

IFAW UK Complaint Policy



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IFAW UK Complaint Policy

Purpose

At IFAW UK, we care passionately about our supporters. We are committed to providing the highest quality of service to our supporters, to treating our supporters fairly and to not causing undue harm or dissatisfaction. The purpose of this Policy and procedure is to manage complaints to ensure this high standard is maintained.

IFAW UK's Complaint Policy guarantees that we will:

- Listen to and investigate complaints thoroughly;
- Deal with complaints respectfully and fairly;
- Treat supporters and their complaints with courtesy, respect, and sensitivity;
- Involve only those who will assist in resolving a complaint;
- Learn from complaints and help us improve our processes when necessary;
- Resolve and record complaints and resolutions consistently, fairly, and in a timely manner;
- Provide easily accessible IFAW UK contact details for reporting a complaint and communicate with our supporters appropriately.

Acceptable Behaviour

In return, IFAW UK expects anyone who wishes to contact us with a complaint does so fairly and appropriately. Please refer to our "Zero Tolerance Statement" and "Social Media Comments Policy" on our website.

Who this policy applies to

This Policy applies to the trustees, all staff, and third-party representatives who engage with supporters. Any questions about this Policy should be raised with the UK Donor Relations team.

Definition of a Complaint

IFAW UK recognises a complaint as an expression of dissatisfaction related to actions by IFAW UK that the complainant deems unsatisfactory. This may relate to our programmatic work, communications, fundraising activities, gift acceptance and transactions, donor experience, data protection or any administrative process or activity associated with IFAW UK. Each of these areas of activity is summarized below:

Programmatic Work

Any campaigning or on-the-ground activity directly related to IFAW UK's mission to rescue, rehabilitate and release animals into protected habitats, while also restoring and safeguarding their natural environments.

Communications

Any content, including updates and educational content, that is developed, produced, and shared by IFAW UK to the public at large to increase public awareness of our mission without asking for a donation.

Fundraising Activities

Any activity that is specifically designed to raise funds for IFAW UK's mission.

Engagement with IFAW UK

Any interaction between a member of the public and an IFAW UK staff member or third-party representative.

Data Protection

Any complaint from an individual with regard to data protection, including but not limited to the exercising of their rights.

Administrative Process or Activity

Any interaction with a donor, supporter or a member of the public related to the administration of their relationship or records IFAW UK.

Making a complaint

If for any reason you are dissatisfied by actions taken by IFAW UK or third-party representatives acting on IFAW UK's behalf, please let us know either by emailing info-uk@ifaw.org or calling our Donor Relations Team on 020 7587 6700.

How we investigate complaints

IFAW UK's goal is to acknowledge all complaints within 24 hours of receipt. For straight-forward complaints, we aim to give you a full response in two business days. More complex complaints may require additional time to investigate, with our goal of providing a full response within five business days. Where it is not possible to resolve a complaint in this time frame, the complainant will be kept up-to-date along with an explanation for the delay.

If a Complaint cannot be resolved by Donor Relations staff or their Manager, it will be elevated accordingly based on the Complaint to either the Global Donor Relations Manager, appropriate fundraising Deputy Vice President, appropriate Programs Director, the Global Legacy Director for legacy complaints and/or the Global Head of Data Protection and Fundraising Compliance. Complaints that cannot be resolved will be brought to the attention of IFAW's CEO and the Board where necessary.

Dissatisfaction resulting from a complaint

The complainant will be advised in writing that they can contact any of the following:

For complaints about IFAW UK's fundraising activities, contact the Fundraising Regulator:

Online at <https://www.fundraisingregulator.org.uk/>

Email: complaints@fundraisingregulator.org.uk

Call: 0300 999 3407 or

Write to: Fundraising Regulator, Eagle House, 167 City Road, London, EC1 1AW.

For complaints about IFAW UK's use of personal data, when there is dissatisfaction on how a complaint has been handled, contact the Information Commissioner's Office:

Online at <https://ico.org.uk/make-a-complaint/> or

Call Helpline on [0303 123 1113](tel:03031231113) or

Write to: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

For complaints where there are serious concerns about IFAW UK's work, contact the Charity Commission:

Online at <https://forms.charitycommission.gov.uk/raising-concerns/>

Call: [03000 066 9197](tel:030000669197) or

Write to: Charity Commission, PO Box 211, Bootle, L20 7YX.

Complaint Review Process

At IFAW UK, we strive to provide supporters with the best customer service. All complaints are reviewed immediately by our staff and acted upon without delay. IFAW UK always aims to learn from Complaints received and take corrective action where necessary. Complaints and resolutions are recorded and dealt with consistently. Any Complaints which are upheld and may affect others will be dealt with immediately and further action taken as needed to prevent any other supporters from having an unsatisfactory experience with IFAW UK.

Additionally, on a semi-annual basis, a multi-disciplinary team reviews a summary of complaints to identify trends, make any necessary adjustments to our practices, and document learnings.

IFAW UK Board of Trustees receive an annual summary report of complaints.

Policy Review

IFAW UK will review this Policy at least every two years. Upon approval by the Board of Trustees, the Policy will become effective.

Revisions made to this Policy

- The Policy was originally approved by the Board of Trustees on 8th February 2018.
- Last revision/approval date by the Board of Trustees: 14 October 2025.