



- The 2002 BBC Children In Need Appeal will take place on Friday 15 November.
- This year, *Pop Idol* sensation Will Young will be releasing the BBC Children In Need Appeal single. His double A-side, *You And I/Don't Let Me Down*, will be released on 18 November. Last year, S Club 7's BBC Children In Need song, *Have You Ever*, raised £162,295 for the charity.
- The BBC Children In Need telethon is now in its 23rd year.
- Since it began in 1980, the BBC Children In Need Appeal has raised over £300m for disadvantaged children.
- The final total for the 2001 appeal was £25m, £5m more than in 2000.
- Last November, the charity's TV telethon raised over £12.9m on the big night – an increase on the previous year's nightly total of £12.2m.
- The BBC's first broadcast appeal for children took place in 1927. This Christmas Day radio appeal raised an astounding £1,143, which was spent on presents and holidays for underprivileged and disabled children. The appeal continued throughout the War years and secured its first TV slot in 1955.
- Each year, the total sum of money raised by the charity is divided into a number of individual grants. These grants are given out to registered charities, projects, and voluntary and community groups from around the UK, that focus on improving children's lives. All these organisations support youngsters aged 18 and under. These include children and teenagers who have experienced homelessness, neglect, abuse or poverty, and those who have encountered serious illnesses, psychological disorders or addictions.
- An average grant given by the charity is around £10,000, but it also gives out a number of extra large, and also extra small grants. Grants can range from about £100 to £150,000. (See list of grants on page 9)
- Every single penny donated will go directly into a grant; all the charity's administration costs, promotional materials and salaries are paid for out of the interest accumulated on the money raised.

The BBC Children In Need Appeal is the most important single event in the BBC calendar and the only occasion when the whole of the BBC joins together in support of a single project – on television, radio and BBCi.

The BBC's first broadcast appeal for children took place in 1927, in the form of a five-minute radio broadcast on Christmas Day. It raised around £1,143, equivalent to about £27,150 today.

The first televised appeal took place in 1955, and was called the *Children's Hour Christmas Appeal*, fronted by Sooty and Harry Corbett. The Christmas Day appeals continued on TV and radio right up until 1979, with stars such as Terry Hall, Eamonn Andrews, Leslie Crowther and Michael Aspel. During that time, a total of £625,836 was raised. Terry Wogan first appeared during this five-minute appeal in 1978 and again in 1979.

In 1980, the appeal was broadcast for the first time as a telethon. This event, hosted by Terry Wogan, Sue Lawley and Esther Rantzen, captured the public's imagination to such an extent that the amount raised increased dramatically to over £1m.

Pudsey Bear first appeared on the scene in 1986 and he has since become the BBC Children In Need mascot and official logo (and is a registered trademark). Pudsey Bear is now one of the best-known and loved mascots in the UK. The range of Pudsey merchandise has been increased over the years, and royalties from the sale of each item benefit the charity.

In 1989, BBC Children In Need became a registered charity.

### Additional Information:

- The Appeal date is 15 November 2002.
- For a free BBC Children In Need Supporter Pack, call 0845 607 3333 or email [pudsey@bbc.co.uk](mailto:pudsey@bbc.co.uk) Calls are charged at local rate. Packs contain fund-raising materials and tips and advice for individuals, families, schools and offices on how to raise money for BBC Children In Need.
- To make a donation to the BBC Children In Need Appeal, call 0845 733 2233. Calls are charged at local rate.
- Donations may also be made at all branches of HSBC Bank. Thomas Cook accepts foreign coins all year round on behalf of the charity.
- Check out the BBC Children In Need website at [www.bbc.co.uk/pudsey](http://www.bbc.co.uk/pudsey) for information about the charity or updates on the show.
- Asda, HSBC and BT are the main supporters of BBC Children In Need 2002.
- The closing dates for grant applications are 30 November and 30 March

BBC Children In Need aims to improve the lives and prospects of children and young people living in the UK who have experienced hardships, difficulties or disadvantages of some kind.

Each year, the charity provides practical and lasting support to thousands of youngsters aged 18 and under, including those that have disabilities or psychological disorders, and those who have encountered serious illness, abuse, poverty or neglect.

In order to do this, the charity allocates grants to registered charities or voluntary and community groups that have a clear focus on making a positive difference to children's lives.

Grants are targeted on the areas of greatest need, and money is allocated geographically to ensure that children throughout the UK have a balanced share of the money raised.

Every penny donated goes towards helping children; all administration costs, promotional materials and salaries are paid for from the interest accumulated on the money raised.

From money raised by the 2001 Appeal, the charity has distributed 1,775 grants to organisations that aim to make a positive difference to the lives of disadvantaged children.

The appeal receives thousands of applications for funding every year. All applications are carefully considered and grants allocated are followed up to ensure they are spent appropriately.

No professional fund-raisers are employed – the charity relies on the generosity and imagination of the general public. As a direct result of the

passion, commitment and enthusiasm of those taking part, the appeal fund is one of the largest distributors of grants to children's charities and voluntary organisations in the UK.

Last year, £12.4m went to children experiencing poverty, deprivation or homelessness; £6.1m to children suffering from illness, abuse, distress or neglect; £6m to children with mental or physical disabilities; and £0.7m to children with behavioural and psychological disorders.

## How BBC Children In Need helps



### Eugenia's Story

Eugenia Bertin loves anything connected with music. She sings in a rap band called First Chances, and takes her inspiration from today's hottest bands such as TLC and Destiny's Child. She is also a wheelchair user, and has been going to HAFAD, a youth group supported by BBC Children In Need, for three years.

At this youth group, members can socialise with other young people of their own age, and can also become involved with complex art and music projects. Recently, Eugenia and the other members of First Chances learned to mix sounds on a computer, and went on to produce a CD of their own tracks.

Unlike many other youth groups, HAFAD is "integrated", which means it gives both young people with disabilities and able-bodied

youngsters a chance to mix and socialise together.

According to Eugenia, this is one of the things that makes the group special: "I think it's really important for able-bodied young people to have an opportunity to mix with young people of their age who have disabilities. We often find that, because they don't know what to expect, able-bodied young people can be quite nasty sometimes. But as soon as they get to know us their attitudes completely change."

Explaining what she has gained from the group, Eugenia says: "Everything. Before I started going to the group I was really shy, but now I'm one of the first to go up to people and start up a conversation." She adds: "If it wasn't for HAFAD, and the money donated by BBC Children In Need, I wouldn't be in a band right now and I definitely wouldn't be contemplating a career in music."

### Laura's Story

At just 15 years old, Laura Dodds left home to go and live on the streets. For eight months she slept rough – in parks, car parks, and curled up in empty concrete stairwells.

For most of this time, Laura passed the hours feeling frightened, cold and desperately lonely.

“I felt really unsafe but I had nowhere else to go. I was homeless because I felt the streets were safer than my own home.”

During this difficult and incredibly dangerous time, Laura had no-one to turn to for help.

However, her luck changed when she came across somebody from the Emmaus Project, an organisation supported by BBC Children In Need which looks after young homeless people in Laura's situation.

Laura now has a permanent place to stay, and says that life could not be more different these days: “Things are really good now. I'm going to college and studying some really good courses. I'm much happier than I used to be – I still have worries, but they are much smaller than before.”

### Alfie's Story

After being seriously injured in a road accident, Alfie Russell was able to completely rebuild his life with the help of an organisation supported by BBC Children In Need.

Two years ago, Alfie was out riding his bike in the street when he was hit by a car. He received severe head injuries which meant he could no

longer walk, speak or use his hands and arms.” At the time, no-one knew whether I would die or not,” he says.

By nature, Alfie is extremely active and sporty and, until the accident, he had even been training with Spurs' Under 13 team. As a result, this was an extremely difficult and worrying time for him.

However, with the help of The Children's Trust, Alfie was able to take part in a special recovery programme which has helped him relearn how to do all the things that he once took for granted.

It's been a long, hard slog for Alfie, but things are looking a lot brighter now, and at last he's starting to get excited about the future again.

According to Alfie, David Beckham may still have to look over his shoulder...

“I'd still love to become a footballer when I'm older, but if that doesn't happen, I think I'd quite like to start up my own business.”

- £79,545 for three years to the Cornwall Rape and Sexual Abuse Centre, Cornwall, for the costs of a programme to support children at risk of sexual abuse.
- £63,054 for three years to the Plymouth Women's Refuge, Plymouth, for the salary for a child worker to offer emotional support to the often highly traumatised children who are forced to leave their homes because of domestic violence.
- £50,970 for three years to the Pan Centre for Intercultural Arts, London, to provide arts workshops for child victims of torture.
- £44,751 for three years to the St Oswalds Hospice, Newcastle upon Tyne, for specialist equipment and mobility aids for terminally ill children.
- £36,769 for three years to Turning Point, London, for establishing a "buddying" service for children of drug-using parents.
- £24,500 for one year to the St Briavels Centre, Gwent, for free treatment and advice for 20 deprived families with children who have serious brain injuries.
- £5,000 for one year to the Cambrian Educational Foundation, Swansea, for specialist learning equipment for hearing-impaired children.
- £2,400 for one year to the Pre-5 Homeless Support Project, Glasgow, to provide birthday and Christmas presents for children from homeless families.
- £2,000 for one year to the Multi Sensory Environment, Western Isles, to help equip a multi-sensory room for children with profound disabilities.
- £500 for one year to the AIDS Helpline NI, Belfast, for the cost of toys for the play area to enable children to be safely cared for while their parents are receiving the help they need.

**These are just a few examples of the kinds of organisations that are supported by BBC Children In Need.**

**BBC Children In Need On  
Local Radio**

All 39 of the BBC's local radio stations will be heavily involved in BBC Children In Need, covering events in their areas and raising hundreds of thousands of pounds for the charity. This year, a competition gives one local radio listener (and three friends/family) access to the stars. They'll be put up in a top London hotel, transport included, and will literally see stars.

The prize includes breakfast with Terry Wogan, lunch with the Blue Peter team, and guided tours of Broadcasting House and Television Centre, meeting some of the BBC's most famous faces along the way. The competition will run in the seven days leading up to the big night. All listeners have to do is guess, to the nearest penny, how much money will have been raised by 10pm and ring a freephone number. Terry and Gaby Roslin will announce the winner in the next hour. The competition will be run for local winners, too, with the chance to spend the day with their favourite local radio presenter.

All the stars involved in this year's Appeal will be appearing on the BBC's local stations and it's hoped there'll be a link-up with *Pop Idol* Will Young who sings this year's charity single, the double A-side *You And I/Don't Let Me Down*. The stars will be talking about what they're doing for BBC Children In Need, and also encouraging listeners to become involved.

In addition, to mark the 75th anniversary of BBC charity appeals, there'll be a look back at how appeals have changed and programmes will be meeting some of those whom the BBC has helped over the years.

**BBC Children In Need  
on BBC Radio 2**

BBC Radio 2 – the country's most popular national radio station – once again kicks off fund-raising for this year's BBC Children In Need Appeal with the *Wake Up To Wogan* "Auction Of Things That Money Can't Buy", and the annual *24 Hour Music Marathon*.

For four days, from Monday 11 to Thursday 14 November, between 8-8.30am, Terry Wogan hosts the ever-successful Auction, joined by regular BBC Children In Need auctioneer Paul Viney.

This year's Auction has some fantastic lots going under the gavel, including a trip of a lifetime and a signed guitar, courtesy of Dolly Parton, a footballing fantasy at the Theatre of Dreams, plus unique memorabilia from some of the top names in music and sport. There's also another chance to go golfing with Terry,



which last year received a record-breaking Auction bid of £25,000.

From 7pm on Thursday 14 November, the *24 Hour Music Marathon* takes over Radio 2 for a mammoth money-raising effort in which listeners can donate money in return for a record request or dedication.

Last year, Radio 2's generous listeners helped to raise a total of £1,023,004 for BBC Children In Need – £188,020 was raised through the Auction.

The Auction will take place on Terry's Radio 2 breakfast show, *Wake Up To Wogan* (Mondays to Fridays, 7.30-9.30am). More Auction items will be available on the Radio 2 website at [www.bbc.co.uk/radio2](http://www.bbc.co.uk/radio2)



This year, viewers will be able to use interactive TV and the web to become fully involved with BBC Children In Need, both before and on the night. Some of the exciting things viewers will be able to do include:

- Donate to BBC Children In Need through their interactive TV
- Donate through the BBC Children In Need website at [www.bbc.co.uk/pudsey](http://www.bbc.co.uk/pudsey)
- Find out about fund-raising: order materials and check out the many fun ways in which to raise money.
- Use the message board to chat to other fund-raisers about their own fundraising activities and swap practical tips.
- Contribute to Will Young's latest single.
- Suggest ways in which BBC One's Children In Need show can celebrate the increasing totals.
- Find out the latest information on events from around the country and apply for tickets.
- Download images of everyone's favourite fund-raising bear, Pudsey.