Your Hospice Lottery/make a smile lottery canvassing code of practice

Our lottery complies with the highest standards in quality assurance, governance, and compliance guidelines. Furthermore, we only work with partner organisations that adhere to these standards also.

We are members of the Lotteries Council, Fundraising Regulator and the Chartered Institute of Fundraising and comply to the code practice requirements of these organisations. We are a Gambling Commission licensed operator, and to retain our license we work within a strict set of guidelines including the protection of vulnerable people and social responsibility.

We constantly monitor our lottery fundraising teams through Team Leaders and Managers to ensure they are delivering a great service and promoting the lottery in a positive manner. Feedback is constantly monitored, and a thorough complaints policy is in place. All canvassers will have completed a rigorous training programme before they can work and represent the charities and hospices, we promote the lotteries for.

Telephone Canvassing Information

We have a fantastic working relationship with our telemarketing agencies who provide telephone canvassing for our lotteries. Here is a full list of the numbers they use per charity/hospice:

Updated 15.10.2026

YHL Cransley Hospice Trust	**YHL Cynthia Spencer Hospice**
01536 739734	01604 808957
YHL KEMP Hospice	**MAS London Ambulance**
01562 814772	02038 298859
YHL Nottinghamshire Hospice	**MAS Newlife, The Charity for Disabled Children**
01157 788704	01543 222216
YHL Zoe's Place Baby Hospice Middlesborough	**MAS Heartbeat**
01642 924915	02382 355000
YHL Zoe's Place Baby Hospice Coventry	**MAS Tenovus Cancer Care**
02476 992934	02920 039395
YHL St Helena Hospice	**MAS Blesma, The Limbless Veterans**
01206 806539	02080 514 434
YHL Arthur Rank Hospice Charity	
01223 910832	
YHL Noah's Ark Children Hospice	
02046 117941	
YHL Wisdom Hospice Charity	
01634 776785	
YHL Priscilla Bacon Hospice	
01603 858928	
YHL Salisbury Hospice Charity	
01722 568775	

Calls are made Monday to Friday between the hours of 9am and 8pm, and 11am to 7pm on Saturday.

They call numbers a maximum of two times a day (with a minimum four-hour gap) and a maximum of ten times in total over a one-month period.

All calls are filtered through the Telephone Preference Service (TPS).

Call agents are trained constantly to ensure the highest level of customer service is apparent and calls are constantly monitored.

Outdoor Canvassing Information

Your Hospice Lottery/make a smile lottery ensure that all canvassers promoting the lottery through venue or door to door sales have been sufficiently trained and understand the desire for high levels of customer service. All canvassers will have:

- Received Gambling Commission Training.
- Read and signed the Fundraiser Procedure, which adheres to government and Chartered Institute of Fundraising compliance.

Door to door canvassing is only permitted Monday to Saturday between the hours of 10am and 6pm. Canvasing at venues can occur Monday to Saturday.

Further information on our fundraisers can be found on our website and all canvassers will always have identification on them.

We constantly review our canvasser policies and guidelines to ensure the best possible service we can provide. If you have any queries, please contact us:

Your Hospice Lottery: 0800 285 1390, lottery@yourhospicelottery.org.uk

make a smile lottery: 0300 303 4500, hello@makeasmilelottery.org.uk