

SPOTLIGHT

B B C CHILDREN IN NEED

Welcome to the first newsletter of 2023!



Welcome to our first newsletter of 2023! There's lots going on over the next few months, so read on to find out more about what's happening at BBC Children in Need and where to go for some Easter activities. There's been a few changes here at Pudsey HQ, so please allow us to reintroduce ourselves on page 4&5.

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

BBC Children in Need Partnerships Team

Eurovision Sweepstake

This Spring, the BBC charities, BBC Children in Need and BBC Media Action, unite to present a Eurovision Sweepstake. Join us and contribute to better mental health for people all around the world.

Singing and music have a powerful impact on mental health – and radio has the power to reach people in their darkest moments, wherever they are.



With your help, BBC Children in Need, the BBC's UK charity, will fund project workers for children to help support their mental well-being. And BBC Media Action, the BBC's international charity, will share information and ideas through radio; bringing help and hope to those who need it most.

This Eurovision there are **two ways** you could have some fun and help support us.

The first is to arrange a traditional office sweepstake. You can download and print off our **Eurovision Sweepstake brochure** from the BBC Children in Need website from April 13th and play along in your offices. We would suggest a £2 donation for each player.

The second is to enter **The BBC Charities' Eurovision Prize Draw**. If some of your team work from home, are not office based or would prefer the chance to win a prize, they can enter our Eurovision prize draw. We're offering individuals the chance to **win one bumper prize**: tickets to the BBC Children in Need Appeal Show, weekend camping tickets to CarFest and a £500 ASDA Voucher!

All proceeds will be split 50/50 between BBC Children in Need and BBC Media Action. If you are interested in taking part, please speak to your Account Manager for more information, and look out for the launch on **April 13th**!



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The Royally Big Portrait



To celebrate the historic Coronation of King Charles III, BBC Children in Need is inviting families and children across the UK to take part in the [Royally Big Portrait](#).

We'd love for you to get involved in a number of ways – and also be in with the chance of breaking a Guinness World Record!

The Royally Big Portrait is a giant digital portrait of King Charles III that will feature thousands of individual portraits of the King drawn by children and families across the UK.

With support from the National Portrait Gallery, every drawing will feature in The Royally Big Portrait and there will be a chance to buy the print version, with proceeds going towards supporting BBC Children in Need funded projects.

If you'd like to offer this free fun activity to your customers and colleagues you can:

- Organise an activity station in your store/branches.
- Post on socials and point to our hub where you can find everything you need to join in.
- Email comms to customers and internal staff. We can provide assets and logos.
- Use your talent network to spread the word on their socials.
- Promote instore and onsite.

For more information, or if you'd like to be part of The Royally Big Portrait, please let your account manager know.

If you would like to share this opportunity with your colleagues and their families internally, please feel free to use the content below:

Join the Royally Big Portrait with BBC Children in Need!

In celebration of the King's Coronation this year, [BBC Children in Need's Royally Big Portrait](#) is celebrating the historic coronation of King Charles III and children's creativity.

The Royally Big Portrait will be a giant digital portrait of King Charles III that will feature thousands of individual portraits of the King drawn by primary school pupils from across the UK. With support from the National Portrait Gallery, every drawing will feature in The Royally Big Portrait alongside famous historical portraits of Kings and Queens from the past.

All kids and families need in order to take part is a black pen, A4 white paper, a space to draw and our online tutorial with artist Sam Barnett. Deadline for entries is **Friday 28th April** with the portrait launching on **1st May**.

If you have a child who would like to be involved, [click here](#) for more details. [Upload your child's drawing](#) before **Friday 28th April** for it to be part of history!

We hope you will join us in celebrating every child's creativity, giving them the self-belief to achieve, to support other children, and be part of history!



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Springtime Activities



Did you know you can fundraise for BBC Children in Need year round and Easter is no exception? Join in with the fun at BBC Children in Need by doing some springtime activities and [get ready for Easter with Cbeebies spring time activities](#), make an [Easter chick](#) or even [bake some Easter goodies](#)! For more ways to get involved, please [click here](#).

Spring is the perfect time to get outside (when it's not raining!); and with Mr Fothergill's seeds it couldn't be easier to brighten up an outside space, whether that's with some sunny Sunflower seeds or creating your own Pudsey Pumpkin patch.

For each packet of BBC Children in Need seeds sold, 30p is donated to BBC Children in Need and helps make a real difference to the lives of children all across the UK.



TEAMwork makes the dream work!



Recently Fay, star of BBC show The Traitors, went to visit TEAM, a BBC Children in Need funded project that provides children and young people with the opportunity to develop life skills through basketball sessions and coaching training.

[Watch here](#) to see how Fay learns how basketball is used to develop teamwork, self-esteem and resilience as she joins the young people to discuss these skills and take part in some basketball-themed challenges.

*Please do not share externally without permission.

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Meet The Team

Liz Woodham, Head of Partnerships



Liz is our fearless leader and the Head of the Partnerships Team. Many of you will recognise Liz from her previous role as Head of Fundraising at BBC Children in Need. Liz has been with the charity for 17 years, working in both marketing and fundraising, and brings a wealth of experience and knowledge to the partnership team. Liz is looking forward to working with all our partners and is warmly welcomed by the team.

Lisa Wilson, Senior Partnerships Lead

I've worked at BBC Children in Need for 7 years and have had the pleasure of working with many of our partners during that time. Outside of work, I organise kids, dog, home and husband (in that order!). I make lots of time for friends and enjoy great chats, big walks, and food! I've recently discovered the gym and muscles I didn't know I had! I enjoy volunteering and have previously been a wish-maker for Make a Wish UK and a school governor at a local primary. I also love a good boxset and always open to recommendations!



Chloe Shortall, Partnerships Executive



I've been with the Partnerships Team now for 6 months, and have loved every minute! I have worked with some incredible people so far, and I'm really excited to see what we can do this year.

I'm currently obsessed with Below Deck, Taylor Swift and of course, Daisy Jones and The Six. I'm also trying to read 23 books in 2023 so if you have any recommendations, please let me know!

Chantelle Kitchen, Partnership Account Manager

I LOVE working at BBC Children in Need! I've been here 6 years and have been involved in many parts of the charity from grant making to my current job in the partnership team. Working with our incredible partners and being a part of their campaigns is hugely inspiring. I have made so many genuine connections with likeminded, passionate people which makes this job truly amazing.

You can talk to me anytime about all things partnerships, Disney, curly hair, the Lake District, crafting, DIY and cats!



Lucy Hennessy, Partnership Account Manager



I love working at BBC Children In Need and making a difference. I manage our brilliant partners ASDA and Connect Management, and I also support our digital marketing team with our new TikTok channel.

The things I enjoy most are cooking, Pilates, live music and walking my golden retriever!



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Meet The Team



Lucy Sutcliffe, Partnership Account Manager

Hi, I'm Lucy Sutcliffe (used to be Tunn!). I've worked across 4 appeals and have been so lucky to meet some brilliant people along the way!

Currently obsessed with Daisy Jones & the Six (the playlist is also on repeat in the kitchen), buying Easter Eggs for a snack and training in the gym.

Urwah Khan, Partnerships Executive

I have recently joined the Partnerships team and I feel very grateful and privileged to be able to play a small part in the greater BBC Children in Need mission. I'm really looking forward to getting involved and learning more about all of BBC Children in Need's partners!

In my spare time, I love watching anything on Netflix, especially the Drive to Survive series and I hope they do a cricket version soon!!



Jill Bainbridge, Senior Partnerships Lead

I joined BBC Children in Need in November 2019, as Senior Partnership Development Lead, just 2 days before appeal! After a long & exciting career in commercial marketing/CSR roles, I decided I wanted to move into the charity sector. When this opportunity came up I relished the chance to be able to ultimately help children thrive and overcome challenges. As a team we love collaborating and innovating with our amazing partners to create impactful long lasting relationships.

Outside of work – I'm married with two lively children aged 8 & 11 & live just outside London. We love getting out and about on bikes as a family & spending time with friends. This year we're looking forward to getting our festival on with a group of families at (hopefully!) sunny Latitude – glitter & wellies at the ready!



Shane Crawford, Partnership Account Manager

I have been with BBC Children in Need for 18 months now and work in the High Value Partnership department, supporting Partners such as Cineworld, Enterprise and McLaren. I am incredibly fortunate to have 4 children and a daft Labrador called Spencer!



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Reminders

Partner Prize Swap

Many of our wonderful partners are hosting fundraising activities throughout the year and prizes can make these events even more amazing.

If you would be interested in taking part in a prize swap with another partner, or providing a prize for a BBC Children in Need event, we would love to hear from you! Please speak to your account manager or email chloe.shortall@bbc.co.uk.



Finance reminder

The end of our financial year is fast approaching (30 June), so please ensure any outstanding finances, donations and licence fees are paid as soon as possible. If you are sending any further monies in the coming weeks, please let your account manager know in advance so we can track the payments and allocate them back to you.

Have a question or 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 #BBCCiN on social media.