



BOARD POLICY: Donor Privacy Policy

Approved: 9/15/14
Revised/Amended:
Authority: Board of Directors

DONOR PRIVACY POLICY

The YMCA of Greater Grand Rapids respects the privacy of its benefactors and constituency and maintains strict confidence about its benefactors. The development team retains and updates personal information, including name, mailing address, telephone number, and e-mail address as well as self-reported information. Information is used only by the YMCA of Greater Grand Rapids to assure accurate records and to assist the Y in its development programs.

Preserving the trust and support of donors requires that donor information be handled with respect and confidentiality except as required by law.

Any information supplied to the YMCA of Greater Grand Rapids by donors will be used solely to fulfill their donation and shall not be shared for any reason unless permission is granted by the donor to share such information. All requests to remain anonymous shall be honored.

The YMCA of Greater Grand Rapids may acknowledge donors in certain printed material such as newsletters, brochures, press releases, event invitations or programs, stationery, solicitation letters, the organization's website or other means of expressing appreciation for the donors' assistance.

In this case, donors are given the option of remaining anonymous at the time of making a gift or by communicating their desire in writing to the YMCA of Greater Grand Rapids.

The YMCA of Greater Grand Rapids will immediately remove a donor's name from any lists upon request.

The YMCA of Greater Grand Rapids respects the privacy of individual donors and does not sell the names and contact information of its donors.

In addition, the YMCA of Greater Grand Rapids, in our association with The Association of Fundraising Professionals (AFP), subscribes to the basic ethical standards put forward in the Donor Bill of Rights.

DONOR BILL OF RIGHTS

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The Donor Bill of Rights was created in 2001 by the American Association of Fund Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), the Association of Fundraising Professionals (AFP), and the Council for Advancement and Support of Education (CASE). It has been endorsed by numerous organizations.