

# East Anglia's Children's Hospices (EACH)

## Supporter Standards Policy

**Approved by:** MEX  
**Date of approval:** June 2009  
**Author:** Director of Fundraising & Marketing  
**Lead Directorate:** Fundraising and Finance

### 1 Policy Statement

At East Anglia's Children's Hospices (EACH), we value public support of our work and we want to surpass our supporters' expectations of us. Without public support we would not be able to continue to provide care for children and their families living with life-threatening conditions and complex healthcare needs.

There may be times when we do not meet our own high standards. When this happens, we want to hear about it, resolve it and put measures in place to stop it happening again.

In terms of the Supporter Standards we set ourselves we will:

- Treat supporters with courtesy and respect.
- Respond to fundraising donations, enquiries and correspondence within 5 working days of receipt at EACH.
- Be pleased to receive visitors at our fundraising offices which are open from 9am – 5pm on weekdays.
- Answer any questions about our fundraising activities and costs.
- Respect the rights, dignities and privacy of our supporters and service users.
- Accept that if a supporter tells us that they do not want us to contact them again or in a particular way, we will not do so.

Christmas is a particularly busy time for us in terms of fundraising activity, and so during December & early January it may take a little longer than usual to acknowledge the public's generous support. We ask that our supporters please bear with us at this time.

### 2 Aim and Scope

Correct use of the Supporter Standards Policy will enable the Finance and Fundraising team to ensure that all support is acknowledged and thanked appropriately. We wish to build good relationships with all of EACH's donors, supporters and volunteers as they are of such vital importance to the charity. Staff should use this policy as a guide to ensure that complaints are minimised and we protect the reputation of the charity against adverse public reaction from existing or potential supporters.

### 3 Related Hospice Policies/Procedures/Guidelines

Incident Reporting Policy & Procedure (AD18)  
Whistle blowing Policy & Procedure (PI1)  
Supporter Complaints Policy and Procedure

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## 4 Responsibility/Accountability

**Chief Executive:** Ultimate responsibility for the policies and procedures that govern work in the Hospices and for document control throughout the organisation.

**Director of Fundraising & Marketing:** Will be responsible for the content of each specific document, drafting, instigating revisions in response to changing guidance and practice at three yearly intervals as a minimum.

**All Fundraising & Finance Staff** Responsible for adherence to policy, procedures and guidelines.

### 4.1 Monitoring and Review

The Director of Fundraising and Marketing is responsible for initiating the reviews of the policy once every three years and submitting the policy to the Management Executive Team for approval.

All previous versions of the Supporter Standards Policy and other related policies are to be archived as paper copies for no less than three years.

## 5 Compliance with Statutory Requirements

This policy ensures that EACH complies with the requirements of the Fundraising Standards Board.

## 6 Method

Where possible all Fundraising and Finance staff will treat supporters in a courteous manner and will adhere to the Supporter Standards in section 1.

Occasionally a supporter of EACH may feel that we have failed to meet the Supporter Standards set out above and we take complaints seriously and treat them as an opportunity to help us improve. In this instance supporters can contact us in one of three ways:

1. Call us on 01223 205180 and ask to speak to our Fundraising Manager, who is the nominated Complaints Co-ordinator for EACH, based at our Milton site.

2. Write to the Fundraising Manager at:

EACH  
42 High Street  
Milton  
Cambridge  
CB24 6DF

3. Email us at [funding@each.org.uk](mailto:funding@each.org.uk)

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We ask that supporters let us know their name, address and contact telephone number so that we can get back in touch with them easily. We have found that the best way to resolve a problem is by telephone, so that we can fully understand the problem and gather all of the information we need to resolve the issue.

After taking any of the three approaches outlined above, **we will then aim to respond within 14 working days**. Where this time limit cannot be met, we will keep you informed.

## **Dispute resolution**

EACH is committed to the highest standards in fundraising practice [and is a member of the Fundraising Standards Board (FRSB)]. If a supporter feels that their complaint has been unresolved by us then the FRSB can investigate. They must be contacted within two months of receiving a response from us:

Fundraising Standards Board  
Hampton House  
20 Albert Embankment  
London  
SE1 7TJ

Tel 0845 402 5442

## **7 Staff Training Requirements**

All staff are to be aware of the policies that relate to their area of work.

All Fundraising and Finance staff are required to be aware of the Supporter Standards Policy and should endeavour to adhere to it at all times.

## **8 Evidence Base**

Fundraising Standards Board website; [www.frsb.org.uk](http://www.frsb.org.uk)