

Fundraising and Donor Privacy Policy

Pro Bono Counseling (PBC) is a non-profit, 501 (c)(3) organization with the mission to ensure that Marylanders with limited resources requesting mental health care are provided access to volunteer licensed mental health professionals and other necessary supportive services. PBC is grateful to be the beneficiary of financial support resulting from the generous gifts made by individuals, corporations, foundations, organizations, events, and government sources. All donations solicited on behalf of PBC shall be used to further this mission, to meet budgetary goals, and in accordance with the policies and procedures outlined below.

Donor Relationships and Privacy

Pro Bono Counseling (PBC) will honor donor's requests for anonymity. If a donor does not want any recognition of their gift, the donor's name will not appear in lists of the names of all those who have donated over a given period (e.g. newsletters and annual reports).

If a donor does not request anonymity, the only information that will be made available to the public is the donor's name and giving level. No information will be made public without the donor's approval. The specific amount of any individual donor's gift will not be made public.

The amount of each charitable foundation donation will only be listed in audit reports, 990 forms (as required), and solicitations for grants from other foundations and public funding sources.

No lists of donors or individual donor's names will ever be given to or sold to another organization.

Donor requests to be removed from mailing lists, email lists, and/or telephone solicitation will be honored.

Any solicitation of an individual, family, foundation or source for public funding will be free from undue influence or excessive pressure, and will be respectful of the needs and interests of the donor or potential donor.

Monitoring of Fundraising Personnel

The Executive Director and the Chair of the Fundraising Committee will monitor the fundraising activities of staff and board members engaged in fundraising. No consultants will be engaged for fundraising activities without approval by the board. If a fundraising consultant is engaged for fundraising activities their activities will be monitored by the Executive Director and the Chair of the Fundraising Committee.

Gift Acceptance¹

- All decisions to solicit and/or accept potentially controversial gifts are to be made by the Executive Committee of the Board of Directors, preferably prior to soliciting such gifts.
- It is recognized that Pro Bono Counseling cannot generally ascertain whether the value of a gift was generated using commonly accepted ethical and moral standards. Furthermore, Pro Bono Counseling asserts that its primary responsibility is to use any gifts to further the organization's mission, goals, and objectives.

When considering, soliciting and/or accepting gifts that might be potentially controversial, the Executive Committee will consider the following factors:

- Core values: Will accepting the gift compromise any core values of the organization?
- Compatibility of Cause: Is there convergence of cause and intent between the donor and recipient: Will accepting the gift further the mission, goals and /or objectives of both groups?
- Motivation: Is there a clear charitable intent and a commitment to serve the community? It is understood that it is usually appropriate for there to be tax incentives, community acceptance and publicity values for donors.
- Consistency: Will acceptance of the gift be consistent with other fundraising activities and/or gifts? Credibility: Will the reputation of the donor have a negative effect upon the reputation of the receiving organization?
- Organizational Stability: If controversy develops, will it likely be significant enough to undermine the stability of the organization? Will there be a sufficient reservoir of community image and goodwill to allow the organization to continue to thrive?
- Form of Gift: Will the nature of the in-kind contribution create problems, such as in advertising or sponsorship?
- Source of Gift: Is the gift from an individual or a corporation? A gift of stock from an individual might be accepted and sold, while a cash gift or sponsorship might be rejected. Will the organization's association with the donor's image, product, or method of doing business potentially damage the public's perception of the organization or compromise the goals or direction of the organization, board members, staff and/or volunteers.
- Bottom Line: Will the gift encourage or discourage others to give? What will be the net effect on the bottom line?

¹ Adapted from: Breckon, Donald J.; Snapp, Terry, "Gift Acceptance Policies: Is It The Source or Use That Matters?" Fund Raising Management, April 1995. pp. 14-16.