

# GUIDESTAR NONPROFIT PROFILE

# Data Fields

A guide to identify the information you need to update your GuideStar Nonprofit Profile.

\* indicates required information

| Title  | Required (*) and Optional Information  |
|--|--|
| <p style="text-align: center;"><b>SUMMARY</b></p> <p style="text-align: center;"><i>The basic information for your organization.</i></p>   | <p><b>Basic Information</b><br/>           Organization Name*, EIN*, Telephone, Fax, Address*</p> <p><b>Additional Names</b><br/>           Also Known as, Doing Business as, Formerly Known As</p> <p><b>Organization Founding</b><br/>           Year Founded, Year of Incorporation, Letter of Incorporation, Letter of Dissolution</p> <p><b>Physical Address</b><br/>           Physical Address</p> <p><b>International Address</b><br/>           International Address</p> <p><b>International Telephone</b><br/>           International Telephone</p>  |
| <p style="text-align: center;"><b>AmazonSmile</b></p> <p style="text-align: center;"><i>The fields in this section will be transmitted to AmazonSmile (within a few weeks). AmazonSmile uses the majority of these fields to display information about your organization on AmazonSmile and uses some of the fields for administrative purposes.</i></p> | <p><b>Organization Name and EIN</b><br/>           Organization Name*, EIN*, Also Known As, Doing Business As</p> <p><b>Primary Contact</b><br/>           Name, Job Title, E-mail, Telephone</p> <p><b>Main Address</b><br/>           Mailing Address</p> <p><b>Organization Founding</b><br/>           Year Founded</p> <p><b>Categorization</b><br/>           NTEE Codes</p> <p><b>Financials</b><br/>           Total Revenue</p> <p><b>Mission and Areas Served</b><br/>           Mission Statement, Geographic Areas Served</p> <p><b>Programs</b><br/>           Program Name, Program Description, Budget, Categorization, Population Served</p> |

# BRONZE

*The bronze level focuses on basic qualitative information about your organization.*

## Primary Contact

Name\*, Job Title, E-mail\*, Telephone

## Organization Leader

Name\*, E-mail, Term Start Date, Compensation, Short Biography

## Organization Co-leader

(Same as above)

## Statement from Organizational Leader(s)

Introductory Statement

## Other Staff

Type, Name, Title, Compensation, E-mail, Telephone

## Board Chair

Name\*, Company/Organization, Term Dates

## Board Members

Name, Job Title, Company/Organization

## Mission and Areas Served

Mission Statement\*, Geographic Areas Served\*, Area Served Narrative\*

## Programs

Program Name\*, Program Description, Budget, Categorization, Population Served

## Categorization

Keywords\*, NTEE codes\*

## Website

Website URL

## Audited Financial Statement\*

Audited Financial Statement\*

# SILVER

*The silver level asks about quantitative information, such as financial data.*

**Green\*** indicates Option A

**Blue\*** indicates Option B

*(must complete either Option A or Option B)*

## Fiscal Year\*

Fiscal Year\*

## Revenue\*

Contributions, gifts, and grants\*, Program service revenue including government fees and contracts, Membership Dues, Net Income from Special Event, Other expenses and amounts, Total Revenue\*

## Expenses\*

Program\*, Administration\*, Fundraising, Payments to Affiliates, Other expenses and amounts, Total Expenses\*

## Assets and Liabilities\*

Total Assets\*, Total Liabilities\*, Net Assets or Fund Balance at the end of the year\*

## Funding Sources

Up to 3 Sources, Amounts for Each

## Funding Needs

Up to 3 Needs, Amounts for Each

# GOLD

The gold level is all about impact, asking for qualitative information about your organization.

## Impact Summary

3-5 Sentence Impact Summary

## Goals

What is your organization aiming to accomplish?\*

## Strategies

What are your strategies for making this happen?\*

## Capabilities

What are your organization's capabilities for doing this?\*

## Indicators

How will your organization know if you are making progress?\*

## Progress

What have and haven't you accomplished so far?\*

# BOARD LEADERSHIP PRACTICES

## Not Independently Incorporated

Opt-out for organizations not required to have a board

## Board Orientation & Education

Yes/No: Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

## CEO Oversight

Yes/No: Has the board conducted a formal, written assessment of the chief executive within the past year?

## Ethics & Transparency

Yes/No: Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?

## Board Composition

Yes/No: Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

## Board Performance

Yes/No: Has the board conducted a formal, written self-assessment of its performance within the past three years?

# SOCIAL MEDIA & OUTREACH

## Websites

## Social Media User Names

## Logo

## Photos and Videos

# DEMOGRAPHICS OF YOUR ORGANIZATION

## Staff Totals

## Gender Identity

## Race and Ethnicity

## Sexual Orientation

## Disability Status

## Diversity Strategies

# ADDITIONAL DOCUMENTS

## Annual Report

## IRS Documents

## Certifications

## Other Documents

## Notes from the Nonprofit