



ITV Social Purpose: Charitable Causes Guidance

ITV's Social Purpose is shaping culture for good. We have four focus areas, each with its own set of goals:

BETTER HEALTH		DIVERSITY & INCLUSION	
Encourage 200 million actions to support positive mental and physical health by 2023.		Increase diversity on and off screen by 2023.	
GIVING BACK		CLIMATE ACTION	
Increase fundraising. 500 mentoring partnerships by 2025.		Achieve Net zero carbon emissions. Zero waste. 100% sustainable supply chain, productions and culture.	

ITV's social cause is **better physical and mental health** - and we [campaign](#) to encourage the nation to take action to support our physical and mental wellbeing. This supports Goal 3 of the UN Sustainable Development Goals.

We are also keen to promote broader social activity, encouraging **giving back** to local and international communities, through volunteering and 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 socialpurpose@itv.com so we can support you.

Giving to charity: criteria

Unless there is particular editorial justification otherwise, any charitable donations should support our main causes: mental health charities or Soccer Aid for Unicef. Please contact socialpurpose@itv.com with any queries.

To support a charity through your programme, you must make sure:

- The charity is registered with the Charities Commission, 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.

- The charity's 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.

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

- Please make sure you comply with the giving to charity criteria
- 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 socialpurpose@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.