Helmsley Charitable Trust

The Leona M. and Harry B. Helmsley Charitable Trust has been a GuideStar Partner since 2009. Staff members use GuideStar frequently, some daily. Chris Percopo, Director of Grants Information and Management, notes:

"GuideStar helps us feel more secure in the analysis and decisions we make. The data makes everything more real; if it reveals financial issues with prospective nonprofit grantees or current nonprofit partners we can feel informed to ask about those. GuideStar helps us make educated grant decisions."

How Helmsley staff members use GuideStar

**Perform due diligence**

GuideStar makes it easy for Helmsley staff to:

- Confirm nonprofits’ eligibility to receive grants:
  “If we see ‘Pub78 verified’ in GuideStar Charity Check, we know that the organization is verified as exempt.”

- Obtain additional data without bothering applicants and grantees:
  “We need to be very mindful about compliance with regulations while balancing how much we are asking of our applicants/grantees. It is much easier for us to do that kind of work with GuideStar data.”

**Analyze nonprofit data**

GuideStar tools allow Helmsley staff members to:

- Compare apples to apples when reviewing financial data
- Benchmark grantees by researching peer organizations
- Identify trends in governance:
  “The snapshot in the Nonprofit Profiles makes it easy to see if an organization has gone through multiple executives in a brief period. We may not have caught this otherwise.”

**Increase efficiency**

Using GuideStar streamlines the Helmsley grantmaking process:

- “By utilizing GuideStar, we have been able to expedite our financial review of nonprofits.”
- “GuideStar gets so much information from the nonprofits directly that it takes a lot of the stress off of us. We do not have to go out searching for the data.”

"GuideStar is all about maximizing impact and decreasing burden. You make it so that partners can increase their effectiveness while minimizing paperwork.”

—Chris Percopo
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 in February of 2019 to become Candid, a 501(c)(3) nonprofit organization. Find out more at candid.org.

GuideStar Partner levels

The Partnership program is designed to let you be the driver—the Partnership levels give you the flexibility to determine the entry point that best fits your organizational priorities. Any amount you pay toward your Partnership is tax deductible less the fair market value of GuideStar tools received.

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<th>$10,000+</th>
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