



## Goodwill of Central and Coastal Virginia

### Donor Privacy Policy

Goodwill of Central and Coastal Virginia (Goodwill) is committed to ensuring the privacy of our donors. This Donor Privacy Policy informs donors how their information may be used in order for Goodwill to effectively acknowledge and steward gifts and cultivate donor relationships.

*Note that this policy is for donors of cash, stock and major in-kind (corporate) gifts; we do not currently collect donor information from individuals who drop off used goods at our donation sites.*

#### Information Collected:

- Contact information: name, organization, mailing address, phone number, email address
- Payment or pledge information: amount, date of receipt, payment method
- Restrictions or instructions related to contributions, including requests for anonymity
- Information concerning how donors heard about Goodwill as well as programs and services of interest
- Information donors wish to share: questions, comments, suggestions
- Credit card information may be stored at the donor's request for recurring gifts

*Credit card numbers are used only for donation or payment processing and are not retained for other purposes. We use the comments you offer to provide you with information requested, and we take seriously each recommendation as to how we might improve communication.*

#### How Donor Information is Stored:

Goodwill stores donor information on a secure database that is accessible only to Mission Advancement team members. These team members adhere to the Association of Fundraising Professional's Code of Ethics and [Donor Bill of Rights](#).

#### How Donor Information is Used:

Goodwill uses donor information to record gifts, provide acknowledgements and receipts, recognize donors and to communicate with donors how their philanthropic contributions advance the mission.

We also may inform donors of upcoming events and opportunities to engage with Goodwill through donor recognition events, programs and volunteer opportunities.

**Sharing of Personal Information:** Goodwill does not sell, lease or share personal information to other organizations, including Goodwill Industries International. Donor information is restricted to the internal purposes of Goodwill to provide high standards of stewardship. Donors always have the option of remaining anonymous.

**Removing Names from Goodwill's Mailing List:** Please contact Kathleen McCormac, annual fund manager, at [Kathleen.mccormac@goodwillvirginia.org](mailto:Kathleen.mccormac@goodwillvirginia.org) or phone her at (804) 745-6300 if you wish to be removed from mail or e-mail lists.

**Contacting the Mission Advancement Office:** If you have comments or questions about our donor privacy policy, please contact Ashleigh Moody, director of resource development, at [ashleigh.moody@goodwillvirginia.org](mailto:ashleigh.moody@goodwillvirginia.org) or phone him at (804) 745-6300.