

VMC Foundation Donor Privacy Policy

The VMC Foundation is committed to respecting the privacy of donors. The types of donor information that it collects and maintains are as follows:

- Contact information, including name, address, telephone number, and email address.
- Giving information / gift history.
- Information on events attended, publications received, and special requests for program information.
- Information provided by the donor in the form of comments and suggestions.

The VMC Foundation uses donors' information to understand their interests in its mission and to update them on the organization's plans and activities. Donor information is restricted and is only shared with staff, board members, volunteers and consultants based on what is minimally required to perform their assigned duties.

Donor Privacy

The VMC Foundation does not share donor information (names and addresses) with any third party unless permission has been granted by the donor. The VMC Foundation never sells, rents, or leases donor information to other organizations.

Staff and board members involved in fundraising are often privy to personal information about a donor's giving history, family, wealth, and assets. It is vital that this information be kept confidential. All staff members receive copies of and in-person training related to the AFP Code of Ethical Principles and Standards of Professional Practice and A Donor Bill of Rights (Attachment A).

To the extent any donations are processed through a third-party service provider, donor information will only be used for purposes necessary to process the donation.

Opt-Out Provision

Donors have a right to opt out of solicitation communications from the VMC Foundation. Every solicitation communication contains instructions for opting out of future solicitations.

HIPAA Compliance

Any VMC Foundation donor, whether disclosed to us or not, is assumed to be a possible former patient of Valley Medical Center. As such, all employees must comply with health information privacy according to the Health Insurance Portability and Accountability Act (HIPAA). All employees receive HIPAA training upon hiring to ensure compliance.

A DONOR BILL OF RIGHTS

DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profits

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 assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I

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.

II

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.

III

To have access to the organization’s most recent financial statements.

IV

To be assured their gifts will be used for the purposes for which they were given.

V

To receive appropriate acknowledgement and recognition.

VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

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