

As this is an advertisement for a charity, Clearcast is required to ensure acceptability in relation to Rule 7 of the BCAP Code, and to check they aren't prohibited for being deemed a political advertiser.

Charities who advertise on TV can partake in lobbying or campaigning for political change/movement (sometimes referred to as 'advocacy' in annual reports); however, Clearcast need to determine whether the amount of time and spend allotted to this would make them '**wholly or mainly political**'.

'Wholly or mainly political' would mean that 75%+ of their operation is politically motivated under the BCAP Code definitions and therefore unsuitable for broadcast:

[https://www.asa.org.uk/type/broadcast/code\\_section/07.html](https://www.asa.org.uk/type/broadcast/code_section/07.html)

These rules apply to advertisements for charities (which include charitable bodies) and advertisements for other products and services that promote the needs or objectives of charities.

We will be checking annually to ensure charities remain suitable advertisers for broadcast.

The below will need to be completed by the charity themselves to determine whether they operate under the 75% threshold.

<b>Charity name and registration number:</b>	
<b>Total % of <u>spend</u> dedicated to advocacy in the last year:</b>	
<b>Total % of <u>activity</u> dedicated to advocacy in the last year:</b>	
<b>Name / Job Title:</b>	
<b>Date:</b>	