

STANFORD SOCIAL INNOVATION *review*

Foundations rarely lead boldly, yet extraordinary results can be achieved if foundations were more visible and controversial.

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Is Your Organization Helping Tsunami Victims?

Make it easier for donors to find out that you are providing relief to victims of the devastating tsunami. Your organization will appear in the special tsunami search results if you have an updated GuideStar Report and add a line about your relief efforts to your one-sentence description. Be sure to add "disaster relief" to your keywords.

[More information](#) about updating

January Question of the Month

If you were advising the Senate Finance Committee on charity reform, what one thing would you recommend be changed?

Share your answer

Complying with the CAN-You-Know-What Act

It stands for "Controlling the Assault of Non-Solicited Pornography and Marketing," and it's designed to help you identify all those e-mails hawking miracle diets, pet supplies, and—ahem!—other things. [Find out](#) what nonprofits need to know about sending bulk and commercial e-mails.

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Insurance Trips and Traps for Nonprofits

Does a root canal without anesthetic sound like more fun than reviewing your organization's insurance coverage? Try this [painless review](#) of deductibles, limits of coverage, and other insurance mysteries nonprofits should consider.

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**What Has GuideStar Done for You Lately?
December Question of the Month Results**

IRS Forms 990 are an important part of GuideStar, but they're only one of the things people look for on the site and in the database. [Newsletter readers share](#) how they use GuideStar.

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From the President's Office

Dear Friend:

Like so many of you, my GuideStar colleagues and I are taking stock of 2004 and making resolutions for the New Year. As we reflect on GuideStar's activities last year, we are pleased by our progress in several areas, which we are using as the basis of our goals for the coming months:

- **The database.** We made our nonprofit database larger and more useful. In 2004, we added more than 450,000 IRS Form 990 images and digitized information from more than 373,000 returns. We now have nearly 2.5 million images and digitized information from more than 2 million 990s on GuideStar.

We will continue to enrich the database with Form 990 images and data in 2005. We will also strive to streamline the processes that take the 990s from the IRS center in Ogden, Utah, to our servers in Virginia. And we will look at adding new organizations to the database and expanding the types of information we offer on the nonprofits already in it.




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Software that helps me raise more money?

Stat of the Month

Number of GuideStar Participants as of December 31, 2004:

91,730

Helping Tsunami Survivors

CharityChannel™

Connecting Nonprofit
Professionals Worldwide

- **Nonprofit participation.** More than 90,000 charitable organizations updated their GuideStar Reports in 2004, increasing the total number of Nonprofit Participants more than 12 percent. ... [Read more](#)

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"Disaster relief" comes in many forms. These [tips for donors](#) can help you find the charities doing the work you want to support.

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