



A banner for the Social Solutions 2009 Annual Conference. The background is a dark green gradient. On the left, a white diagonal banner reads "GuideStar CEO and other nonprofit leaders present" and "Find out more &gt;&gt;&gt;". In the center, the text "Social Solutions 2009 Annual Conference" is displayed. Below it, "Learn to:" is followed by two bullet points: "Gain fundraising advantage in this economy" and "Improve program performance". On the right, there is an image of an acorn.

## From the President's Office

Dear Friend:

I find myself returning to the subject of nonprofit effectiveness these days.

In part it is because of the times. With the economy still in rough shape and the prospect of lower revenues from foundations, individuals, and government sources likely for several years to come, I am frequently asked by reporters what all this will mean for nonprofit organizations. I think donors will increasingly want to make sure that their contributions are being spent well and making an impact. Increased donor expectations will require nonprofits to be better at demonstrating their efficiency and effectiveness.

In other words, the bar is being raised. Today, transparency and accountability are characteristics that are required and expected. They are not options. Increased donor expectations will require nonprofits to be better at demonstrating their efficiency and effectiveness. The conversation is now moving on from questions such as "What do you do?" and "Does your organization do what it says it is doing?" to questions such as "How do you do it?" and "What are the results of your work?"

At the same time that our donors and the public are asking for more, professional grantmakers are also paying more attention to issues such as impact and what it means to be a high-performing organization. ... [Read more >](#)

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## New GuideStar Service for Researching Fair and Reasonable CEO Compensation

GuideStar CEO Compensation Checkpoint takes the labor and stress out of setting fair and reasonable compensation for your organization's CEO. Ensuring that your CEO's compensation meets the IRS's "fair and reasonable" standard is more important than ever. Consider that: In recent years, the IRS has levied millions of dollars in penalties for excessive compensation at tax-exempt organizations. ... [Read more >](#)

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## Glass Half Full or Half Empty? Results of GuideStar's Latest Nonprofit Economic Survey

"We've got good news and bad news." The old joke fits the findings from our latest nonprofit economic survey, which looked at how charitable organizations fared financially between March and May 2009. The good news is that the proportion of nonprofits reporting decreased contributions, 52 percent, remained unchanged from our previous survey, which covered October 2008 through February 2009. ... [Read more >](#)

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## Applying for Funding from Family Foundations: Results of a New Survey

When we think of private foundations, names such as Gates, Ford, and Rockefeller come first to mind. But those billion-dollar foundations represent a very small segment of the philanthropic sector. Of the 72,000 foundations in the United States, fewer than 50 have endowments of more than \$1 billion. The vast majority, more than 90 percent, have endowments of less than \$10 million. Most of these organizations are family foundations. ... [Read more >](#)

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## IRS Issues Revenue Procedure for Grantmakers

The IRS has formalized guidelines permitting grantmakers to rely on third parties to comply with new requirements in the Pension Protection Act of 2006. The act requires private foundations and sponsors of donor-advised funds to exercise expenditure responsibility (i.e., additional due diligence and monitoring) if they make grants or distributions to certain types of supporting organizations in certain situations. ... [Read more >](#)

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An advertisement for CauseCards. The background is purple. At the top, it says "Fundraising has never been easier!". Below that is an image of a pink CauseCard with a logo and the text "Your Logo Here". To the right of the card is a list of bullet points: "Ongoing source of revenue", "No cost to NPs or donors", "Developed for nonprofits", and "Ethical, powerful, sustainable". Below the list is the website "www.mycausecard.org" and the CauseCards logo with the tagline "The power to make a difference in the palm of your hands.".

An advertisement for the 501(c) Agencies Trust. The background is blue and white. At the top is the "I TRUST" logo. Below it is the text "501(c) Agencies Trust" and a quote: "501(c) Agencies Trust saves time and money for Feeding America and participating Network members, which helps us provide aid to even more Americans facing hunger." Below the quote is a photo of a woman. At the bottom, it says "Learn More" in a blue button.

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Providing comprehensive  
unemployment programs to  
nonprofits since 1982.

## What's Your Donor Value Proposition?

Have you noticed: not everyone is hurting these days? The discount places are doing great. Wal-Mart's, the "dollar" shops, and thrift shops are booming. It's "in" to be thrifty—to get as much "bang for your buck" as possible. Crass as it may sound, donors have more of that bargain-hunter mentality right now, too. ... [Read more >](#)

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## IRS Miscellaneous, August 2009: Final Form 990-N Regulations, Workshops for Charitable Organizations, and TE/GE Training Materials

The IRS has issued final regulations related to ePostcard filing, announced the dates and locations for its workshops for small and mid-sized charitable organizations, and posted the materials it uses to train employees about nonprofit governance. ... [Read more >](#)

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## This Month's Webinar

- August 19—How to Build an Organizational Dashboard: Track and Measure Organizational Performance Easily and Inexpensively. Register now >

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Pride Choice  
Awards  
Announced

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### Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 80,000 nonprofits are onboard and 100 are joining daily!

GoodSearch

**Success stories include:** • The ASPCA has earned \$27,000! • The Cystic Fibrosis Foundation has earned \$11,500  
• The Elephant Sanctuary has earned \$10,500! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*

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