



Approved By	Executive Director
Committee Oversight	N/A
Original Issue Date	2026 June 08
Revision Date	N/A
Approval/Effective Date	2026 June 08
Date to be Reviewed	2028 June 08
Note: This is a public document which is available through the SGHF website.	

ARTIFICIAL INTELLIGENCE (AI) USE POLICY

PURPOSE

The Stratford General Hospital Foundation (Foundation) is dedicated to maintaining the highest standards of privacy, confidentiality, and ethical behaviour. This policy outlines the responsible, ethical, and effective use of Artificial Intelligence (AI) at the Foundation.

It ensures that AI supports fundraising, donor stewardship, community engagement, and operational efficiency while protecting donor privacy, safeguarding confidential information, reducing organizational risk, and maintaining public trust.

SCOPE

This policy applies to all Foundation staff, Board members, volunteers, contractors, consultants, and any other individuals who use AI on behalf of the Foundation (collectively, "end users").

It applies to all AI tools, including but not limited to:

- Fundraising and donor engagement
- Marketing and communications
- Financial and operational workflows
- Administrative processes
- Data analysis and reporting

Both internally implemented AI systems and third-party or publicly available AI tools fall under this policy.

All end users must adhere to this policy when using AI for any Foundation business. Non-compliance may result in disciplinary action, up to and including termination of employment or affiliation.

GOVERNANCE & OVERSIGHT

The Executive Director governs AI use within the Foundation, in consultation with the Data and Finance Manager, the Community Giving Manager and the Information Technology Department of the Huron Perth Healthcare Alliance.

Leadership Responsibilities:

- Approve new AI tools prior to organizational deployment.
- Ensure AI use complies with applicable legislation, including the Personal Health Information Protection Act (PHIPA) and relevant fundraising regulations.
- Maintain an inventory of approved AI tools and vendors.
- Serve as the escalation body for breaches, misuse, or ethical concerns.

AI GUIDING PRINCIPLES

The Foundation's use of AI reflects and reinforces our organizational values of Integrity, Accountability, Partnership, Leadership, and Innovation and abides by the following principles:

Integrity

We use AI ethically and transparently, ensuring all content is accurate, truthful, and aligned with our commitment to responsible stewardship and donor trust.

Accountability

The Foundation remains accountable for all AI-assisted work. Human review is required, and end users retain responsibility for validating and approving all outputs..

Partnership

AI is used to enhance – not replace – meaningful relationships with donors, volunteers, hospital partners, and the community.

Leadership

We demonstrate responsible digital leadership through strong governance, proactive risk management, privacy protection, and regulatory compliance.

Innovation

We embrace AI to improve efficiency and effectiveness, pursuing innovation thoughtfully and with appropriate oversight.

END-USER USE OF AI

The Foundation permits the use of approved AI tools such as:

Open-loop AI (Open AI) such as Microsoft Copilot, Grammarly, Chat and OpenAI ChatGPT for productivity, drafting, summarization, and the automation of low-risk tasks, provided users comply with this policy and safeguard Foundation data.

Closed-loop AI (Closed AI) support through CRM, such as Blackbaud AI Chat, for data analysis.

Approved AI Uses:

- Drafting emails, fundraising appeals, policies, and reports.
- Summarizing meeting notes or non-confidential documents.
- Brainstorming campaign ideas or presentation content.
- Supporting research using publicly available information.
- Analyzing anonymized or combined, non-identifiable data in open-loop AI systems.
- The analysis of identifiable data is limited to closed-loop AI environments within the CRM platform.
- Automating and problem solving routine administrative tasks (e.g., formatting, templates)

Prohibited AI Uses:

- Entering donor names or Personal Health Information (PHI) unless the donor consents to public recognition and storytelling.
- Inputting giving history, wealth screening data, contact details, or any identifiable donor information into public AI tools.
- Entering personal health information or patient identifiable data.
- Entering confidential HR, financial, Board, vendor, or legal information into AI systems without approval.
- Depending on AI-generated outputs without human review and validation.
- Using unapproved or personal AI applications for Foundation business.
- Creating fabricated donor testimonials, synthetic endorsements, or misleading impact stories.
- Impersonating donors, staff, physicians, executives, or Board members through AI-generated content (including deepfake audio or video).

FUNDRAISING & DONOR ENGAGEMENT USE OF AI

- AI may support donor communication and strategy development; however, AI must not replace authentic relationship-building.
- All fundraising messaging must remain truthful, accurate, and verifiable.
- Predictive modelling or donor analytics tools should only be done using the CRM AI closed-loop tool and not in an open AI platform.
- AI must not be used to manipulate, misrepresent impact, or exaggerate outcomes.
- The use of AI-generated audio, video, or images that simulate real individuals (deepfakes) is strictly prohibited.

DATE, PRIVACY & SECURITY

All staff must comply with the Foundation's privacy, confidentiality and ethical fundraising policies.

- Only approved vendors may process Foundation data.
- Vendors are prohibited from training AI models on Foundation data without written authorization.
- Identifiable donor information must never be entered into public AI platforms.
- All approved AI systems must include appropriate safeguards, including encryption, access controls, and audit capabilities where applicable.
- AI-related incidents must be reported immediately to leadership.

REVIEW

This policy will be reviewed every two years by the Executive Director to ensure that the Foundation continues to comply with charitable laws, regulations, guidelines, and best practices.

In the interim, this policy may be reviewed or rescinded at the discretion of the Executive Director.

RELATED POLICIES

Ethical Fundraising Policy
Privacy Policy
Confidentiality Policy