

Submitting Demographic Data to Candid

FAQs for Grantees

<p>What is Candid?</p>	<p>Candid is a 501(c)(3) nonprofit specializing in information on U.S. nonprofit organizations. In 2016, its database provided information on 2.5 million organizations. Candid is a well-known, well-established central repository that many organizations use.</p> <p>One service Candid provides is GuideStar profiles, which allow organizations to provide information about themselves and to be recognized through their Seal of Transparency program. GuideStar by Candid is a free service. While there are fee-based upgrades that allow more functionality, the free account is all you need to enter demographic data on your organization. Organizations can earn GuideStar Seals of Transparency by adding information about their programs including measures of progress, operations – including diversity, equity, and inclusion (DEI) information—and financials.</p> <p>Candid is committed to diversity, equity, and inclusion in their own work and with partners. They aim to strengthen your organization and the sector.</p>
<p>What information will the Packard Foundation collect via Candid?</p>	<p>Candid currently allows non-profit organizations to add demographic data on race and ethnicity, gender identity, sexual orientation, and disability status for Board, senior staff and staff and has a section for organizations to share their equity strategies. All demographic questions are OPTIONAL to submit through Candid. The Packard Foundation will review what grantees choose to submit.</p>
<p>How will this data be collected?</p>	<p>The Packard Foundation is encouraging all US-based non-profit grantees to create/update your GuideStar profile and achieve a Gold Seal of Transparency, including completing the Demographic survey by December 31, 2021.</p> <p>If your organization already has a GuideStar account, please log in and update your organization’s demographic profile. If you do not currently have an account, identify the appropriate person in your organization to manage your GuideStar profile and register an account: https://learn.guidestar.org/update-nonprofit-report.</p> <p>Here are instructions for completing your profile and demographic survey:</p> <ul style="list-style-type: none"> • How to update your GuideStar profile • How to collect and share DEI data • Current demographic questions and instructional video • Help Center
<p>How will the Packard Foundation use this data?</p>	<p>Our purpose in asking you to submit your data is to understand who we are funding so that we can work to create more positive experiences for organizations led by and serving people of color and increase transparency and accountability for how</p>

	we are advancing diversity, equity, inclusion, and justice in our grantmaking. We will review the data annually and share a public report with the aggregate findings and continue to ask ourselves how we can best use this information to improve how we work.
What if we don't have this knowledge readily available?	If your organization does not currently collect data on race, ethnicity, sex, gender, the LGBTQ+ community, or disability, but you are interested in responding to those parts of the survey, we recommend voluntary, self-reported data collection as a best practice. When in doubt, we ask that your organization not submit data that is based on estimates or best guesses.
Will the results be made public?	Anyone with a Candid account will be able to see the information. As a foundation, we will aggregate the data about our US-based grantees, which we will share on our website. No individual grant decision will be made or affected based on what we learn.
What if we collect this data, but in a different format?	If your organization collects data on the categories (race, ethnicity, sex, gender, the LGBTQ+ community, and disability), but the categories your organization uses are not aligned with the categories in the survey (i.e., you use different descriptors or words), please provide your best estimate based on the data that you have.

Please reach out to feedback@packard.org with any questions.