



Charitable Causes Guidance



ITV social purpose is about shaping culture for good, across four focus areas.

ITV's social cause is **mental wellbeing** and we campaign to encourage the nation to take action to support their mental health. This supports Goal 3 of the UN Sustainable Development Goals.

We are also keen to promote broader social activity that supports the next generation including our major fundraising appeal, **Soccer Aid for UNICEF**.

Programmes can also play a vital part in promoting **inclusive attitudes** and **sustainable living**.

If your show includes a direct message to the public on any of these themes, please contact ITV Social Purpose Team socialpurposeteam-group@itv.com so we can support you.

Giving to charity: criteria

Unless there is particular editorial justification to the contrary, any charitable donations should support our main causes: **mental health charities** or **Soccer Aid for UNICEF**. Please contact ITV Social Purpose Team socialpurposeteam-group@itv.com with any queries.

To support a charity through your ITV programme, team or company:

- Make sure the charity is **registered with the Charities Commission** (or local equivalent if you are based outside the UK), and up to date with annual accounts. If it's an unregistered school or community organisation, make sure you've seen a letter from the council or similarly reputable body recognising the organisation.

- Make sure the charity or organisation has **no political affiliations**. It is ITV's policy not to make cash donations or any other donations to political parties. A vital part of ITV's reputation as a leading broadcaster and producer is our impartiality and freedom from bias.
- For financial donations with a value of **£1,000 or more**, you must obtain approval from the Head of Social Purpose if you're based in the UK, or from your local CEO / MD if you're based internationally, as well as from the relevant budget holder, before making the donation.
- If you are based in the UK, please use [this form](#) to record the donation (regardless of value).

Making a donation to a charity, whether or not it's mentioned on a show

- Please make sure you comply with the giving to charity criteria above
- Viewers shouldn't be encouraged directly to donate without the involvement of ITV's Social Purpose and Interactive teams

If it's a prize pot donation

- It must be within the programme budget and part of the game show format, and be approved by the production team.
- If a celebrity hasn't chosen a charity of choice, please contact ITV's Social Purpose Team socialpurposeteam-group@itv.com for a recommendation on a mental health charity or Soccer Aid for UNICEF, depending on the date of Tx.

Talent fees, or fees of any products and services in lieu of payment

- Must comply with the ITV anti-bribery policy
- Must have a clear agreement in place prior to recording
- In charity specials, participating talent will not usually be paid. Where they are, contributors and presenters are strongly encouraged to donate their fees to the charity in question but this is at the discretion of talent.