

Our Fundraising Promise



Fundraising Regulator

We are registered with the Fundraising Regulator, the independent regulator of charitable fundraising. We follow their Fundraising Code to ensure our fundraising is legal, respectful, open, honest and accountable to the public.

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 Fundraising 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. Please [contact us](#) or see our [Annual Report](#) if you require further details.

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. Our [Privacy Policy](#) has full details of how we will handle your data.
- 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

- Your views are important to us and we take every complaint seriously. We are committed to high standards in everything that we do, but we realise that sometimes we might get things wrong. We promise to take all complaints seriously, and to deal with them in a timely manner.
- 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 Regulator to make a final adjudication.

Thank you for your support