

CANDID (formerly [GuideStar](#))

The Candid (formerly [GuideStar](#)) Platinum Seal of Transparency is the highest level of recognition for nonprofit transparency, showing donors and partners that an organization shares detailed information about its **goals, strategies, capabilities, achievements, and progress indicators**, going beyond basic financials to demonstrate measurable impact and commitment to accountability. Achieving Platinum signifies an organization is in the top tier of transparency, highlighting its impact and how contributions make a difference.

What it signifies:

- **Top-Tier Transparency:** Places the nonprofit in the elite group of organizations sharing comprehensive data.
- **Focus on Impact:** Shows how the nonprofit measures its progress and the results of its programs.
- **Builds Trust:** Signals deep commitment to openness, accountability, and responsible management.

Information shared at the Platinum level (in addition to Bronze, Silver, and Gold):

- **Goals & Strategies:** Clear articulation of what the organization aims to achieve.
- **Capabilities:** What the organization can do.
- **Achievements & Progress Indicators:** Specific metrics showing the difference being made.
- **Demographics:** Information about the people served and the board.

How it's earned:

- Nonprofits must earn Bronze, Silver, and Gold Seals first, providing increasingly detailed information on finances, people, and programs.
- Platinum requires adding specific goals, strategies, and impact metrics, demonstrating a complete story of their work and results.

Why it matters for Donors & Funders:

- Provides valuable insights to assess performance and understand how donations are used.
- Acts as a visible signal of credibility, helping funders make educated decisions.

We're thrilled to announce that we've received GuideStar's highest recognition for transparency – the Platinum Seal. GuideStar is ...

