Fundraising Confidentiality Policy

Brookhaven Learning and Treatment Center

It is the intention of Brookhaven Learning and Treatment Center to exercise sensitivity in all fundraising activity, and to respect the privacy of its donors and prospects throughout the campaign and other activities. It is also true that prospects often respond positively to the reassurance of other giving, and so we hope that donors will be willing to share the fact of their giving to their own levels of comfort.

In keeping with this, Brookhaven, through its staff and board, will:

* Recognize donor’s contributions in reports and recognition documents within ‘levels of giving’ rather than by specific gift amounts.
* Discuss recognition with donors at the time of the gift commitment, including but not limited to naming opportunities.
* Respect any donor’s written request for anonymity, for gifts of any purpose. The pledge form will offer a check-off for anonymity, which will suffice as written request.
* Happily announce any major gifts or challenge gifts when the donor agrees to the announcement or challenge terms.
* Recognize all donors at the completion of a campaign, regardless of the amount of their gift, unless the donor has requested anonymity.

In addition, all donor information stored in administrative files and databases will be treated as confidential and will be available only to authorized staff.

The organization will always operate on the side of discretion about giving, and welcomes suggestions from donors and friends on other improvements to this policy.