

We envision a nonprofit sector that is capable of confronting the great challenges of our time.

Better access to better information and tools will **empower the social sector to achieve greater impact and innovation:**



Annie

HEAD OF A FOOD BANK
DALLAS, TX

Annie will be able to **share** information about her organization one time—on GuideStar—and **know** that it will automatically populate throughout the Internet.



Hector

WEALTHY DONOR
NEW YORK, NY

Hector will be able to **find** the information he needs about nonprofits in multiple places: his bank's website, his favorite search engine, and his social media sites.



Renee

FOUNDATION PROGRAM OFFICER
SAN FRANCISCO, CA

Renee will be able to quickly and easily **understand** the latest research in her field, locate potential co-funders, and **track** her grantees' progress individually and as a group.



Robert

HOMELESS
TALLAHASSEE, FL

Robert will be able to **find** vital services that improve his quality of life—and **have a voice** in how those services are delivered.

A NONPROFIT SECTOR POWERED BY GUIDESTAR



Data & Information Flow in the Social Sector

BETTER DATA for BETTER DECISIONS for a BETTER WORLD

GUIDESTAR DATA HUB

- NONPROFIT DATA
 - PROGRAMMATIC DATA
 - OPERATIONAL DATA
 - FINANCIAL DATA
- SOCIAL ISSUES DATA
- RESOURCES DATA
- WHAT WORKS DATA

GUIDESTAR WEBSITE

Free & Paid Services



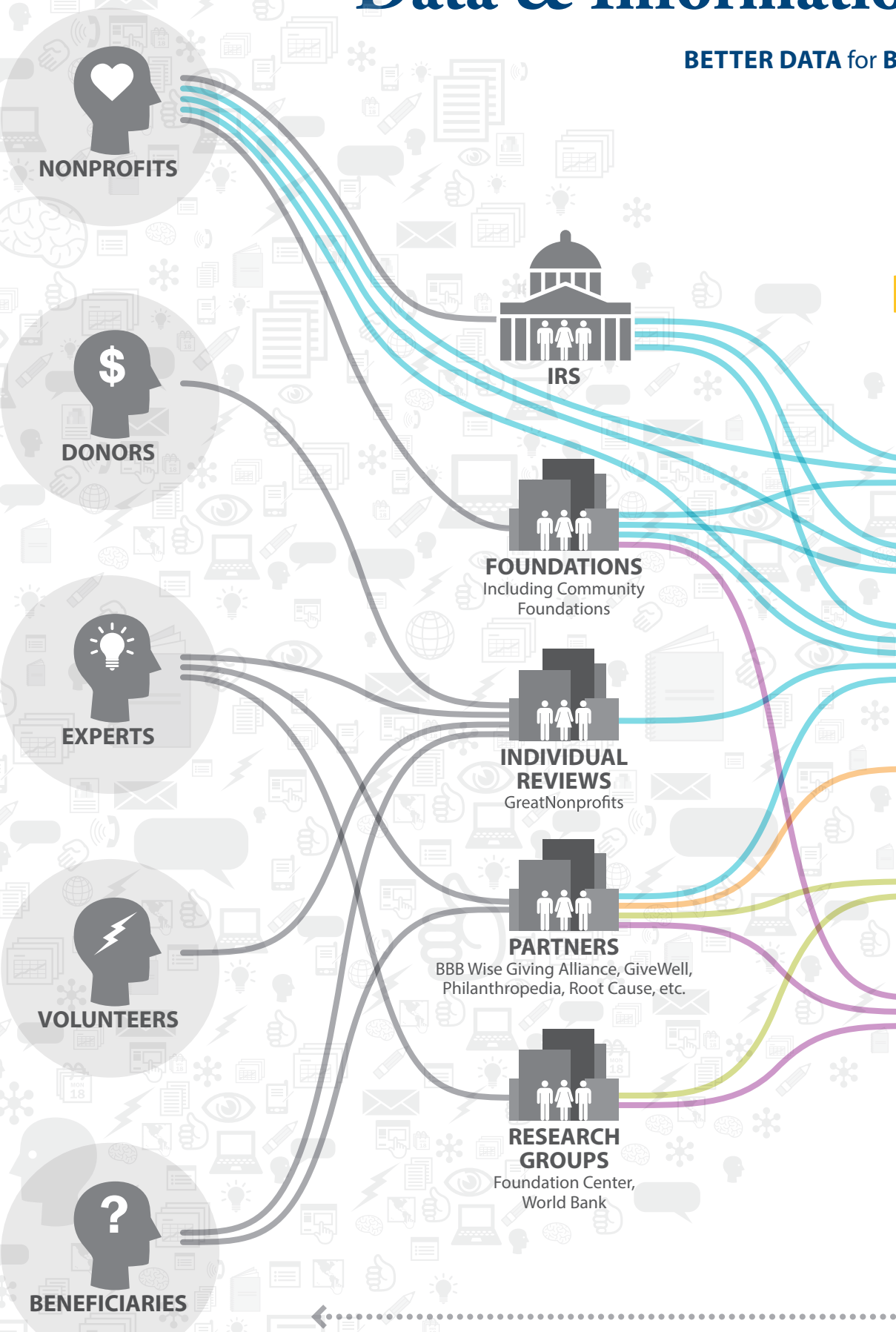
PARTNERS & THEIR CHANNELS

Powered By GuideStar Data

- Community Foundations
 - Grant Management
 - Financial Institutions
 - Technology Companies
 - Research Platforms
- Websites, Services, Products & Solutions

Aha!

- NONPROFITS: "Now I know how I could be more effective!"
- DONORS: "Now I know my money is making a difference!"
- EXPERTS: "I discovered something new!"
- VOLUNTEERS: "I know where I want to help!"
- BENEFICIARIES: "I know where to find help!"
- FOUNDATIONS: "Now I can find co-funders & track progress!"
- OTHER: "I never thought about it that way!"



BENEFICIARIES

VOLUNTEERS

EXPERTS

DONORS

NONPROFITS

FOUNDATION CENTER

WORLD BANK

BBB WISE GIVING ALLIANCE

GIVEWELL

PHILANTHROPEdia

ROOT CAUSE

COMMUNITY FOUNDATIONS

GRANT MANAGEMENT

FINANCIAL INSTITUTIONS

TECHNOLOGY COMPANIES

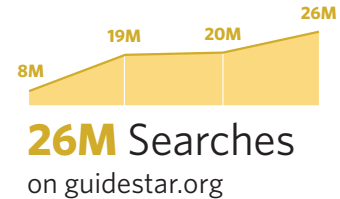
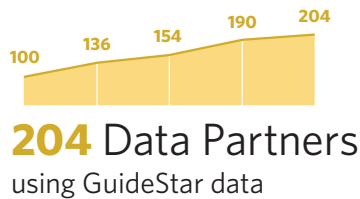
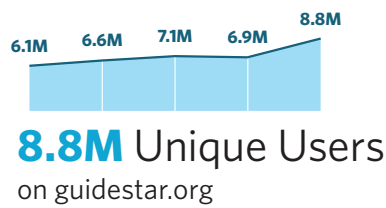
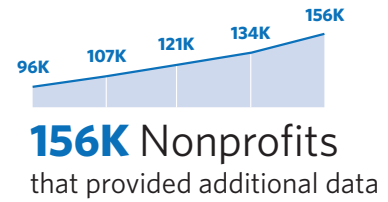
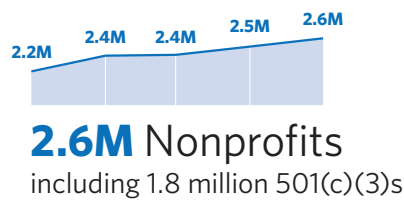
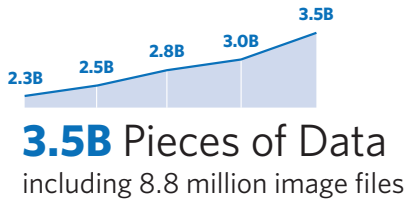
RESEARCH PLATFORMS

WEBSITES, SERVICES, PRODUCTS & SOLUTIONS

Industry Professionals, Partners, Prospect Researchers, Journalists, Policy Makers, Media, Researchers/ Academics

Powering Philanthropy

GuideStar helps people make better decisions about nonprofits and the work they do. See our growth since 2013:



What You Can Do

You have the power to fuel better resources, new insights, and lasting impact.



STRENGTHEN your nonprofit:

- Tell your nonprofit's story by updating your GuideStar Nonprofit Profile
- Celebrate your progress with GuideStar Platinum
- Help debunk misguided financial ratios at www.overheadmyth.com



RESEARCH nonprofits:

- Access in-depth nonprofit info with GuideStar Pro
- Verify nonprofits with GuideStar Charity Check
- Explore organization results with GuideStar Platinum



SUPPORT the highest-performing nonprofits:

- Support nonprofit investments in sustainability and success
- Check out stakeholder reviews and expert assessments

Support GuideStar today @ npo.gs/GivetoGS