



Artificial Intelligence (AI) Policy

Purpose

The MidwayUSA Foundation is committed to transparency in how we use Artificial Intelligence (AI) to create and deliver content to our constituents. This policy describes how AI may be used in content published on our website or shared through social media, and what safeguards are in place to protect the accuracy, integrity, and dignity of that content.

Definitions

Underlined words indicate a separate policy for that subject.

AI-Generated: content created entirely by an AI tool following a human prompt

AI-Derived: content that was crafted or enhanced by AI and then edited or supplemented by a human

Scope

This policy applies to all AI-Generated or AI-Derived content published on the MidwayUSA Foundation website or distributed through official MidwayUSA Foundation social media channels. It applies to content directed at or featuring donors, supporters, youth program participants, families, and the general public.

Disclosure of AI Use

The MidwayUSA Foundation may use AI tools to assist in creation or enhancement of website and social media content, including but not limited to written articles, program descriptions, fundraising appeals, and organizational updates. Where AI has been used to generate or meaningfully contribute to content, a disclosure will appear in the footer of the relevant webpage or at the bottom of the relevant post or communication.

This disclosure will read:

"Some content on this page was created or enhanced with the assistance of AI tools. All AI-assisted content is reviewed and approved by a MidwayUSA Foundation staff member before publication."

Human Review Requirement

No AI-Generated or AI-Derived content will be published on our website or social media channels without prior review and approval by a MidwayUSA Foundation staff member. That staff member is responsible for verifying the accuracy of all factual claims, ensuring the content aligns with our mission and values, and confirming the content is appropriate for its intended audience before it is published.



MidwayUSA Foundation Policy Document

Department: HR/Benefits

Authority: HR & Operations Manager

Process Owner: Logistics & IT Coordinator

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Content Featuring Minors

The MidwayUSA Foundation works with and celebrates youth athletes and program participants. When AI tools are used to assist in creating content that features or is directed at minors, including youth athlete spotlights, team stories, or program highlights, the following additional requirements apply:

- The content must be reviewed and approved by a staff member before publication, with particular attention to accuracy of names, programs, and personal details.
- AI may not be used to generate quotes, statements, or personal narratives attributed to minors.
- Any use of a minor's name, image, or personal story in AI-assisted content must comply with the MidwayUSA Foundation's existing consent and media release requirements.

What AI Will Not Be Used For

The MidwayUSA Foundation will not use AI to:

- Fabricate quotes, testimonials, or statements attributed to real individuals, including donors, partners, staff, or youth participants.
- Create content intended to mislead or misrepresent the Foundation's programs, financials, or impact.
- Replace human judgement in decisions about how constituents, youth athletes, or community partners are represented publicly.

Data and Privacy

Tools used to generate constituent-facing content do not have access to personal donor data, financial records, or any information covered under the MidwayUSA Foundation's [Privacy Policy](#). For full information on how the Foundation collects and uses personal information, please visit our [Privacy Policy](#) at www.midwayusafoundation.org.

Questions or Concerns

If you have questions about how AI is used in our communications, or if you believe content has been published in error or without appropriate disclosure, please contact us:

Mail: MidwayUSA Foundation, 6001 W Van Horn Tavern Rd., Suite C, Columbia, MO 65203

Phone: 573-447-5957 or 877-375-4570 **Email:** info@midwayusafoundation.org