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FOR IMMEDIATE RELEASE

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Press Release

East Bay SPCA Has Reached the GuideStar Exchange's Gold Participation Level

Oakland, CA – September 29, 2015. [The East Bay SPCA](#) has received the [GuideStar Exchange](#) Gold participation level, a leading symbol of transparency and accountability provided by GuideStar USA, Inc., demonstrating the East Bay SPCA's deep commitment to nonprofit transparency and accountability.

"Donors need to make choices on which organizations to support, and we're thrilled our [GuideStar profile](#) offers a third-party platform to validate how we've advanced on our goals. The GuideStar platform shares a wealth of up-to-date information about the organization to our supporters, grant makers, individual donors, and the media," said Grace Reddy, CFRE, the East Bay SPCA's Vice President of Development. "Last year we achieved GuideStar's Silver level certification and this year we were determined to go all the way to the Gold level. This validates our transparent reporting practices to our constituents."

In order to be awarded the GuideStar Exchange Gold logo, the East Bay SPCA had to submit detailed information about revenue and expenses, staff, the board of directors, program initiatives and achievements.

"In an age when many charities face increased scrutiny for their actions, particularly some of the larger, national animal welfare organizations, we consider ourselves a model of fiscal responsibility," said Ms. Reddy. "As a local, independent nonprofit organization that receives no funding from any national organization or government entity, it's important that our supporters know their donations are managed properly."

About the GuideStar Exchange

The GuideStar Exchange is an initiative designed to connect nonprofits with current and potential supporters. With millions of people coming to GuideStar to learn more about nonprofit organizations, the GuideStar Exchange allows nonprofits to share a wealth of up-to-date information with GuideStar's many audiences. Becoming a GuideStar Exchange participant is free of charge. To join, organizations need to update their report pages, completing all required fields for participation. The GuideStar Exchange level logos, acknowledged as symbols of transparency in the nonprofit sector, are displayed on all Exchange participants' nonprofit reports.

About the [East Bay SPCA](#)

The East Bay SPCA is a 501 (c) 3 nonprofit committed to the welfare of cats and dogs in Alameda and Contra Costa Counties. Our mission is to eliminate animal cruelty, neglect and overpopulation by providing programs and education that support people and companion animals. We operate [adoption centers](#) in Oakland and Dublin; offer [training classes](#), [humane education programs](#) and [spay/neuter centers](#) in both locations; and a full-service [veterinary clinic](#) in Oakland. Founded in 1874, The East Bay SPCA is one of the nation's oldest humane organizations and receives no funding from any national organizations. www.eastbayspca.org