



UNITED WAY OF CHAMPAIGN COUNTY POLICIES & PROCEDURES

Policy Name: Donor Privacy Policy

Approved by Committee: October 23, 2025

Approved by Board: October 23, 2025

The content of this page is an official policy approved by United Way of Champaign County's Board of Directors. United Way of Champaign County values the trust its donors place in the organization. Except as otherwise stated, donor, volunteer, or program participant personal information or any other data related will not be traded, shared, or sold to anyone else, nor will we send donor mailings on behalf of other organizations. Except as provided below, the information you or your employer provide to us is collected and maintained for internal use only and is retained only as long as necessary to comply with federal and state record retention regulations and legitimate business needs.

United Way of Champaign County educates its employees and volunteers on the importance of protecting the privacy and security of confidential personal and organization information. Annually, employees are required to sign a confidentiality statement as a condition of employment.

How We Collect Information

United Way of Champaign County may collect information from donors through the following methods:

Event Registration - If a donor chooses to donate their time or signs up online to volunteer, information about the donor will be collected.

Contributions - We request specific, personal information from donors when they desire to make a charitable donation or pledge online.

Program Participation - We request specific, personal information from people who choose to participate in programs sponsored by United Way of Champaign County, included, but not limited to the Emerging Community Leaders program and volunteer services.

Types of Information We Collect

United Way of Champaign County collects and maintains the following types of donor information when it is voluntarily provided to us:

Contact Information - Information such as a physical address, an e-mail address, and phone number.

Donation Information - Information such as pledge amount, recipient choice information and payment information.



Demographics - If you choose to donate your time and sign-up online to volunteer, information about demographics, your volunteering areas of interest and contact information will be collected.

Financial Information - We may collect financial information to process a donation. It is our internal policy to limit access to financial information to professional staff who need to process that information. Personal financial information is not sold to or traded with other parties. If you pay by credit card, we do not store your credit card information or other financial account data sent directly to those processing services. If you elect to pay via ACH transfer, your ACH authorization will be kept securely on file until such time as permission is revoked.

How We Use the Information We Collect

United Way of Champaign County may use donor information for the following purposes:

Designations - If a donor chooses to direct a portion of their donation to another United Way or agency, we provide your name, address, employer, and designation amount to the organization receiving your donation. Designation information will not be shared with the donor's employer. Donors have the option to remain anonymous when making their donation.

Public Recognition – Donors pledging \$500 or more (Pillar donors) are given the option to have their names listed in various United Way publications. Donors who request to remain anonymous are not listed.

Receipts - We may use donor information to distribute receipts and thank donors for their contributions.

Campaign Companies - When a company uses online pledging, we provide online campaign reports to the company to give it the information necessary to properly manage its campaign. A company may request, and we will provide details about employee gifts from that company. For purposes of completing payroll deduction withholdings, we will provide the company with all relevant and necessary information required for it to establish payroll deduction withholdings in keeping with the donor's expressed desire to make a gift to us using payroll deduction.

As Required By Law - We will use your information to comply with the law or in the good faith belief that such action is necessary to conform to the requirements of law or comply with legal process served on us, protect and defend our rights.

We may change this policy from time to time. All changes will be reflected on this page. Changes may also be announced directly to donors through the contact information provided to us. You should periodically check this page for any changes to the current policy.

For more information or questions, contact Katie Braemer, Director of Finance at (217) 352-5151.