

**GuideStar USA, Inc.**  
 AKA: GuideStar  
 Williamsburg, VA

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**General Information**
**GuideStar USA, Inc.**  
 Also Known As: GuideStar  
 EIN: 54-1774039

 4801 Courthouse St Ste 220  
 Williamsburg, VA 23188  
[www.guidestar.org](http://www.guidestar.org)
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**At-a-Glance**
**IRS Subsection:** 501(c)(3) Public Charity  
**NTEE:** T50 (Philanthropy / Charity / Voluntarism Promotion (General))  
**Assets:** \$3,401,379  
**Income:** \$7,011,321  
**Expenses:** \$6,958,788  
**Liabilities:** \$3,325,641  
**Areas Served:** National  
**Year Founded:** Information not available  
**Ruling Year:** 1996

**Organization Structure**

- This organization is a 501(c)(3) Public Charity.
- This organization is required to file an IRS Form 990 or 990-EZ.
- Financial information in this report is derived from the organization's 2006 Form 990.
- It makes its audited financial statements available to the public upon request.

**Financial Data**

Financial Data for Fiscal Year Ending...

[FAQs on Financial Data >](#)  
[Digitizing IRS Form 990 Data >](#)
[2006](#) | [2005](#) | [2004](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#) | [1999](#) | [1998](#)
**Revenue and Expenses**

Fiscal Year Ending December 31, 2006

**Revenue**

Contributions	\$1,680,045
Government Grants	\$0
Program Services	\$4,847,546
Investments	\$45,230
Special Events	\$0
Sales	\$0
Other	\$438,500
<b>Total Revenue:</b>	<b>\$7,011,321</b>

**Expenses**

Program Services	\$6,000,923
Administration	\$614,032
Other	\$343,833
<b>Total Expenses:</b>	<b>\$6,958,788</b>

**Net Gain/Loss:** **\$52,533**
**Balance Sheet**

Fiscal Year Ending December 31, 2006

Note: The balance sheet gives a snapshot of the financial health of an organization at a particular point in time. An organization's total assets should generally exceed its total liabilities, or it cannot survive long, but the types of assets and liabilities also must be considered. For instance, an organization's current assets (cash, receivables, securities, etc.) should be sufficient to cover its current liabilities (payables, deferred revenue, current year loan, and note payments). Otherwise, the organization may face solvency problems. On the other hand, an organization whose cash and equivalents greatly exceed its current liabilities might not be putting its money to best use.

Assets	January 1, 2006	December 31, 2006	Change
Cash & Equivalent	\$686,944	\$1,163,762	\$476,818
Accounts Receivable	\$406,781	\$324,460	(\$82,321)
Pledges & Grants Receivable	\$1,034,221	\$826,923	(\$207,298)
Receivable / Other	\$0	\$0	\$0
Inventories for Sale of Use	\$0	\$0	\$0
Investment/Securities	\$0	\$0	\$0
Investment/Other	\$0	\$0	\$0
Fixed Assets	\$526,192	\$1,021,709	\$495,517
Other	\$67,592	\$64,525	(\$3,067)
<b>Total Assets:</b>	<b>\$2,721,730</b>	<b>\$3,401,379</b>	<b>\$679,649</b>

Liabilities	January 1, 2006	December 31, 2006	Change
Accounts Payable	\$176,333	\$575,939	\$399,606
Grants Payable	\$0	\$0	\$0
Deferred Revenue	\$1,268,983	\$1,237,054	(\$31,929)
Loans and Notes	\$1,117,382	\$1,095,579	(\$21,803)
Tax-Exempt Bond Liabilities	\$0	\$0	\$0
Other	\$135,827	\$417,069	\$281,242
<b>Total Liabilities:</b>	<b>\$2,698,525</b>	<b>\$3,325,641</b>	<b>\$627,116</b>

**Fund Balance:** **\$23,205**    **\$75,738**    **\$52,533**
**Forms 990 from the IRS**

- [2006 Form 990](#)
- [2005 Form 990](#)
- [2004 Form 990](#)
- [2003 Form 990](#)
- [2002 Form 990](#)
- [2001 Form 990](#)
- [2000 Form 990](#)
- [1999 Form 990](#)
- [1998 Form 990](#)
- [1997 Form 990](#)
- [1996 Form 990](#)

**Additional Documents from the Organization**

- [2007 Form 990](#)
- [2004 Form 990](#)
- [2005 Form 990](#)
- [2006 Form 990](#)
- [2000 Letter of Determination](#)
- [2000 Letter of Determination](#)
- [2007 Other Documents](#)
- [2004 Other Documents](#)
- [2005 Other Documents](#)
- [2006 Other Documents](#)
- [2006 Annual Report](#)
- [2007 Annual Report](#)
- [2004 Annual Report](#)
- [2005 Annual Report](#)
- [2006 Annual Report](#)
- [2007 Financial Statement](#)
- [2004 Financial Statement](#)
- [2005 Financial Statement](#)
- [2006 Financial Statement](#)
- [2007 Annual Report](#)
- [2004 Annual Report](#)

**Mission Statement**

GuideStar seeks "to revolutionize philanthropy and nonprofit practice by providing information that advances transparency, enables users to make better decisions, and encourages charitable giving."

**Program Details**

Data Digitization: Entering most of the data from IRS Forms 990 filed by tax-exempt organizations with revenues exceeding \$1 million.

**Overview**

Number of Board Members:	12
Number of Full-Time Employees:	21 - 100
Number of Part-Time Employees:	6 - 10
Number of Volunteers:	0

**Chief Executive**

Robert G. Ottenhoff

**Chief Executive Profile**

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 on the board of Vision TV, Grameen Foundation USA, AAFRC Trust for Philanthropy, and the e-Philanthropy Foundation. Bob holds a master's degree in planning from Rutgers University.

**Name of Board Chair**

Alan Rappaport

**Board of Directors**

As of March 3, 2009

Name	Title
Diana Aviv	Director
David Brown	Secretary
Greg Feldman	Director
Virginia Hodgkinson	Vice Chair
William Meehan	Director
Clara Miller	Director
Robert Ottenhoff	President and CEO
Alan Rappaport	Chair
Stephen Salyer	Director
Patrick Spain	Director
Gregory Stanton	Director
Tom Tinsley	Treasurer

**Officers for Fiscal Year**
[2006](#) | [2005](#) | [2004](#) | [2003](#) | [2002](#) | [2001](#) | [2000](#) | [1999](#) | [1998](#)
**Officers, Directors, Trustees, and Key Employees: Fiscal Year Ending December 31, 2006**

Name	Title	Compensation
<a href="#">ROBERT G. OTTENHOFF</a>	PRESIDENT & CEO	\$263,800
<a href="#">PAUL L. GLENN</a>	SENIOR VICE PRESIDENT	\$231,233
<a href="#">ROBERT K. GOODWIN</a>	MEMBER	\$0
<a href="#">WILLIAM MEEHAN</a>	MEMBER	\$0
<a href="#">TOM TINSLEY</a>	TREASURER	\$0
<a href="#">ALAN RAPPAPORT</a>	CHAIR	\$0
<a href="#">DIANA AVIV</a>	MEMBER	\$0
<a href="#">VIRGINIA HODGKINSON</a>	VICE CHAIR	\$0
<a href="#">STEPHEN L. SALYER</a>	SECRETARY	\$0
<a href="#">PATRICK J. SPAIN</a>	MEMBER	\$0
<a href="#">GREG S. FELDMAN</a>	MEMBER	\$0
<a href="#">DEBRA W. BROWN</a>	MEMBER	\$0
<a href="#">CLARA MILLER</a>	MEMBER	\$0
<a href="#">GREGORY M. STANTON</a>	MEMBER	\$0

**Five Highest Paid Employees**

Fiscal Year Ending December 31, 2006

Name	Title	Compensation
<a href="#">JIM DOBRZENIECKI</a>	VP INFO. TECH.	\$146,500
<a href="#">DEBRA SNIDER</a>	VP ADMIN & COMM.	\$114,625
<a href="#">DAN MOORE</a>	VP PUBLIC AFFAIRS	\$113,667
<a href="#">ASIF TALUKDAR</a>	DIR. BUS. DEV.	\$110,121
<a href="#">CHUCK MCLEAN</a>	VP DATA MGT/REC.	\$102,667

**Accomplishments**

Fiscal Year Ending 2007

- Data management and technology: (a) Provided, at no charge to users, information about the programs and finances of 1.7 million nonprofits to more than 7.9 million Internet users via [www.guidestar.org](http://www.guidestar.org). (b) Added 686,909 Form 990 images to the database, increasing the number of 990 images 29%, to 3.1 million. (c) Added 156,716 digitized records to the database, increasing the total number 10%, to more than 2.1 million digitized records. (d) Expanded Web site search capabilities and performance through the implementation of an advanced search engine. (f) Reengineered several major data input processes to improve the accuracy and timeliness of our Form 990 data.
- Business services: (a) Introduced Gov@GuideStar to address specifically the government sector's needs for nonprofit information. (b) Increased the base of subscribers to existing products and services 28%. (c) Increased overall product and service revenue 45%.
- Communications and nonprofit, customer, and public services: (a) Increased the number of nonprofits that voluntarily provided information directly to GuideStar 14%, to 120,213. (b) Provided nonprofit data to hundreds of reporters; GuideStar was cited in more than 1,200 news stories. (c) Increased participation in Edu@GuideStar, a public service that gives qualified participants complimentary access to GuideStar Premium, more than 100%, to 198 educational institutions, 172 professors, 210 researchers, and 4,538 students at the end of 2006.

**Objectives**

Fiscal Year Beginning 2008

- Continue to enhance the depth and quality of the database by maintaining a state-of-the-art technology infrastructure to support [www.guidestar.org](http://www.guidestar.org) and subscription-based products and services.
- Continue to maintain strong relationships throughout the nonprofit community, delivering nonprofits of all sizes a venue for providing donors and funders information about their missions, programs, accomplishments, and objectives.
- Expand the range of value-added services to all segments of the nonprofit sector and to those who serve them.

**Self-Assessment**

 GuideStar monitors its performance by tracking:  
 (1) The amount of current information in the GuideStar database;  
 (2) The number of GuideStar Nonprofit Participants and their satisfaction with GuideStar services;  
 (3) Growth in use of GuideStar data; and  
 (4) Growth in the operating revenue to cover expenses.

**News**
**GuideStar Launches Service for Libraries**

June 22, 2006

Williamsburg, Va., and Washington, D.C. ?GuideStar, the national database of nonprofit organizations, has launched LibraryServices@GuideStar to connect library patrons with nonprofit information.

"We are delighted to reach out to this new audience," said Bob Ottenhoff, GuideStar's president and CEO. "With the tools available through LibraryServices@GuideStar, academic and public libraries can help their patrons become power users of nonprofit information."

LibraryServices@GuideStar gives libraries access to GuideStar Premium, GuideStar's highest level of service. Access can be provided on site at a library or remotely.

Tools and features available through LibraryServices@GuideStar include:

- Ability to search more than 1.5 million nonprofit organizations using 12 search fields, including metropolitan statistical area
- Extensive at-a-glance information in search results, including zip code range
- Ability to sort search results according to 9 criteria, including zip code, whether Forms 990 or other document are available, and IRS subsection
- Access to all forms 990, 990-EZ, and 990-PF that GuideStar has received from the IRS (users at other levels of service are limited to the three most recent returns received from the IRS)
- Access to financial data for multiple years

A free 30-day trial is available to librarians; contact [libraryservices@guidestar.org](mailto:libraryservices@guidestar.org) for more information.

**About GuideStar**  
 LibraryServices@GuideStar is a service of GuideStar. GuideStar, [www.guidestar.org](http://www.guidestar.org), connects people and organizations with information on the programs and finances of more than 1.5 million IRS-recognized nonprofits.  
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