

GSPS

GUIDESTAR PROFILE STANDARDS

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

* indicates required information

Title	Required (*) and Optional Information
<p style="text-align: center;">SUMMARY</p> <p style="text-align: center;"><i>The basic information for your organization.</i></p>	<p>Basic Information Organization Name*, EIN*, Telephone, Fax, Address*</p>
	<p>Additional Names Also Known as, Doing Business as, Formerly Known As</p>
	<p>Organization Founding Year Founded, Year of Incorporation, Letter of Incorporation, Letter of Dissolution</p>
	<p>Physical Address Physical Address</p>
	<p>International Address International Address</p>
	<p>International Telephone International Telephone</p>
<p style="text-align: center;">BRONZE</p> <p style="text-align: center;"><i>The bronze level focuses on basic qualitative information about your organization.</i></p>	<p>Primary Contact Name*, Job Title, E-mail*, Telephone</p>
	<p>Organization Leader Name*, E-mail, Term Start Date, Compensation, Short Biography</p>
	<p>Organization Co-leader (Same as above)</p>
	<p>Statement from Organizational Leader(s) Introductory Statement</p>
	<p>Other Staff Type, Name, Title, Compensation, E-mail, Telephone</p>
	<p>Board Chair Name*, Company/Organization, Term Dates</p>
	<p>Board Members Name, Job Title, Company/Organization</p>
	<p>Mission and Areas Served Mission Statement*, Geographic Areas Served*, Area Served Narrative*</p>

BRONZE

(continued)

Programs

Program Name*, Program Description, Budget, Categorization, Population Served

Categorization

Keywords*, NTEE codes*

Website

Website URL

SILVER

The silver level asks about quantitative information, such as financial data.

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 Event, 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

Funding Needs

Up to 3 Needs, Amounts for Each

GOLD

The gold level is all about impact, asking for qualitative information about your organization.

Impact Summary

3-5 Sentence Impact Summary

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 and haven't you accomplished so far?*

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?

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**