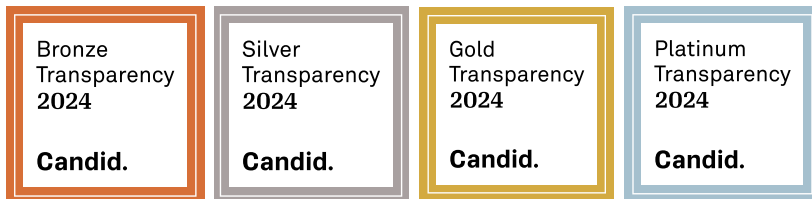


Candid.

2024 Seals of Transparency guide



Best practices

- Seals need to be earned in order. Start with Bronze and work your way to Platinum
- Update your information at least once a year—otherwise your Seal will expire
- We recommend you review all your fields to make sure they're as up to date as possible
- In Gold, the reported data must be from the latest available fiscal year (2022 or 2023)
- In Platinum, at least one metric must be from 2023



Bronze Seal

Provide basic information to make sure donors find you

	Required	Optional
Identification information	Organization name EIN	Telephone Fax
Additional names		Also known as Doing business as Formerly known as
Address	Mailing address	Physical address International address
Website	Website URL (or "Don't have one")	
Primary contact	Name Email	Title Telephone
Fundraising contact		Name Title Email Telephone
Donation information	Legal name Payment address	EIN of payable organization
Mission	Mission statement Subject area	Keywords
Organization leader (+ option for co-leader)	Name	Title Email Short biography LinkedIn URL



Silver Seal

Share program(s) information and brand details to guide funding decisions

	Required	Optional
Programs	Organization target population Program name Program description Geographic area served	Individual program target population
Grantmaker status	Does the organization make grants or donations? (Yes/No)	If you selected "Yes": Grantmaker Information — Type of organization you are — Type of organization you fund — Support Strategies — Transaction Types Grant Application Information — Applications accepted (Y/N) — Application URL — Application policies — Application restrictions — Formal application requirement — Application deadlines — Deadline notes/comments
Brand	Logo (or "Don't have one") Tagline (or "Don't have one") Social media user names (or "Don't have one")	Photos Videos



Gold Seal

Upload your financial details (**Option A** or **B**), board chair name, and leadership demographics to gain trust and support

	Required	Optional
Financials	A Audited financial statement (2022 or 2023) or B Fiscal year start date Fiscal year end date (2022 or 2023) Contributions, gifts, and grants Total revenue Program expenses Administration expenses Total expenses Total assets Total liabilities Net assets or fund balance	Population served Program service revenue Membership dues Net income from special events Other revenue sources Other revenue amount Fundraising Payments to affiliates Other expenses and amounts If "Yes" on grantmaker question: Total Giving
Board chair (+ option for co-chair)	Name	Company/organization Term dates LinkedIn URL
Board members		Name Company/organization
Other staff		Type Name Title
Leader demographics	Race & ethnicity (or "Decline to state") Gender identity (or "Decline to state") Sexual orientation (or "Decline to state") Disability status (or "Decline to state") Go to cdn.candid.org/pdf/candid-demographic-data.pdf for demographic questions and best practices and definitions	

Platinum Seal

Share your strategic plan, progress, and results (**Option A** or **B**) to highlight your impact and boost your funding

	Required	Optional
Strategy and goals	<p>A Strategic plan (Must be no older than 5 years)</p> <p>or</p> <p>B What is your organization aiming to accomplish? What are your strategies for making this happen?</p>	<p>Problem overview</p> <p>Sustainable Development Goals</p> <p>Organization capabilities</p> <p>Progress</p>
Metric indicators	<p>Quantitative metrics (at least 1 from 2023)</p> <ul style="list-style-type: none"> — Assign type of metric — Assign direction of success 	<p>Quantitative metrics</p> <ul style="list-style-type: none"> — Assign a program — Assign a target population — Add a context note
Evaluation documents		External evaluation document

Additional sections

Organization demographics

Leader, board members, senior staff, staff

Optional

Share the number of individuals in your organization according to each category. Report on the following demographic categories: Race & Ethnicity, Gender Identity, Sexual Orientation, and Disability Status

Go to cdn.candid.org/pdf/candid-demographic-data.pdf for demographic questions and best practices and definitions

Equity strategies

Go to cdn.candid.org/pdf/candid-demographic-data.pdf for Equity

Strategies Checklist

Board leadership practices

Not independently incorporated

Optional

Opt-out for organizations not required to have a board

Board orientation & education

Yes/No: Does the board conduct a formal orientation for new board members and require all board members to sign a written agreement regarding their roles, responsibilities, and expectations?

CEO oversight

Yes/No: Has the board conducted a formal, written assessment of the chief executive within the past year?

Ethics & transparency

Yes/No: Have the board and senior staff reviewed the conflict-of-interest policy and completed and signed disclosure statements within the past year?

Board composition

Yes/No: Does the board ensure an inclusive board member recruitment process that results in diversity of thought and leadership?

Board performance

Yes/No: Has the board conducted a formal, written self-assessment of its performance within the past three years?

Feedback practices**Optional****Relevance**

Yes/No/NA: Does your organization collect feedback (i.e., perceptions, opinions, ideas, concerns) from the people you serve? Who are the people you serve with your mission? Describe briefly. (max 800 char)

Practices

Yes/No: Does your organization collect feedback (i.e., perceptions, opinions, ideas, concerns) from the people you serve?

Multiple choice: How is your organization using feedback from the people you serve?

Multiple choice: Which of the following feedback practices does your organization routinely carry out?

Resources

Multiple choice: What challenges does your organization face in collecting feedback from the people you serve?

Yes/No: Would you like to learn more about applying feedback practices in your organization by reviewing a resource page?

Additional documents**Optional****Organizational founding**

Year founded

Year of incorporation

Letter of incorporation

Letter of dissolution

Annual report

Recent Form 990

IRS documents

Form 990-T

Form 1023 or 1024

Certifications

Affiliation

Assessment or accreditation

Other documents**Notes from the nonprofit**