

**Application Form for a BBCNI Broadcast Appeal**

**(Appeal Opportunities 2023/2024)**

This application form should be completed by any charity applying for a **Broadcast Appeal on BBC Northern Ireland**.

The application will be reviewed by the BBC’s local Expert Advisory Group (Appeals). This form is designed to help you provide us with all relevant information about your Appeal proposal. **We expect that the next assessment round for local Broadcast Appeals will involve the allocation of broadcast slots for 2023/2024.**

Completed applications should be forwarded to the **Appeals Office** at the address below. Late applications will generally not be considered. Final editorial responsibility for all Broadcast Appeals, including allocation of slots, lies with the BBC.

**Broadcast Appeals on BBCNI – Background Information**

The BBC provides around **15 broadcast slots** to local charities each year. These include at least **11 Appeals on BBC Radio Ulster/Foyle. Appeals on BBCNI television** form part of the **Community Life** strand and are also available as stand-alone programmes. All Broadcast Appeals (radio and television) are accompanied by **social media assets** which are published on the BBC’s digital platforms.

BBC Broadcast Appeals in Northern Ireland began in 1927. **These opportunities are available to local charities and organisations that operate at regional or sub-regional level, or which are involved in international work.**  Appeals can be used to promote awareness of a charity’s work, or to make a request for volunteers and/or financial support.

Each Broadcast Appeal on **BBC Radio Ulster** receives 2 transmissions (on Sunday morning and early Monday afternoon). This ensures that they reach a wide and diverse audience. These broadcasts are of approximately 3½ minutes’ duration. Full production support and advice is available from the BBC. Similar support is provided for Broadcast Appeal packages on **BBCNI television** as part of **Community Life**. It has an early evening slot on BBC 1 and these films are also available as stand-alone programmes on BBC iPlayer.

All Broadcast Appeals are subject to the BBC’s Editorial Guidelines and its Broadcast Appeals Policy.

**To apply** Please email or send acopy of your completed application form, together with **one** copy of your most recent audited statement of accounts, annual report and any other relevant supporting documents by **5.00pm on Monday 19June, 2023** to:

**BBC Appeals Office**

**6th Floor**

**BBC Broadcasting House**

**Ormeau Avenue**

**Belfast BT2 8HQ**

**Email: paula.gilmurray@bbc.co.uk**

**Contact** If you would like further information, or need help with completing this application form, please contact **Paula Gilmurray:**

**Tel: 07813968839; E-mail:** [**paula.gilmurray@bbc.co.uk**](mailto:paula.gilmurray@bbc.co.uk)

**Application for a Broadcast Appeal (BBCNI television and radio)**

**1 Charity Details**

See **Guidance Notes**

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| **Full name of charity** | |  | | |
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| **Charity Registration Number** | | |  | |
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| **Address** |  | | | |
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| **Postcode** |  | | | |
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| **Phone** |  | | | |
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| **Website** |  | | | |
| **Contact Details:** | | | | |
| **Name of applicant** | | | |  |
| **Name** (must be Chief Executive Officer or Chair of Trustees) | | | | |
| **Job Role/Title** | | | |  |
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| **Email** | | | |  |
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| **Name of contact for all day-to-day liaison about your Broadcast Appeal** (if different from above) | | | |  |
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| **Job Role/Title** | | | |  |
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| **Email** | | | |  |

**2 What is your Charity’s main area of work?**

**Please help us to understand more about your work.**

(Tick the ONE category which best describes the majority of your organisation’s work)

Animal welfare

Amateur sports/recreation

Arts/culture

Disability

Education/training

Environment/conservation/heritage

Hospitals/hospices

Housing/homelessness

Human rights (including conflict resolution, promotion of racial or religious harmony, equality and diversity)

Humanitarian aid/famine, disaster relief

Medical research

Other medical/health/sickness

Social welfare and services, community (including family-related issues, economic/development/employment/victims of crime/citizenship)

Other causes (including rescue services, benevolent funds etc)

If none of the descriptions above accurately reflects the nature of your charity’s work, please use the box below to tell us what you do.

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**Please give a brief, bullet-point style account of your charity’s work. When was it established; what are its key activities and objectives; and what sort of services does it provide?** See **Guidance Notes**

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**3 Beneficiaries - Who are the main beneficiaries of your charity’s work? Please be as specific as you can.**

See **Guidance Notes**

**What age group does your Charity help?**

(Tick ONE box)

Infants/children/young people

Older people

All, not age-related

Not applicable (e.g. animal charities)

**Where does your charity’s work mainly take place?**

(Tick areas applicable)

Northern Ireland

Northern Ireland and Republic of Ireland

Northern Ireland and the rest of the UK

Overseas

**For charities working in Northern Ireland**, you will need to demonstrate that your work is region-wide in its scope and/or potential benefits, or that it has a substantive sub-regional presence and remit.

**Please tell us about the geographical spread of your Charity’s work. Where are your offices based, and where do your activity programmes take place?**

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**For charities working overseas,** **please detail, in full, the countries in which you work, and the percentage of your annual project budget which is spent in each country.**

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**4 Aims of the Appeal**

**What are you hoping to achieve with your Broadcast Appeal?**

(Please tick ALL that apply)

To raise awareness of our work generally

To raise awareness of our work amongst potential beneficiaries

To attract volunteers

To encourage donation of goods/gifts in kind

To encourage participation in events/activities

To raise money from the Appeal (**If ticked, please answer the fundraising question**)

**In specific terms, what are you hoping to achieve with this Appeal? What are your objectives, and what are the key messages that you are hoping to communicate to BBC audiences?**

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**How will you measure the success of your Appeal? What are its key outputs and outcomes? These may involve an increase in volunteer numbers, enquiries, service uptake or donations. Be as specific as you can, and realistic in your ambitions.**

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**Tell us about the people, stories or services that you would like to feature, or highlight, in your Appeal. Why have you chosen them and how are they relevant to what you are hoping to achieve? Are you satisfied that all of this achievable?**

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**Are there any timetabling issues/considerations around your Appeal? Would you like it to happen at a particular time of year, perhaps coinciding with other/related activities and events?**

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**What promotional activities will you undertake to make people aware of your Broadcast Appeal and to maximise its impact and visibility? Do you have plans to use social media to engage your supporters and the general public and is this something that you’ve done before? Will you let your local newspaper/s know about your Appeal broadcast?**

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**4.1 Fundraising questions** –to be completed if you are making an appeal for donations.

**How much are you hoping to raise through this Appeal? What will the money be used for?**

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**Will you have other fundraising activities running alongside the Appeal? What are you planning? Who will be involved? Where will these activities take place?**

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**Note**: Legally, if a scheme or project is the subject of an Appeal, you must provide information on how any monies raised in **excess** of the target figure will be used. If the target figure is not reached then you must also identify the **alternative** use/purpose of monies raised.

**If excess funding is received, where will it go? Alternatively, if insufficient funds are raised, what other purpose will monies donated as a result of the Appeal be used for?**

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1. **Grants received and other BBC Broadcast Appeals**

**Please list any grants received from BBC Children in Need, Comic Relief, Sport Relief or other BBC Broadcast Appeals (Blue Peter, BBC Wildlife, BBC Performing Arts, and BBC Media Action) within the last 3 years. You should also include details of planned/expected grants from these sources within the next 18 months.**

**At least 3 years must have elapsed between the Broadcast Appeal slots which an organisation has received on BBCNI television or radio.**

**Details of grants received from BBC supported charities**

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| **Date** | **Appeal/Grant** | **Amount Received/Raised** |
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**Date of previous BBC Broadcast Appeal in Northern Ireland**

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| **Date** | **Television or radio** |
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**Finance**

Because of the trust placed in the BBC by its audience we require information which will allow us to assess the current and future financial viability of your organisation. Please supply a **Statement of Financial Activities (SOFA)**. Alternatively, please provide us with a recent audited statement of accounts.

For more information see **Guidance Notes**

**What was your organisation’s income in the most recent financial year?**

Under £10k

£10k - £100k

£100k - £1m

£1m - £10m

£10m+

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| **Financial Statement for the Year Ended** |  | (please insert date) |

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| **A** | **INCOMING RESOURCES** | |  | |
| **A1** | **Incoming resources from generated funds (A1a, A1b, A1c)** | |  | |
| A1a | Voluntary Income | | **£** | |
| A1b | Activities for generating funds | | **£** | |
| A1c | Investment income | | **£** | |
| **A2** | **Incoming resources from charitable activities** | | **£** | |
| **A3** | **Other incoming resources** | | **£** | |
|  | **TOTAL** | | **£** | |
| **B** | | **RESOURCES EXPENDED** | |  |
| **B1** | | **Costs of generating funds (B1a, B1b, B1c)** | |  |
| B1a | | Costs of generating voluntary income | | **£** |
| B1b | | Fundraising trading: cost of goods sold and other costs | | **£** |
| B1c | | Investment management costs | | **£** |
| **B2** | | **Charitable activities** | | **£** |
| **B3** | | **Governance costs** | | **£** |
| **B4** | | **Other resources expended** | | **£** |
|  | | **TOTAL** | | **£** |

**What is your current surplus/deficit? If you have a deficit, please say how this will be managed over the next 12 months.**

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**Note:** As part of our assessment of your application it may be necessary for us to obtain additional information about your charity’s financial situation.

1. **Governance Issues**

**Are there significant organisational, staffing, funding or other challenges which may affect your Charity’s work over the next period? What are they and how will they be managed?**

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**Tell us about how your charity is governed and its accountability arrangements. Do you have trustees and/or a board? What are their responsibilities and how are they appointed?**

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**How many people are employed by your charity, and what are their roles? An organisation chart might be helpful in explaining how your charity is structured. Please also include details of the number of people who are involved as volunteers and their role within the organisation, including how they are supported.**

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1. **BBC radio or television Appeal**

This application form is for regular Broadcast Appeal slots on BBC Northern Ireland radio and television. The BBC reserves the right to allocate successful applicants to either slot, as it judges appropriate. Charities should note that a Community Life Appeal on BBC Northern Ireland television requires a bigger investment of time and effort from the featured charity. Read **Guidance Notes** before indicating whether you would like to be considered for **both Appeals**, or for a television or radio Appeal only.

**We would like to be considered for a BBC Radio Ulster/Foyle Appeal only.**

**We would like to be considered for a BBCNI television Community Life Appeal only.**

**We would like to be considered for both a BBC television Community Life and a BBC Radio Ulster/Foyle Appeal.**

1. **Supporting Documents**

**Please tick the boxes below to confirm that you have enclosed one copy of the following documents with your application form.**

**One** copy of your most recent **Annual Report**

**A copy of your** **audited accounts and balance sheet**. If your last published accounts are **more than six months old** (this refers to your year end), please also enclose two copies of your latest financial information (e.g. **management accounts**) to cover the period from the publication of the accounts to within a six month period of the date of this application. This information should detail income, expenditure and any significant change in assets or reserves balance sheet and should also be signed by the Chair of Trustees or CEO.

**Evidence of charitable status:** one copy of Certificate of Registration with the Charity Commission (or print-out from the Charity Commission’s website) or other appropriate body (e.g. the Registrar of Friendly Societies).

Is a **child protection policy** relevant to your work (please circle): YES / NO

If YES, please enclose **one** copy of your **child protection policy**. If YES, but you do not have a policy in place, please detail on a separate sheet of paper the steps you are taking to develop a policy.

**One copy** of your **Data Protection Policy** (this is to protect donor information). To include details of the policies and procedures that you have in place to fulfil GDPR requirements.

**For international charities only - is your organisation a signatory to:**

* **Sphere YES / NO**
* **People in Aid YES / NO**

1. **Declaration**

**Eligibility for a BBC Broadcast Appeal**

The named signatory (see section 1) is asked to confirm that your organisation is eligible to apply for a BBC Broadcast Appeal. Please read **Guidance Notes**, and tick the box below to confirm eligibility. If you have concerns regarding eligibility please e-mail [paula.gilmurray@bbc.co.uk](mailto:paula.gilmurray@bbc.co.uk).

**I confirm that this organisation is eligible for a BBC Broadcast Appeal.**

**Acceptance of Code of Practice**

The signatory to this application is asked to comply with the requirements in **Guidance Notes**, and to confirm acceptance of this Code.

I confirm that I have read the Code of Practice and that this organisation will comply with its provisions, **including the return of the monitoring/evaluation form within 6 weeks of broadcast.**

**Signature**

**Signature: Date:**

**Designation:**

(Must be the CEO or Chair of Trustees: **Guidance Notes**)

**Guidance Notes for Broadcast Appeals on BBCNI**

**1 Charity Details**

* The full name of the charity should be the name that relates to your Charity Registration Number. Please do not give the name of projects for which you will be making an Appeal.
* The charity headquarters address should be in the UK – with a NI Regional Committee/Office, as appropriate.
* The signatory to this application form should be the Chair of the Trustees or the Chief Executive. Otherwise, you should provide minuted evidence that another trustee or senior officer is authorised to act as signatory.

**2 Eligibility for a BBC Broadcast Appeal**

The scope of regular Broadcast Appeals is based on the original terms of reference set out by the BBC in 1927 which said: "In general, Appeals should be restricted to causes which concern themselves with the relief of distress, the preservation of life and health, and the amelioration of social conditions."

Under the current UK-wide policy, the BBC remains committed to Appeals which focus primarily on charities concerned with the alleviation of human suffering, directly or indirectly through preventative work.

The BBC also aims, however, to provide opportunities for audiences to support the range of work done by the charitable sector. As a result, Broadcast Appeals also feature charities working more broadly to promote social, physical, cultural or mental well-being. In addition, occasional Appeals on behalf of animal charities and charities concerned for the preservation of national heritage and the environment are included in the schedule.

To be eligible for a BBC Broadcast Appeal, a charity must demonstrate that:

* It is registered with the Charity Commission, or can give evidence of recognition of charitable status with another appropriate body, eg the Registrar of Friendly Societies or the Inland Revenue.
* Its work has either **NI-wide scope and/or significance**, a **substantive sub-regional presence** **and remit**, or is **involved with international work** (see Guidance Notes for further details).
* It has attained, or has a good prospect of attaining, an established track record of charitable achievement and be able to demonstrate financial viability.
* It has **not** had a BBC Radio Ulster Appeal or BBCNI Community Life television Appeal in the past three years or in the past two years if the previous application was unsuccessful[[1]](#footnote-1).

Please note that assessment of applications will also involve the following key considerations:

* A charity should have gained, or be likely to gain, public support.
* If making an Appeal for donations, it must demonstrate a need for funds over and above those available from its own income or reserves.
* Where a charity is involved in political activities or campaign work on an issue of current public or political controversy, the BBC and the Expert Advisory Group need to be satisfied that an appeal can be framed within the BBC’s requirements for due impartiality in programming (published in the BBC Editorial Guidelines online at **bbc.co.uk**). This applies particularly where the charity lobbies or campaigns on an issue that has become a matter of current public controversy or political debate and/or the charity has a high media profile in arguing on one side of a debate.

Note: Where BBC impartiality requirements may be compromised, an application may be rejected, or the Expert Advisory Group (Appeals) may propose that the appeal should focus on significant work(s) undertaken by the charity outside its lobbying or campaigning activities (to be agreed in consultation with the organisation involved). In the latter case, the charity will be required to spend any monies raised as restricted funds for use in the work(s) specified in the broadcast appeal.

* Where work is undertaken by **religious organisations**, the organisations must satisfy the Expert Advisory Group (and the BBC) that the funds will be used for the relief of suffering or promotion of physical, mental or moral well-being, that these activities represent a substantial part of the work of the organisation and that the benefits from the appeal are available to people from all faiths and none.
* Organisations which exist primarily to raise funds for **medical or other research** should provide evidence that their work is of UK-wide significance and that they have appropriate procedures for ensuring that the research they fund is of the highest quality and is of public benefit.
* In relation to raising funds for the **fabric of buildings**, the restoration or repair of cathedrals and churches of genuine historical and architectural interest is eligible, but not new building or extension work.
* **Memorial funds** are not recommended unless they are set up for charitable purposes and are of great general interest.
* **Hospitals** outside the National Health Service (or HSC in Northern Ireland) may be considered, as also may “Friends” of hospitals, provided that the donations do not replace funding which would normally be provided by central government or local authorities, and that their work is region-wide in scope.
* **Educational charities** are considered only if their work has some special and additional social interest, is region-wide or sub-regional in its presence, remit and scope and if the purpose of the appeal is to fund capital projects and not running costs. **Appeals will not be approved where donations would replace funding which would normally be provided by central government or local authorities.**
* An Appeal is not considered justifiable if the benefits would be of a kind which would normally be provided by a trade or professional organisation’s benevolent fund, or where donations would replace funding which would normally be provided by central government or local authorities.

**3 Objectives of the Organisation**

* You need to demonstrate that your organisation has clearly defined charitable objectives and responds to a defined need.

**4 Beneficiaries**

* It is important that you demonstrate clearly that your work has region-wide or substantive sub-regional benefits and/or significance, or that it will benefit people living overseas. **This application is for an Appeal on BBC Northern Ireland’s radio, television and online services, so the charities featured should be of sufficient scope and/or significance to reflect this audience profile.**
* Local Broadcast Appeals should provide benefits for people on a region-wide or sub-regional basis.
* The significance or distinctiveness of your charity’s work may lie in the needs which it is seeking to address, the innovative nature of the research or services which it provides and/or the impact of your charity’s work.

**5 Purpose of the Broadcast Appeal**

* You need to provide a **compelling and well-argued statement** about the purpose of your Appeal, and **clear proposals for using any monies raised**. This will help us to identify charities which can communicate well about the work they do, and so are more likely to engage the interest and support of BBC audiences.
* You can also use this section to tell us if the timing of your appeal is particularly significant. For example, do you have a regional, national or international campaign being launched in eight to twelve months’ time? Do you have a significant anniversary coming up?

**6 Financial Information**

A1a **Voluntary income** includes incoming resources generated from the following sources:

* Gifts, donations and any related gift aid claimed, including legacies, given by the founders, patrons, supporters, the general public and businesses.
* Grants which provide core funding or are of a general nature provided by government and charitable foundations but will not include those grants which are specifically for the performances of a service or production or charitable goods, for instance a service agreement with a local authority
* Membership subscriptions and sponsorships where these are, in substance, donations rather than payment for goods or services
* Gifts in kind and donated services and facilities.

A1b **Activities for generating funds**: this means income received from the trading and other fundraising activities carried out be a charity primarily to generate incoming resources which will be used to undertake its charitable activities. The activities included within this category involve an element of exchange, with the charity receiving income in return for providing goods, services or an entry to an event. This category will include:

* fundraising events such as jumble sales, firework displays and concerts (which are legally considered to be trading activities)
* those sponsorships and social lotteries which cannot be considered as pure donations
* shop income from selling donated goods and bought in goods
* providing goods and services other than for the benefit of the charity’s beneficiaries
* letting and licensing arrangements of property held primarily for functional use by the charity but temporarily surplus to operational requirements.

Whilst selling donated goods is legally considered to be the realisation of a donation in kind, in economic terms it is similar to a trading activity and should be included in this section.

A1c **Investment income** includes incoming resources from investment assets, including dividends, interest and rents but excluding realised and unrealised investment gains and losses.

A2 **Incoming resources from charitable activities:** this category includes any incoming resources received which are a payment for goods and services provided for the benefit of the charity’s beneficiaries. It will include trading activities undertaken in furtherance of the charity’s objects and those grants which have conditions which make them similar in economic terms to trading income, such as service level agreements with local authorities.

This category will not include grants which are for core funding or do not have particular service requirements or are in response to an appeal. Such grants should be included in the section for voluntary income.

Incoming resources from charitable activities should include:

* the sale of goods or services as part of the direct charitable activities of the charity (known as primary purpose trading)
* the sale of goods or services made or provided by the beneficiaries of the charity
* the letting of non-investment property in furtherance of the charity’s objects
* contractual payments from government or public authorities where these are received in the normal course of trading, eg fees for respite care
* grants specifically for the provision of goods and services to be provided as part of charitable activities or services to beneficiaries
* ancillary trades connected to a primary purpose

A3 **Other incoming resources** will include the receipt of any resources which the charity has not been able to analyse within the main incoming resource categories. This will be a minority of incoming resources and most charities will not need to use this category. Examples of items that fall within this category include a gain on the disposal of a tangible fixed asset held for the charity’s own use and a gain on the disposal of a programme related investment.

B1 This section covers the costs which are associated with generating incoming resources from all sources other than from undertaking charitable activities. They should not include:

* costs associated with delivering or supporting the provision of goods and services in the furtherance of the charity’s objects
* the costs of any subsequent negotiation, monitoring or reporting relating to the provision of goods or services under the terms of a grant, contract or performance-related grant.

B1a **Costs of generating voluntary income** comprise the costs actually incurred by a charity, or by an agent, in inducing others to make gifts to it that are voluntary income. Such costs will include the costs of producing fundraising advertising, marketing and direct mail materials, as well as any remuneration payable to an agent. It will normally include publicity costs but not those used in an educational manner in furtherance of the charity’s objects. Such costs will **exclude** fundraising trading costs.

B1b **Fundraising trading costs, costs of goods sold and other costs:** this category should include all those costs that are incurred by trading for a fundraising purpose in either donated or bought-in goods or in providing non-charitable services to generate income. This includes:

* the cost of goods sold or services provided
* other costs related to the trade, including staff costs, premises costs and other costs incurred in the activity including allocated support costs
* costs related to the licensing of a charity logo

B1c **Investment management costs** include the costs of

* portfolio management
* obtaining investment advice
* administration of the investments
* rent collection, property repairs and maintenance charges

Valuation fees would normally be charged to the governance cost category. Costs associate with acquiring and disposing of investments would normally form part of the acquisition cost of the investment or reduce the return on disposals. These costs are therefore not part of investment management costs.

B2 **Resources expended on charitable activities** comprise all the resources applied by the charity in undertaking its work to meet its charitable objectives as opposed to the cost of raising the funds to finance these activities and governance costs. Charitable activities are all the resources expended by the charity in the delivery of goods and services, including its programme and project work that is directed at the achievement of its charitable aims and objectives. Such costs include the direct costs of the charitable activities together with those support costs incurred that enable these activities to be undertaken.

B3 **Governance costs:** these are the costs associated with the governance arrangements of the charity which relate to the general running of the charity as opposed to shoe costs associated with fundraising or charitable activity. The costs will normally include internal and external audit, legal advice for trustees and costs associated with constitutional and statutory requirements eg the cost of trustee meetings and preparing statutory accounts. Included within this category are any costs associated with the strategic as opposed to day to day management of the charity’s activities. Where material, there should also be an apportionment of shared and indirect costs involved in supporting the governance activities (as distinct from supporting its charitable or income generation activities).

B4 **Other resources expended** will include the payment of any resources which the charity has not been able to analyse within the main resources expended categories. This category should not be used for support costs which can be allocated to other activity costs.

**7 BBC Radio Ulster/Foyle and BBCNI Television Appeals**

**BBC Radio Ulster/Foyle Appeal**

* The **BBC Radio Ulster/Foyle Appeal** is broadcast on a monthly basis at the following times: Sunday **09.55** and on Monday **14.55**. It reaches a large and diverse and is also available on BBC Sounds. **Social media assets** (including video content) are produced for all local Appeals and are published on the BBC’s digital platforms.
* Radio Appeals generally involve less work for charities than Television Appeals. However, the charity needs to develop a script for its Appeal and to find a presenter and contributors. Representatives from the charity may also need to attend the studio recording. While larger charities may be geared up to do this, some of the smaller charities need more support – which we’ll be happy to provide.
* The Appeals Office will contact you to discuss the proposed presenter and to agree a billing for the Radio Times and other listings. We will work closely with you on the Appeal’s script, format and contributors and explain what works best in terms of a short radio programme and what the BBC’s editorial guidelines involve/require. We’ll also discuss how you might maximise awareness of your Appeal.
* We are generally able to create short video packages to accompany local radio Appeals. These are published online and via social media platforms used by the BBC. It is particularly helpful when charities have thought about who/what these video assets might involve and also some of the practicalities involved.

**BBCNI Television Appeal - Community Life**

* **Broadcast Appeals on BBCNI television form part of Community Life**, an early evening magazine strand on BBC1. They are also available as stand-alone programmes on BBC iPlayer. Community Life reaches a diverse audience.
* Any charity that applies for a Television Appeal should understand the additional work involved and the requirements of television. Some types of charitable activity aren’t well-suited to this medium.
* For practical reasons, it is preferable for Appeal charities to nominate a single point of contact for appoint all production issues/queries and who will ensure that everything is in place for filming etc.
* The BBC producer/director will write the television script, based on information provided by the charity, checking for accuracy and other details as required. Once filming and editing starts, the producer takes full responsibility for the film.

**Additional notes applicable to both the BBC Radio Ulster and BBCNI Community Life Appeals**

* An Appeal is more likely to be successful if it is presented as part of a wider campaign on   
  behalf of the cause or organisation involved.
* All regular BBC Appeals are billed in Radio Times, but this gives only very short notice of the broadcast. **Other promotional activities, including the use of social media are encouraged**. Note: Programme schedules can be subject to alteration at short notice.
* It may sometimes be helpful for an Appeal to be scheduled to coincide with a special event or week.

To maximise the benefit of an Appeal, we suggest that charities consider the following:

* Target your existing donor base to make sure they are aware of the Appeal.
* Develop a promotional strategy including emails, social media and sending stories to your local newspaper/s.

**8 Code of Practice for Applicants**

Applicants for a BBC Broadcast Appeal are asked to comply with the following Code of Practice:

* Applicants will not attempt to influence the decision of the BBCNI Expert Advisory Group (Appeals), or individual members of the Group.
* The charity will inform the BBC Appeals Office of **any developments which may have a significant and detrimental effect on the future viability of the charity**, and which occur in the period from the submission of the application to the scheduled broadcast of an Appeal.
* Applicants will respond to any reasonable request from the BBC for details of the amounts raised by an appeal, and how the money was spent. **This includes the prompt return of the BBC Appeals Monitoring Form, no later than six weeks after the appeal transmission. Any future application for an appeal will be jeopardised by a failure to fulfil this requirement.** Additionally, if a charity is not able to confirm that the money received has been spent on the declared purpose, then arrangements will need to be made for the money to be returned to donors.

**9 Signature**

* The signatory to this application form should be the Chair of the Trustees or the Chief Executive. Otherwise, you should provide minuted evidence that another trustee or senior officer is authorised to act as signatory.

1. The BBC reserves the right to vary this condition on the advice of its Expert Advisory Group. Annual appeals are currently also given to BBC Children in Need and St Martin-in-the-Fields. [↑](#footnote-ref-1)