



The Fundraising Promise

Our Fundraising Promise is a commitment made to the public by our members. It is based on six key pledges that centre on honesty, accountability and transparency.

The Fundraising Promise represents a commitment to the highest standards of good practice and ensures that all fundraising activities are open, legal and fair.

The Fundraising Promise

We Are Committed to High Standards

- We do all we can to ensure that fundraisers, volunteers and fundraising contractors working with us to raise funds comply with the Code and with this Promise.
- We comply with the law including those that apply to data protection, health and safety and the environment

We Are Honest and Open

- We tell the truth and do not exaggerate
- We do what we say we are going to do
- We answer all reasonable questions about our fundraising activities and costs.

We Are Clear

- We are clear about who we are, what we do and how your gift is used
- Where we have a promotional agreement with a commercial company, we make clear how much of the purchase price we receive
- We give a clear explanation of how you can make a gift and amend a regular commitment

We Are Respectful

- We respect the rights, dignities and privacy of our supporters and beneficiaries
- We will not put undue pressure on you to make a gift and if you do not want to give or wish to cease giving, we will respect your decision
- If you tell us that you don't want us to contact you in a particular way we will not do so

We Are Fair and Reasonable

- We take care not to use any images or words that cause unjustifiable distress or offence
- We take care not to cause unreasonable nuisance or disruption

We Are Accountable

If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We have a complaints procedure, a copy of which is available on request. If we cannot resolve your complaint, we accept the authority of the Fundraising Standards Board to make a final adjudication