

The Santa Barbara Foundation & Candid

The Santa Barbara Foundation is embarking on an initiative to foster greater transparency and equity within our sector through [Demographics via Candid](#).

This year, instead of completing additional data entry here on your Organization Profile, **we ask that you update your Candid profile with the race/ethnicity, gender, sexual orientation, and disability status of your organization leaders, staff, and board members.**

When aggregated, this information is crucial for strengthening our collective efforts toward a more inclusive and equitable field. The Santa Barbara Foundation is also in the process of collecting and sharing our own demographic data using the Demographics via Candid platform, which you can view here: [Santa Barbara Foundation Profile](#).

Your Benefits for Participating:

- Maintaining a profile on CANDID is totally **free** for nonprofit organizations!
- **Reduced Reporting Burdens:** Completing your demographic profile once on the Candid platform means your data can reach multiple stakeholders simultaneously. Share your profile with funders, saving time and effort.
- **Candid Gold Seal Advantages:** Gain recognition and credibility through this esteemed acknowledgment (Learn more: [Candid Gold Seal](#)).
- **Transparency Seals impact research:** a [recent research report CANDID just completed](#) found that **funders give 62% more on average** to organizations that have taken the time to earn a Candid Seal of Transparency. CANDID used best practices for assessing the impact of transparency as established in [previous academic research](#) and leveraged statistical methods to control for a variety of other organizational characteristics that could influence contributions, e.g., organizational size, financial health, age, governance practices, and the likelihood of being transparent in the first place. The results demonstrated that, even accounting for those other factors, nonprofit transparency was associated with higher contributions.

Submitting your Demographics via Candid is easy:

For organizations with a Candid profile:

1. [Log in to your Candid account](#).

2. Review and update your leader, staff, and board demographic data.

For organizations without a Candid profile:

1. **Access the [Claim Form](#):** Visit the Candid website and locate the form to claim your organization's profile.
2. **Complete the Form:** Fill in the information about your organization as prompted.
3. **Submit!**

If you need assistance with collecting or sharing your data, please refer to the following resources:

- [Candid Demographic Data Collection Guide](#)
- [Collecting and Sharing Demographic Data via Candid](#)

You can also reach out to Stacie Furia (sfuria@sbfoundation.org) for additional support from the SBF Evaluation and Learning Team.