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# DONOR CHARTER

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**WE IN WESTERN ALZHEIMERS ARE FULLY COMMITTED TO THE STATEMENT OF GUIDING PRINCIPLES FOR FUNDRAISING AND WILL COMMUNICATE THIS VIA ALL OF OUR COMMUNICATION CHANNELS.**

**As a charity seeking donations from the public we, Western Alzheimers, aim to comply with the Statement of Guiding Principles for Fundraising.**

**Our pledge is to treat all our donors with respect, honesty and openness. We commit to being accountable and transparent so that donors and prospective donors can have full confidence in Western Alzheimers.**

**We promise we will effectively apply your gifts to us for their intended purposes. We commit that you, our donors and prospective donors will:**

- Be informed of the organisation's mission, and of the way the organisation intends to use donated resources.**
- Be informed of the identity of those serving on the organisation's governing board, and that the board will exercise prudent judgement in its stewardship responsibilities.**
- Have access to the organisation's most recent financial statements.**
- Be assured your gifts will be used for the purposes for which they were given.**
- Receive appropriate acknowledgement and recognition.**
- Be assured that information about your donation is handled with respect and with confidentiality to the extent provided by law.**
- Expect that all relationships with individuals representing the charity will be dealt with professionally.**
- Be informed whether those seeking donations are volunteers, employees of the organization or hired third party agents.**
- Have easily available the agreed procedures for making and responding to complaints.**
- Have the opportunity for any names to be deleted from mailing lists and to be informed if the organisation intends to share the mailing lists with third parties.**
- Receive prompt, truthful and forthright answers to questions you might have of the organisation.**



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## HANDLING FEEDBACK AND COMPLAINTS

Western Alzheimers is committed to ensuring that all our communications and dealings with the general public and our supporters are of the highest possible standard.

We listen and respond to the views of the general public and our supporters so that we can continue to improve. Western Alzheimers welcomes both positive and negative feedback. Therefore we aim to ensure that:

- It is as easy as possible to make a complaint.
- We treat as a complaint any clear expression of dissatisfaction with our operations which calls for a response.
- We treat it seriously whether it is made by telephone, letter, fax, email or in person.
- We deal with it quickly and politely.
- We respond accordingly – for example, with an explanation, or an apology where we have got things wrong and information on any action taken etc.
- We learn from complaints, use them to improve, and monitor them at our Board.