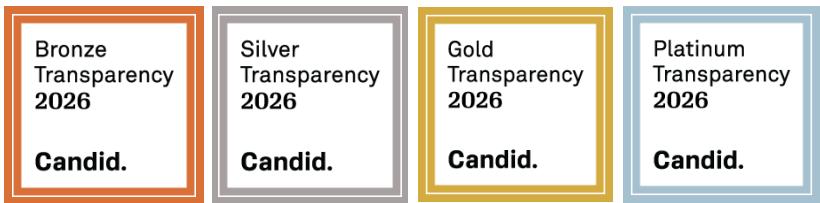


# Candid.

## 2026 Seals of Transparency guide



### Best practices

- Seals need to be earned in order
- Update your organization's profile throughout the year to make sure donors can see your recent accomplishments. Seals will expire and you'll lose access to benefits, if information is not updated yearly.
- Review all fields to make sure they're as accurate and up to date as possible
- In Gold, the reported data must be from the latest available fiscal year (2024 or 2025)
- You can choose "Decline to state" or "We do not collect this information" for any demographic responses; they are valid answers and fulfill Gold Seal and Platinum Seal requirements.
- In Platinum, at least one metric must be from 2025



# 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 or primary address Website (or don't have one)	Phone Fax 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
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

	<b>Required</b>	<b>Optional</b>
<b>Financials</b>	<p>Audited financial statement (2024 or 2025)</p> <p><b>or</b></p> <p>Form 990 / Form 990-EZ / Form 990-PF / Form 990-N (2024 or 2025)</p>	
<b>Demographics</b>	<p>Leader demographics (+ co-leader demographics):</p> <ul style="list-style-type: none"> <li>— Race &amp; ethnicity</li> <li>— Gender identity</li> <li>— Transgender identity</li> <li>— Sexual orientation</li> <li>— Disability status</li> </ul> <p>Answer the above or choose Decline to state or We do not collect this information</p>	<p>Board demographics</p> <p>Senior staff demographics</p> <p>Staff demographics</p>



# Platinum Seal

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

	<b>Required</b>	<b>Optional</b>
<b>Demographics</b>	<p>Board demographics:</p> <ul style="list-style-type: none"> <li>— Race &amp; ethnicity</li> <li>— Gender identity</li> <li>— Transgender identity</li> <li>— Sexual orientation</li> <li>— Disability status</li> </ul> <p>Answer the above or choose Decline to state or We do not collect this information</p>	<p>Senior staff demographics</p> <p>Staff demographics</p>
<b>Impact</b>	<p>Quantitative Metric</p> <ul style="list-style-type: none"> <li>— Metric name</li> <li>— Metric value (2025)</li> </ul>	<p>Additional metrics</p> <ul style="list-style-type: none"> <li>— Additional metric values</li> <li>— Program related to the metric</li> <li>— Notes about the metric</li> <li>— Additional notes</li> </ul>
<b>Goals &amp; strategy</b>	<p>Organization's goals</p> <p>Organization's strategies</p>	What we aim to solve

# Additional sections

Organization demographics	Optional
<b>Senior staff, Staff</b>	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 <a href="https://cdn.candid.org/pdf/candid-demographic-data.pdf">cdn.candid.org/pdf/candid-demographic-data.pdf</a> for demographic questions, best practices and definitions.
<b>Additional information &gt; Organization information</b>	
<b>Year founded</b>	Share more information about your organization, and anything else you want the viewer to know about your organization.
<b>Additional documents</b>	
<b>External assessments or accreditations</b>	
<b>Awards</b>	
<b>Additional comments</b>	
<b>Board leadership practices</b>	Share more information about your organization's board leadership practices
<b>How we listen</b>	Share more information about your organization's feedback practices