CONTACT: Darrell King
Phone: 941-757-2900, Extension 212
Email: dking@elc-manatee.org

ELC REACHES GUIDESTAR’S PLATINUM SEAL OF TRANSPARENCY

Palmetto, Florida, June 4th, 2020 – The Early Learning Coalition of Manatee County, Inc (ELC) today earned the 2020 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, a service of Candid. By sharing metrics that highlight progress ELC is making toward its mission, the organization is helping donors move beyond simplistic ways of nonprofit evaluation such as overhead ratios.

ELC Chief Executive Officer Paul Sharff said: “In accordance with our long-held belief in being transparent about our work, 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, grant makers, our peers, and the media.”

To reach the Platinum level, ELC 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, ELC has demonstrated its commitment to transparency and to giving donors and funders meaningful data to evaluate nonprofit performance.

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.

The Early Learning Coalition of Manatee County, Inc. is a multi-service agency dedicated to helping children develop skills that they will need to be successful in school and life. The agency’s focus is on high quality school readiness opportunities for all children and their families, understanding that it is in the first years of life that a child’s future educational success is determined and the critical role of parents, as their child’s first and most important teacher. To learn more about Coalition’s services, go to www.elc-manatee.org or call (941) 757-2900, extension 2100.