

September 7, 2021

The Honorable Gavin Newsom
Governor, State of California
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Sacramento, CA 95814

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RE: Assembly Bill 488 (Irwin) – Request for Signature

Dear Governor Newsom:

On behalf of the California Association of Nonprofits (CalNonprofits), I am writing to express support for Assembly Bill 488, which will define charitable fundraising platforms and make them trustees for charitable purposes subject to supervision by the Attorney General (AG). The bill also requires a charitable fundraising platform to receive written consent from a recipient charitable organization before using its name in a solicitation—with certain exceptions. In addition, AB 488 requires charitable fundraising platforms to provide tax donation receipts to donors and to send donations promptly to recipient organizations.

CalNonprofits, a statewide policy alliance of more than 10,000 organizations, is the voice for California's nonprofit community. Through our advocacy, we protect and enhance the ability of California nonprofits to serve our local communities, our state, the nation, and the world.

We recognize that online fundraising is an important way for nonprofits to receive charitable donations. However, certain industry practices have eroded donor confidence in online fundraising and will continue to do so unless the industry is regulated. In 2018, we developed a [set of principles for online fundraising](#): to protect the integrity of the donor-nonprofit relationship, assure that charities receive donations promptly, and prohibit tax-deductible donations from going to for-profit entities.

AB 488 is closely aligned with CalNonprofits' online fundraising principles and will provide much-needed oversight of online fundraising platforms. California's nonprofits need charitable donations now more than ever as they continue to serve their communities during the current crisis and beyond. Effective regulation of online charitable fundraising is also needed to ensure that potential donors receive accurate information in online solicitations for charities and that intended charities receive the solicited donations in a timely way.

For these reasons, CalNonprofits respectfully requests that you sign this legislation. Thank you for your consideration.

Sincerely,



Jan Masaoka, CEO, California Association of Nonprofits

cc: Jennifer Fearing, Sacramento Advocate, California Association of Nonprofits