

# BBC Children in Need History

BBC Children in Need is the BBC's UK charity. Since 1980, it has raised more than £1 billion for disadvantaged children and young people in the UK. Their aim is to improve the lives of thousands of children by ensuring that their childhood is safe, happy and secure. They also want every child to have the chance to do their best in life.

## The Beginnings

In 1927, the BBC broadcast its first ever appeal for children. This was a five-minute radio broadcast on Christmas Day which raised about £1143 (about the same as £27,150 nowadays) and supported four well-known children's charities.

In 1955, the first televised appeal was presented by Sooty and Harry Corbett on Christmas Day. These Christmas Day appeals continued to be broadcast on television and radio until 1979, raising more than £625,000.

In November 1980, the appeal was broadcast on BBC One in a different format as a telethon, hosted by Terry Wogan, Sue Lawley and Esther Rantzen. Terry Wogan continued as the main presenter until 2014 with a variety of co-presenters, including:

- Joanna Lumley;
- Andi Peters;
- Natasha Kaplinsky;
- Tess Daly;
- Fearne Cotton.



## Pudsey Bear

Pudsey Bear first appeared in 1985. He was designed by Joanna Ball, a BBC graphic designer, who named him after the West Yorkshire town where she was born. The original Pudsey Bear had a red bandana with black triangles and a sad expression. He was very popular and returned the following year with a new bandana (white with red spots) and a more cheerful expression.



In 2004, Pudsey Bear wore a party hat to celebrate the telethon's **silver jubilee**. Apart from that, he has remained very much the same until 2007, when he was given a new bandana with multicoloured spots for the 28<sup>th</sup> annual BBC Children in Need Appeal. In 2009, Pudsey was joined by another bear called Blush, with a spotty bow with a similar pattern to Pudsey's bandana. The BBC Children in Need 2015 Appeal marked Pudsey Bear's 30<sup>th</sup> birthday! He continues to be well-liked and has received letters, drawings and emails from children all over the UK over the years.



## The Appeal Today

So far, BBC Children in Need has raised over £1 billion due to fabulous fundraising events and generous donations. The appeal continues to be held every November with a telethon throughout the evening showcasing celebrities singing, dancing and performing, including the BBC newsreaders who perform a popular song. Television shows also record special programmes for the night and the BBC regions are all involved in providing local round-ups of the events that have been happening.

## What Could Your School Do?

The BBC Children in Need special appeal week is 9-13<sup>th</sup> November 2020. Why not ask your teacher what you could do to get involved? You could:

- hold a Blue Peter bring and buy sale;
- hold a cake sale;
- wear something spotty to school for the day;
- hold a sponsored event.



Your school could even get a mention during the **telethon** if you get in touch with your fundraising sale total!

## Glossary

**silver jubilee:** The 25<sup>th</sup> anniversary of a significant event.

**telethon:** A very long television programme, typically one broadcast to raise money for a charity.



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# The Beginnings

In 1927, the BBC broadcast its first ever appeal for children. This was a five-minute radio broadcast on Christmas Day which raised about £1143 (approximately equivalent to £27,150 in modern money) and supported four well-known children's charities.

The first televised appeal was the Children's Hour Christmas Appeal which was presented by Sooty and Harry Corbett on Christmas Day in 1955. These short Christmas Day appeals continued to be broadcast on television and radio until 1979, raising a total of £625,836. Terry Wogan first hosted this show in 1978.

In November 1980, the appeal was broadcast on BBC One in a different format as a telethon (a very long television programme, typically one broadcast to raise money for a charity) that was hosted by Terry Wogan, Sue Lawley and Esther Rantzen. Terry Wogan continued as the main presenter until 2014 with a variety of co-presenters, including:

- Joanna Lumley;
- Tess Daly;
- Andi Peters;
- Fearne Cotton.
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The original Pudsey Bear had a red bandana with black triangles and a sad expression. He was very popular and returned the following year with a new bandana (white with red spots) and a happier expression.

In 2004, Pudsey Bear wore a party hat to celebrate the telethon's silver jubilee (its 25<sup>th</sup> anniversary) but, apart from that, he has remained very much the same until 2007, when he was given a new bandana with multicoloured spots for the 28<sup>th</sup> annual BBC Children in Need Appeal. In 2009, Pudsey was joined by another bear called Blush, with a spotty bow with a similar pattern to Pudsey's bandana.

The BBC Children in Need 2015 Appeal marked Pudsey Bear's 30<sup>th</sup> birthday! He continues to be well-liked and has received letters, drawings and emails from children all over the UK over the years.

## The Appeal Today



So far, BBC Children in Need has raised over £1 billion due to fabulous fundraising events and generous donations. The appeal continues to be held every November with a telethon throughout the evening showcasing celebrities singing, dancing and performing, including the BBC newsreaders who have become a hit performing a different popular song each year. Television shows also record special programmes for the night and the BBC regions are all involved in providing local round-ups of the events that have been happening in their area.

## What Could Your School Do?

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## Sir Terry Wogan's Legacy

As Life President of BBC Children in Need, Sir Terry Wogan made a huge impact on the lives of millions of young people across the UK. He was passionate about everything that BBC Children in Need aims to achieve and helped to raise awareness and money over many years.





# BBC Children in Need History

BBC Children in Need is the BBC's UK charity, which has raised more than £1 billion for disadvantaged children and young people in the UK since 1980. Their aim is to improve the lives of thousands of children by ensuring that their childhood is safe, happy and secure and that every child has the chance to reach their full potential in life.

## The Beginnings

In 1927, the BBC broadcast its first ever appeal for children, which was a five-minute radio broadcast on Christmas Day raising about £1143 (approximately equivalent to £27,150 in modern money) and supporting four prominent children's charities of the time.

The first televised appeal was the Children's Hour Christmas Appeal which was presented by Sooty and Harry Corbett on Christmas Day in 1955. These short Christmas Day appeals continued to be broadcast on television and radio until 1979, raising a total of £625,836, with a variety of presenters including Terry Wogan, who first hosted the show in 1978.



In November 1980, the new format of a telethon was devised. This was one very long television programme, typically broadcast to raise money for a charity. This was hosted by Terry Wogan, Sue Lawley and Esther Rantzen. Terry Wogan continued as the main presenter until 2014 with a variety of co-presenters, including: Joanna Lumley; Andi Peters; Natasha Kaplinsky; Tess Daly; Fearne Cotton.

## Pudsey Bear

Designed by Joanna Ball, a BBC graphic designer, Pudsey Bear (who was named after the West Yorkshire town where Joanna was born) first appeared in 1985. Originally wearing a red bandana with black triangles and a sad expression, he was very popular and returned the following year with a new bandana (white with red spots) and a happier expression.



Pudsey Bear wore a party hat to celebrate the telethon's silver jubilee in 2004 but, apart from that, he has remained very much the same until 2007, when he was given a new bandana with multicoloured spots for the 28<sup>th</sup> annual BBC Children in Need Appeal. In 2009, Pudsey was happy to be joined by another bear called Blush, with a spotty bow in a similar pattern to Pudsey's bandana.

The BBC Children in Need 2015 Appeal marked Pudsey Bear's 30<sup>th</sup> birthday and he continues to be well-liked, receiving many letters, drawings and emails from children all over the UK over the years.

## The Appeal Today



Due to fabulous fundraising events and generous donations from donors around the UK, BBC Children in Need has raised over £1 billion to date. The appeal continues to be held every November – it now takes place over a week – with a telethon throughout the final evening showcasing celebrities singing, dancing and performing, including the BBC newsreaders who have become a hit performing a different popular song each year. Regular television shows are paused for the night and in their place special programmes are aired, often with a comical feeling. The BBC regions are all involved in providing local round-ups of the events that have been happening in their area throughout the evening, allowing viewers to have a more personalised experience of the appeal.

## What Could Your School Do?

The BBC Children in Need special appeal week is 9-13<sup>th</sup> November 2020 so why not ask your teacher what you could do to get involved? You could hold a Blue Peter bring and buy sale; hold a cake sale; wear something spotty to school for the day or even hold a sponsored event – a sponsored silence is always popular! If you get in touch with BBC Children in Need with your fundraising total, your school could even get a mention during the telethon!

## Sir Terry Wogan's Legacy

As Life President of BBC Children in Need, Sir Terry Wogan made a huge impact on the lives of millions of young people across the UK. He was passionate about everything that BBC Children in Need aims to achieve and helped to raise awareness and money over many years. There is even an award named after him, the 'Sir Terry Wogan Fundraiser of the Year Award', which is given to someone who has done something extraordinary for BBC Children in Need – maybe you could aspire to achieve this award?

