



May & June 2021

With just under five months to go until our 2021 Appeal, it's an exciting time here at BBC Children in Need as we get stuck into finalising our plans.

There's some exciting things coming up including photoshoots, our total announcement and CarFest – we can't wait to share more soon!

BBC Children in Need Partnerships Team

Supporting children's financial education

BBC Children in Need has entered into a partnership with HSBC UK and Young Money (part of Young Enterprise) to deliver a new programme, Money Heroes. The programme will focus on providing training and resources to 100 voluntary organisations to enable them to teach money management skills to disadvantaged children aged 3-11 years.

The programme will target organisations that work with children who experience a range of disadvantages, with a particular focus on early years, disabled children, young carers and those living in poverty.

The aim is to increase the financial understanding of the children and young people supported and their capability to navigate money. Each of the 100 organisations that takes part will also receive a £1,000 goodwill grant for their involvement. The Money Heroes programme will aim to reach 8,000 children over 18 months.



Supporting our LGBTQ+ projects

One of our wonderful projects, SAYiT, are now the proud owner of two beautiful 'Pride' chairs that will be used in one of their counselling rooms, thanks to our long standing partner DFS. SAYiT provide emotional wellbeing support for LGBTQ+ young people in Sheffield, with DFS have kindly donating and delivering the chairs this week and the team at SAYiT couldn't be happier. Huge thanks to DFS!



2020 Merchandise

We have now undertaken our annual stock take and have a range of 2020 merchandise available to our partners, to purchase at cost price. This can either be retailed through your stores/online or purchased as incentives and prizes for staff and fundraising.

Our classic ears, pin badges and wristbands come in fantastic counter display units making them a perfect addition for our fundraising window, and our giant Pudsey bears are fantastic raffle prizes!

For more information, please reach out to your Account Manager so we can secure your order early.

Total Announcement 2020

As we hit our financial year end for last year's Appeal, we'll be making our total announcement for 2020 this July.

We'll be thanking our supporters, fundraisers, partners and everyone who played a part in our 40th Appeal in 2020, and we'd love you to be a part of it!

Account Managers will be sharing more information with you in the coming weeks on how you can thank your colleagues & customers through your channels.

The Wall

Danny Dyer is back for another series of [The Wall](#) this Autumn, with an additional Children in Need special!

We have space for a select few of our partners to be part of this Appeal show feature, by making a company donation towards the £20,000 prize pot – all donated to BBC Children in Need!

Each partner who donates will be featured on the Appeal show as a big thank you for being part of our Appeal and The Wall segment!

Please reach out to your Account Manager if you are interested in taking part.

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](#).