

## **Our Fundraising Promise**

Brighter Futures is the registered charity of Great Western Hospitals NHS Foundation Trust and supports services at the Great Western Hospital and the Swindon Community Health Service. We aim to raise funds to support an extraordinary provision of care to our patients. Our charity funds the purchase of equipment, supports education for our staff, and improves the environment for our staff and patients - all of which are over and above the existing NHS budget.

Brighter Futures accepts gifts in accordance with the Fundraising Regulator's Code of Fundraising Practice. The Fundraising Regulator sets and maintains the standards for charitable fundraising, ensures that fundraising is respectful, open, honest and accountable to the public and regulates fundraising in England and Wales.

Brighter Futures has written this Fundraising Promise to assure supporters of the integrity and accountability of its fundraising programme.

### **We Are Committed to High Standards**

- We do all we can to ensure that fundraisers, volunteers and fundraising contractors working with us to raise funds comply with the Code and with this Promise
- We comply with the law including those that apply to data protection, health and safety and the environment

### **We Are Honest and Open**

- We tell the truth and do not exaggerate
- We do what we say we are going to do
- We answer all reasonable questions about our fundraising activities and costs. Please contact us, visit our website or see our Annual Report if you require further details

### **We Are Clear**

- We are clear about who we are, what we do and how your gift is used
- Where we have a promotional agreement with a commercial company, we make clear how much of the purchase price we receive
- We give a clear explanation of how you can make a gift and amend a regular commitment

### **We Are Respectful**

- We respect the rights, dignities and privacy of our supporters and beneficiaries
- We will not put undue pressure on you to make a gift and if you do not want to give or wish to cease giving, we will respect your decision
- If you tell us that you don't want us to contact you in a particular way we will not do so

### **We Are Fair and Reasonable**

- We take care not to use any images or words that cause unjustifiable distress or offence
- We take care not to cause unreasonable nuisance or disruption

### **We Are Accountable**

- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint
- We have a complaints procedure, a copy of which is available on request. If we cannot resolve your complaint, we accept the authority of the Fundraising Regulator to make a final adjudication