

Summary of Our Code of Fundraising Practice

A shared promise of integrity, compassion, and trust

Every act of giving is an act of hope. This Code of Fundraising Practice reflects a heartfelt commitment to everyone who supports our work — a promise to uphold the highest standards of honesty, care, and respect in everything we do. By following the Fundraising Regulator’s Code, we ensure that every donation, every conversation, and every campaign is carried out with transparency, empathy, and integrity.

Our Promise to You

We will treat you with fairness and kindness

Every supporter matters. Every story shared, every gift given, and every moment of connection is valued. We will always treat donors and the public with fairness, sensitivity, and understanding — adapting our approach to meet individual needs.

- We will never use images or words designed to cause distress or anxiety.
- We will always act with compassion and care, ensuring our fundraising never causes nuisance or disruption.

We will uphold the highest standards

We are proud to follow the Fundraising Code of Practice and to display the Fundraising Regulator badge as a mark of our commitment to ethical fundraising.

- We will ensure that everyone representing us — staff, volunteers, and partners — understands and follows this Code.
- We will comply fully with the law and maintain the highest professional standards in all our fundraising activities.
- We will continually review and improve our practices to ensure they remain open, honest, and respectful.

We will be accountable and responsible

We recognise that every donation is an act of trust. We will manage all resources carefully, ensuring that funds are used wisely and for the greatest possible impact.

- We will listen to feedback, respond to concerns, and learn from every experience.

- If something goes wrong, we will take it seriously. Our complaints procedure is clear, accessible, and available on our website or by request.
- If a concern cannot be resolved directly with us, we will ensure you know how to contact the Fundraising Regulator.

We will always show respect

Respect is at the heart of our relationship with every supporter.

- We will protect your privacy and personal information.
- We will never pressure anyone to give. If someone chooses not to donate or wishes to stop giving, that decision will always be respected.
- We have clear procedures to support people in vulnerable circumstances, ensuring that all interactions are handled with care and dignity.
- We will only contact individuals in ways they have agreed to, and we will honour all requests to change or stop communications.

We will be clear, honest, and open

Trust is built on transparency. We will always be open about who we are, what we do, and how donations make a difference.

- We will tell the truth and never exaggerate.
- We will ensure that donations are used exactly as promised.
- We will clearly explain how to make or amend a gift, and how to contact us with questions or concerns.
- When working with third parties, we will be transparent about those relationships and any financial arrangements.
- We will be open about our fundraising costs and demonstrate how they serve the best interests of our cause.
- Our complaints process will be easy to find, simple to follow, and fair. Every decision will be explained clearly and based on evidence.

Our Commitment

This Code is more than a set of rules — it is a reflection of our values. It represents a shared belief that fundraising should always be a force for good: honest, compassionate, and inspiring. Every supporter deserves to feel confident that their generosity is respected, their voice is heard, and their kindness is making a real difference.

Contact Us

If you have any questions about our Code of Fundraising Practice or would like to learn more about how you can support Dorset County Hospital Charity, please do not hesitate to contact us:

Dorset County Hospital Charity, Williams Avenue, Dorchester, Dorset, DT1 2JY

Website: www.dchcharity.org.uk

Email: charity@dchft.nhs.uk

Tel: 01305 253215

Registered Charity Number 1056479

