

# Donor & General Public Complaint Policy

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**Effective Date: March 2, 2016**

CCFC recognizes the value, commitment and support of its donors and the interest of the general public towards the work that CCFC does to positively impact the children we serve. We welcome and value the comments, suggestions and complaints provided by our donors and the general public as we use this information in an effort to build upon the donor/public relationship and create a superior donor/public experience with the organization.

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 are committed to responding to all compliments, complaints and feedback within two business days to ensure donor satisfaction.

Complaints from donors who have a CCFC account are recorded in their respective account(s) along with the topic of the complaint and the resolution and/or actions taken. General public (non-donor) complaints are tracked separately.

Both donor and general public complaints are summarized and reported quarterly to the Executive Staff Team through the Voice of the Donor (VOD) report. The report quantifies and categorizes the number of complaints, types of complaints and provides action plans. The CCFC Board is informed annually about all complaints received through the Donor Relations Management Report.

Internally, the Donor Engagement & Sponsorship Management Team is responsible for the following:

- Ensuring complaint tracking and reporting are carried out in an effective and timely manner;
- Ensuring effective procedures are in place to process all comments, suggestions and complaints in a timely manner;
- Ensuring appropriate escalation process is in place for unresolved or significant issues and complaints;
- Ensuring process is in place to advise the Executive Staff Team on all unresolved or significant issues and complaints;
- Completing and distributing the quarterly Voice of the Donor Report;
- Providing annual report and summary to the Board regarding the number, types and disposition of complaints received.