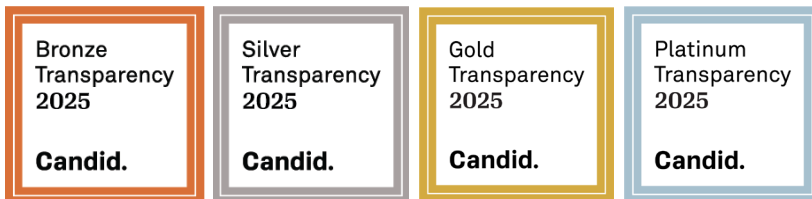


Candid.

2025 Seals of Transparency guide



Best practices

- Seals need to be earned in order
- 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 accurate
- In Gold, the reported data must be from the latest available fiscal year (2023 or 2024)
- In Platinum, at least one metric must be from 2024



Bronze Seal

Provide basic information so donors can find you and fund your work

	Required	Optional
Organization > About us	Organization name	Also known as Doing business as Acronym Former name Organization Logo Tagline or Slogan
Organization > What we do	Mission statement Subject area	Population served Geographic area served Videos Search tags
Organization > Contact information	Mailing address Website (or don't have one)	Phone Fax Physical address Additional address Additional phone Additional fax Organization support page Social media
People	Primary contact name Primary contact email Leader name (+ co-leader name) Leader role (+ co-leader role)	Primary contact title Primary contact phone Leader title (+ co-leader title) Leader email (+co-leader email) Leader bio (+ co-leader bio) Leader LinkedIn (+ co-leader LinkedIn) Leader demographics (+ co-leader demographics)
Donation	Legal name of organization EIN for payable organization Payment address (or don't accept donations/don't agree to share information with Candid partners)	



Silver Seal

Share program(s) information to guide funding decisions

	Required	Optional
Organization > What we do	Population served	
Program	Program name Program description Program geographic area served	Program subject area Program population served



Gold Seal

Upload financial details and leadership demographics to gain trust and support

	Required	Optional
Financials	Audited financial statement (2023 or 2024) or Form 990 / Form 990-EZ / Form 990-PF / Form 990-N (2023 or 2024)	
Demographics	Leader demographics (+ co-leader demographics): <ul style="list-style-type: none"> — Race & ethnicity — Gender identity — Transgender identity — Sexual orientation — Disability status Answer the above or choose Decline to state or We do not collect this information	Board demographics Senior staff demographics Staff demographics



Platinum Seal

Share goals, strategies, and metrics along with board demographics to highlight your impact and boost funding

	Required	Optional
Demographics	Board demographics: <ul style="list-style-type: none"> — Race & ethnicity — Gender identity — Transgender identity — Sexual orientation — Disability status Answer the above or choose Decline to state or We do not collect this information	Senior staff demographics Staff demographics
Impact	Quantitative Metric <ul style="list-style-type: none"> — Metric name — Metric value (2024) 	Additional metrics <ul style="list-style-type: none"> — Additional metric values — Program related to the metric — Notes about the metric — Additional notes
Goals & strategy	Organization's goals Organization's strategies	What we aim to solve

Additional sections

Organization demographics

Optional

Senior staff, Staff

Share the number of individuals in your organization according to each category.

Report on the following demographic categories: Race & ethnicity, Gender identity, Transgender identity, Sexual orientation, and Disability status.

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

Additional information >

Organization information

Optional

Year founded

Share more information about your organization, and anything else you want the viewer to know about your organization.

Additional comments