

CHARITY NAVIGATOR & CANDID/GUIDESTAR

NONPROFIT ACCOUNTABILITY AND RATING STANDARDS

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Information gathered from personal experience and Charity Navigator and Candid websites.



Why update and manage Charity Navigator and Guidestar profiles?

1. Prompts your nonprofit to attend to key factors that are critical to achieving mission success
2. Enables your organization to better tell your story
3. Funders look at ratings and profiles to verify and research nonprofits that are aligned with their priorities
4. Research links earning a GuideStar Seal of Transparency to a 53% increase in contributions for nonprofits



CHARITY NAVIGATOR

1. Must be a registered 501(c)3
2. Claim your nonprofit
3. Update your profile information
<https://www.charitynavigator.org/about-us/update-your-nonprofits-profile/>
4. Earn One through Four Star rating
5. Update every calendar year

CANDID/GUIDESTAR

1. Must be a registered 501(c)3
2. Claim your nonprofit
3. Update your profile information
<https://www.guidestar.org/ManageNonprofit>
4. Earn Bronze, Silver, Gold, or Platinum Seals
5. Update every calendar year



Candid was formed in 2019 when Guidestar and Foundation Center merged; they still utilize Guidestar's charity rating system and profiles.

What information is needed to update my organization profile?

To earn initial ratings and seals, you will need:

1. EIN number
2. Address and Locations
3. Contact Information
4. Mission and Vision Statements
5. Program Details including descriptions, target populations, geographics, tracking and reporting
6. IRS 990 or audited financials – typically auto populated from IRS

Charity Navigator Beacons



Impact & Measurement

Find out how much benefit the charity's program(s) achieve relative to the cost required to run it.



Accountability & Finance

Find out if the charity is accountable, transparent, and financially efficient and sustainable.



Culture & Community

Find out if the charity implements practices that strengthen its overall organizational health and is responsive to its beneficiaries.



Leadership & Adaptability

Find out if the charity has the leadership capacity, strategic plan, and ability to adapt or respond to changing circumstances in order to better achieve its mission.

Charity Navigator uses “beacons” and their “Encompass Rating System” to analyze charity performance in the four domains shown above. Each beacon score is shown on your profile and the first three create a weighted score signifying your Star rating; currently, Leadership & Adaptability is optional and does not affect your Star rating. Most information is saved year-to-year, so you just have to make updates and changes.

Guidestar Seals of Transparency



Bronze Seal

Make sure donors find you
~5-minute update

- Organization mission and contact details
- Donation information
- Leadership information



Silver Seal

Guide funding decisions
~10-minute update

- Program(s) information
- Brand details (website, social media, logo)
- Plus Bronze [info](#)



Gold Seal

Gain trust and support
~15-minute update

- Audited financial report or basic financial information
- Board Chair names and leadership demographics
- Plus Silver [info](#)



Platinum Seal

Highlight your impact and boost funding
~15-minute update

- Strategic plan or strategy and goal highlights
- At least one metric demonstrating your progress and results
- Plus gold [info](#)

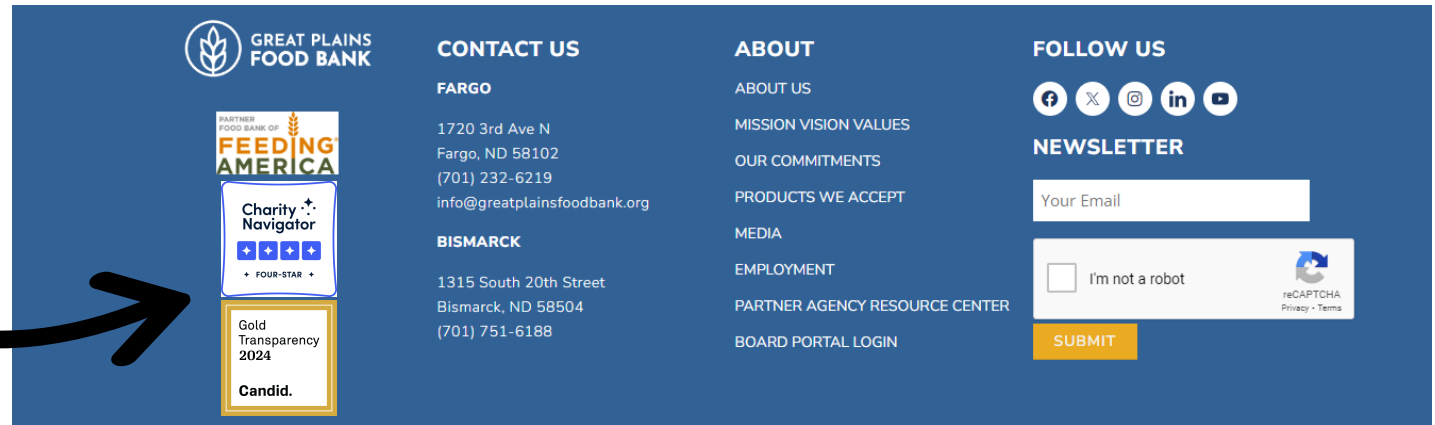
GuideStar, also known as Candid, utilizes Seals of Transparency. Each seal requires the prior to be completed before the next level can be earned. You do not have to complete all seals and can earn as high or as low-level seal as you're able each year. Most information is saved year-to-year, so you just have to make updates and changes.

What to do now that I have a rating or seal?

1. Spread the word – share on social, in emails, newsletters, etc.
2. Add to your website

Both Charity Navigator and Guidestar will provide you a branding and marketing toolkit with your seals and icons for promotion.

**TRUST
INDICATORS!**



The screenshot shows the footer of the Great Plains Food Bank website. On the left, there is a logo for the Great Plains Food Bank. Below it are three trust indicators: a 'PARTNER FOOD BANK OF FEEDING AMERICA' logo, a Charity Navigator 'FOUR-STAR' rating, and a 'Gold Transparency 2024' seal from Candid. To the right of these indicators is the 'CONTACT US' section, which lists the Fargo and Bismarck locations with their addresses, phone numbers, and email. Further right is the 'ABOUT' section with links to 'ABOUT US', 'MISSION VISION VALUES', 'OUR COMMITMENTS', 'PRODUCTS WE ACCEPT', 'MEDIA', 'EMPLOYMENT', 'PARTNER AGENCY RESOURCE CENTER', and 'BOARD PORTAL LOGIN'. On the far right is the 'FOLLOW US' section with social media icons for Facebook, X, Instagram, LinkedIn, and YouTube, followed by a 'NEWSLETTER' sign-up form with an email input field, a reCAPTCHA 'I'm not a robot' checkbox, and a 'SUBMIT' button.