



# FAQs

## What is ITV Text Santa?

ITV Text Santa is ITV's annual fundraising appeal aimed at giving hope at Christmas by raising money and awareness for selected charities and causes. Since 2011 more than £21 million has been raised in support of 22 different charities. You can find out more about previous ITV Text Santa appeals at:

[www.textsanta.co.uk](http://www.textsanta.co.uk)

For 2015, we are proud to partner with Macmillan Cancer Support, Make-A-Wish © UK and Save the Children.

To find out more about these charities visit:

**Macmillan Cancer Support**  
**Make-A-Wish © UK**  
**Save The Children**

[www.macmillan.org.uk](http://www.macmillan.org.uk)  
[www.make-a-wish.org.uk](http://www.make-a-wish.org.uk)  
[www.savethechildren.org.uk](http://www.savethechildren.org.uk)

## When is ITV Text Santa?

The appeal will run from the beginning of December until Friday 18 December and will encourage the public to take part in a series of festive fundraising activities. It will culminate in an evening of television entertainment on Friday 18 December, which will showcase the work of the three charities and highlight how they bring hope to families in difficulty at Christmas.

## How are the charities selected for ITV Text Santa?

In previous years there has been an application process and over this time a large number of charities registered an interest in working in partnership with ITV. For 2015 the charities were selected from this existing pool, meeting the necessary criteria and sharing ITV's vision and ambition to build a significant appeal to help families in difficulty at Christmas.

## Why has Text Santa chosen to support fewer charities in 2015 than in previous years?

Now in its fifth year, Text Santa has continued to grow and evolve. The ambition of the appeal is to offer the greatest amount of support to our chosen charity partners by not only raising money but increasing awareness of the important work that they do. Research has shown us that by focusing on fewer charities we can increase greater understanding and clarity on the projects supported and achieve a greater impact.

## **Can I nominate another charity for Text Santa appeals in the future?**

In early 2016 we will announce plans on our website [textsanta.co.uk](http://textsanta.co.uk) for the next appeal.

## **How is the money that is raised split between the charities?**

All public donations will be shared equally and distributed to the three selected charities.

## **If I donate to the appeal, how much of my donation goes to the charities?**

It is important to us that all of the money that is raised for Text Santa by the public goes directly to support the vital work of our charities in the UK and abroad. 100% of the money you fundraise or donate to Text Santa will go directly to the charities. No money raised through public donations is ever used towards the running of the appeal by ITV. If donating by text or phone no deductions will be made from either the donation amount as ITV and its partners will cover all administration and credit card costs. If donating online, JustGiving charges a small administration and credit card fee. Any fee will be deducted only from Gift Aid and will never reduce the amount you have donated. If that fee cannot be paid from Gift Aid, it will not be deducted. This means that 100% of your donation will still reach the charities.

## **How does ITV ensure that donations are used appropriately and only to fund projects directly?**

Transparency in how your donations will be used by the charities is of paramount importance. ITV is committed to ensuring that the money that has been generously donated by our viewers goes directly toward projects that have a real and tangible impact on people's lives both in the UK and overseas. All of the selected Text Santa charities are contractually bound to only spend money on specific projects that have been agreed between Text Santa and the charity. This means that Text Santa funds cannot be spent on core operational costs, political lobbying or other activities outside the scope of the specific activities agreed.

All of the selected charities are checked with The Charity Commission to ensure that financial accounts are up to date and expenditure is relative to income.

ITV also reserves the right to require the charities to report on how Text Santa funds have been used.

## **When will the charities receive my donation?**

ITV Text Santa does not invest or hold any donations. All public donations will be divided equally and distributed to the nominated charities within three months of the appeal ending meaning that your money will be making a difference to people's lives as soon as possible.

## **If 100% of donations go directly to the charities then why is it that on some Text Santa promotions such as competitions or sales of official merchandise, it states that a proportion of money or profits is donated?**

To increase the awareness and donations raised for the charities during the appeal, ITV Text Santa works with a number of other commercial partners who are willing to donate profits or a proportion of profits from either existing products and services or a product or service that has been created specifically for the appeal. In each case, costs such as manufacturing and distribution are incurred. That is what the deduction represents. We work with our partners to try and minimise these costs and maximise the benefit to the appeal. We also make sure that it is clear to the public before they buy the product or service exactly how the appeal benefits, and how much of the money paid goes to, the charities.

## **How does Text Santa's relationship with its commercial partners work?**

Text Santa operates a framework for partnership and has transparent terms of reference in place with each partner and supporter. The chosen partners have no involvement in selection of the charities, nor editorial influence on the programme.

## **How can I get involved in ITV Text Santa?**

We'll soon be announcing more details on ITV Text Santa and ways in which you can get involved. Keep an eye on [www.itv.com/textsanta](http://www.itv.com/textsanta) for more details.

## **Why does ITV run appeals such as this?**

As part of ITV's Corporate Responsibility agenda we aim to leverage our reach for the benefit of our communities, whether through raising awareness of issues, recruiting volunteers or raising money for charity. In 2014, ITV contributed over £15 million through cash and in-kind contributions to help charities and causes. In addition to this, the public helped raise a further £12 million through our appeals and campaigns to support their vital work in the UK and abroad. For more information on ITV's Corporate Responsibility agenda, appeals and campaigns, visit [www.itvresponsibility.com](http://www.itvresponsibility.com).