

## **CHRISTIAN AID**

### **National fundraising policy statement**

Over the past year, you will almost certainly have seen some troubling media stories about a few charities' aggressive fundraising methods and the disquiet that they have understandably generated among the public.

At Christian Aid, we know it is supporters' faith in our mission, your tireless energy and generous donations that enable us to help people in poverty around the world. We are endlessly humbled by your support. Thank you.

We are determined that, as partners in this mission, you should have a really positive experience of working with us. We recognise, however, that there are occasions when we have not always got it right.

During the past year, we have thoroughly reviewed how we record supporters' wishes about how we contact them and made some changes to ensure we abide by those wishes. In future, whenever we get in touch to ask for your help, we'll remind you how to tell us if you want us to change how we contact you.

We have also thought carefully about when and how we should use external companies to help us raise the money that funds our work. We're liaising closely with regulators to ensure we maintain the highest legal and professional standards in our fundraising.

At the same time, we will continue our fight to end poverty. We will fight for those who worry about how to feed their family; for those whose children can't access education; for those who suffer discrimination daily simply because of who they are; and for those who do not have a safe place to call home.

We make no apology for requesting donations to help people like this. Without the money we raise through your generosity – and your wonderful house to house collections during Christian Aid Week, we would have to end some of our work against poverty and its causes.

At the same time, we are committed to raise money in ways that also respect our supporters' needs and preferences.

If there is anything you would like to tell us about these, including about your own dealings with Christian Aid, then please get in touch with national HQ: post Christian Aid, 35 Lower Marsh, London SE1 7RL; tel 020 7523 2493; email [info@christian-aid.org](mailto:info@christian-aid.org)