

CHEER, Inc. Reaches GuideStar Platinum

CHEER has earned the 2018 Platinum GuideStar Nonprofit Profile 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 **CHEER** 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 Ken Bock, CHEER CEO, "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."

To reach the Platinum level, **CHEER** 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, **CHEER** has demonstrated its commitment to transparency and to giving donors and funders meaningful data to evaluate **CHEER, Inc.**

"I encourage you to visit our profile on GuideStar to see what we're all about," added Mr. Bock. "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."

<https://www.guidestar.org/profile/51-0112599>

CHEER's mission is *"to promote and maintain the highest quality of life and independence by developing and providing services that meet the continuing needs of senior citizens 50 and over."*

About GuideStar Nonprofit Profiles

The GuideStar database contains a profile for every tax-exempt nonprofit registered with the IRS. GuideStar 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 8 million people who visit GuideStar 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. 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.