



Make-A-Wish UK Complaints Policy Version 1

Version Control

Version	Author	Date	Board Approval Date	Revision Date
1	Lucy Hale	Feb 2025		

Our Complaints Policy

Purpose and Scope

Make-A-Wish UK is committed to providing the highest standards of service to everyone who engages with our work. We value feedback and recognise that sometimes things can go wrong. When they do, we want to know so that we can put them right and learn from the experience.

This policy explains how you can raise a complaint, what you can expect from us, and how we handle, record and learn from complaints. It applies to anyone who interacts with Make-A-Wish UK, including supporters, donors, wish families, volunteers, partners, and members of the public.

This policy covers all aspects of our work, including fundraising, communications, events, volunteering, service delivery, and supporter care.

Definition of a Complaint

We define a complaint as, “an expression of dissatisfaction, whether written or oral, with Make-A-Wish UK, any services, fundraising or marketing materials and charity information we provide, and/or the behaviour of any member of staff or volunteer.”

We are committed to delivering an excellent service to anyone who engages with our work, so we're keen to hear from anyone who believes we've fallen short of the high standards we set ourselves. We welcome all feedback as an opportunity to improve the way we work.

How to contact us

If you have a complaint or feedback, you can contact us by:

Phone 01276 40 50 60

Email info@makeawish.org.uk

or alternatively, you can write to the following address:

Make-A-Wish Foundation® UK
Seventh Floor
Thames Tower
Station Road
Reading
Berkshire RG1 1LX

Our Commitments

We seek to ensure that all complaints are:

- Listened to and investigated thoroughly
- Acknowledged speedily and recorded
- Dealt with sympathetically, fairly and consistently
- Learned from

Our Complaints Procedure

What happens when you make a complaint?

Stage 1 – initial response

We'll acknowledge and provide an initial response to your feedback within five working days of receiving it. Internally, we will notify the relevant team member(s) within one working day. We will take the time to listen to you, ensuring we have gathered all the relevant information you wish to share. We will work to address your concerns as soon as we can. When you register a complaint, we would be happy to hear how you think it could be resolved. We want to reach the best possible outcome.

While we expect to be able to resolve most complaints within that time frame, if we need to conduct a more in-depth investigation, we'll aim to provide you with a full response within 20 working days. In more complex situations, if we cannot meet this deadline, we will keep you informed of progress and give you an indication of when you can expect a full response. All complaints are recorded in our internal system so that we can monitor and learn from them.

Stage 2 – internal review

If you are not satisfied with our initial response, you can request that your complaint be reviewed by a senior member of staff. This will be directed internally to the most appropriate member of the Extended Leadership Team to deal with the specific complaint. We will acknowledge your request within five working days and aim to complete the review and provide a written response within 20 working days.

Stage 3 – external escalation

If you do not feel completely satisfied by our response, then you can escalate your concerns externally with one of the following independent bodies:

Fundraising complaints:

Fundraising Regulator

2nd Floor, CAN Mezzanine Building, 49–51 East Road, London N1 6AH

Tel: 0300 999 3407

Website: www.fundraisingregulator.org.uk/complaints

Governance or serious concerns about a charity:

Charity Commission

Website: www.gov.uk/complain-about-charity

Data protection and privacy issues:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Tel: 0303 123 1113

Website: www.ico.org.uk

Lottery and Gambling-related Complaints

Make-A-Wish UK holds both remote and non-remote society lottery licences issued by the Gambling Commission. We are committed to ensuring that all lottery and raffle participants are treated fairly and that any concerns are addressed promptly and transparently.

If your complaint relates to a lottery, raffle or other gambling product operated by Make-A-Wish UK, we will handle it in line with our Gambling Commission licence requirements and Lotteries Council membership.

How we handle gambling-related complaints and disputes:

- Any complaint about a lottery or raffle will be recorded upon receipt, including your contact details, the nature of the complaint, and how it was resolved.
- We aim to resolve all gambling-related complaints within 8 weeks of receipt.
- If your complaint cannot be resolved to your satisfaction, it will be redesignated as a 'dispute' and reviewed by a senior member of the lottery management team.
- If the dispute remains unresolved after 8 weeks, we will write to you with our final decision and details of how to escalate your complaint to our independent Alternative Dispute Resolution (ADR) provider.

As a gold member of the Lotteries Council, Make-A-Wish UK refers unresolved disputes to:

Independent Betting Adjudication Service (IBAS)

Website: www.ibas-uk.com

Email: adjudication@ibas-uk.co.uk

Tel: 020 7347 5883

Access to the ADR service is free of charge, and its decision is binding on both parties.

All gambling-related complaints and disputes are logged and retained for three years in line with Gambling Commission requirements and declared on our quarterly regulatory returns.

This section should be read alongside the Make-A-Wish UK Lottery Policies and Procedures document, which contains detailed internal instructions for handling gambling-related complaints and disputes.

Data Protection Complaints

In line with the UK Data (Use and Access) Act 2025, Make-A-Wish UK has a specific process for handling complaints about the use, storage, or processing of personal data.

Scope

This applies to any individual who wishes to raise a concern about how we handle their personal data, including:

- Responses to Data Subject Access Requests (DSARs)
- Alleged data breaches
- Concerns about how personal data is used, stored, or shared

How to Make a Data Complaint

You can submit a data-related complaint in the normal way:

Phone 01276 40 50 60

Email info@makeawish.org.uk

or alternatively, you can write to the following address:

Make-A-Wish Foundation® UK

Seventh Floor

Thames Tower

Station Road

Reading

Berkshire RG1 1LX

Acknowledgement and Response

As per the wider complaints policy, we will acknowledge all data complaints within five working days. We aim to provide a full response within 20 working days, unless exceptional circumstances apply. We will keep you informed throughout the process.

Data protection complaints will be handled by the data team and escalated to the Data Protection Officer (DPO) where necessary, and if a review is required at Stage 2 of our complaints process.

Escalation

If you are not satisfied with our response, you can escalate your complaint to the Information Commissioner's Office (ICO):

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Tel: 0303 123 1113

Website: www.ico.org.uk

Record Keeping and Reporting

We maintain records of all data complaints and may report complaint volumes to the ICO as required by law.

Confidentiality and Data Protection

All complaints will be handled sensitively and confidentially. We will only share information with those directly involved in investigating or responding to your complaint. Personal data will be processed and stored securely in line with UK GDPR and our Privacy Policy.

Monitoring, Learning and Reporting

We record all complaints in our central log and review them regularly to identify trends and areas for improvement. Summaries and key learning points are shared with the Senior Leadership Team and the Board of Trustees.

Document Control

Issue Type	
Issued:	
Version	
Title	Complaints Policy

Revision History

Version	Date	Status	Comment
1.0		live	New Complaints policy.