

## RTÉ TOY SHOW APPEAL

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### What is the RTÉ Toy Show Appeal?

The RTÉ Toy Show Appeal is a designated fund to help a range of children's charities and causes around Ireland, which is managed on RTÉ's behalf by Community Foundation Ireland (Registered Charity Number (RCN): 20044886). All funds raised will be distributed by the Foundation in 2025. More details at [www.communityfoundation.ie](http://www.communityfoundation.ie)

### Why is RTÉ doing this?

- We have been really inspired by how kids have coped, adapted, and helped their families all year often in challenging and difficult circumstances.
- The Appeal has struck a chord with audiences who have responded with enormous generosity raising more than €21.3 Million, which has been distributed through 359 grants. Each year every effort is made to ensure that children in every county benefit from the appeal. The 2023 Appeal generated funds which benefitted 1.1 Million children as outlined in a special Impact Report.
- RTÉ has been involved in a broad range of charity supports over many years and will continue to do so. But this appeal allows support to combat barriers and issues facing children and young people over a longer term and has opened up new ways for us to help even more communities right around the country.
- The Late Late Toy Show is the ideal place to do this – it has a huge audience but it's also something that Irish people at home and abroad have huge affection for. In many ways it reflects the best of kids and families across Ireland, and it seemed like a very good fit for what we want the Appeal to be all about.

### What Is Community Foundation Ireland?

- Community Foundation Ireland has been the charity partner of the Toy Show Appeal since its inception in 2020. The Foundation, its donors and supporters are on a mission to achieve equality for all in thriving communities.
- A well-established philanthropic hub the Community Foundation uses an internationally recognised model to support communities and has provided grants to more than 5,000 organisations since 2000. The Foundation's Annual Report is available [Here](#).
- The Foundation's brings its expertise and connectivity to communities in designing grant rounds which will ensure that the generosity of RTÉ Toy Show viewers has impact in every county and will benefit as many children and their families as possible.

## How can people donate?

- You can donate online [www.rte.ie/toyshowappeal](http://www.rte.ie/toyshowappeal).
- Or for anyone who does not have online access, staff in Abtran Call Centre will be there to take calls on Friday night and Saturday afternoon. Call number is 1800 711 800
- Finally you donate through the Revolut App.

## What happens to the donations?

- All of the money donated is going directly in the first instance to Community Foundation Ireland who are the registered charity partner.
- All funds raised will be distributed by them in 2025, to spread the magic of the RTÉ *Late Late Toy Show* for many more children around the country.
- Details of grant rounds will be posted online at [www.communityfoundation.ie](http://www.communityfoundation.ie), will be shared across the Foundations social media channels and community newsletter and will be announced via news release to national and local media.

## How big will the grants be?

The size of grants will very much depend on how much is raised during the Appeal. RTE won't be involved in terms of approving the grants, or deciding who should receive what. Funds will be distributed among eligible charitable organisations by Community Foundation Ireland, following assessment and sign off by a grants panel.

## How much money are you hoping to raise?

We have no target in mind, but with an audience as big as this, the potential to raise much needed funds, is certainly there. All donations are welcome, but we are also very mindful that this has also been a very tough year for lots of households, many people are earning less than they normally can, so we understand that is a reality too.

## Brand Guidelines

- The RTÉ Toy Show Appeal logo set should appear together with the Community Foundation Ireland logo where there is a public call for donation (to align with the guidelines around transparency from the Charities Regulator for Ireland).
- The phrasing 'RTÉ Toy Show Appeal with Community Foundation Ireland' is appropriate for copy use where possible as it identifies the latter as the charity partner of the event.

- If you want to join the online conversation, the hashtag across all channels  
#RTEToyShowAppeal