



GUIDESTAR®

GuideStar Announces Partnership with MobileCause

GuideStar to Vet Nonprofits for the Mobile Giving Provider and Help Donors Give with Confidence

Washington, DC—May 21, 2012—[GuideStar](#), the leading source of nonprofit information, today announced a new partnership with [MobileCause](#), designed to help donors give more money to deserving nonprofits with enhanced confidence and ease. Under this partnership, MobileCause will begin using [GuideStar Charity Check®](#) for verifying the legitimacy of nonprofits. GuideStar customers in turn are able to sign up for leading MobileCause mobile advocacy and fundraising solutions. MobileCause is the leading web software service for mobile giving, engagement, analytics, and donor communication for nonprofits.

“At MobileCause our mission is to provide a web platform that easily connects donors with quality, high-performing nonprofits,” said [C. Douglas Plank](#), chief executive officer of MobileCause. “GuideStar hands-down has the best solution for vetting the nonprofits we work with so we can assure the mobile giving donors and the wireless carriers can trust that the nonprofits they are supporting financially have legitimate tax-exempt status and are able to accept tax-deductible donations.”

GuideStar Charity Check remains the only pre-grant due-diligence product that is 100 percent compliant with increasingly complex IRS requirements. Recently updated with new features, GuideStar Charity Check enables MobileCause, carriers, and customers to:

- Identify nonprofits whose [exemptions were automatically revoked](#) under the Pension Protection Act of 2006 for failure to file annual returns for three consecutive years
- Verify charitable status, IRS deductibility code, and deductibility limitations using IRS Publication 78 data
- Identify supporting organizations and, where available, type of supporting organization using IRS Business Master File data, also in compliance with the Pension Protection Act of 2006

Nonprofit customers who sign up for the MobileCause services will be verified instantly using GuideStar Charity Check. Donors who give to these causes can give with the peace of mind that Charity Check provides real-time IRS updates or changes to the soliciting non-profit's 501(c)(3) status and standing. Through this partnership, GuideStar and MobileCause collectively now deliver the single most comprehensive and up-to-date vetting and qualification resource for the mobile giving marketplace.

“We know that more and more people are looking for ways to give money to charities on the go, so we are thrilled to be the solution of choice for MobileCause and their innovative mobile giving technology,” [Bob Ottenhoff](#), president and CEO of GuideStar, stated.

For more information about GuideStar Charity Check, please visit: <http://www.guidestar.org/rxg/products/verification-solutions/guidestar-charity-check.aspx>.

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About GuideStar

GuideStar, www.guidestar.org, connects people and organizations with information on the programs and finances of more than 1.8 million IRS-recognized nonprofits. GuideStar serves a wide audience inside and outside the nonprofit sector, including individual donors, nonprofit leaders, grantmakers, government officials, academic researchers, and the media.

About MobileCause

MobileCause (<http://www.MobileCause.com>), named a Top 100 Private U.S. Company by AlwaysOn Media, is a leading web service platform for

[mobile giving](#), engagement, analytics and donor communication. MobileCause delivers major nonprofits, political organizations, universities, and governmental entities a simple-to-use web services software solution for the complete launch and management of mobile giving, engagement, messaging, and CRM. MobileCause has served more than a thousand customers, delivered over five thousand campaigns, and raised millions of dollars on behalf of leading organizations. MobileCause is comprised of seasoned non-profit and technology professionals providing the right level of strategy support to empower non-profits to grow, engage, and retain their member and donor base over mobile. To view MobileCause's robust product offering go to www.MobileCause.com.