

Children in Need (19th November 2010)



Our mission is to make a positive change to the lives of disadvantaged children and young people across the UK. Our vision is a society where each and every child and young person is supported to realise their potential.

In 2008 the BBC Children in Need Appeal raised £38 million and for every penny you gave the charity, a penny will go towards projects helping disadvantaged children in the UK. We are able to make this promise because the charity uses its investment income and Gift Aid to cover all running costs. Every year, thanks to public donations and the amazing efforts of fundraisers, schools, businesses and our corporate partners, we are able to provide support to thousands of youngsters aged 18 and under.