

North Wales Wildlife Trust: Our Supporter Care Charter



North Wales Wildlife Trust works to ensure that exceptional standards of supporter care are delivered across its supporter base at all times. Without our supporters, the charity would not be able to champion wildlife and natural places, to engage and inspire people and to promote sustainable living. We are working to conserve and enhance North Wales's rich and varied wildlife, delivering conservation gains through our network of nature reserves and by engaging with communities, landowners, farmers, local authorities, business and young people.

WE RECOGNISE THE TRUE VALUE OF EACH AND EVERY SUPPORTER

- Our supporters are the most valuable asset we have.
- Every donation we receive matters to us, regardless of how big or small it is.

WE RESPECT OUR SUPPORTERS

- We respect the opinions and beliefs of our supporters.
- We are honest and transparent at all times. We admit it when we make mistakes and we put things right.
- We deliver what we say we're going to deliver.
- If someone tells us that they don't want to be contacted in a certain way, we take notice and honour the request.

WE VALUE SUPPORTER RELATIONSHIPS

- We engage with our supporters in an empathetic, understanding and fair way.
- Our people take ownership of every contact they have with our supporters.
- We see people as individuals, not numbers.
- We treat every new person who contacts us as a valued supporter. As a result, we develop new and long-lasting relationships.

WE KNOW WHO OUR SUPPORTERS ARE

- All of our communications reflect and take into account the preferences and opinions of our valued supporters.
- We know how our supporters respond to certain methods of fundraising and how they like to be communicated with.

WE LISTEN TO YOUR FEEDBACK

- Our supporters' opinions and feedback are always taken into account during the planning stage of any of our campaigns.
- We are here to talk and to listen – we welcome and actively encourage feedback and make it clear how people can get in touch with us.
- We regularly use this feedback both to improve and enhance our fundraising campaigns.

WE GO "THE EXTRA MILE"

- We aim to exceed your expectations with the level of service we provide.

Our Fundraising Promises

Having registered with the [Fundraising Regulator](#) (FR), North Wales Wildlife Trust has made a public promise to ensure that our fundraising is legal, open, honest and respectful, enabling you to give with confidence.

We hope that our registration with the FR will build trust and confidence in charitable giving and encourage more people to provide essential support for nature conservation. We follow the Code of Fundraising Practice and make the following promises:

WE WILL COMMIT TO HIGH STANDARDS

- We will adhere to the Code of Fundraising 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 & OPEN

- 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 be clear about who we are and what we do.
- We will give a clear explanation of how you can make a gift and change a regular donation.
- Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent.
- We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged.
- We will ensure our complaints process is clear and easily accessible.
- We will provide clear and evidence based reasons for our decisions on complaints.

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.
- We will have a procedure for dealing with people in vulnerable circumstances and it will be available on request.
- Where the law requires, we will get your consent before we contact you to fundraise.
- If you tell us that you don't want us to contact you in a particular way we will not do so.
- We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive specific types of communication don't have to.

WE WILL BE FAIR & REASONABLE

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

WE WILL BE ACCOUNTABLE & 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 have a complaints procedure, a copy of which will be available on our website or available on request.
- Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory.
- We will monitor and record the number of complaints we receive each year and share this data with the Fundraising Regulator on request.

If you have any concerns about the way we fundraise, we encourage you to get in touch with your feedback. Please do so by contacting our Fundraising Director, Graeme Cotterill, on 01248 351541.