

Candid's Performance Profile on GuideStar

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Candid (CNDD)

Description:

aka The Foundation Center, Foundation Center, GuideStar, GuideStar USA ~ Foundation Center was the largest source of information about philanthropy globally, and GuideStar was the largest source of information on U.S. nonprofit organizations. In 2019, the two organizations joined forces to become Candid, enabling us to enhance the services we offer to the millions of people who rely on us to help them make the world a better place. Please note, this profile will continue to maintain historic data on Foundation Center's financials, annual reports, and organization demographics. For information on GuideStar's financials and organization demographics, please visit GuideStar's legacy profile (EIN: 54-1774039).

Stakeholder(s):

GuideStar :

As of February 2019, GuideStar joined forces with Foundation Center to become a new organization called Candid. To see current information, go to <https://www.guidestar.org/profile/13-1837418> or search for Candid in the navigation bar above. The below reflects GuideStar's historical mission statement as of January 31, 2019. GuideStar USA's mission is to revolutionize philanthropy and nonprofit practice by providing infor-

mation that advances transparency, enables users to make better decisions, and encourages charitable giving.

Foundation Center

Bradford K. Smith :
President

Vision

The world becomes a better place

Mission

To get you the information you need to do good

Values

Data: Now more than ever, open access to timely, nonpartisan data and intelligence is critical to the ability to solve increasingly complex social issues.

Openness

Access

Timeliness

Nonpartisanship

Intelligence

Scale: Our field needs a data-driven institution with the scale to support and advance the work of social sector stakeholders as we traverse a period of closing political space, technological upheaval, and global opportunity.

1. Knowledge

Provide users with the knowledge they need to make strategic decisions and develop practical solutions to achieve their missions

Stakeholder(s)

Adults :

Population(s) Served

Knowledge Tools ~ Through data, research, and our collective experience, Candid provides users with the knowledge they need to make strategic decisions and develop practical solutions to achieve their missions.

1.1. GuideStar

Make it easier to understand nonprofits and what they do

Our GuideStar database makes it easier to understand nonprofits and what they do. | Number of organizations you can find on GuideStar ~ TOTALS BY YEAR:

- 2020 = 2,768,870
- 2019 = 2,869,792
- 2018 = 2,761,541
- 2017 = 2,675,783
- 2016 = 2,585,936
- 2015 = 2,489,543

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

1.2. Learning & Research

Support learning and research

We support ongoing learning and research by sharing the sector's collective knowledge on IssueLab while also producing our own research. | Number of research reports and white papers available on IssueLab.org ~ TOTALS BY YEAR:

- 2020 = 29,988
- 2019 = 29,317
- 2018 = 27,297
- 2017 = 23,480
- 2016 = 21,220
- 2015 = 18,887

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

Stakeholder(s):

IssueLab

1.3. Transparency & Communications

Provide data, resources, examples, and action steps foundations need to understand the value of transparency and be more open in their own communications

Through Glasspockets we provide the data, resources, examples, and action steps foundations need to understand the value of transparency and be more open in their own communications.

Stakeholder(s):
Glasspockets

Foundations

1.4. Philanthropy Data

Assist organizations with collecting and organizing their region's philanthropy data

We work closely with organizations around the globe to assist them in collecting and organizing their region's philanthropy data by sharing what we have learned about data acquisition and data architecture.

1.5. Insights

Collect data, conduct research, benchmark and analyze trends for the community foundations

Our CF Insights program is the leader in data collection and research for the community foundation field in the U.S. with a reputation for benchmarking and analysis of trends.

Stakeholder(s):
Community Foundations

2. Data

Ensure that nonprofit information is available whenever and wherever it is needed

Stakeholder(s)

Adults :

Population(s) Served

Data Tools ~ Candid ensures that nonprofit information is available whenever and wherever it is needed.

2.1. Tax-Exempt Organizations

Share information on tax-exempt organizations

Through our GuideStar database we share information on 2.8 million current and historic tax exempt organizations. | Number of unique website visitors on GuideStar ~ TOTALS BY YEAR:

- 2020 = 12,314,055
- 2019 = 12,900,000
- 2018 = 10,507,936
- 2017 = 8,836,577
- 2016 = 6,864,166
- 2015 = 7,146,463

TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing || Number of unique website visitors on all Foundation Center Web Properties, including Candid Learning, GrantCraft, Philanthropy News Digest, and Glasspockets ~ TOTALS BY YEAR:

- 2020 = 7,387,190
- 2019 = 7,065,815
- 2018 = 6,168,572
- 2017 = 5,929,660
- 2016 = 6,017,225
- 2015 = 5,943,208

TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing

Stakeholder(s):

Tax-Exempt Organizations

Nonprofits :

Nonprofits use the tool to showcase their work, find partners for collaboration, and connect with other leaders in the field;

Donors :

donors use it to find nonprofits that champion the causes they care about.

Community Foundations :

Our data feeds into tools used by community foundations, grants management vendors, grantmaking organizations, and philanthropic websites and appli-

cations such as Volunteer Match, AmazonSmile, and Facebook.

Grants Management Vendors

Grantmaking Organizations

Philanthropic Websites & Applications

Volunteer Match

AmazonSmile

Facebook

2.2. Grantmakers & Grants

Provide subscribers with access to information on grantmakers and their grants

Foundation Directory Online (FDO) provides subscribers with access to timely, comprehensive information on U.S. grantmakers and their grants, plus a growing number of foundations located outside of the U.S. FDO

contains data on 19 million grants and 166,000 grantmakers, and is freely accessible to organizations and community stakeholders at our 400+ FIN partners.

2.3. Decision Making & Impact

Help funders and nonprofits access the data they need to make strategic decisions and strengthen their impact

Foundation Maps contains records on more than 16.8 million grants, with innovative ways to visualize funding data, and the flexibility and precision to tailor research. This tool helps funders and nonprofits access the data they need to make strategic decisions and strengthen their impact.

Stakeholder(s):

Funders

Nonprofits

3. Supporters & Partners

Enable users to find supporters and partners to advance their work

Stakeholder(s)

Adults :

Population(s) Served

Grantseekers

Grantseeker Tools ~ Each year, hundreds of thousands of people use Candid's searchable database, Foundation Directory Online (FDO), to find supporters and partners to advance their work. | Number of websites and organizations (outside of our organization) that share our resources and information ~ TOTALS BY YEAR: 2020 = 250 2019 = 246 2018 = 240 2017 = 204 2016 = 190 2015 = 154

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

3.1. Data

Provide data on foundations and grants

FDO, the world's most robust source of foundation and grants data, is available for free use at our 400+ Funding Information Network (FIN) partners. Located at libraries, community foundations, and colleges, our FIN assures public access to our resources across the U.S. and several other countries. By making our subscription services accessible at no cost through our network and providing capacity building services online, we ensure that 99 percent of the people that use our services do so for free. | Number of Funding Information Network Partners | TOTALS BY YEAR ~

- 2020 = 400
- 2019 = 408
- 2018 = 437
- 2017 = 428
- 2016 = 477
- 2015 = 464

TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing

Stakeholder(s):

Funding Information Network (FIN)

Community Foundations

Libraries

Colleges

3.2. Training

Provide trainings to help nonprofit professionals learn the skills they need to find funding

We also provide free introductory trainings in-person and online to help nonprofit professionals learn the skills they need (such as proposal writing, prospect research, etc.) to find funding, enabling them to sustain their programs in the communities they serve.

Stakeholder(s):

Nonprofit Professionals

4. Training

Advance knowledge about philanthropy and provide nonprofit organizations with the tools to fulfill their missions

Stakeholder(s)

Adults :

Population(s) Served

Nonprofit Organizations

Training ~ Candid operates research, education, and training programs designed to advance knowledge about philanthropy at every level, and provided under-resourced nonprofit organizations with the tools they need to better fulfill their missions.

4.1. Grants & Sustainability

Help nonprofits become more viable grant applicants and build sustainable organizations

Through Candid Learning, we provide tools and resources to help nonprofits become more viable grant applicants and build sustainable organizations. We offer trainings and special events in-person and online to build capacity in three core competencies: fundraising, organizational sustainability, and leadership and management. These resources help equip nonprofits to better serve their constituents and tackle critical social issues. | Number of Grants Coded ~ TOTALS BY YEAR:

- 2019 = 3,900,000
- 2018 = 3,849,017
- 2017 = 3,647,847
- 2016 = 3,000,000
- 2015 = 300,000

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

4.2. Impact

Help funders increase the impact of their funds

GrantCraft combines the collective wisdom of funders worldwide with Candid's expertise to help funders increase the impact of their funds. GrantCraft delivers the knowledge funders need to be strategic and effective in their work, addressing questions they face across various strategies and issue areas.

Stakeholder(s):

Funders

4.3. GuideStar Profiles

Train nonprofits to help them complete their GuideStar profiles and showcase their work

We also train nonprofits in-person and online to help them complete their GuideStar nonprofit profiles and showcase their work. Organizations are empowered to tell their stories and explain their impact through programmatic metrics. | Number of organizations who share enough information to earn a Seal of Transparency on GuideStar ~ TOTALS BY YEAR:

- 2020 = 74,452
- 2019 = 77,129
- 2018 = 66,602
- 2017 = 48,075
- 2016 = 36,534

- 2015 = 32,340

TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

Stakeholder(s):

Nonprofits

Administrative Information

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