

# 2018 GuideStar Profile Standard

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



## TIPS AND TRICKS

- Update your information **at least once a year** - otherwise your Seal will expire
- We recommend you **review all your fields** to make sure they're as up-to-date as possible
- In Silver, the reported data must be from the **latest fiscal year** (2017 or 2016)
- In Platinum, at least one metric must be from **2017**
- The levels are cumulative** - for example, to achieve Platinum requires first fulfilling the requirements for Bronze, Silver, and Gold

## LEGEND

- Red\*** = required to earn a GuideStar Seal of Transparency
- Black** = recommended but not required
- \*\*** = information must be latest available (2017 or more recent)

Seal of Transparency	Required (*) and Optional Information
<h2 style="margin: 0;">BRONZE</h2> <p style="margin: 0;"><i>Provide basic information about your organization so you can be found</i></p>	<b>Identification Information</b> Organization Name*   Employer Identification Number (EIN)* Telephone   Fax   Mailing Address*
	<b>Additional Names</b> Also Known As   Doing Business As   Formerly Known As
	<b>Organization Founding</b> Year Founded   Year of Incorporation   Letter of Incorporation Letter of Dissolution
	<b>Address</b> Physical Address   Mailing Address
	<b>International Address</b> International Address
	<b>Payment Information</b> Legal Name*   EIN of Payable Organization   Payment Address*
	<b>Primary Contact</b> Name*   Title   Email*   Telephone
	<b>Fundraising Contact</b> Name   Title   Email   Telephone
	<b>Organization Leader</b> Name*   Title   Email   Short Biography   Photo   LinkedIn URL
	<b>Organization Co-leader</b> Name*   Title   Email   Short Biography   Photo   LinkedIn URL
	<b>Other Staff</b> Type   Name   Title   Email   Telephone
	<b>Board Chair</b> Name*   Company/Organization   Term Dates
	<b>Board Members</b> Name   Company/Organization
	<b>Programs and Maps</b> Mission Statement*   Program Name*   Program Description* Population Served*   Geographic Area Served*
	<b>Categorization</b> Keywords*   NTEE codes*
	<b>Brand</b> Logo*   Tagline*   Website URL* (or "Don't have one")

**Seal of Transparency**      **Required (\*) and Optional Information**

**SILVER**

*Be transparent about your finances so you can build trust*

There are two ways to achieve Silver:

- Option A**
- Option B**

<b>A</b>	<b>Audited Financial Statement*</b>	<b>Audited Financial Statement*</b> **Must be 2017 or 2016
<b>B</b>	<b>Fiscal Year*</b>	<b>Fiscal Year*</b> **Must be 2017 or 2016
	<b>Revenue*</b>	<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>
	<b>Expenses*</b>	<b>Program*</b> <b>Administration*</b> Fundraising   Payments to Affiliates Other Expenses and Amounts <b>Total Expenses*</b>
	<b>Assets &amp; Liabilities</b>	<b>Total Assets*</b> <b>Total Liabilities*</b> <b>Net Assets or Fund Balance at the End of the Year*</b>
	<b>Funding Sources</b>	Up to 3 Sources   Amounts for Each

**GOLD**

*Share your goals and strategies so you can tell others about your work*

<b>Problem Overview</b>	Briefly describe the problem your organization is working to address
<b>Goals</b>	<b>What is your organization aiming to accomplish?*</b>
<b>Strategies</b>	<b>What are your strategies for making this happen?*</b>
<b>Capabilities</b>	<b>What are your organization's capabilities for doing this?*</b>
<b>Indicators</b>	<b>How will your organization know if you are making progress?*</b>
<b>Progress</b>	<b>What have you accomplished so far and what's next?*</b>

**PLATINUM**

*Share your quantitative measures of progress and results to show the difference you make.*

<b>Measures of Progress and Results</b>	Between <b>1* and up to 20 quantitative metrics</b> selected by your organization <b>**Must be 2017</b>
---	---

**LEGEND**  
**Red\*** = required to earn a GuideStar Seal of Transparency  
**Black** = recommended but not required  
**\*\*** = information must be latest available (2017 or more recent)



Seal of Transparency	Required (*) and Optional Information	
<b>Social Media and Outreach</b>	<b>Websites</b>	Website Blog URL
	<b>Social Media User Names</b>	Facebook Twitter LinkedIn YouTube Instagram
	<b>Photos and Videos</b>	
<b>Demographics of your organization</b>	<b>Staff Totals</b>	Number of Board Members Full-time Staff Part-time Staff Senior Staff
	<b>Gender Identity</b>	No. of individuals: Female Male Transgender/unspecified non-conforming Decline to state
	<b>Race and Ethnicity</b>	No. of individuals: Asian/Asian American Black/African American, Hispanic/Latino/Latina Native American/American Indian/Alaska Native/Native Hawaiian White Multi-racial or multi-ethnic, Individual(s) decline to state Other
	<b>Sexual Orientation</b>	No. of individuals: Lesbian, gay, bisexual Individuals decline to state We do not collect this information
	<b>Disability Status</b>	No. of individuals: Person(s) with a disability Individuals decline to state We do not collect this information
	<b>Diversity Strategies</b>	Checklist of strategies to address diversity
<b>Board Leadership Practices</b>	<b>Not Independently Incorporated</b>	Opt-out for organizations not required to have a board
	<b>Board Orientation &amp; Education</b>	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?
	<b>CEO Oversight</b>	Yes/No: Has the board conducted a formal, written assessment of the chief executive within the past year?
	<b>Ethics &amp; Transparency</b>	Yes/No: Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?
	<b>Board Composition</b>	Yes/No: Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?
	<b>Board Performance</b>	Yes/No: Has the board conducted a formal, written self-assessment of its performance within the past three years?
<b>Additional Documents</b>	<b>Annual Report</b>	
	<b>IRS Documents</b>	Recent Form 990 Form 990-T Form 1023 or 1024
	<b>Certifications</b>	Affiliation Assessment or Accreditation
	<b>Other Documents</b>	
<b>Notes from the Nonprofit</b>		