



Donor Privacy Policy

Revised January 2018

The Humane Society of Indianapolis (IndyHumane) is the leading animal welfare organization in Central Indiana. Since 1905, IndyHumane has served pets and pet owners across the Indianapolis area, and is Indiana's largest nonprofit animal shelter. Each year, we play a part in the lives of more than 15,000 pets through animal sheltering, adoptions, low-cost veterinary and pet behavior services, special events, and outreach and education programs.

IndyHumane is an independent, nonprofit organization, registered as a 501(c)(3) with the Internal Revenue Service. We are not affiliated with national groups – such as the Humane Society of the United States (HSUS) or the American Society for Prevention of Cruelty to Animals (ASPCA) – and receive no regular funding from them. We do not receive any funding from the City of Indianapolis or State of Indiana. Our operations are funded by services revenue, adoption fees, and contributions from individuals, corporations and foundations.

Each year, we process nearly 30,000 unique donations from more than 10,000 donors. The security of this data and the respect for the privacy of those donors is of utmost importance; we have put a Donor Privacy Policy in place to honor those who trust us with their time and treasure:

Donor Information

IndyHumane collects and maintains the following types of donor information when it is voluntarily provided to us:

- Contact information such as name, address, telephone number, and email address
- Supplemental information (birthdate, education level, and household income)
- Giving information, such as the amount of a gift and its purpose
- Information on events attended, publications received, and special requests for program information

This confidential information is kept on file for IRS purposes. It is also used to analyze overall giving patterns in order to make more accurate budget projections, as well as to understand donors' interests in our mission and to update them on the organization's plans and activities. This information is shared with certain development staff, board members, and consultants only on a confidential basis.

IndyHumane does not sell, rent, trade, or share its donor list with anyone.



Discontinuing contact upon request

It is IndyHumane's policy to communicate with donors according to their expressed preferences whenever possible. IndyHumane will discontinue or change the method used to contact any person upon that person's oral or written request directed to the organization, its professional fundraiser, or other agent.

IndyHumane shall maintain a record of all requests by persons who indicate to the organization, its professional fundraiser, or other agents, that they do not wish to be contacted by or on behalf of the Humane Society of Indianapolis.

This policy does not prohibit contact by an individual or group voluntarily soliciting on behalf of the Humane Society of Indianapolis, even if the person being contacted has requested to be placed on the "do not contact list."

Upon a person's (or a person's authorized representative's) request that IndyHumane discontinue all further contacts, the person's name and address will be promptly modified in the Humane Society of Indianapolis' donor database to ensure that no further contact is made with the person. IndyHumane will also take steps to ensure that no further contact is made with the individual.

Adoption of the Donor Bill of Rights

IndyHumane subscribes to the Donor Bill of Rights, which was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

The Donor Bill of Rights

(Source:

<http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3359>)

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.