



## RTÉ Toy Show Appeal 2025 Creativity and Play Grants Criteria

### About Community Foundation Ireland

Community Foundation Ireland and its partners believe in equality for all in thriving communities. We work with individuals, families, corporates and other trusts and foundations, as well as Government, to translate giving in the moment to giving that is strategic, sustainable and impactful. We use our skills and knowledge developed over 25 years to help donors turn aspirations into effective investments.

The Foundation works with partners to achieve solutions for both long-standing and emerging challenges. The work is built upon four pillars: Empowering Generations, Sustainable Futures, Inclusive Communities and Accelerating Change.

Through our many partnerships we are working towards an Ireland where barriers are broken down and communities are empowered to thrive. Working with you, other non-profits and donors, we are committed to making this vision a reality.

### About the RTÉ Toy Show Appeal

The RTÉ Toy Show Appeal was established in 2020 to raise funds for Irish children's charities through the televised Late Late Toy Show. Since then, more than €26 million has been raised to support these charities.

The RTÉ Toy Show Appeal mission is: *Inspired by children, we work to bring the magic of the Late Late Toy Show to every child in Ireland. By funding essential support, health, wellbeing, play and creativity we aim to change children's lives for good.*

Last year €3.8 million raised and distributed in 127 grants to support more than 1.1 million children and their family members all across Ireland. Thanks to the continued generosity of the Irish public, this year the Appeal raised over €4,900,000 which will be distributed through the RTÉ Toy Show Appeal Grant Rounds in the Republic of Ireland and Northern Ireland. Each grant round will centre around three themes:

- Addressing Essential Needs
- Improving Wellbeing
- Creativity and Play



The RTÉ Toy Show Appeal grant round will open on Monday 17<sup>th</sup> February 2025. Charities supporting children and families can apply for funding until 4pm on Friday 14<sup>th</sup> March 2025. Applicants should ensure that their organisation's governance information is up to date *before* submitting their application. More information is available below on the governance information required.

## How to apply

All applications to the RTÉ Toy Show Appeal should be made through our online application form on our Grants Portal.

**[Access the application form by logging into the Grants Portal.](#)**

[Resources and help in accessing the Grants Portal can be found here.](#)

Community Foundation Ireland is hosting a how-to webinar at 11am on Wednesday 19<sup>th</sup> February to support charities in their application. This covers information relevant to both the Impact and the Community Grants rounds including the criteria, the application form and how to write a strong application. [Sign up to the webinar here.](#)

We recommend that applicants attend this webinar to find out more about the criteria and how to apply. The webinar will be recorded and published on our website if you cannot make it on the day.

## Timeline for the Grant Round

Opening Date for applications:	Monday 17 <sup>th</sup> February 2025
Closing Date for applications:	Friday 14 <sup>th</sup> March 2025
Grants will be awarded:	End of May 2025
Work should begin:	June 2025

## Creativity and Play Strand

### Introduction

All children and young people should thrive in their environment, no matter their circumstances. The Creativity and Play strand will ensure that children and young people can have fun, build friendships and reach their creative potential. Through access to the arts and recreation the strand will support the development of children's creativity. And through play-based learning opportunities, this strand will support social, emotional and cognitive development.

Applications in this strand should focus on supporting the children and young people who are most marginalised in Irish society, including:

- Children and young people at risk of poverty and facing consistent poverty.
- Children and young people facing discrimination.
- Children and young people with disabilities, life-limiting conditions and additional needs.
- Children and young people facing and/or recovering from trauma, abuse or exploitation.

### Aims

There are two main aims of the Creativity and Play Strand. Applicants applying to this strand should choose one of the 3 objectives below that their project or programme will address:

- **Improving access to the Arts and Recreation**
  1. Ensure marginalised children and young people can benefit from the Arts, culture and creative programmes by breaking down financial barriers and increasing access for those with disabilities or severe illnesses.  
OR
  2. Increase the number of accessible recreational areas, including green spaces, by developing existing or new spaces.
- **Playful Learning**
  3. Support marginalised young children (0-4 years old) to reach their full potential through playful learning environments or high-quality, play-based community-led programmes.

### Additional Notes:

- Projects may be to continue/scale up a current programme, or to start a new one.
- Proposals to this fund can include the proportion of staff salaries specifically related to the project. This also includes new staff salaries required to increase service provision.
- Applications can include equipment or furniture that is relevant to the project or programme.

- The small-scale development of buildings or outside spaces is eligible, but large-scale development, constructing a new building, or buying a building or land is not eligible.
- Charities are encouraged to collaborate with other organisations as part of their work. There will be one lead applicant for this application who must be eligible, but this charity may collaborate with organisations who are not eligible or who may also put in their own application.

## Priorities for this Strand

We anticipate that this will be a very competitive grant round so proposals that meet most or all the priorities below will be prioritised for funding:

- Projects that have a strongly justified need based on research or formal feedback. This should be referenced in the application.
- Projects or programmes that are centred around principles of prevention and early intervention.
- Proposals that have strongly articulated the impact of the project on the direct beneficiaries *and* wider community.
- Projects that have the potential to be sustained beyond the life of this grant.
- Projects that will include the voice and feedback of beneficiaries in its development.

For charities who are applying to the Impact Grants Round (see further information on the Community vs Impact Rounds below), there are additional priorities:

- Projects that show innovation.
- Proposals that have strongly articulated the impact of the project on the organisation itself and the potential systemic change as a result of the project.
- Proposals that include evaluation as a part of the project and budget.
- Proposals that outline factors that ensure the success of the project.

## Eligible Projects

Eligible projects...	Ineligible projects include...
<ul style="list-style-type: none"> <li>• Must meet the objectives of the Creativity and Play Strand, outlined above.</li> <li>• Must work with vulnerable or marginalised children and young people:               <ul style="list-style-type: none"> <li>○ Children and young people at risk of poverty and facing consistent poverty.</li> <li>○ Children and young people facing discrimination.</li> <li>○ Children and young people with disabilities, life-limiting conditions and additional needs.</li> <li>○ Children and young people facing and/or recovering from trauma, abuse or exploitation.</li> </ul> </li> <li>• Must create strong impact for the children who will benefit <u>and</u> the wider community.</li> <li>• Should employ models of best practice.</li> <li>• Should empower the children and young people who are benefiting from the programme</li> <li>• May be a current programme that will be developed or upscaled with the funding.</li> <li>• May be to continue a project funded in last year's RTÉ Toy Show grant round.</li> <li>• Must start no earlier than June 2025 and run for 12 months.</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing core costs such as insurance, rent, bills etc.</li> <li>• Advocacy or Lobbying.</li> <li>• Large scale building work or procurement.</li> <li>• Purchasing vehicles.</li> <li>• Religious or political activities.</li> <li>• Projects that have already happened or any activities that will happen before the grants are awarded.</li> <li>• Projects taking place outside of the Republic of Ireland.</li> </ul>

Ineligible organisations and projects will not be successful, so please do not apply.

## Who can apply for funding?

Children and family charities working at local, regional and national level can apply for a grant in the Creativity and Play strand. Children and family charities should be able to demonstrate that the work regularly with children and their families. As a guideline, charities should spend at least 60% of their time with children and families.

### Community Grants Round

Organisations that have an annual income of €20,000 - €500,000 must apply for the Community Grants Round. In the Community Grants Round, Grants of €10,000 - €20,000 will be awarded, and applicants should apply for funding within these brackets.

### Impact Grants Round

Organisations that have an annual income of more than €500,000 must apply for the Impact Grants Round. In the Impact Grants Round, Grants of €20,000 - €50,000 will be awarded, and applicants should apply for funding within these brackets.

### Transformative Grants

Charities who are eligible for the Impact Grants Round may also choose to submit an Expression of Interest application for a Transformative Grant. This application should be to scale up the Impact Grant application. There is more information on applying for a Transformative Grant below.

## Eligible Organisations

Eligible organisations must...	Ineligible Organisations include...
<ul style="list-style-type: none"> <li>• Be a child or family charity that <u>regularly</u> works with disadvantaged or vulnerable children from 0-18 years old. This includes:               <ul style="list-style-type: none"> <li>○ Children and young people at risk of poverty and facing consistent poverty.</li> <li>○ Children and young people facing discrimination.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Charities that do not regularly work with disadvantages or vulnerable children (ie less than ~60% of their time)</li> <li>• Charities with an annual income of less than €20,000</li> <li>• Universities or state bodies</li> </ul>

<ul style="list-style-type: none"> <li>○ Children and young people with disabilities, life-limiting conditions and additional needs.</li> <li>○ Children and young people facing and/or recovering from trauma, abuse or exploitation.</li> </ul> <ul style="list-style-type: none"> <li>● Be registered with the Charities Regulator.</li> <li>● Have an annual income of €20,000 - €500,000 to apply to the Community Grants Round and €500,000+ to apply to the Impact Grants Round.</li> <li>● Have up to date and sufficient governing documents, annual accounts and child safeguarding policies.</li> </ul>	<ul style="list-style-type: none"> <li>● Sports organisations</li> <li>● Profit-making companies</li> <li>● Animal welfare organisations</li> <li>● Proposals from individuals</li> </ul>
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Charities with local branches across the country should coordinate their application through their Head Office. Only one application per charity will be accepted.

## The Transformative Grants

The Transformative Grants are an opportunity for applicants to significantly upscale their application, and to build capacity within their organisation. Children’s charities with an annual income of €500,000 or more (those who are eligible in the Impact Grants Round) may also like to submit an Expression of Interest for a Transformative Grant.

[More information on the Transformative Grants can be found here.](#)

## Governance Documents:

When submitting the application, all organisations will be required to complete their organisation’s profile on our Grants Portal. When you log into the Grants Portal, you will see if you need to complete your organisation’s profile. As part of this, you will be required to upload digital copies of the following governance documents.

- **The Constitution or Memorandum and Articles of Association.**
  - This must show the mission statement or main objects of the organisation, how any donations will be used and the winding up clause.
  - This document must be signed.
  - For the purposes of this grant round, children and/or families should core or central to the charitable objectives.
  
- **A current list of your organisation's Board / Committee members and the dates they were appointed.**
  - For organisations with an income of more than €100,000, scans of IDs and proof of address from two of the Board / Committee members should also be submitted.
  
- **A bank or credit union account statement header**
  - This statement header must clearly show the Account Name, BIC and IBAN.
  - Please blank out any transactions, as this is purely to verify the account to pay the grant into.
  - If your organisation has a credit union account, you must supply an IBAN for your specific account. We are unable to accept applications without a unique account IBAN.
  
- **The organisation's most recent, and previous year's signed annual accounts**
  - Annual accounts should include unabridged financial statements for the year, or where relevant, a monthly profit and loss for the year.
  - All applicants must declare their organisation's annual income on the application form, and this will be verified in your most recent annual accounts.
  - Accounts should be from 2023 or 2024 and must be signed.
  - Organisations with an annual income of less than €100,000 may provide a Profit and Loss account for the previous year if formal financial accounts are not available.
  - Organisations with an annual income of more than €100,000 must provide audited annual accounts.

If you do not submit the correct governance documents, your application will not be considered for funding.





## Reporting requirements

All grantees will be required to submit a Progress and Outcome Report during the project. Progress reports will be due at the end of January 2026 and Outcome reports will be due in July 2026.

Where a project or budget change is required, approval from Community Foundation Ireland must be sought ahead of time.

## FAQs and contacts

It is recommended that you read our Grant FAQs before starting your grant application and join or watch our webinar on how to apply.

Should you have any further questions, please contact the Grants Team at [info@foundation.ie](mailto:info@foundation.ie). Please note that due to the high number of enquiries we may not be able to respond to queries immediately.