

# 2017 GSPS

## GUIDESTAR PROFILE STANDARDS

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

**Red\*=required to earn a GuideStar Seal of Transparency**

**Black=recommended but not required**

Title	Required (*) and Optional Information
<p style="text-align: center;"><b>BRONZE</b></p> <p>Provide foundational information about your organization so you can be found</p>	<p>Identification Information  <b>Organization Name*</b>, EIN*, Telephone, Fax, <b>Mailing Address*</b></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, Mailing Address</p>
	<p>International Address            International Address</p>
	<p>Payment Information  <b>Legal Name*</b>, EIN of Payable Organization, <b>Payment Address*</b></p>
	<p>Primary Contact  <b>Name*</b>, Title, <b>Email*</b>, Telephone</p>
	<p>Fundraising Contact            Name, Title, Email, Telephone</p>
	<p>Organization Leader  <b>Name*</b>, Title, Email, Short Biography, Photo, LinkedIn URL</p>
	<p>Organization Co-leader  <b>Name*</b>, Title, Email, Short Biography, Photo, LinkedIn URL</p>
	<p>Other Staff            Type, Name, Title, Email, Telephone</p>
	<p>Board Chair  <b>Name*</b>, Company/Organization, Term Dates</p>
	<p>Board Members            Name, Company/Organization</p>
<p>Mission &amp; Programs  <b>Mission Statement*</b>, <b>Program Name*</b>, <b>Program Description*</b>, <b>Population Served*</b>, <b>Geographic Area Served*</b></p>	

Title	Required (*) and Optional Information
<p style="text-align: center;"><b>BRONZE</b></p> <p style="text-align: center;">(continued)</p>	<p>Categorization <b>Keywords*</b>, <b>NTEE codes*</b></p> <p>Brand <b>Logo*</b>, <b>Tagline*</b>, <b>Website URL*</b> (or “Don’t have one”)</p>
<p style="text-align: center;"><b>SILVER</b></p> <p>Be transparent about your finances so you can build trust</p> <p style="color: green;">Green* indicates Option A</p> <p style="color: blue;">Blue* indicates Option B</p> <p>(must complete either Option A or Option B)</p>	<p style="color: green;">Audited Financial Statement* <b>Audited Financial Statement*</b></p> <p>Fiscal Year* <b>Fiscal Year*</b></p> <p>Revenue* <b>Contributions, Gifts, and Grants*</b>, Program Service Revenue including Government Fees and Contracts, Membership Dues, Net Income from Special Events, Other Expenses and Amounts, <b>Total Revenue*</b></p> <p>Expenses* <b>Program*</b>, <b>Administration*</b>, Fundraising, Payments to Affiliates, Other Expenses and Amounts, <b>Total Expenses*</b></p> <p>Assets and Liabilities* <b>Total Assets*</b>, <b>Total Liabilities*</b>, <b>Net Assets or Fund Balance at the End of the Year*</b></p> <p>Funding Sources Up to 3 Sources, Amounts for Each</p>
<p style="text-align: center;"><b>GOLD</b></p> <p>Share your goals and strategies so you can tell others about your work</p>	<p>Problem Overview Briefly describe the problem your organization is working to address</p> <p>Goals <b>What is your organization aiming to accomplish?*</b></p> <p>Strategies <b>What are your strategies for making this happen?*</b></p> <p>Capabilities <b>What are your organization’s capabilities for doing this?*</b></p> <p>Indicators <b>How will your organization know if you are making progress?*</b></p> <p>Progress <b>What have you accomplished so far and what’s next?*</b></p>
<p style="text-align: center;"><b>PLATINUM</b></p> <p>Share your quantitative measures of progress and results to show the difference you make.</p>	<p>Measures of Progress and Results Between <b>1*</b> and up to 20 <b>quantitative measures</b> of progress and results selected by your organization</p> <p>Evaluation Documents External Evaluation Documents</p>

**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**

Social Media User Names  
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



