



Our fundraising promise

Supporters drive everything we do. It is only thanks to your generosity that we are able to support Royal Berkshire NHS Foundation Trust and its patients. Giving to us should be a rewarding experience and we promise:

To be transparent about where your money goes

- We will provide information about our finances so you can see how your money is being spent and the difference you are making
- We will keep you up to date with what your support is funding and how it is helping patients.

To respect any personal data you share with us

- Your data is safe with us. We never sell on your details, and we comply with data protection legislation
- We will make it easy for you to tell us how you want us to communicate with you, in a way that suits you - including how to opt out from future communications
- If you don't want to hear from us, that's fine – you just need to tell us.

To operate our fundraising to the highest standards

- We strive for the highest possible standards in our fundraising, are registered with the Fundraising Regulator and are committed to complying with its Fundraising Promise.
- We are proud to champion the principles of honesty, accountability and transparency when fundraising.
- We will only work with professional fundraising organisations that meet our high standards. We monitor all the fundraising organisations we use closely, and if we find cause for concern we will investigate as a matter of urgency

To be respectful

- If you do not want to give, or wish to stop giving to us, we will respect your decision. We will never put pressure on you to make a donation
- Whenever we start a conversation, either on the phone or in person, we will ask if you are happy to speak with us
- We will be especially careful and sensitive when engaging with vulnerable people, including the elderly and those affected by illness. Our procedures and practice reflect this

To listen and learn

- We will always provide easy ways for you to contact us. Our friendly team is on hand on 0118 322 8860 to answer any queries and we very much value your feedback

Any questions? Please get in touch – we would love to hear from you.

Thank you for your continued support