

We envision a nonprofit sector strong enough to tackle the great challenges of our time.

The stakeholders of social change will have the information they need to make **smart decisions**, **provide feedback**, and **learn from each other in an efficient way**:



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.

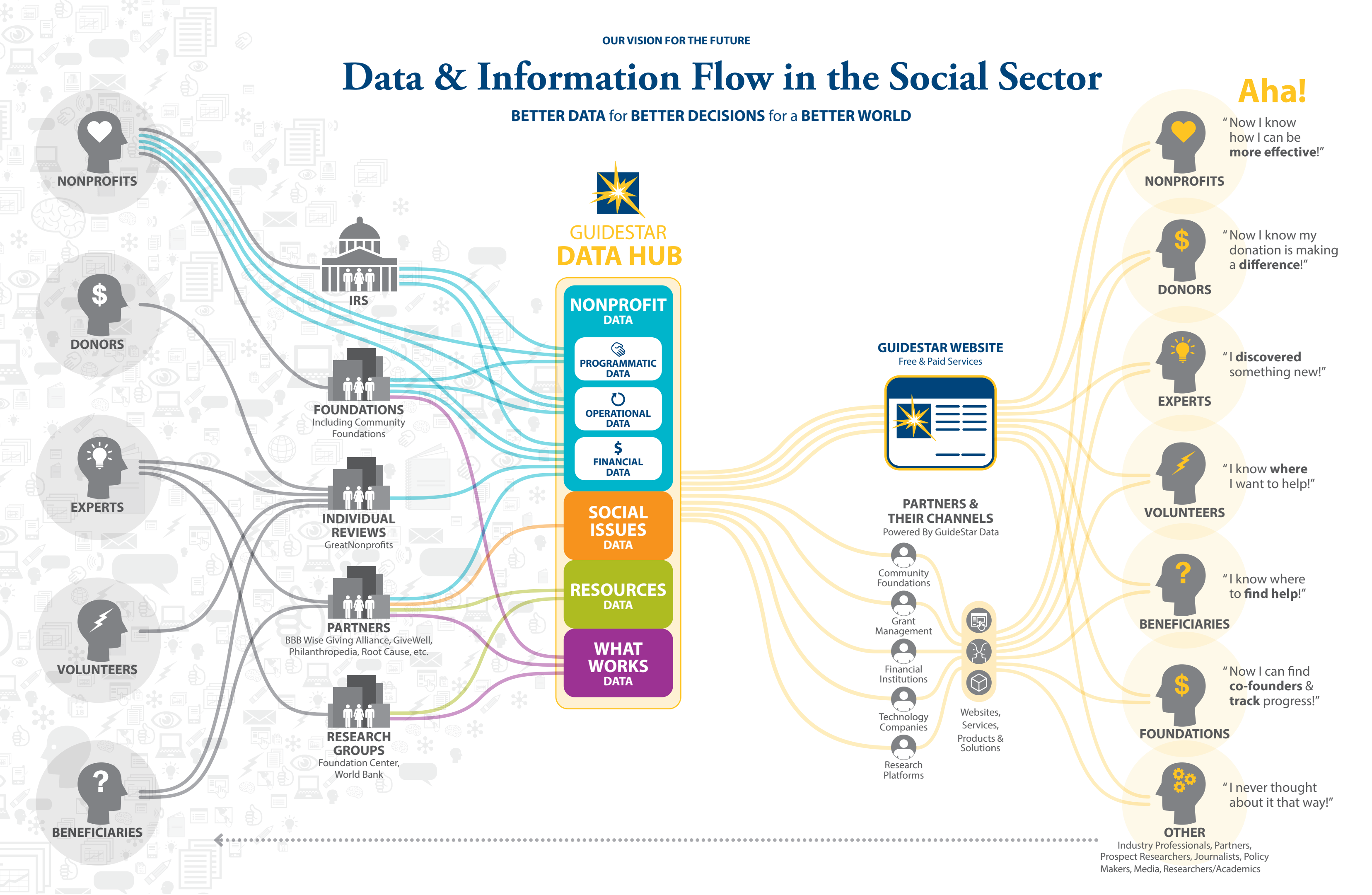
A NONPROFIT SECTOR POWERED BY GUIDESTAR



Data & Information Flow in the Social Sector

BETTER DATA for BETTER DECISIONS for a BETTER WORLD

Aha!



NONPROFITS

DONORS

EXPERTS

VOLUNTEERS

BENEFICIARIES

IRS

FOUNDATIONS
Including Community Foundations

INDIVIDUAL REVIEWS
GreatNonprofits

PARTNERS
BBB Wise Giving Alliance, GiveWell, Philanthropedia, Root Cause, etc.

RESEARCH GROUPS
Foundation Center, World Bank

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

NONPROFITS

DONORS

EXPERTS

VOLUNTEERS

BENEFICIARIES

FOUNDATIONS

OTHER

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

"Now I know how I can be more effective!"

"Now I know my donation is making a difference!"

"I discovered something new!"

"I know where I want to help!"

"I know where to find help!"

"Now I can find co-founders & track progress!"

"I never thought about it that way!"

Powering Philanthropy:

3.0B

PIECES OF DATA

Includes 8.8 million image files

2.5M

ORGANIZATIONS

Includes 1.8 million 501(c)(3)s

115,300+

SOCIAL MEDIA FOLLOWERS



6.8M

UNIQUE USERS

To GuideStar.org every year

123

FOUNDATION MEMBERS

83

STAFF MEMBERS

Includes one of the most robust distributed sales forces in the sector (Staff includes FTEs, PTEs, fellows, and others)

39,613

CONVERSATIONS WITH NONPROFITS

Every year

~900,000

E-MAIL LIST

Our combined e-mail and e-newsletter list may be the strongest broadcast mechanism to the nonprofit sector

207

WEBSITES & APPLICATIONS

Powered by GuideStar data

134,490

NONPROFITS

Have taken the time to give us additional data directly

13.3M

API HITS

13,000

MEDIA PLACEMENTS

Earned in 2016

15,202

NONPROFITS

Have shared their programmatic visions and strategies on their profiles

14,753

NONPROFITS

Have shared information about their board governance

8,624

NONPROFITS

Have shared demographic information on their profiles

What you can do



STRENGTHEN your nonprofit:

- Tell your nonprofit's story and commit to transparency by updating your GuideStar Nonprofit Profile at guidestar.org/update
- Celebrate your progress and results with GuideStar Platinum at guidestar.org/platinum
- Help debunk misguided financial ratios at www.overheadmyth.com



RESEARCH nonprofits:

- Access in-depth nonprofit reports using GuideStar Premium and GuideStar Pro
- Verify nonprofits with GuideStar Charity Check
- Explore the difference that organizations are making using GuideStar Platinum



SUPPORT the highest-performing nonprofits:

- Support nonprofit investments in sustainability and success
- Check out stakeholder reviews and expert assessment in the GuideStar Nonprofit Profiles
- Vet and share local information with our network of community foundations

Join us on the journey to make the social sector better: support GuideStar today.
npo.gs/GivetoGS