

**Ronald McDonald House Charities®**  
**of the Intermountain Area, Inc.**  
**Stewardship Policy and Guidelines**

Revised 1/29/19

## **I. Purpose**

The work and mission of Ronald McDonald House Charities of the Intermountain Area, Inc. (RMHC) are accomplished through public trust and the generosity of others. Donor stewardship is the foundation for building trust and lasting relationships between RMHC and those who support the RMHC mission. RMHC will maintain the public trust through efficient, cost-effective, and compassionate stewardship of resources. RMHC will strive to earn and convey trust through integrity, openness, and honesty.

RMHC has a record of responsible fiscal management and program excellence and the RMHC Board of Trustees has affirmed the Utah Nonprofits Association Standards of Ethics (attached). Charitable donations provide an important and unique source of voluntary financial support for the work of RMHC. Truthfulness, donor confidentiality, and responsible stewardship are the foundations for RMHC's fundraising. Donors entrust funds to RMHC with the confident expectation that their gifts will be managed in a fiscally responsible, ethical and timely manner. Every effort will be made to ensure that the donors' confidence in RMHC is well placed and that all monies are expended and reported under the guidelines and within the timeframe requested by donors.

## **II. RMHC Stewardship and Donor Privacy Policy**

- A. Chief Executive Officer will oversee the organization and resources entrusted to RMHC by the community.
- B. RMHC will strive to act with integrity, openness, and honesty in all relationships, interactions, and transactions with its various donors and publics.
- C. RMHC honors donor privacy and will not sell, trade or lend its donor or member mailing lists for use by any other organization, and RMHC will not send mailings on behalf of other organizations.
- D. RMHC retains the following donor information in our database: donor name, address, phone number(s), and email. Credit card information provided directly to RMHC verbally or in writing is not kept on file and is destroyed after the approved transaction.
- E. RMHC will respect donor and constituent wishes in regards to the use of the data that is collected and stored. Donors and constituents may opt out of future contacts from RMHC at any time, as well as:
  - request to see what data we have on file, if any;
  - change/correct any data on file;

- have us delete any data on file; or
  - express any concern about the use of the data we have.
- F. RMHC takes precautions to protect your information online and offline. Wherever RMHC collects sensitive information (such as credit card data), that information is encrypted and transmitted in a secure way. This can be verified by looking for a closed lock icon at the bottom of the open web browser, or looking for "https" at the beginning of the address of the web page. RMHC servers are locked in a secure room with very limited access to staff. Each workstation and tablet are password protected and employees are diligent about locking their devices and following security protocols of protecting their devices at all times. Some data is stored locally, with no sensitive data being transmitted and stored at any remote locations.
- G. While RMHC uses encryption to protect sensitive information transmitted online, it is also protected offline. Only employees who need the information to perform a specific job (for example, billing or development professionals) are granted access to personally identifiable information. The computers/servers in which personally identifiable information is stored are kept in a secure environment.
- H. RMHC has a board-approved annual budget and written policies governing the following matters: conflict of interest; investment of assets; internal controls; and purchasing practices.
- I. RMHC's fundraising practices are consistent with and respectful of the intent of donors and prospective donors as well as the RMHC mission and organizational capacity.
- J. RMHC's fundraising costs will be reasonable in terms of percentage of charitable revenue spent for development. RMHC will strive to have charitable contributions from fundraising activities that are at least three times the amount spent on fundraising.
- K. RMHC will expend a minimum of 75% of its total operating expenses on program-related activities and will make its program vs. management and fundraising ratios available for the public upon request.
- L. RMHC will have an annual independent audit and will make this audit available to the general public upon request.
- M. RMHC will strive to create and provide accurate, truthful communications with donors and constituents and will not mislead or knowingly or intentionally misrepresent itself or its work.
- N. RMHC will be accountable to its donors and the general public and will publish and make available an Annual Report.

- O. RMHC will register for a Charitable Solicitations Permit with the State of Utah, Colorado and Arizona each year, and will respond promptly to any complaints or concerns brought to its attention by donors, the Better Business Bureau, or other interested parties.
- P. RMHC can be contacted by calling 801-363-4663, faxing to 801-363-0092, emailing at [info@rmhslc.org](mailto:info@rmhslc.org), mailing to 935 E. South Temple, Salt Lake City, UT 84102 or by visiting our website at [www.rmhcslc.org](http://www.rmhcslc.org).
- Q. RMHC may make changes to the Donor Stewardship & Privacy Policy from time to time. You may check back on this page at any time to see our current policy. If you feel that we are not abiding by this privacy policy, please contact us immediately.