

Our Fundraising Pledge to Donors

Your generosity is behind everything we do. That's why, when you support our work, we make these promises to you:

We have high standards

- 1) We have an Ethical Fundraising Policy approved by our Council of Management.
- 2) We are organisational members of the Institute of Fundraising and therefore committed to its Code of Fundraising Practice.
- 3) We adhere strictly to fundraising and data protection legislation and guidelines.
- 4) We take prompt action if we find any failure to meet these standards.

We are honest and open

- 5) We tell the truth and do not exaggerate.
- 6) We do what we say we are going to do.
- 7) We answer all reasonable questions about our fundraising activities and costs. Our most recent annual reports and accounts are [HERE](#)

We are clear

- 8) We are clear about who we are and what we do.
- 9) We are clear about how you can support us and how your gifts are used.

We are respectful

- 10) We do not use fundraising techniques such as telemarketing or door-to-door collections or outsource to fundraising agencies.
- 11) We work hard to ensure our fundraising work is unobtrusive and appropriate for our supporters.
- 12) We will never to sell your data to any third party.
- 13) We will not share your details with other charities.
- 14) We respect the rights, preferences and privacy of our donors. If you indicate a wish to only be communicated with in a certain way, or not to be communicated with at all, we will honour that request.
- 15) We will never accept a donation from someone we believe to be vulnerable and not in an informed position to make a decision about their donation.

We are fair and reasonable

- 16) We make every effort not to use words or images that are unduly distressing or offensive.
- 17) We strive to cause minimal disruption to our donors and will not make excessive contact attempts.

We are accountable

- 18) We are committed to being open and honest in our communications, and we value all feedback.
- 19) If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. Our complaints procedure is available [HERE](#)