

## **Our Supporter Care Charter**

BookTrust is the largest reading charity in the UK. Reading and sharing stories brings profound and wide-ranging benefits that can have a lifelong positive impact on the lives of children of all ages and backgrounds.

Our supporters are very important to us. Without your generous help we would not be able to continue our innovative programmes that put books into the hands of those who would not otherwise have them. We believe in a society in which nobody misses out on the life-changing benefits that reading for pleasure can bring, and we know it will take all of us, working together, to achieve it – which is why we are so grateful for the support given by our family of donors and partners.

We are registered with the Fundraising Regulator. The Fundraising Regulator ensures that charities who are registered with them are legal, open, honest and respectful in their fundraising. BookTrust is committed to the standards for fundraising set out in the Code of Fundraising Practice.

Our commitment to you is to ensure exceptional standards of care for all of our supporters at all times in the following ways:

### **We recognise the true value of each and every supporter**

- Our supporters are the most valuable asset we have. After all, without you, we wouldn't be able to help children on their reading for pleasure journey
- Every donation we receive matters to us, regardless of how big or small it is

### **We respect our supporters**

- We respect the opinions and beliefs of our supporters
- We are honest and transparent at all times. We admit it when we make mistakes and we put things right
- We deliver what we say we are going to deliver

- If someone tells us that they don't want to be contacted in a certain way, we take notice and honour the request
- We will never sell or share your data with third parties for marketing purposes

### **We value supporter relationships**

- We engage with our supporters in an empathetic, understanding and fair way
- Our people take ownership of every contact they have with our supporters
- We see people as individuals, not numbers
- We treat every new person who contacts us as a valued supporter. As a result, we aim to develop new and long-lasting relationships

### **We know who our supporters are**

- All of our communications reflect and take into account the preferences and opinions of our valued supporters
- We know how our supporters respond to certain methods of fundraising and their preferred medium of communication

### **We listen to your feedback**

- Our supporters' opinions and feedback are always taken into account during the planning stage of any of our fundraising activity
- We are here to talk and to listen – we welcome and actively encourage feedback and make it clear how people can get in touch with us
- We regularly use this feedback both to improve and enhance our fundraising

### **We go “The Extra Mile”**

- We aim to exceed your expectations with the level of service we provide