



GUARDIAN GROUP

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EIN: 72-1613750
Report Generated on: 03/28/2024

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GUARDIAN GROUP

👤

 aka Guardian Group

📍

 Bend, OR

🌐

 www.guardiangroup.org

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 (800)380-8913

🔗

 View GuideStar Profile



MISSION

Guardian Group's mission is to prevent and disrupt the sex trafficking of women and children in the United States.

EIN

72-1613750

RULING YEAR

2007

IRS SUBSECTION

501(c)(3) Public Charity

FOUNDING YEAR

2010

MAIN ADDRESS

1900 NE 3rd Street Suite 106
#40
Bend, OR
97701

AFFILIATION TYPE

Independent Organization

CONTACT

Jeff Keith, Founder/CEO
(800) 380-8913
jeff@guardiangroup.org

FOUNDER + CEO

Jeff Keith

BOARD CHAIR

Nikki Bale

SUBJECT AREA

Law enforcement

Abuse prevention

Special population support

NTEE Code

Protection Against and
Prevention of Neglect, Abuse,
Exploitation (I70)

Child Abuse, Prevention of (I72)

Military/Veterans'

Organizations (W30)

PROGRAMS

1. Analysis Team

Population(s) served:Emergency responders, At-risk youth, Victims and oppressed people

2. Project 1591®

Population(s) served:Victims and oppressed people, At-risk youth, Emergency responders

3. Partnership Facilitation and Collaboration

Population(s) served:Emergency responders, At-risk youth, Victims and oppressed people

POPULATIONS SERVED

1. Children and youth

2. Economically disadvantaged people

3. At-risk youth

4. Victims and oppressed people

5. Emergency responders

6. Sex workers

7. Victims of crime and abuse

COMPLIANCE

- ✓ IRS Pub 78 Verified as of March 2024
- ✓ IRS BMF 509(a) (1) as of March 12, 2024
- ✗ A-133 Audit Required/Performed?
- ✓ Conflict of Interest Policy
- ✓ Written whistleblower policy

Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

TRANSPARENCY MEASURES

- ✓ Board Practices Reported?
- ✗ Diversity Data Reported?
- 4 Number of Independent Board Members

Programs & Results

PROGRAMS

Source: Self-Reported by Organization,
February 2024

Analysis Team

Population(s) Served:

At-risk youth

Victims and oppressed people

Guardian Group identifies US based victims of sex trafficking, through the proactive research of Publicly Available Information. Once identity is confirmed and corroborated, its compiled into a report and passed to law enforcement, at no charge.

Guardian Group stands ready, at law enforcement's request, to provide online research support for their counter sex trafficking operations. Assisting with lead development and best practice recommendations, based on current trafficking tactics and trends.

Whether it is proactive or reactive support to law enforcement our PURSUIT® Team utilizes the Guardian Group developed I²EA® methodology to act as a nationwide force multiplier.

Project 1591®

Population(s) Served: n/a

The first ever crowdsourcing process & platform that enables volunteers to become force multipliers to Guardian Group's mission of illuminating child victims of sex trafficking in the United States.

Project 1591 crowdsources a community of Open-Source Intelligence (OSINT) volunteers to apply their skills for good in identifying and illuminating underage victims of sex trafficking to law enforcement in the USA.

Harnessing the power of many to find the vulnerable.

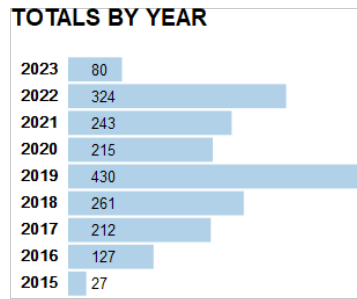
Partnership Facilitation and Collaboration

Population(s) Served: n/a

Provides a local solution to the human trafficking problem, through organizing a unified response system to counter sex trafficking. Guardian Group is a collaborative team that provides resources, expertise, and information with the goal of maximizing the ability to identify victims and traffickers.

RESULTS

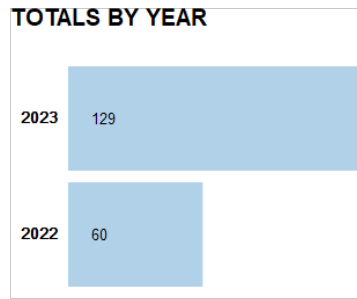
Number of first-time donors



Population(s) Served: No target populations selected

Related program:

Number of volunteers

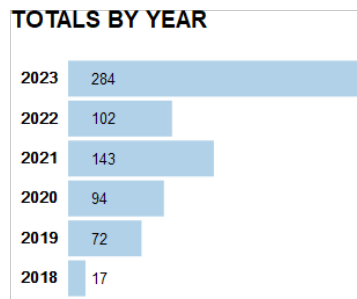


Population(s) Served: No target populations selected

Related program: Project 1591®

Notes: This counts volunteers who have been certified and vetted prior to using their OSINT expertise for victim identification and includes volunteers in 33 states and 8 countries.

Number of sex trafficking victims identified

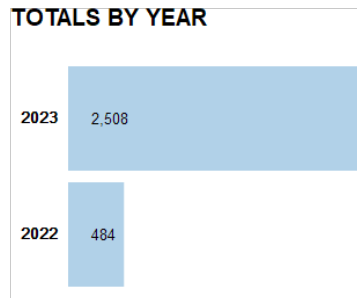


Population(s) Served: At-risk youth, Victims and oppressed people

Related program: Analysis Team

Notes: Victims identified by the Project 1591 volunteer force and Guardian Group's internal Analysis Team passed to law enforcement for action.

Number of investigative hours



Population(s) Served: No target populations selected

Related program: Analysis Team

Notes: Investigative hours from Guardian Group's Analysis Team and Project 1591 certified volunteers.

CHARTING IMPACT

What is the organization aiming to accomplish?

We prevent and disrupt the sex trafficking of women and children in the United States.

Our vision is that every child in the US lives free from sex trafficking. We are seeing this vision come to life as more victims are offered a path to freedom.

The Guardian Group team utilizes two most efficient and proven strategies to achieve this mission. Through our own expertise and the help of our crowdsourced volunteer force, we identify women and minors who are victims of domestic sex trafficking nationwide. Our no-cost support to local, state, and federal law enforcement results in increased recovery of these victims. Together we are harnessing the power of many to find the vulnerable.

What are the organization's key strategies for making this happen?

Our PURSUIT® team is made up of People United Responsibly Suppressing Underage Illicit Trafficking. Since inception the PURSUIT team has consisted of internal analysts working tirelessly to match the problem of domestic sex trafficking and this strategy remains highly effective. However, over the last few years, the need for a complimentary program to help scale to match the ever-increasing domestic sex trafficking problem has been in the forefront of our minds.

Through years of testing and refining, Project 1591® launched in July of 2022. The first-ever 24/7 crowdsourcing process and platform that enables skilled volunteers to become force multipliers to our mission of illuminating child victims of sex trafficking in the United States.

Together, the Guardian Group Analysis Team and the Project 1591 volunteer force are identifying victims of sex trafficking across the nation. This time-sensitive information is then passed to law enforcement partners ready to receive this product to take action. The results, more victims offered a path to freedom!

What are the organization's capabilities for doing this?

Guardian Group's team draws upon decades of leadership and experience to achieve effects against human trafficking at the national level. We collaborate through our strategic partnerships with worldwide, world-class organizations that understand the social and business benefits of tackling this exponentially increasing social injustice.

What have and haven't they accomplished so far?

- Created and implemented effective information gathering and dissemination practices to the capacity of law enforcement and prosecution teams
- Launched Project 1591® in 2022. The first-ever 24/7 crowdsourcing process and platform that enables volunteers to become force multipliers to our mission of illuminating child victims of sex trafficking in the United States. This volunteer force is already making an impact on stopping this crime.

Moving forward we have two priorities – scaling our internal Analysis Team and further development of the Project 1591® program.

- Scaling Guardian Group's internal analysis team is necessary to increase victim identification and support to law enforcement because enough analysts allow for regional expertise. Assigning an analysts to focus on a specific region increases their effectiveness in victim identification in that specific region resulting in increased support of LE.

- Further development of the Project 1591 volunteer platform is vital to scaling to meet the ever-increasing problem of domestic sex trafficking. Additional feature development will create a better user experience and more efficient process to provide victim identification to law enforcement. This program increases community engagement and finding victims online.

Financials

FISCAL YEAR START: 01/01
FISCAL YEAR END: 12/31

FINANCIALS QUICK VIEW

Surpluses in last 5 years	4
Negative Net Assets in past 5 years	0

Financial Trends Analysis

Business Model Indicators

Created in Partnership with



Profitability	2018	2019	2020	2021	2022
Unrestricted surplus (deficit) before depreciation	\$67,942	-\$78,564	\$92,444	-\$413,057	\$237,430
As a % of expenses	11.5%	-12.7%	14.3%	-76.5%	43.9%
Unrestricted surplus (deficit) after depreciation	\$43,079	-\$103,046	\$92,208	-\$413,141	\$237,430
As a % of expenses	7.0%	-16.1%	14.3%	-76.5%	43.9%
Revenue Composition					
Total revenue (unrestricted & restricted)	\$656,590	\$661,904	\$831,887	\$476,460	\$778,860
Total revenue, % change over prior year	-16.1%	0.8%	25.7%	-42.7%	63.5%
Program services revenue	4.5%	2.3%	0.4%	0.0%	0.0%
Membership dues	0.0%	0.0%	0.0%	0.0%	0.0%
Investment income	0.0%	0.0%	0.0%	0.0%	0.0%
Government grants	0.0%	0.0%	12.8%	0.0%	0.0%
All other grants and contributions	95.1%	97.8%	87.8%	100.0%	83.1%
Other revenue	0.4%	-0.1%	-1.0%	0.0%	16.9%
Expense Composition					
Total expenses before depreciation	\$588,648	\$617,218	\$646,804	\$540,163	\$541,430
Total expenses, % change over prior year	83.9%	4.9%	4.8%	-16.5%	0.2%
Personnel	68.1%	78.1%	61.6%	80.4%	69.3%
Professional Fees	8.7%	6.9%	29.1%	3.5%	12.1%
Occupancy	5.6%	4.4%	3.9%	5.4%	5.3%
Interest	0.0%	0.0%	0.0%	0.0%	0.0%
Pass-Through	0.0%	0.0%	0.0%	0.0%	0.0%
All other expenses	17.6%	10.7%	5.3%	10.7%	13.3%

Financial Trends Analysis, continued

Moving Toward Full Cost Coverage

Full Cost Components (estimated)	2018	2019	2020	2021	2022
Total Expenses (after depreciation)	\$613,511	\$641,700	\$647,040	\$540,247	\$541,430
One Month of Savings	\$49,054	\$51,435	\$53,900	\$45,014	\$45,119
Debt Principal Repayment	\$0	\$0	\$80,000	\$0	\$0
Fixed Asset Additions	\$0	\$0	\$0	\$0	\$73,532
Total Full Costs (estimated)	\$662,565	\$693,135	\$780,940	\$585,261	\$660,081

Capital Structure Indicators

Liquidity					
Months of cash	3.9	3.9	4.0	3.3	7.0
Months of cash and investments	3.9	3.9	4.0	3.3	7.0
Months of estimated liquid unrestricted net assets	11.5	9.0	10.3	3.2	6.8
Balance Sheet Composition					
Cash	\$192,024	\$199,953	\$213,699	\$149,945	\$317,223
Investments	\$0	\$0	\$0	\$0	\$0
Receivables	\$554	\$0	\$20	\$0	\$26,609
Gross land, buildings, and equipment (LBE)	\$11,862	\$11,862	\$2,083	\$11,862	\$85,394
Accumulated depreciation (% of LBE)	74.1%	97.3%	96.0%	100.0%	13.9%
Liabilities (as % of assets)	0.7%	16.2%	2.0%	6.2%	8.9%
Unrestricted net assets	\$567,276	\$464,230	\$556,438	\$143,297	\$380,727
Temporarily restricted net assets	\$0	N/A	N/A	N/A	N/A
Permanently restricted net assets	\$0	N/A	N/A	N/A	N/A
Total restricted net assets	\$0	\$0	\$0	\$0	\$0
Total net assets	\$567,276	\$464,230	\$556,438	\$143,297	\$380,727

Key Data Checks

Material Data Errors	2018	2019	2020	2021	2022
	No	No	No	No	No

Note: This issue is relevant to a small number of organizations: The nonprofit subject(s) of this report may have affiliates. The Form 990 data may not include information about any or all potential affiliates. If an organization does have affiliates and these affiliates have substantial financial activity, the financial data in this report may not present a comprehensive picture of the nonprofit's financial condition. Please consult the 990s of any potentially related affiliates for additional information.

- ☒ [Formulas for key metrics](#)
- ☒ ['Key Revenue & Expense Data from Form 990'](#)
- ☒ ['Key Balance Sheet Data from Form 990'](#)

Operations

Source: Self-Reported by Organization, February 2024

FOUNDER + CEO

Jeff Keith

[LinkedIn profile](#)

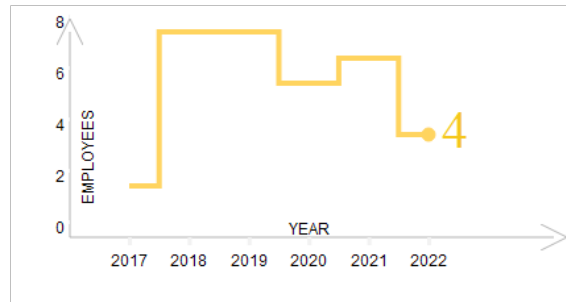
Jeff Keith is the founder and CEO of Guardian Group. Jeff has over 25 years of experience within churches, nonprofit and service-oriented organizations.

He has a strong background in developing community relations, organizational dynamics, leadership development, and resource distribution. Jeff is a champion of social justice, with a track record of creating and implementing successful outreach programs, he keeps up-to-date with constantly evolving global challenges.

He is educated in Global Leadership, understands the complexities of organizational dynamics, leadership development and resource distribution while maintaining a focus on a defined mission and set of values. He has successfully created and implemented outreach programs, relief missions, and both local and global humanitarian programs.

NUMBER OF EMPLOYEES

Source: IRS Form 990



BOARD CHAIR

Nikki Bale

Bale Coaching and Consulting

Term: 2024 -

BOARD CO-CHAIR

Jeff Keith

Guardian Group

Term: 2024 - 2024

BOARD MEMBERS

Jeff Keith

Founder/CEO

Scott Lauray

Northwest Business Group

Nikki Bale

Bale Coaching and Consulting

Joe Sunwoo

Franklin Templeton

Bill Sibert

Sales Leadership

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2022

Name	Title	Compensation	Other	Related
Jeff Keith	EXECUTIVE DI	\$12,403	\$72,340	\$0
Samuel Donnelly	CHAIR	\$0	\$0	\$0
Joe Sunwoo	TREASURER	\$0	\$0	\$0
Bea Cochran	SECRETARY	\$0	\$0	\$0
Scott Lauray	BOARD MEMBER	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2021

Name	Title	Compensation	Other	Related
Jeff Keith	EXECUTIVE DIRECTOR	\$11,026	\$60,257	\$0
Scott Lauray	BOARD MEMBER	\$0	\$0	\$0
Samuel Donnelly	SECRETARY	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2020

Name	Title	Compensation	Other	Related
Jeff Keith	EXECUTIVE DI	\$11,722	\$59,967	\$0
Scott Lauray	BOARD MEMBER	\$0	\$0	\$0
Samuel Donnelly	SECRETARY	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2019

Name	Title	Compensation	Other	Related
Jeff Keith	EXECUTIVE DI	\$9,394	\$81,356	\$0
Victor Marx	BOARD MEMBER	\$0	\$0	\$0
Samuel Donnelly	SECRETARY	\$0	\$0	\$0

OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES

FISCAL YEAR 2018

Name	Title	Compensation	Other	Related
Jeff Keith	EXECUTIVE DI	\$74,000	\$0	\$0
Michael Coe	DIRECTOR	\$0	\$0	\$0
Eric Crossley	DIRECTOR	\$0	\$0	\$0
Victor Marx	BOARD MEMBER	\$0	\$0	\$0
Michael Young	TREASURER	\$0	\$0	\$0
Samuel Donnelly	SECRETARY	\$0	\$0	\$0

Paid Preparers
FISCAL YEAR 2022

Firm Name	Firm EIN	Firm Address	Firm Phone
DOUGALL CONRADIE LLC	205230500	9400 SW BARNES RD 309, PORTLAND OR 972256658	9712499920

Paid Preparers
FISCAL YEAR 2021

Firm Name	Firm EIN	Firm Address	Firm Phone
DOUGALL CONRADIE LLC	20-5230500	9400 SW BARNES RD #309, PORTLAND OR 97225-6658 USA	971-249-9920

Paid Preparers
FISCAL YEAR 2020

Firm Name	Firm EIN	Firm Address	Firm Phone
PROCFO	20-3264573	780 NW YORK DR STE 102, BEND OR 977031054 USA	541-728-0444

BOARD LEADERSHIP PRACTICES

GuideStar worked with BoardSource, the national leader in nonprofit board leadership and governance, to create this section, which enables organizations and donors to transparently share information about essential board leadership practices.

BOARD ORIENTATION & EDUCATION

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?

Yes

CEO OVERSIGHT

Has the board conducted a formal, written assessment of the chief executive within the past year?

Yes

ETHICS & TRANSPARENCY

Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements in the past year?

Yes

BOARD COMPOSITION

Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Yes

BOARD PERFORMANCE

Has the board conducted a formal, written self-assessment of its performance within the past three years?

Yes

Organizational Demographics

Who works and leads organizations that serve our diverse communities? This organization has voluntarily shared information to answer this important question and to support sector-wide learning. GuideStar partnered on this section with CHANGE Philanthropy and Equity in the Center.

Leadership

The organization's leader identifies as:
No data

Race & Ethnicity

No data

Gender Identity

Transgender Identity

No data

Sexual Orientation

No data

Disability

No data.

We do not display staff or senior staff disability information for organizations with fewer than 15 staff.

Equity Strategies *Last Updated: 05/18/2022*

Candid partnered with Equity in the Center - a project that works to shift mindsets, practices, and systems within the social sector to increase racial equity - to create this section. [Learn More](#)

Data

- ✓ We analyze disaggregated data and root causes of race disparities that impact the organization's programs, portfolios, and the populations served.
- ✓ We disaggregate data to adjust programming goals to keep pace with changing needs of the communities we support.
- ✓ We employ non-traditional ways of gathering feedback on programs and trainings, which may include interviews, roundtables, and external reviews with/by community stakeholders.

Policies and processes

- ✓ We seek individuals from various race backgrounds for board and executive director/CEO positions within our organization.
- ✓ We have community representation at the board level, either on the board itself or through a community advisory board.
- ✓ We help senior leadership understand how to be inclusive leaders with learning approaches that emphasize reflection, iteration, and adaptability.

Appendix

Key Documents

IRS Forms 990	2022 990
	2021 990
	2020 990
	2020 990
	2019 990
IRS Forms 990T	Not Available
Audited Financial Statements	2022 Audited Financial Statement
Key Organization Documents	Letter of Determination
	2023 Annual Report
	2023 Annual Report
	2022 Annual Report
	2021 Annual Report
	2020 Annual Report
	2019 Annual Report
	'Key Revenue & Expense Data from Form 990'
	'Key Balance Sheet Data from Form 990'

GUARDIAN GROUP

Aka Guardian Group

1900 NE 3rd Street Suite 106 #40
Bend, OR 97701

✓ Foundation Status Code: PC*

✓ Public charity described in section 509(a)(1) or (2)

IRS Publication 78 Details			IRS Pub 78 verified
Organization name	Location	Most recent IRS Publication 78	
Guardian Group	Bend, OR	March 2024	
EIN	<u>Deductibility status description</u>	Verified with most recent Internal Revenue Bulletin	
72-1613750	A public charity (50% deductibility limitation).	March 25, 2024	

IRS Business Master File Details			IRS BMF	509(a)(1)
Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status		
GUARDIAN GROUP	March 12 2024	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)		
EIN	IRS subsection	Ruling date		
72-1613750	This organization is a <u>501(c)(3) Public Charity</u>	03/2007		
This organization was not included in the Office of Foreign Assets Control Specially Designated Nationals (SDN) list.				

On September 8, 2011, the IRS issued regulations which eliminated the advance ruling process for a section 501(c)(3) organization. [Learn more](#)

* The Foundation Status Code is the code that foundations are required to provide for each grantee annually on part XV of Form 990PF. Note that this code cannot be derived in some cases (e.g., supporting organizations for which 'type' can't be determined).

IRS Revenue Procedure 2011-33 allows grantors to rely on third-party resources, such as GuideStar Charity Check, to obtain required Business Master File (BMF) data concerning a potential grantee's public charity classification under section 509 (a) (1), (2) or (3).

GuideStar Charity Check Data Sources	
-GuideStar acquires all IRS data directly from the Internal Revenue Service.	-The <u>IRS Automatic Revocation of Exemption List</u> contains organizations that have had their federal tax-exempt status automatically revoked for failing to file an annual return or notice with the IRS for three consecutive years.
- <u>IRS Publication 78 (Cumulative List of Organizations)</u> lists organizations that have been recognized by the Internal Revenue Service as eligible to receive tax-deductible contributions.	-The Foundation Status Code is a value derived by mapping the codes found on the <u>990PF filing instructions</u> to the corresponding codes in the IRS BMF. Note that not all codes are able to be mapped due to insufficient data.
-The <u>IRS Internal Revenue Bulletin</u> (IRB) lists changes in charitable status since the last Publication 78 release. Between the release of IRS Publication 78 and the subsequent IRS Internal Revenue Bulletin, the IRB date will reflect the most recent release date of IRS Publication 78.	-The Office of Foreign Assets Control (OFAC) <u>Specially Designated Nationals (SDN) list</u> organizations that are owned or controlled by targeted individuals, groups, and entities, such as terrorists or narcotics traffickers. Their assets are blocked and U.S. persons are generally prohibited from dealing with them.
-The <u>IRS Business Master File</u> lists approximately 1.7 million nonprofits registered with the IRS as tax-exempt organizations.	