

Our Fundraising Promise

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 Codes 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.
- We answer all reasonable questions about our fundraising activities and costs.
- Please [contact us](#) or [download our Annual Review](#) 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 complaint procedure, a copy of which is available on request. If we cannot resolve your complaint, we accept the authority of the Fundraising Standards Board to make a final adjudication

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

Registered charity no. 296645. A company limited by guarantee and registered in England no. 2115499.