



# Our Fundraising Promise

We are registered with the Fundraising Regulator, follow the Institute of Fundraising's Code of Fundraising Practice and comply with the key principles embodied in the Code and in this promise.



## **We will commit 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 will be clear, 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, visit our website or see our Annual Report if you require further details.



## **We will be 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 will be 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 will be accountable and responsible**

- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint.