Using GuideStar:

Research, Analyze, Participate

NMC/AFP

Joint Fundraising Workshop 2012
Today’s Objectives

GuideStar Introduction

GuideStar Services: Nonprofit Reports, Reviews, Tools

GuideStar Live: Demonstrations and Q&A
GuideStar 101

Key Metrics and Milestones

- Founded in 1994
- More than 1.7 million nonprofits in the GuideStar database
- More than 127,000 members in the GuideStar Exchange that voluntarily contribute additional information beyond IRS listings
- More than 3.7 million Form 990 images in the GuideStar database
- More than 2 million digitized IRS records in the GuideStar database
- 10.8 million annual visits to the GuideStar Web site
- More than 1.2 million registered users
- 246,865 GuideStar Newletters subscribers
- Executives who are key members of sector initiatives and advisory committees, including the National Center for Charitable Statistics and the Panel on the Nonprofit Sector
- Honored with InfoCommerce’s Model of Excellence Award
- GuideStar products and services listed on the General Services Administration (GSA)’s Financial and Business Solutions Schedule
GuideStar’s Mission

To revolutionize philanthropy and nonprofit practice by providing information ...

...that advances transparency, enables users to make better decisions, and encourages charitable giving.
GuideStar
Best Practices and Applications

Who Uses GuideStar?

- Nonprofit Development Directors
- Nonprofit Fundraising Directors
- Grant Writers
- Foundation Grants Administrators and Donor Services Managers
- Corporate Foundation Giving Program Managers
- Healthcare: Prospect and Research Directors
- Accountants, Auditors and Compliance Officers
- Attorneys and Paralegals specializing in nonprofit practice
- Asset Managers and Financial Services professionals specializing in nonprofit practice
- Marketing Communications professionals
- Management and technology consultants

#guidestar
Data GuideStar Collects

- Tax data (via IRS)
- Programmatic information (GuideStar Exchange)
- Programmatic information (DonorEdge partnerships)
- Constituency data (via GreatNonprofits)
- Accountability seals

Users

#guidestar
GuideStar Exchange

Advancing transparency and accountability through a voluntary program of information sharing including...

- IRS Letters of Determination
- Annual Reports
- Audited Financial Statements
- Detailed Program Data
- Current Board and Staff names
- Board and Staff Demographic information
- Board Governance and Management Practices

#guidestar
The GuideStar Seal

- The GuideStar Seal on your report page and in print materials
- Up-to-date information automatically distributed to partner network
- New! Promotional tool kit helps you promote your Seal
- New! Embeddable toolbar allows you to receive $.01 every time they search
- Discount to fundraising tools
- GuideStar promotes your brand on our social media pages
- Free and first access to GuideStar webinars and publications

In exchange for the information they provide, Exchange Members receive:
Guidestar Partners (GNP, COF, BBB, DE)

Government Nonprofits

Guidestar

Financial services sector
- Fidelity
- Vanguard
- Schwab

Nonprofit intermediaries
- Volunteer Match
- Network for Good
  - JustGive

Private-sector intermediaries
- Facebook Causes
  - Razoo.com
  - MicroEDGE

Targeted users
Great Nonprofits Partnership

People relying on peers to help make giving decisions

Reviews tripled in the last quarter

#guidestar
Read or Write a Review on your GuideStar Exchange Report

Cambodian Children’s Fund

Contact Information:
Cambodian Children’s Fund
Also Known As: CCF
Former Name(s): 
Physical Address: 10801 National Blvd. Suite 560 Los Angeles, CA 90064
Web Address: www.cambodianchildrensfund.org
Blog Address: 
Contact E-mail: support@cambodianchildrensfund.org

At a Glance:
Category: Learn More >
Areas Served: Internationally
Year Founded: 2004

Mission Statement
Our mission is to break cycles of poverty and abuse and to create positive change in Cambodia through intervention and education for the most impoverished and underserved children and their families. By providing healthcare, education, job training and leadership development, the children in our care will enter Cambodian society with the foundation to become progressive leaders and spokespeople with the skills, confidence and integrity to help their own families and communities in a way no other generation has before.

Impact Statement
Cambodian Children’s Fund (CCF) is a not-for-profit international organization registered in the state of California and operating entirely within the Kingdom of Cambodia. In a society as broken as Cambodia, the role of education and leadership building is critical. CCF is committed to each child for life, beginning with daycare services at age two, expanding to residential education programs at age six and continuing with transitional programs and workforce placements after a child turns 18. By creating opportunities for leadership and self-expression, CCF’s teachings are naturally integrated with the students’ knowledge of their society’s opportunities, sensitivities and limitations.
Measuring Nonprofit Impact

- Self-Reported Impact:
  - GuideStar Exchange: impact statement from nonprofit
  - Charting Impact: BBB Wise Giving Alliance, GuideStar, and Independent Sector

- Third Party Assessments:
  - Expert Reviews
  - Individual Reviews
### Highlights of Exchange Fields

<table>
<thead>
<tr>
<th>Information</th>
<th>Core Information for a Basic Nonprofit Report</th>
<th>GuideStar Exchange Required Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer Identification Number (EIN)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Primary Contact Name and E-mail (for GuideStar's use only)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Geographic Areas Served</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Number of Staff and Volunteers</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Key Documents:**
- Annual Report(s)
- Financial Statement(s)
  - Audited Financial Statement
  - Financial Compilation, or completion of the Basic Financial Statement section of the on-line form to update report pages
- Auditing Company
- Did an auditor give an unqualified opinion?
- Does the CEO/CFO sign off on all financial documents?

Note: To update your report page, you are not required to upload documents, although an annual report may assist donors with their giving decision. Documents are only required for GuideStar Exchange membership.
Highlights of Program Fields

<table>
<thead>
<tr>
<th>Information</th>
<th>Core Information for a Basic Nonprofit Report</th>
<th>GuideStar Exchange Required Fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Name</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Population Served</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Examples of Success</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programs:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Budget</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>• Category</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>CEO/Executive Director Name</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CEO/Executive Director Term and E-mail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governing Board Members:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Names</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>• Company Affiliation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Voting Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Board Chair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Management Team Members Names and Titles</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Policies:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Whistle Blowers</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>• Document Destruction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Nondiscrimination</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keywords to help users find your organization in GuideStar</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Has your organization reviewed the Panel on the Nonprofit Sector's Principles for Good Governance and Ethical Practice?</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Includes:
- Short-term success
- Long-term success
- Program success monitored by
#guidestar

## Highlights of Exchange Fields

### Optional Fields for Public Report Pages
- Logos
- Photos and Video
- DBAs (Doing Business As Names)
- Former Names (FKA)
- Blogs URLs
- Statements by the CEO/ED/Chair
- Funding Needs Statement
- Volunteer Needs
- Top Funding Sources
- CEO\ED Profile
- News Items

### Optional Fields for Annual Benchmarking Reports
- Fund Development
- Endowment Value and Spending Policy
- Capital Campaigns
- Board\Staff Demographics
Log in or Register
Quick Search
Search Results

Your search for Meals on Wheels produced 1,187 results.

Related Keywords: wheels association, nutrition services, meal programs, hot meals, homebound ...

Remove Criteria:
- Meals on Wheels

Refine by Category
- By State
  - Alabama (10)
  - Alaska (2)
  - Arizona (19)
  - Arkansas (10)
  - California (120)
  - Colorado (21)

- By City
  - Aiken (2)
  - Athens (2)
  - Albuquerque (3)
  - Alexandria (4)
  - Atlanta (3)

St. Vincent Senior Citizen Nutrition Program Inc dba St. Vincent Meals on Wheels
Also Known As: St. Vincent Meals on Wheels
Los Angeles, CA 90057
Donate >

ST. VINCENT MEALS ON WHEELS (St. Vincent Senior Citizen Nutrition Program) is the largest privately-funded meals program in the country, serving over 4,300 nutritious meals every day to seniors and the homebound hungry.

Meals-On-Wheels Greater San Diego, Inc.
San Diego, CA 92110
Donate >

Our mission is to support the independence and well being of seniors through the home-delivery of two nutritious meals daily.
Exchange Report - Updated

Mission Statement

Mission: to break the cycle of child abuse by equipping parents and caregivers for success. Our mission resonates through our four educational and case management programs for families at risk for abuse. The Center works to empower its clients by teaching positive parenting methods and supporting parents in strengthening their families, emotionally, economically, physically, and socially.

Impact Statement

CAP Center is a key provider of critical prevention services for at-risk children and families. Last year we touched over 2,800 parents, teens, and children through our four prevention programs. Outcome data reflects our program efficacy. The Center builds on family strengths and encourages the use of positive parenting methods. Referrals from Child Protective Services and others are accepted free of charge for our CAP's in-home service programs for pregnant and parenting teens. We lead the county in Shaken Baby Syndrome education and Families First divorce education. CAP Center is a key provider of critical prevention services for at-risk children and families. Our programs serve the most vulnerable members of our community: victims of violence, teenage parents, the isolated, and those without hope. Since our opening in 1992, over 27,000 in our community have participated in our programs. CAP receives no state or federal monies and relies totally on the community for its support.
Exchange Report Financials – Not Updated
Exchange Report Financials - Updated

**Center for Land-Based Learning**

<table>
<thead>
<tr>
<th>General Info</th>
<th>Financials</th>
<th>Forms 990 &amp; Docs</th>
<th>Programs &amp; Help</th>
<th>People</th>
<th>News</th>
</tr>
</thead>
</table>

### Financial Data

**Financial Data For Fiscal Year Ending 2008**

To see financials from prior years, subscribe to GuideStar Premium.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$320,876</td>
</tr>
<tr>
<td>Program Services</td>
<td>$212,505</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$0</td>
</tr>
<tr>
<td>Special Events</td>
<td>$1,115</td>
</tr>
<tr>
<td>Other Income</td>
<td>$2,445</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$643,933</td>
</tr>
</tbody>
</table>

| Expenses | |
|----------||
| Program Services | $412,313 |
| Administrative Costs | $158,161 |
| Total Expenses | $573,474 |

| Assets & Liabilities | |
|----------------------||
| Total Assets | $1,275,006 |
| Total Liabilities | $722,861 |
| Net Assets or Fund Balance at the end of year | $551,144 |
Exchange Report Documents and 990s – Not Updated
# Exchange Report Documents - Updated

## Mental Health Assn. in Tulsa, Inc.

### General Info

<table>
<thead>
<tr>
<th>Financials</th>
<th>Forms 990 &amp; Docs</th>
<th>Programs &amp; Help</th>
<th>People</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 2007 Form 990</td>
<td>- 2006 Form 990</td>
<td>- 2005 Form 990</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Form 990s Received from the IRS

- What's this?

- 2007 Form 990
- 2006 Form 990
- 2005 Form 990

### Form 990s Provided by the Nonprofit

- 2007 Form 990

### Financial Statement

Subscribe to [GuideStar Premium](#) to view this information, if available.

### Annual Report

- 2007 Annual Report
- 2006 Annual Report
- 2005 Annual Report

### Letter of Determination

Subscribe to [GuideStar Premium](#) to view this information, if available.

[Click here to Read Reviews](#)

[Click here to Write a Review](#)
Exchange Report Programs – **Not Updated**

St. Vincent Senior Citizen Nutrition Program Inc dba St. Vincent Meals on Wheels

**Program:**
Deliver 4,300 nutritious meals every day of the year to those seniors and the homebound in need of food and daily contact in the Los Angeles area.

**Budget:** --

**Category:**

**Population Served:**

**Program Long-Term Success:**
Prepared and delivered over 4,300 meals every day of the year to those in need of a healthy meal (or meals).

**Program Short-Term Success:**

**Program Success Monitored by:**

**Program Success Examples:**

**Funding Needs**

**Volunteer Needs**

**Request for In-Kind Contributions**

Information migrated from IRS BMF, Form 990 and legacy GIF
Healthy Families is a strengths-based, proven home visitation program whose purpose is to prevent child abuse and neglect amongst teenaged parents living in certain high poverty zip codes* of Dallas. During home visits and monthly support groups, participants learn about their child’s growth and development, participate in activities that promote strong parent-child relationships, and are connected with vital community resources. Teen parents are encouraged to complete educational goals and to obtain employment. Families are linked to primary medical providers, and developmental screenings are regularly conducted on the target children. The program accepts referrals of pregnant teens and teen parents of newborns from schools, hospitals, WIC clinics, and other agencies, as well as self-referrals. Program participants are eligible to receive services until the target child’s fifth birthday. The program utilizes nationally known curricula, including Parents as Teachers and Growing Great Kids, to help parents develop loving relationships with their babies and learn about the child’s development.

The Healthy Families program is an investment in child wellbeing among zero to five year olds. Initiating services to teen parents during the pregnancy, or just after the birth of the baby, and continuing them through this critical period of rapid brain growth and social-emotional development, is one of the best ways to ensure healthy parent-child relationships, optimal development, and readiness to enter the school system. It is also an immunization against child abuse and neglect.

The CAP Center’s Healthy Families program remains the only free, intensive in-home program that offers services prenatally to age 5 for teen parents and their children in Dallas County. Our flexibility is a hallmark of the program, enabling us to serve teen parents who might not otherwise have received services.

*Current target zip codes for the Healthy Families program are 75203, 75204, 75205, 75210, 75211, 75212, 75215, 75216, 75217, 75220, 75223, 75224, 75226, 75227, 75231, 75232, 75233, 75241, 75246, and parts of 75214 and 75208.

Program Long-Term Success:

Since 2002, we have served over 154 families, including 230 teen parents, and 163 children. We collaborate with over 15 agencies in referring teen parents, ranging from DSD to Parkland to Children’s local WIC clinics. Two hallmarks of our program include following the child until the age of five and our flexibility in taking teen mothers who may not fit other programs. Our youngest
Exchange Report Programs - Updated

2008 Healthy Families Outcomes
1. Healthy Families served 74 families in 2008. This includes 115 parents and 76 children.
2. 90% (67 of 74 families) of active families have identified a primary medical provider.
3. 59 (80%) number of teenage mothers were employed or in school
4. There were 2 confirmed referrals to CPS.
5. To reduce parental stress by 20% in active families as indicated in the PSI (Parenting Stress Index) over a two year period. (Two years needed for data comparison. As the baby’s first year may be stressful, we hope to show improvement longitudinally over a two year period. Comparative data not yet available as year 2008 was first time PSI used. It is administered at 3 months and annually.)
6. To administer the Ages and Stages Questionnaire (ASQ) to 70% of target children over ages 4 months semi-annually over a two year period. (Two years needed for data comparison. Comparative data not yet available as the latter half of 2008 was first time for new scoring software. ASQ is administered at 4 months and semiannually. Early identification of children with developmental delays qualifies them to receive developmental services from Early Childhood Intervention programs.)

Program Success Monitored by:
Achievement of annual measurable outcomes

Healthy Families Measurable Outcomes:
1. To serve a minimum of 65 families.
2. To have a minimum of 70% of families linked to a primary medical provider.
3. To have a minimum of 75% of parents either in school or employed.
4. To have no more than 5 families with validated CPS referrals for child abuse or neglect per year.
5. To reduce parental distress by 20% in families as indicated by the PSI (Parenting Stress Index) over a two year period.
6. To administer the ASQ (Ages and Stages Questionnaire) semi-annually to 70% of children ages 4 months to 5 years old.

Program Success Examples:
Seven mothers who are enrolled in the Healthy Families program are currently
### Exchange Report People – Not Updated

**St. Vincent Senior Citizen Nutrition Program Inc dba St. Vincent Meals on Wheels**

<table>
<thead>
<tr>
<th>Category</th>
<th>Information</th>
</tr>
</thead>
</table>
| **Organizational Statistics** | **Number of Full-Time Employees:** 11  
**Number of Part-Time Employees:** 21  
**Number of Volunteers:** 101 |
| **Chief Executive**  | Sr. Alice Marie Quinn  
**Term:** Since |
| **Chief Executive Profile** | Sister Alice Marie Quinn, Daughter of Charity and Registered Dietitian, is the founder (1977) and program director of St. Vincent Meals on Wheels. Under her leadership, St. Vincent Meals on Wheels has become the largest Meals on Wheels program in America. Today St. Vincent Meals on Wheels prepares over an average of 4,300 meals a day for more than 2,500 hungry and homebound people across Los Angeles. Sister oversees an experienced staff of 96, plus over 260 volunteers who cook and deliver meals for clients every day. |
| **CEO/Executive Director Statement** | |
| **Name of Board Chair:** | Term: |

---

Before writing your review, take a look at the detailed report for more information.
Exchange Report People - Updated

Mental Health Assn. In Tulsa, Inc.

### Organizational Statistics
- Number of Full-Time Employees: 39
- Number of Part-Time Employees: 23
- Number of Volunteers: 101

### Chief Executive
- **Mr. Michael Brose**
- Term: Since May 1993

### Chief Executive Profile
- Michael W. Brose is the Chief Executive of Mental Health Association in Tulsa. He has been working with the organization since 1993, providing leadership and advocating for mental health services.

### Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mrs. Kellie Wilson</td>
<td>Bank of America</td>
</tr>
<tr>
<td>Mr. Stephen Fater</td>
<td>QuikTrip Corporation</td>
</tr>
<tr>
<td>Mrs. Misty Jamison</td>
<td>Williams</td>
</tr>
<tr>
<td>Ms. Mary Ann Gardner</td>
<td>Williams</td>
</tr>
<tr>
<td>Ms. Cathie Bashaw</td>
<td>Rosenstein, Fist &amp; Ringold</td>
</tr>
<tr>
<td>Mrs. Sharon Beavers</td>
<td>Community Volunteer</td>
</tr>
<tr>
<td>Mrs. Michelle Booth</td>
<td>Procom Marketing, Inc.</td>
</tr>
<tr>
<td>Ms. Kay Butchko</td>
<td>Private Practice</td>
</tr>
<tr>
<td>Dr. Andrew Cherry</td>
<td>OU-Tulsa</td>
</tr>
<tr>
<td>Mr. Clint Dishman</td>
<td>Bank of Oklahoma</td>
</tr>
<tr>
<td>Mrs. Jan Dunn</td>
<td>Dillon International, Inc.</td>
</tr>
<tr>
<td>Mrs. Patricia File</td>
<td>Retired-Apache Corporation</td>
</tr>
<tr>
<td>Ms. Michelle Griffith</td>
<td>Dollar Thrifty Automotive</td>
</tr>
<tr>
<td>Mr. Greg Guerrero</td>
<td>Apartment Services Company</td>
</tr>
<tr>
<td>Mr. Freddie Hartmann</td>
<td>Red Fork Art Gallery &amp; Studio</td>
</tr>
<tr>
<td>Mrs. Traci Harvel</td>
<td>MidCon Energy</td>
</tr>
<tr>
<td>Mr. Tony Henry</td>
<td>Henry Hughes Corporation</td>
</tr>
<tr>
<td>Ms. Deborah Hunter</td>
<td>Advocate</td>
</tr>
<tr>
<td>Mr. Steve Jacoby</td>
<td>The Beshman Companies</td>
</tr>
<tr>
<td>Mr. Andrew Levinson</td>
<td>IBC Bank</td>
</tr>
<tr>
<td>Captain Tracie Lewis</td>
<td>Tulsa Police Department</td>
</tr>
<tr>
<td>Mr. Grant Lloyd</td>
<td>James R. Gowlaws &amp; Associates, Inc.</td>
</tr>
<tr>
<td>Ms. Michele Magalassi</td>
<td>Bank of Oklahoma</td>
</tr>
<tr>
<td>Mr. Monte Moeller</td>
<td>Moeller Solutions</td>
</tr>
</tbody>
</table>

#guidestar
Exchange Report News – Not Updated
Exchange Report News - Updated

Community Center of St Bernard

News

More on the Grocery Front
February 07, 2009

Day 38: More on the grocery front

Winn-Dixie will donate $1 million to Community Pals in Louisiana and the Mississippi Gulf Coast.

And you can make sure that money gets spent in our area by going to www.ccsstb.org and click on the "Buy Groceries at Winn-Dixie" link. Print out the bar-code coupon and have the cashier scan it when you make your purchase and the store will make a donation to the Community Center of St. Bernard Parish.

Starving Food Banks

November 11, 2008

http://www.ccsstb.org/sidebar/newscips/nyt111108.jpg
GuideStar LIVE!

www.guidestar.org

Online Demonstration
Thank You!
Bunkie Righter
Connect with us on Twitter: @GuideStarUSA
Connect with us on Facebook: http://www.facebook.com/GuideStarUSA
Connect with us on Google+: +GuideStar
Connect with us on Pinterest: www.pinterest.com/guidestar
brighter@guidestar.org
Appendix:
How to Update your Nonprofit’s Report

Login or Register
Click on “Update Nonprofit Report”
Request Permission/Select Nonprofit
Report Protection Process
Nonprofits Not on IRS BMF

#guidestar
Permission Request
Request for Permission, cont.
Send Request to GuideStar

**Review Changes**
The required fields and changes that have been made to the form data are shown below.

**Required Fields**
These fields must be completed before your profile can be submitted for approval. There are no fields requiring action from you.

**Edited Fields**
These changes are not viewable by the public until reviewed and form is approved.

<table>
<thead>
<tr>
<th>Item</th>
<th>Changed Value</th>
<th>Date Changed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Report: Primary Contact Email Address</td>
<td><a href="mailto:Test@guidestar.org">Test@guidestar.org</a></td>
<td>4/0/2009 2:44:07 PM</td>
</tr>
<tr>
<td>Request for Report: Primary Contact Last Name</td>
<td>Test</td>
<td>4/0/2009 2:44:07 PM</td>
</tr>
<tr>
<td>Request for Report: Primary Contact First Name</td>
<td>Test</td>
<td>4/0/2009 2:44:07 PM</td>
</tr>
</tbody>
</table>
Request Sent – Message

Your request has been submitted to customer service and will be processed within two business days. Should you have any questions, please contact customerservice@ guidestar.org.

Review changes
The required fields and changes that have been made to the form data are shown below.
Update your Exchange Form

Update Nonprofit Report:
Tell About Your Organization’s Good Work

Every day, nearly 22,000 people come to GuideStar to learn more about nonprofits; in 2008, their visits added up to more than 8 million visitors. Many are donors and grantmakers seeking information on organizations to support. Reach out to them—and to the other members of our vast audience—by updating your organization’s nonprofit report.

Update an Existing Nonprofit Report
You can update the following nonprofit report(s). Click on the nonprofit’s name to update its report.

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>EIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>GUIDESTAR USA INC</td>
<td>54-1774039</td>
</tr>
<tr>
<td>Unknown</td>
<td>99-9999900</td>
</tr>
<tr>
<td>Unknown</td>
<td>99-9999901</td>
</tr>
</tbody>
</table>

Request Permission to Update a Nonprofit Report
Enter the nonprofit’s employer identification number (EIN) in the box below and click Request Permission.

EIN: 74-2559514

Get Listed on the GuideStar Exchange

Exchange members are nonprofits that have updated their nonprofit report to the fullest—sharing information, documentation, photos and video with GuideStar’s vast audience of potential supporters.

In exchange for the information they provide, members receive a special seal on the their report page and a subscription to GuideStar Premium FREE for one-year.

Learn More About the GuideStar Exchange >
Frequently Asked Questions >
Your GuideStar Exchange Form - Contacts

Nonprofit Contact(s)

Primary Contact

The GuideStar Exchange supports up to three contacts per report.

- Prefix
- First Name
- Middle Name
- Last Name
- Email Address

Primary Contact Phone

- Area Code
- Number

Alternate Contact Two

- Area Code
- Number
- Email Address

Alternate Contact Two Phone

- Area Code
- Number
- Extension

Alternate Contact Two International Phone

- Country Code
- Prefix
- Number

Required fields

Additional required fields in order to become a GuideStar Exchange Member (with Seal)
Your GuideStar Exchange Form – General Info

- **Organization Name**: GuideStar USA, Inc.
  
- **Also Known As/Doing Business As**: GuideStar
  
- **Former Names**: Philanthropic Research, Inc
  
- **Website**: www.guidestar.org
  
- **Organization Email**: scoffman@guidestar.org

Also US Mailing Address and International Address
Your GuideStar Exchange Form – Organization Snapshot

Previous values entered are listed below the field in gray.
The more keywords you add, the easier it is for donors to find your report.
GuideStar seeks to revolutionize philanthropy and nonprofit practice by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving.

In 2008, 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 more than 8.1 million times to obtain nonprofit data. In addition, 5,000 instructors, students, and academic researchers received free access to our highest level of service, through our Edu@GuideStar program.

We also provided nonprofit information to 25 partners, who then disseminated it to their audiences. In 2008, our partners included on-line giving portals, such as JustGive and Network for Good, social networking sites, such as Facebook and MySpace, all of the major donor-advised funds, including Fidelity, Schwab, and T. Rowe Price, and businesses such as Lexis-Nexis and Microsoft. Some of our partners presented our data on Web site pages "powered by GuideStar"; others incorporated GuideStar information into their own applications.
Almost everyone in our country—and many people far beyond its borders—is touched by U.S. nonprofits in some way. Our children attend nonprofit schools, our loved ones receive care in not-for-profit hospitals, and millions of us support charities with gifts of time and money. In recent years, the nonprofit sector has been the fastest-growing segment of the U.S. economy.

GuideStar was founded to make information about these vital organizations available to all. Before GuideStar, there was no central repository of nonprofit data available to the public. Donors had no independent source of information on the charities asking them for money. Nonprofits could not obtain the data they needed to benchmark their performance against their peers. Grantmakers went through a cumbersome process to verify nonprofit applicants’ eligibility for grants, and journalists found it almost impossible to obtain hard facts about nonprofit programs and finances.

Today, GuideStar serves all of these audiences—and many more. Through our Web site and our partners, we are the leading source of information on U.S. nonprofits, serving millions of people each year. The breadth and depth of our database is unmatched. We have become an indispensable part of the way goods are done.

We are proud of the role that we have played in promoting nonprofit transparency. Today, the public expects nonprofits to provide information about their missions, programs, and finances.

We are also proud of the role we have played in helping nonprofits reach out to new audiences. Regardless of mission, each of the 1.8 million organizations in our database is welcome to update its information, at no cost, and create a level playing field.

Throughout our 14 years of service, our goal has been to improve the nonprofit sector and promote a culture of philanthropy. Today, GuideStar stands at the focal point of the interactions that define the quest to transform the world into a better place through the care and generosity of its people.
GuideStar Exchange Form - Documents

### Financial Statements (up to 3 consecutive years)

<table>
<thead>
<tr>
<th>Start Year</th>
<th>End Year</th>
<th>Document Name</th>
<th>Edit</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>2006</td>
<td>2006 Audited Financial Statement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>2007</td>
<td>2007 Audited Financial Statement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add Financial Statements (up to 3 consecutive years)

### Did auditor give an unqualified opinion?

Yes

### Does the CEO/CFO sign off on all financial documents?

Yes

Add Form 990,990-EZ,990-N,990-PF

Form 990,990-EZ,990-N,990-PF

<table>
<thead>
<tr>
<th>Document Name</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004 F-990</td>
<td>2004</td>
</tr>
<tr>
<td>2005 F-990</td>
<td>2005</td>
</tr>
<tr>
<td>Form 990</td>
<td>2006</td>
</tr>
<tr>
<td>Form 990</td>
<td>2007</td>
</tr>
</tbody>
</table>

Add Form 990-T (up to 3 consecutive years)

Form 990-T (up to 3 consecutive years)

<table>
<thead>
<tr>
<th>Document Name</th>
<th>Year</th>
</tr>
</thead>
</table>

Save and Continue
GuideStar Exchange Form - Photos

Photos, Logo and Video Upload

Logo

Name | Edit | Delete
--- | --- | ---
GuideStar |  |  

Add Logo

Photo (up to 3 photos)

Name | Caption | Edit | Delete
--- | --- | --- | ---
GuideStar Staff | GuideStar Staff |  |  
GuideStar Holiday Celebration | Santa Bob |  |  

Add Photo (up to 3 photos)

ADD PHOTO

Name | Day of Caring
--- | ---

Pictures - Image Upload | C:\Documents and Settings | Browse...

Caption | Day of Caring
--- | ---

Cancel | OK
Go to YouTube.com and copy the Embed code into the YouTube code field.
GuideStar Exchange Form - Programs

**Programs**

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data management and technology</td>
<td>4347537</td>
</tr>
<tr>
<td>Business Services</td>
<td>1478746</td>
</tr>
</tbody>
</table>

*Add Programs (at least one and no more than five can be entered)*

**Programs Comments**

**CEO Comments**

Revolutionizing philanthropy and nonprofit practice through information is a big, complex job that requires a substantial investment of resources. It is the heart of our mission, and it is appropriate that "Database management and technology" makes up the largest part of our budget.

*Data management and technology* encompasses a wide range of activities. Data editors verify the quality of the data we provide on 1.6 million nonprofits. Database administrators and programmers ensure that millions of fields of information end up in the right places. Nonprofit support representatives build relationships with the organizations in our database and help the nonprofits update their information in our database.
GuideStar Exchange Form - Programs
GuideStar Exchange Form – Programs, continued
GuideStar Exchange Form - Funding

Funding Needs

GuideStar seeks to create a self-sustaining funding model derived largely from earned revenues from the sale of products and services and a membership program, which offers corporate and foundation grantmakers the opportunity to support the organization with grants that range from $5,000 to $100,000 annually. Membership supports general operations.

When the need arises for special project support, GuideStar will seek funding for those opportunities. GuideStar is continuously developing projects that require some level of philanthropic support. For example, GuideStar is actively seeking funding to support a major project to prepare the GuideStar Web site to accommodate the new IRS Form 990, which went into effect with the 2008 tax year.

Volunteer Needs

GuideStar provides internships for college and graduate students through our partnership with American Humanics and participants in our Edu @ GuideStar program. GuideStar also offers internships to students from The College of William & Mary. These students gain experience in the following disciplines: communications and marketing, IT, and nonprofit support.

#guidestar
GuideStar Exchange Form - Funding
GuideStar Exchange Form - Board

#guidestar
GuideStar Exchange Form - Board

Board Chair
- Board Chair Prefix
- First Name: Alan
- Middle Name
- Last Name: Rappaport
- Board Chair Suffix
- Company Affiliation: Consultant
- Email Address
- Start Month: Jan
- Start Year: 2006
- End Month: Dec
- End Year: 2011

Board Co-Chair
- Prefix
- First Name
- Middle Name
- Last Name
- Suffix
- Company Affiliation

Board Demographics (Ethnicity)
- African American/Black
- Asian American/Pacific Islander
- Caucasian: 12
- Hispanic/Latino
- Native American/American Indian
- Other (Please Specify)
- Other

Board Demographics (Gender)
- Female: 3
- Male: 9
- Not Specified
GuideStar Exchange Form - Management

Management Team

CEO/Executive Director Name
Prefix: P.  First Name: Lee  Middle Name: Glenn  Last Name: Suffix: Senior Vice President

Email: president@guidestar.org

Term Start Month: Sept.  Term Start Year: 2002

CEO/Executive Director Experience
As GuideStar’s president and CEO, Bob is responsible for the strategic execution of the GuideStar mission, fundraising to support this mission, and is the liaison with GuideStar’s board of directors. Bob has 25 years of management experience in public broadcasting and high-tech companies, including 9 years as chief operating officer of the Public Broadcasting Service. He currently serves as a member of the board of Vision TV, Oameleon Foundation USA, AAFRC Trust for Philanthropy, and the e-Philanthropy Foundation. Bob holds a master’s degree in planning from Rutgers University.

Co-CEO/Executive Director Name
Prefix: First Name: Middle Name: Last Name: Suffix: 

Email: president@guidestar.org

Senior Staff Members

<table>
<thead>
<tr>
<th>Prefix</th>
<th>First Name</th>
<th>Middle Name</th>
<th>Last Name</th>
<th>Suffix</th>
<th>Title</th>
<th>Edit</th>
<th>Delete</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.</td>
<td>Lee</td>
<td>Glenn</td>
<td></td>
<td></td>
<td>Senior Vice President</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>James</td>
<td>Dobrzniemski</td>
<td></td>
<td></td>
<td>Vice President, Information Technology</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Chuck</td>
<td>McLean</td>
<td></td>
<td></td>
<td>Vice President, Research</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Daniel</td>
<td>Moore</td>
<td></td>
<td></td>
<td>Vice President, Public Affairs</td>
<td>Edit</td>
<td>Delete</td>
</tr>
<tr>
<td></td>
<td>Debra</td>
<td>Snider</td>
<td></td>
<td></td>
<td>Vice President, Administration and Communications</td>
<td>Edit</td>
<td>Delete</td>
</tr>
</tbody>
</table>

Add Senior Staff Members

Staff Demographics (Ethnicity)

African American/Black: 4
Asian American/Pacific Islander: 4
Caucasian: 50
Hispanic/Latino: 1
Native American/Asian Indian: 1
Other (Please Specify): 1
GuideStar Exchange Form – Management Practices

- Management Succession/Training Plan
- Organization Policy and Procedure Plan
- Whistle Blower Policy
- Document Destruction Policy
- Management Reports to Board
- CEO/Executive Director Formal Evaluation
- Evaluation Frequency
- Senior Management Formal Evaluation
- Evaluation Frequency
-ilon Management Formal Evaluation
- Evaluation Frequency

Affiliations
- No values have been entered for this list

External Assessments/Accreditations
- No values have been entered for this list

Awards/Recognitions
- No values have been entered for this list

- Has your organization reviewed the Panel on the Nonprofit Sector’s Principles for Good Governance and Ethical Practices?
- Directors and Officers Insurance Policy
- Nondiscrimination Policy

CEO/Board Comments
GuideStar Exchange Form - News

GuideStar Offers Academics and Students Complimentary Access to Nonprofit Information

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>News</th>
</tr>
</thead>
</table>
| Edu@GuideStar connects the academy with data on more than 1.7 million U.S.-based nonprofits | 01/22/09 | Washington, D.C.—GuideStar, the leading provider of nonprofit information, is making in-depth nonprofit data available to academia through its Edu@GuideStar program.

Edu@GuideStar provides class instructors, their students, and individuals doing unsponsored research complimentary access to GuideStar's highest level of service, GuideStar Premium. GuideStar Premium offers tools for crafting precise searches, managing search results, researching individuals in the nonprofit sector, downloading nonprofit data, and viewing the full range of information available on GuideStar.

"Since we introduced Edu@GuideStar in fall 2005, more than 15,000 people from 460 educational institutions have taken advantage of the program," said Bob Ottenhoff, GuideStar's president and CEO. "Participants come from a broad range of disciplines, including nonprofit management, law, accounting, journalism, and info management. We are proud to offer Edu@GuideStar to those who are training the nonprofit leaders of the future, advancing knowledge of the sector, and studying to become the next generation of nonprofit leaders."

To request an Edu@GuideStar prospectus and enrollment information, e-mail edu@guidestar.org.

About GuideStar, USA, Inc.

GuideStar, www.guidestar.org, connects people and organizations with information on the programs and finances of more than 1.7 million IRS-recognized nonprofits. GuideStar serves a wide audience inside and outside the nonprofit sector, including individual donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media.

News Contact: Suzanne E. Coffman
Director of Communications
(757) 229-4631, ext. 27
scoffman@guidestar.org

GuideStar Analysis Finds 9 Out of 10 Nonprofits Embracing Online Disclosure but More Can Be Done

<table>
<thead>
<tr>
<th>Date</th>
<th>News</th>
</tr>
</thead>
</table>
| 3/18/09 | First annual nonprofit transparency report reviews disclosure practices, recommends steps for increasing public's trust in nonprofits

Washington, D.C., and Williamsburg, Va.—A new report by GuideStar, the leading provider of nonprofit information, reveals that 93 percent of nonprofits post information about their missions and programs on their Web
GuideStar Exchange Form – Basic Financial Statement (BFS)

NEW! Add current financial information to your GuideStar Report. Give potential donors and funders the most up-to-date snapshot of your organization’s finances.

<table>
<thead>
<tr>
<th>Reporting Year Fiscal Year Start/End Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fiscal Year Start Month</strong></td>
</tr>
<tr>
<td>Jan</td>
</tr>
<tr>
<td><strong>Fiscal Year Start Day</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td><strong>Fiscal Year Start Year</strong></td>
</tr>
<tr>
<td>YYYY 2007</td>
</tr>
<tr>
<td><strong>Fiscal Year End Month</strong></td>
</tr>
<tr>
<td>Dec</td>
</tr>
<tr>
<td><strong>Fiscal Year End Day</strong></td>
</tr>
<tr>
<td>31</td>
</tr>
<tr>
<td><strong>Fiscal Year End Year</strong></td>
</tr>
<tr>
<td>YYYY 2007</td>
</tr>
</tbody>
</table>
GuideStar Exchange Form - BFS

<table>
<thead>
<tr>
<th>Revenue Sources</th>
<th>Expenses Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions, gifts and grants</td>
<td>Program</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>3870918</td>
<td>7433502</td>
</tr>
<tr>
<td>Program service revenue including government fees and contracts</td>
<td>Administration</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>5748488</td>
<td>911573</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>Fundraising</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>702200</td>
<td>361003</td>
</tr>
<tr>
<td>Net income from Special Events</td>
<td>Payments to Affiliates</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>0</td>
<td>No previous value</td>
</tr>
<tr>
<td>Other (Please Specify)</td>
<td>Total Expenses</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>Interest</td>
<td>8706078</td>
</tr>
<tr>
<td>Other</td>
<td>Assets and Liabilities:</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>Total Assets</td>
</tr>
<tr>
<td>101697</td>
<td>4874700</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>Total Liabilities:</td>
</tr>
<tr>
<td>For example: Enter $32,000 as 32000</td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td>10423303</td>
<td>3081737</td>
</tr>
<tr>
<td></td>
<td>Net Assets or Fund Balance at the end of year</td>
</tr>
<tr>
<td></td>
<td>For example: Enter $32,000 as 32000</td>
</tr>
<tr>
<td></td>
<td>1792963</td>
</tr>
</tbody>
</table>
GuideStar Exchange Form - Incentives

- I would like GuideStar to provide a Donate Now button on my organization's GuideStar report.
  - [ ] True
- GuideStar can share the information that I have provided about my organization with online giving sites like Network for Good, Just Give, etc.?
  - [ ] True
- I would like to receive the GuideStar newsletter.
  - [ ] True
- I would like to receive promotional information from GuideStar.
  - [ ] True
- I would like to receive information from GuideStar partners.
  - [ ] True

#guidestar