

Charitable Causes Guidance



Social Purpose at ITV

ITV's 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's **Social Purpose** team (socialpurposeteam-group@itv.com) so we can support you.

Giving to Charity: Criteria

This guidance explains what you need to do before making a donation to charity. It applies group-wide, including to international colleagues.

There are different requirements for: 1) donating to charity on behalf of ITV or an ITV group company, or using company funds or assets to support a charity; and 2) supporting a charity through your ITV programme.

Unless there is particular justification to the contrary, all charitable donations should support one of our main causes: **mental wellbeing** or **Soccer Aid for UNICEF**.

All charitable giving must comply with ITV's [Code of Ethics & Conduct](#) and [Anti-Bribery & Corruption Policy](#).

Please contact the **Social Purpose** team (socialpurposeteam-group@itv.com) if you have any questions.

1: Donating to charity on behalf of ITV or an ITV group company, or using company funds or assets to support a charity

This section applies if you're planning to support a charity through your ITV department, team or label, including through fundraising or sponsored events, activities or sales. Please follow the general criteria on page 1 and the steps below.

1. Make sure the charity is **registered with the Charities Commission** (or local equivalent if you're based outside the UK), and **up-to-date with its annual accounts**. If it's an unregistered charitable or community organisation, make sure you've seen evidence that it is legitimate, such as a letter from the local council or a similarly reputable body recognising the organisation.
2. 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 our reputation as a leading broadcaster and producer is our impartiality and freedom from bias. Do some background research to get comfortable and document your findings.
3. **Before** making the donation, **request approval** from the MD of your label or business function and the Head of Social Purpose (sarah.hunt1@itv.com), who will also validate points 1 and 2 above.
4. Notify your **Finance** and **Tax** teams and work with them to ensure the payment is properly approved, processed and documented. **Expenses** claims relating to charitable donations must be supported by evidence of approval.
5. Use [this form](#) to record the donation.

2: Supporting a charity through your ITV programme

This section applies to programme-related charitable giving, such as donations of prize money and charity specials. Please follow the steps below and contact your **Legal & Business Affairs** team with any queries.

- Ask the Social Purpose team to check that the charity or organisation is **registered / recognised** and has **no political affiliations**: see points 1 and 2 above.
- Make sure that **prize money donations** are within the programme budget, part of the show format and approved by the MD of your label.
- If a contestant or on-screen talent hasn't chosen a charity, ask the Social Purpose team to recommend a **mental health charity** or **Soccer Aid for UNICEF** (depending on the date of transmission).
- Notify your **Finance** and **Tax** teams and work with them to ensure the payment is properly approved, processed and documented. **Expenses** claims relating to charitable donations must be supported by evidence of approval.
- Requests to make charitable donations in lieu of payment of (i) **talent, contributor or participant fees**, or (ii) **fees for any products or services**, should be **declined**. Instead, the fees should be paid as normal and the recipient may then decide to make a donation directly to their chosen charity. This approach ensures ITV remains compliant with tax requirements. **Please refer any exceptional cases to your Legal & Business Affairs and Tax teams.**
- Do not encourage viewers to **donate directly** to a charity without first involving ITV's Social Purpose and Interactive teams.