

Fundraising Promise

We are committed to high standards

- We do all we can to ensure that fundraisers, volunteers and the people we work with comply with the Code of Fundraising Practice and 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 do not 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 the 'Contact Us' section of the website or by request.
- If we cannot resolve your complaint, we accept the authority of the Fundraising Standards Board to make a final adjudication.

Life.
To the fullest.



Registered charity no. 1120231