



# PEBBLEBED HEATHS

## CONSERVATION TRUST

## Fundraising Complaints Policy

**Effective Date:** 23 April 2026

### 1. Purpose of this Policy

Pebblebed Heaths Conservation Trust (PHCT) is committed to fundraising that is legal, open, honest, and respectful, in line with the **Fundraising Regulator's Code of Fundraising Practice**. This policy ensures that supporters and staff know how to raise concerns about the organisation's fundraising and how PHCT will respond.

### 2. Our Commitment

PHCT will:

- Treat all complaints seriously, respectfully, and confidentially
- Acknowledge complaints promptly
- Respond fully and transparently within a defined timeframe
- Escalate concerns when appropriate
- Learn from complaints and strengthen practice over time

This commitment reflects PHCT's focus on embedding compliant, ethical fundraising as the function matures.

### 3. What This Policy Covers

A fundraising complaint is any expression of dissatisfaction relating to:

- PHCT's fundraising activities
- Conduct or behaviour of staff, volunteers, or contractors while fundraising
- Clarity, accuracy, or tone of fundraising materials
- Concerns that we may not be meeting the standards of the Fundraising Regulator

- Interactions that feel misleading, intrusive, or inappropriate

PHCT recognises that concerns may arise from members of the public *or* from within the organisation.

#### 4. How Members of the Public Can Make a Complaint

**Email:** [fundraising@pebblebedheaths.org.uk](mailto:fundraising@pebblebedheaths.org.uk)

**Phone:** 01395 443881

**Post:** Fundraising Manager, Pebblebed Heaths Conservation Trust, Rolle Estate Office, Bicton Arena, East Budleigh, Budleigh Salterton EX9 7BL

Complainants are encouraged to provide as much detail as possible, including dates, materials, and names if known.

#### 5. How We Handle Complaints from the Public

##### **Stage 1: Acknowledgement**

All complaints will be acknowledged within five working days.

##### **Stage 2: Investigation**

Handled by the Fundraising Manager or another senior staff member. This may include review of materials, speaking to staff/volunteers, or liaising with partner organisations.

##### **Stage 3: Response**

A full response will be issued within 20 working days. If further time is needed, we will communicate this.

##### **Stage 4: Escalation**

If a complainant remains dissatisfied, the complaint will be reviewed by a Senior Leadership Team member or Trustee.

#### 6. If You Are Still Unsatisfied

Complainants who remain dissatisfied after PHCT's internal process may refer the matter to:

##### **The Fundraising Regulator**

[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

#### 7. Complaints Involving Vulnerable People

Where a complaint involves a vulnerable person, PHCT will follow its Safeguarding/Vulnerable People procedures (policy in development).

## 8. Recording & Learning

PHCT will maintain a confidential log of all complaints to help:

- Identify trends
- Improve training
- Strengthen compliance
- Report patterns to Senior Leadership and Trustees

## 9. Internal Fundraising Complaints (Staff & Volunteers)

PHCT staff, volunteers, and contractors are encouraged to raise concerns about any aspect of fundraising practice.

**Staff may raise a concern if they believe that:**

- Fundraising activity may not meet legal or regulatory requirements
- A donor interaction was inappropriate, misleading, or created undue pressure
- A colleague or volunteer acted outside their authority when speaking with donors
- A safeguarding concern has arisen during fundraising activity
- Fundraising materials may be unclear or misleading
- There is a potential risk to PHCT's reputation or charitable objectives

**How staff can raise an internal complaint:**

Staff may speak to:

- Their **Line Manager**,
- The **Fundraising Manager**, or
- The **Head of Compliance / Senior Leadership Team** if the concern is sensitive or serious

Concerns will be handled sensitively, respectfully, and in confidence. No one will experience detriment for raising a legitimate concern.

**Potential escalation routes:**

If a concern relates to potential breaches of:

- Data protection
- Safeguarding

- Ethical fundraising
- Reputational risk

...it may also be considered under PHCT's wider organisational policies (e.g., Whistleblowing or Safeguarding).

## 10. Review of this Policy

This policy will be reviewed annually, or sooner if regulatory guidance changes or if significant learning emerges.