

## Donor Bill of Rights and Privacy Policy Fort Wayne Children's Zoo

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Fort Wayne Children's Zoo follows the Donor Bill of Rights as established by the Association of Fundraising Professionals (AFP), the Association of Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Nonprofits.

Moreover, since the philanthropic landscape has changed dramatically since the introduction of the Donor Bill of Rights, Fort Wayne Children's Zoo also follows the "eDonor Bill of Rights" which was created in 1993 to address concerns and challenges arising from charitable giving through the Internet.

### **The Donor Bill of Rights States the Following**

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 donation 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.

**Principles of the eDonor Bill of Rights**

- To be clearly and immediately informed of the organization's name, identity, nonprofit or for-profit status, its mission, and purpose when first accessing the organization's website.
- To have easy and clear access to alternative contact information other than through the website or email.
- To be assured that all third-party logos, trademarks, trustmarks and other identifying, sponsoring, and/or endorsing symbols displayed on the website are accurate, justified, up-to-date, and clearly explained.
- To be informed of whether or not a contribution entitles the donor to a tax deduction, and of all limits on such deduction based on applicable laws.
- To be assured that all online transactions and contributions occur through a safe, private, and secure system that protects the donor's personal information.
- To be clearly informed if a contribution goes directly to the intended charity or is held by or transferred through a third party.
- To have easy and clear access to an organization's privacy policy posted on its website and be clearly and unambiguously informed about what information an organization is gathering about the donor and how that information will be used.
- To be clearly informed of opportunities to opt out of data lists that are sold, shared, rented, or transferred to other organizations.
- To not receive unsolicited communications or solicitations unless the donor has "opted in" to receive such materials.

**Donor Privacy**

Fort Wayne Children’s Zoo will not trade, share, or sell a donor’s personal information with anyone else, nor send mailings to our donors on behalf of other organizations.

There are times when the zoo will utilize a third-party to prepare mailings or process gift. In these instances, please know that donor information will only be used for purposes necessary to send these mailings or process gifts. Files which contain personally identifiable information (PII) are handled with the upmost care and only provided to these third-party partners through secure communication channels.

<i>Policy Created:</i>		<i>Last Revised:</i>			<i>Last Reviewed:</i>		
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