

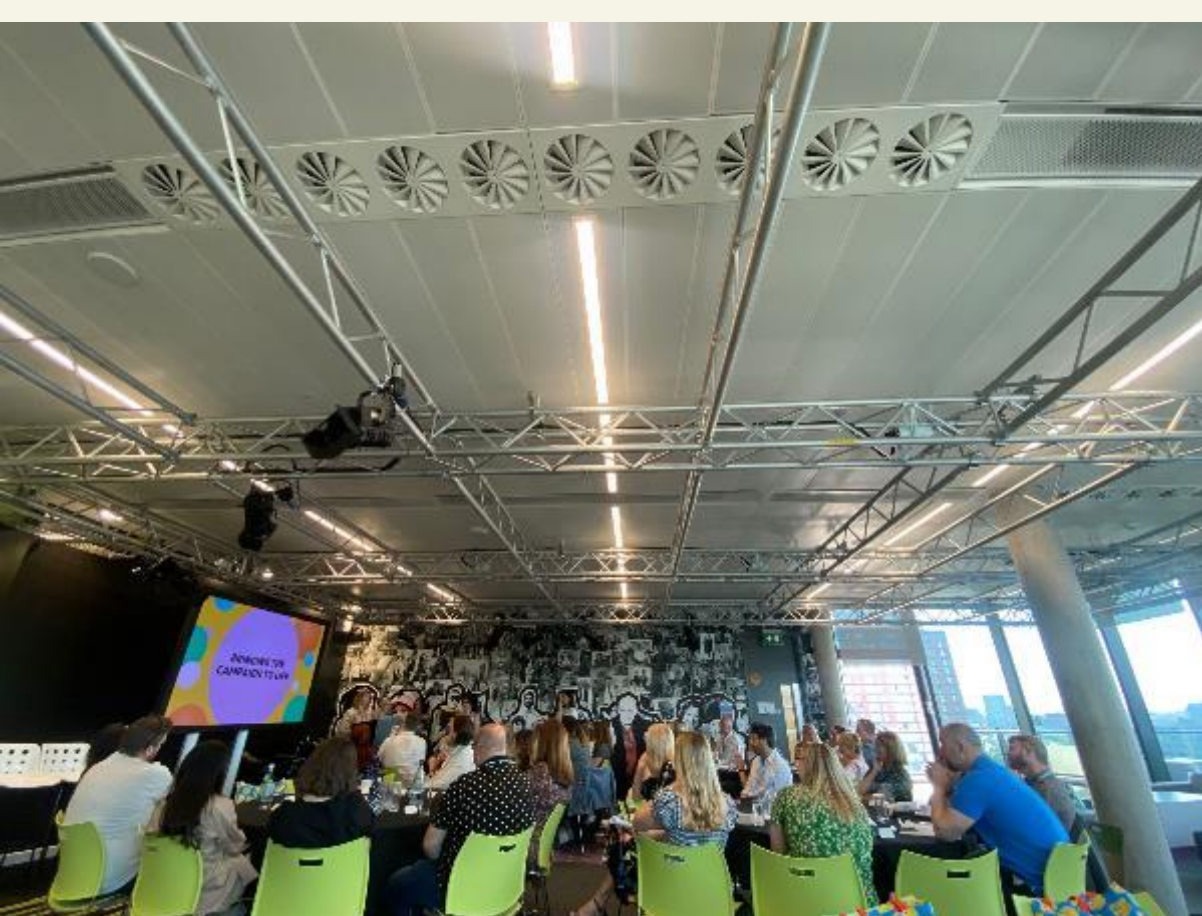
SPOTLIGHT

B B C CHILDREN IN NEED

PARTNER DAY 2023

Last month we welcomed our wonderful partners to BBC Children in Need HQ for our annual Partner Day. It was brilliant to see everybody in person, build positive relationships and share our partners' expertise, knowledge and ideas to make 2023 even more special.

In the morning we found out more about this year's campaign and got our partners involved with ideas about how to bring it to life, and there was also a discussion with two of our young ambassadors Joe and Lauren, who did an incredible job of highlighting how important your support is to BBC Children in Need.



In the afternoon we learnt more about a new fundraising concept based around the recycling of children's products, which was amazingly well received and lots of Partners provided some fantastic ideas to support its success. To finish off the day, we put the spotlight on our One Stop and McDonalds partnerships, and what they are doing in their local communities.

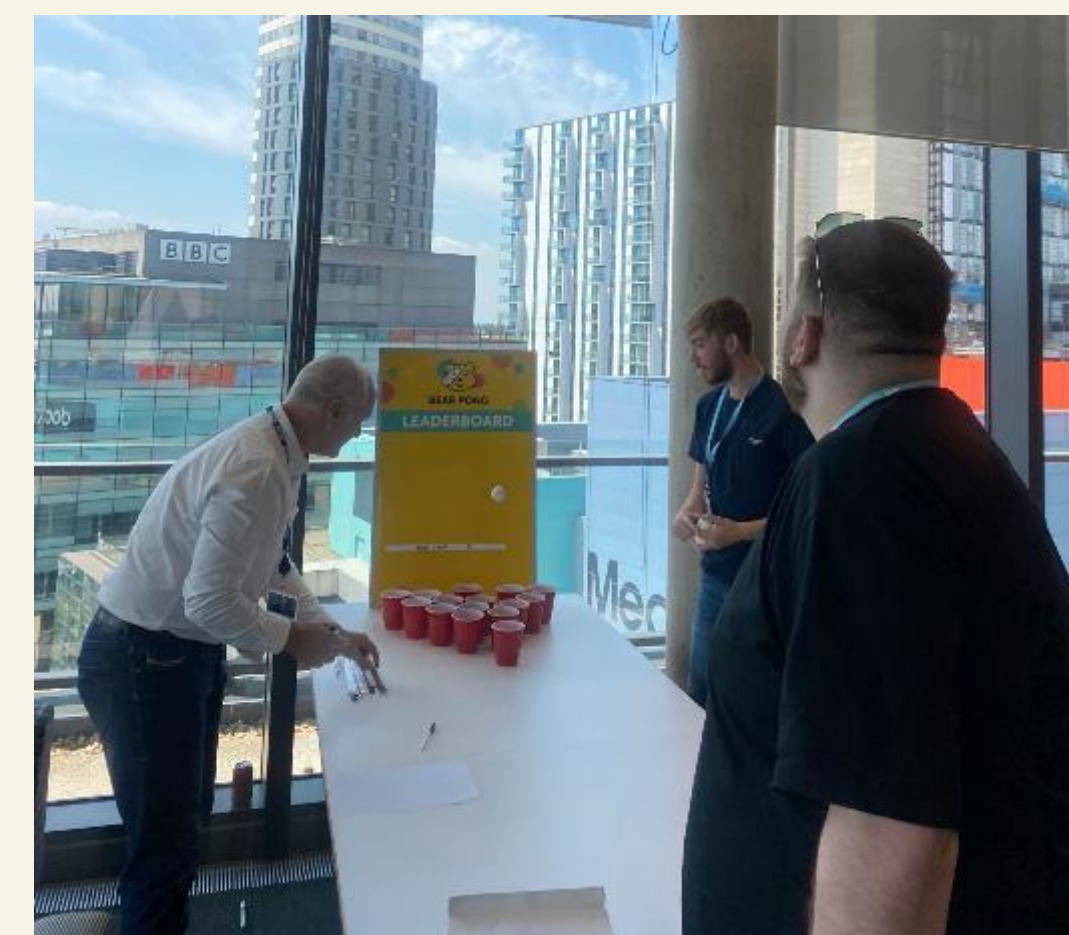
Here is just some of the feedback we have had so far:

This was the first partner day I have been to. I thought the whole day was really well planned, the content and structure was great. It was lovely for us to work in our teams and share our ideas, just shows how much you value all your partners and brings the saying to life. "None of us are as good as all of us".

This year's campaign - the power of positive relationships - is spot on, it really is, the difference it can have to someone's life can be literally be life changing. I really had a great day, thanks so much for having me.

We'd like to say a huge thankyou to Greggs for suppling the breakfast goodies, Fearne and Rosie for helping us to make breakfast extra jammy, and to McDonalds for arranging afternoon Mcflurries, what a treat!

Thank you to everyone who joined us at BBC Children in Need HQ, it was an absolute pleasure to see you all!



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THIS YEARS CAMPAIGN

We all know that the pandemic has had a huge effect on children and young people, and since then, we have taken all the knowledge and learnings we've acquired and refocused our strategy to ensure that we can help tackle the biggest issues affecting children's lives:

- Poverty – a massive challenge in the UK with 1 in 3 parents worried about being able to feed their families
- Family challenges – supporting young people who may need to be the main carer in a household
- Social inequality – ensuring we are there for children who might feel excluded from society, including young black children or children from the LGBTQ+ community.
- Mental Health - supporting children and young people with their mental health and wellbeing. Over 1 million children across the UK have a mental health issue currently, which has increased by 50% in the last 3 years alone.

And with everything we do, we drive positive outcomes around the key things that make the most difference in helping kids thrive including being healthy and well, feeling safe, secure and included. Underlying all of this, of course, is the power of positive relationships.

THE POWER OF POSITIVE RELATIONSHIPS



The Power of Positive Relationships will be the focus of this year's campaign.

We believe in the every day magic found in moments of connection between a trusted adult and a young person such as good conversations, shared activities and having fun together – and the ability these have to help children navigate the challenges in their life. Trusted adults and role models are often parents, teachers or siblings, but the children most in need are the ones most isolated from accessing and experiencing positive relationships.

And that's where we come in. We fund incredible grassroots organisations and project workers across the UK who help to provide positive relationships across the UK, supporting some of the UK's most vulnerable children and young people. These people run projects that bring joy and that special 'everyday magic' into the lives of young people in their community. Young people get the chance to get together with other young people in their community and have fun through sport, music, art or even just talking. But most of all, they benefit from the relationship with that trusted project worker; someone who can offer positive, consistent support in their, often chaotic, lives.



This support can make such a difference. Young people who attend our projects tell us that they feel more confident, hopeful and happy as a result of having the opportunity to build those positive relationships – and we know that we are really helping them to be the best they can be.

SPOTLIGHT

THIS YEARS CAMPAIGN - SPOTACULAR

SPOTacular is back for a second year!

Not only is **SPOTacular** a visual identity, but also an audience-facing call to action that inspires fundraisers and donators to get involved and raise money for BBC Children in Need.

SPOTacular will be used to support the entire campaign framework across all our marketing comms including digital, TV, print and socials.



Why SPOTacular?

BRAND EQUITY	FLEXIBILITY	ACCESSIBILITY	SUPPORT-DRIVER	UNIQUENESS
The BBC Children in Need spots are already well-known and well-loved by our audience. positive fundraising behaviour and association exists.	SPOTacular – has the agility to flex across all our campaign touchpoints and priorities. It's uplifting, positive and full of life!	Anyone can be SPOTacular – whether you're a fundraiser, grant recipient, presenter or youth worker!	SPOTacular is a great way of recognising achievement and support – simply saying a 'thank you' for helping children and young people.	SPOTacular underpins our core belief that children should be given the chance to be spectacular and is driving call to action.

THIS YEARS CAMPAIGN – CHALLENGE YOURSELF

This year we are uniting the BBC across one big initiative:

- 5 unique challenges
- 5 incredible young people
- 5 talented celebrities

Our Challenge to You:

We need your help to fundraise bigger and better than ever before. It could be minutes or miles, steps or stops, singing or silence, whatever it is that you find challenging – challenge yourself big or small, it all counts. For more challenge ideas, please get in contact with your account manager. Challenge yourselves, your colleagues and customers, across the UK, and be SPOTacular.

To start your SPOTacular thinking and fundraising, take a look here for some inspiration:

[Take on a SPOTacular challenge - BBC Children in Need](#)

