

Our Fundraising Promise to You

North Staffs Mind is registered with the Fundraising Regulator. We agree to ensure our fundraising is legal, open, honest and respectful.

We are committed to high standards

- ◆ We will adhere to the Fundraising Code of Practice.
- ◆ We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice and with this Promise.
- ◆ We will comply with the law as it applies to charities and fundraising.
- ◆ We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice.

We will be clear, honest and open

- ◆ We will be clear about who we are and what we do.
- ◆ We will tell the truth and we will not exaggerate.
- ◆ We will do what we say we are going to do with donations we receive.
- ◆ We will answer all reasonable questions about our fundraising activities and costs.
- ◆ We will give a clear explanation of how you can make a gift and amend a regular donation.

We will be respectful

- ◆ We will respect your rights and privacy.
- ◆ We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision.
- ◆ Where the laws requires, we will obtain your consent before we contact you to fundraise.
- ◆ If you tell us you don't want us to contact you in a particular way, we will not do so.

We will be fair and reasonable

- ◆ We will treat donors and the public fairly and with sensitivity adapting our approach depending on your needs.
- ◆ We will take care not to use any words or images that intentionally cause distress or anxiety.

We will be accountable and responsible

- ◆ We will manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.
- ◆ If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive.
- ◆ We will ensure that our Complaints Procedure is clear and easily accessible. We will have a full Complaints Procedure, a copy of which is available on our website or on request. The Procedure will explain how you may contact the Fundraising Regulator should you feel our response is unsatisfactory.
- ◆ Easy Read guides to our Complaints Procedure are available in our waiting areas.