

# 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

*Role: 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.

### Performance Indicators

#### 1.1.1 Organizations

| Description      | Type   | Trend      | Start Date | End Date   | Number    |
|------------------|--------|------------|------------|------------|-----------|
| Unspecified      | Target |            |            |            |           |
| 2015 = 2,489,543 | Actual |            | 2015-01-01 | 2015-12-31 | 2,489,543 |
| 2016 = 2,585,936 | Actual |            | 2016-01-01 | 2016-12-31 | 2,585,936 |
| 2017 = 2,675,783 | Actual |            | 2017-01-01 | 2017-12-31 | 2,675,783 |
| 2018 = 2,761,541 | Actual |            | 2018-01-01 | 2018-12-31 | 2,761,541 |
| 2019 = 2,869,792 | Actual |            | 2019-01-01 | 2019-12-31 | 2,869,792 |
| 2020 = 2,768,870 | Actual | Increasing | 2020-01-01 | 2020-12-31 | 2,768,870 |

Number of organizations you can find on GuideStar ~ TOTALS BY YEAR | 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.

### Stakeholder(s):

**IssueLab**

### Performance Indicators

#### 1.2.1 Reports & Papers

| Description   | Type   | Trend | Start Date | End Date   | Number |
|---------------|--------|-------|------------|------------|--------|
| Unspecified   | Target |       |            |            |        |
| 2015 = 18,887 | Actual |       | 2015-01-01 | 2015-12-31 | 18,887 |
| 2016 = 21,220 | Actual |       | 2016-01-01 | 2016-12-31 | 21,220 |

| Description   | Type   | Trend | Start Date | End Date   | Number |
|---------------|--------|-------|------------|------------|--------|
| 2017 = 23,480 | Actual |       | 2017-01-01 | 2017-12-31 | 23,480 |
| 2018 = 27,297 | Actual |       | 2018-01-01 | 2018-12-31 | 27,297 |
| 2019 = 29,317 | Actual |       | 2019-01-01 | 2019-12-31 | 29,317 |
| 2020 = 29,988 | Actual |       | 2020-01-01 | 2020-12-31 | 29,988 |

Number of research reports and white papers available on IssueLab.org ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

### 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*

#### Stakeholder(s):

**Glasspockets**

**Foundations**

#### Performance Indicators

##### 1.3.1 Resources

| Description  | Type   | Availability | Start Date | End Date |
|--|--------|--------------|------------|----------|
|  | Target |              |            |          |
| 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. | Actual |              |            |          |

### 1.4. Philanthropy Data

*Assist organizations with collecting and organizing their region’s philanthropy data*

#### Performance Indicators

##### 1.4.1 Philanthropy Data

| Description  | Type   | Learning & Sharing | Start Date | End Date |
|--|--------|--------------------|------------|----------|
|  | Target |                    |            |          |
| 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. | Actual |                    |            |          |

### 1.5. Insights

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

**Stakeholder(s):**

**Community Foundations**

**Performance Indicators**

**1.5.1 Data & Research**

| Description   | Type   | Leadership | Start Date | End Date |
|---|--------|------------|------------|----------|
|   | Target |            |            |          |
| 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. | Actual |            |            |          |

## 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.

#### Stakeholder(s):

**Tax-Exempt Organizations**

*cations such as Volunteer Match, AmazonSmile, and Facebook.*

**Nonprofits :**

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

**Grants Management Vendors**

**Grantmaking Organizations**

**Philanthropic Websites & Applications**

**Volunteer Match**

**AmazonSmile**

**Facebook**

**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-*

### Performance Indicators

#### 2.1.1 Website Visitors

| Description       | Type   | Trend      | Start Date | End Date   | Number     |
|-------------------|--------|------------|------------|------------|------------|
| Unspecified       | Target |            |            |            |            |
| 2015 = 7,146,463  | Actual |            | 2015-01-01 | 2015-12-31 | 7,146,463  |
| 2016 = 6,864,166  | Actual |            | 2016-01-01 | 2016-12-31 | 6,864,166  |
| 2017 = 8,836,577  | Actual |            | 2017-01-01 | 2017-12-31 | 8,836,577  |
| 2018 = 10,507,936 | Actual |            | 2018-01-01 | 2018-12-31 | 10,507,936 |
| 2019 = 12,900,000 | Actual |            | 2019-01-01 | 2019-12-31 | 12,900,000 |
| 2020 = 12,314,055 | Actual | Increasing | 2020-01-01 | 2020-12-31 | 12,314,055 |

Number of unique website visitors on GuideStar ~ TOTALS BY YEAR | TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing

#### 2.1.2 Website Visitors

| Description      | Type   | Trend | Start Date | End Date   | Number    |
|------------------|--------|-------|------------|------------|-----------|
| Unspecified      | Target |       |            |            |           |
| 2015 = 5,943,208 | Actual |       | 2015-01-01 | 2015-12-31 | 5,943,208 |
| 2016 = 6,017,225 | Actual |       | 2016-01-01 | 2016-12-31 | 6,017,225 |

| Description      | Type   | Trend      | Start Date | End Date   | Number    |
|------------------|--------|------------|------------|------------|-----------|
| 2017 = 5,929,660 | Actual |            | 2017-01-01 | 2017-12-31 | 5,929,660 |
| 2018 = 6,168,572 | Actual |            | 2018-01-01 | 2018-12-31 | 6,168,572 |
| 2019 = 7,065,815 | Actual |            | 2019-01-01 | 2019-12-31 | 7,065,815 |
| 2020 = 7,387,190 | Actual | Increasing | 2020-01-01 | 2020-12-31 | 7,387,190 |

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

## 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.

### Performance Indicators

#### 2.2.1 Grants

| Description                            | Type   | Start Date | End Date | Number     |
|--|--------|------------|----------|------------|
| Unspecified                            | Target |            |          |            |
| FDO contains data on 19 million grants | Actual |            |          | 19,000,000 |

#### 2.2.2 Grantmakers

| Description                              | Type   | Start Date | End Date | Number  |
|--|--------|------------|----------|---------|
| Unspecified                              | Target |            |          |         |
| FDO contains data on 166,000 grantmakers | Actual |            |          | 166,000 |

## 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**

### Performance Indicators

#### 2.3.1 Grants

| Description   | Type   | Start Date | End Date | Number     |
|---|--------|------------|----------|------------|
| Unspecified   | Target |            |          |            |
| Foundation Maps contains records on more than 16.8 million grants | Actual |            |          | 16,800,000 |



### 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.

#### 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.

#### Stakeholder(s):

##### Funding Information Network (FIN)

##### Community Foundations

##### Libraries

##### Colleges

#### Performance Indicators

##### 3.1.1 FIN Partners

| Description | Type   | Trend | Start Date | End Date   | Number |
|-------------|--------|-------|------------|------------|--------|
| Unspecified | Target |       |            |            |        |
| 2015 = 464  | Actual |       | 2015-01-01 | 2015-12-31 | 464    |
| 2016 = 477  | Actual |       | 2016-01-01 | 2016-12-31 | 477    |
| 2017 = 428  | Actual |       | 2017-01-01 | 2017-12-31 | 428    |
| 2018 = 437  | Actual |       | 2018-01-01 | 2018-12-31 | 437    |
| 2019 = 408  | Actual |       | 2019-01-01 | 2019-12-31 | 408    |
| 2020 = 400  | Actual |       | 2020-01-01 | 2020-12-31 | 400    |

Number of Funding Information Network Partners | TOTALS BY YEAR | TYPE OF METRIC: Input - describing resources we use | DIRECTION OF SUCCESS: Increasing

##### 3.1.2 Websites & Organizations

| Description | Type   | Trend | Start Date | End Date   | Number |
|-------------|--------|-------|------------|------------|--------|
| Unspecified | Target |       |            |            |        |
| 2015 = 154  | Actual |       | 2015-01-01 | 2015-12-31 | 150    |
| 2016 = 190  | Actual |       | 2016-01-01 | 2016-12-31 | 190    |
| 2017 = 204  | Actual |       | 2017-01-01 | 2017-12-31 | 204    |
| 2018 = 240  | Actual |       | 2018-01-01 | 2018-12-31 | 240    |
| 2019 = 246  | Actual |       | 2019-01-01 | 2019-12-31 | 246    |

| Description | Type   | Trend      | Start Date | End Date   | Number |
|-------------|--------|------------|------------|------------|--------|
| 2020 = 250  | Actual | Increasing | 2020-01-01 | 2020-12-31 | 250    |

Number of websites and organizations (outside of our organization) that share our resources and information  
 ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

### 3.2. Training

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

#### Stakeholder(s):

**Nonprofit Professionals**

#### Performance Indicators

##### 3.2.1 Trainings

| Description   | Type   | Start Date | End Date | Availability |
|---|--------|------------|----------|--------------|
|   | Target |            |          |              |
| 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. | Actual |            |          |              |

## 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.

### Performance Indicators

#### 4.1.1 Grants Coded

| Description      | Type   | Trend      | Start Date | End Date   | Number    |
|------------------|--------|------------|------------|------------|-----------|
| Unspecified      | Target |            |            |            |           |
| 2015 = 300,000   | Actual |            | 2015-01-01 | 2015-12-31 | 300,000   |
| 2016 = 3,000,000 | Actual |            | 2016-01-01 | 2016-12-31 | 3,000,000 |
| 2017 = 3,647,847 | Actual |            | 2017-01-01 | 2017-12-31 | 3,647,847 |
| 2018 = 3,849,017 | Actual |            | 2018-01-01 | 2018-12-31 | 3,849,017 |
| 2019 = 3,900,000 | Actual | Increasing | 2019-01-01 | 2019-12-31 | 3,900,000 |

Number of Grants Coded ~ TOTALS BY YEAR | 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.

### Stakeholder(s):

#### Funders

## Performance Indicators

### 4.2.1 Knowledge

| Description   | Type   | Delivery | Start Date | End Date |
|---|--------|----------|------------|----------|
|   | Target |          |            |          |
| GrantCraft delivers the knowledge funders need to be strategic and effective in their work, addressing questions they face across various strategies and issue areas. | Actual |          |            |          |

## 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.

### Stakeholder(s):

### Nonprofits

## Performance Indicators

### 4.3.1 Organizations

| Description   | Type   | Trend      | Start Date | End Date   | Number |
|---------------|--------|------------|------------|------------|--------|
| Unspecified   | Target |            |            |            |        |
| 2015 = 32,340 | Actual |            | 2015-01-01 | 2015-12-31 | 32,340 |
| 2016 = 36,534 | Actual |            | 2016-01-01 | 2016-12-31 | 36,534 |
| 2017 = 48,075 | Actual |            | 2017-01-01 | 2017-12-31 | 48,075 |
| 2018 = 66,602 | Actual |            | 2018-01-01 | 2018-12-31 | 66,602 |
| 2019 = 77,129 | Actual |            | 2019-01-01 | 2019-12-31 | 77,129 |
| 2020 = 74,452 | Actual | Increasing | 2020-01-01 | 2020-12-31 | 74,452 |

Number of organizations who share enough information to earn a Seal of Transparency on GuideStar ~ TOTALS BY YEAR | TYPE OF METRIC: Output - describing our activities and reach | DIRECTION OF SUCCESS: Increasing

## Administrative Information

**Start Date:** 2019-01-31

**End Date:**

**Publication Date:** 2021-11-16

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