



*give with confidence*

**The Wildlife Trust**  
South and West Wales  
De a Gorllewin Cymru



## **Our Donor Charter**

### **Being accountable**

The Wildlife Trust of South and West Wales is a member of the [Fundraising Standards Board \(FRSB\)](#). We have made a promise to be honest, transparent, clear and accountable in all our fundraising activity, enabling you to give with confidence.

We know that our membership of the FRSB will build trust and confidence in charitable giving and encourage more people to provide essential support for nature conservation. As members of the scheme, we follow the Institute of Fundraising's (IOF) Code of Fundraising Practice and make the following promise;

### **We Are Committed to High Standards**

- We insist that our staff fundraisers and volunteers working with us to raise funds comply with the Code and with this promise. We do not employ third party or agency fundraisers to work on our behalf.
- 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 costs of fundraising and other fundraising activities.

### **We Are Clear**

- We are clear about who we are, what we do and how your gifts are used.
- We have no promotional agreements with other commercial companies.
- 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 don't want us to contact you in a particular way we will not do so.
- We will not sell or pass your details to any third party.

## **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 with your concern.
- The Wildlife Trust of South and West Wales is committed to transparency and accountability. We aim to resolve any concerns as quickly and as amicably as possible. If you have any concerns about the way we fundraise, we encourage you to get in touch with us with your feedback. Please do so by contacting our Membership Manager, Jon Cooper or our Marketing Manager, Gina Gavigan on 01656724100 .
- If we are unable to resolve a concern quickly the complaint can be referred to the FRSB for an independent resolution.