

RTÉ Toy Show Appeal Fund Opens for Applications **(<https://www.activelink.ie/node/113837>)**



Denise Charlton, Chief Executive of Community Foundation Ireland; Kevin Bakhurst, Director General of RTÉ, and partners.

Charities and organisations in every county invited to apply **Statement by Community Foundation Ireland and RTÉ**

The huge generosity of viewers of December's Late Late Toy Show is about to be turned into actions supporting children across the island of Ireland. Over €5m was raised by the RTÉ Toy Show Appeal in 2024 and Community Foundation Ireland will be working to ensure that it helps as many children as possible over the year ahead.

The RTÉ Toy Show Appeal is now open for its fifth year of grant making to improve the lives of children and their families by funding essential support, health, wellbeing, play, and creativity initiatives. Over €26m has been raised over the past five years. Since the RTÉ Toy Show Appeal was first launched in 2020 it has provided 486 grants to registered children's charities and organisations across the island of Ireland and helped an estimated 1.1 million children and family members in Ireland annually with the monies raised.

Community Foundation Ireland, as partner of the appeal is now inviting charities nationwide working with children to apply between now and Friday 14th March.

Applications are being invited under three strands reflecting some of the most important areas of need for children today.

1. **Addressing Essential Needs** ensures that children and young people have access to the essential items they need as well as high quality social and educational supports to help them thrive.
2. **Improving Wellbeing** is targeted at improving mental health by building resilience skills and coping mechanisms for the future.
3. **Creativity and Play** promotes fun, builds friendships and allows children to reach their creative potential.

To ensure that as many children as possible can benefit applications are being invited under two rounds covering organisations of different sizes and scope. A community grants round will provide grants of €10,000 - €20,000. An impact grants round will provide grants of €20,000 - €50,000. Full application details <https://www.communityfoundation.ie/grants/the-rte-toy-show-appeal-2025/> (<https://www.communityfoundation.ie/grants/the-rte-toy-show-appeal-2025/>)

The strands and criteria have been developed with the support and input of expert advisors as well and informed by the connectivity the Community Foundation has built up over 25-years.

RTÉ Director-General, Kevin Bakhurst said:

"As we announce the opening of applications for funding, we remain so thankful to the many people across Ireland, and abroad who gave so generously to the RTÉ Toy Show Appeal in December. Having met with a number of organisations and charities over the past year who have benefitted from RTÉ Toy Show Appeal funds, I have been moved by so many positive stories about how valuable and often transformative these funds can be for children and their families across the island. I look forward to hearing more of these stories as we begin the important process of allocating the funds raised last year."

Denise Charlton, of Community Foundation Ireland added:

"The incredible story of the RTÉ Toy Show Appeal since it was first launched in 2020 is firstly one of the huge generosity of viewers. They have allowed young lives to be transformed in every county. At the Community Foundation we see that every day.

We are trusted to turn that generosity into meaningful actions. As a Foundation we work hard through our extensive network of on the ground partners, with leading child advocates to ensure we deliver on that.

Stakeholders including those working on the ground in communities confirm the Appeal is hugely valued for allowing work which is strategic and responsive to urgent and emerging needs. Finally, can I again thank all viewers for responding in record numbers to support children in their communities. The magic continues."

Region

Nationwide

[Full application details \(https://www.communityfoundation.ie/grants/the-rte-toy-show-appeal-2025/\)](https://www.communityfoundation.ie/grants/the-rte-toy-show-appeal-2025/)

Date Entered/Updated

17th Feb, 2025

Expiry Date

14th Mar, 2025

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