



How we generate funds to save nature

We're grateful to receive most of our funds from individuals. This comes in a range of different ways, such as appeals, raffles, lotteries, community fundraising and membership.

We work hard to build long-lasting relationships with grant funders, trusts and corporate organisations. Much of our conservation work also generates vital income, which further supports our work to save nature. This includes funds raised through land and farming, and the sale of our research to other organisations.

Our loyal RSPB shop customers help fund our work through the purchase of bird food products, binoculars and telescopes, and educational materials. RSPB members and supporters are the foundation of everything we do, and our work to save nature is only possible thanks to their ongoing support.

Protecting and restoring habitats, saving species and helping end the nature and climate emergency is the key motivation behind our work. We're dedicated to our promise to our supporters, and to inspiring every generation to have a lifelong commitment to the natural world. We always look to improve how we work and welcome your feedback. We fundraise in a fair and responsible way and ensure funds are spent in the most effective way to save birds, other wildlife, and the places they call home. We show our gratitude for your money, time and the action you take for nature. We also share our latest news of what we're achieving thanks to you, and give you control over how you hear from us, whilst managing the cost of doing so.

To achieve our objective to save nature, we carry out fundraising activities. We do this with RSPB staff, volunteers, and the help of carefully selected professional fundraisers and commercial participators. Professional fundraisers are fundraising agencies or third-party service providers who act as agents in



raising funds on behalf of the RSPB. Commercial participators are usually businesses who encourage the sale of their goods or services on the basis that the RSPB will receive funding as a result.

In all cases, we have contractual arrangements with these fundraising partners that sets the standards and obligations that our fundraising activities must meet. We regularly monitor the quality of all telephone marketing calls and conduct 'mystery shopping' surveys with our face-to-face fundraisers.

We ask all new members for feedback to understand their experience of joining us, and this also identifies any areas for improvement. Our local group network also take part in fundraising activities. We give group committee members full training and guidance in how to fundraise with the public as part of group activity.

As part of our promise, we ensure that fundraising is conducted to the highest quality and that practices and procedures are in place and closely adhered to – particularly in protecting individuals who may be in vulnerable circumstances. RSPB staff complete mandatory training including the RSPB's safeguarding training module. Our face-to-face fundraisers have full training in talking about the RSPB cause in a transparent and straightforward way to the members of the public they meet.

The RSPB is registered with the Fundraising Regulator and the Data and Marketing Association. We are also signed up to the Fundraising Preference Service to enable individuals to opt out of receiving fundraising communications from us. Alongside our high standards, where possible, we look to go beyond the Fundraising Regulator Code of Practice to ensure that supporters have the best possible experience in our fundraising efforts. We also encourage our fundraising service providers to sign up to the Code, and we ensure that they understand the RSPB's promise to our supporters.



The RSPB complies with the UK GDPR and DPA 2018 and other relevant ICO guidance. RSPB members and supporters have the opportunity to express their preferences on how they are contacted, with the opportunity to change these at any time.

Whilst we endeavour to provide an exemplary service, we do not always get it right. Our website outlines our complaints policy for the public and clearly explains how an individual can complain. We report on the number of complaints about our fundraising work in our annual review. We investigated each complaint fully and made improvements to allow us to retain supporter trust and improve our service. The RSPB believes in reporting non-compliance to regulators proactively and we report annually on complaints to the Fundraising Regulator.

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