

# Candid.

## Guide to GuideStar Pro

The ultimate resource for nonprofit information and insights

**GuideStar Pro** is the best place to discover what nonprofits work on, where and how they do their work, and their operational details.

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## Perform a **basic search** for any nonprofit

Whether you are looking for a specific organization or lists of nonprofits who work in a specific cause area, a geographic region, and/or who have certain financial levels, **GuideStar Pro** can help.

- 1 If you have an organization in mind, search by name, EIN, or keywords.

The screenshot shows the top navigation bar with the Candid logo, a 'Pro Search' button, a search icon, and links for 'Search', 'Update Nonprofit Profile', 'Products', 'Blog', and 'Support'. A user profile dropdown shows 'Hi GuidestarUser'. Below the navigation is a search bar with the text 'Search GuideStar Pro' and radio buttons for 'Organizations' (selected) and 'People'. The main search input field contains the placeholder text 'Enter organization name or keyword' and a yellow 'Search' button.

- 2 To find organizations to support in your community, use the Geography filters.

The screenshot shows the 'Geography' filter section with tabs for 'Geography', 'Organization', and 'Financials'. The 'Geography' tab is active. It lists several filter categories with expand/collapse icons: 'STATE' (minus icon), 'ZIP CODE' (plus icon), 'METRO STATISTICAL AREA (MSA)' (plus icon), 'CITY' (plus icon), and 'COUNTY' (plus icon). Each category has a corresponding input field for filtering.

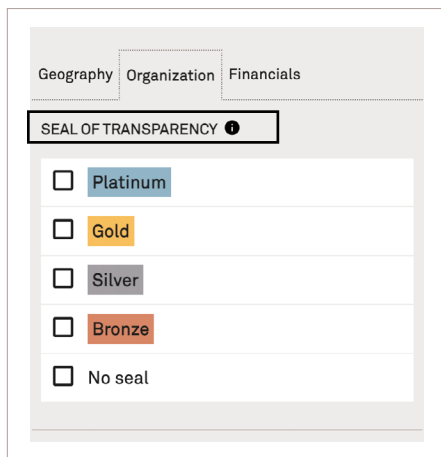
- 3 Research nonprofits to support based on a mission using Subject Area filters.

The screenshot shows the 'Subject Area' filter section with tabs for 'Geography', 'Organization', and 'Financials'. The 'Organization' tab is active. It lists several filter categories with expand/collapse icons: 'SEAL OF TRANSPARENCY' (info icon), 'SUBJECT AREA' (info icon, plus icon), 'POPULATIONS SERVED' (plus icon), and 'IRS SUBSECTION' (plus icon). Each category has a corresponding input field for filtering.

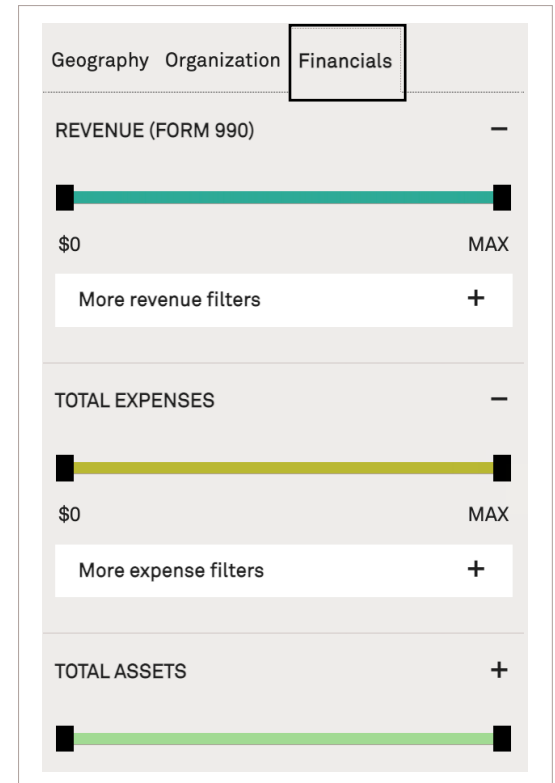
# Advanced search tips

**1** Nonprofit profiles with a Seal of Transparency will give you access to in-depth details.

	Platinum	Gold	Silver	Bronze
Program metrics	●			
Financials/demographics	●	●		
Program information	●	●	●	
Basic contact information	●	●	●	●

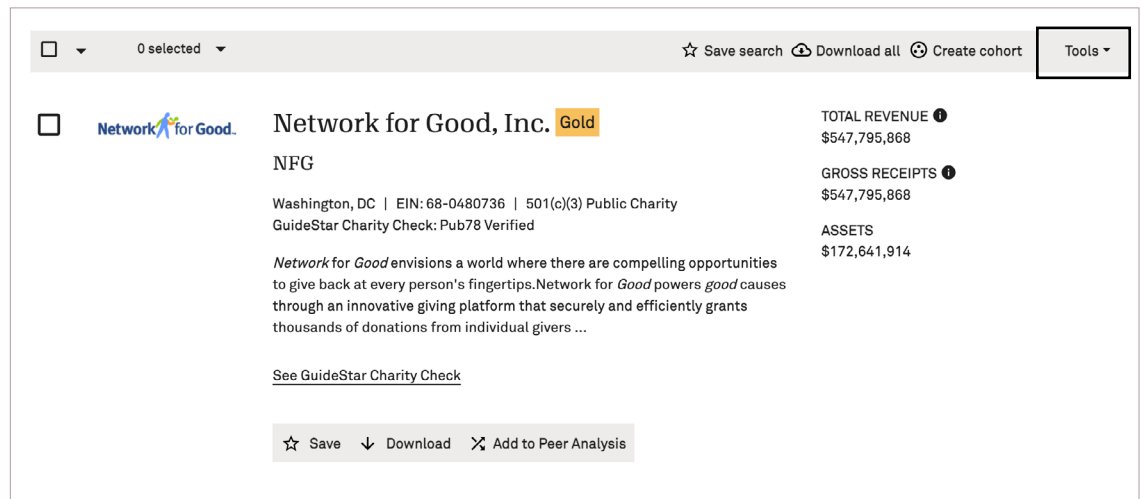


**2** Partner with nonprofits of a certain size by utilizing the Revenue or Expenses filters.



**Tip:** Download your search results to an Excel file to enable quicker and easier in-depth analysis. Simply select which results you want to download and click "Download All." (Available with Pro Plus)

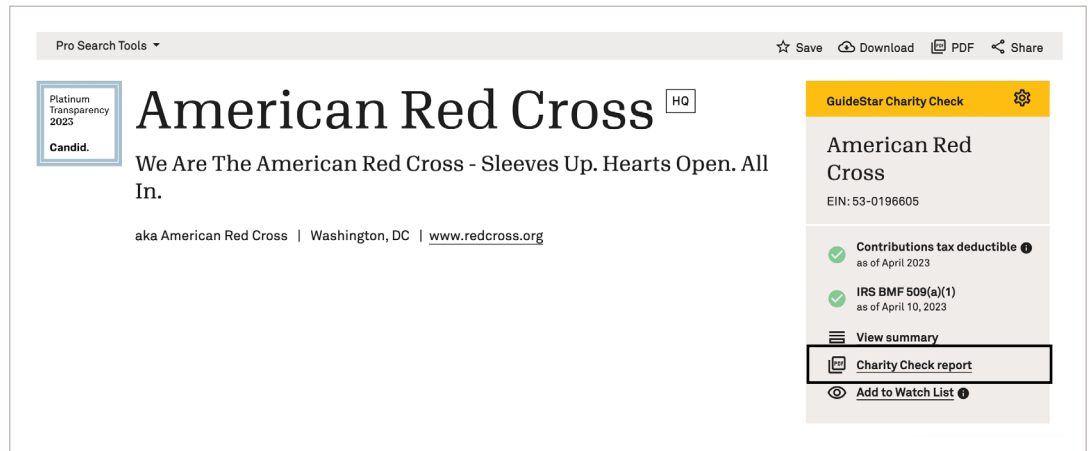
**3** Save your search. Our data is refreshed daily, so you'll want to come back to check out the new information. You can find your saved searches by clicking Tools on the of the search page.



# Verify nonprofits' eligibility with ease

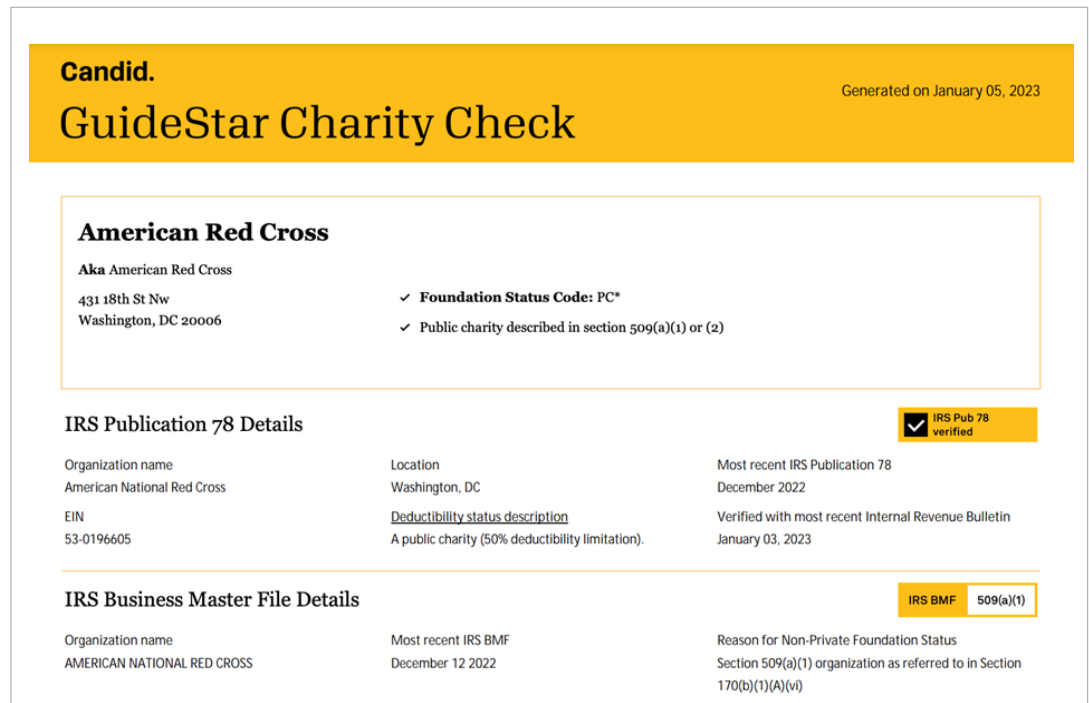
When you're doing prospect research, it's important to confirm if the nonprofit is charitable and IRS-verified. **GuideStar Pro** makes it easy with our Charity Check feature.

- 1 On a nonprofit's profile, simply click "Charity Check report" to read the nonprofit's IRS information.



The screenshot shows the profile page for the American Red Cross. At the top left, there is a "Platinum Transparency 2023" badge and a "Candid." label. The main heading is "American Red Cross" with a "HQ" tag. Below the heading is the tagline "We Are The American Red Cross - Sleeves Up. Hearts Open. All In." and the address "aka American Red Cross | Washington, DC | www.redcross.org". On the right side, there is a "GuideStar Charity Check" section with a gear icon. This section lists "American Red Cross" with EIN: 53-0196605. It shows two green checkmarks: "Contributions tax deductible as of April 2023" and "IRS BMF 509(a)(1) as of April 10, 2023". Below these are links for "View summary", "Charity Check report" (highlighted with a black box), and "Add to Watch List".

- 2 Explore the Charity Check report to review key IRS information in a PDF.

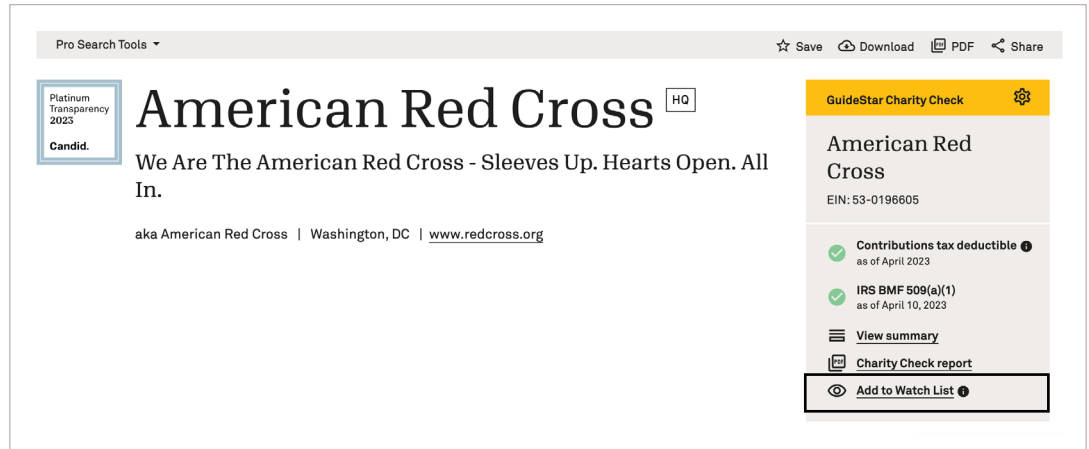


The screenshot shows the "Candid. GuideStar Charity Check" report for the American Red Cross, generated on January 05, 2023. The report is divided into several sections. The "American Red Cross" section includes the address "431 18th St Nw, Washington, DC 20006" and two checkmarks: "Foundation Status Code: PC\*" and "Public charity described in section 509(a)(1) or (2)". The "IRS Publication 78 Details" section includes a table with columns for Organization name, Location, and Most recent IRS Publication 78. The "IRS Business Master File Details" section includes a table with columns for Organization name, Most recent IRS BMF, and Reason for Non-Private Foundation Status. A yellow "IRS Pub 78 verified" badge is visible in the top right of the report area.

Organization name	Location	Most recent IRS Publication 78
American National Red Cross	Washington, DC	December 2022

Organization name	Most recent IRS BMF	Reason for Non-Private Foundation Status
AMERICAN NATIONAL RED CROSS	December 12 2022	Section 509(a)(1) organization as referred to in Section 170(b)(1)(A)(vi)

- 3 Add nonprofits to your watch list using "Add to Watch List" to receive real-time email alerts about their charitable status.



This screenshot is identical to the one in step 1, showing the American Red Cross profile page. The "Add to Watch List" button in the "GuideStar Charity Check" section is highlighted with a black box.

- 4 If you regularly need to check the current status on a set of nonprofits, Candid's Bulk Check feature is here to help. Follow the [Bulk Check set-up instructions](#).

## Get your Bulk Charity Check Report

This will generate a .CSV file with the Charity Check status of each organization in your Watch List. Note, this report will take a few minutes to appear in your download history section below. See the [Charity Check FAQs](#) for more information.

Get your Bulk Check

## Save time evaluating nonprofits

GuideStar nonprofit profiles give you access to the information you need to assess nonprofits, such as: program information, contact names, and financials.

- 1 To determine if a nonprofit is ideal for you to partner with, review their work and its impact by exploring their program information, mission, and year-over-year results.

### Programs and results

Reports and documents

[Download annual reports](#)

[Download other documents](#)

#### What we aim to solve

SOURCE: Self-reported by organization

Since our founding by Clara Barton on May 21, 1881, the American Red Cross has been dedicated to serving people in need. We received our first congressional charter in 1900 and... [Read more](#)

#### Where we work

Puerto Rico; Global; U.S. Virgin Is.; Guam; United States



#### Our programs

SOURCE: Self-reported by organization

What are the organization's current programs, how do they measure success, and who do the programs serve?

##### Lifesaving Blood

Every two seconds someone in the U.S. needs blood. It is essential for surgeries, cancer treatment, chronic illnesses, and traumatic injuries. Whether a patient receives whole blood, red cells, platelets or plasma, this lifesaving care starts with one person making a generous donation. To learn about American Red Cross lifesaving blood work, please visit [www.RedCrossBlood.org](http://www.RedCrossBlood.org)

- 2 The Operations section of the profile is where you will find the nonprofit's decision-makers that you'll want to contact.

### Operations

The people, governance practices, and partners that make the organization tick.

#### American Red Cross Officers, directors, trustees, and key employees

SOURCE: IRS Form 990

Compensation  
Other  
Related

Show data for fiscal year 2021

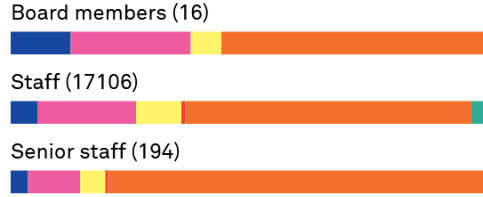
\$752,608	Clifford Holtz CHIEF OPERATING OFFICER
\$28,512	
\$0	
\$723,752	Chris Hrouda PRESIDENT, BIOMEDICAL SERVICES
\$28,037	
\$0	
\$696,099	Shaun Gilmore CHIEF TRANSFORMATION OFFICER
\$27,597	
\$0	
\$627,532	Gail McGovern PRESIDENT & CEO
\$12,951	
\$0	
\$803,714	Brian Rhoa CHIEF FINANCIAL OFFICER
\$26,240	
\$0	
\$461,236	Phyllis Harris GENERAL COUNSEL
\$30,097	
\$0	
\$458,794	Melissa Hurst CHIEF HUMAN RESOURCES OFFICER
\$30,089	
\$0	
\$455,421	Don Herring CHIEF DEVELOPMENT OFFICER
\$12,758	
\$0	
\$397,952	Harvey Johnson PRESIDENT, HUMANITARIAN SERVICES
\$9,163	
\$0	

#### Compensation data

Download up to 5 most recent years of officer and director compensation data for this organization

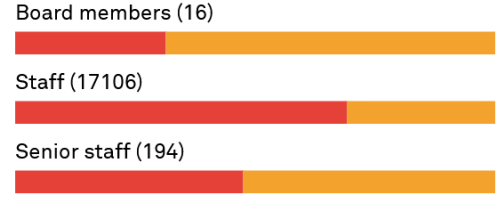
**Tip:** Check the nonprofit's demographic information to learn if they are aligned with your organization's values. You can find this data further down under Operations.

## Race & ethnicity



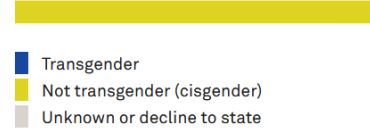
- Asian/Asian American
- Black/African American
- Hispanic/Latino/Latina/Latinx
- Middle Eastern/North African
- Native American/American Indian/Alaska Native/Indigenous
- Native Hawaiian/Pacific Islander
- White/Caucasian/European
- Multiracial/Multiethnic
- People who prefer to identify with another race or ethnicity
- Unknown or decline to state

## Gender identity



- Female
- Male
- Non-binary
- Unknown or decline to state

### Board members (16)



3

The Financials section of the profile offers an interactive Revenue vs. expenses chart that shows up to 10 years worth of data.

**Tip:** Download Data for the most detailed nonprofit revenue and expense report and view it offline anywhere, anytime. (Available with Pro Plus)

## Financials

American Red Cross  
Fiscal year: Jul 01 - Jun 30

### Revenue vs. expenses: 2021 breakdown

SOURCE: IRS Form 990

NET GAIN/LOSS: \$294,158,251 in 2021

Total revenue:	\$3,090,183,560
Contributions:	\$792,743,318
Gov't grants:	\$170,199,595
Program services:	\$1,999,617,756
Investments:	\$98,622,716
Special events:	\$2,243,926
Sales:	\$0
Other:	\$26,756,249
Total expenses:	\$2,796,025,309
Program services:	\$2,547,536,293
Administration:	\$83,096,747
Fundraising:	\$165,392,269

Note: When component data are not available, the graph displays the total Revenue and/or Expense values.

