

## 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.

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

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

**X we do not cold call** potential donors, and

**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 Standards Board. These are two of the key organisations that regulate fundraising in the UK.

✓ We welcome the prospect of 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.

### We care about spending your gifts carefully

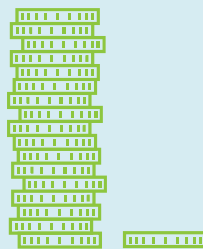
**For every £1 you give:**

**£** – 83p is spent directly on charitable activities.

**£** – Less than 17p is spent on raising money to keep the issue of caring and carers at the forefront of people's minds.

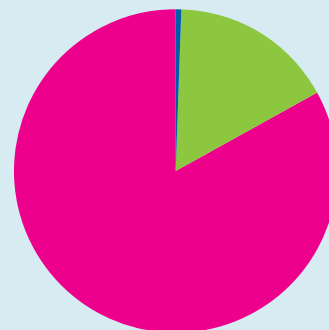
**£** – Less than 1p is spent on administration and governance.

**£** – And for every £1 we spend raising money, we raise £4.46.



### How much does Carers Trust spend on ...

- Administration and governance costs (**0.9%**)
- Fundraising (**15.8%**)
- Charitable activities (**83.3%**)



**Thank you for making carers count.**