



General Operations Manual
Administration and Management

Development/Fundraising
Confidentiality of Donor Information

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Policy:

Donor information will be accorded confidentiality.

Procedure:

1. Donor files are kept in locked cabinets and may not be removed from the facility. Access to electronic donor records will be limited to Development Department staff and volunteers and others who have a reasonable need to use the information (e.g. executive team members); such access is approved by the Chief Development & Communications Officer. Electronic donor records will be password protected and secured in accordance with the organization's policies on data security.
2. Children's Place Association does not sell or trade donor lists. Mailing lists for external events or other activities may be shared with partner organizations or third-party vendors when approved by the Chief Development & Communications Officer.
3. Individuals may opt out of receiving fundraising solicitations or other communications by making a written request to the Development Department.
4. Gift amounts will only be released to individuals who solicit those gifts or in accordance with general donor recognition activities, e.g., donor lists in annual reports, sponsorship lists at events, etc.
5. Donors may request that their gifts be treated with anonymity. Names of these donors will not be published in annual reports or other donor listings; such donations will be acknowledged in listings at the appropriate gift level as "anonymous."
6. Personal and/or confidential information that staff and volunteers learn about donors will only be recorded when it has a direct bearing on fundraising strategy.