

## Overview

GuideStar's matching and verification solution compares client-provided data sets with the GuideStar database to verify nonprofit (NPO) status and append data fields. Based on client-specific criteria and proprietary matching algorithms, GuideStar returns the best match, which typically includes an organization's full name, Employer Identification Number (EIN), city, state, zip code, and confirmation of tax-exempt status.

*Behind-the-scenes  
verification of nonprofit  
status and matching of  
specific organizations to  
nonprofit data.*

Clients can also receive rich historical and qualitative information, such as mission statements, cost structures, 509(a) status, and key financial and performance metrics. Timely NPO information is delivered in a variety of customizable report formats, and clients can synchronize their databases with GuideStar and append business-critical data fields to customize the returned data set. GuideStar's matching and verification solution is ideal for informing effective decision making, thorough understanding of constituents, seasonal or cyclical matching and verification needs, and varying grant volumes.

*Trusted NPO Intelligence—GuideStar Enterprise Solutions*



## How It Works

GuideStar works with clients to gather requirements and define data constructs to drive the matching and verification processes. Clients provide data fields, such as Employer Identification Number (EIN), organization name, city, and state, in a uniform batch format. The following three methodologies are then used to match and verify organizations, according to clients' business rules and compliance needs:

### *First-pass matching*

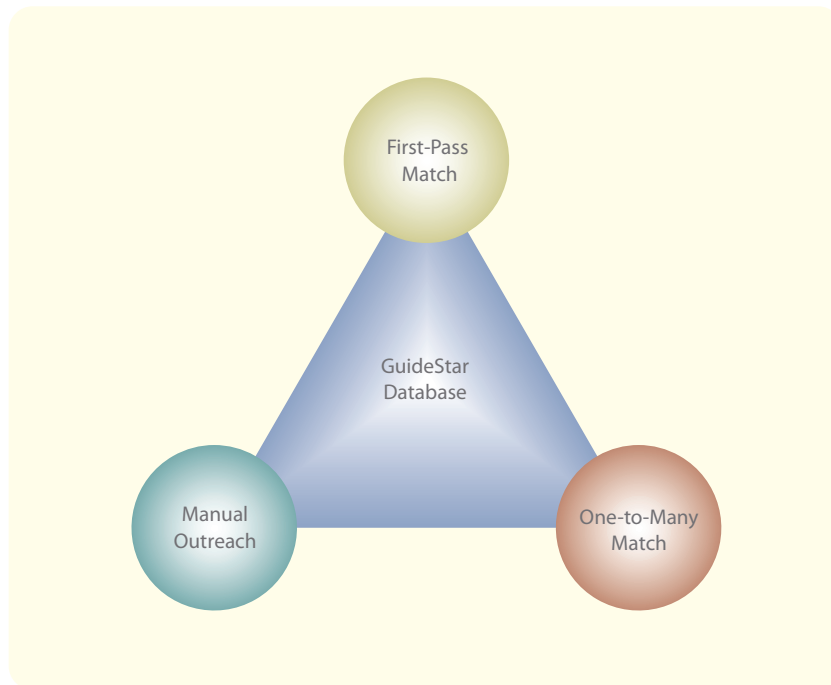
Client-provided data fields are automatically matched against the comprehensive GuideStar database of nonprofit organizations to verify tax-exempt status under Section 501(c) of the U.S. tax code.

### *One-to-many matching*

One-to-many matching is used to detect duplicate names to verify an organization's identity. For example, if a client provides the name "American Red Cross," one-to-many matching helps identify the specific American Red Cross affiliate being targeted, based on client-provided details such as city and state. In some instances, GuideStar provides a list of possible matches for the client to review.

### *Manual outreach*

GuideStar data editors research and identify organizations not found in the GuideStar database through phone, e-mail, and off-line and on-line research. This process includes new organizations lacking a letter of determination, smaller organizations not required to register with the IRS, schools, and church groups.



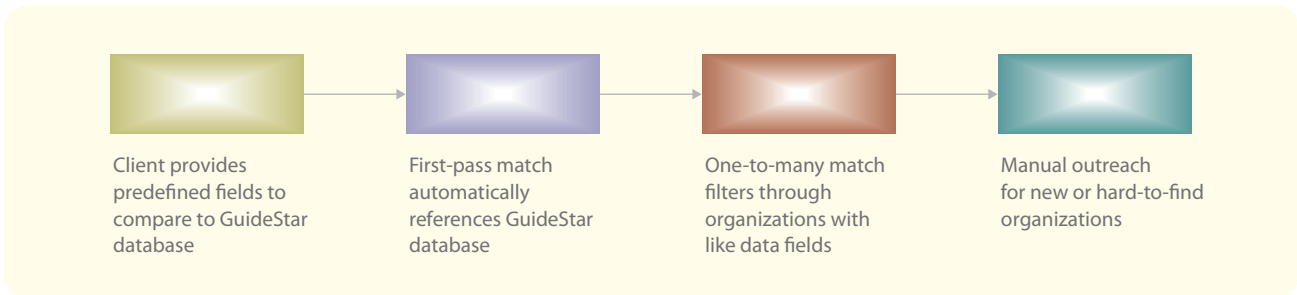
*Matching and verification is composed of three methodologies.*

GuideStar matching and verification services helps a variety of organizations, including:

- Clients that require matching and verification on a smaller scale—for example, a credit card company that needs to screen nonprofit applicants for a special, one-time discount offer.
- Organizations that periodically require matching and verification services—for example, an employee giving fund that only processes pledges during the holidays.
- Foundations that issue grants annually—for example, a donor-advised fund that lacks the in-house expertise to check grantees’ supporting organization status to ensure compliance with federal regulations for grantmaking activities. The grantees are cross-checked against GuideStar Charity Check, a technology solution that analyzes IRS information regarding tax-exempt organizations.
- Foundations that need to validate the status of specific nonprofit groups—for example, a private foundation that targets only nonprofits within its native state or only organizations that fund education or health-care initiatives.
- Small organizations that need to match and verify NPOs yet lack an IT infrastructure and staff to implement a comprehensive GuideStar technology solution—for example, a volunteer-staffed community foundation seeking to verify a small number of tax-exempt organizations for deduction purposes.

United eWay (UeW) administers a suite of on-line tools developed by the United Way of America to manage employee giving campaigns for its affiliates. UeW selected GuideStar’s matching and verification solution to confirm the 501(c)(3) public charity status of employee-designated pledges. Because the United Way campaign lasts from September until February each year, staffers were previously required to shift gears during the six-month time frame to match and verify a high volume of potential recipients. The lack of an efficient, proven methodology to confirm organizations’ tax-exempt status caused significant delays in delivering pledged dollars to nonprofit recipients.

UeW can now quickly screen nonprofit organizations to confirm identity, verify eligibility, and synchronize its database with GuideStar. For organizations not in the GuideStar database, GuideStar representatives provide manual outreach services to verify status and request additional information. In addition to time savings, the GuideStar matching and verification solution ensures that UeW only works with legitimate NPOs, reducing the chance of fraud and ensuring regulatory compliance. The GuideStar partnership has helped United Way affiliates process pledges for more than 25,000 organizations faster, while keeping eWay employees focused on their primary responsibilities.



*Matching and verification is a multi-step process.*

## GuideStar Enterprise Solutions Portfolio

Designed for professional use, GuideStar Enterprise Solutions supports several integration methodologies to deliver robust GuideStar nonprofit data:

### *Web Services*

GuideStar delivers data by Web link or Web service call via variable search input criteria.

### *Hosted Solutions*

GuideStar provides the infrastructure, development, and resources for a fully hosted on-line solution.

### *Enterprise Data Integration*

GuideStar delivers custom data sets for integration or aggregation with clients' business applications and other data sources.

### *Subscription Services*

GuideStar delivers its core product portfolio (GuideStar Premium, Charity Check, and the *Nonprofit Compensation Report*) for 11 or more enterprise seats.

### *Matching and Verification*

GuideStar delivers matching and verification services that compare client-provided data sets with the GuideStar database to verify nonprofit status and append data fields.



**GUIDESTAR**<sup>®</sup>

### *About GuideStar*

Connecting people and organizations with information on the programs and finances of more than 1.7 million IRS-recognized nonprofits, GuideStar serves a wide audience inside and outside the nonprofit sector, including individuals, donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media.

For more information about GuideStar Enterprise Solutions, call 800.421.8656 or e-mail [enterprisesolutions@guidestar.org](mailto:enterprisesolutions@guidestar.org)

[www.guidestar.org](http://www.guidestar.org)