



January & February 2021

Hello and welcome to your first partner newsletter of 2021!

As we look ahead to this year's appeal, it's been wonderful catching up with you all (albeit virtually) and seeing what incredible things you all did in 2020 to support children & young people in a time when they needed it the most. Plus, there's plenty of exciting plans and activities we can't wait to see!

Thank you so much once again for all your phenomenal support last year, we really couldn't do it without you all.

BBC Children in Need Partnerships Team



Children's Mental Health Awareness Week

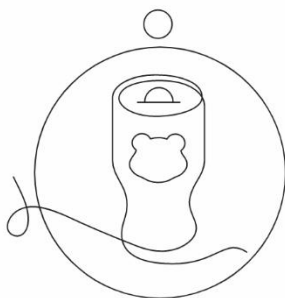
Earlier this month, we highlighted the work our incredible projects do support children's mental wellbeing, throughout Children's Mental Health Week: 1 – 7 February.

Right now, our projects are working hard to support the wellbeing and mental health of children and young people across the UK, during this difficult time. Through online sessions, tools and techniques, this crucial work is helping young people to express their emotions, whilst preventing feelings of anxiety and

isolation from developing into more serious issues.

This month we also announced funding for two new projects as a part of our [A Million & Me](#) impact programme, all about supporting young people in expressing their feelings and tackling difficult conversations.

For stories, resources and information on children's mental health, [visit our online hub here](#), or get in touch with your Account Manager.



Fundraising monies

As we fast approach our financial year-end in June, please ensure you have confirmed your final total for the 2020 Appeal, with a breakdown of income streams, with your Account Manager, as soon as possible. Your Account Manager can provide you with the details required for payment, and also ensure we can track this in our accounts against your pledge.

By receiving the monies as soon as possible after our Appeal, this helps us to make grants as quickly as possible and support children & young people when they need it most.



DFS

Despite DFS being faced with challenges such as stores having to close, they have carried on regardless raising funds and supporting CiN. We've been working with the team to connect each store.

To kickstart the project, each store received their very own Pudsey Parcel which included details of their matched project, and a poster to put up in store to show customers where their donations support in their area.

Thank you DFS for being such a fantastic partner since 2013 – you're all amazing!

Got a question? Need more information? Please contact your BBC Children in Need Account Manager who will be happy to help! Don't forget to share any pictures and monies raised with us & use the hashtag #CiN on social media.

Forward me! Please feel free to forward on to your colleagues & wider team. Subscribe [here](#). Unsubscribe [here](#).