

PDSA Fundraising Complaints Procedure

PDSA takes seriously any complaint about its fundraising and marketing activities. We aim to respond speedily to satisfy our supporters, volunteers and customers. This complaints procedure covers fundraising activities, communications, marketing activities and events.

When should I complain?

PDSA aims to be open and honest in all our communications and fundraising practices. The general public, not least PDSA supporters, volunteers and customers, have a right to expect the very highest standards from PDSA. You should complain if you do not consider we are meeting these standards or if you are not satisfied with any aspect of our fundraising.

Our fundraising promise

PDSA are committed to the highest standards in fundraising practice. As such, we are registered with the Fundraising Regulator who sets and maintains the standards for charitable fundraising in the United Kingdom. The Fundraising Regulator ensures that fundraising is respectful, open, honest and accountable to the public.

We aim to adhere to the Fundraising Regulator's Code of Fundraising Practice, a copy of which can be found on our website here <https://www.pdsa.org.uk/contact-us>.

What are the aims of our Complaints Procedure?

Our Complaints Procedure aims to:

- Outline an effective way for you to make your views known.
- Support your right to complain, disagree, or request a better explanation of our actions.
- Explain how your complaint will be handled, including the stages of escalation and anticipated response periods.

How should I complain?

If you have a complaint about PDSA's fundraising, please:

- **Call:** Free phone 0300 3737 225, or
- **Email:** [using our general enquiries form](#), or
- **Write** to: Head of Customer Service, PDSA, North Hylton House, North Hylton Road, Sunderland, SR5 3AD

Please provide the following information:

- An outline of your complaint.
- The key issue at the heart of your complaint.
- The outcome you are looking for.
- Any dates, people or other key facts relevant to your complaint.
- How you believe this issue has affected you personally.
- What you want PDSA to do to resolve your complaint.
- Full contact details so we can keep you up to date with our investigation.

How does the Complaints Procedure work?

- Stage 1 On receipt of a complaint an initial assessment will be made to see if it can be satisfactorily resolved locally through clarification, action or apology.
- For letters and emails a written acknowledgment of receipt and for calls an acknowledgment of receipt by telephone will be sent / made within 5 working days of receiving the complaint.
 - Customer Services will research and investigate the complaint.
 - We aim to respond to you within 20 working days from acknowledging the complaint.
- Stage 2 Unresolved complaints from Stage 1 will be escalated to the next level of management.
- For letters and emails written acknowledgment of receipt and for calls an acknowledgment of receipt by telephone will be sent / made within 2 working days of receiving your confirmation that you remain unsatisfied with our initial response.
 - The relevant manager will review the facts of the case conducting further investigation if necessary.
 - We aim to resolve the complaint within 14 working days from acknowledgment.
- Stage 3 Unresolved complaints from Stage 2 or extremely serious complaints will be escalated to senior management level.
- For letters and emails written acknowledgment of receipt and for calls an acknowledgment of receipt by telephone will be sent / made within 2 working days of receiving your confirmation that you remain unsatisfied with our initial response.
 - The relevant senior manager will review the facts of the case conducting further investigation if necessary
 - We aim to resolve the complaint within 14 working days from acknowledgment.

In the extremely unlikely event that a complaint remains unresolved after Stage 3 the complaint will be referred to the Fundraising Regulator for final adjudication.

<https://www.fundraisingregulator.org.uk/make-a-complaint/complaints/>