



External Complaints Policy

Version 1. 04/01/2023
(Reviewed 06/02/2025)

This policy is the property of Journey Consulting Ltd and Purity Fundraising is the associated trading name referred to throughout the document.

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1. Purpose

We aim to:

- Uphold public trust in fundraising practices
- Ensure transparency in representing charity clients
- Comply with the Fundraising Regulator's Code of Fundraising Practice and UK GDPR
- Protect our agency's reputation and that of our partners

2. Scope

This policy applies to:

- Individuals contacted via fundraising campaigns
- Charity clients we represent
- Third-party suppliers involved in campaign delivery
- Visitors engaging via our website, social media, or communication channels

3. What Constitutes a Complaint

Any expression of dissatisfaction about our fundraising activities, including:

- Conduct of staff or suppliers
- Misuse or misunderstanding of consent
- Ethical concerns relating to representations made on behalf of charity clients

4. How to complain.

You can submit a complaint via:

- Phone: 01273 936965
- Email : info@purityfundraising.com
- Online form on our website
- Written letter to our registered address: 15 Lenborough Close, Buckingham, MK18 1SE

We offer inclusive communication routes for individuals with accessibility needs or language barriers.

5. What happens next

- Acknowledgement within 24 hours
- Resolution aimed within 5 working days
- Affected client charity will be notified
- All complaints will be logged for continuous improvement

6. Investigation process

- Handled by our internal complaints team
- Reviewed against contractual obligations, regulatory codes, and GDPR principles
- Outcomes may include service improvement, retraining, or campaign adjustments
- Personal disciplinary outcomes are not shared externally in compliance with privacy law

7: Escalation & appeals

If you're not satisfied with the outcome:

- You may escalate to our management team
- Independent escalation is available via the ****Fundraising Regulator**** (within 2 months of final response)

Contact details for the regulator are available at: www.fundraisingregulator.org.uk

8: Transparency & Review

Transparency & Review

- This policy is published on our website using plain, welcoming language
- Reviewed annually or when regulations, contracts, or client needs change
- Complaints data is shared internally to drive service enhancements

Pages	Issue No.	Date issued/reviewed	Issued/Reviewed by	Amendments
1-3	1	04/01/2023	Graham Beattie	
1-3	1	Rev 06/01/2024	Graham Beattie	0
1-3	1	Rev 07/01/2025	Graham Beattie	0

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