



## Age Action Donor Charter

### *Our commitment to our valued donors*

<b>Approved by Fundraising Sub-Committee</b>	September 2023
<b>Review Date</b>	September 2023

At Age Action, we deeply appreciate the support and trust of our donors. Your contributions play a vital role in advancing our mission and making a positive impact on the causes we champion. To ensure transparency, accountability and a mutual understanding between our organization and our donors, we have developed this Donor Charter.

To demonstrate this, Age Action adheres to the 'Triple Lock' standards (transparency, good fundraising and governance) as published by the Charities Institute Ireland.

1. We commit to treat all of our donors with respect, honesty and transparency.
2. We promise to adhere to all applicable laws, regulations and best practices in fundraising.
3. We promise that donors will:
  - Be treated with dignity and respect.
  - Be informed of Age Action's mission and the way it intends to use donated resources.
  - Be informed of the identity of those serving on the organisation's governing board and that the board will exercise prudent judgement in its responsibilities.
  - Have access to the organisation's most recent annual accounts via our website.
  - Have their right to privacy and confidentiality respected.
  - Receive clear and regular communications about our work.
  - Not be subjected to undue pressure.
  - Handle their donation responsibly and ensure they are used effectively.
  - Receive proper acknowledgement, thanks and recognition.
  - Inform people whether those seeking donations on our behalf are volunteers, employees or third-party agents, as per our disclosure statement.
  - Give prompt, truthful and forthright answers to any questions people may have about Age Action.
  - Age Action is committed to complying with our obligation to protect donor data in line with General Data Protection Regulations (EU) 2016/679 (GDPR).
  - Carry out our daily work through our values of dignity, participation, diversity, social justice and professionalism.

4. Age action promises to:

- Remain committed to diversity as advocates for equality & social justice, so that everyone can participate in fundraising.
- Remain committed to protecting those who may be in vulnerable situations or may require additional care and support to make an informed decision, and we will never exploit the credulity, lack of knowledge, apparent need for care and support, or vulnerable circumstances of any donor at any point in time.
- Keep up to date fundraising policies and practices and make them available to supporters on request. Our board of trustees is accountable for approving our policies, and our fundraising team is accountable for practicing fundraising in line with them.
- Maintain an effective complaints (and compliments) system. All correspondence will be acknowledged in line with timescales outlined in our [Complaints Management Policy](#).

Feedback

If you have a comment, question, complaint, or compliment about any aspect of our fundraising, please contact the Head of Fundraising in writing or by telephone. In the first instance, your feedback will be dealt with by the Head of Fundraising and, if necessary, members of other teams. Please give us as much information as possible and let us know how you would like us to respond, providing relevant contact details.

Contact Details:

Head of Fundraising  
Age Action Ireland  
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Dublin 2  
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