

GuideStar UK e-bulletin - August 2006



"One Website. Every Charity."

Welcome to the latest edition of the GuideStar UK e-bulletin, bringing you updates on GuideStar UK and its partners.



Site Developments

For Charities - add a strapline to your entry

GuideStar UK is continuing to improve its service: one of the latest features of the website is the option to add a strap-line to your charity's entry. To see an example, click [here!](#)

Coming Soon

Charity Photo Galleries. You will soon be able to add photos to your GuideStar UK entry in a photo gallery section. There will be more information about this in the next issue of our e-bulletin.

Tell Us What You Think

GuideStar UK is committed to providing the best possible service. With that in mind we have developed a questionnaire to find out how people are using the website and how we can make it better for you - [why not tell us what you think?](#)



New Links with the TUC's workSMART Website

The new TUC website, WorkSMART, aims to provide people with information about the companies they work for, helping them to get the best out of the world of work. GuideStar UK have partnered with the TUC to provide around 20,000 links to information on charities. A company listed on the workSMART website that is also a charity will have a link to their GuideStar UK information. You can access the WorkSMART website on the GuideStar [useful links](#) page.



Competition - win a free domain name that points to your GuideStar UK entry

GuideStar is giving you the opportunity to win a free web address that will lead directly to your charity's GuideStar UK page, making it your charity's website. This means that you will have a free website that is already set up with basic information about you as well as easy to use instructions on adding logos, slogans and plenty of information about your charity – and all found directly under your charity's name.

All you have to do to win the domain name is search our website (www.guidestar.org.uk) to find the answers to the following questions:

1. On what date did GuideStar UK launch?
2. How many registered charities does GuideStar UK hold information about?
3. Name one other website that GuideStar UK links to.

The first charity to contact us with the right answers will be the winner. Please email your answers to competition@guidestar.org.uk

Count Me In Calendar Launch

A new version of the Count Me In Calendar website has just been launched; it



provides useful and easily accessible information on up and coming events and campaigns organised by charities and NGOs. The Count Me In Calendar website now provides links to individual charity entries on the GuideStar UK, so users can easily find out more about the charities running the events and campaigns. On the GuideStar UK website, links to the Count Me In Calendar are now available for charities when they fill in the "Upcoming events and awards" section of their entry. You can access Count Me In Calendar on our [useful links](#) page.



Free Book - A Guide to Giving, edited by Susan MacKenzie

The last book giveaway was so popular that this time we decided to ensure that you would all get a copy. *A Guide to Giving* provides a unique and comprehensive resource to support all individuals wishing to give to charitable causes. It gives clear, practical and objective guidance on a variety of approaches to and mechanisms for giving. True to its philanthropic nature, this book is available free to all – you can access it in the useful links section of our [About Giving](#) page.



Your Charity Questions Answered:

There seem to be many different types of charitable purpose – how are charities classified?

The table below shows how many charities list themselves under each Charity Commission classification term. Charities may chose to list more than one of these terms to describe their purposes and some charities may choose to not list any.

Classification	No. of Charities
Education/Training	76,242
General Charitable Purposes	41,709
Sport/recreation	28,628
Arts/culture	24,900
Relief of Poverty	24,482
Religious activities	23,795
Medical/Health/Sickness	21,727
Disability	18,830
Economic/Community development/Employment	16,964
Environment/Conservation/Heritage	16,495
Overseas aid/Famine relief	8,341
Accommodation/Housing	8,270
Animals	3,233



Do you have a charity or community newsletter?

TimeBank are creating a database of the country’s charity and community newsletters and e-newsletters. These could be magazines or news updates that you send out to member organisations, volunteers, staff, funders or donors. The database will be used to send out information about new developments in the charity and voluntary sector that might be of interest to your publication/readers. In some cases, organisations may want to pay to advertise in your newsletter. If you’ve got a newsletter, get in touch by emailing Fiona at: f.mcbain@timebank.org.uk with the name of the publication and a contact person, email address and phone number as well as a few details about the publication, such as the type of audience it reaches, the lead time and the frequency of the newsletter.

Who's Helping Your Charity?



The nominations for the Charity Champion Awards are open until the 11th August. This gives you the chance to nominate an MP or Peer who has worked hard championing your cause during the last year. All nominating charities will also be invited to the Charity Champion Awards Ceremony in Westminster on November 29th. This is a great opportunity to raise the profile of your organisation and or cause. You can vote for your Champion at www.charitychampionawards.com.



GuideStar UK Information

GuideStar UK Case Studies

We want to help publicise the 167,000 charities GuideStar UK supports by telling the press and media about examples of people or organisations who have benefited from having an entry on or using the website. If you are interested in taking part in a case study please contact us for more information at info@guidestar.org.uk

GuideStar UK Presentations

If your event would benefit from a presentation on GuideStar UK or a demonstration of the information held in the database please contact info@guidestar.org.uk.

Links to GuideStar UK

If you would like a copy of the GuideStar UK logo for your website please contact us at info@guidestar.org.uk

Feedback

To read recent feedback on the GuideStar UK website please visit our [feedback](#) page. We welcome your comments and suggestions for the e-bulletin and the website. Please email us at feedback@guidestar.org.uk.

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