

The logo features the text 'Roots + Wings' in a purple, sans-serif font. The text is positioned inside a large, light purple circle. The right side of the circle is filled with a halftone dot pattern, creating a gradient effect from solid purple to white.

Roots
+ Wings

Roots + Wings Factsheet

BBC Radio 4 Appeal Research

March 2023

Overview

- The Radio 4 Appeal is a weekly 3-minute programme highlighting the work of a charity and appealing for donations. The appeal is broadcast every Sunday at 07:54 and 21:25 and again on Thursday at 15:27.
- 49 appeals are broadcast on Radio 4 each year.
- Presenters contribute their time and services for free – usually a celebrity ambassador or prominent journalist/broadcaster, but beneficiaries and service users have also presented appeals.
- BBC producers work with the selected charities to craft the scripts.
- Charities meeting the [criteria](#) can apply for an appeal. The applications are assessed by a panel of external assessors and the Appeals Advisory Committee, which is comprised of independent experts from outside the BBC with wide experience of the charitable sector.

Past Results

See table below for appeal results covering the period April 2022 – January 2023. Results since end of January are not yet available online. Note that some charities' appeal results have not been released.

Average amount raised per appeal: £22.6k

- <£10,000: 5 charities
- £10,000 – £20,000: 12 charities
- £20,000 - £30,000: 5 charities
- >£30,000: 10 charities

Date	Charity	Amount raised
03-Apr-22	Child Poverty Action Group	£30,246
10-Apr-22	The Rainforest Foundation UK	£29,984
17-Apr-22	Orchid Cancer Appeal	£16,109
24-Apr-22	Hope and Homes for Children	£32,900
01-May-22	Over the Wall	£38,600
08-May-22	Safe Passage	£36,036
15-May-22	Chance to Shine	£11,192
22-May-22	Live Music Now	£11,969
29-May-22	Link Educational International	£11,994
05-Jun-22	DrugFAM / The Nicholas Mills Foundation	£7,581
12-Jun-22	Teach a Man to Fish	£25,598
19-Jun-22	School-Home Support	£36,146

26-Jun-22	Duchenne UK	£23,064
03-Jul-22	The Country Trust	£6,976
10-Jul-22	Railway Children	£19,900
17-Jul-22	CoppaFeel!	£6,320
24-Jul-22	Plant Your Future	£34,135
31-Jul-22	Innovations for Learning UK	£16,387
07-Aug-22	Starfish Greathearts Foundation	£15,784
14-Aug-22	Prospect Burma	£17,594
21-Aug-22	Awards for Young Musicians	£52,539
28-Aug-22	Soil Association	£34,222
04-Sep-22	John Schofield Trust	£3,225
11-Sep-22	SCI Foundation	Not available
18-Sep-22	Turn2us	£23,717
25-Sep-22	Lord's Taverners	£12,364
02-Oct-22	Child Hope UK	Not available
09-Oct-22	Arthritis Action	£16,530
16-Oct-22	WONDER Foundation	£16,130
23-Oct-22	Willow Foundation	£7,482
30-Oct-22	British Exploring Society	Not available
06-Nov-22	Soundabout	Not available
13-Nov-22	Frank Water	£16,830
27-Nov-22	Toybox Charity	Not available
11-Dec-22	Revitalise	Not available
18-Dec-22	Missing People	£43,482
25-Dec-22	Dogs for Good	Not available
01-Jan-23	Theirworld	£39,917
08-Jan-23	Contact	Not available
15-Jan-23	Humanity & Inclusion UK	Not available
22-Jan-23	Auditory Verbal UK	£29,481

Highest amounts raised (Apr 2022 – Jan 2023)

1. [Awards for Young Musicians](#) - £52.5k (Aug 2022)
 - Funding and support for young musicians from low income families
 - Presented by Jess Gillam, saxophonist and broadcaster, who spoke about how AYM supported her journey. She also shared the story of current AYM musician Aaliyah, a 13 year old clarinetist from Hull.
 - The charity made a short 1-minute film with Jess and Aaliyah to promote the appeal, put out on their social media channels
 - Created a dedicated campaign page on their website
 - Media coverage in Music Teacher magazine, Music Week, and Music News,
2. [Missing People](#) - £43.5k (Dec 2022)
 - Services for missing children
 - Presented by Nicki Durbin, mother of missing person Luke Durbin

- Tied into their Christmas appeal – supporters provided matched funding up to £15,000 for all Radio 4 donations
 - Created a dedicated campaign page on their website encouraging supporters to tune in and donate online
 - Offered suggested donation amounts from £11.53 (to answer a helpline call, supporting parent of a missing child) to £500 (recruit and train a hotline volunteer to support 100 people per year)
3. [Theirworld](#) - £39.9k (Jan 2022)
- Education for refugee and disadvantaged children
 - Presented by David Tennant, actor
 - He shared the story of Omer, a 15 y/o refugee from Syria living in a refugee camp, who is now receiving an education
 - Appeal ran on New Years' Day and was promoted by David Tennant's official and fan sites, as well as social media

Lowest amounts raised (Apr 2022 – Jan 2023)

1. John Schofield Trust - £3.2k (Jan 2022)
 - Helping young aspiring journalists from disadvantaged backgrounds
 - Presented by Jon Snow, broadcaster
2. CoppaFeel! - £6.3k (Jul 2022)
 - Breast cancer awareness charity for young people
 - Presented by charity founder Kris Marenga
3. The Country Trust - £6.9k (Jul 2022)
 - Connects children from disadvantaged areas of the UK with the countryside
 - Presented by journalist Sheila Dillon

Recent Appeals

Date	Charity	Presenter	Story/message
26 March	Amref Health Africa	Gurinder Chadha, actor	Raising funds for solar-powered mobile clinics and health worker training, to deliver vital services to communities in Africa Story of Phanice Kwamboka, a mother in Kenya who has diabetes and relies on Amref's mobile clinic for treatment.
19 March	Comic Relief	Emma Willis, broadcaster	Focuses on one local organisation funded by Comic Relief – Streetlife, which helps homeless people in Blackpool. Emphasises UK cost of living crisis – theme of Red Nose Day appeal.

12 March	Renewable World	Amita Suman, actress	Focuses on impact of solar-powered water lifting systems in Nepal, which bring clean water to remote villages, improving children's health and education. Story of Sumitra, a 14 year old girl who collects water every morning, making her late for school.
5 March	Freedom from Torture	Adjoa Andoh, actor	Leads with the story of Nasrin, an Iranian human rights campaigner who was imprisoned and tortured for 8 years before coming to the UK and being helped to recover by FFT. Focus on how the charity provides therapy to help survivors rebuild their lives and regain their voice, so they can share their stories.
26 February	Raising Futures Kenya	Gemma Cairney, broadcaster	Leads with the story of Linet, who was orphaned at 11 and became a mother to twins after sexual abuse. She is now a businesswoman after receiving counselling and job skills training from RFK. Raising money for training centres that offer young people, particularly young women, free access to vocational and business skills courses, counselling and practical support.
19 February	National Youth Orchestra of Great Britain	Alison Balsom, trumpet soloist	Focuses on making orchestral music more accessible – NYO Inspire programme offers free places for teenagers to develop their skills. Features Cai, a teenage girl who benefitted from the programme.
12 February	Christian Blind Mission UK	Giles Brandreth, broadcaster	Sight-restoring cataract surgery can cost just £95, but is out of reach in the world's poorest places. Story of Memory, a young girl in Malawi whose sight was restored via cataract surgery and can now go to school.
5 February	Cecily's Fund	Lwiza Mulenga, Volunteer in Zambia	Help vulnerable children in Zambia access education by building women's financial independence and training older teenagers as mentors and role models. Features the story of Noria – who was able to stay in school and eventually become a teacher after her mum was helped by Cecily's Fund.
29 January	Justice and Care	Simon Thomas, TV presenter	It is estimated that there are 100,000 victims of modern slavery in the UK – Justice for Care helps them rebuild their lives after exploitation and engage with police to secure justice. Tells story of James, a beneficiary whose home was taken over by a criminal gang.