



## Oversight of fundraising activities

### How we generate funds to save nature

- We receive most of our financial support from individuals through a range of activities. RSPB supporters are the foundation of everything we do.
- We aim to build lasting support from institutional bodies. These include statutory grant funders, trusts and corporate businesses.
- Much of what we do to deliver conservation also generates income. This ranges from land and farming income through to the sale of research to other appropriate organisations.
- Our trading operation focuses on the sale of bird care products, optics and educational material to support our work.
- Giving nature a home is only possible thanks to the generosity of our supporters and members.

Our promise to our supporters is that: “Saving nature is the motivation for everything we do. We are dedicated to inspiring every generation to have a lifelong commitment to the natural world. We always seek to improve how we work and welcome your feedback. We fundraise in a fair and responsible way and ensure funds are spent in the most effective way to save birds and other wildlife. We show our gratitude for your money, time and the action you take for nature. We share with you the latest news of what you are helping us to achieve, and give you control over how you hear from us.”

To achieve our objectives we have to raise vital funds by carrying out fundraising. Our employees do this with the help of carefully selected professional fundraisers and commercial participators.

- Professional fundraisers are fundraising agencies or third-party service providers who act as agents in raising funds on the Charity’s behalf.
- Commercial participators are usually businesses who encourage the sale of their goods or services on the basis that the Charity will receive funding as a result.

In all cases, we make sure we have contractual arrangements in place with these fundraising partners that set out the standards and obligations that must be met in all our fundraising activities.

We work closely with all our fundraising partners to ensure that, together, we act in accordance with the high standards that both the RSPB and the public expect. We regularly monitor the quality of all outbound telephone marketing calls and conduct “mystery shopping” surveys with our face-to-face fundraisers. We seek feedback from all new members to understand their experience of joining us, thus identifying any areas where we can make further improvements.

As part of our promise, we ensure that fundraising is conducted to the highest quality and that practices and procedures are in place and closely adhered to – particularly in protecting individuals who may be in vulnerable circumstances. All RSPB fundraisers are properly trained and we have set clear guidance to help them respond to a vulnerable person’s needs.

The RSPB is a member of the Institute of Fundraising – we participate in its Public Fundraising Certification Programme – and the Direct Marketing Association, and is registered with the Fundraising Regulator. We are also signed up to the Fundraising Preference Service to enable individuals to opt out from receiving fundraising communications from us. Alongside our high standards, where possible, we go beyond their Codes of Practice to ensure that, in our

fundraising efforts, supporters have the best possible experience. We encourage our fundraising service providers to sign up to the code, and we ensure that they understand the RSPB's promise to our supporters.

The RSPB complies with the Data Protection Act and the Information Commissioner's guides and code. The RSPB's processes ensure that the RSPB is compliant with the requirements. RSPB members have the opportunity to express their preferences on how their personal data is handled.

Whilst we endeavour to provide an exemplary service, we do not always get it right. Our website outlines our complaints policy for the public and clearly explains how an individual can complain. Last year we received 78 complaints (60 in 2018/19) about our fundraising by phone, post, email, SMS or face to face. Each complaint was fully investigated and improvements were made to allow us to retain supporter trust and improve our service.

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