

# 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>	<b>Identification Information</b> <span style="background-color: #f0f0f0;">Organization Name*</span> <span style="background-color: #f0f0f0;">Employer Identification Number (EIN)*</span> <span style="background-color: #f0f0f0;">Telephone</span> <span style="background-color: #f0f0f0;">Fax</span> <span style="background-color: #f0f0f0;">Mailing Address*</span>
	<b>Additional Names</b> <span style="background-color: #f0f0f0;">Also Known As</span> <span style="background-color: #f0f0f0;">Doing Business As</span> <span style="background-color: #f0f0f0;">Formerly Known As</span>
	<b>Organization Founding</b> <span style="background-color: #f0f0f0;">Year Founded</span> <span style="background-color: #f0f0f0;">Year of Incorporation</span> <span style="background-color: #f0f0f0;">Letter of Incorporation</span> <span style="background-color: #f0f0f0;">Letter of Dissolution</span>
	<b>Address</b> <span style="background-color: #f0f0f0;">Physical Address</span> <span style="background-color: #f0f0f0;">Mailing Address</span>
	<b>International Address</b> <span style="background-color: #f0f0f0;">International Address</span>
	<b>Payment Information</b> <span style="background-color: #f0f0f0;">Legal Name*</span> <span style="background-color: #f0f0f0;">EIN of Payable Organization</span> <span style="background-color: #f0f0f0;">Payment Address*</span>
	<b>Primary Contact</b> <span style="background-color: #f0f0f0;">Name*</span> <span style="background-color: #f0f0f0;">Title</span> <span style="background-color: #f0f0f0;">Email*</span> <span style="background-color: #f0f0f0;">Telephone</span>
	<b>Fundraising Contact</b> <span style="background-color: #f0f0f0;">Name</span> <span style="background-color: #f0f0f0;">Title</span> <span style="background-color: #f0f0f0;">Email</span> <span style="background-color: #f0f0f0;">Telephone</span>
	<b>Organization Leader</b> <span style="background-color: #f0f0f0;">Name*</span> <span style="background-color: #f0f0f0;">Title</span> <span style="background-color: #f0f0f0;">Email</span> <span style="background-color: #f0f0f0;">Short Biography</span> <span style="background-color: #f0f0f0;">Photo</span> <span style="background-color: #f0f0f0;">LinkedIn URL</span>
	<b>Organization Co-leader</b> <span style="background-color: #f0f0f0;">Name</span> <span style="background-color: #f0f0f0;">Title</span> <span style="background-color: #f0f0f0;">Email</span> <span style="background-color: #f0f0f0;">Short Biography</span> <span style="background-color: #f0f0f0;">Photo</span> <span style="background-color: #f0f0f0;">LinkedIn URL</span>
	<b>Other Staff</b> <span style="background-color: #f0f0f0;">Type</span> <span style="background-color: #f0f0f0;">Name</span> <span style="background-color: #f0f0f0;">Title</span> <span style="background-color: #f0f0f0;">Email</span> <span style="background-color: #f0f0f0;">Telephone</span>
	<b>Board Chair</b> <span style="background-color: #f0f0f0;">Name*</span> <span style="background-color: #f0f0f0;">Company/Organization</span> <span style="background-color: #f0f0f0;">Term Dates</span>
	<b>Board Members</b> <span style="background-color: #f0f0f0;">Name</span> <span style="background-color: #f0f0f0;">Company/Organization</span>
	<b>Mission</b> <span style="background-color: #f0f0f0;">Mission Statement*</span>
	<b>Programs and Maps</b> <span style="background-color: #f0f0f0;">Program Name*</span> <span style="background-color: #f0f0f0;">Program Description*</span> <span style="background-color: #f0f0f0;">Population Served*</span> <span style="background-color: #f0f0f0;">Geographic Area Served*</span>
	<b>Categorization</b> <span style="background-color: #f0f0f0;">Keywords*</span> <span style="background-color: #f0f0f0;">NTEE codes*</span>
<b>Brand</b> <span style="background-color: #f0f0f0;">Logo*</span> <span style="background-color: #f0f0f0;">Tagline*</span> <span style="background-color: #f0f0f0;">Website URL* (or "Don't have one")</span>	

# 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 2018 or 2017
<b>B</b>	<b>Fiscal Year*</b>	<b>Fiscal Year*</b> **Must be 2018 or 2017
	<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 (max 1,000 char)
<b>Goals</b>	<b>What is your organization aiming to accomplish?*</b> (max 3,000 char)
<b>Strategies</b>	<b>What are your strategies for making this happen?*</b> (max 3,000 char)
<b>Capabilities</b>	<b>What are your organization's capabilities for doing this?*</b> (max 3,000 char)
<b>Indicators</b>	<b>How will your organization know if you are making progress?*</b> (max 3,000 char)
<b>Progress</b>	<b>What have you accomplished so far and what's next?*</b> (max 3,000 char)

# 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  **At least 1 metric must be from 2018 Assign a <b>Type of Metric</b> (Input, Output, Outcome, Context or Other) Assign a <b>Direction of Success</b> (Increasing, Decreasing, Holding Steady) Assign a <b>Program</b> or <b>Population Served</b> —as relevant Add a <b>Context Note</b> —as relevant
---	---

**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	
<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>		