Diversity, Equity, & Inclusion Initiative
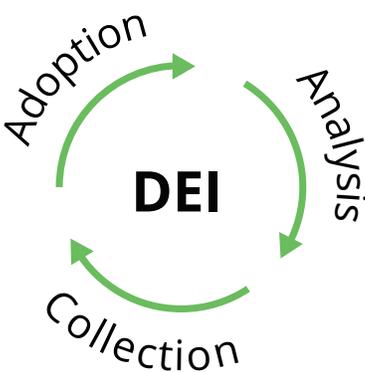## *Three Year Plan*

GUIDESTAR®

GuideStar is the largest source of nonprofit information. We are well positioned to gather and organize demographic data from nonprofit organizations and to make this data available to inform discussions, decision making, and action around the issues of diversity, equity, and inclusion (DEI) in the social sector.

GuideStar currently collects demographic data on Gender Identity, Race and Ethnicity, Sexual Orientation, Disability Status, and the organizations' Diversity Strategies directly from nonprofit organizations.

To increase the value of our diversity reporting, GuideStar is committed to expanded work across three overarching categories: **data analysis, data collection, and adoption.**

These areas reinforce one another. Increased data collection will lead to stronger analysis; and as this information becomes more useful, we envision that the growing demand for analysis will lead to increased data collection.

We strive to offer tools and resources to help inform better decisions for our partners and stakeholders. To do this we use an iterative approach that keeps user needs at its core. Our ability to pivot as we learn may impact the key strategies outlined in this proposal as we move through the three year plan.

DEI Purpose & Goals

Improved Data Analysis

GuideStar can help users easily digest and reflect on the information analyzed through GuideStar's diversity reporting. We believe that the analysis can provide actionable insights for funders and other key stakeholders as they move through their own DEI journeys and support their grantees/partners through their DEI work.

Improved Data Collection

GuideStar can offer more opportunities for nonprofits to share nuanced data about their diversity and DEI-related activities. Providing this information will allow nonprofits to better reflect on their own organizational composition and DEI activities. Improved and expanded data collection will ensure funders and networks have access to more in-depth insights about the organizations they partner with.

Improved Data Adoption

By expanding the number of nonprofits sharing their demographic data, we will grow GuideStar's dataset. Increasing the amount of data will generate more personal, institutional, and sector wide DEI reflection.

GuideStar's externally facing efforts are reinforced by our internal commitment—by GuideStar's staff and board—to ensure GuideStar infuses diversity, equity, and inclusion in our practices, policies, and culture. We are committed to a diverse, equitable, and inclusive environment where people feel safe, empowered, and respected to do their best work.

Key Strategies: *Year 1*

Data Analysis	✔ Create and release visually rich reports to support foundations in understanding their grantees and potential grantees from a diversity perspective. Provide guiding questions to make the data more useful and approachable to the users.
	✔ Add filtering functionality to the widely used GuideStar search tools so that donors and other stakeholders can find organizations that report on diversity.
	✔ Improve accessibility across all web pages of guidestar.org in accordance with web content accessibility guidelines to ensure a robust experience for people with disabilities.
Data Collection	✔ Add CEO-specific demographic questions and other additional staff and board questions to the diversity questionnaire within the GuideStar Nonprofit Profile (including DEI tactics, age, socioeconomic class).
	✔ Reexamine, improve and expand on questions that explore DEI strategies, highlighting recommended practices and first steps.
	✔ Connect with the nonprofit community to design, test, and socialize the best ways to collect population served data at scale from organizations and to offer insight to nonprofits and funders about the relationship between who is being served and who works in an organization at all levels.
	✔ Partner with BoardSource to amplify the learning from BoardSource's Leading with Intent survey and GuideStar's diversity and compensation data. Share insights with the field and create tools and incentives that inspire boards to champion equity efforts.
Data Adoption	✔ Partner with the nonprofit community to grow the number of resources offered through the GuideStar online Community and the GuideStar DEI webpage. Resources may include documents, articles, blog posts, and webinars.
	✔ Begin research and design on a nonprofit stand-alone survey tool to aid organizations in collecting demographic information respectfully and efficiently. Explore the barriers to collection and identity opportunities to ease them.
	✔ Employ GuideStar resources to continuously infuse data into wider DEI conversations and support and encourage organizations that are beginning or continuing their DEI journeys.

Key Strategies: *Years 2 & 3*

Data Analysis	✔ Enhance GuideStar's search and filter capabilities to allow for more specific search results. For example, add search filters so that potential donors can find organizations led by people of color or women. ✔ Develop engaging visuals, including infographics, that address the diversity of the nonprofit sector; share insights from the data collected. ✔ Release a second iteration of the visually rich reports to support funders in understanding grantees and prospective grantees. Incorporate lessons learned from the previous years and add additional peer and sector comparison tools.
Data Collection	✔ Add population served data fields to the diversity questionnaire within the GuideStar Profile and the survey tool to understand the relationship between intended beneficiaries and staff/board composition. ✔ Connect with the nonprofit community to perform research and development on annual reporting and longitudinal analysis. ✔ Introduce annual DEI collection and reporting to illustrate growth and change over time for an organization and/or cohort.
Data Adoption	✔ Release the stand-alone survey tool to aid organizations in collecting demographic information outside of the Nonprofit Profile. ✔ Support foundation and network partners in collecting the first round of data about diversity and practice through the new survey collection tool. ✔ Identify issue specific campaigns (i.e. cohorts of grantmakers) that encourage public accountability for staff and board diversity. Work with them to support the reporting of diversity data for their networks. ✔ Continue to cultivate new and existing foundation and network partnerships to support data collection.