



GRANTMAKING STRATEGY

FOR 2022-25

BBC
CHILDREN
IN NEED

OUR NEW GRANTMAKING STRATEGY AT A GLANCE

Our strategic ambition

Every child and young person deserves the opportunity to thrive and be the best they can be. At BBC Children in Need we act where the need is greatest. Our ambition is to create lasting, positive change across the UK for the children and young people who need us most. Together with the BBC and our partners, we aim to inspire the nation in support of our work.

Our identity

We are the BBC's charity

Children and Young People are at the heart of our work

We are UK-wide and locally rooted

We provide thoughtful leadership in funding, for children and young people in the UK

Our principles - building trust

Share power

Move decisions closer to the children and young people from diverse communities of geography, background and interest, recognising that they are best placed to shape our work.

Act flexibly

Ensure our funding and processes are responsive, accessible and user-friendly, allowing organisations to plan for the future and spend more of their time on what matters to them.

Use our voice

Leverage our position and assets to build awareness of and empathy around the most pressing issues facing children and young people in the UK today.

Build purposeful partnerships

Foster partnerships for change, bringing together and working with communities, experts and investors to shape and scale solutions with and for children and young people nationally and locally.

Our funding impact - our ambition is to create positive and lasting change across the UK for children and young people who need us the most

Strategic issues of focus

In order to create positive and lasting change, we identify key Impact Themes which we wish to address strategically across the UK. These provide a focus for building partnerships, working more collaboratively and leveraging our unique UK position and assets.

Place-based focus

We recognise that children and young people in different geographical parts of the UK face different issues of need. We therefore use insights and data to inform National and Regional Plans and priorities in order to target and address the greatest need within that area.

Direct projects for children and young people based in local communities, addressing a broad range of pressing needs.

Organisational support and capacity building to enable the sector working for children and young people to strengthen and improve these services.

Strategic and issue based work which will directly improve the systems within which children and young people live.

Our funding model

Who we will fund

We value organisations:

- Where children and Young People have meaningful involvement.
- That are focused on or have strong links within the area being addressed.
- Which are led by people from marginalised communities where possible, if it is issues facing them.
- Who can clearly demonstrate the impact or difference in children and young people's lives.

Funding approach

We will utilise different funding approaches, within different programmes, regarding the importance of:

- Responding directly to need.
- Focusing on long term strategic partnerships.

We will ensure that both these approaches are weaved together in a more explicit and intentional way, within our grantmaking.

Types of costs

We will explore different types of costs, appropriate to the type of funding programme, including:

- Direct Project Costs,
- Organisational Costs,
- Development Costs.

Beyond funding

We will amplify the impact our grantees' work can have, by utilising our assets and experience as one of the UK's major funders.

This will involve:

- **Collaboration** - supporting grantees to build networks and work together.
- **Skills** - providing access to commonly recognised areas of support.
- **Sharing best practice** - and also resources, to better support organisations working with children and young people.

OUR NEW GRANTMAKING STRATEGY

At BBC Children In Need, we believe that every child and young person deserves the opportunity to thrive and be the best they can be.

This new strategy sets out how we can achieve our vision, as a grant maker and funder. It was co-created with young people, our teams, volunteers, grantees and external stakeholders. And we're proud of building a consensus on our identity, our principles and the impact we wish to make.

The strategy:

- Provides a framework and clear direction for our grantmaking teams over the next three years.
- Provides charities and applicants with transparency and clear information about how we make fundraising decisions.
- And for our many supporters and fundraisers, including the public, it helps to build a strong relationship of trust and accountability.

It also articulates the ways our funding can remain relevant and responsive in the years to come. But however and whenever we adapt, one thing is clear: The key catalyst for change at BBC Children in Need will always be the passion and power of children and young people, and we value the privilege of working with and for them.

We have four unique characteristics as a funder:

We are the BBC's charity

As a part of the BBC, we're able to increase public awareness, knowledge and empathy around the most important issues facing children and young people today.

We also explore how best to use the BBC's platforms and skills, to aid the way we make grants and to better support the organisations we fund.

Children and young people at the heart of our work

The voices and experiences of children and young people are fundamental to the way we design our funding, our decision making and our learning processes.

We champion them and create opportunities that support their ideas and leadership in the UK.

We're both UK-wide and locally rooted

We operate across all of the UK's four nations, prioritising local approaches and working hard to reach the country's most marginalised children and young people.

And we make sure that this diverse and locally-focused approach is central to every aspect of our working processes.

We offer thoughtful leadership in funding for children and young people in the UK

All of our decisions are built on evidence, to ensure that whatever we support has a positive and lasting impact for children and young people.

We influence and create change. We share our learning, insight and data with both professionals and the public. We help to establish the best ways of providing support. And we help to change the narrative about children and young people in the UK.

Our four funding principles

BBC Children in Need works hard to **deepen its impact as a funder and to increase the value of support it offers**. We do this by focusing on the people and communities who need our support most, and by building meaningful partnerships with the organisations we fund. We will always collaborate with trust, humility and curiosity.

Our principles of funding

Build trust - we will place trust at the heart of our grantmaking.

We share power	We act flexibly	We use our voice	We build purposeful partnerships
<p>We believe children and young people are best placed to shape our work, and we bring them further into our decision-making processes.</p> <p>And our work is targeted to young people from diverse communities, covering many different cultures, locations and areas of interest.</p>	<p>We ensure that our funding processes are always responsive, precise, accessible and user-friendly.</p> <p>This allows organisations - both large and small - to spend less of their time on bureaucracy and more on the things that matter.</p>	<p>As the BBC's charity we use our platform to champion children and young people.</p> <p>We take advantage of this position to build empathy, awareness and understanding around the many issues which children and young people face.</p>	<p>We only foster partnerships that lead to lasting change for children and young people.</p> <p>We do this by bringing together communities, experts, investors and allowing children and young people themselves to shape solutions.</p>

How these principles will be translated into positive action

<p>Children and young people will play a greater role in all aspects of BBC Children In Need's decision making.</p> <p>We will pay particular attention to the inclusion of marginalised communities. All of our funding processes and investments will be built on a robust framework of Diversity, Equity and Equality.</p> <p>We will prioritise work with organisations that are best placed on certain issues - as well as those who have a long-standing local presence.</p>	<p>We will offer flexible, short and long term funding to groups which meaningfully include children and young people in their work.</p> <p>We understand that smaller organisations have less time and resources than larger ones. We will create simple processes for the application, management and evaluation of grants, and ensure our requirements are proportional to an organisation's scale.</p> <p>We will establish specific activities that improve access to support and funding, for a diverse range of organisations.</p> <p>And while we don't fund over-18 services, we will aid those which support young people's transition into adulthood.</p>	<p>We will work closely yet impartially with our colleagues at the BBC, using their platforms and skills to explore the best ways of influencing social narratives around children and young people.</p> <p>We will always use robust data and community insights to evidence how we work, and to educate audiences about the experiences of children and young people.</p> <p>We will commission and support further research that advances policy, practice, and awareness-raising.</p> <p>When and where our experience is relevant, we will become more than just a funder - adding value to organisations through collaboration and by sharing skills and knowledge.</p>	<p>We have clear aims, and will develop partnerships which amplify and focus our funding's impact in key, strategic areas.</p> <p>We will support aligned and pooled funding models.</p> <p>We will experiment with strategies in contemporary areas - such as digital communication - and by working with established organisations to shape new support for children and young people.</p> <p>We will strengthen the support sector by developing, convening and empowering collaborations at both national and local levels, and between our donors and the organisations we support.</p>
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Our funding model

Who we will fund	Funding approach	Types of costs	Beyond funding
<p>We value organisations:</p> <ul style="list-style-type: none"> • That truly understand the issues which children and young people are facing and whose positive impact can be clearly evidenced. • Where children and young people are meaningfully involved in the support being provided. • That are located in (or have strong links with) the geographical area in which the work is taking place. • That, where possible, are led by people from the marginalised communities being supported. 	<p>We will:</p> <ul style="list-style-type: none"> • Trust our grantees to do what's best for their communities and young people, serving and supporting this work where necessary. • Focus on a 'combined portfolio' approach to grant making, recognising the complementary nature of different types of funding. • Recognise the importance of responding quickly and directly to need, and also building long-term and strategic partnerships. Both approaches will be clearly weaved together, within our grantmaking. 	<p>We will explore different types of costs, appropriate to the type of funding programme:</p> <ul style="list-style-type: none"> • This will include Direct Project Costs, Organisational Costs, Development Costs and others. • For a full and comprehensive list of these, please visit our website. 	<p>We will amplify the impact our grantees' work can have, by utilising our assets and experience as one of the UK's major funders.</p> <p>This will involve:</p> <ul style="list-style-type: none"> • Collaboration - supporting grantees to build networks and work together. • Skills - providing access to commonly recognised areas of support. • Sharing best practice - and also resources, to better support organisations working with children and young people.

The impact of our funding

Our strategic approach to funding addresses long term issues and meets long term needs. And we ensure that children and young people get the help and support they deserve.

A strategic vision	Using insight and expertise, we continuously identify the current national issues that are impacting children and young people. These broad areas of focus (such as mental health or poverty) will then be published on our website as Impact Themes, so that organisations can see which areas we are determined to fund and form partnerships on.
An understanding of local and national needs	Across the UK, our teams produce National and Regional Plans which set out the most pressing issues in their local communities And this feeds into our UK-wide strategies and ambitions. BBC Children in Need publish these plans on our website, so that potential applicants have greater clarity about what we are currently funding and focusing on in their local areas - and across the country.
A portfolio approach to funding	We will purposefully build a portfolio of different types of funding, to ensure our work is strategic, impactful and of a greater benefit to many different groups and communities. This recognises that different issues and organisations require different things. It will avoid a 'one size fits all' approach. And it will allow us to be proactive, responsive and useful as a funder - at both a local and national level.
A way to provide stability	We will continue to support organisations for the long-term, especially when this requires sustained work to benefit children and young people. But we will always set clear parameters about our current and future work, so that we can invest effectively in new and emergent organisations and solutions.

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