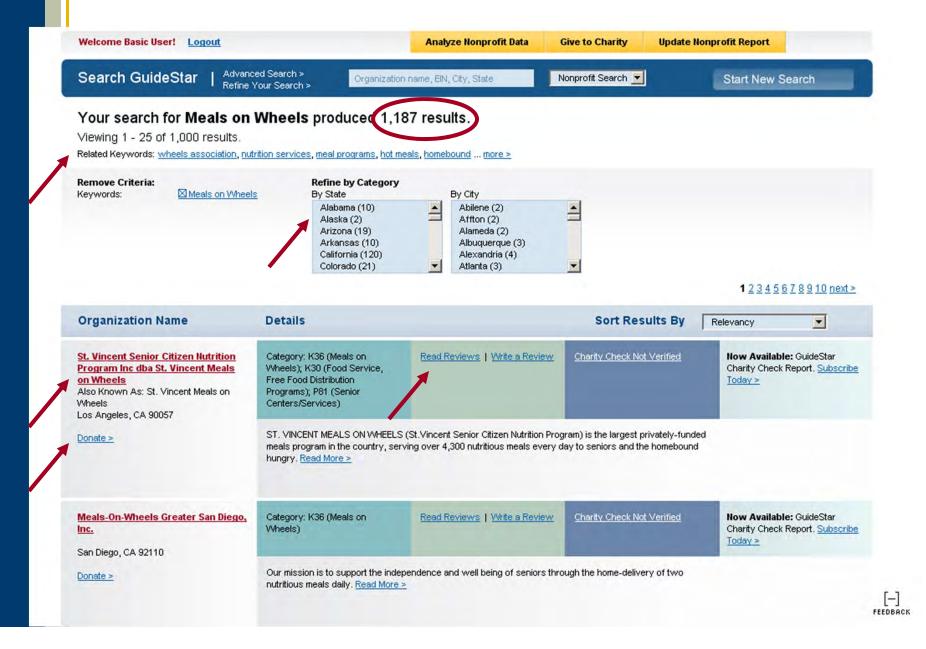
GuideStar Premium unleashes the full power of GuideStar. More search options, detailed reports, save and sort your results.

#### Upgrade to Premium >

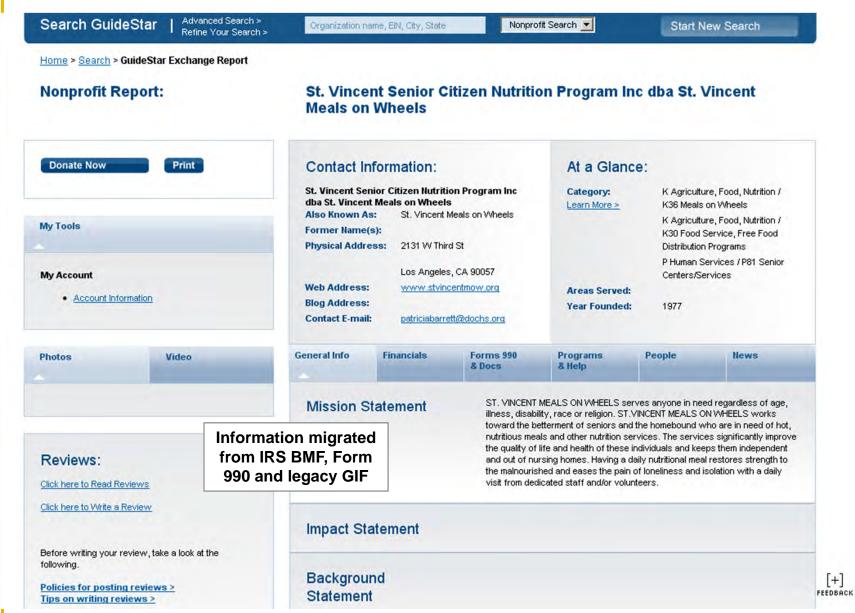
#### Nonprofits: Connect with Supporters

Millions of donors and funders visit GuideStar each year. Update your GuideStar report now so that they'll get the most up-to-date, donor-friendly information about you.

### Search Results



# Exchange Report - Not Updated



# Exchange Report - Updated

Home > Search > GuideStar Exchange Report

#### **Nonprofit Report:**

#### International Development Exchange







#### Contact Information: International Development Exchange Also Known As: IDEX Former Name(s): Physical Address: 827 Valencia St Ste 101 San Francisco, CA 94110 Web Address: http://www.idex.org Blog Address: http://www.idex.org/blog Telephone: (415) 8248384 gillian@idex.org Contact E-mail: General Info **Financials** Forms 990 & Docs



#### Mission Statement

IDEX is a San Francisco based non-profit organization that promotes sustainable solutions to poverty by providing long-term grants and access to resources to locally run organizations in Africa, Asia and Latin America. IDEX works with partners and grantees in Bangladesh, Guatemala, India, Mexico, Nepal, South Africa and Zimbabwe that are creating lasting solutions to poverty in their communities.

& Help

We build strong local economies by: protecting the environment, creating food security, promoting local leadership, and **involving the whole community** in these initiatives.

IDEX values initiatives that come from people who want to create change for themselves. We provide the financial support. Local leaders and community members do the rest. Funded programs typically integrate two or more themes: **Women's Empowerment** – In most cases, women stand to gain the most in any community. When they are empowered, whole families become empowered.

# Exchange Report - Updated







& Docs

**Financials** 

Programs & Help

Forms 990

People

News

#### Mission Statement

General Info

Mission: to break the cycle of child abuse by equipping parents and caregivers for success. Our mission resonates through our four educational and case management programs for families at risk for abuse. The Center works to empower its clients by teaching positive parenting methods and supporting parents in strengthening their families, emotionally, economically, physically, and socially.

#### Impact Statement

CAP Center is a key provider of critical prevention services for at-risk children and families. Last year we touched over 2,800 parents, teens and children through our four prevention programs. Outcome data reflects our program efficacy. The Center builds on family strengths and encourages the use of positive parenting methods. Referrals from Child Protective Services and others are accepted free of charge for our CAP's in-home service programs for pregnant and parenting teens. We lead the county in Shaken Baby Syndrome education and Families First divorce education. CAP Center is a key provider of critical prevention services for at-risk children and families. Our programs serve the most vulnerable members of our community: victims of violence, teenage parents, the isolated, and those without hope. Since our opening in 1992, over 27,000 in our community have participated in our programs. CAP receives no state or federal monies and relies totally on the community for its support.

#### Reviews:

Click here to Read Reviews

Click here to Write a Review

Before writing your review, take a look at the following.

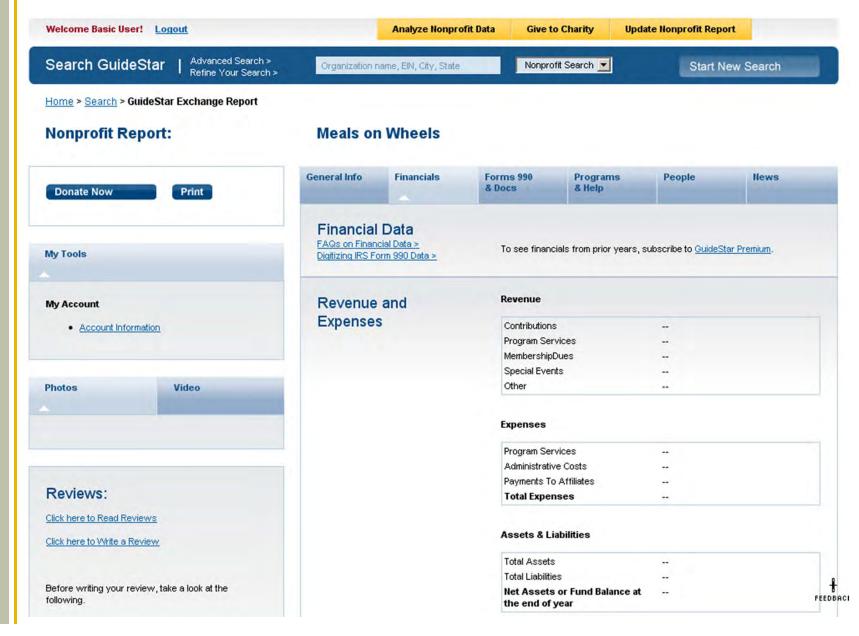
Policies for posting reviews >
Tips on writing reviews >

Exchange Club Center for the Prevention of Child Abuse of teh DFW has been recognized by the following organization:



[+] FEEDBACK

### Exchange Report Financials - Not Updated



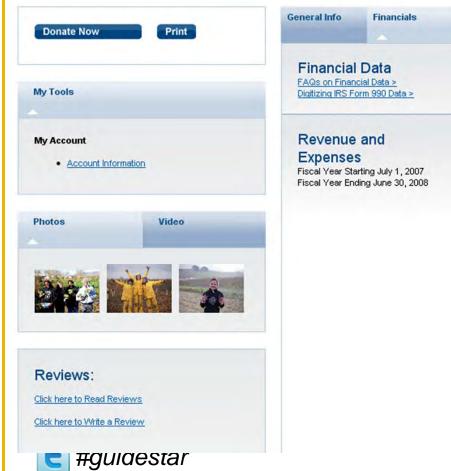
### Exchange Report Financials - Updated

Home > Search > GuideStar Exchange Report

#### **Nonprofit Report:**

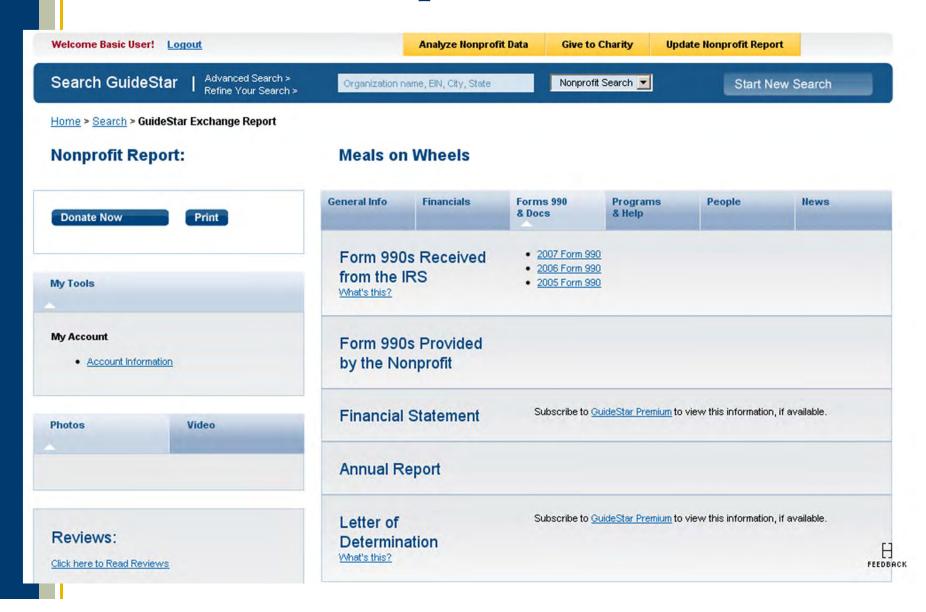
#### **CENTER FOR LAND-BASED LEARNING**





eneral Info	Financials	Forms 990 & Docs	Programs & Help	People	News	
Financial FAGs on Financial Digitizing IRS Fo	cial Data >		a For Fiscal Year Ending		tar Premium.	
Revenue	and	Revenue				
Expenses		Contributions	Contributions			
	rting July 1, 2007	Program Ser	vices	\$212,505		
riscal Year End	Fiscal Year Ending June 30, 2008	Membership	MembershipDues			
			Special Events		\$1,115	
			2445		\$0	
		Expenses Program Ser Administrativ		\$412,313 \$158,181		
		Payments To Affiliates				
		Total Expenses		\$613,933		
		Assets & Li		\$127,506 \$72,361		

## Exchange Report Documents and 990s **– Not** Updated



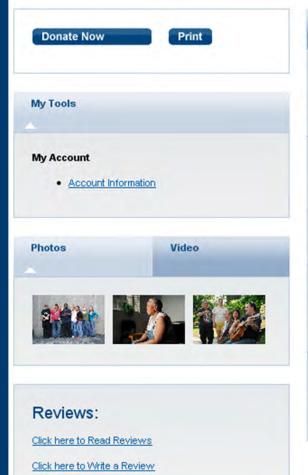
## Exchange Report Documents - Updated

Home > Search > GuideStar Exchange Report

#### **Nonprofit Report:**

Mental Health Assn. In Tulsa, Inc.





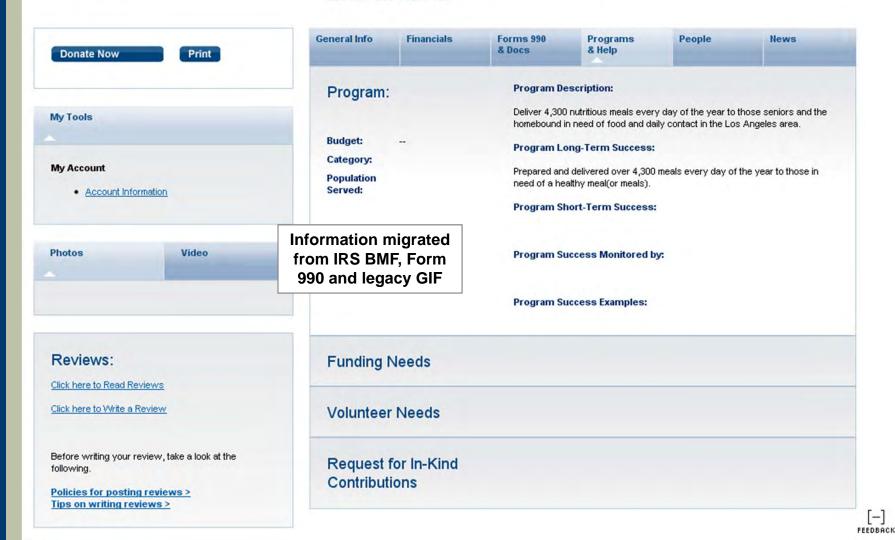
eneral Info	Financials	Forms 990 & Docs	Programs & Help	People	News
Form 990 from the I	s Received RS	• 2007 Form 9 • 2006 Form 9 • 2005 Form 9	90		
Form 990 by the No	s Provided onprofit	• 2007 Form S	90		
Financial	Statement	Subscribe to	<u>GuideStar Premium</u> to	view this information	n, if available.
Annual R	eport	2007 Annual Report     2006 Annual Report     2005 Annual Report			
		Subscribe to <u>GuideStar Premium</u> to view this information, if available.			

### Exchange Report Programs - **Not** Updated

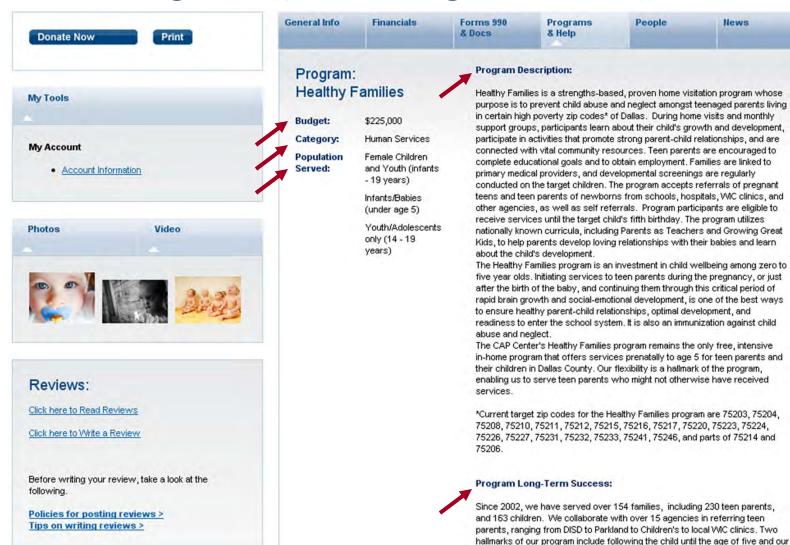
Home > Search > GuideStar Exchange Report

#### **Nonprofit Report:**

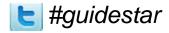
### St. Vincent Senior Citizen Nutrition Program Inc dba St. Vincent Meals on Wheels



### Exchange Report Programs - Updated



flexibility in taking teen mothers who may not fit other programs. Our youngest



### Exchange Report Programs - Updated

#### 2008 Healthy Families Outcomes

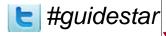
- Healthy Families served 74 families in 2008. This includes 115 parents and 76 children.
- 90% (67 of 74 families) of active families have identified a primary medical provider.
- 3. 59 (80%) number of teenage mothers were employed or in school
- 4. There were 2 confirmed referrals to CPS
- 5. To reduce parental stress by 20% in active families as indicated in the PSI (Parenting Stress Index) over a two year period. (Two years needed for data comparison. . As the baby's first year may be stressful, we hope to show improvement longitudinally over a two year period. Comparative data not yet available as year 2008 was first time PSI used. It is administered at 3 months and annually.)
- 6. To administer the Ages and Stages Questionnaire (ASQ) to 70% of target children over ages 4 months semi-annually over a two year period. (Two years needed for data comparison. Comparative data not yet available as the latter half of 2008 was first time for new scoring software. ASQ is administered at 4 months and semiannually. Early identification of children with developmental delays qualifies them to receive developmental services from Early Childhood Intervention programs.)

#### Program Success Monitored by:

Achievement of annual measurable outcomes

#### **Healthy Families Measurable Outcomes:**

- To serve a minimum of 65 families.
- To have a minimum of 70% of families linked to a primary medical provider.
- 3. To have a minimum of 75% of parents either in school or employed.
- To have no more than 5 families with validated CPS referrals for child abuse or neglect per year.
- To reduce parental distress by 20% in families as indicated by the PSI (Parenting Stress Index) over a two year period.
- To administer the ASQ (Ages and Stages Questionnaire) semi-annually to 70% of children ages 4 months to 5 years old.



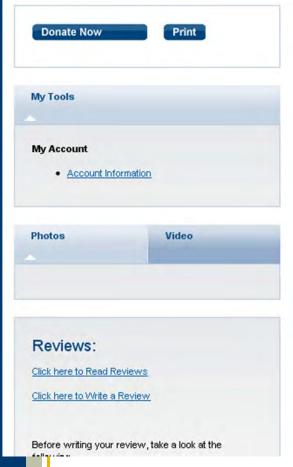
#### **Program Success Examples:**

Seven mothers who are enrolled in the Healthy Families program are currently

### Exchange Report People - Not Updated

Home > Search > GuideStar Exchange Report

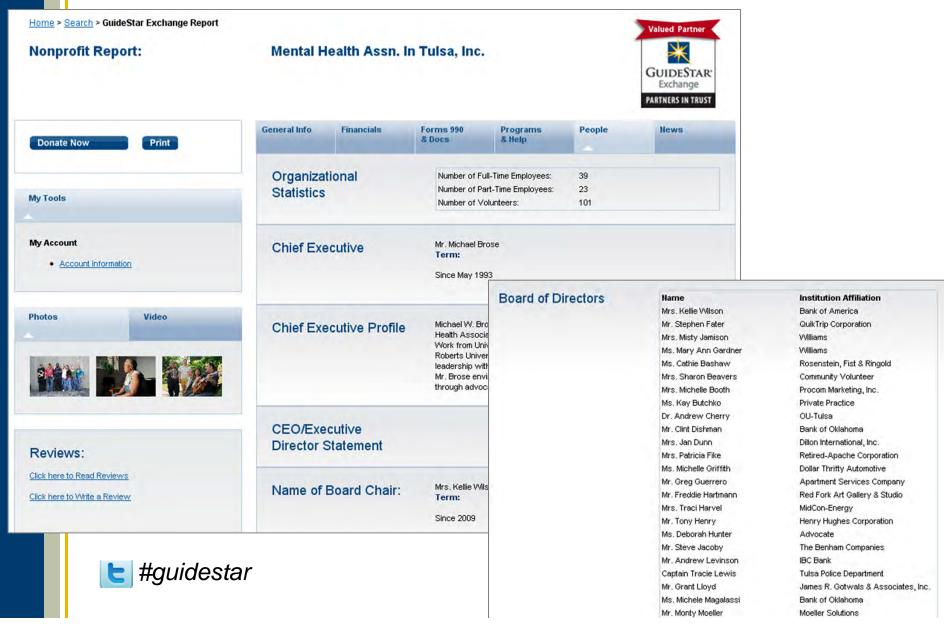
#### **Nonprofit Report:**



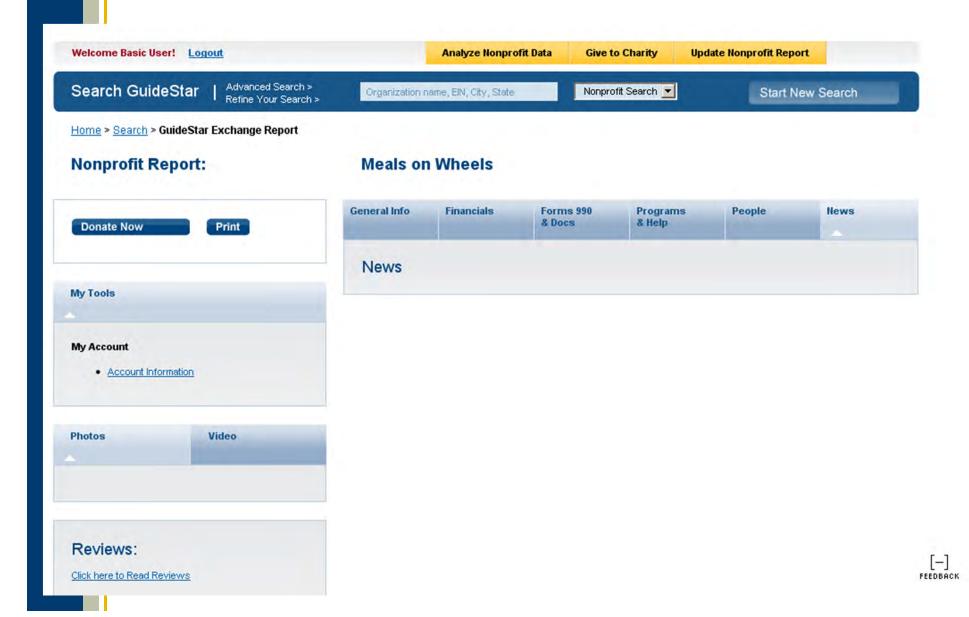
### St. Vincent Senior Citizen Nutrition Program Inc dba St. Vincent Meals on Wheels

eneral Info	Financials	Forms 990 & Docs	Programs & Help	People	News	
Organizational Statistics		Number of F	Number of Full-Time Employees: Number of Part-Time Employees: Number of Volunteers:			
Chief Execu	ıtive	Sr. Alice Mar <b>Term:</b> Since	ie Quinn			
Chief Execu	itive Profile	founder (197 her leadersh Wheels prog an average o people acros	Sister Alice Marie Quinn, Daughter of Charity and Registered Dietitian, is the founder (1977) and program director of St. Vincent Meals on Wheels. Under her leadership, St. Vincent Meals on Wheels has become the largest Meals on Wheels program in America. Today St. Vincent Meals on Wheels prepares ove an average of 4,300 meals a day for more than 2,500 hungry and homebound people across Los Angeles. Sister oversees an experienced staff of 98, plus over 260 volunteers who cook and deliver meals for clients every day.			
CEO/Execu Director Sta						

# Exchange Report People - Updated



### Exchange Report News - Not Updated



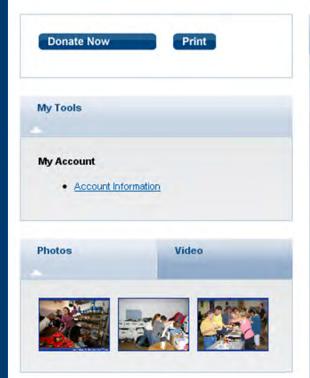
# Exchange Report News - Updated

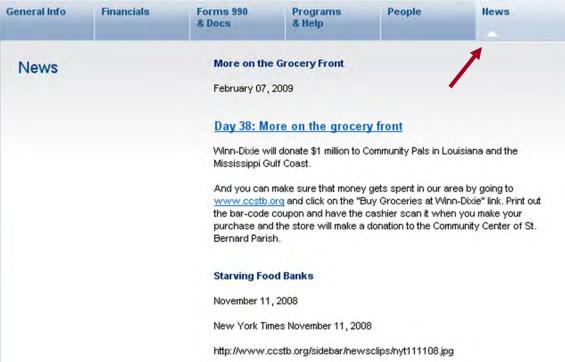
Home > Search > GuideStar Exchange Report

Nonprofit Report:

**Community Center of St Bernard** 







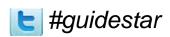


### **GuideStar LIVE!**

### www.guidestar.org

**Online Demonstration** 





### **Thank You!**

Bunkie Righter

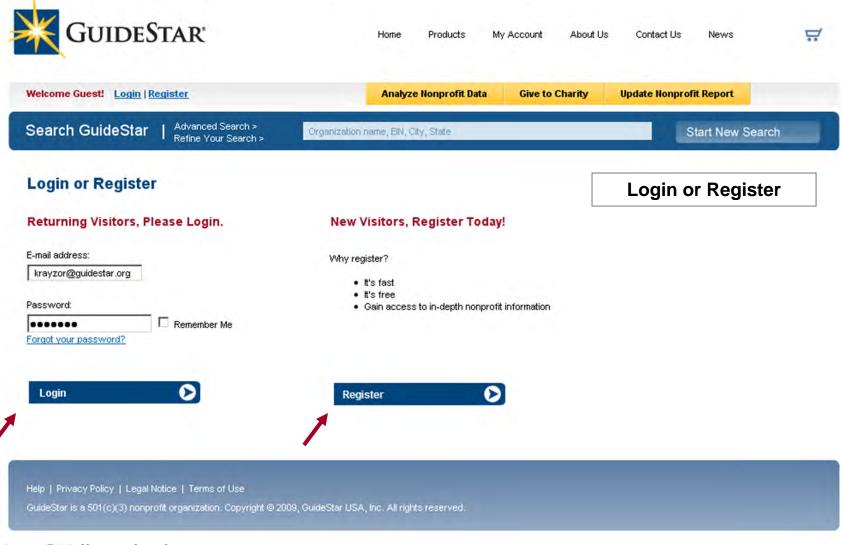
Connect with us on Twitter: @GuideStarUSA

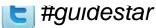
Connect with us on Facebook:

http://www.facebook.com/GuideStarUSA

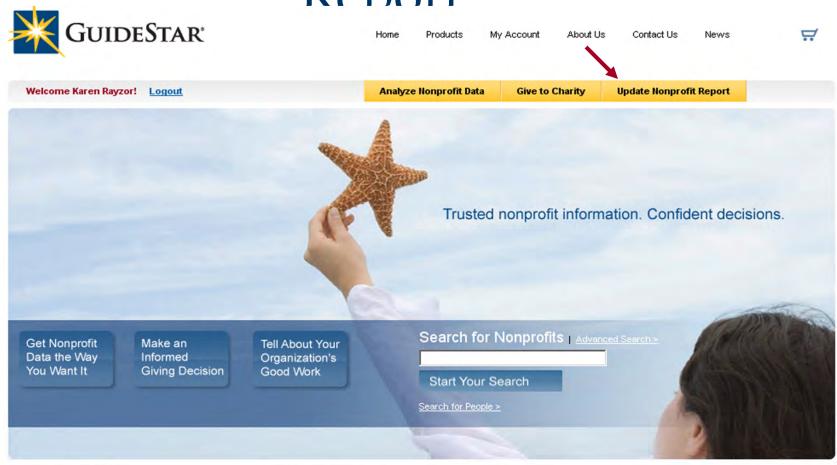
Connect with us on Google+: +GuideStar
Connect with us on Pinterest:
www.pinterest.com/guidestar
brighter@guidestar.org

### Appendix: How to Update your Nonprofit's Report





# Click on "Update Nonprofit Report"



#### About GuideStar

Welcome to GuideStar, the most complete source of information about U.S. nonprofits there is. Search our database of 1.8 million IRS-recognized organizations to find a charity to support, benchmark your own nonprofit's performance, research the sector, and more.

#### **GuideStar Products**

Search, Sort, and Retrieval >

Research Tools >

Compensation Research >

Outreach >

Custom Solutions >

#### Premium Research

GuideStar Premium unleashes the full power of GuideStar. More search options, detailed reports, save and sort your results.

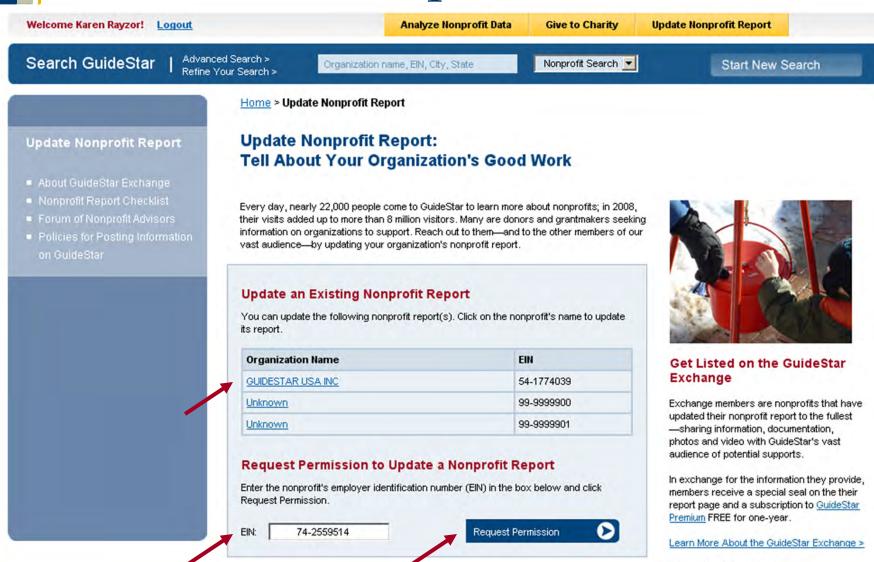
Upgrade to Premium >

#### Nonprofits: Connect with Supporters

Millions of donors and funders visit GuideStar each year. Update your GuideStar report now so that they'll get the most up-to-date, donor-friendly information about you.

Update Your Nonprofit Report >

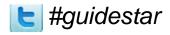
# Request Permission/Select Nonprofit



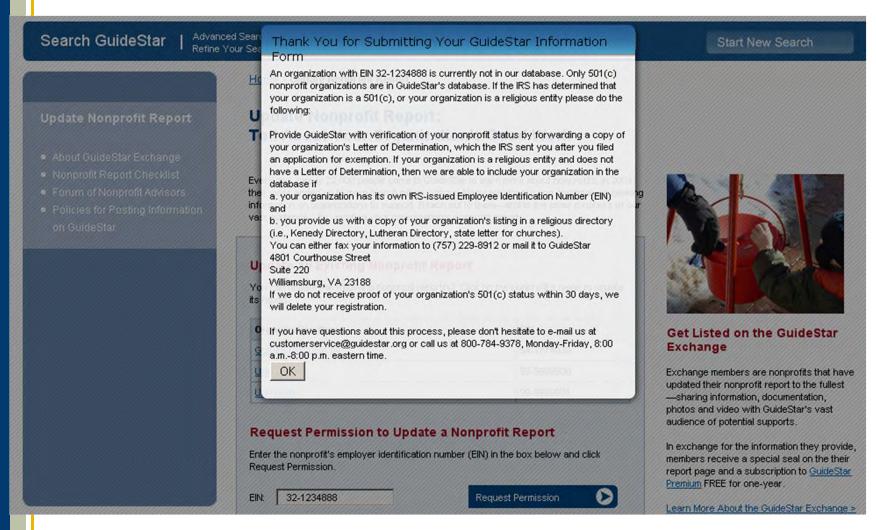
Frequently Asked Questions >

### Report Protection Process



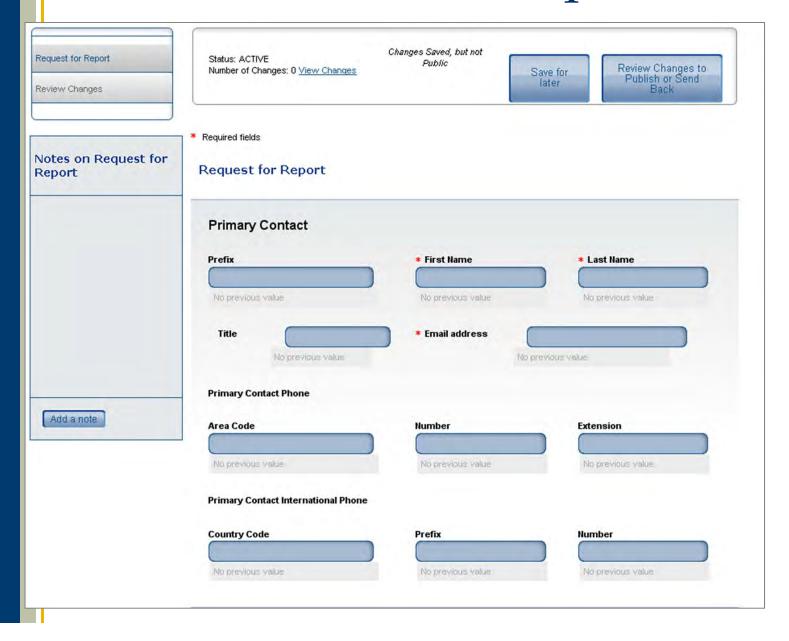


## Nonprofits Not on IRS BMF

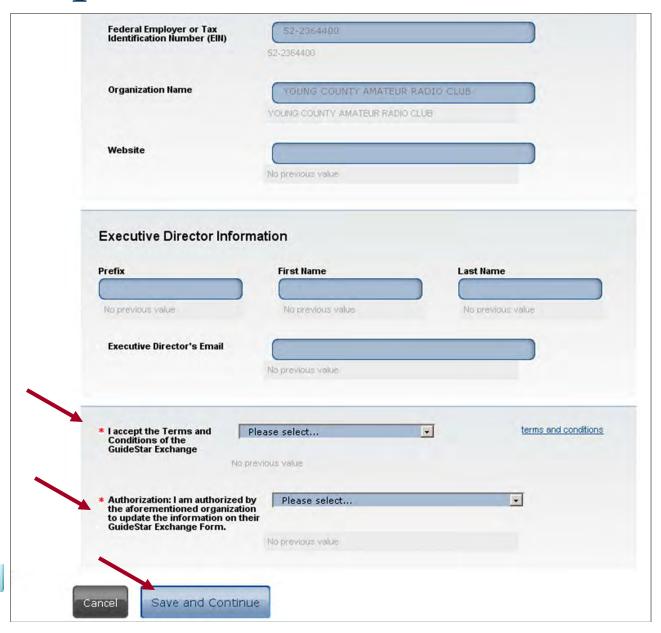




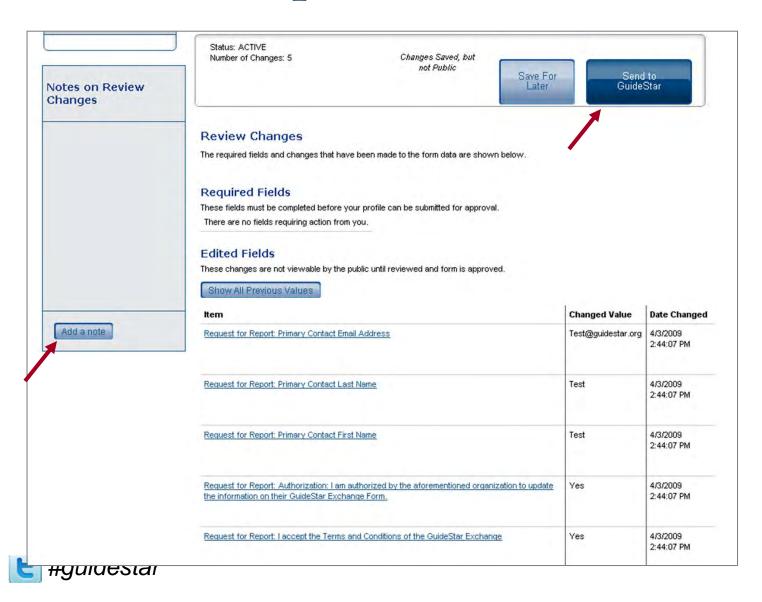
# Permission Request



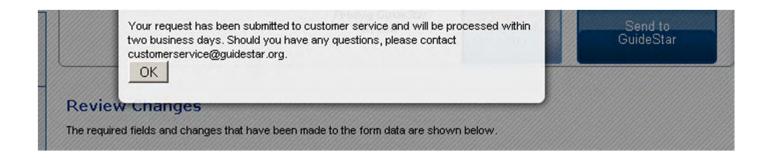
### Request for Permission, cont.



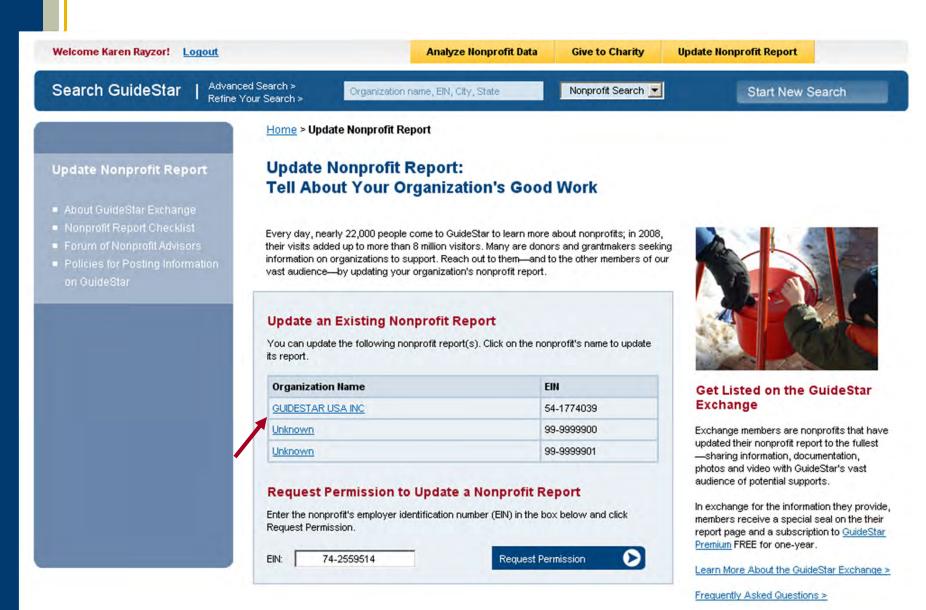
## Send Request to GuideStar



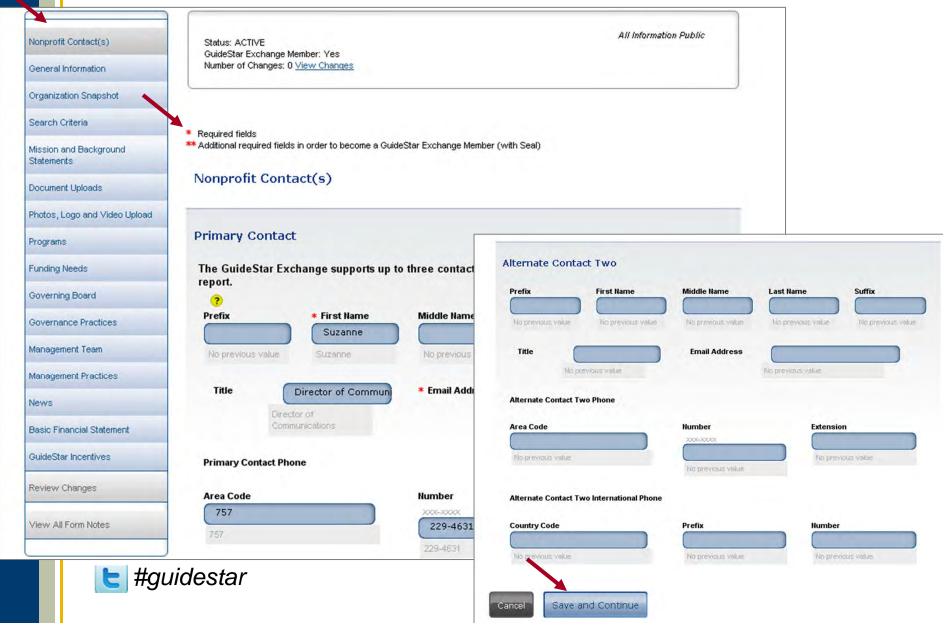
## Request Sent - Message



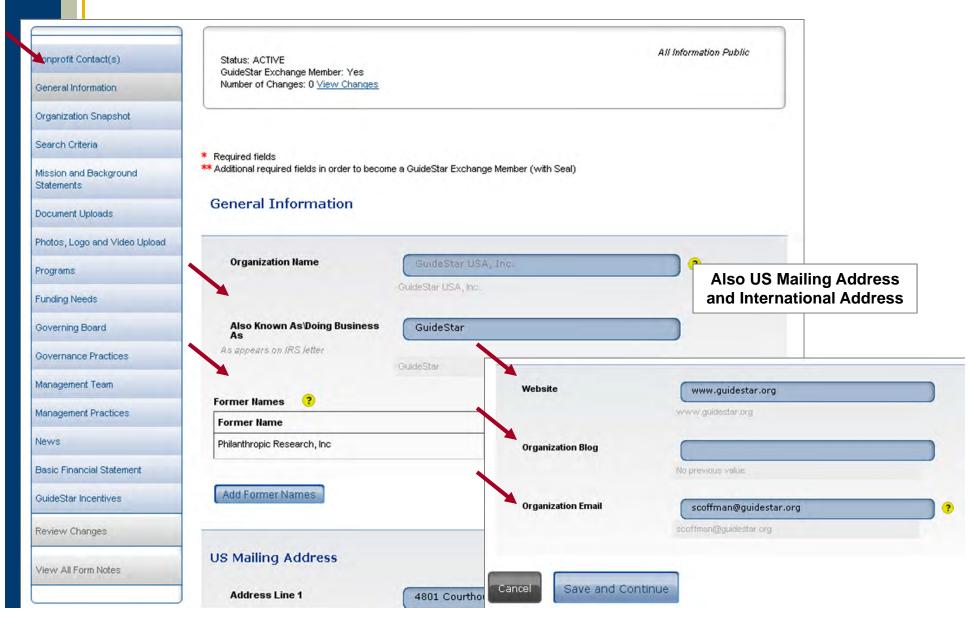
# Update your Exchange Form



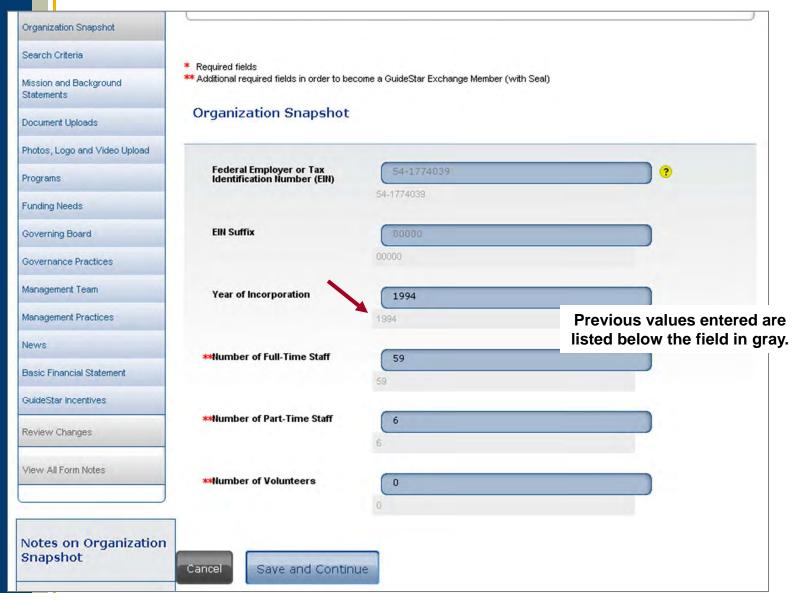
### Your GuideStar Exchange Form - Contacts



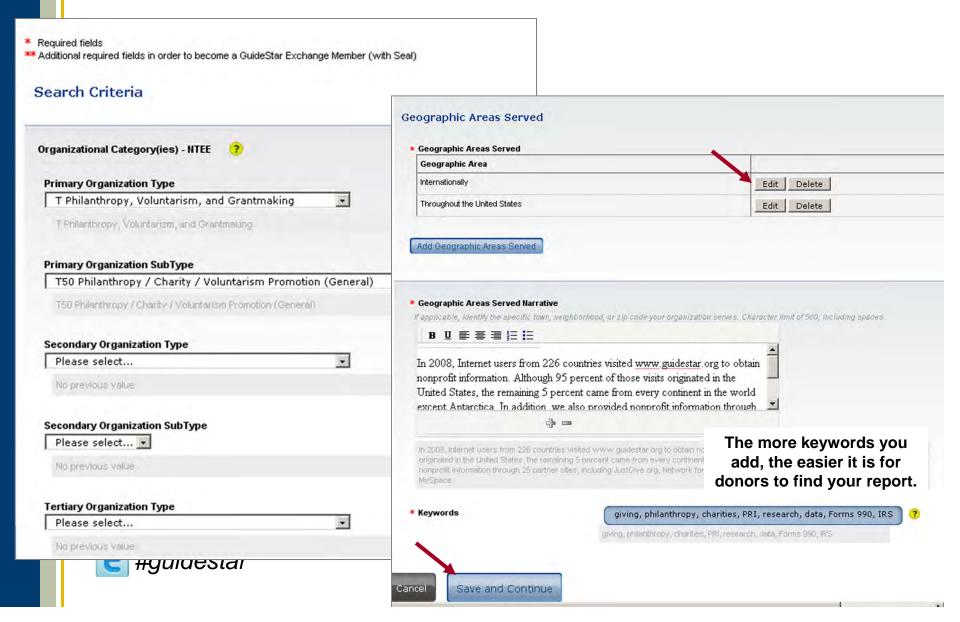
#### Your GuideStar Exchange Form – General Info



# Your GuideStar Exchange Form – Organization Snapshot



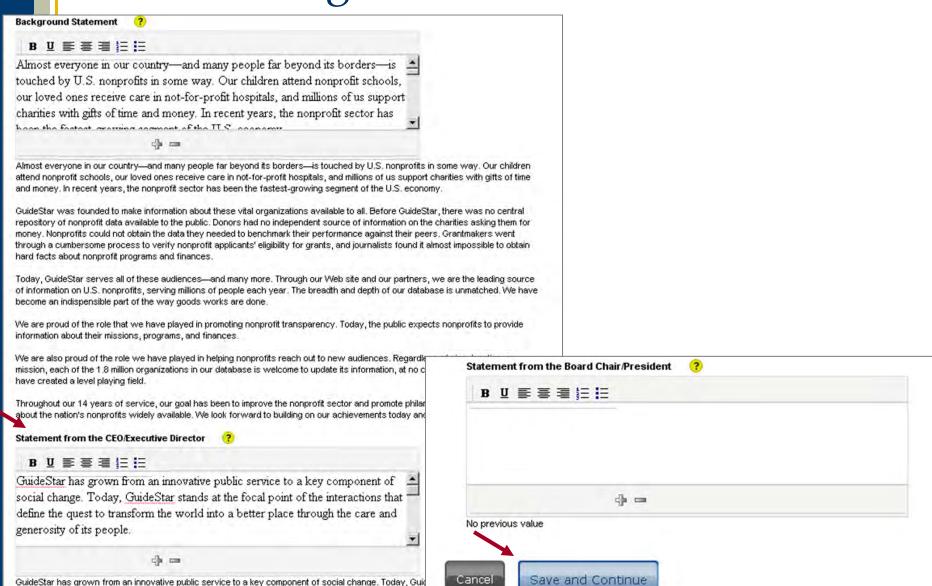
#### Your GuideStar Exchange Form – Search Criteria



### Your GuideStar Exchange Form - Mission

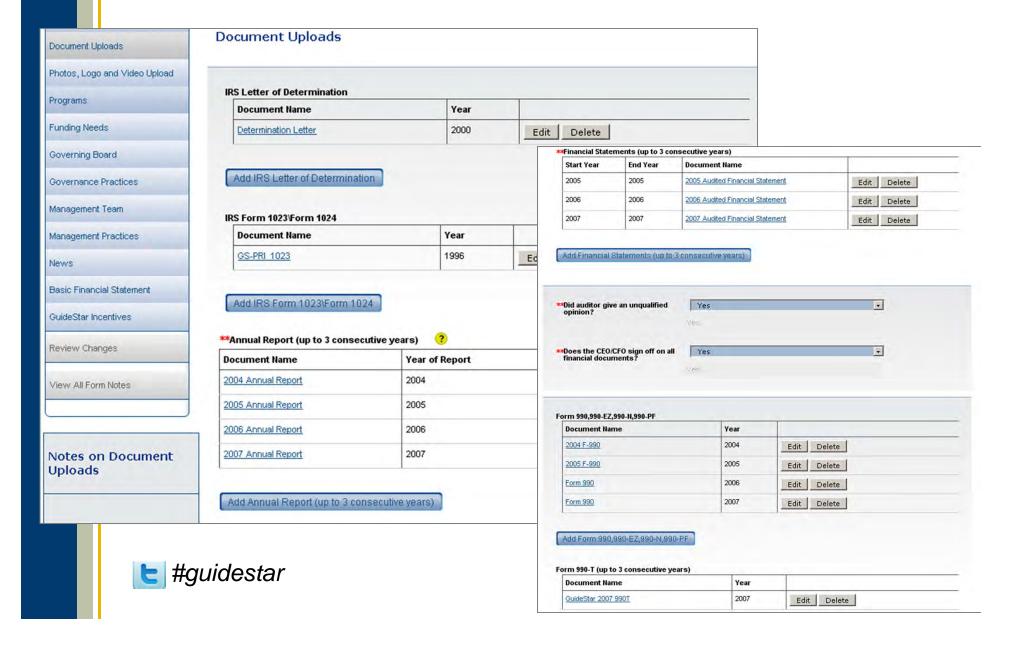


### Your GuideStar Exchange Form – Background Statement

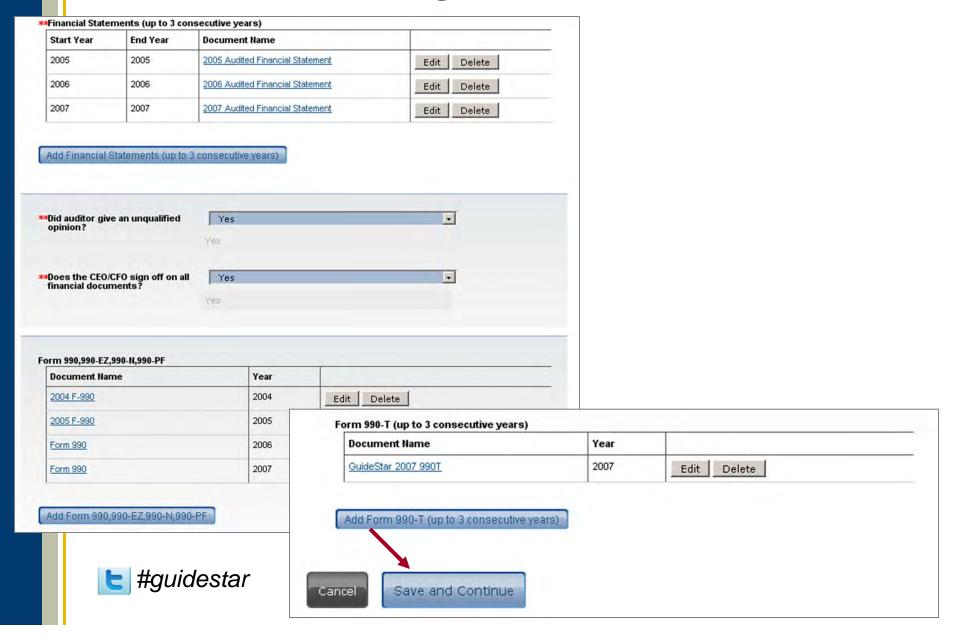


point of the interactions that define the quest to transform the world into a better place through the care a

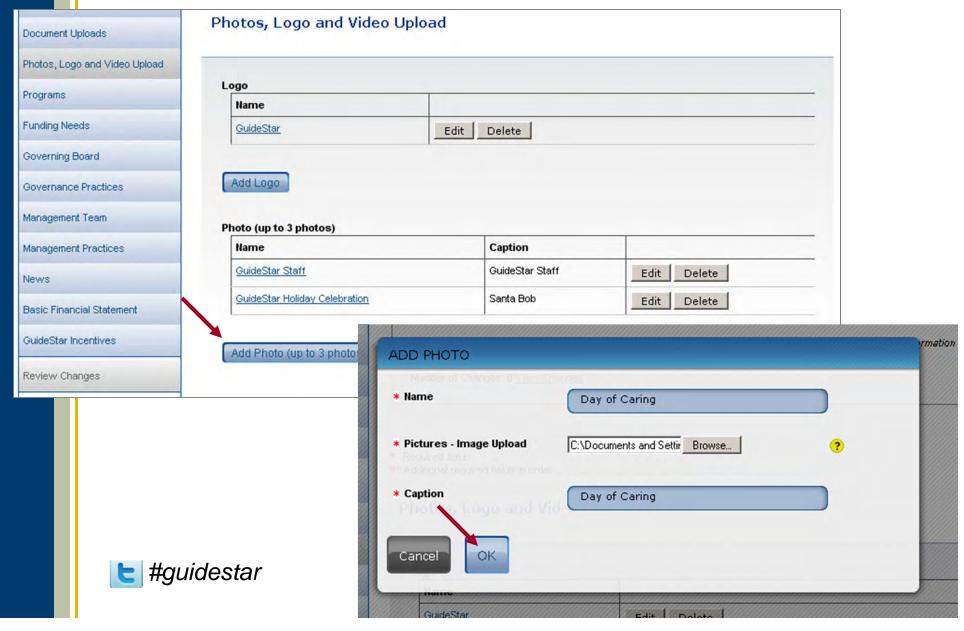
#### GuideStar Exchange Form - Documents



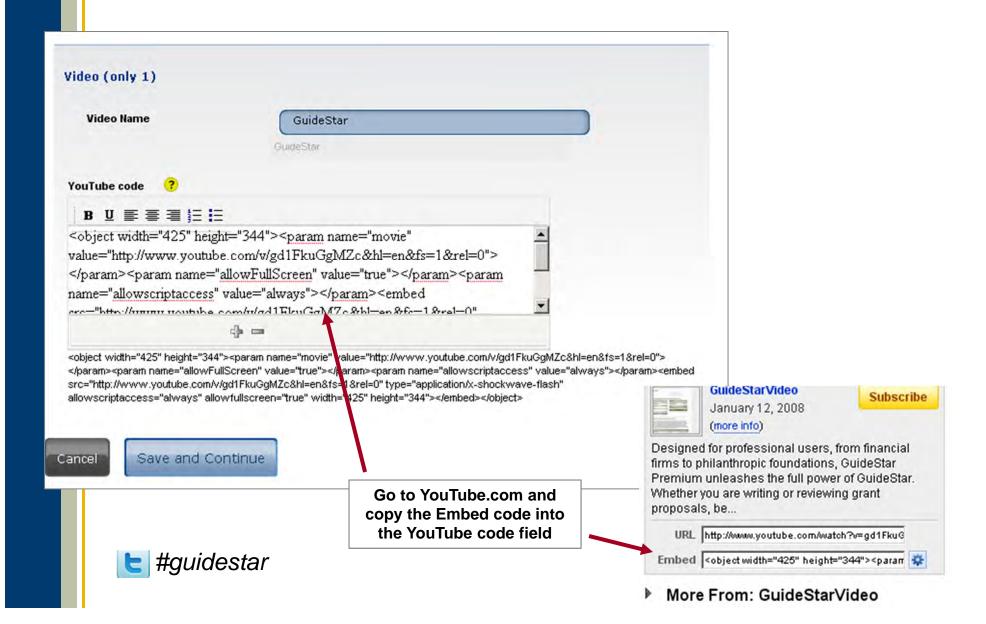
#### GuideStar Exchange Form - Documents



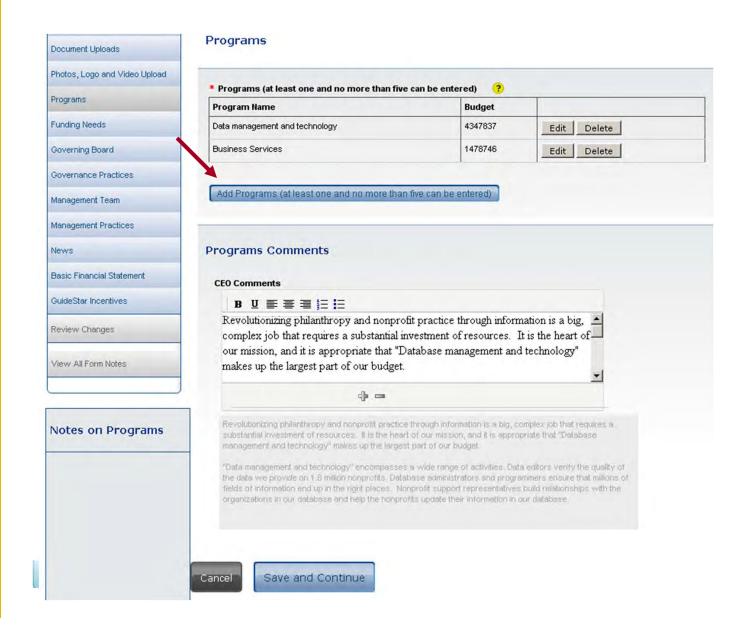
# GuideStar Exchange Form - Photos



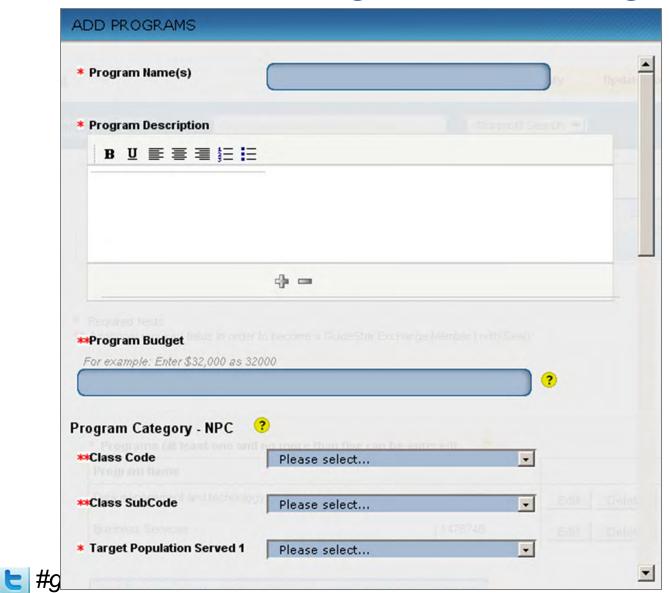
# GuideStar Exchange Form - Video



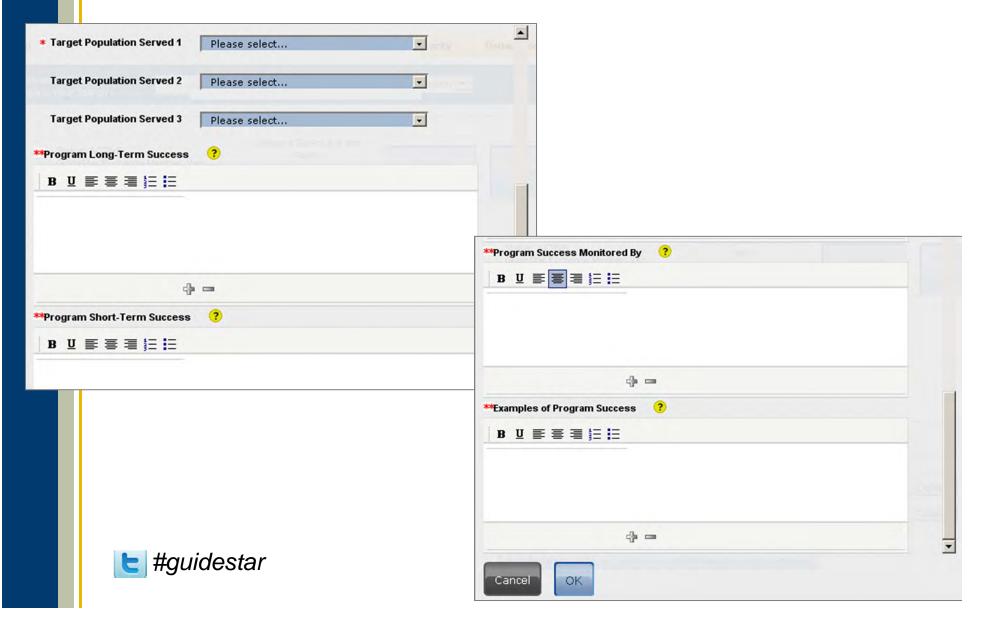
#### GuideStar Exchange Form - Programs



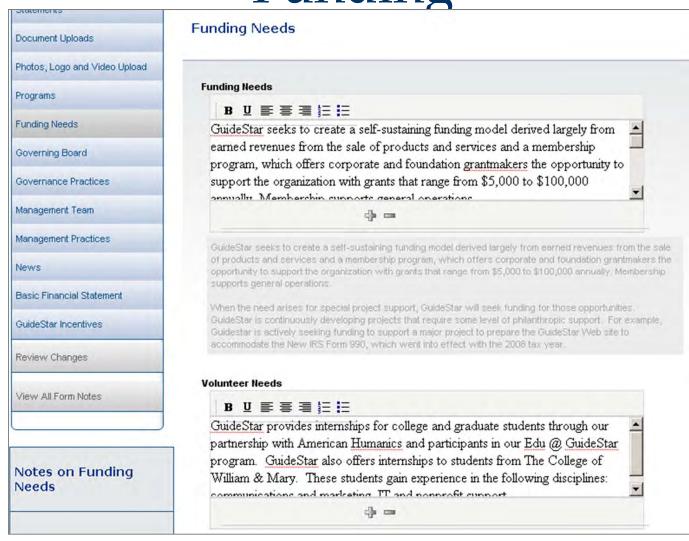
#### GuideStar Exchange Form - Programs

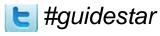


# GuideStar Exchange Form - Programs, continued



# GuideStar Exchange Form - Funding



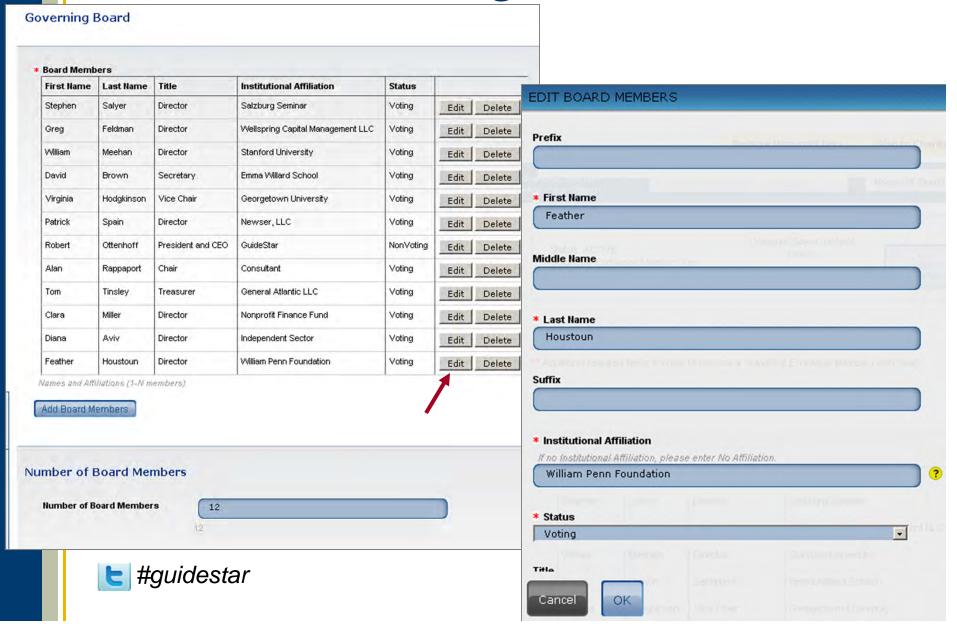


# GuideStar Exchange Form Funding

No previous value  Top Three Funding Sources  Source  Bill & Melinda Gates Foundation  Bill & Melinda Gates Foundation  Dollar Amount  For example: Enter \$32,000 as 32000  Source  Kresge Foundation  Kresge Foundation  Kresge Foundation  Source  William & Flora Hewlett Foundation  Villiam & Flora Hewlett Foundation			
Top Three Funding Sources  Source  Bill & Melinda Gates Foundation  Eul & Melinda Gates Foundation  Dollar Amount  For example: Enter \$32,000 as 32000  Source  Kresge Foundation  Vresge Foundation  Dollar Amount  250000  Source  William & Flora Hewlett Foundation	4	csi	
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	xample: Enter \$32,000 as 32000	250000	
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	Total Control		
Do you have an endowment?	No No		•
What is the value of your endowment?			
For example: Enter \$32,000 as 32000	No previous value		
What is your spending policy?	Please select No previous Value		•
Percentage (if selected)?			
for example: Enter 25% as 25			
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pital Campaign Purpose, Goal			
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pital Campaign Purpose, Goal Are you currently in a Capital Campaign? What is the purpose of the Capital Campaign?	and Dates ?		•
Are you currently in a Capital Campaign?  What is the purpose of the Capital	and Dates ?		
Are you currently in a Capital Campaign?  What is the purpose of the Capital	No N		
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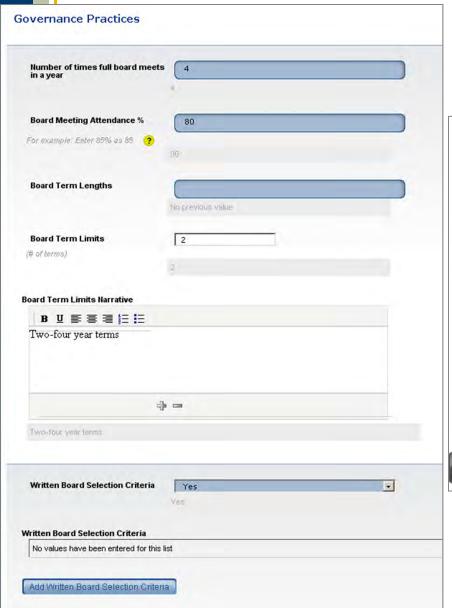
# GuideStar Exchange Form - Board

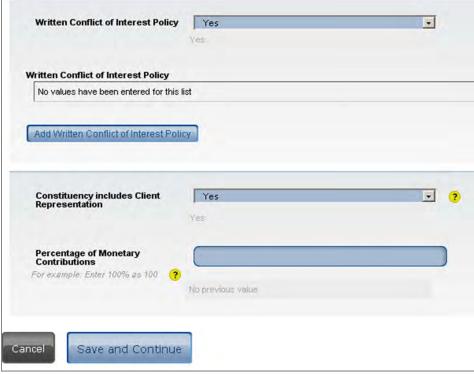


# GuideStar Exchange Form - Board

oard Chair					Board Demographics (Ethn	laitu
oard Chair Prefix	* First Name	Middle Name	* Last Name	Board Chair Suffix	Board Demographics (Edin	icity)
	Alan		Rappaport		African American/Black	
o previous value	Alan	No previous value	Rappaport	No previous value		No previous value
Company Affiliation	Co	onsultant			Asian American/Pacific Islander	
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	Consul	tant			Caucasian	12
mail Address						12
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ard Chair Term						No previous value
	Canalasia	2-22-24	2.02		Native American/American Indian	
art Month Jan	Start Year 2006	End Month Dec	End Year 2011	)	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	No previous value
an	2006	Dec	2011	1	Other (Please Specify)	
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ard Co-Chair					Other	
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efix	First Name	Middle Name	Last Name	Suffix		
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Company Affiliation					Female	3
	tion, please enter No Affi	liation.				3
	No pre	vious value			Male	9
E	#guide:	star				
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### GuideStar Exchange Form - Governance

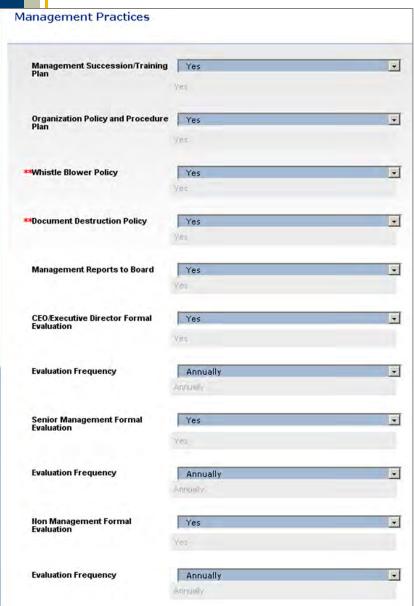




# GuideStar Exchange Form - Management

				**Senior	Staff Mem	bers				
				Prefix	First Name	Middle Name	Last Name	Suffix	Title	
CEO/Executive Director Name					Р.	Lee	Glenn		Senior Vice President	Edit Delete
Prefix * First Name Robert G.	Middle Name	* Last Name Ottenhoff	Suffix		James		Dobrzeniecki		Vice President, Information Technology	Edit Delete
No previous value Robert 0  **Email	No previous value	Ottenhori	No previousnie		Chuck		McLean		Vice President, Research	Edit Delete
president@guidestar.org					Daniel		Moore		Vice President, Public Affairs	Edit Delete
wesdand@gudestering	**Term Start Year				Debra		Snider		Vice President, Administration and Communications	Edit Delete
Sept .	2002 2002			Add Se	nior Staff M	tembers				
EO/Executive Director Experience ?  B 里 書 書 語 As GuideStar's president and CEO, Bob i				Staff De	mograp	hics (Eth	nnicity)			
as GuideStar's president and CEO, Bob in execution of the GuideStar mission, fundral laison with GuideStar's board of directors experience in public broadcasting and high	aising to support this mi Bob has 25 years of	ssion, and is the management		Africar	American	/Black	4			
specialized in public broadcasting and light shief operating officer of the Dublic Broad-				Asian	American/P	acific Islande	er 4			
as GuideStar's president and CEO, Bob is responsib hission, and is the liaison with GuideStar's board of a igh-tech companies, including 9 years as chief oper if Vision TV, Grameen Foundation USA, AAFRC Tru- legree in planning from Rutgers University.	directors. Bob has 25 years rating officer of the Public Br	of management experience oadcasting Service. He cu	e in public broadcasting and rrently serves on the board	Caucas	sian		50			
Co-CEO/Executive Director Name  Prefix First Name	Middle Name	Last Name	Suffix	Hispan	ic/Latino		1			
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#### GuideStar Exchange Form – Management Practices



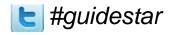
No values have been entered for this list  **Boternal accrediting organization; accreditation name and the year received.**  **Add External Assessments/Accreditations**  **Wards/Recognitions**  **Add Awards/Recognitions**  **Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?*  **Directors and Officers Insurance Policy**  **Nondiscrimination Policy**  **Yes**  **Nondiscrimination Policy**  **Yes**  **CEO/Board Comments**			
External Assessments/Accreditations  No values have been entered for this list  **Buternal accrediting organization, accreditation name and the year received.**  **Add External Assessments/Accreditations**  **wards/Recognitions**  **It as your organization reviewed the Panel on the Honprofit Sector's Principles for Good Governance and Ethical Practices?**  **Directors and Officers Insurance Yes**  **Policy**  *	No values have been entered for this list		
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wards/Recognitions  lo values have been entered for this list  Add Awards/Recognitions  Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Yes  Ves  Nondiscrimination Policy  Yes  Yes  CEO/Board Comments	External accrediting organization; accred	itation name and the year received.	
Add Awards/Recognitions  Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Yes  Whondiscrimination Policy  Yes  CEO/Board Comments	Add External Assessments/Accredita	ations	
Add Awards/Recognitions  Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy  Nondiscrimination Policy  Yes  CEO/Board Comments			
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Policy  Yes  Nondiscrimination Policy  Yes  Yes  CEO/Board Comments	Has your organization reviewed	Yes	· (3
Policy  Yes  Nondiscrimination Policy  Yes  Yes  CEO/Board Comments	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?	1	?
Whondiscrimination Policy  Yes  Yes  CEO/Board Comments	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?	1	▼ (3
Yes CEO/Board Comments	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?	Yes	
CEO/Board Comments	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy	Yes	
	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy	Yes Yes	
	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy  Nondiscrimination Policy	Yes Yes Yes	
BU≣≣≣巨巨	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy  Hondiscrimination Policy	Yes Yes Yes	
	Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practices?  Directors and Officers Insurance Policy  Wondiscrimination Policy	Yes Yes Yes	

# GuideStar Exchange Form - News

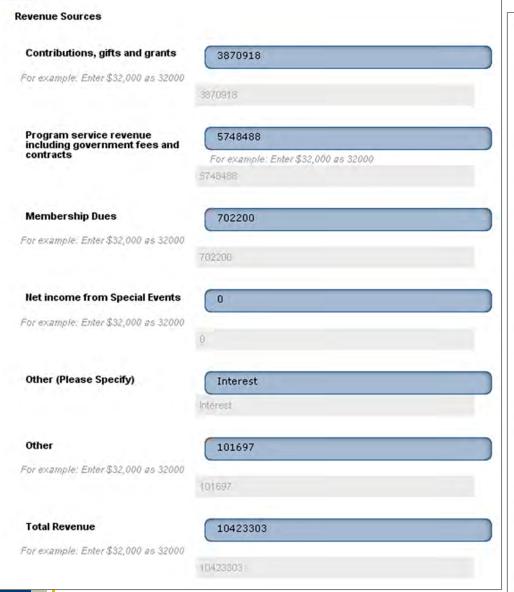
	Vews			
	Title	Date	News	
	GuideStar Offers Academics and Students Complimentary Access to Nonprofit Information	01/22/09	Edu@GuideStar connects the academy with data on more than 1.7 million U.Sbased nonprofits  Washington, D.C.—GuideStar, the leading provider of nonprofit information, is making in-depth nonprofit data available to academia through its Edu@GuideStar program.  Edu@GuideStar provides class instructors, their students, and individuals doing unsponsored research complimentary access to GuideStar's highest level of service, GuideStar Premium. GuideStar Premium offers tools for crafting precise searches, managing search results, researching individuals in the nonprofit sector, downloading nonprofit data, and viewing the full range of information available on GuideStar.  "Since we introduced Edu@GuideStar in fall 2005, more than 15,000 people from 460 educational institutions have taken advantage of the program," said Bob Ottenhoff, GuideStar's president and CEO. "Participants come from a broad range of disciplines, including nonprofit management, law, accounting, journalism, and arts management. We are proud to offer Edu@GuideStar to those who are training the nonprofit leaders of the future, advancing knowledge of the sector, and studying to become the next generation of nonprofit leaders."  To request an Edu@GuideStar prospectus and enrollment information, e-mail edu@guidestar.org.  About GuideStar, USA, Inc.  GuideStar, www.guidestar.org, connects people and organizations with information on the programs and finances of more than 1.7 million IRS-recognized nonprofits. GuideStar serves a wide audience inside and outside the nonprofit sector, including individual donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media.  News Contact: Suzanne E. Coffman Director of Communications (757) 229-4631, ext. 27	Edit Delete
#gui	GuideStar Analysis Finds 9 Out of 10 Nonprofits Embracing On-line Disclosure but More Can Be Done	3/18/2009	scoffman@guidestar.org  First annual nonprofit transparency report reviews disclosure practices, recommends steps for increasing public's trust in nonprofits  Washington, D.C., and Williamsburg, Va.—A new report by GuideStar, the leading provider of nonprofit information, reveals that 93 percent of nonprofits post information about their missions and programs on their Web	Edit Delete

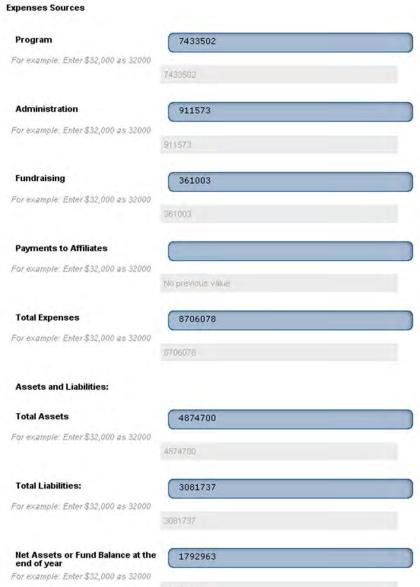
# GuideStar Exchange Form – Basic Financial Statement (BFS)

Basic Financi	al Stateme	nt	
			Report. Give potential donors and funder
he most up-to-	date snapshot	of your organization's finan	ices.
		1 Lat. 10 c. 5 c.	
Reporting Year F	iscal Year Start/E	nd Dates	
Fiscal Year Start	Month	Fiscal Year Start Day	Fiscal Year Start Year
Fiscal Year Start			уууу
Fiscal Year Start	Month	Fiscal Year Start Day	
Fiscal Year Start	Month	Fiscal Year Start Day	уууу
Fiscal Year Start	Month	Fiscal Year Start Day	2007
Fiscal Year Start	Month	Fiscal Year Start Day	2007
Fiscal Year Start  Jan  Jan	Month	Fiscal Year Start Day	2007 2007



# GuideStar Exchange Form - BFS





## GuideStar Exchange Form - Incentives

I would like GuideStar to provide a Donate Now button on my organization's GuideStar report.	፟	
	True	
GuideStar can share the information that I have provided about my organization with online giving sites like Network for Good, Just Give, etc.?	V	
doud, sust dive, etc	True	
I would like to receive the GuideStar newsletter.	<b>▼</b> True	1
I would like to receive promotional information from GuideStar.	<b>▽</b> True	
I would like to receive information from GuideStar partners.	V	
	True	