



Aware – Donor Charter

Updated: March 2021

As a charity seeking donations from the public, Aware operates within the Guidelines for Charitable Organisations on Fundraising from the Public as published by the Charities Regulator. Our pledge is to treat all our donors with respect, honesty and openness. We will ensure that we are accountable and transparent in every facet of our operation, so that donors and prospective donors can have full confidence in all aspects of the way in which we run our organisation.

Respect

- All fundraising by Aware will respect the rights and dignity of donors, beneficiaries and the public.
- Our fundraising activities will not be unreasonably persistent, intrusive or place undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation, that decision will be respected.
- Beneficiaries will not be presented in a disrespectful way in promotional activities and, where possible and appropriate, clients and beneficiaries will have an input into the promotional strategies of Aware.

Honesty and Integrity

- Fundraising will occur in an honest and truthful manner.
- Fundraisers will act with integrity and not misrepresent the charity, its need for funds or how they will be applied.
- Questions about fundraising activities and fundraising costs will be answered honestly and in a timely manner.
- Information about Aware's charitable purpose and activities will be made freely available.
- Charitable donations and gifts will be used for the purposes for which they were donated.

Transparency and Accountability

- Aware will take responsibility for its actions and will be capable of explaining, clarifying, and justifying those actions.

- Aware's trustees and management will explain and account to donors and the public for our actions.
- Aware will operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors and the public alike.
- Aware will clearly identify to donors and the public the cause for which the fundraising is occurring and how donations will and are being used.
- Aware will provide ways whereby those interested can easily contact the charity.
- Aware will have a procedure in place to address complaints.