The Leona M. and Harry B. Helmsley Charitable Trust has been a GuideStar Philanthropic Partner since 2009. Staff members use GuideStar frequently, some daily. Chris Percopo, director of grants management and special program operations, notes:

“GuideStar helps us feel more secure in the analysis and decisions we make. The data makes everything more real; if it reveals financial issues with prospective nonprofit grantees or current nonprofit partners we can feel informed to ask about those. GuideStar helps us make educated grant decisions.”

**HOW HELMSLEY STAFF MEMBERS USE GUIDESTAR**

**Perform Due Diligence**
GuideStar makes it easy for Helmsley staff to:
- Confirm nonprofits’ eligibility to receive grants:
  “If we see ‘Pub78 verified’ in GuideStar Charity Check, we know that the organization is verified as exempt.”
- Obtain additional data without bothering applicants and grantees:
  “We need to be very mindful about compliance with regulations while balancing how much we are asking of our applicants/grantees. It is much easier for us to do that kind of work with GuideStar data.”

**Analyze Nonprofit Data**
GuideStar tools allow Helmsley staff members to:
- Compare apples to apples when reviewing financial data
- Benchmark grantees by researching peer organizations
- Identify trends in governance:
  “The snapshot in the Nonprofit Profiles makes it easy to see if an organization has gone through multiple executives in a brief period. We may not have caught this otherwise.”

**Increase Efficiency**
Using GuideStar streamlines the Helmsley grantmaking process:
- “By utilizing GuideStar, we have been able to expedite our financial review of nonprofits.”
- “GuideStar gets so much information from the nonprofits directly that it takes a lot of the stress off of us. We do not have to go out searching for the data.”

“GuideStar is all about maximizing impact and decreasing burden. You make it so that partners can increase their effectiveness while minimizing paperwork.”

—CHRIS PERCOPO
DIRECTOR OF GRANTS MANAGEMENT AND SPECIAL PROGRAM OPERATIONS
THE LEONA M. AND HARRY B. HELMSLEY CHARITABLE TRUST

For more information, contact us at (202) 637-7608 or philanthropic.partners@ guidestar.org
GuideStar Philanthropic Partners Program

<table>
<thead>
<tr>
<th>Innovator</th>
<th>Champion</th>
<th>Catalyst</th>
<th>Visionary</th>
<th>Transformational</th>
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<tbody>
<tr>
<td>$2,000</td>
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<td>$10,000</td>
<td>$25,000</td>
<td>$50,000+</td>
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<tr>
<td>Designed for <em>small foundations</em> with no or limited staff and need for basic due-diligence tools</td>
<td>Optimal for <em>modestly sized foundations</em> with limited staff looking for additional analytical capabilities</td>
<td>Perfect for <em>medium-sized foundations</em> with several full-time staff members and need for analytical capabilities</td>
<td>Created for <em>large foundations</em> with a multi-function structure seeking enhanced analytical capabilities in a few departments</td>
<td>Designed for <em>large foundations</em> seeking to embed analytical capabilities across the entire enterprise</td>
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BENEFITS

<table>
<thead>
<tr>
<th>Benefits</th>
<th>One user per tool</th>
<th>One user per tool</th>
<th>Three users per tool</th>
<th>Five users per tool</th>
<th>Access for all staff and board members</th>
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<tbody>
<tr>
<td>Partners-only community</td>
<td>✔</td>
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<td>Partnership recognition on the GuideStar website and in printed materials</td>
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<td>Access to Partners-only events, webinars, and communications</td>
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<td>Access to Philanthropic Relations team</td>
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<td>In-person trainings for GuideStar tools and services, tailored to your team's specific needs</td>
<td>✔</td>
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TOOLS

- **GuideStar Charity Check**
  - A due-diligence tool ensuring 100% IRS compliance
  - ✔

- **GuideStar Pro**
  - Downloadable 990 data, customized search on nonprofit impact and program information
  - ✔

- **GuideStar for Grant Applications (G4G)**
  - A data-sharing tool that streamlines your grant application process
  - ✔

- **Financial SCAN**
  - Deep financial analysis across a cohort of comparable nonprofits
  - ✔

ABOUT GUIDESTAR

GuideStar, www.guidestar.org, is the world’s largest source of nonprofit information, connecting people and organizations with data on 2.5 million current and formerly IRS-recognized nonprofits.

Each year, more than 7 million people, including individual donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media, use GuideStar data to make intelligent decisions about the social sector.

GuideStar Nonprofit Profiles are populated with information directly from nonprofits, the IRS, and other partners in the nonprofit sector. In addition, users see GuideStar data on more than 200 philanthropic websites and applications. GuideStar is itself a 501(c)(3) public charity.