



County Air Ambulance Trust Limited (Incorporating the HELP Appeal)

Complaints Procedure

We are committed to providing the best possible experience for our supporters and partners. If something goes wrong, we want to know so that we can put it right and learn from it.

How to make a complaint:

If you have a concern about our fundraising or any part of our work, please contact:

Sally M. Abbott
Head of Fundraising
County Air Ambulance Trust
PO Box 999, Walsall WS2 7YX
T: 01922 618058
E: sally.a@helpappeal.org.uk

Please include your name, address and contact details so we can respond. You can tell us if you prefer us to reply by phone, email or letter.

What happens next:

- We will acknowledge your complaint within five working days.
- We aim to give you a full response within 10 working days. If it will take longer, we will let you know.
- We will always treat you with respect and keep you updated.
- If you are not satisfied:
- If you feel your complaint has not been resolved, you can write to our Chief Executive, Robert Bertram. If you are still unhappy, you can escalate the matter to our Chair of Trustees.
- Independent bodies:
- If your complaint is still unresolved:
- Fundraising complaints can be taken to the Fundraising Regulator (www.fundraisingregulator.org.uk).
- Other charity matters can be referred to the Charity Commission (www.gov.uk/complain-about-charity).
- Lottery complaints can be referred to the Independent Betting Adjudication Service (www.ibas-uk.com).

Full Policy document:

Complaints Procedure

The HELP Appeal is the only charity in the country dedicated to funding hospital helipads, ensuring that seriously ill and injured patients can be transported by air ambulance directly to the specialist care they need. We do not operate helicopters or provide paramedic services ourselves — our role is to raise funds to support the construction and development of helipads across the UK.

We aim to provide the best possible experience when supporting our work. If something goes wrong, we encourage you to tell us so that we can put matters right and continue to improve.

Our approach to complaints

We take complaints seriously. If you are not happy with any part of our work, we will:

- make it easy for you to raise your complaint
- listen carefully to what you tell us
- consider how you would like us to resolve your concern
- ensure you are satisfied with how your complaint is handled

How to contact us

If your complaint is about our fundraising, or any other aspect of our charitable activities, please contact:

Sally M. Abbott
Head of Fundraising
County Air Ambulance Trust
PO Box 999,
Walsall WS2 7YX

T: 01922 618058

E: sally.a@helpappeal.org.uk

Please include your name, address and contact telephone number in any communications so we can respond quickly. We may contact you by telephone to ensure we fully understand the issue and gather all the information needed. If you would prefer written communication, please let us know.

In more complex situations where an immediate response is not possible, we will investigate and keep you updated. We will agree suitable next steps with you and provide progress updates until the matter is resolved.

Our commitment to you

We will acknowledge every complaint within five working days of receipt.

We will endeavour to provide a full response within 10 working days (and will let you know if more time is required).

We will treat you with courtesy and respect, keep you informed about progress, and tell you who to contact if you wish to escalate your complaint further.

Escalating your complaint

We hope to resolve any complaint promptly and fairly. If you are still unhappy after our initial response, you can escalate the matter in writing to:

Robert Bertram
Chief Executive
County Air Ambulance Trust
PO Box 999,
Walsall WS2 7YX

If you remain dissatisfied after the Chief Executive's response, you may write to the Chair of Trustees (marked "Private & Confidential" to the above address). Please outline why you are not satisfied and what outcome you are seeking.

External regulators

Fundraising Regulator (FR): If your complaint relates to fundraising and remains unresolved after our process, you may refer it to the FR.

Website: www.fundraisingregulator.org.uk | Tel: 0300 999 3407

Charity Commission: For non-fundraising matters unresolved through our process, you can contact the Charity Commission.

Website: www.gov.uk/complain-about-charity | Tel: 0300 066 9197

Independent Betting Adjudication Service (IBAS): For unresolved complaints relating to the operation of our Lottery draws.

Website: www.ibas-uk.com | Tel: 020 7347 5883

County Air Ambulance Trust Limited

Registered Office:

PO Box 999, Green Lane

Walsall WS2 7YX

T: 01922 618058

W: www.countyairambulancetrust.co.uk

E: email: info@countyairambulancetrust.co.uk

W: www.helpappeal.org.uk

E: email: info@helpappeal.org.uk

Registered Charity number: 1057063

