Bronze Transparency 2022 Candid. · Silver Transparency 2022 Candid. · Gold Transparency 2022 Candid. · Platinum Transparency 2022 Candid.

Candid.

2022 Candid Seals of Transparency guide

A best practice guide for collecting and sharing information about nonprofit organizations

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 (2020 or 2021)
- In Platinum, at least one metric must be from 2021

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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 Target population	Keywords
Grantmaker status	Does the organization make grants or donations? (Yes/No)	
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	Program name Program description Geographic area served	Target population
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 (2020 or 2021) **or** **B** Fiscal year start date Fiscal year end date (2020 or 2021) 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
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 bit.ly/nonprofitprofileDEI 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	**A** Strategic plan (Must be no older than 5 years) **or** **B** What is your organization aiming to accomplish? What are your strategies for making this happen?	Problem overview Sustainable Development Goals Organization capabilities Progress
Metric indicators	Quantitative metrics (at least 1 from 2021) Assign type of metric Assign direction of success	Assign a program Assign a target population Add a context note
Evaluation documents		External evaluation document

Additional sections

Organization demographics	**Optional**
Leader, board members, 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, Sexual Orientation, and Disability Status Go to bit.ly/nonprofitprofileDEI for demographic questions and best practices and definitions
Equity strategies	Go to bit.ly/nonprofitprofileDEI for Equity Strategies Checklist

Board leadership practices	**Optional**
Not independently incorporated	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	Multiple choice: How is your organization collecting feedback?
	Multiple choice: How is your organization using feedback?
	Text: Please describe a recent change in your organization that resulted from feedback (max 800 char)
	Multiple choice: With whom does your organization share feedback?
	How has asking for feedback from the people you serve changed your relationship with them or shifted power—over decisions, resources, rules or in other ways—to them? (max 800 char)
	Multiple choice: Which of the following feedback practices does your organization routinely carry out?
	Multiple choice: What challenges does your organization face in collecting feedback?
Resources	Yes/No: Would you be interested in taking a 10-minute organizational quiz, with the answers private only to you, to better understand the maturity level of your feedback practices?
	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	
IRS documents	Recent Form 990 Form 990-T Form 1023 or 1024
Certifications	Affiliation Assessment or accreditation
Other documents	
Notes from the nonprofit	