



GuideStar Exchange Program

MANAGE YOUR ONLINE IDENTITY

Jasmine Marrow

Director of Nonprofit Strategy

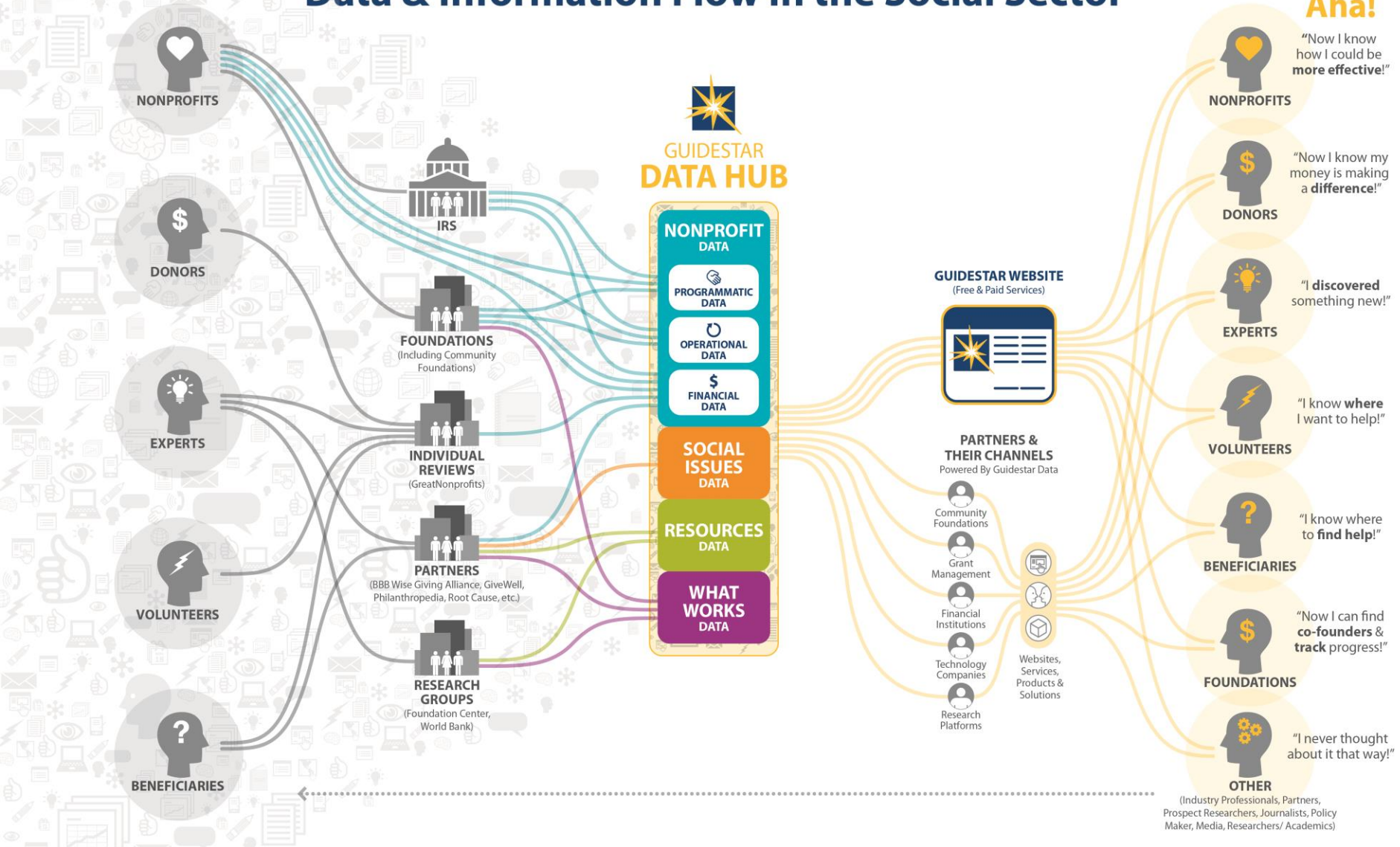


see IP note on slide #42

GUIDESTAR'S STRATEGIC PLAN

**GuideStar is working to create
a field-wide infrastructure
for nonprofit data collection and sharing**

Data & Information Flow in the Social Sector



The basics of “medium data” for the nonprofit sector:

- A nonprofit **common profile**
- ...that is **multidimensional**,
- ...placed in **context**,
- ...linked to the key tech **platforms** of our time,
- ...and enhanced by constant cycles of **innovation & learning...**
- ...at **scale**

THE GUIDESTAR EXCHANGE

**We created the GuideStar Exchange
program to enable nonprofits to self-report
and launched a new 3-tier system in June,
2013**

Key Partners



www.guidestar.org/exchange

The **FREE** GuideStar Exchange



Basic information such as contact information, mission statement, etc.



Financial information



Impact and effectiveness information



Quantitative results

www.guidestar.org/exchange

What do we Ask?

Bronze	Silver	Gold
Contact Info	Audited Financial Statement OR	Long term Goals
Mission Statement	Fiscal Year	Strategies
Area Served	Revenue Sources	Core Competencies
Keywords	Expenses	Indicators
CEO Info	Liabilities	Progress in reaching goals
Board Info	Assets	
Lists of Programs		



Data Coming into GuideStar:

Data about **1.5M** 501c3 nonprofits

*IRS

*GuideStar Exchange

*DonorEdge Community Foundations

140,000+ nonprofit reviews from beneficiaries, volunteers:

*GreatNonprofits

Impact assessments about **600+ nonprofits** from **5 Expert Partners:**

*Philanthropedia, GuideStar

*GiveWell

*RootCause



Data Reaching:

10M annual visitors to guidestar.org
70K social media followers

8 Top Donor Advised Funds:

*Fidelity Charitable Gift Fund

*Schwab Charitable Gift Fund

20 Donation Portals Processing \$150M+ annually:

*Network for Good

*JustGive

5 Major Online Destinations:

*Facebook Causes

*Search Engines

100s of other clients and partners

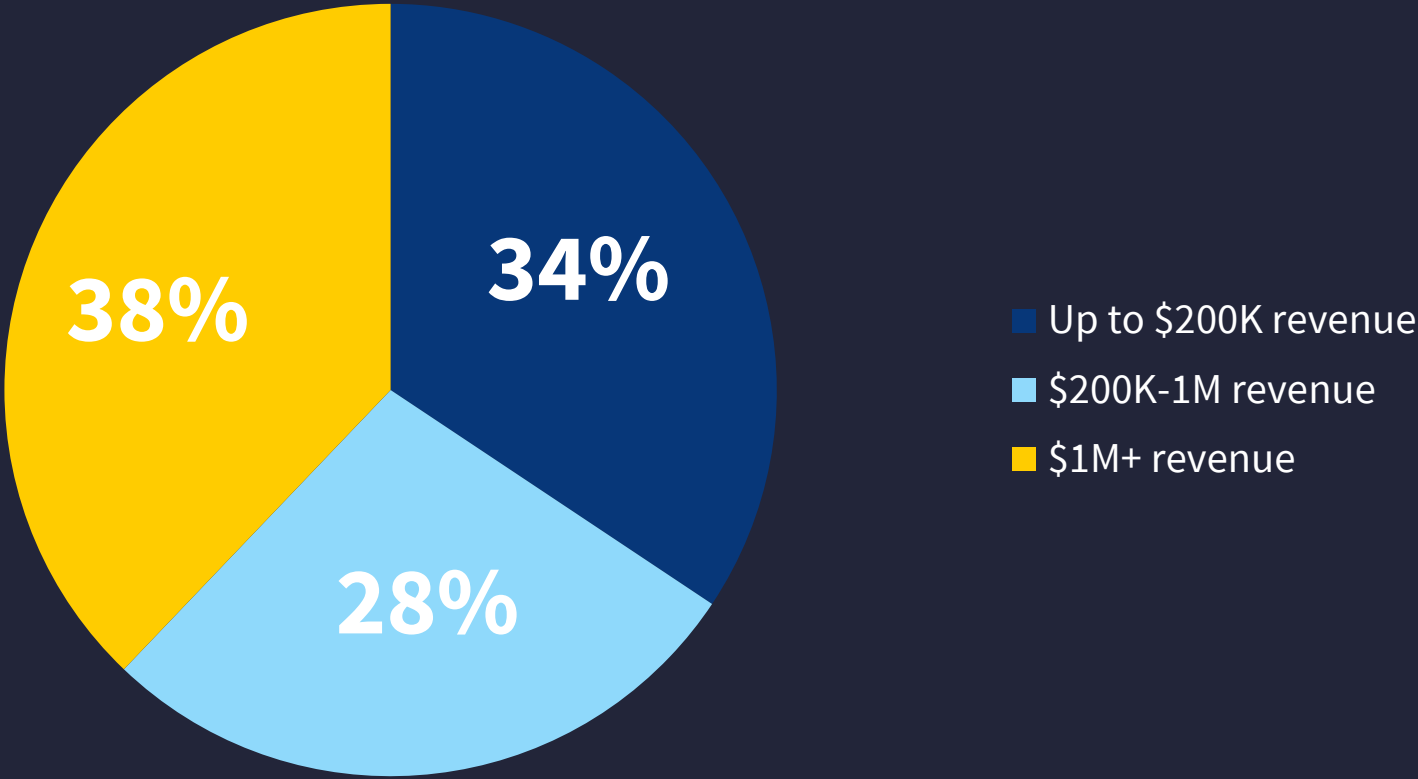
- Easily maintain your organization's profile reaching 110+ leading and reputable websites and private networks
- Manage your brand on GuideStar's extended network

GuideStar Exchange by the Numbers

Participation Level	June 19, 2013	June 19, 2014	Change
Gold	55	3684	+6598%
Silver	6290	22424	+257%
Bronze	296	12548	+4139%
None	48470	61238	+26%
Total Gold/Silver/Bronze	6641	38656	+482%
Total	55111	99894	+81%

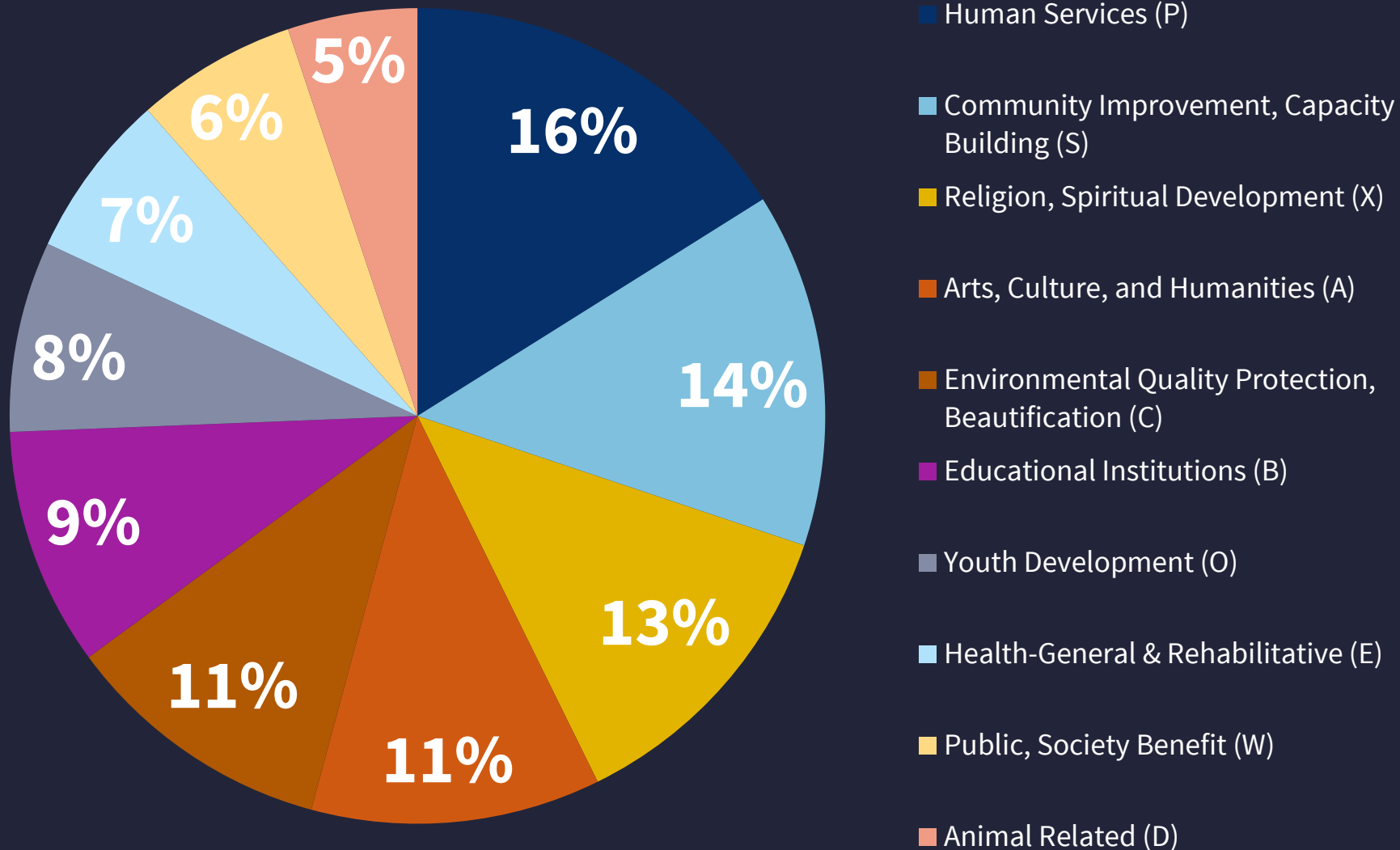
AVERAGE OF 140,000 DATA FIELDS UPDATED BY NONPROFITS EACH MONTH

Nonprofits in the GuideStar Exchange by Revenue Size



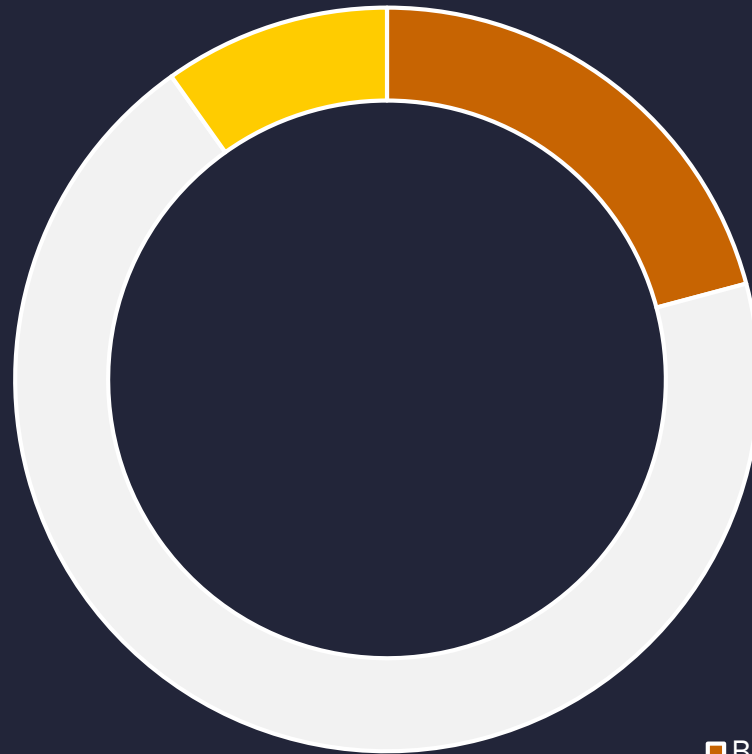
Nonprofits in the GuideStar Exchange by NTEE Codes

(TOP 10)



San Diego by the Numbers

Participation Level



■ Bronze ■ Silver ■ Gold ■

What else can I do with the GuideStar Exchange?

- Add a **Donate button** to your GuideStar report page
- Get a **donation report**
- Take advantage of **benefits**
- Update your **contact information**
- **Assign other managers** to be able to edit your profile
- Manage **more than one organization**
- **Preview** how your information will display on GuideStar's website
- View your GuideStar Exchange submission as a **PDF**

Benefits



Foundations

GORDON AND BETTY
MOORE
FOUNDATION

THE HEINZ ENDOWMENTS
HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

Carnegie
CORPORATION
OF NEW YORK



ALFRED P. SLOAN
FOUNDATION



THE ANNIE E. CASEY
FOUNDATION

ANNENBERG *FOUNDATION*



CHARLES STEWART
MOTT FOUNDATION

BILL & MELINDA
GATES *foundation*

The
California
Endowment

THE
KRESGE
FOUNDATION

the David &
Lucile **Packard**
FOUNDATION



The James Irvine
Foundation

MacArthur
Foundation

KF John S. and James L.
Knight Foundation
Informed and engaged communities.

THE MCKNIGHT FOUNDATION



Robert Wood Johnson Foundation

THE
ROCKEFELLER
FOUNDATION

skoll
FOUNDATION

Community Foundations



Baton Rouge Area Foundation



BLUE GRASS
COMMUNITY
FOUNDATION

tBf The Boston Foundation



THE CHICAGO COMMUNITY TRUST AND AFFILIATES



East Tennessee FOUNDATION



Organizations



Corporate Giving Programs




Our Data Partners




Universities





***It gives us the
opportunity to show our
organization is credible.***

Our revenue is too low to be reviewed by Charity Navigator, so our Guidestar Exchange Gold Participation Level is crucial for us and shows our commitment to transparency. We have featured it on our website, brochures, newsletters and more. This year, we have already raised over \$1 million, so this will be our best year in terms of revenue. Our gold level was also featured in a recent front page story in the San Diego Union Tribune.



...if I send a letter of inquiry, potential funders can go to GuideStar and get a lot of the information I'd send in a full proposal, so it's in our best interests to participate at the Gold level.



GuideStar serves as an objective standards benchmark for transparency and accountability.

We measure ourselves against the GuideStar Exchange Standards for providing stakeholders with critical information.



GuideStar Exchange: Benefits

BRONZE BENEFITS

- ✔ Participation widget
- ✔ Promotional tool kit
- ✔ Nonprofit alerts
- ✔ First access to GuideStar webinars

SILVER BENEFITS

Bronze-level benefits plus:

- ✔ FC's Foundation Directory Online and in-person grantseeker trainings discounts
- ✔ Free VolunteerMatch premium recruitment tools for 1 year
- ✔ Grassroots.org exclusive technology tools

GOLD BENEFITS

Bronze- and Silver-level benefits plus:

- ✔ 1 free seat (annual subscription) to GuideStar Premium (\$1500 value)

HISTORIC CAROUSEL AND MUSEUM

AKA Albany Historic Carousel and Museum
Albany, OR

Summary

Financials

Forms 990 &
Docs









People &
Governance

Programs

Impact

Reviews

GuideStar Summary

	GuideStar Exchange	Organization has not reached a GuideStar Exchange Participation Level 
	Registered with IRS	Legitimacy information is available
	Financial Data	Annual Revenue and Expense data reported
	Forms 990	2012, 2011, and 2010 Forms 990 filed with the IRS
	Mission Objectives	Mission Statement is available
	Impact Summary	Impact Summary from the nonprofit is not available
		No Personal Reviews available Write a Review

HISTORIC CAROUSEL AND MUSEUM

AKA Albany Historic Carousel and Museum
Albany, OR

Summary

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Reviews

Leadership

This information has not been provided by the nonprofit. [Click here](#) if you are associated with this organization and want to provide this information.

Board Chair

This information has not been provided by the nonprofit. [Click here](#) if you are associated with this organization and want to provide this information.

[Back to Top >>](#)

Board of Directors

This information has not been provided by the nonprofit. [Click here](#) if you are associated with this organization and want to

A look into



http://www.independentsector.org/charting_impact

Charting Impact Allows you to:

- **Make Your Case to Investors**

Charting Impact encourages people to invest their money, time, and attention in effective organizations.

- **Highlight Impact**

Charting Impact helps your organization highlight the difference you make.

- **Sharpen Your Approach**

Charting Impact helps your organization sharpen its approach to making a difference.

- **Work with Others**

Charting Impact positions your organization to work with and learn from other organizations.



1. What is your organization **aiming to accomplish**?
2. What are your **strategies** for making this happen?
3. What are your organization's **capabilities** for doing this?
4. How will your organization **know if you are making progress**?
5. What have and haven't you **accomplished** so far?
 - A framework for advancing strategic thinking.
 - A standardized method for sharing concise information with key stakeholders and the public.

MORE RESOURCES...

http://www.independentsector.org/charting_impact



RESOURCE CENTER
for Completing your Report

ABOUT

BENEFITS

YOUR REPORT

RESOURCES

REPORTS

Identify your Goals. Share your Results.

At the heart of Charting Impact are five powerful questions that require reflection and promote communication about what really matters – results.

For each nonprofit or foundation, Charting Impact encourages strategic thinking about how it will achieve its goals. Responding to the five questions creates a unique report that shares concise, detailed information about plans and progress with key stakeholders, including the public.

Research conducted in 2012 shows that demonstrating impact to donors, the community or major funders is the number one reason why organizations complete their reports. This "aha" moment comes once they discover the added value that grows out of the Charting Impact process.

The Five Questions:

1. What is your organization aiming to accomplish?
2. What are your strategies for making this happen?
3. What are your organization's capabilities for doing this?
4. How will your organization know if you are making progress?
5. What have and haven't you accomplished so far?

COMPLETE YOUR REPORT
AT GUIDESTAR.ORG

SECTOR IMPACT

CHARTING IMPACT

- About
- Benefits
- Your Report
- Resources
- IS Member Reports

VALUE OF VOLUNTEER TIME

SCOPE OF THE SECTOR

THE SECTOR'S ECONOMIC IMPACT

WHAT IS A NONPROFIT?

Why YOU should join IS





RESOURCE CENTER for Completing your Report

ABOUT

BENEFITS

YOUR REPORT

RESOURCES

REPORTS

Resources

Independent Sector and its partners have gathered together valuable tools and resources to help in answering the [five questions](#). The tools and resources can also be used independently of Charting Impact to evaluate and assess your organization's impact.

For a complete, alphabetical listing of all of our materials, visit the [Comprehensive List](#) page.



Tools & Resources for Each Question

Are you wondering what tools might be useful as you fill out your Charting Impact report? This section lists the recommended resources, with descriptions, for each related Charting Impact question.



Sub-Sector Specific Resources

While general impact assessment methods can be useful to all organizations, specific sub-sectors in the nonprofit and foundation communities also require targeted guides to help evaluate their unique program focus. This section lists resources to support organizations in various sub-sectors.



Using Charting Impact for Grant Applications

Many grant applications ask questions that are similar to those of Charting Impact. After completing your Charting Impact report, you will have a standard resource to draw on for some of the most common grant questions. Use this cross-referenced list to find where specific grant application questions overlap with Charting Impact.



Webinars

Independent Sector and its partners produced a series of webinars to outline the challenges and benefits of completing reports. Interviewees include a variety of organizations that have completed their report already.

SECTOR IMPACT

CHARTING IMPACT

About

Benefits

Your Report

Resources

Resources for Each Question

Sub-Sector Resources

Using Charting Impact for Grants

Webinars

Comprehensive List

IS Member Reports

VALUE OF VOLUNTEER TIME

SCOPE OF THE SECTOR

THE SECTOR'S ECONOMIC IMPACT

WHAT IS A NONPROFIT?

Why YOU should join IS



IS brings together independent thinkers and organizations to find a common...

How can someone access the Charting Impact responses?



GuideStar USA, Inc.

AKA GuideStar
Williamsburg, VA

- Summary
- Financials
- Forms 990 & Docs
- People & Governance
- Programs
- Impact
- Reviews
- Contractors

GuideStar Summary



[What is this?](#)

✓	GuideStar Exchange	Committed to transparency [?]
✓	Registered with IRS	Legitimacy information is available
✓	Financial Data	Annual Revenue and Expense data reported
✓	Forms 990	2012, 2011, and 2010 Forms 990 filed with the IRS
✓	Mission Objectives	Mission Statement is available
✓	Impact Summary	Impact Summary from the nonprofit and Charting Impact Report are available
★ ★ ★ ☆ ☆		Average rating from 19 Personal Reviews Write a Review



GuideStar USA, Inc.

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Williamsburg, VA

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Impact Summary from the Nonprofit ?



[What is this?](#)

In 2012, a broad range of users—donors, nonprofit leaders and staff, grantmakers, people who provide services to nonprofits, journalists, and government officials, and academic researchers—visited www.guidestar.org. In 2012, 313,904 digitized records of nonprofit organizations were added to the GuideStar database, increasing the total number to more than 3.8 million digitized records. The vast majority (98%) of GuideStar users take advantage of GuideStar data and tools at no charge, thanks to generous support from foundations and corporations. In 2012, GuideStar enabled users of www.guidestar.org to obtain some level of information on more than 2 million tax-exempt organizations registered with the IRS, including 6.9 million 990 images. GuideStar also increased the reach of GuideStar Exchange, a platform for nonprofits to share information, including how a donor can help. In 2012, there were 23,533 nonprofits with the GuideStar Exchange seal, reflecting that they met the GuideStar transparency standards. A total of 77,423 nonprofits had reports posted that were less than 18 months old. Philanthropedia, a division of GuideStar, rates verified, financially responsible charities according to how much great work they're doing. As a result, more than 2,500 experts have provided reviews on 3,500 nonprofits across 28 nonprofit cause areas. The addition of these new data encourages people to give to and volunteer with high impact organizations in their areas of personal passion.

For more in-depth information about this organization's impact, view their [Charting Impact Report](#).



GuideStar USA, Inc.

GuideStar Exchange Charting Impact Report * Last Updated on 09.09.2013

This report represents GuideStar USA, Inc.'s responses to Charting Impact, a joint project of **BBB Wise Giving Alliance**, **GuideStar USA Inc**, and **Independent Sector**. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.



GuideStar USA, Inc.

4801 Courthouse St Ste 220, Williamsburg, VA
23188

www.guidestar.org

Mission:

GuideStar USA, Inc.'s mission is to revolutionize philanthropy and nonprofit practice by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving.

GuideStar USA, Inc.

GuideStar Exchange Charting Impact Report * Last Updated on 09.09.2013

1. What are we aiming to accomplish?

GuideStar aims to be the central information system for the nonprofit sector—providing information to the sector, and using that information to build the knowledge the sector needs to operate more efficiently and the public needs to give more effectively. Our goal is for people to make better decisions about social change based on good information about nonprofits. To achieve this end, we have developed a system for all nonprofits to add data, stories, and mission-critical information into one central repository and then be able to easily share this information across multiple websites, software systems, and fundraising venues.

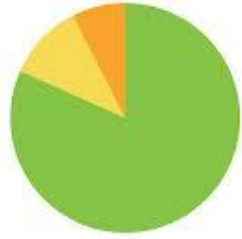
2. What are our strategies for making this happen?

GuideStar has three main strategies for realizing this vision over the next five years. (1) Data Collection: GuideStar began 18 years ago by creating a system that helped nonprofits more efficiently share information with the general public. This open platform led to the public display of the IRS Form 990, a financial document hundreds of thousands of nonprofits must file annually with the IRS. Over the years, we encouraged tax-exempt organizations to move beyond this one financial document. As a result, we have begun collecting data about the programs in the sector, the beneficiaries of those programs, and the effectiveness of the organizations achieving social change. We will expand our data collection across multiple dimensions to gather more (a higher number of organizations represented with more information about each), better (a higher quality of information), and faster (delivered and available more quickly) information. (2) Data Distribution: In addition to our current distribution channels, GuideStar will create new platforms and partnerships to distribute data broadly—to the public, partners, and social investors around the world—so that GuideStar’s data can form the core of the next generation of social sector tools, services, products, and analysis. (3) Data Innovation: Through the GuideStar Labs (our research and innovation division), we will create new forms of value, such as new products, tools, and initiatives that build on the data we’ve collected and help make sense of it, while leveraging our distribution channels to reach a wide audience.

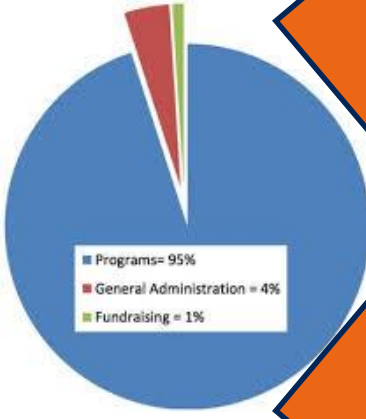
3. What are our organization's capabilities for doing this?

Strengths: Nearly two decades of strong, positive brand recognition and reputation in the sector. Innovative partners that believe in our mission and are willing to help us accomplish that mission. More than 10 million annual visitors to our website who rely on us for information about individual nonprofits. A staff of 60+ professionals skilled in building tools and delivering services to nonprofits, professionals, and individuals. Stable financials and a plan for continued sustainability. An active nonprofit advisory group and users willing to participate in beta trials and surveys. An engaged board of directors from a wide variety of disciplines. A large group of committed funders. Resources that would help strengthen our work and achieve long-term goals: More funding that can be exclusively devoted to innovation. Access to more nonprofit information. Access to groups that can help us perform “data mash-ups.”

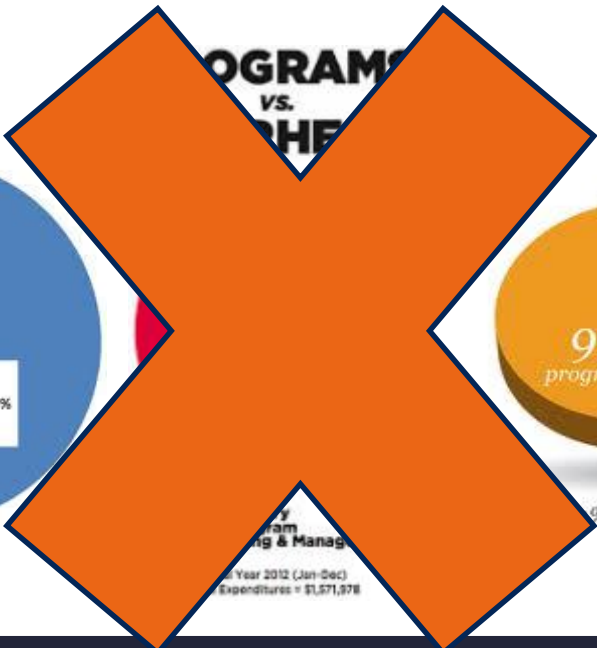
How Your Gifts Help Children



- Program Services for Children 82% (\$188.2 Million)
- Fundraising 11% (\$26.4 Million)
- Management & General 7% (\$17.9 Million)



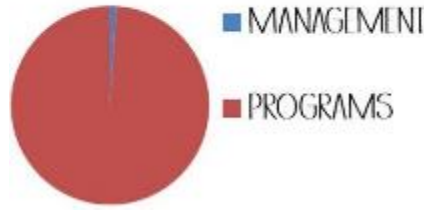
- Programs= 95%
- General Administration = 4%
- Fundraising = 1%



PROGRAMS VS. OVERHEAD



.8% Overhead in 2010



AN ORGANIZATION YOU CAN TRUST

Year 2012 (Jan-Dec)
Expenditures = \$1,571,978

THE **OVERHEAD** MYTH

A nonprofit's investments in **training, planning, evaluation**, and **internal systems**—investments in itself—are how a nonprofit sustains and improves its impact on the world.

www.overheadmyth.com



THE OVERHEAD MYTH

To the Donors of America:

We write to correct a misconception about what matters when deciding which charity to support.

The percent of charity expenses that go to administrative and fundraising costs—commonly referred to as “overhead”—is a poor measure of a charity’s performance.

We ask you to pay attention to other factors of nonprofit performance: transparency, governance, leadership, and results. For years, each of our organizations has been working to increase the depth and breadth of the information we provide to donors in these areas so as to provide a much fuller picture of a charity’s performance.

That is not to say that overhead has no role in ensuring charity accountability. At the extremes the overhead ratio can offer insight: it can be a valid data point for rooting out fraud and poor financial management. In most cases, however, focusing on overhead without considering other critical dimensions of a charity’s financial and organizational performance does more damage than good.

In fact, many charities should spend more on overhead. Overhead costs include important investments charities make to improve their work: investments in training, planning, evaluation, and internal systems—as well as their efforts to raise money so they can operate their programs. These expenses allow a charity to sustain itself (the way a family has to pay the electric bill) or to improve itself (the way a family might invest in college tuition).

When we focus solely or predominantly on overhead, we can create what the *Stanford Social Innovation Review* has called “The Nonprofit Starvation Cycle.” We starve charities of the freedom they need to best serve the people and communities they are trying to serve.

If you don’t believe us—America’s three leading sources of information about charities, each used by millions of donors every year—see the back of this letter for research from other experts including Indiana University, the Urban Institute, the Bridgespan Group, and others that proves the point.

So when you are making your charitable giving decisions, please consider the whole picture. The people and communities served by charities don’t need low overhead, they need high performance.

Thank you,

Art Taylor
President & CEO,
BBB Wise Giving Alliance
overheadmyth.give.org

Jacob Harold
President & CEO,
GuideStar
overheadmyth.guidestar.org

Ken Berger
President & CEO,
Charity Navigator
www.charitynavigator.org/
thebestandworstwaytopickacharity



Research shows that the overhead ratio is imprecise and inaccurate:

37%

37 percent of nonprofit organizations with private contributions of \$50,000 or more reported no fundraising or special event costs on their 2000 Internal Revenue Service (IRS) Form 990

13%

Nearly 13 percent of operating public charities reported spending nothing for management and general expenses.
(The Nonprofit Overhead Cost Study)

75-85%

Further scrutiny found that 75 percent to 85 percent of these organizations were incorrectly reporting the costs associated with grants.

But still, Americans over-emphasize the number and prioritize it over demonstrated success:

62%

62% of all Americans believe the typical charity spends more than it should on overhead.
(Giving Evidence)

A 2001 survey found that OVER HALF OF ADULT AMERICANS FELT THAT NONPROFIT ORGANIZATIONS SHOULD HAVE OVERHEAD RATES OF 20 PERCENT OR LESS; NEARLY FOUR IN FIVE FELT THAT OVERHEAD SHOULD BE HELD AT LESS THAN 30 PERCENT. In fact, those surveyed ranked overhead ratio and financial transparency to be more important attributes in determining their willingness to give to an organization than the demonstrated success of the organization’s programs.
(BBB Wise Giving Alliance)

The “Overhead Myth” persists despite evidence that investments in overhead facilitate better nonprofit performance:

“ORGANIZATIONS THAT BUILD robust infrastructure—which includes sturdy information technology systems, financial systems, skills training, fundraising processes, and other essential overhead—are more likely to succeed than those that do not.”

(The Nonprofit Starvation Cycle)

2,000

2006 CompassPoint Nonprofit Services study of nearly 2,000 nonprofit executives in eight metropolitan areas reveals that receiving general operating support played a major role in reducing burnout and stress among executive directors.

(Daring to Lead 2006: A National Study of Nonprofit Executive Leadership)

11.5% VS 10.8%

In 2011, the charities which GiveWell reviewed and recommended had higher overhead than the charities they review and didn’t recommend, 11.5 percent versus 10.8 percent.

(Giving Evidence)

Underinvesting in overhead creates a range of negative outcomes which undermine quality and sustainability:

Description of Underinvestment	Consequences
<ul style="list-style-type: none"> Limited/no staff for administrative roles (e.g. finance, development, operations) 	<ul style="list-style-type: none"> Limited ability for organization to manage/monitor finance, development, etc.
<ul style="list-style-type: none"> Limited investment in staff training and development 	<ul style="list-style-type: none"> Increased turnover among staff, particularly those looking for ongoing professional development Limited ability to continually enhance skills of employees Difficulty building senior team from within
<ul style="list-style-type: none"> Inexperienced staff for administrative roles 	<ul style="list-style-type: none"> High turnover Poor work quality
<ul style="list-style-type: none"> Poor IT infrastructure 	<ul style="list-style-type: none"> System crashes, downtime Loss of data/information, limited information sharing
<ul style="list-style-type: none"> Poor donation management systems 	<ul style="list-style-type: none"> Inability to track donors and fundraising progress Limited ability to target fundraising
<ul style="list-style-type: none"> Poor performance management systems 	<ul style="list-style-type: none"> Limited ability to track beneficiary outcomes, particularly across sites Limited ability to easily generate reports for grantmakers

Source: Mark A. Hager, Thomas Pollak, Kenneth Wing, and Patrick M. Rooney, “Getting What We Pay For: Low Overhead Limits Nonprofit Effectiveness,” Nonprofit Overhead Cost Project of the Center on Nonprofits and Philanthropy at the Urban Institute and the Center on Philanthropy at Indiana University, August 2004; case study interviews.

Primary Sources:

The Nonprofit Starvation Cycle
Stanford Social Innovation Review, Fall 2009

Getting What We Pay For: Low Overhead Limits Nonprofit Effectiveness
Center on Nonprofits and Philanthropy, Urban Institute Center on Philanthropy, Indiana University

What We Know About Overhead Costs in the Nonprofit Sector
Center on Nonprofits and Philanthropy, Urban Institute Center on Philanthropy, Indiana University

Nonprofit Overhead Costs: Breaking the Vicious Cycle of Misleading Reporting, Unrealistic Expectations, and Pressure to Conform
The Bridgespan Group, April 2008

Where’d My Money Go?
Americans’ Perceptions of the Financial Efficiency of Nonprofit Organizations
GreyMatter Research, 2008

Good Charities Spend More on Administration than Less Good Charities Spend
Giving Evidence, May 2013

Management and General Expenses: The Other Half of Overhead
The Nonprofit Quarterly, Spring 2003

The Worst Way to Judge a Charity
Los Angeles Times, April 2012

Ratio Discrimination in Charity Fundraising: The Inappropriate Use of Cost Ratios Has Harmful Side-Effects**
Voluntary Sector Review, March 2010 **Behind pay wall

What can nonprofits do to **start making a difference?**

- Demonstrate ethical practice and **share data** about your performance
- Manage toward **results**
- Help **educate funders** on the real costs of results



Saint Louis Habitat for Humanity

AKA Habitat for Humanity Saint Louis
Saint Louis, MO

Summary

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GuideStar Summary



GuideStar Exchange

Committed to transparency



Registered with IRS

[Legitimacy information is available](#)



Financial Data

[Annual Revenue and Expense data reported](#)



Forms 990

[2012, 2011, and 2010 Forms 990 filed with the IRS](#)



Mission Objectives

[Mission Statement is available](#)



Impact Summary

[Impact Summary from the nonprofit is available](#)



No Personal Reviews available | [Write a Review](#)

[What is this?](#)



1. What is your organization **aiming to accomplish**?
2. What are your **strategies** for making this happen?
3. What are your organization's **capabilities** for doing this?
4. How will your organization **know if you are making progress**?
5. What have and haven't you **accomplished** so far?
 - A framework for advancing strategic thinking.
 - A standardized method for sharing concise information with key stakeholders and the public.

Claim Your GuideStar Exchange Form

www.guidestar.org



GuideStar Exchange

Products

Blog

Create Account

Sign In

Trusted nonprofit information. Confident decisions.

SEARCH GUIDESTAR FOR THE MOST COMPLETE, UP-TO-DATE NONPROFIT DATA AVAILABLE.

🔍 GuideStar Basic Search

Search

Upgrade Now (free)

Advanced Search

Why Upgrade

Find up-to-date information on thousands of nonprofits including:

march of dimes



OXFAM

girls inc.

Audubon



What Nonprofits Can Do on GuideStar

- How to Update Your Nonprofit Report
- GuideStar Exchange Requirements and Benefits
- Charting Impact
- Discounted Resources
- Reviews by Current Supporters
- Giving Power with GuideStar

Are You with a Nonprofit? Here's What You Can Do on GuideStar

As a nonprofit manager, here are a few of the things you can do on GuideStar:

1. Read below to learn about the GuideStar Exchange.
2. [Claim and update](#) your nonprofit's report.
3. See [what materials](#) you might want to have handy when you update your GuideStar Exchange report. (You can also review the [complete list](#) of data fields collected through the GuideStar Exchange.)
4. Earn a [GuideStar Exchange logo](#) to show your level of participation.
5. Take advantage of additional opportunities and initiatives to benefit your organization, including [Charting Impact](#) and [reviews](#).
6. Read the [GuideStar Exchange FAQs](#).
7. Review the [GuideStar Exchange terms of use](#).

THANK YOU!

Questions?



Jasmine Marrow,
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www.guidestar.org/exchange



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