

# The Value of GuideStar

## Benefits of GuideStar systems for global civil society

**data** *'deɪtə* ■ *n.* 1 facts and statistics used for reference or analysis.

**information** ■ *n.* 1 facts or knowledge provided or learned. 2 what is conveyed or represented by a particular sequence of symbols, impulses, etc.:

**knowledge** ■ *n.* 1 information and skills acquired through experience or education.

**development** (*dɪ'veləpmənt*) ■ *n.* 1 the act or process of developing. 2 the product or result of developing.

**Internet** (*'ɪntə,net*) ■ *n.* the single worldwide computer network that interconnects other computer networks, on which end-user services, such as World Wide Web sites or data archives, are located, enabling data and other information to be exchanged. Also called: the Net.

**confidence** ■ *n.* 1 the belief that one can have faith in or rely on someone or something.

**visibility** (*ˌvɪzə'bɪlɪti*) ■ *n.* 1 the condition or fact of being visible; 2 vision or relative possibility of seeing.

**transparency** ■ *n.*  
being transparent.

**accountability**  
explicable; understandable

**technology** ■ *n.*

scientific knowledge for practical purposes. ► machinery and equipment based on such knowledge.



*Illuminating the work of the world's civil society organisations*



# Introduction

Working with civil society leaders around the world, GuideStar International (GSI) is building a global network of national online services that provide the public convenient access to profiles of each country's civil society organisations (CSOs). These "GuideStar" services enable CSOs to communicate their work and achievements effectively and efficiently to national and international audiences. The information for GuideStar CSO profiles is derived from official sources such as the annual reports that registered CSOs are legally obliged to file in many countries as well as information submitted directly online to the GuideStar service by the CSOs themselves.

By making details of the work of CSOs transparent and easily available, these national "GuideStar" services will:

- make CSOs more visible, accountable and effective
- enable donors and volunteers to allocate the resources to CSOs more confidently, and
- promote vibrant and democratic civil societies

This booklet provides an overview of how GuideStar systems have been used or are viewed by:

- civil society organisations
- individual and institutional donors
- government and policy makers
- media and
- researchers

Most of the examples and statements in this booklet are drawn from the experiences of those using GuideStar systems in the United States, [www.guidestar.org](http://www.guidestar.org), and United Kingdom, [www.guidestar.org.uk](http://www.guidestar.org.uk). The success of these flagship services portends the value GuideStars will have in new countries. Accordingly we have included the views and opinions of some of GSI's national development partners from around the world.

*“We tell all of our funders that we are listed on GuideStar and that it is the gold standard for investigating a charitable organisation.”*

**Sally Wade, Urban Ministries of Raleigh, Inc. (US CSO)**



**Our vision:** for all civil society organisations, regardless of their size or means, accountability to donors.

## The need for GuideStar

“Most charities (in the UK) are small, with an annual income of £10,000 or less. The majority of donations, however, are made to a few large charities. 90% of the £35bn total goes to just over 7% of all charities in existence. The income gap between large and small charities is huge. In 2003/04 the top ten charities received almost a quarter of all voluntary income, getting £1.5bn between them.”

Charity Trends 2005, Charities Aid Foundation

## Current users of GuideStar say...

“We are a new charity with limited resources for publicity so the internet is the only way we can communicate with our beneficiaries. We have already started getting calls from people wanting to know more about us who found us through GuideStar UK.”

Stephen Foga, Managing Director  
African Aids Awareness Campaign Ltd (UK CSO)

“We are a small charity working in West Yorkshire. We are a parent-led support group for families who have a child with an Autistic Spectrum Disorder, and our funds are very limited. What is great about GuideStar UK is it enables us to raise awareness of our work amongst the public where previously this was not easily achieved. We are particularly hopeful that GuideStar UK’s ‘local charities’ search facility will enable us to attract new funders and volunteers to help out with our youth club, social and leisure activities.”

Jo Galasso, Project Manager,  
Airedale and Wharfedale Resource (UK CSO)

“I cannot underestimate the importance of GuideStar UK as an online resource. Being on the website has helped us to raise the profile of the Jubilee Sailing Trust and our life changing work and acts as a single access point for information about our charity and others. Those who are interested in getting involved with their local charity, but need more information could not do better than visiting the website.”

John Munson, Director, Jubilee Sailing Trust (UK CSO)

# Organisations

to have a level playing field to explain their work and demonstrate their

## The need for GuideStar

“While NGOs have become more prominent, debates about NGO accountability are also on the rise. Concerns about their role, calls for greater responsibility, questions about NGO credibility, transparency, and accountability have been voiced from different quarters in recent years, including at the United Nations and among some of its member states.”

Deputy Coordinator of UN-Non Governmental Liaison Service,  
Elisa Peter, The NGO Accountability Debate, 19 January 2007

## Current users of GuideStar say...

“We believe in being completely transparent, and the openness of GuideStar is just what we needed to demonstrate not only the help we give, but it also shows our financial stability to those who wish to use our service. Everything is in one place.”

The Ear Foundation (UK CSO)

“It has never been so easy to find out about and compare the activities and impact of charities. Informed with increasing information from online websites such as GuideStar UK, the ability of donors to research their cause will invert the current power relationship with charities.”

ICT Foresight Report (UK thinktank)

“GuideStar UK is a fantastic new aid for the Blue Cross’ fundraising work. I have been using GuideStar UK since its launch and it is by far the best, and most comprehensive source of useful information on charities’ income, objectives, and activities. The charitable sector has been waiting for this website for a long time and I am confident it will be a great help to us all.”

Rachel Butler, Trusts Fundraising Officer,  
Blue Cross (UK CSO)

“After finding the CSO EngenderHealth's profile on GuideStar, Frontier Tax Solutions invited EngenderHealth to participate as a beneficiary of their Taxes2Charity's pilot program. How else would a small firm in Maryland and an international non-profit start a partnership? Thanks to GuideStar, the opportunity to connect like minds is virtually limitless.”

Brianne O'Malley, Development Assistant,  
EngenderHealth, (US CSO)

# Civil Society Organisations

**Our vision:** for civil society organisations to easily understand the work of their peers to identify success and learn by example

## The need for GuideStar

“Learning by comparison is often called benchmarking and has been widely used in the private sector for over 30 years. More recently, it has been adopted in the public and voluntary sectors and has been shown to be an effective way of spreading good practice and improving services”

Performance Hub website 2007

## Current users of GuideStar say...

“We monitor the number of charities active in Knowlsey as part of the Local Strategic Partnership targets. This target has been a way of monitoring the health of the voluntary sector. We used GuideStar UK’s keyword search for Knowlsey and 262 groups were identified and a quick glance showed that they included some groups that were grant givers rather than being directly involved in the delivery of services. This helped me to write a report giving some detail as to how many of the organisations fell into this and other sub categories.”

Judy Cope, Training and Network Manager  
Knowlsey Council for Voluntary Services  
(UK CSO local umbrella organisation)

“The GuideStar UK report into voluntary services in Herefordshire is excellent and I tend to share it with my colleagues here in Gloucestershire as an example of best practice. Many thanks.”

Gloucestershire Assembly for the Voluntary & Community Sector, Keith Urch, Chair  
(Local UK CSO umbrella organisation)

“I have found GuideStar UK to be of immense benefit and it has been able to provide detailed information for me on the size of trustees’ boards, which would have been very difficult to acquire in any other way. It really demonstrates the advantages and power of having such a massive searchable database.”

David Pye, Chair Vegetarian Society (UK CSO)

*“It has never been so easy to find out about and compare the activities and impact of charities. Informed with increasing information from online websites such as GuideStar, the ability of donors to research their cause will invert the current power relationship with charities.”*

**NCVO ICT Foresight Report, December 2007**



# Individual and

**Our vision:** for grant makers to easily identify the activities and organisations that they are keen to fund.

## The need for GuideStar

“Grantmakers need to be able to identify which projects and organisations are most likely to produce the outcomes and impact they are seeking and then do everything to ensure they deliver. To do this, a robust, thoroughly researched and effective grantmaking process - an analysis of facts to reach a reasoned conclusion about a possible future scenario - is essential.”

Centre for Charity Effectiveness, CASS Business School, City University, 2007

## Current users of GuideStar say...

“MicroEdge, Inc. joined forces with GuideStar to give grantmakers direct access to the GuideStar database from within MicroEdge’s GIFTS for Windows software program. GIFTS users can now perform faster, easier, and more comprehensive online research on nonprofits seeking grants.”

MicroEdge, Inc. (US provider of grants management software)

“Links to GuideStar UK are embedded in the funderfinder entry for each charitable trust as a source of further information.”

Funderfinder (UK grantmaking software company)

“The John S. and James L. Knight Foundation’s program staff utilises GuideStar to assist with proposal due diligence, contact information, and reviewing information.”

The John S. and James L. Knight Foundation (US foundation)

“GuideStar UK data was used to publicise the launch of The Big Give website and it benefits to charities. The website is aimed at those who want to give away £100,000 plus.”

Reed Foundation - The Big Give Campaign (UK Foundation)

JustGive is a nonprofit Web site dedicated to increasing charitable giving by simplifying the process and educating individuals. GuideStar powers the charity search at JustGive.

JustGive (US donation site)

“By my count there have been at least six killer apps (innovations)

1. The not-for-profit
2. The foundation
3. The donor-advised fund
4. The Foundation Directory
5. GuideStar
6. The common grant application”

The John S. and James L. Knight Foundation  
[www.ssireview.org/opinion/archive/2007/09](http://www.ssireview.org/opinion/archive/2007/09)  
(US foundation)

# Institutional Donors

**Our vision:** for GuideStar systems to streamline and improve how civil society organisations communicate with grant makers, researchers and others.

## The need for GuideStar

“Nine out of 10 leading institutions that fund nonprofits want to streamline the grant application and reporting processes and 70 percent are in favour of standardised grant application forms and reporting.”

Harvard University’s Hauser Center for Nonprofit organizations and the Nonprofit Finance Fund (NFF) Capital Ideas Conference Report 2007

Milton A & Charlotte R. Kramer Charitable Foundation  
Milton M. Ratner Foundation  
Miriam and Victor Charitable Foundation  
Mitte Foundation  
Montana Community Foundation  
Montgomery Foundation  
Morrison Foundation  
Morris Stulsaft Foundation  
Mortimer J. Cohen Foundation  
N Logan and Dorbin Lewis Foundation, Inc.  
Nan A. Lightstone Foundation  
Nathalie and James Andrews Foundation  
Nathan Cummings Foundation  
Nationwide Foundation  
Nebraska Community Foundation  
negataunce foundation  
Nevada Community Foundation  
NH Charitable Foundation  
Nicholas B. Ottaway Foundation  
Nicholas J. and Mary Ann Ottaway Foundation  
Nina Mason Putnam Charitable Trust  
Nord Family Foundation  
Norfolk Foundation  
North Carolina Community Foundation  
Northwest Community Foundation  
Odom Foundation  
Oekos Foundation  
Oklahoma City Community Foundation  
Omaha Community Foundation  
Omidyar Network  
Ong Family Foundation  
Oppenheimer Foundation  
Orange County Community Foundation  
Oregon Community Foundation  
Orion Community Foundation  
Oscar and Regina Griss Foundation & Educational Foundation  
Oswald Family Foundation  
Parker Foundation  
Pasadena Foundation  
Paul E. and Klara M. Reinhold Foundation, Inc.  
Pearle Foundation  
PEARSON Foundation  
Peninsula Foundation  
Penn Foundation, Inc.  
pennsylvania foundation  
Perrin Foundation  
Persepolis Foundation  
Peter Norton Family Foundation  
peters foundation  
Pew Charitable Trusts  
Phoebe B. and John J. Lewis Family Foundation  
Tolco Foundation  
Tolleson Family Foundation  
Topfer Family Foundation  
Toshiba America Foundation  
Triangle Community Foundation  
Tupper Foundation  
Tull Charitable Foundation  
Tumbler Foundation  
United Way of Connecticut  
Union Bank of California Foundation  
United Way for the Greater New Orleans Area  
United Way of Connecticut  
United Way of Metropolitan Dallas  
United Way of the Piedmont  
United Way of Silicon Valley  
Van Dyke Family Foundation  
Vanderbilt University Foundation  
Verly Foundation  
Verle and Eleanor Hammond Foundation  
Vermont Community Foundation  
Virginia G. Piper Charitable Trust  
W. O. Neil Foundation  
W. & A. Kellogg Foundation  
Wadsworth Foundation  
Walden Foundation  
Wally Foundation  
Walter Family Foundation  
Walter County Foundation  
Washington Community Foundation  
Washington Foundation  
Washington State Foundation  
Weingart Foundation  
Westchester Foundation  
Wichita County Community Foundation, Inc.  
Wilburforce Foundation  
Wilensky Foundation  
William Bingham Foundation  
William E. Simon Foundation

“My goal was to be able to donate enough to sustain a whole village in India for a whole year with food and fresh water. But I had no idea how to go about this or find out a rough cost to do it. Using GuideStar UK I found an organisation who can help me. I am currently working on my business to get the money to start sponsoring a village through them.”

UK private philanthropist (anonymous)

### Combined Federal Campaign of the National Capital Area

#### Instilling Confidence among Federal Givers

Federal employees contribute more than \$250 million a year to the nonprofit sector through the Combined Federal Campaign of the National Capital Area (CFCNCA)—a workplace-giving program for U.S. government employees. In 2006, GuideStar partnered with CFCNCA to help federal employees give with greater trust and confidence. Through this partnership, CFCNCA participants could register for a free seven-day Gov@GuideStar trial to research their workplace-giving decisions. Participants were able to use Gov@GuideStar’s full suite of tools—helping them identify organizations they wanted to support, verify those nonprofits’ eligibility to accept tax-deductible contributions, research their financial performance, and track individual leaders in the nonprofit sector.

## Current users of GuideStar say...

“We require all grant applicants to update their GuideStar Full Report when applying for a grant from our foundation. It contains uniform data, is easy to read, and saves us an enormous amount of administrative data-entry time. The nonprofits appreciate the streamlined approach, and the updated content of a nonprofit’s report becomes available to the broad public, so it’s a win-win-win for everyone!”

Diane Ford, Executive Director, The Sobrato Foundation, (US Foundation)

“The GuideStar UK website places existing information from VCOs’ (Voluntary and Community Organisations) reports and accounts in one place. In the future this could become an effective resource for funders who could use the information to monitor VCOs’ achievements.”

UK Public Service Delivery Network

# Governments

**Our vision:** to facilitate local ability to understand, develop and work with civil society organisations.

## The need for GuideStar

‘Local authorities tend not to have data systems that capture detailed information about the nature of the third sector in the local area. As a result, when local authority officers want to work with a specific part of the sector, they do not know where to start.’

New Local Government Network, 2007

## Current users of GuideStar say...

“NASCONet is an association of state offices charged with oversight of charitable organisations in the United States. The requirements and procedures for forming charitable organisations differ from state to state, as do the registration and filing requirements for organisations that conduct charitable activities or solicit charitable contributions. NASCO members use the GuideStar database to greatly improve their effectiveness and efficiency in regulating charities in the US.”

National Association of State Charity Officials  
(NASCONet) (US charity association)

“The Commission considers that the website being developed by GuideStar UK will promote the efficiency and effectiveness of charities and that it is in the interest of charities for this information to be widely available.”

The Charity Commission  
(UK national CSO regulator)

## The National Survey of Third Sector Organisations

The National Survey of Third Sector Organisations (NSTSO), was undertaken in 2008, delivering an unprecedented level of information and insight into the third sector at local and national level. It also measured a key local government performance target: *National Indicator 7 (NI7) – An Environment for a Thriving Third Sector*. The measure is based on the perceptions of the leaders of over 50,000 third sector organisations (TSOs).

GuideStar UK was a member of a consortium that developed the survey, and was commissioned by the Office of the Third Sector to provide the sample frame of survey alongside extensive data on the number of registered and incorporated TSOs, total income, numbers of paid staff and number of trustees. This data appears in mini reports that profile each of the 149 upper tier local authorities. GuideStar and BMG Research are centrally involved in implementing and testing a methodology developed during the NSTSO pilot, for incorporating under the radar organisations into future waves of the survey and assessing the feasibility of rolling this out on a

# and Policy Makers

**Our vision:** for policy makers to have accurate and detailed information about civil society organisations, tracking the trends and speeding analysis.

## The need for GuideStar

“There is a lack of consistent, good-quality, in-depth information on the scale and activities of the voluntary and community sector (VCS) at regional and local levels. The government’s general data obscure or miss altogether the contribution the sector makes to the country’s social, economic, environmental and cultural well-being.”

State of the Voluntary Sector Research Programme, Northern Rock Foundation 2007

## Current users of GuideStar say...

“The Department of Health commissioned a mapping project of third sector and local authorities to examine the added contribution that third sector organisations could make if the barriers they faced were removed or reduced. GuideStar UK provided the data on 24,792 health and social care charities with potential for the mapping project.”

Department of Health,  
(UK Government department)

“We used information provided by GuideStar to assist Hertfordshire Forward (Local Strategic Partnership) in establishing a baseline figure for the current number of trustees in Hertfordshire. This figure is important as a target in the Local Area Agreement (LAA) to increase volunteers generally, and include trustees in particular. The report is being used by the Safer Stronger Communities Block of the Hertfordshire LAA.”

Sue Pearlman, Principal, TP Consultancy,  
(UK market research company)

“By subscribing to GuideStar UK’s intelligence service we are enabling council staff to access intelligence data on our local third sector. The service has been very useful and has helped me engage with the local community and research an organisation’s credibility, their management structures and implementation of policies etc. This increased personal knowledge has also helped me to make informed options regarding allocation of resources for a specific service delivery program.”

South Gloucestershire Council,  
Usha Kumar, Voluntary & Community Sector  
Support Co-ordinator (UK local government)

“GuideStar UK has been a key partner in the Audit Commission’s Area Profiles project, providing valuable data for mapping the capacity and contribution to the voluntary and community sector.”

Davy Jones, Head of Area Profiles,  
The Audit Commission  
(UK independent public body)

# Statisticians and Researchers

**Our vision:** for academic and researchers to have a single central source of reliable and detailed data on the activities of civil society organisations.

## The need for GuideStar

“The state of research into the benefits of organised voluntary and community action in the UK is far from satisfactory. Funders, academics and others need to gear up their story on what the VCS achieves and there needs to be more research on how VCS can best evaluate their outcomes.”

The Centre for Research and Innovation in Social Policy and Practice (Centris):  
The Value and Independence of the Voluntary Sector Report, 2007

## Current users of GuideStar say...

“GuideStar International is producing the raw material for serious research on the nonprofit or voluntary sector. If successful, the data it generates will revolutionise the third sector research enterprise in addition to bringing greater transparency to the world of philanthropy and voluntary sector.”

Lester M. Salamon, Director, Center for Civil Society Studies,  
Institute for Policy Studies, Johns Hopkins University  
(US academic institution)

“GuideStar has been an irreplaceable tool since the day it went online. I can't think of any other source that is of such practical value to all types of users, equally indispensable to researchers, nonprofits, philanthropic institutions, the media, and the general public. They have done a remarkable and quite responsible job of putting information at the public's fingertips while educating users how to interpret it and use it to further the public good.”

Kathleen Costello, Director, Gianneschi Center for  
Nonprofit Research, California State University, Fullerton  
(US academic institution)

“We used GuideStar UK data while undertaking research studies in partnership with the National Council of Voluntary Organisations (NCVCO) and the National Council of Voluntary Youth Services (NCVYS) to map the children and young people's voluntary and community sector.”

Hull University (UK academic institution)

“GuideStar data is integral to the ongoing development of NCVO's Almanac work on the size and scope of the sector. The data is an excellent resource, a resource which we hope will to grow in coverage and utility.”

Karl Wilding, Head of Research,  
The National Council for Voluntary Organisations (NCVO)  
(UK CSO umbrella)

# Institutional Users

**Our vision:** to have a basic level of data that users can employ in their own value added services.

## Some current users of GuideStar

### US


American Express	Helgeson Enterprises Inc.	PhilanNetwork for Good
ASF	InfoUSA	New Mexico AGO
Blackbaud	Internal Revenue Service	NonprofitFinance Fund (NFF)
Bromelkamp	IRE	Northern Trustthropy Fund of America
Career Search	Iwave	Philotic, Inc. (Facebook)
Compumentor	JustGive	Platinum Data (CSITI)
Economic Research Institute	Kintera, Inc.	San Francisco Foundation (The)
etapestry	LexisNexis	Schwab Charitable Gift Fund
Fidelity Charitable Gift Fund	Lord Abbett	Stay Classy Stratascope Inc.
First Giving Foundation Source	Maatiam	T. Rowe Price
GivingTree	Mayaco Marketing and Internet (Maya Disney)	United eWay United Way National Capital Area
GoodCircle	Meyer Memorial Trust	Wealth Engine
Google	MicroEdge	WomenOnCall.org
Grenzebach Glier and Associates	MicroSoft	Wyeth
Gvite, Inc. (change.org)	Network for Donations	

### UK

Anglo-Irish Bank	Environment Agency	Middlesex University
Barnardos	Ecclesiastical	Middlesborough Council
Blackbaud	Farrer & Co	National Council for Voluntary Organisations (NCVO)
BMG Research	Fenland District Council	New Philanthropy Capital (NPC)
British Overseas NGOs for Development (BOND)	Future Builders	Public Health Resource Unit (The)
Charity Finance Directors Group	Gift Ease	Rensburg Sheppards
CCLA Investment Managers	Hudson Institute	South Gloucestershire Council
CSR Register	Hull University	Third Sector Research Centre
Cumbria CVS	Institute of Chartered Accountants	Unity Trust Bank
Community Sector Coalition	Involve	Vodafone Foundation
DG Publishing	Investors in People	Youthnet
Dr Foster	Kaye Scholer LLP	Zurich Insurance
	Local Economy Solutions	

*“GuideStar has been an irreplaceable tool since the day it went online. I can’t think of any other source that is of such practical value to all types of users, equally indispensable to researchers, nonprofits, philanthropic institutions, the media, and the general public. They have done a remarkable and quite responsible job of putting information at the public’s fingertips while educating users how to interpret it and use it to further the public good.”*

**Kathleen Costello, Director, Gianneschi Center for Nonprofit Research, California State University, Fullerton (US academic institution)**



*"I think it's a great idea that there's a unique resource like GuideStar UK. There are so many charities out there and it's easy to get confused about who does what, particularly on a local level. It's such a personal choice and anything that can assist the public in making that choice has to be good."*

**Chris Doen, Senior Fundraising Manager for Imagine (UK CSO)**

# The GuideStar Family



GSI was established by the founder of GuideStar (US) and GuideStar UK to respond to demand for similar services by civil society leaders in other countries. The GuideStar framework adapts to conditions present in each country and develops at whatever speed the available data, resources, sophistication and strength of each national CSO sector allow. We are working currently with civil society leaders around the world to assist with the development of national systems.



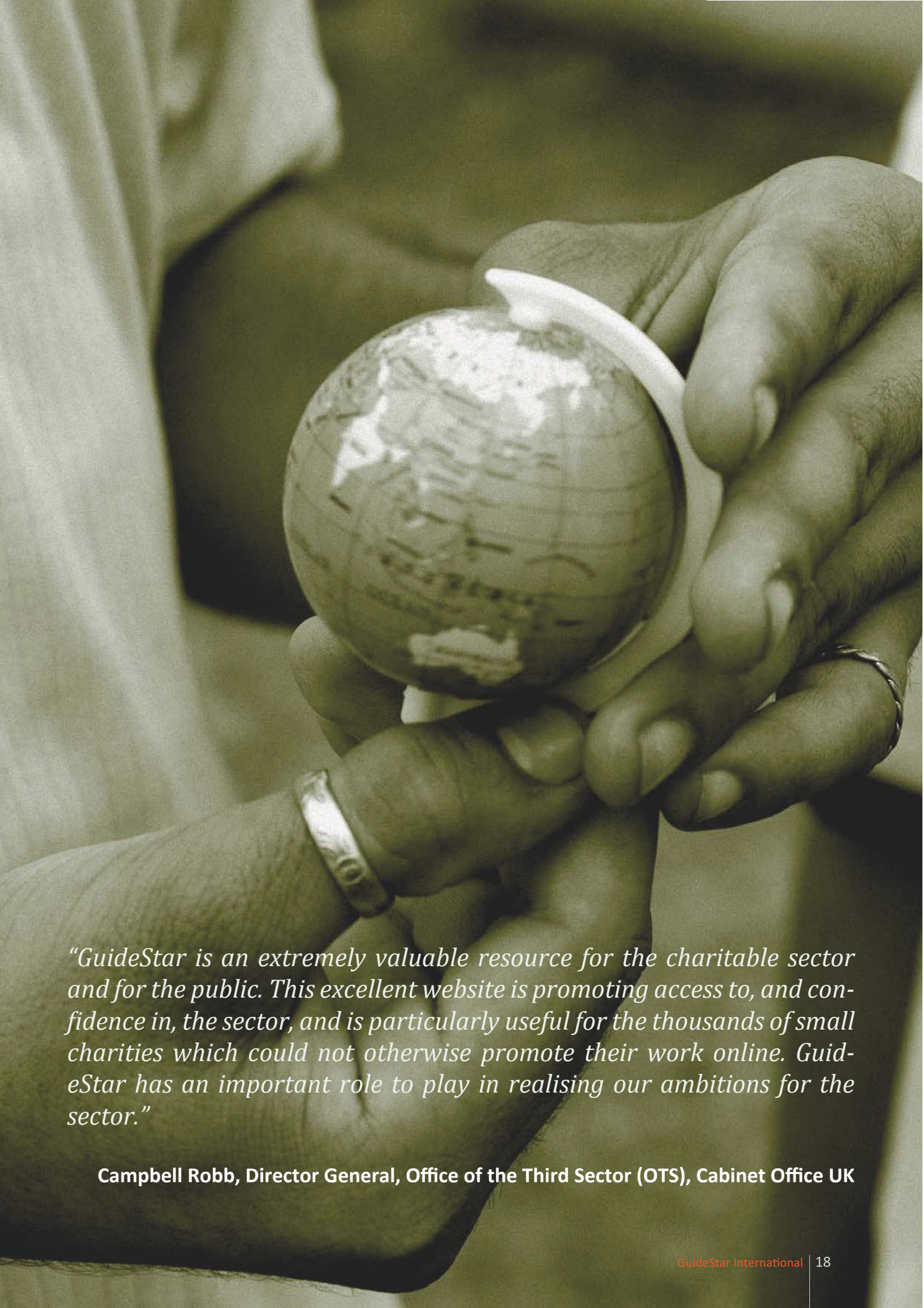
Before GuideStar was founded, information on for-profit companies in the US was readily available, but conducting research on non-profit organisations was difficult, time-consuming, and often costly for everyone involved. GuideStar US was created to support non-profit entities by enabling the free flow of information in a public forum. This allowed supporters and non-profit managers to research and understand different organisations' missions, programs, and levels of performance. GuideStar's database includes information on all tax-exempt nonprofits registered with the IRS. Currently, there are more than 1.7 million organisations in the database including information on more than 900,000 public charities, approximately 118,000 private foundations, and nearly half a million other exempt organisations.

[www.guidestar.org](http://www.guidestar.org)



GuideStar UK was established in response to the 2002 Cabinet Office Strategy Unit Report. The report found that the level of information available to the public on charities was inadequate. In December 2005, GuideStar UK launched the free public website following comprehensive consultation with the UK voluntary sector. Currently, the GuideStar UK site contains details of the 169,000 registered main charities in England and Wales. The base information about each charity is provided from the records of the Charity Commission - and subsequently maintained and updated by the charities themselves using online editing tools that we provide. It aims to promote greater public understanding of the work of charities and how they are managed. It has also become an invaluable source of statistical and financial information for grant makers, researchers and public policy makers.

[www.guidestar.org.uk](http://www.guidestar.org.uk)



*“GuideStar is an extremely valuable resource for the charitable sector and for the public. This excellent website is promoting access to, and confidence in, the sector, and is particularly useful for the thousands of small charities which could not otherwise promote their work online. GuideStar has an important role to play in realising our ambitions for the sector.”*

**Campbell Robb, Director General, Office of the Third Sector (OTS), Cabinet Office UK**

## Germany

“According to a government commissioned survey, 23 million people volunteer in Germany (Freiwilligen survey, 2005) about half of the third sector’s 1.2 million organisations are formally registered as legal persons. Yet, due to a lack of publicity and unsystematic reporting, information on non-profit organisations in Germany is scarce and the visibility of the third sector’s activities low.

By providing organisations with a central platform like GuideStar to share information on their work in a structured way we intend to fill this transparency gap. DZI, the German Central Institute for Social Issues, is taking a lead towards building a GuideStar system, utilising its long history of collecting and providing information on donations, soliciting organisations and accreditation procedures. The experience and reputation of DZI and GuideStar will help to attract organisations, build trust and ultimately give organisations room to tap their potential.”

Charlotte Buttkus  
Research Associate  
GuideStar Deutschland at (DZI)

## Hungary

“The non profit sector as we know it has only developed in the last 15 years, following the demise of the socialist era. The government has passed a decree to allow for the establishment of a non profit information portal, which sourced information from different state institutions.

A GuideStar system that enables organisations to report into one comprehensive system will present tremendous value. It will enable Hungary to present its NGO sector in a transparent manner to the national and international public and grantmakers. Organisations will also be able to benchmark themselves against peer organisations in other countries and develop new relationships and partnerships.”

Zsofia Makadi  
Project Manager  
GuideStar Hungary

## Japan

“Japan has many websites which provide information on third sectors by sectoral categories. These are operated by government and non-profit organisations. However, there is no website which provides information about all CSOs (approximately 306,600 exist in Japan). Even the search system available for Public Benefit Corporations operated by the Ministry of General Affairs is not meeting the needs of civil society and beneficiaries.

We have a high degree of expectation for the GuideStar system to resolve these kind of problems. JACO decided to lead the GuideStar initiative since we support public benefit organisations as an umbrella organisation in Japan, and we hope that the GuideStar that eventually develops will help civil society to prosper further.”

Tatsuo Ohta, President/CEO,  
Japan Association of Charitable  
Organizations

## The Netherlands

“The CBF believes that transparency of the charity sector in Holland is vital to increase public confidence. For the last ten years we have been gathering and disseminating information on fundraising organisations and providing analysis to the public.

A GuideStar system will help us achieve our aims of enhancing transparency about Dutch charity. We teamed up with the GuideStar Europe initiative to benefit from the exchange of information and experience in order to get closer to successfully launching a nationwide and even European wide information system about the charity sector.”

Adri Kemps, Director  
Central Bureau on Fundraising (CBF)

## India

“The vast and vibrant nonprofit sector in India needs a comprehensive online database so that donors, government, academicians and nonprofits themselves have convenient access to data to make informed decisions.

GuideStar International, working together with partners like Give India, the Credibility Alliance and Murray Culshaw Consulting, has engaged nonprofits, key players in the voluntary sector and various government departments. The initial direct invitation to about 500 nonprofits met with encouraging response. We look forward to working with GuideStar International to make GuideStar India a reality.”

Pushpa Aman Singh, CEO  
GuideStar India

## Israel

“In recent years, we are witnessing a continuous increase in the scope of civil society activities in Israel. This growth has been accompanied by the development of important infrastructures such as umbrella organisations and academic departments in this field. Despite this, an information gap still exists concerning civil society organisations. This gap requires the development of an accessible database enabling all those involved in the field to take informed decisions when deciding to donate money, volunteer, receive services, or cooperate with NPOs.

Over the past few years the Israeli government and philanthropic bodies have identified the need to make this information accessible to the public. In March 2009 a unique agreement was signed providing for cooperation between the government and civil society leaders in order to establish GuideStar Israel, on the basis of the reports submitted to the government by NPOs, together with a mechanism for collecting voluntary information”

Royi Biller  
Program Officer,  
Technology & Knowledge  
Yad Hanadiv

## South Korea

“In line with rapid economic growth in Korean Society, there has been a growing demand to meet the needs of civil society, especially with respect to social problems such as welfare.

To meet these needs many non-profit organisations have been working and growing, however, the important material platform has been limited to one off donations from a company or small number of individuals, which makes it difficult for constant development of non-profit organisations.

To solve these problems, there was an absolute need to enable a donation culture, which would encourage the individual to donate on a regular basis. To facilitate this, a GuideStar was adopted as it provides detailed information on nonprofit organisations and promotes transparency. We firmly believe that the application of a GuideStar system will increase our chances of bringing about a remarkable development in Korean civil society organisations.”

Du Jun Park, Executive Director,  
GuideStar Korea Foundation

## Africa

“Why GuideStar? GuideStar is a specialised architecture. It is a portal that allows you to capture data and organise it in a way that is easily presentable, with a better appearance. More importantly, GuideStar operates as a basic directory that enables us to populate the portal with profile data on the African civil society, from the smallest informal societies to the largest formal networks, in a manner that reflects the vastness and dynamism of the sector. This is achieved partly by cooperating with, and stimulating the public registration of Civil Society Organisations (CSOs) at the national and decentralised levels.

At the same time, it makes it easy and affordable for individual CSOs to tell their stories as elaborately as they wish.

Also, the data collection, compilation and analysis of African CSOs are not coherently and systematically captured. Yet there is a range of issues that can be tackled through registration: Who is who? Who does what? What are the outcomes? What are the impacts? It would be great if all these questions could be answered. No one has really attempted to do so. There is no one place that you can go and find such information. We believe that GuideStar will facilitate this.”

Jalal Abdel-Latif, Chief of Section  
Governance and Public Administration  
Division GPAD), Civil Society Section, United  
Nations Economic Commission for Africa  
(UNECA), Addis Ababa, Ethiopia

## Belgium

“We decided to start a GuideStar project because we want to show donors that Belgium’s civil society sector is transparent and that we can account for money spent. So it is a philanthropic aim.

Also we know that GuideStar helps not only donors but nonprofits. It can help the sector to better understand itself. It is for the nonprofit inside the nonprofit so to speak. The main aim is to improve philanthropy and generosity in Belgium. We can work with GuideStar to improve the benchmark for nonprofit transparency.”

Benoît Fontaine  
Advisor, King Baudoin Foundation

**Wealth and Philanthropy Virtues Intermediaries**, ©The Economist Newspaper Limited, London, 23 February 2006

*“For more comprehensive information about who is doing what in the philanthropic world, there is GuideStar. Nicknamed the “Bloomberg screen of philanthropy”, (GuideStar)... makes available online, free of charge, the tax-return data filed by 1.5m charitable organisations, together with additional information.”*

**San Francisco Chronicle, Charities face more pressure to be accountable**, Mark O’Keefe, Newhouse News Service, 28 January 2003

*“Like no other technological development before it, GuideStar has spurred philanthropic accountability.”*

# What the

**Third Sector Magazine, Nick Cater, How well will charities measure up?**, 7 December 2005

*“Apart from the enormous value in having all the useful information about every charity available in one independent – i.e. away from the regulator – non profit location, the GuideStar idea provides a level playing field for smaller outfits and encourages charities to file accounts on time and explain their mission clearly. This is especially useful for the burgeoning charity sector in less developed countries, where anything that improves efficiency and trust will be a boost. If GuideStar UK and its sisters can in time network themselves, the prospects for cross-border philanthropy look far more positive.”*

**BBC Radio 2, Website of the Day**, 16 January 2006

*“Fantastically useful resource.”*

**Money.co.uk How To Make Sure Your Money Goes to a Legitimate Charity**, Sally Darby, 13 March 2009

*GuideStar enables you to donate to a charity working on a specific cause that might be of particular interest to you or that is operating in your local area ...In this way you can identify a charity suited to you that you would most like to help out. You can then access the charity's site directly to donate your money, or to look at the volunteering vacancies available. You may find a charity close to you that you never knew existed, and be safe in the knowledge that your money is going to a worthwhile place.*

**WebUser Magazine**, 2 February 2006

*“It is fast and easy to get around this simple and straightforward site, and it offers an excellent source of information for people who are looking for a new place to donate their hard earned cash, or who want to check a charity’s credentials.”*

**Fresource**, 2008

GuideStar Europe looking to provide pan-European cross border search facility for finding registered charities

*(GuideStar Europe) could be very good news indeed for fundraisers and researchers looking for a much easier way of searching for Europe-wide trusts and foundations than is currently available.”*

# Press say

**The Financial Times, Giving in the internet age**, Sarah Murray,  
10 December 2007

*“Some online resources are well established. GuideStar and GuideStar International provide web-based databases of many thousands of non-profit organisations, allowing users to search for information about a specific charity or look for organisations working in an area of interest, such as healthcare or humanitarian relief.”*

**Which? Magazine**

**Giving to charity**, September 2009

*Is it better to give to a big household- name charity because you can be sure your money will be well spent? or a smaller, local charity because it’s more personal and will have less expenses? There’s no right or wrong answer – but having somewhere to go to find out more information about charities and what they spend your money on can help. GuideStar UK aims to cut through the confusion.*

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