



Donor and General Public Complaint Policy

Children Believe recognizes the value, commitment and support of its donors and the interest of the general public towards the work it does to positively impact the children it serves.

We welcome and value comments, suggestions and complaints from our donors and the general public. We use this information to build the donor/public relationship and create a superior donor/public experience.

Definition of complaint: A statement or comment that something is unsatisfactory or unacceptable in relation to work, processes, activities, marketing initiatives, employees or donor treatment.

Compliments, complaints and feedback are received via telephone, letter, email, website (in the 'contact us' section), face-to-face and through social media. We're committed to responding to all compliments, complaints and feedback within two business days to ensure donor satisfaction.

Complaints from donors who have a Children Believe account are recorded in their respective account(s) along with details about the complaint and the resolution and/or actions taken.

General public (non-donor) complaints are tracked separately.

Complaints from donors and the general public are summarized and reported quarterly to the executive leadership team. The report quantifies and categorizes the number and type of complaints and provides action plans. The Children Believe Board is informed annually about all complaints received.

Internally, the donor-relations' team is responsible for the following:

- ensuring complaint tracking and reporting is effective and timely;
- ensuring effective procedures are in place to process all comments, suggestions and complaints in a timely manner;
- ensuring there's an appropriate escalation process for unresolved or significant issues and complaints;
- ensuring there's a process to advise the executive leadership team of all unresolved or significant issues and complaints;
- completing and distributing the quarterly donor-feedback reports;
- providing annual report and summary to the Board regarding the number, types and disposition of complaints received.