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FIND Outdoors Achieves the Gold Seal of Transparency on GuideStar

Pisgah Forest, NC – FIND Outdoors has been given the honor of receiving a Gold Seal in the GuideStar Exchange program, which is awarded to nonprofits who share valuable information on their mission, use of donations and results of their efforts to the public.

GuideStar, one of the first organizations to collect and disseminate information on US nonprofits, was founded in 1994 in Williamsburg, Virginia and quickly became one of the world's largest and leading sources of information on nonprofit organizations. The driving force behind the GuideStar Exchange Program is to verify that nonprofits who enter the program and create a profile are held accountable for ensuring donated dollars are serving their intended purpose. A nonprofit may be given the status of Bronze, Silver, Gold or Platinum based on the level of information provided on their GuideStar profile.

"This is a huge honor for FIND Outdoors," remarked Natalie Britt, President and CEO. "Gaining the Gold Seal of Transparency is something that nonprofits strive for in order to maintain the highest level of integrity with charitable giving. We couldn't be more thrilled."

GuideStar's parent organization, Candid, opened its doors in February of 2019 after merging GuideStar with another philanthropic nonprofit, Foundation Center. Both organizations were committed to increasing transparency within the nonprofit sector and providing customers with the proper data needed to make decisions on where to invest donation dollars. The merger brought together massive repositories of data on both foundations and nonprofits with the goal of providing insight and analysis on these organizations as well.

On the Gold Seal award, Adam DeWitte, the Vice President of Development and Communications stated, "Every year, nonprofits from all over the globe receive and invest millions of dollars in helping to improve their communities, their environments and the planet."

It's so important to let donors know that their donations are being put to good use and why those dollars matter!"

FIND Outdoors began their nonprofit status in 1972 as the Cradle of Forestry in America Interpretive Association to promote the Cradle of Forestry in Pisgah National Forest, NC. Over time, the mission expanded well beyond the Cradle of Forestry Site. Today, FIND Outdoors serves more than 850,000 visitors and operates 19 campgrounds, visitor centers and sales outlets in western North Carolina, north Georgia and southern Indiana. The managed sales outlets stock their shelves with forest and trail-related items, maps and information. Locally, FIND Outdoors also offers guided tours and programs that educate forest users on forest safety and management, wildlife and the history of the southern Appalachians.

To learn more about FIND's managed sites, educational opportunities, or to make a donation to the nonprofit and benefit programming in 2021, please visit www.gofindoutdoors.org or call Adam DeWitte at 828-883-3463.

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 48-year-old 501(c)3 nonprofit based in Pisgah Forest, NC. We serve over 850,000 visitors annually with a mission that promotes educational, recreational and interpretive opportunities about forest and water resources, natural history and the Cradle of Forestry in America. FIND Outdoors proudly manages campgrounds, visitor centers, sales outlets and educational facilities in four National Forests in North Carolina, Georgia and Indiana and the Northwest Trade Post on the Blue Ridge Parkway. FIND accomplishes its mission by providing exceptional outdoor experiences through partnership opportunities for the health, safety and education of all visitors to local and regional public and private lands.