

BREAKING NEWS

Nonprofit Transparency Pays Off



Transparency Matters

New research* reveals transparent nonprofits received **more contributions** and were **stronger organizations**.

Academic researchers compared nonprofits that earned a GuideStar Seal of Transparency to those that did not.

They found that nonprofits that earned a Seal averaged **53% more in contributions** the following year than organizations without a Seal.

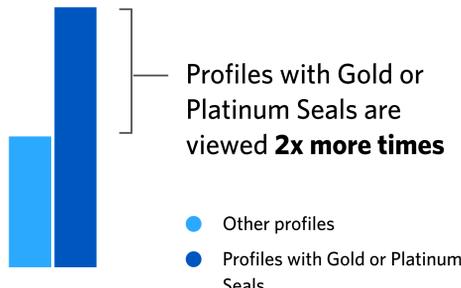
Contributions to Nonprofits, +/- a GuideStar Seal of Transparency



Your Seal of Transparency Matters

On www.guidestar.org, profiles with Gold or Platinum Seals of Transparency get **2x the views** as other profiles.

GuideStar Nonprofit Profile page views



And in 2017, **78% of the nonprofits that received donations** through GuideStar had Seals. Only 22% didn't.

Donations to Nonprofits



Transparency Grows Trust

A new [Give.org report](http://Give.org) shows that a nonprofit's accomplishments are the number one factor in establishing donor trust.

Nonprofits with a Platinum Seal of Transparency provide donors with year-over-year metrics about progress toward their missions.

Top reasons for trust

- ✓ Accomplishments
- ✓ Reputation
- ✓ Financials

Top reasons for distrust

- ✗ Greed and high compensation
- ✗ Negative reputation
- ✗ Lack of honesty and transparency

Show You Are Transparent

Earn a Seal of Transparency today by updating your GuideStar Nonprofit Profile for **free**. It allows nonprofits to reach GuideStar's **10 million** annual users and millions more via the **200+** philanthropic websites and applications powered by GuideStar data, such as AmazonSmile, Facebook, and Network for Good.

[Update Now](#)

*Erica E. Harris and Daniel Neely, "Determinants and Consequences of Nonprofit Transparency," *Journal of Accounting, Auditing & Finance*, <https://journals.sagepub.com/doi/full/10.1177/0148558X18814134>. Erica Harris is a professor at Villanova University. Daniel Neely is a professor at the University of Wisconsin—Milwaukee. Professors Harris and Neely initially looked at data for 14,000 nonprofits on GuideStar. From that group, they selected more than 6,300 organizations to examine more closely. These nonprofits represented a range of missions and programs. The analysis revealed that as a group, nonprofits that earned a GuideStar Seal of Transparency in 2012/2013 averaged 53 percent more in contributions the following year compared to organizations that didn't earn a Seal. Even when the researchers controlled for other factors, transparency still related most strongly to increased contributions.

There's no guarantee that earning a GuideStar Seal of Transparency will cause contributions to an organization to grow. This research indicates, however, that earning a Seal increases a nonprofit's chances of gaining greater support.

Although Professors Harris and Neely obtained the data for this research from GuideStar, GuideStar had no input into the analysis or findings.