



FOR IMMEDIATE RELEASE

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United Way of Anchorage Receives GuideStar's Highest Level of Recognition

Anchorage, AK -- GuideStar, the world's largest source for information on nonprofit organizations, has recognized United Way of Anchorage with its Platinum Seal of Transparency.

The GuideStar Platinum Seal of Transparency moves beyond traditional financial ratios to reflect the health of a nonprofit organization and to present the progress being made by the organization towards accomplishing its goals and overall mission.

As an Early Adopter of Platinum, United Way has embraced GuideStar's new opportunity as a way to tell the organization's full impact story-- the work and results being achieved on community goals that are helping to shape a stable and healthy Anchorage where every child and family has the opportunity to thrive.

"We want our supporters to know we are intentional about driving change and measuring results," said Michele Brown, President, United Way of Anchorage. "Our supporters must be able to trust that their time and financial resources are being wisely invested and achieving results. GuideStar Platinum is a powerful reinforcement of our core values and how we work together inspiring hope and improving lives."

Each year, more than 7 million people, including individual donors, nonprofit leaders, grant makers, government officials, academic researchers, and the media, use GuideStar data to make intelligent decisions about the social sector. GuideStar Nonprofit Profiles are populated with information from the IRS, directly from nonprofits, and via other partners in the nonprofit sector.

About United Way of Anchorage

United Way of Anchorage mobilizes people and resources to make lasting, measurable changes in our community to improve lives. Our priorities are successful, prepared kids; strong, financially stable families; access to medical care for all; and a community making healthy lifestyle choices. United Way invites you to join the movement. www.liveunitedanc.org

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