fair telecoms campaign **briefing**

‘Free’ Charity Helplines that impose “Service Charges” on callers by use of 084 / 087 telephone numbers

The helplines listed below continue to use 084 / 087 telephone numbers. All of these impose a Service Charge on callers, to the benefit of the party called.

This is in addition to the premium “Access Charge” applied by the caller's telephone company on all calls to 084/087/09/118 numbers. For mobile callers this is typically **55p per minute** (58 ppm for Virgin Mobile), for landline callers around **13p per minute** (15ppm for BT).

The maximum financial benefit to the charity is the “Service Charge” with VAT removed. This is dwarfed by the benefit to the caller’s telephone company and in many cases by the benefit to the Treasury from the total VAT on the call charge - see The ‘insanity’ of using 084 or 087 numbers.

The list shows the level of the Service Charge imposed (pence per minute) and provides a link to the webpage where the number given is advertised.

The total cost of a call to the numbers on this list is therefore up to **62p per minute**.

It is now a regulatory reqirement for the **correct “Service Charge” level to be declared**, along with an indication that the caller’s telephone company will always add their “Access Charge”. Those who **appear to be breaching this requirement**, sometimes with seriously false information, are marked with a ‘*’

Aanchal Women's Aid	*	0845 451 2547	1ppm	Migraine Action		0845 6011 033	5ppm
Action Deafness	*	0844 593 8443	4ppm	National Bullying Helpline	*	0845 225 5787	7ppm
Aid for the Aged in Distress	*	0870 803 1950	7ppm	Network 81	*	0845 077 4055	2ppm
Aid To The Church In Need - Trading order line	*	0845 241 6068	2ppm	No Panic		0844 967 4848	5ppm
ARCH (Abortion Recovery Care & Helpline)	*	0845 603 8501	5ppm	OCD Action	*	0845 390 6232	5ppm
Ataxia	*	0844 644 0606	7ppm	PANDAS (Pre and Post Natal Depression)	*	0843 289 8401	7ppm
CENTREPOINT	*	0845 466 3400	2ppm	PROSTaid	*	0844 800 7801	7ppm
The Churches Conservation Trust	*	0845 303 2760	2ppm	Reach (Children with Upper Limb Deficiency)	*	0845 1306 225	3ppm
Cry-Sis Helpline		0845 122 8669	2ppm	Retina UK	*	0845 123 2354	2ppm
Ectopic Pregnancy Foundation	*	0845 070 4636	2ppm	RoadPeace	*	0845 450 0355	2ppm
Education Otherwise	*	0845 786 754x various numbers	3ppm	Salvation Army - Clothing bank	*	0845 458 1999	2ppm
				Salvation Army - Door-to-door Collections	*	0845 458 1812	2ppm
				Salvation Army - Family Tracing enquiries	*	0845 634 4747	2ppm
ERIC (the children’s continence charity)	*	0845 370 8008	7ppm	SAMM (Support After Murder and Manslaughter)	*	0845 872 3440	2ppm
Fair Play for Children	*	0843 289 2638	7ppm	St John Ambulance		0870 010 4950	2ppm
False Allegations Support Organisation	*	0844 335 1992	7ppm	Tymes Trust (children and young people with ME)	*	0845 003 9002	7ppm
The Family Survival Trust	*	0845 603 7121	5ppm	United Christian Broadcasters		0845 604 0401	5ppm
Freedom Charity	*	0845 607 0133	5ppm	WWF	*	0844 736 0036	2ppm
Herpes Viruses Association	*	0845 123 2305	2ppm	Yes to Life (Your options for cancer)		0870 163 2990	2ppm
JUMP Children's Charity	*	0843 658 0162	7ppm				

We are pleased to note that the following, which previously appeared on this list, have now adopted “geographic rate” or “free” helpline numbers.

The most recent update has added 12 such names – **WE ARE WINNING**.

Action Against Medical Accidents, Alcoholics Anonymous, Anxiety Alliance, Anxiety UK, Battersea Dogs and Cats Home, Battle Against Tranquillisers, Beat (beat eating disorders), British Red Cross, Carers Trust, Coeliac UK, The Compassionate Friends, Cruse Bereavement Care, Dementia UK (Admiral Nursing DIRECT), The Farming Community Network, Fibromyalgia Action UK, Grandparents plus, Harbour Centre (for victims of rape), HemiHelp, Hope for Justice, Kidney Cancer UK, La Leche League GB Ltd, The Lesbian & Gay Foundation, Maternity Action, MND Connect (Motor Neurone Disease Association), National Centre for Domestic Violence, National Deaf Children's Society, National Kidney Federation, OCD UK, Omega (End of Life Care), The Patients Association, Revenge Porn Helpline, Royal Association for Deaf People, Samaritans, The Pituitary Foundation, Saneline, SCARD (Support & Care After Road Death & Injury), Scouts, Sleep Apnoea Trust, Sue Ryder - incredible hospice and neurological care, Tackle Prostate Cancer, VoiceAbility (ICMA advice), Winston's Wish

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