

# PDSA Fundraising Complaints Procedure

PDSA takes seriously any complaint about its fundraising and marketing activities. We aim to respond speedily to satisfy our supporters, volunteers, and customers.

## When should I complain?

PDSA aims to be open and honest in all our communications. The general public, especially PDSA supporters, volunteers and customers, have a right to expect the very highest standards from PDSA. You should complain if you do not consider we are meeting these standards or if you are not satisfied with any aspect of our fundraising.

## Our fundraising promise

PDSA is a member of the Fundraising Standards Board self-regulatory scheme, which works to ensure that organisations raising money from the public do so honestly and properly.

As a member of the scheme, we follow the Institute of Fundraising Codes of Fundraising Practice and we comply with the principles embodied in the Fundraising Standards Board 'fundraising promise', a copy of which can be found on the PDSA website [www.pdsa.org.uk/fundraisingpromise](http://www.pdsa.org.uk/fundraisingpromise)

## What are the aims of our Complaints Procedure?

Our Complaints Procedure aims to:

- Outline an effective way for you to make your views known.
- Support your right to complain, disagree, or request a better explanation of our actions.
- Explain how your complaint will be handled, including the stages of escalation and anticipated response periods.

## How should I complain?

Many complaints are best discussed locally with the individual or department concerned. However, if the complaint cannot be answered to your satisfaction, or relates to national fundraising communications or fundraising strategies, you should write to **PDSA Supporter Services, Whitechapel Way, Priorslee, Telford, Shropshire TF2 9PQ**, or **Freephone 0800 019 9166**.

Please provide the following information:

- An outline of your complaint:
  - The key issue at the heart of your complaint.
  - Any dates, people or other key facts relevant to your complaint.

- How you believe this issue has affected you personally.
- What you want PDSA to do to resolve your complaint.
- Full contact details so we can keep you up to date with our investigation.

## How does the Complaints Procedure work

Stage 1 On receipt of a complaint an initial assessment will be made to see if it can be satisfactorily resolved locally through clarification, action or apology.

- A written acknowledgment of receipt will be sent within 2 working days of receiving the complaint.
- Supporter Services research/investigate the complaint.
- We aim to respond to you within 10 working days from acknowledging the complaint.

Stage 2 Unresolved complaints from Stage 1 will be escalated to the next level of management.

- A written acknowledgment of receipt will be sent within 2 working days of receiving your confirmation that you remain unsatisfied with our initial response.
- The relevant manager will review the facts of the case conducting further investigation if necessary.
- We aim to resolve the complaint within 14 working days from acknowledgment.

Stage 3 Unresolved complaints from Stage 2 or extremely serious complaints will be escalated to senior management level.

- A written acknowledgment of receipt will be sent within 2 working days of receiving your confirmation that you remain unsatisfied with our initial response.
- The relevant senior manager will review the facts of the case conducting further investigation if necessary
- We aim to resolve the complaint within 14 working days from acknowledgment.

In the extremely unlikely event that a complaint remains unresolved after Stage 3 the complaint will be referred to the Fundraising Standards Board for final adjudication. This complaints procedure covers fundraising activities, communications, marketing activities, and events.