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FEA Earns GuideStar's Highest Seal of Transparency

Platinum Seal Allows Donors to Focus on Progress and Result

Largo, Florida, January 29, 2020 — The Foundation for Equestrian Athletes, DBA Renor Foundation and GlobalSparks, today earned the 2019 Platinum Seal of Transparency, the highest level of recognition offered by GuideStar, the world's largest source of nonprofit information. By sharing metrics that highlight progress FEA 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 Dr. Gravelle, "we are excited to convey our organization's results in a user-friendly and highly visual manner. By updating our GuideStar Nonprofit Profile to earn a Platinum Seal, 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, FEA added extensive information to its GuideStar Nonprofit Profile: 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, FEA has demonstrated its commitment to transparency and to giving donors and funders meaningful data to evaluate nonprofit performance.

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

Online platforms: myFEA.org • renor.org • GlobalSparks.com

About GuideStar Nonprofit Profiles

GuideStar, guidestar.org, is the world's largest source of nonprofit information, connecting people and organizations with data on 2.7 million current and formerly IRS-recognized nonprofits. The GuideStar database contains a profile for every tax-exempt nonprofit registered with the IRS. To reach a given participation level, organizations need to complete all required fields for that participation 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. In addition, users see GuideStar data on more than 200 philanthropic websites and applications like AmazonSmile, Facebook, and Network for Good. Foundation Center and GuideStar joined forces to become Candid, a 501(c)(3) nonprofit organization.

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