

Caring for our donors

We care about being transparent

We value every penny given to us and work on the basis that our donors trust us to spend it effectively. We pride ourselves on being approachable and you can ask us for information about how we spend our money at any time.

While we do use agencies to help us with our fundraising activities, we **never** put pressure on people to donate

X we do not pay commission to fundraisers to recruit new donors

X we do not cold call potential donors

X we do not use street fundraisers.

We care about being accountable

- ✓ We follow best practice guidance as set out by the Institute of Fundraising and the Fundraising Regulator.
- ✓ We welcome the new regulations for safer fundraising.
- ✓ Carers Trust takes the protection of data relating to donors very seriously. This means we will **never** pass your details onto a third party without your permission.

Our President, Vice Presidents and all our trustees volunteer their time which means they don't get paid for their work.

We are committed to investing in our staff and developing their potential. Although we employ high calibre staff, some of whom operate at the very highest levels with Governments, across the public sector and with boards in FTSE 100 companies, none of them are paid over £100,000 a year.

We care about spending your gifts carefully

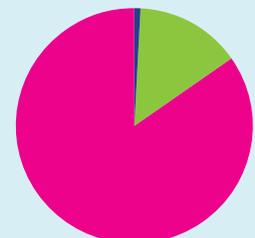
For every £1 you give:

£ – 81p is spent directly on charitable activities.

£ – 18p is spent on raising money to keep the issue of caring and carers at the forefront of people's minds.

£ – Just over 1p is spent on governance costs.

And for every £1 we spend raising money, we raise £5.17. By spending money on fundraising we generate even more money for carers.



Thank you for making carers count.