

2019 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 available fiscal year** (2018 or 2017)
- In Platinum, at least one metric must be from **2018**
- 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 (2018 or more recent)

Seal of Transparency	Required (*) and Optional Information
<h2 style="margin: 0;">BRONZE</h2> <p style="margin: 10px 0 0 0;"><i>Provide basic information about your organization so you can be found</i></p>	Identification Information Organization Name* Employer Identification Number (EIN)* Telephone Fax Mailing Address*
	Additional Names Also Known As Doing Business As Formerly Known As
	Organization Founding Year Founded Year of Incorporation Letter of Incorporation Letter of Dissolution
	Address Physical Address Mailing Address
	International Address International Address
	Payment Information Legal Name* EIN of Payable Organization Payment Address*
	Primary Contact Name* Title Email* Telephone
	Fundraising Contact Name Title Email Telephone
	Organization Leader Name* Title Email Short Biography Photo LinkedIn URL
	Organization Co-leader Name Title Email Short Biography Photo LinkedIn URL
	Other Staff Type Name Title Email Telephone
	Board Chair Name* Company/Organization Term Dates
	Board Members Name Company/Organization
	Mission Mission Statement*
	Programs and Maps Program Name* Program Description* Population Served* Geographic Area Served*
	Categorization Keywords* NTEE codes*
Brand 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

A Audited Financial Statement*	Audited Financial Statement* **Must be 2018 or 2017
B Fiscal Year*	Fiscal Year* **Must be 2018 or 2017
Revenue*	Contributions, Gifts, and Grants* Program Service Revenue including Government Fees and Contracts Membership Dues Net Income from Special Events Other Expenses and Amounts Total Revenue*
Expenses*	Program* Administration* Fundraising Payments to Affiliates Other Expenses and Amounts Total Expenses*
Assets & Liabilities	Total Assets* Total Liabilities* Net Assets or Fund Balance at the End of the Year*
Funding Sources	Up to 3 Sources Amounts for Each

GOLD

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

Problem Overview	Briefly describe the problem your organization is working to address (max 1,000 char)
Goals	What is your organization aiming to accomplish?* (max 3,000 char)
Strategies	What are your strategies for making this happen?* (max 3,000 char)
Capabilities	What are your organization's capabilities for doing this?* (max 3,000 char)
Indicators	How will your organization know if you are making progress?* (max 3,000 char)
Progress	What have you accomplished so far and what's next?* (max 3,000 char)

PLATINUM

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

Measures of Progress and Results	Between 1** and up to 20 quantitative metrics selected by your organization **At least 1 metric must be from 2018 Assign a Type of Metric (Input, Output, Outcome, Context or Other) Assign a Direction of Success (Increasing, Decreasing, Holding Steady) Assign a Program or Population Served —as relevant Add a Context Note —as relevant
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Social Media and Outreach	Optional Information
Websites	Website <input type="text"/> Blog URL <input type="text"/>
Social Media User Names	Facebook <input type="text"/> Twitter <input type="text"/> LinkedIn <input type="text"/> YouTube <input type="text"/> Instagram <input type="text"/>
Photos and Videos	

Demographics of Your Organization	Optional Information
Leader	Share the number of individuals in your organization according to each category. Report on the following demographic categories: Race & Ethnicity, Gender Identity, Sexual Orientation, and Disability Status Go to bit.ly/profile-demographics for Demographic Questions and Best Practices and Definitions
Board Members	
Senior Staff	
Staff	
Equity Strategies	Go to bit.ly/profile-demographics for Equity Strategies Checklist

Board Leadership Practices	Optional Information
Not Independently Incorporated	<input type="checkbox"/> Opt-out for organizations not required to have a board
Board Orientation & Education	<input type="checkbox"/> 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	<input type="checkbox"/> Yes/No: Has the board conducted a formal, written assessment of the chief executive within the past year?
Ethics & Transparency	<input type="checkbox"/> 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	<input type="checkbox"/> Yes/No: Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?
Board Performance	<input type="checkbox"/> Yes/No: Has the board conducted a formal, written self-assessment of its performance within the past three years?

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Feedback Practices	Optional Information
Relevance	Yes/No/NA: Does your organization collect feedback (i.e., perceptions, opinions, ideas, concerns) from the people you serve?
Practices	<p>Multiple choice: How is your organization collecting feedback?</p> <p>Multiple choice: How is your organization using feedback?</p> <p>Text: Please describe a recent change in your organization that resulted from feedback. (max 800 char)</p> <p>Multiple choice: With whom does your organization share feedback?</p> <p>Multiple choice: What challenges does your organization face in collecting feedback?</p>
Resources	<p>Yes/No: Would you be interested in taking a 10-minute organizational quiz, with the answers private only to you, to better understand the maturity level of your feedback practices?</p> <p>Yes/No: Would you like to learn more about applying feedback practices in your organization by reviewing a resource page?</p>

Additional Documents	Optional Information
Annual Report	
IRS Documents	Recent Form 990 Form 990-T Form 1023 or 1024
Certifications	Affiliation Assessment or Accreditation
Other Documents	
Notes from the Nonprofit	