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Baldwin County Education Coalition reaches GuideStar's highest Seal of Transparency

SUMMERDALE, Ala. - Baldwin County Education Coalition recently earned the 2020 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, a service of Candid. The Platinum Seal allows donors to focus on progress and results. By sharing metrics that highlight progress the Coalition is making toward its mission, the organization is helping donors move beyond simplistic ways of nonprofit evaluation such as overhead ratios.

"In accordance with our long-held belief in being transparent about our work," said Terry Burkle, executive director, "we are excited to convey our organization's results in a user-friendly and highly visual manner. By updating our GuideStar Nonprofit Profile to the Platinum level, we can now easily share a wealth of up-to-date organizational metrics with our supporters as well as GuideStar's immense online audience, which includes donors, grantmakers, our peers, and the media."

To reach the Platinum level, the Coalition added extensive information to its Nonprofit Profile on GuideStar: basic contact and organizational information; in-depth financial information; qualitative information about goals, strategies, and capabilities; and quantitative information about results and progress toward its mission. By taking the time to provide this information, the Coalition has demonstrated its commitment to transparency and to giving donors and funders meaningful data to evaluate nonprofit performance.

"I encourage you to visit our profile on GuideStar to see what we're all about," added Burkle. "We're thrilled that our GuideStar Platinum Nonprofit Profile and its associated benefits help us better communicate our organization's initiatives to stakeholders and potential donors."

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About Baldwin County Education Coalition

The Baldwin County Education Coalition is an independent, nonprofit, nonpartisan organization of public school advocates. We work collectively through seven local education foundations that serve communities across Baldwin's 1600+ square miles to mobilize resources (financial, volunteer and in-kind) and support Baldwin County Public Schools. Our strength is in the value we bring to our individual communities and our shared vision for creating world-class schools. For more information, visit betterbaldwin.com.

About GuideStar Nonprofit Profiles

In February 2019, GuideStar joined forces with Foundation Center to form Candid, a new 501(c)(3) nonprofit organization. Today, GuideStar is a service of Candid. The GuideStar database contains a profile for every tax-exempt nonprofit registered with the IRS. The profiles are populated with information directly from nonprofits, the IRS, and other partners in the nonprofit sector. Candid encourages every nonprofit to claim and update its profile at no cost to the organization. Updating allows nonprofits to share a wealth of up-to-date information with the more than 13 million people who visit guidestar.org to learn more about nonprofit organizations each year. Updating also allows nonprofits to share information with the more than 200 philanthropic websites and applications that are powered by GuideStar data, such as AmazonSmile, Facebook, and Network for Good. To reach a given participation level, organizations must complete all required fields for that level. The GuideStar participation levels, acknowledged as symbols of transparency in the nonprofit sector, are displayed on all updated participants' profiles in the GuideStar database.

About Candid

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid connects people who want to change the world to the resources they need to do it. Candid's data tools on nonprofits, foundations, and grants are the most comprehensive in the world. Find out more at candid.org and on Twitter [@CandidDotOrg](https://twitter.com/CandidDotOrg).