

# Our Fundraising Promise



At Hospice at Home West Cumbria, we recognise that we would not be able to deliver our services if it wasn't for the generous support we receive from the public and members of our local communities. Each year we need to raise over £1.4m to continue to deliver our services and we can only do that because of the donations you make.

We are committed to ensuring that we provide not only excellent standards of clinical care, but excellent standards of customer care to our supporters. We want to make sure that as a member of a community of supporters, you have a good experience and feel able to talk to us if you need to. We are members of The Fundraising Regulator which sets out standards to ensure our fundraising activities are carried out honestly and openly. We will display The Fundraising Regulator badge to demonstrate our commitment to good fundraising practice.

## **We commit to always delivering the highest possible standards:**

- We will adhere to the Fundraising Code of Practice and the law and take steps to ensure all working with us to raise funds do so too.

## **We will be respectful:**

- We will respect your rights and privacy and never put undue pressure on you to make a gift.
- We will respect your decision if you no longer want to support us and where the law requires, obtain your consent before we contact you to fundraise.
- We will respect any request for us to only contact you in a particular way.

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

- We will manage our resources responsibly and consider the impact our fundraising activities may have on others.
- We will listen to and value any feedback, comments or complaints you may wish to make.



## **We will be clear, open and honest:**

- We will tell the truth, not exaggerate and do what we say we are going to do.
- We will be clear how you can support us, and tell you what we do with that support.
- We will be able to explain any financial relationships and show how they are in our best interests.
- We will tell you how you can complain and provide clear, evidence based reasons for any decisions relating to complaints.

## **We will be fair and reasonable:**

- We will treat our supporters and all in the community fairly, showing sensitivity and adapting our approach depending on your needs and wishes.
- We will take care not to cause any nuisance or disruption and not to use images or words that may cause distress or upset.

## **Talk to us – how to give feedback or make a complaint:**

Our fundraising team welcome any feedback you may wish to give us and if you are unhappy, the sooner we know, the sooner we can take steps to make it right. Email us at [info@hhwc.org.uk](mailto:info@hhwc.org.uk) or call us on 01900 873173.

If we cannot resolve your complaint, we will accept the authority of The Fundraising Regulator to make a final adjudication.

To find out more about The Fundraising Regulator and to see the complete Fundraising Promise, please visit [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)