

ETHICAL FUNDRAISING POLICY 2024-25



Our conservation work is funded by our supporters, which allows us to protect wildlife and increase biodiversity.

How we fundraise is important to us and we are sure it is important to our supporters, too.

Our Fundraising Promise:

To be honest and transparent about where donated money goes and why we ask for donations

- We publish information widely about our work, and how we spend supporters' donations. We are committed to keeping everyone informed. We communicate clearly why we need funds and what donations will be spent on, so that all interested parties can understand the work made possible by their donations.

We will protect supporters' data

- We always treat supporters' information in a safe, secure, sensitive and confidential way. We take our obligations to look after supporters' data very seriously. We will never sell names, addresses or other personal information to third party organisations.
- Gazen Salts Nature Reserve can be contacted via email address on website www.gazensalts.co.uk

We are respectful

- If an individual indicates that they do not want to be contacted in a certain way, we will honour that request.
- We always respond to enquiries in an open, honest, courteous and professional way. We will provide a response to questions in a timely manner, and, if necessary, when to expect a response if we need to obtain information from elsewhere.

We are accountable

- We welcome and actively encourage feedback and make it clear how supporters can get in touch with us.
- If anything we have done, or not done, causes dissatisfaction, we can be contacted via email address on website www.gazensalts.co.uk
- If we make a mistake we will apologise and do all we can to put things right. However, if we cannot resolve a complaint, we accept the authority of the Fundraising Regulator and Charity Commission to make a final adjudication.

Gazen Salts Nature Reserve is a registered charity - number 1118116

Approved at Trustees' Committee Meeting, 21st November 2024

To be reviewed October 2025