

We envision a nonprofit sector that is capable of confronting the great challenges of our time.

Better access to better information and tools will **empower the social sector to achieve greater impact and innovation:**



Annie

**HEAD OF A
FOOD BANK
DALLAS, TX**

Annie will be able to **share** information about her organization one time—on GuideStar—and **know** that it will automatically populate throughout the Internet.



Hector

**WEALTHY DONOR
NEW YORK, NY**

Hector will be able to **find** the information he needs about nonprofits in multiple places: his bank's website, his favorite search engine, and his social media sites.



Renee

**FOUNDATION
PROGRAM OFFICER
SAN FRANCISCO, CA**

Renee will be able to quickly and easily **understand** the latest research in her field, locate potential co-funders, and **track** her grantees' progress individually and as a group.



Robert

**HOMELESS
TALLAHASSEE, FL**

Robert will be able to **find** vital services that improve his quality of life—and **have a voice** in how those services are delivered.

A NONPROFIT SECTOR POWERED BY GUIDESTAR



Data & Information Flow in the Social Sector

BETTER DATA for BETTER DECISIONS for a BETTER WORLD

GUIDESTAR DATA HUB

- NONPROFIT DATA
 - PROGRAMMATIC DATA
 - OPERATIONAL DATA
 - FINANCIAL DATA
- SOCIAL ISSUES DATA
- RESOURCES DATA
- WHAT WORKS DATA

GUIDESTAR WEBSITE

Free & Paid Services



PARTNERS & THEIR CHANNELS

Powered By GuideStar Data

- Community Foundations
 - Grant Management
 - Financial Institutions
 - Technology Companies
 - Research Platforms
- Websites, Services, Products & Solutions

Aha!

NONPROFITS
"Now I know how I could be more effective!"

DONORS
"Now I know my money is making a difference!"

EXPERTS
"I discovered something new!"

VOLUNTEERS
"I know where I want to help!"

BENEFICIARIES
"I know where to find help!"

FOUNDATIONS
"Now I can find co-founders & track progress!"

OTHER
"I never thought about it that way!"

Industry Professionals, Partners, Prospect Researchers, Journalists, Policy Makers, Media, Researchers/ Academics

NONPROFITS

DONORS

EXPERTS

VOLUNTEERS

BENEFICIARIES

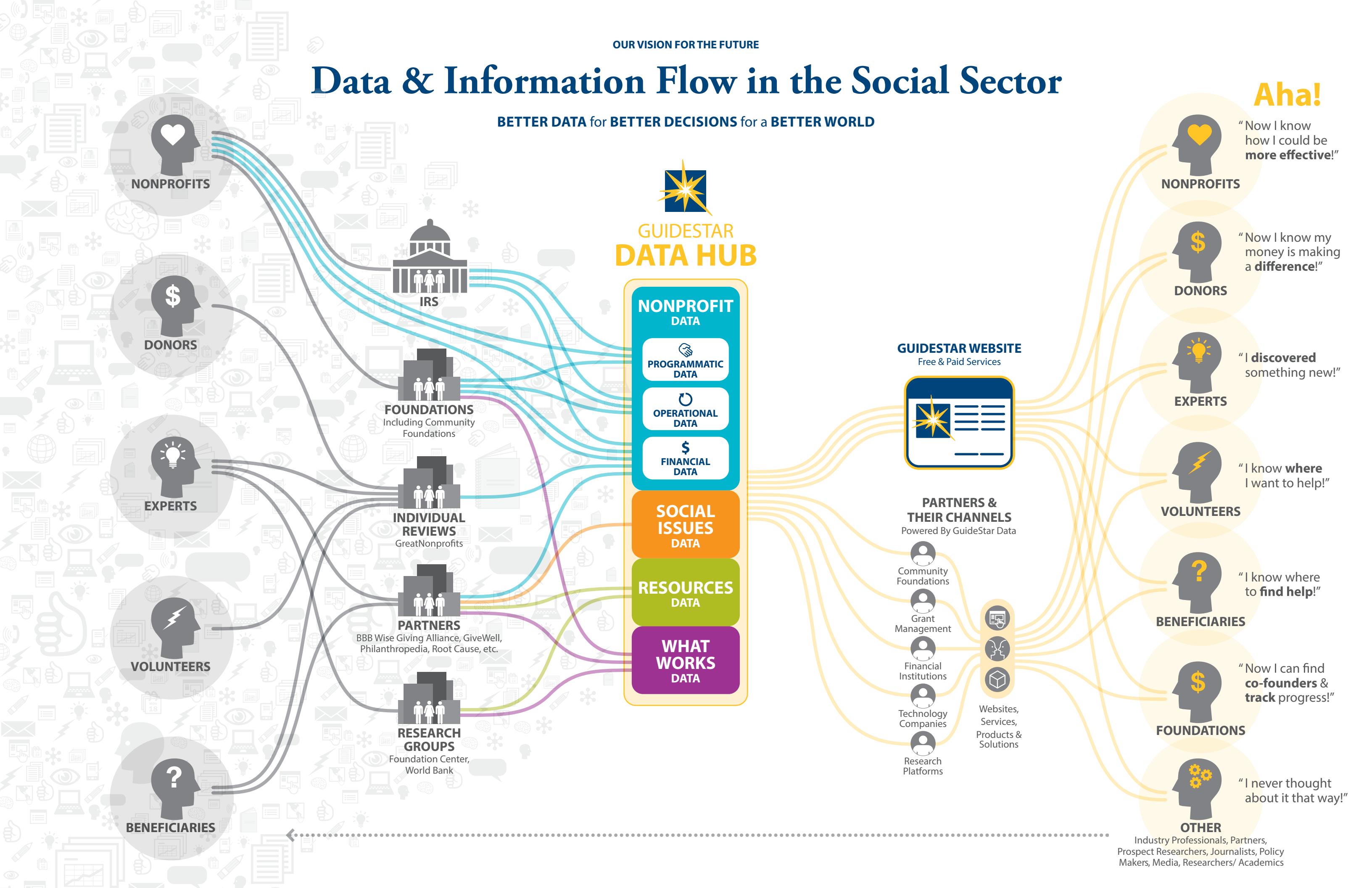
IRS

FOUNDATIONS
Including Community Foundations

INDIVIDUAL REVIEWS
GreatNonprofits

PARTNERS
BBB Wise Giving Alliance, GiveWell, Philanthropedia, Root Cause, etc.

RESEARCH GROUPS
Foundation Center, World Bank



Powering Philanthropy:

2.5B

PIECES OF DATA

Includes 8.2 million image files

2.4M

ORGANIZATIONS

Includes 1.7 million 501(c)(3)s

87,000+

SOCIAL MEDIA FOLLOWERS



~7.8M

UNIQUE USERS

On guidestar.org every year

~959,000

EMAIL SUBSCRIBERS

Our combined email and e-newsletter list may be the strongest broadcast mechanism to the nonprofit sector

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OUR STAFF

Includes one of the most robust business development teams in the sector (Staff includes FTEs, PTEs, fellows, and others)

37,500

CONVERSATIONS WITH NONPROFITS

Every year

115

FOUNDATION MEMBERS

160+

STRUCTURAL PARTNERS

Who use GuideStar's data on their own platforms

107,463

NONPROFITS

That have taken the time to directly give us additional data

26M

API HITS

7,000

MEDIA PLACEMENTS

Earned every year, reaching more than 32 million people across the planet

BY 2016

200,000

NONPROFITS THAT SHARE DATA

20M

USERS

100M

TIMES OUR DATA WILL BE USED

Join us!

You have the power to fuel better resources, new insights, and lasting impact. **Join us on the journey to make the social sector better:**



STRENGTHEN your nonprofit:

- Tell your nonprofit's story, commit to transparency, and define your organization's impact by updating your GuideStar profile at guidestar.org/exchange
- Solicit and celebrate stakeholder reviews
- Download the Overhead Myth letters at www.overheadmyth.com



SUPPORT the highest-performing nonprofits:

- Vet and share community information with GuideStar DonorEdge
- Pledge to end the Overhead Myth and start supporting nonprofit investments in sustainability and success
- Check out top expert-identified nonprofits on Philanthropedia and visit our give to charity website page



RESEARCH nonprofits:

- Access unlimited in-depth nonprofit reports using GuideStar Premium Search and GuideStar Pro Search
- Research and verify nonprofits with GuideStar Charity Check
- Assess nonprofit financial health with Financial SCAN
- Obtain additional nonprofit intelligence with GuideStar's products