



Fundraising Complaint Procedure

We welcome all comments and feedback about the way we work. If you have a complaint or issue with the service you have been provided please do let us know. We aim to resolve it as quickly and efficiently as possible in a personal, fair and confidential way. As a charity receiving donations from the public, we are focused on ensuring a transparent and ethical approach to our fundraising.

The aim of this procedure is to provide an efficient and robust fundraising complaints process for our supporters in line with our organisational values and standards set by the Fundraising Regulator.

Action for Children is committed to excellent customer service. We regard complaints as an opportunity to turn a negative experience into a positive one, as well as an opportunity to learn and to improve.

The purpose of the complaint's procedure is to ensure that we:

- listen and are responsive to people who raise an issue with us,
- respond swiftly and at a level close to the point of service delivery,
- are fair and consistent,
- offer solutions and/or explanations,
- offer complainants recourse to someone more senior/more independent if they wish,
- ensure that staff who are mentioned in complaints receive support,
- respect confidentiality,
- record complaints consistently and monitor what we record,
- use complaints positively as an opportunity for learning and improvement,
- protect those raising a concern from victimisation and harassment.

How to Complain

Please send your complaint to us in one of the following ways:

Phone: 0300 123 2112,

Email: ask.us@actionforchildren.org.uk or by

Post: Action for Children, 3 Boulevard, 3 Ascot Road, Watford, WD18 8AG.

Your complaint will be reviewed and we aim to respond within seven working days of receipt, but it can take up to 10 working days. If the matter requires further investigation, we will provide you with an update within 10 working days of receipt.

If you are unsatisfied with the outcome your complaint will be escalated to senior management where a review of the complaint will be carried out. We aim to complete investigations within 25 days of their start date.

Taking Your Complaint Outside of Action for Children

If you remain dissatisfied with the outcome, you are entitled to raise the matter with the Fundraising Regulator.

The Fundraising Regulator is the regulatory body for UK fundraising, overseeing charities and agencies compliance with the [Code of Fundraising Practice](#). They can adjudicate on complaints relating to fundraising activities, where the complainant and charity cannot reach a resolution.

Please note: Complaints are required to be assessed by the charity before raising with the Fundraising Regulator.

Fundraising Regulator

2nd Floor, CAN Mezzanine
49-51 East Road
London,
N1 6AH

Tel: 0300 999 3407

www.fundraisingregulator.org.uk