
Ethical Fundraising and Disclosure Policy

Effective date:	October 15, 2022
Last review/approved date:	October 15, 2022
Approved by:	Board of Directors
Policy owner:	Donna McCullough, chief mission and field operations officer

Policy Statement

1. The Association discloses important and relevant information about the mission to potential donors, and all solicitation materials are accurate, truthful and not misleading. Solicitation materials addressed to donors and the public shall clearly identify the Alzheimer's Association. Solicitations shall be consistent with state law requirements regarding charitable solicitation, and solicitations should be consistent with the terms of Association policy.
2. Donor contributions are used consistently with the donor's intent whether as described in solicitation materials or as a clear, written donor directive about how the funds are to be used. The Association shall not accept a gift for which it is incapable of honoring donor intent or that is not in keeping with the policies, priorities, and purposes of the Association.
3. The Association has defined procedures for acknowledging contributions in a timely manner and for providing appropriate receipts for cash contributions if necessary. Donors shall be made aware of donor benefit. If merchandise, services or admission to fundraising events are provided in return for payment, the portion of the payment which is tax deductible as a charitable contribution shall be specified and made known to the donor.
4. The Association protects the privacy of individual donors except where disclosure is required by law. The Association shall not sell or otherwise make available the donor names and contact information of its donors to other organizations without providing the donors an opportunity at least once a year to opt out. The Association provides a secure environment for collecting online and offline donations and maintains internal controls

governing the safekeeping of all confidential donor financial and personal information.

5. The Association has soliciting practices that respect donors and treat them in a professional manner and not in a way that causes donors to feel deceived, coerced, or harassed. The Alzheimer's Association recognizes and adopts the Association of Fundraising Professionals' Donor Bill of Rights and Code of Ethical Principles and Standards.

Our Commitment to Transparency: The Alzheimer's Association[®] is dedicated to the transparent sharing of financial information, as well as information about our partnerships with companies, organizations and individuals. Learn more at alz.org/transparency.

This document is reviewed regularly. Last approved Oct. 15, 2022.