



Information Policy & Compliance
bbc.co.uk/foi



22nd November 2010

Dear

Freedom of Information request - RFI20101420

Thank you for your email of 25th October requesting the following information:

“...how much is the donation given to the poppy appeal by the BBC?”

The reference number for your request is RFI20101420.

The BBC does not have a formal relationship with the charity The Royal British Legion. The BBC does not corporately support charities other than the BBC's own charities such as Children in Need and the BBC Performing Arts Fund, and Comic Relief with whom it has a close and long established editorial relationship. The BBC also supports those charitable causes which bring the nation together and which if not supported, would cause the BBC to be seen to be out of step with public opinion. The Royal British Legion's Poppy Appeal is formally supported in this way by allowing collection boxes in our buildings during the time leading up to Remembrance Sunday.

The BBC's UK public service broadcasting does not make cash donations to charities. The donation to The Royal British Legion is solely the money donated by BBC staff and visitors via collection boxes.

Through broadcast appeals on Radio 4, BBC One and local radio, the BBC supports a range of charities by facilitating fundraising and raising awareness of the needs of many communities throughout the UK and the world. You can read more about this at <http://www.bbc.co.uk/charityappeals/money/index.shtml> This gives details of how much money was



raised for different charities in the last three financial years; please note this money came from public donations rather than from the BBC.

We hope you find this information useful.

Appeal Rights

If you are not satisfied that we have complied with the Act in responding to your request, you have the right to an internal review by a BBC senior manager or legal adviser. Please contact us at the address above, explaining what you would like us to review and including your reference number. If you are not satisfied with the internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephone 01625 545 700 or see <http://www.ico.gov.uk/>

Yours sincerely,

Rachael Ward
Advisor, Information Policy & Compliance