BBC Radio 4 and BBC One Lifeline Appeal

STEP ONE: Thinking about applying for an appeal?
Read this and find out if you are eligible.

This document provides all you need to know if you are considering applying for a BBC Radio 4 or BBC One Lifeline Appeal. It covers:

- The criteria charities must fulfil in order to be eligible for a Radio 4 or BBC One Lifeline Appeal; and
- How the application process works.

Before you begin
Listen to and look at the current Radio 4 and BBC One Lifeline appeals. These can be found by following the links below:

Radio 4 Appeal:  http://www.bbc.co.uk/programmes/b006qnc7
BBC One Lifeline:  http://www.bbc.co.uk/programmes/b006nb6j

A BBC Appeal cannot support:

- Animal welfare;
- Restoration or repair of buildings, new building or extension work;
- Religious organisations that are seeking to proselytise or whose beneficiaries are of a particular faith;
- Funds or charities which exist to maintain or establish physical memorials;
- Benefits provided by trade or professional organisations benevolent fund which are unavailable to the general public;
- Activities where donations would replace funding or services normally provided by central government and local authorities;
- Local charities that operate within limited geographical areas;
- Charities that are members of the Disasters Emergency Committee.

Eligibility guidance
Activities that fall within the following categories will be considered eligible for an appeal:

<table>
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<tr>
<th>Medical research</th>
<th>Humanitarian aid/famine, disaster relief</th>
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<td>Hospitals/hospices</td>
<td>Human rights</td>
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<td>Other medical/health/sickness</td>
<td>Education/training</td>
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<td>Disability</td>
<td>Arts/culture</td>
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<td>Housing/homelessness</td>
<td>Amateur sports/recreation</td>
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<td>Social welfare and services</td>
<td>Environment/wildlife conservation/ heritage</td>
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Please note:
The BBC has requirements for impartiality in relation to what it broadcasts and it cannot broadcast an appeal connected to political activities. If you are involved in campaigning work on an issue of current public or political controversy, the BBC and the Appeals Advisory Committee will need to be satisfied that this does not give rise to concerns. They will need to be sure that an appeal can be framed within the BBC’s requirements for due impartiality in its output. This
applies particularly where the charity has a high media profile in relation to a current debate.

Further information is available at:
http://www.bbc.co.uk/editorialguidelines/guidelines/conflicts-of-interest/external-activities#heading-charities-and-campaign-work
and
http://www.bbc.co.uk/editorialguidelines/page/guidelines-impartiality-introduction

For religious organisations, activities must be for the relief of suffering or the promotion of physical or mental well-being. The benefits from an appeal must be available to people from all faiths and to those of no faith.

Find out if your charity is eligible for a broadcast appeal

You must be able to demonstrate that:

- Your organisation is a not for profit constituted organisation registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulators or the Charity Commission for Northern Ireland;
- Your work has national (UK charities) and/or international (for charities working overseas) significance. The significance of your work may be reflected, for example, in your role in innovation, in disseminating learning or in providing a best practice model. Please give specific examples in your application;
- Your work has genuine impact or influence across at least one nation (UK charities) or one country (international charities). Priority will be given to UK charities that deliver activities for beneficiaries located in one or more of the nations of the UK. Priority will be given to international charities that deliver activities for beneficiaries located across several regions within a country or across countries;
- Your organisation has attained an established track record of charitable achievement and financial viability; and
- Your appeal meets at least one of the following BBC Appeal objectives:
  - To raise awareness of your work generally;
  - To raise money for your work;
  - To reach a wider audience / different demographic;
  - To learn new skills or build capacity within your organisation.

A charity can only have an appeal broadcast on the BBC once every three years. Therefore you must check the transmission date of the application round to which you are applying i.e. when will your appeal be broadcast and if it is three years since the last appeal. Charities which are unsuccessful in an application round must wait two years before resubmitting an application.

You must be able to submit the following documents:

- A signed copy of your most recent published audited or independently examined accounts and balance sheet.
- A completed 18 month cash flow (template available here)
- Management accounts to cover the period from the last published accounts to within a three month period of the date of your appeal application.
- New charities must submit audited or independently examined accounts filed and accepted by the Charity Commission for two consecutive financial years.
- Current diversity, data protection and, if appropriate, child protection and/or vulnerable adult policy.

Applications will not be considered unless they are submitted with all of the relevant documents.
How we choose charities for an appeal
The BBC Appeals Advisory Committee comprising a panel of independent experts will assess and discuss each application received. The Committee aims to ensure that a broad range of charities are reflected in each transmission period. They will also look at the following:

- **Purpose of the appeal**: Broadcast charity appeals need to have a strong narrative. Your charity must summarise the core message of its intended appeal in its application. As a guide, Radio 4 appeals are 2 minutes 50 seconds or approximately 420 words long and TV Lifeline appeals are 9 minutes long.

- **Sustainability**: Your charity will be asked to supply financial information so that its financial viability can be assessed. We will not broadcast an appeal for any charity which, in the judgement of the committee, is in such a financial position that it threatens its existence.

- **Professional bodies and codes**: All charities should seek to demonstrate adherence to best practice relevant to their sector and specialism. Please specify if you are a member of a professional body or signatory to a code, charter, or the like, for your charity field. For example, if you are a medical research charity you may belong to the Association of Medical Research Charities.

- **Allocating sufficient resources**: Charities should have the time and resources available to support a broadcast appeal. For a radio appeal you will need to work with us to find a presenter and produce a script. Charities will be required to dedicate more time and resources to a Lifeline TV appeal where you will need to allocate time to source contributors who will talk about the charity on screen, assist with setting up filming at your charity if required and possibly attend parts of the four day shoot.

- **Making the most of an appeal**: We will want to see evidence on how you will build and promote this appeal amongst your own supporters, in particular through the use of social media.

- **Measuring and communicating impact**: We will want to see evidence that your work achieves what it sets out to do.

Please bear in mind that the application process is competitive. We always receive more applications than we have transmission slots available and it is possible that even strong applications will be turned down. There is only one overseas BBC One Lifeline Appeal per year, generally broadcast in the spring.

How the application process works

You can find the closing dates for applications and transmission date on the Charity Appeals website, [http://www.bbc.co.uk/charityappeals/appeals/apply-now](http://www.bbc.co.uk/charityappeals/appeals/apply-now)

The BBC Appeals Advisory Committee meets in March, June, September and December to discuss applications. Charities will be informed about the outcome of their application approximately 3-4 weeks after the meeting.

If successful, you will be advised of a transmission date for your appeal and invited to attend a presentation by BBC producers on making an appeal. The BBC is keen to work with charities that will build and promote the appeal through the use of social media and offers charities the opportunity to attend a digital workshop run by the BBC.

A BBC Appeal is not just a fundraising opportunity; it is also a chance to raise the profile of your charity amongst new donors and an audience of Radio 4 listeners and BBC One viewers.
Further information about BBC Appeals is available from http://www.bbc.co.uk/charityappeals/

We look forward to receiving your application. Good luck!