

PDSA fundraising promise

PDSA are committed to the highest standards in fundraising practice. As such we are registered with the Fundraising Regulator and aim to adhere to the code of Fundraising practice and this promise.

We are committed to high standards

- We do all we can to ensure that fundraisers, volunteers and fundraising partners working with us to raise funds comply with the Code and with this Promise.
- We comply with the law, including that which applies 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, dignity 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.
- If there is an error when making a donation we will act fairly to resolve the position.

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 while fundraising, you can contact us to make a complaint.
- We have a complaints procedure, a copy of which is available on request. If we cannot resolve your complaint, we can refer this to the Fundraising Regulator for final adjudication.

