



ITV Appeals and Social Action Campaigns Charity Partner Application form

Section 1 - PLEASE READ BEFORE FILLING OUT THE APPLICATION FORM

Manifesto

ITV - for families who need us

Families. They come in all shapes and sizes, blended and extended. No matter how they're made up, families are at the heart of everything we do at ITV.

There are over 18 million families in the UK. Over 1 billion in the world. But every year thousands will find themselves in difficulties beyond their control. Here at ITV, we will do everything we can to help families who are struggling. A brand at the heart of popular culture, we reach over 40 million people every week. We will use our unique broadcast strength and emotional power to unite the UK to help families locally and all over the world. And we will work with partners who share our aim and have the structures and scale to make things happen.

When our viewers come together with their own families, be it on a significant calendar day or a big Saturday night, we will create campaigns and initiatives to inspire them to help other families, just like them, who really need our support. ITV and our viewers will be there for families who need us.

Scope

- Up to 3 Appeals per year. For a description of the differentiation between an appeal and social action campaign please [view our guidelines](#).
- Emergency appeals with DEC.
- Up to 8 Social Action campaigns per year. Social action campaigns are associated with a particular channel, programme or brand.

Our off-air support must comply with our Charitable Giving Policy (available upon request via itvresponsibility.com).

How we measure success

- Donations
- Activations
- Reputation

Please note the above measures will be used where applicable on individual appeals or campaigns.

The basics

With our appeals and campaigns we set out to reach as many people as we can, raising awareness and support. It is therefore essential that our chosen charity partners can meet the demands that increased awareness can create. We also need to offer our viewers assurance around the integrity of the causes we support.

Eligibility criteria

To be eligible to become an ITV appeal or social action campaign beneficiary you must comply with the following general criteria, together with any requirements relating to the specific appeal or campaign which we communicate to you:

Charity structure and aims

- Must be a registered charity or a humanitarian organisation which is largely recognised and funded by intergovernmental or governmental bodies (from here on in defined as an 'organisation').
- For domestic only appeals/campaigns there must be a regional operational presence. i.e. the work carried out takes place within the regions as well as nationally. At a minimum the charity should have operational presence in at least 2 of the 4 nations (Scotland, Northern Ireland, England & Wales).
- For international appeals/campaigns the charity/organisation must have an operational presence in the relevant territories and be able to provide documented evidence of this.
- The primary function of the charity/organisation must be to provide practical help for families, or family members in need.
- The work of the charity/organisation must be quantifiable, with examples of impacts and measures from previous or ongoing projects available to demonstrate this.
- The charity/organisation must have, and provide to ITV, a clear equality policy in relation to protected characteristics covered by the Equality Act 2010 including age, gender, gender reassignment, race, disability, sexual orientation, religion or belief, marriage and civil partnership or pregnancy and maternity.

Financial position

- Income level (voluntary, non-voluntary and trading, if applicable) of the charity/organisation must be declared on the application form and will be verified if selected. The charity/organisation must be able to demonstrate a minimum level of average annual income of £2.5 million for the past year, if applicable, and for the next year.
 - Existing charities must provide submitted accounts for their last financial year and information to demonstrate minimum average annual income level for the next year. New charities must be able to demonstrate committed future funding that will achieve the minimum average annual income level for the next 2 years.
 - We will require confirmation that, if applicable, the charity/organisation's annual accounts are up to date and published on the Charity Commission website or available in the public domain, prior to a formal arrangement with ITV being in place.
 - Please note, we may also ask for the accounts for the current financial year (when available), up to date management accounts and/or further financial information. If you cannot provide this information, we may remove you from the process.

Practical impact of the appeal/campaign and reporting

- Where the appeal/campaign involves public donations, details of approximately what one or more of our donation amounts (£5 or multiple of £5) can buy.
- Where the primary focus of the appeal/campaign is not to raise money, details on what impact the appeal/campaign's activation will have on our society where possible, in monetary terms as well as social value. E.g. every volunteer will enable another 12 people to participate in local community sports and contributes £18,000 to the UK's GDP.
- The charity/organisation will be required to provide evidence of the impact and results from the appeal or campaign in line with the monetary or other impacts, provided to ITV within the agreed timeframe.
- Where the appeal or campaign has included donations or other funding, the charity/organisation must commit to submitting a quarterly funding report post appeal/campaign in the format ITV request.

Restriction on use of funds raised by ITV appeals/campaigns

- ITV appeal or social action funds, activation, data, goods or services must not be used to support core charity/organisation running costs, political lobbying or religious campaigns.

Appeal/campaign support

- The charity/organisation must nominate a specific account manager to form the main point of contact with ITV for the duration of the partnership.
- The charity/organisation must declare any other major appeals or campaigns (including partnerships) during the period running from the date falling three months prior to the date falling three months after the proposed ITV Appeal/campaign date.
- Provision of footage, stills, literature and other materials to support the appeal/campaign.
- Direct access to individuals or groups who have benefited or are benefiting from the charity/organisation's work and would be prepared to be photographed and filmed as case studies for the benefit of the appeal/campaign. These case studies may be for on-air use and/or for other media e.g. print, online etc.
- Engagement and fulfilment of requirements around the appeal/campaign's off-air activities e.g. local community events.
- Access to existing charity/organisation corporate partners and to celebrity charity patrons and supporters where possible. Charities/organisations shall liaise with existing partners and patrons in order to explore opportunities for collaboration on commercial and fundraising initiatives.
- Interaction with ITV's commercial campaign/appeal partners on a national and local level.
- Commitment to utilise existing press and publicity networks and contacts to help promote appeal/campaign.
- All communication plans and PR activity around the campaign/appeal, including digital, will be subject to ITV's approval.
- The charity/organisation will not be permitted to use the appeal/campaign as a method to gain access to data and contact information on ITV viewers.

Please complete the application form below providing the necessary details.



How To Apply

- Please fill in the application form online
- Please email your most recent annual report and accounts along with 2 case study examples to responsibility@itv.com

Selection Process

Our aim is to identify charities/organisations that meet our criteria as identified above. If there is more than one charity or organisation involved in a campaign or appeal, we will also look for those that complement each other editorially.

Applications will undergo various stages of review by ITV. These stages of review may include an initial review, a pitch process and final decision making review. Any costs incurred by the applicant participating in this process will be the applicant's responsibility.

Unfortunately we will not be able to respond to charity/organisation applications that do not meet our criteria or who are unsuccessful in our selection process.

We may change any element of the selection process at any time at our sole discretion and without prior notice. We will let applicants (depending on the stage of the selection) know of any changes. Any decisions we (or the panels) make about selection or the selection process will be final.

Agreement with selected charities/organisations

Any selected charities/organisations will be required to sign an agreement with ITV within the timeline stated after confirmation of appeal/campaign activation. Any agreement will include a licence to use the charity/organisation's intellectual property in connection with the appeal/campaign. For some appeals/campaigns, the agreement may require the charity/organisation to appoint ITV as their agent for the purposes of the appeal/campaign, including engagement with any commercial partners. Charities/organisations will also be expected to comply with all applicable laws, codes and regulations including, where applicable, premium rate service regulation. Failure to comply with these or any other criteria relating to the appeal/campaign or any terms and conditions may result in another charity/organisation being chosen.

Use of Information

We will use the details provided in your application in connection with our selection process. By making an application you agree that ITV may use your details to contact you about future appeals/campaigns and/or other corporate responsibility opportunities even if your charity/organisation is not selected.

Confidentiality

Applicants agree to keep confidential and not disclose to any third party their application or any information shared with them about the application process or about any appeal or campaign unless such information becomes public (not through breach of this provision). Applicants further agree not to bring ITV into disrepute.

Accessibility

We want our programmes to reflect our UK audiences, and therefore being inclusive is important to us. If you require this form or any other information to be provided in an alternative format, or require an alternative application process for accessibility reasons please email responsibility@itv.com or call 020 7157 4833 or post:

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ITV Responsibility
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The London Television Centre,
Upper Ground
London
SE1 9LT

Complaints Procedure

A copy of our complaints procedure is available by emailing responsibility@itv.com.