May/June 2023

Dear Charity

**BBC Broadcast Appeals in Northern Ireland (2023-24)**

Thank you for your interest in a **Broadcast Appeal** opportunity on BBCNI radio, television and online.

We expect to award broadcast slots to **a diverse cross-section of local charities** over the next period, **from** **September 2023** onwards.

Details about the application process, including the information that we require from applicant charities, is attached.

Please take time to read the **guidance notes** and make sure that your completed application form includes: **realistic and measurable objectives**; information about **what and who your Appeal will involve**; the **social media and other promotional activities** that you will put in place to let audiences know about your Appeal; and details of your organisation’s **governance arrangements** and **financial stability/viability**.

We need to know that your charity is committed to its Broadcast Appeal and all that it involves/requires, **including evaluation**. And we have accountability commitments to fulfil to BBC audiences. This means that **we need your completed application to be signed by your Chief Executive or Chair**.

We expect to complete the assessment process for upcoming Broadcast Appeal slots by mid-summer and will be in touch with all applicants as soon as possible thereafter.

We look forward to receiving your completed application form.

Best wishes.

**Paula Gilmurray**

**Corporate and Community Affairs – BBCNI**