

# We envision a nonprofit sector that is capable of confronting the great challenges of our time.

Better access to better information and tools will **empower the social sector to achieve greater impact and innovation:**



## Annie

**HEAD OF A  
FOOD BANK  
DALLAS, TX**

Annie will be able to **share** information about her organization one time—on GuideStar—and **know** that it will automatically populate throughout the Internet.



## Hector

**WEALTHY DONOR  
NEW YORK, NY**

Hector will be able to **find** the information he needs about nonprofits in multiple places: his bank's website, his favorite search engine, and his social media sites.



## Renee

**FOUNDATION  
PROGRAM OFFICER  
SAN FRANCISCO, CA**

Renee will be able to quickly and easily **understand** the latest research in her field, locate potential co-funders, and **track** her grantees' progress individually and as a group.



## Robert

**HOMELESS  
TALLAHASSEE, FL**

Robert will be able to **find** vital services that improve his quality of life—and **have a voice** in how those services are delivered.

**A NONPROFIT SECTOR POWERED BY GUIDESTAR**



# Data & Information Flow in the Social Sector

BETTER DATA for BETTER DECISIONS for a BETTER WORLD

## GUIDESTAR DATA HUB

- NONPROFIT DATA**
  - PROGRAMMATIC DATA
  - OPERATIONAL DATA
  - FINANCIAL DATA
- SOCIAL ISSUES DATA**
- RESOURCES DATA**
- WHAT WORKS DATA**

### GUIDESTAR WEBSITE

Free & Paid Services



### PARTNERS & THEIR CHANNELS

Powered By GuideStar Data

- Community Foundations
  - Grant Management
  - Financial Institutions
  - Technology Companies
  - Research Platforms
- Websites, Services, Products & Solutions

**Aha!**

**NONPROFITS**  
"Now I know how I could be more effective!"

**DONORS**  
"Now I know my money is making a difference!"

**EXPERTS**  
"I discovered something new!"

**VOLUNTEERS**  
"I know where I want to help!"

**BENEFICIARIES**  
"I know where to find help!"

**FOUNDATIONS**  
"Now I can find co-founders & track progress!"

**OTHER**  
"I never thought about it that way!"

Industry Professionals, Partners, Prospect Researchers, Journalists, Policy Makers, Media, Researchers/ Academics

**NONPROFITS**

**DONORS**

**EXPERTS**

**VOLUNTEERS**

**BENEFICIARIES**

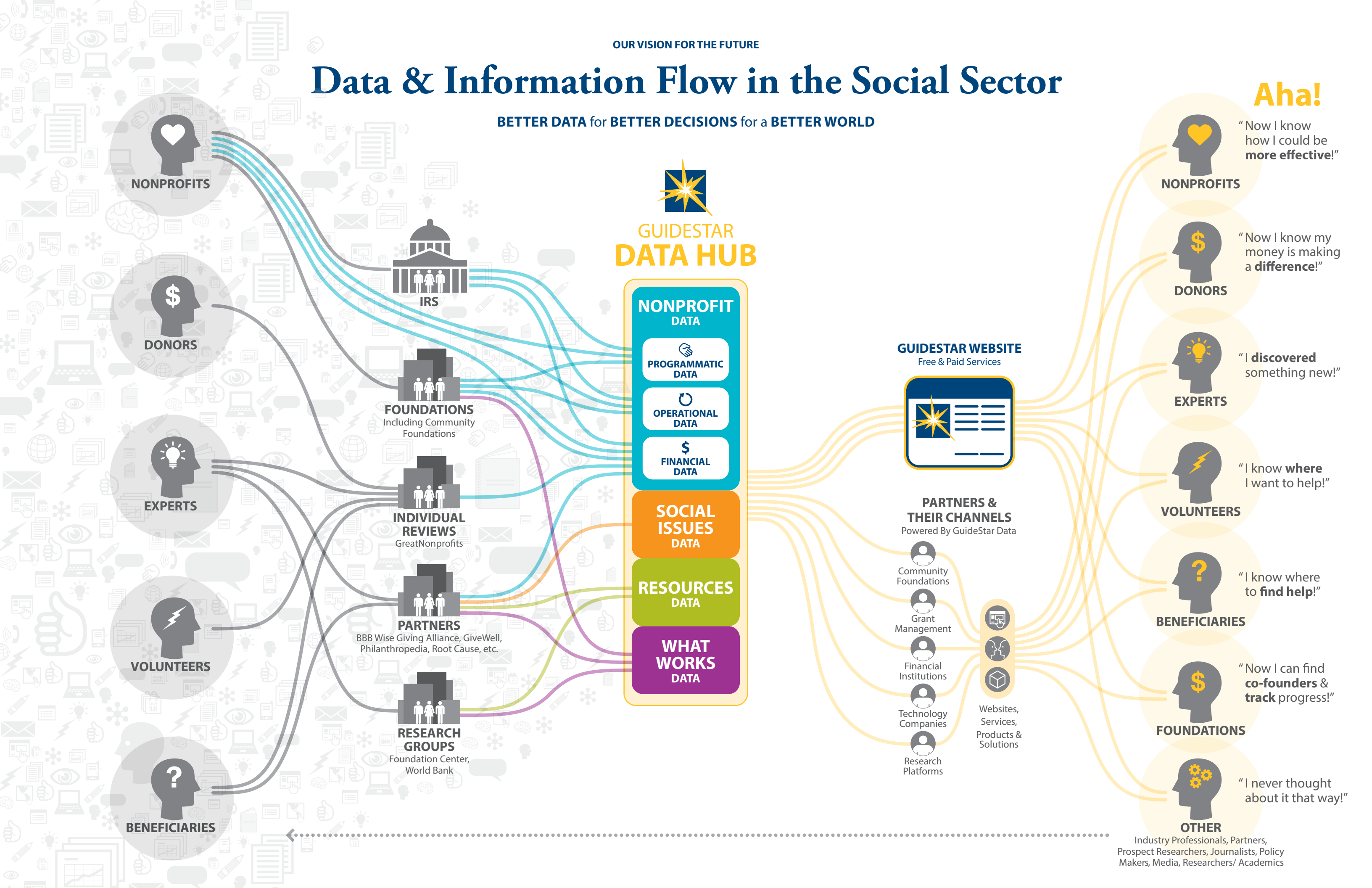
**IRS**

**FOUNDATIONS**  
Including Community Foundations

**INDIVIDUAL REVIEWS**  
GreatNonprofits

**PARTNERS**  
BBB Wise Giving Alliance, GiveWell, Philanthropedia, Root Cause, etc.

**RESEARCH GROUPS**  
Foundation Center, World Bank



# Powering Philanthropy:

**2.5B**

**PIECES OF DATA**

Includes 8.2 million image files

**2.4M**

**ORGANIZATIONS**

Includes 1.7 million 501(c)(3)s

**87,000+**

**SOCIAL MEDIA FOLLOWERS**



**7.2M+**

**UNIQUE GUIDESTAR USERS**

Every year

**~959,000**

**EMAIL SUBSCRIBERS**

Our combined email and e-newsletter list may be the strongest broadcast mechanism to the nonprofit sector

**73**

**OUR STAFF**

Includes one of the most robust business development teams in the sector (Staff includes FTEs, PTEs, fellows, and others)

**37,500**

**CONVERSATIONS WITH NONPROFITS**

Every year

**115**

**FOUNDATION MEMBERS**

**160+**

**STRUCTURAL PARTNERS**

Who use GuideStar's data on their own platforms

**107,463**

**NONPROFITS**

That have taken the time to directly give us additional data

**26M**

**API HITS**

**7,000**

**MEDIA PLACEMENTS**

Earned every year, reaching more than 32 million people across the planet

**BY 2016**

**200,000**

**NONPROFITS THAT SHARE DATA**

**20M**

**USERS**

**100M**

**TIMES OUR DATA WILL BE USED**

## Join us!

You have the power to fuel better resources, new insights, and lasting impact. **Join us on the journey to make the social sector better:**



### **STRENGTHEN your nonprofit:**

- Tell your nonprofit's story, commit to transparency, and define your organization's impact by updating your GuideStar profile at [guidestar.org/exchange](http://guidestar.org/exchange)
- Solicit and celebrate stakeholder reviews
- Download the Overhead Myth letters at [www.overheadmyth.com](http://www.overheadmyth.com)



### **SUPPORT the highest-performing nonprofits:**

- Vet and share community information with GuideStar DonorEdge
- Pledge to end the Overhead Myth and start supporting nonprofit investments in sustainability and success
- Check out top expert-identified nonprofits on Philanthropedia and visit our give to charity website page



### **RESEARCH nonprofits:**

- Access unlimited in-depth nonprofit reports using GuideStar Premium Search and GuideStar Pro Search
- Research and verify nonprofits with GuideStar Charity Check
- Assess nonprofit financial health with Financial SCAN
- Obtain additional nonprofit intelligence with GuideStar's products