

Contact Type	Organization or Name	Email	Phone
Candidate Sponsor			
501-c3 Sponsor Contact			
SMRC Researcher			
SMRC Verifier			

Date(s) Verified	References & Links used in Assessment (separate with semi-colons):

Candidate Sponsor to 501-c3 Relation: How Long, Type/ Involvement, Degree/ Commitment, Personal Interests	
501-c3's (brief) Mission or Most Significant Activities – Form 990 – Part I – Item 1	

501-c3 Social Impact Statements with Measurable Value: 3+ Summary Statements – Program Service Accomplishments: Form 990 – Part III – Items 4a, b, c & d	#	Program Service Name	Program Expenses	Incl. Contrib.	Revenues
	1				
	2				
	3				
	4				
	5				
	T				

501-c3 Finances/Funding Key Statements – Revenues, Expenses and Net Assets – Form 990 – Items 3-6 (governance), Items 8-19 (P&L) and Items 20-22 (Equity) --- Supplemented with SMRC 'perspective' comments	Governance/Admin		Revenues		Expenses – Items 13-18	
	Voting members		Contrib. & Grants		Grants	
	Indep. Voting Members		Program Service Revenues		Member Benefits	
	Employees		Investment Income		Salaries & Benefits	
	Volunteers		Other Revenues		Fundraise Fees	
	Fund Balance		Total Revenues		Total Fundr Exp	
	Assets		Total Revenues		Other Esp.	
	Liabilities				Totals	
	Net Assets					

501-c3's position in charity Life Cycle: (Awareness/ Design/ Deploy/ Advocacy):	
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501-c3's	Charity's Email, Social & Syndicated Media Followers						
	Radio/TV/Print	Email	Facebook	Twitter	Linkedin		Web Visits
Followers #'s							

Alternative Celebrities	Facebook	Twitter	Linkedin	SMRC Projection Notes for this Charity
1.				1.
2.				2.
3.				3.

Research References - (1) Sponsor's Social/Business Profile & (2) 501—c3 Impact Report:

1. Sponsor's Social/Business Profile:

- Sponsor's website, Charity reference sites (see below), general Google searches and
- General 2nd Reference Tools (see below)

2. 501-c3 initial Social Impact Report & Social Profile:

- **501-c3's EIN/ID:**
 - o See if listed under 501-c3's financial information or on site's about page
 - o Else lookup by state at:
<http://www.irs.gov/taxstats/charitablestats/article/0,,id=97186,00.html>
- **501-c3 to Candidate Sponsor Relation:**
 - o Single category that typically needs to be a set of questions in the verification
 - o Alternately, some measure can be gauged from any reference of both the charity and the candidate sponsor from (a) a general Google search quoting the 501-c3 name and the candidate sponsor's business or last name or (b) a similar search using only brief names in groups.google.com
- **501-c3 Program Description/ Social Impact Statements - Achievements of Measurable Value/ 501-c3 Finances / Funding Statements:** Though this may include descriptions and achievements in terms of membership, emergency relief, etc. (listed on the back side of the report), the focus should to extract the pertinent information for these in the charity's publically published 990 Tax Return.
 - o **Search for "990" on the 501-c3's website or Google** "—Charity's Name—" +990 +tax.
 - This is typically listed as **Form 990**, although it may also be Form 1023 or 1024.
- **501-c3's Social Follower numbers:**
 - o www.facebook.com , www.twitter.com
 - o Alternately google "charity-name" +facebook|twitter +official
 - o See "About" page of charity's website or Google the charity name, seeking a reference like "serving|supporting|giving|helping"
- **Celebrities supporting this 501-c3 charity:**
 - o www.looktothestars.org (*charity to celebrity and reverse lookup*), plus
 - www.Charitynavigator.com
 - www.guidestar.org
 - o On the charity's website, or Google for articles that reference the charity name
 - o In the social media at www.whostalkin.com or www.socialmention.com ←
- **Social Follower / fan numbers for each celebrity:**
 - o www.facebook.com (for 'likes'), www.twitter.com (for followers)
 - o www.fanpagelist.com and/or <http://pro.imdb.com> (acct: phillipnakata@gmail.com/aarons1a)

3. General 2nd Reference Tools:

- ✓ <http://Groups.google.com> (the original newsgroups/discussion forums)
- ✓ <http://archive.org> (the eternal archive of the world wide web)
- ✓ <http://Whois.domaintools.com> (domain search for domain contact info)
- ✓ <http://www.whorepresents.com> (acct: phillipnakata@gmail.com/aarons1a --- the 'professional/business' side of IMDB that lists exclusive agent and publicist contact information for (1) Screen/TV, (2) Musicians and (3) Sports Celebrities
- ✓ www.spokeo.com (acct: phillipnakata@gmail.com/aarons1a ---- the Social 2nd White Pages – People Lookup)