

**TOGETHER,
WE CAN**

**BBC
Children
in Need**

BBC Children in Need's 2020 Appeal saw an amazing total of £37,032,789 announced on the night, rising to £41,085,627 over the Appeal weekend

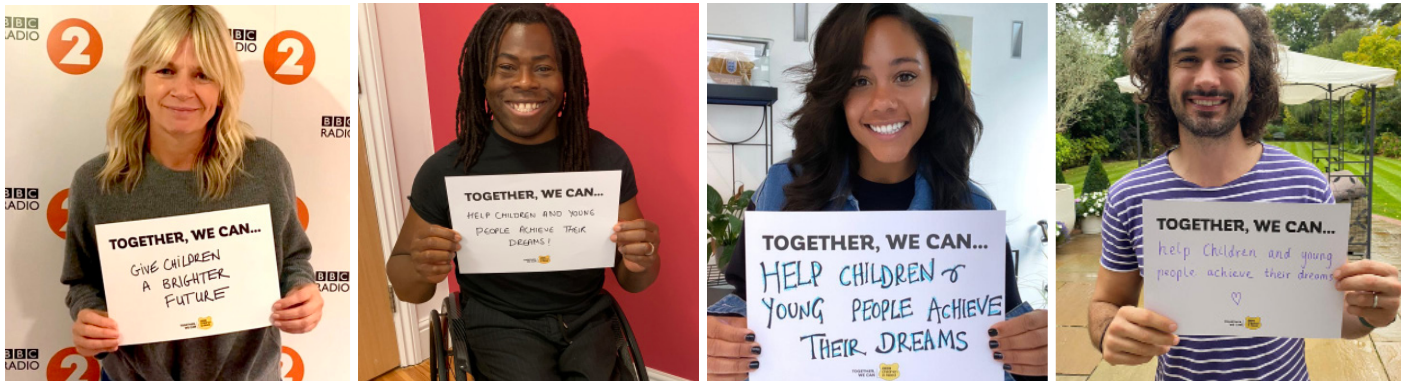
Our Campaign

- **Together, we can** was our champion campaign for the Appeal
- Our BBC TV trail 'Goodbye Rainclouds' reached **63%** of the UK population, with our overall BBC campaign reaching **75%**
- Thanks to support of our celebrity friends, including Joe Wicks, Jamie Oliver, Nadiya Hussain, Zoe Ball, Michael Sheen, Alex Scott and many more, **BBC Children in Need** trended for the first time on launch day with **1.3 million impressions** and **45,000 engagements**. Talent posts alone had a reach of **33 million!**
- Our 2020 campaign launch also generated **strong coverage**, with our research into the impact of Covid-19 on the lives of children and young people being covered by **The Metro, The Daily Record** and **The One Show**.



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Appeal Show

- BBC Children in Need's charity's 40th Anniversary Appeal show marked the crescendo of this year's fundraising activities on Friday 13th November with a special night of family entertainment
- Average of 5.09m viewers on the night, peaking at 5.6m
- Audience share of 23%
- 118,000 iPlayer requests, streaming over 437,000 hours
- 32% of our audience under 35 years
- Average donation £18.50 from over 2,100,000 donations

Fundraisers

- The One Show's Rickshaw Challenge, saw Matt Baker & six children supported by BBC Children in Need rack up 830 miles at home, and raising a whopping **£5,760,514**
- Families and bubbles all over the UK rambled their way to an incredible **£4,518,422** as part of the Countryfile Ramble specials
- Joe Wicks took on the ultimate 24 hour workout challenge for Radio 2, raising **£2,569,235**
- DIY SOS: The Big Build headed to Swansea to give BBC Children in Need funded project Surfability a new home, and also raised **£1,284,593** – over double the 2019 total
- The Radio 2 Allstars cover of 'Stop Crying Your Heart Out', featuring stars such as Cher, Kylie, Robbie Williams, Jamie Cullum, Lenny Kravitz & more, was our official single, reaching **No.7** in the UK charts
- Over 53m people reached through the Strictly TikTok dance challenge

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Digital & Social

- Over 40m impressions of social posts across our channels
- 16m impressions on Appeal week alone
- 5m views of our video content
- Over 1,300,000 visits to our website in Appeal Week
- Average of 34,612 visits to our website every day

Supporters

- 164,695 fundraising packs received by supporters
- Email newsletter received by 461,000 people
- 60,000 nurseries and schools mailed directly



Our brand

- Brand recognition 88% amongst UK adults
- The most loved children's charity in the UK

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The Difference Made

- BBC Children in Need are currently funding **3,963 projects**, to the value of **£197,655,697**
- In the last grant year (2019/20), we awarded grants to projects across the UK to the value of **£48.7m** and helped to change **over 555,000 young lives**
- Our COVID-19 response saw an **extra 1,303 supporting grants totalling £1.2m** awarded to projects to help them adapt and deliver their services during the pandemic
- Supporting children & young people affected by poverty & deprivation, disability, illness, marginalised groups, distress, abuse/neglect and behavioural difficulties
- Our projects helped young people to have better self-belief & emotional/physical wellbeing, improved relationships, increased essential skills, feel safer and more empowered

