

For Immediate Release

Brookwood Christian reaches GuideStar's highest Seal of Transparency

Platinum Seal allows donors to focus on progress and results.

Acworth, Georgia (April 8, 2020) – Brookwood Christian 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 Brookwood Christian 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 Tammy Urban, Director of Development, "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. These resources are going to be more invaluable now, more than ever, with the current COVID-19 situation."

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

Sharing these metrics will be critical for Brookwood Christian during these uncertain times as they postponed 2 fundraisers that raise scholarship money to aid their families who want what is best for their child. "As the parents of a child with auditory processing disorder and several other special needs we were determined to give our son every opportunity we could for him to succeed" said Shan Burnette. "We are confident that Brookwood was the key that opened the door for our son to have everything he needs for success."

"I encourage you to visit our profile on GuideStar to see what we're all about," added Tammy Urban. "We're thrilled that our GuideStar Platinum Nonprofit Profile and its associated benefits help us better communicate our organization's exciting initiatives at a global scale."

About Brookwood Christian

Brookwood Christian School is a private, non-profit, non-denominational Christian school that serves students who have not been successful in public or private schools due to their unique learning needs: individual or multiple learning disorders such as dyslexia, reading & language processing disorders, auditory processing disorders, attention deficit disorder, neurological disorders, and other specific learning disabilities. Most of our operating budget comes from tuition payments augmented by the Georgia SB-10 scholarship program. Eighty-six percent of our students receive some sort of financial assistance. Recognition such as this helps with our fundraising which helps keep our operating costs and tuition low.

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).

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