



BBC CYMRU WALES APPEALS

a funding information leaflet from *funderfinder*

BBC Cymru Wales offers radio and television broadcasting opportunities to registered charities working in Wales. They are intended to:

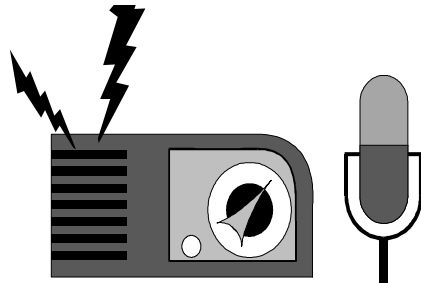
- give charities opportunities to raise public awareness about their work
- educate and inform the audience about social issues
- provide the public with authoritative information and guidance about causes that seek their support
- mobilise voluntary action
- provide an active link with the communities we serve throughout Wales
- enable supporters of a charity make a donation and to encourage charitable giving.

There are usually 20 or more broadcasting opportunities per year - monthly radio features, television features and online features. The slots each cover the work of a different charity. These may be:

- a short (30 - 60 seconds), frequently repeated television film on BBC One Wales (in English)
- a 40 - 60 second mini feature on Radio Wales in English and on Radio Cymru in Welsh or
- an online feature on bbc.co.uk/wales and Cymru'r Byd.

The service is free and a different charity is featured each month. In addition to being a registered charity, groups applying should:

- have (or have a good chance of having in the future) a good track record of charitable achievement
- be able to demonstrate sound financial practices
- be able to demonstrate a need for funds over and above their income or reserves if they are appealing to the public for funds.



Charitable causes that can be featured are:

- charities concerned with the alleviation of **human suffering**, whether directly or indirectly through preventative work and those promoting social, physical, cultural, psychological or moral well-being
- animal and environmental causes
- religious organisations, provided that: the broadcast is for their charitable work; any funds raised from the broadcast will be used for the causes outlined above; activities represent a substantial part of their work; and the benefits from the broadcast are available to all sections of society
- hospitals (or Friends of Hospitals), provided they are outside the NHS and are appealing for projects not covered by the NHS
- educational charities, provided that their work has some special and additional social interest and the purpose of the broadcast is to fund capital and not running costs
- medical/research charities, provided that the research they fund is of the highest quality and is of public benefit.

Any charity appealing for funds and/or resources, should note that broadcast appeals:

- work best for specific projects rather than for general funds
- should fit in with the charity's registered charitable objects

and:

- donors must be told clearly what their money will be used for
- any money raised must be spent for that purpose.

Closing dates for applications are advertised in the voluntary sector press, on air and on the internet and appeals decisions are made in autumn each year although applications are closed until Spring 2010. Successful organisations are put in contact with the producers who will help guide, organise and oversee the planning of the appeal.

Further information

If you are interested in the initiative, contact: BBC Cymru Wales Charity Broadcast Office, Llantrisant Road, Llandaff, Cardiff CF5 2YQ, tel: 029 2032 2094, e-mail: walescharities@bbc.co.uk. Full details of criteria, how to apply and an application form are on their website: www.bbc.co.uk/wales/info/sites/charities/pages/opportunities.shtml

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