children's

End of Year Report **2019**

children's

Chair's Welcome

I am delighted to report that in 2019, the STV Children's Appeal committed a total of over £2.2m to support 8 Large and 208 Small Projects across the whole of Scotland impacting on over **35 thousand children families**.

These investments have allowed projects to leverage an additional **£2.2 million**, and to develop supportive networks with a variety of organisations from the statutory sector as well as the business world.

In addition, projects supported by the STV Children's Appeal have raised over **£363,000** in Income Maximisation and have recruited volunteers to a value of over **£416,000**.

Several of our Large Projects are now coming to the end of their period of funding from the STV Children's Appeal allowing us the opportunity to review their progress over the life time of the investment. By demonstrating the efficacy of these models, we will influence and inform the thinking behind and the development of policies and services in respect of vulnerable families, children and young people.

It is often easy to view our work only in terms of the data and the influencing but behind all of our impact reports lies the lives of real people. I believe it is important for us to be reminded of just how important our work is to them.

It is often easy to view our work only in terms of the data and the influencing but behind all of our impact reports lies the lives of real people. And 3 years ago we challenged the 6 leading children's charities to collaborate for a common goal... One of the volunteers in Renfrewshire told us. *"I have learned from Children's Places that not everyone will judge you by your background, but people can get to know you for who you are. I have helped plan and run lots of different groups for families. The groups are all low cost which I think is important because lots of families can't afford the expensive clubs, especially if they have a few children. I am passionate about involving more families who can benefit from being connected in their community through Children's Places."*

It is important to recognise the Scottish Government's support for The STV Appeal and as was the case in 2018, their match funding of all donations received in 2019 of £1,000,000 as committed to in the Child Poverty Delivery Plan – Every Child Every Chance. But it is so much more than the funding, it's our ability to share these stories with Ministers and with the wider public, shining a light on the issues and stimulating the debate which makes our role all the more powerful.

I also want to recognise our many corporate sponsors and notably Optical Express Group through the in-kind donation of their call centre services and The Royal Bank of Scotland plc and Lidl UK who, through the activities of staff and customers, played a major role in our fundraising efforts.

As a result of the commitment by STV Group plc and The Hunter Foundation to fund the operating costs, STV Appeal has kept its promise that every penny received from all other donations will be made available for distribution to charitable projects.

The support of the Wood Foundation has also enabled us to focus investment in the North East of Scotland.

Looking forward we shall continue to promote public awareness, debate and through our work in funding vital front line projects, long term sustainable change. A key element of this strategy is to build upon an already strong and constructive relationship with the Scottish Government in re-shaping the face of child poverty in Scotland. "

People are capable ofmuch more than we orthey imagine. They justneed help to find thatin themselves...

For 2020 and beyond, The STV Children's Appeal will seek to make a positive impact on Child Poverty in Scotland by using our mature investments focusing on:

- Flexible Child Care;
- Homelessness;
- Education;
- Food Poverty, and;
- Employability

to inform the policy landscape in ways that will ensure long term sustainable change.

Our commitment to investing across all 32 Scottish Local Authorities annually remains unchanged.

All that remains is for me to thank my fellow Trustees for their hard work and commitment across the year and for their support going forward.

My heartfelt thanks go to the children and families who allow us the privilege of sharing their stories with the public in the hope of improving the life chances of many children in the future.

I want to conclude by saying that the STV Children's Appeal has allowed us to see that people are capable of much more than we or they imagine. They just need help to find that in themselves and we can play our part in that.

Baroness Ford



Investment & Leverage

From January – December 2019, the STV Children's Appeal has invested a total of

£2,217,979

8

Large Projects impacting on

2.06 adults children & 3.406

young people

208

Small Projects

impacting on

30.3

children, young people & families

Reaching every Local Authority in Scotland



4,015 47,611

volunteers supporting our Large Projects, resulting in

hours of volunteer time

£363,298 income maximisation and debt write off

£2,217,032 additional funding for projects

£416,596^{*} total value of volunteer time

Total leveraged



About leverage

All of the projects have a clear set of aims and objectives, whether that be working to build a community asset or to test ways of providing services to meet specific needs, but many also produce unexpected or unplanned benefits for their client group and for the project itself, and different forms of leverage:

- increased income for the families engaged with the project through debt write off or benefits maximisation, this tackles poverty in the home and helps to alleviate familial stress, material deprivation and food poverty.
- additional funding brought into the project itself to allow future growth, allowing them to make small or big changes, such as:
- reaching their vision by launching in a new area - with MCR Pathways now working in 11 local authorities.
- the building of relationships with local produces support in kind such as the provision of premises at low or no cost etc.

As well as highlighting the monetary impact also increases the legacy of the project and contributes to Large Projects meeting their sustainability goals.

Investments

Large Projects

(funded over **£40,000**)

Through the Large Projects it supports, the STV Children's Appeal develops and tests models of working which best mitigate the impact of poverty on children and families. By demonstrating the efficacy of these models, projects seem to influence and inform the thinking behind and the development of policies and practice in respect of vulnerable families, children and young people both locally and nationally.

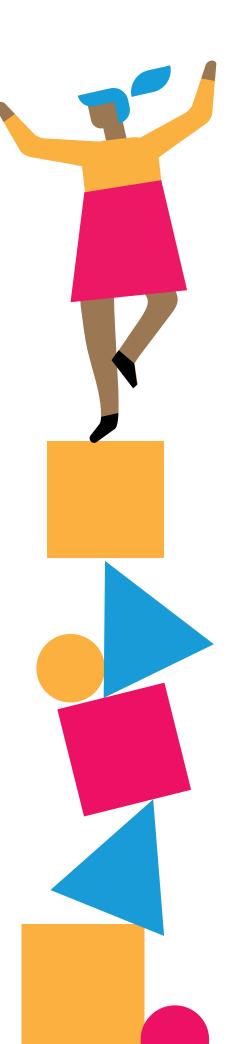
During 2019, several of our Large Projects came to the end of their period of funding from the STV Children's Appeal allowing us the opportunity to review their progress over the life-time of the project.

Aberlour, Centrestage and Shelter have all demonstrated varying degrees of success in securing legacy and sustainability of their approach and have contributed a lot to the knowledge which informs the Appeal's total investment approach.

Small Projects (funded for £2,000 or over)

The Small Projects allow the Appeal to reach families, children and young people across the whole of Scotland and play an integral role in helping us achieve our strategic aims. The types of activities funded as part of the Small Projects stream are not necessarily attempting to prove the concept in a new way of working or to innovate a new type of service or programme, but they are extremely effective and play an important role in relieving the harsh reality many young people face on a daily basis. Although many are very capable of making their voices heard, especially locally, few will be in the position to develop a policy, advocacy or campaigns workstream and may therefore, play a very limited role in influencing local or national policy and practice. However, they excel at making life better for children and young people, with the type of immediacy families in crisis require. For this reason, they play a hugely important role in protecting the welfare and wellbeing of families across Scotland, demonstrating outstanding cost-benefit for the Appeal.

The STV Children Appeal portfolio includes projects which cover most challenges facing children and young people today. These include mental health issues, additional support needs, homelessness, social isolation, material poverty and the impact of ACEs to name but a few. These are entrenched social injustices which are highly resistant to change, with many of our Large Projects working to develop scalable and sustainable solutions which tackle their resulting inequalities across numerous communities in Scotland. The Small Projects therefore offer a glimmer of relief and triumph in their ability to harness everyday positivity and vibrancy even when dealing with sombre and traumatic themes. Some offer formal, professional counselling but many use fun social activities to engage young people, give them uplifting experiences, help them make friends and generally offer an oasis of support and positivity.



Themes

A number of emerging themes from our investments in small projects have helped shape our understanding of the impact of our investments across all 32 Local authorities along with the level and nature of need that still exists:

- Social Isolation Around 80% of the projects reported that this is a predominant issue affecting their service users.
- Mental health & wellbeing Another recurrent theme throughout the reports – for children, young people & their carers.
- Poverty of opportunity The reports highlight the lack of opportunities for decent employment, good health, education, new experiences (holidays, day trips, recreational activities) & also 'normal' everyday activities such as cooking a meal, spending quality family time together etc. that most would take for granted. Around 90% of reports comment on users lack of confidence and self-esteem as a result of this.
- Financial Poverty As a result of the poverty of opportunities; lack of money for items such as clothing, food, toys, school supplies and for family outings or holidays.
- Family Breakdown Caused by a variety of reasons (such as those mentioned previously) but also: homelessness, addiction, bereavement & domestic abuse.

The Need in Community

As a result of these overarching themes we see in communities, it is clear from the reports that there is a need for:

• Youth engagement

To provide for example: educational & employment support, opportunities & safe spaces for peer engagement & play, the everyday activities & support missing from home life to help tackle the issues such as social isolation, mental health & wellbeing and the problem with low confidence & self-esteem which the majority of the reports have identified.

Family Support

Families presenting or being referred to the projects often don't have reliable support networks to help them but once these are put in place, families are much better able to deal with the issues and circumstances affecting them.

• Fulfilment of material need

As much as individuals and families are in need of emotional and social support, the need for material items such as food, clothing, school supplies and household items is still being fulfilled by many of the projects.

Empowerment

There is a clear need /want within communities to improve their own lives but often, the support is lacking. By providing opportunities for employment training, volunteering, the chance to build life skills and practical skills, individuals & communities can empower themselves and increase the confidence & self-esteem that is currently an issue with many individuals & communities.

Impacts / differences made by our small projects

Many of the small award reports do not overtly state or measure the impact they have made on their users but it is evident that these projects have made a huge difference to those individuals they seek to serve and have. As so many of these issues are interlinked, it's important to note that the projects are often having an impact in multiple areas.



Reduced isolation

Through providing opportunities for communities, families & individuals to meet, socialise, participate and become engaged in new activities.



Increased confidence & self-esteem

As a result of all of the impacts mentioned, around 90% of charities remarked that their activities had helped to improve this in their service users and that this was key to improving their chances to succeed in life.



Improved mental health & wellbeing

By providing familial and individual support through counselling, different forms of therapy such as art and play, creating safe spaces for users to be open about their feelings and by alleviating the everyday stresses individuals and families face.



Improved social, emotional & practical skills

Projects report (particularly in terms of youth engagement) that individuals have gained more independence, are able to make better decisions, have reduced their challenging behaviours and have vastly improved their resilience.



Improved family cohesion

Through improving their social networks and providing new opportunities, such as short holidays or outings to the cinema for them away from the stresses of their family life.



Material need fulfilled

By supplying individuals with items such as food, clothing, toys & household items, the small projects are helping to a reduce the strain that trying to provide these items can bring on a family.



Improved chances of employability Through training, volunteering opportunities, providing educational

providing educational support and by working on the confidence & selfesteem issues affecting so many of the individuals who attend the small projects.

Large Investments

Our large investments have provided a rich seam of learning for us. In the next section we detail their work.

Aberlour – 'Sustain Highlands'

Summary

Since 2016, the Sustain Highlands model has been providing 'edge of care' services to prevent children & young people (aged 8 – 13 years) who have been identified by statutory services as at risk of accommodation if community-based services are not able to provide appropriate support to enable them to stay at home, in school and in their community. Working in the Mid Ross-Shire area of Highland Council, the service is available 7 days a week and works with the whole family taking a person-centred approach. The service has a focus on strengthening relationships between family members and professionals, supporting young people's talents and aspirations and developing family links with community-based supports. It offers whole-family support that explores and improves family dynamics, using a personalised mix of evidence-based interventions to address needs, such as substance misuse, emotional wellbeing, and domestic abuse.

Key Themes

- Housing
- Family Breakdown

Achievements

- On track to secure £1.4million of additional funding to replicate the model in two other authority areas in Scotland
- Scottish Government has shown interest in the Sustain model, generating potential for national influence
- Cost-benefits of between £1.6-3million by enabling 14 children and young people to remain at home and out of residential/foster care across the lifetime of the project

Influencing

Sustain works closely with local partners (e.g. supporting Social Work, CAMHS, schools, community-based resources) to drive a wholesystems approach to early and effective intervention family support. Although their impact in this aim is limited, it is evident statutory services recognised and acknowledged the need for change, but under the current climate found this challenging to act on.

Legacy

Aberlour were unable to secure mainstreaming of the Sustain model via The Highland Council and therefore, the project has ceased operations in that local authority, however, Highland Council have since developed their own model for 'Edge of Care' support called Arach and have applied a limited amount of learning from the Sustain model to this, such as 24/7 accessibility, but Aberlour continues to push for deeper implementation of their practice.

Sustainability

Aberlour have replicated a version of the Sustain model in Perth & Kinross and the Scottish Borders, where collectively they have already supported 50 children at the 'edge of care.' Other models of holistic family support do exist, both within statutory and the charitable sector, however the 'edge of care' aspect makes this model more unique. The cost-benefit to statutory services of preventing a child being accommodated is significant and there is potential to scale the learning from this model widely.

Centrestage - 'Dignified Food Project'

Summary

Centrestage's Dignified Food Project aims to reduce hunger and the negative impact food poverty has on educational attendance/ attainment and other socially undesirable behaviours by offering meals accompanied by fun and interactive activities. All meals are available with the option to #payitforward, meaning those in need retain a sense of dignity and self-worth whilst not being expected to pay a set amount. Centrestage engage the community to build resilience and capacity to enable the project to be community-led in the long-term and tackles wider social issues such as isolation, loneliness and poor mental health. Over time, multiple communities have taken over responsibility for the provision of food to those in need which has made a significant difference to the lives of local families and children.

Key Themes

- Food Poverty
- Community Capacity Building / Resilience

Achievements

- Have successfully replicated the model across 14 communities:
- Ardeer, Drongan, Fullarton, Pennyburn, Rankinston and Shortlees have been transitioned to a model whereby they are self-managing
- Ardrossan, Bellsbank, Castlepark, Dalmellington, Galston, Kilbirnie, Logan and Onthank are continuing to receive support to enable their transition to self-management.
- A total of 1,987 children and adults were able to access 40,238 portions of food in 2019.
- £1,923.17 was received in #payitforward donations, helping to cover the costs of supplies.
- Approx. 60% of all beneficiary households had a child at home, with the majority living in a single parent household

Influencing

DFP is underpinned by a set of strong principles about dignity and empowerment and a solid knowledge base of the impact food poverty has on the wider functioning of an individual, family and community. What they are then able to offer by way of influence, is a model of practice informed by experience, knowledge and principles. Through their investment in volunteers, community groups and statutory service providers, they have been able to advocate for an asset-based and personled way of working which will no doubt improve community-based practice across the Ayrshires. This is evident in their partnership with health services, who have adapted their practice and now work alongside Centrestage to communicate about their services to families they traditionally were unable to engage. Centrestage demonstrate that nobody is 'hard to reach,' rather, some services are just 'hard to access.'

Legacy

Through the delivery of the EAT programme, volunteers and 'Community Ambassadors' have gained the confidence, knowledge and skills necessary to continue providing DFP within each community aforementioned. Communities feel ownership over their project and are confident in their ability to maintain the legacy of STVA's investment with minimal support from Centrestage and through new local partners and providers.

Sustainability

Centrestage have successfully brokered positive relationships with a number of influential departments within North and East Ayrshire Council, notably 'Vibrant Communities' which is considered a leading example in 'place-making' across Scotland. Having their model adopted or integrated into their practice brings considerable credibility and visibility to DFP and can be leveraged to scale into new areas. Centrestage have had visits from the CEO and elected members of South Ayrshire Council who are keen to see the DFP model rolled out in their authority. It is evident there is a space and demand for this type of provision, but the model relies significantly on community motivation, ability and buy-in as well as access to provisions and space to cook the meals.

MCR Pathway – 'Scottish Mentoring Programme'

Summary

MCR Pathways is a Scottish school-based mentoring charity supporting those in or 'on the edge' of the care-system to realise their full potential through education. Their vision is one of educational equality across all children and young people in Scotland and they strive for this through their mentoring programme. The programme's core elements include group-work, 1:1 relationship focused mentoring and Talent Tasters; short 3-4 hour sessions in the workplace, universities and colleges.

Key Themes

- Education
- Youth Engagement

Achievements:

- MCR has doubled the number of young people supported each week, now reaching over 2,300 pupils across 7 local authorities
- 46 schools are now delivering the programme and MCR expect to over deliver on their target of 51 by March 2020
- 86% of Care Experienced young people going through the MCR pathways programme have gone on to a positive post school destination (College, University or Employment) – the national average is 60%.
- 79% of Care Experienced young people going through the MCR pathways programme stay on in school after 4th year, this is more than twice the national average of 39% for Care Experienced young people.

Influencing

MCR Pathways has been able to build an evidence base around their Mentoring Programme and has used this to influence a significant amount of local authorities to launch the approach in several schools. So far, they have been able to initiate the programme in Aberdeen, Aberdeenshire, Edinburgh, North Ayrshire, South Lanarkshire and West Dunbartonshire and they are continuing to expand nationally with the support and commitment of both Local and National Government.

Legacy

Given the impact, Glasgow City Council has now embedded MCR's Mentoring Programme within its schools and core budget for the long term. This type of mainstreaming is rare and the Appeal is working to better understand the steps which led to this success.

Sustainability

Their overall plan for the project is to achieve implementation within all 32 Local Authorities in Scotland, with the programme being embedded in the education system within the next 6 years. To enable this, MCR would continue to provide the central infrastructure required to maintain this nation-wide platform of delivery, such as IT support, marketing materials, programme documentation, creating and maintaining mentor communities and training – offering a strong centralised core to satellites across Scotland.

One Parent Family Scotland (OPFS) - 'Falkirk Centre'

Summary

OPFS have used the investment from the Appeal to develop a 'Hub' model of place-based and holistic support for single parent families from within a centre location; The Centre. They aim to tackle the impact poverty has on material deprivation by providing access to goods at a cheaper cost and through more collectivised means, in an attempt to lower single parent families outgoing – a reverse tactic to ensure families have 'more in their pocket.' Poverty and material deprivation are notoriously linked to familial stress, lower attainment and social isolation, all topics OPFS aim to also address through their hub model.

Key Themes

- Material Need
- Food Poverty
- Mental / Physical Health

Achievements:

- The 'Hub' model is proving highly sought after with encouraging levels of usage by statutory and non-statutory services including, Social Work, Education Services, Salvation Army, Speech and Language, CAMHS and Skills Development Scotland all choosing to meet clients and host meetings here, allowing children and families access to much needed support nearer to home and without the added pressure of travel and unfamiliar settings.
- Families have accessed the school (40), emergency (40) and Halloween (29) clothing banks saving £3600, £850 and £450 respectively.
- The Centre have successfully registered with Fare Share to start distributing free sanitary products.
- Influencing: OPFS have successfully convinced other service providers of the benefits of meeting people where they are – both literally and emotionally. Place-making theory has long championed the benefits of disadvantaged communities being able to access multidisciplinary support within their area and OPFS are playing a key role in bringing this awareness to other professionals.

Legacy

14 volunteers are now supporting social events and activities and staff from OPFS have learned a great deal about how communities can and will take on more responsibility if supported and facilitated to do so. At this stage, it is unclear what lasting benefit will be secured from the Appeal's investment once the funding ends, but signs point towards a 'Hub' model being assumed into normal ways of working which will bring many positive benefits to the families of the area.

Sustainability

OPFS are concerned about their ability to secure enough funding to maintain The Centre, from which the 'hub' operates long-term.

The Centre has been a life saver. I had lost my identity but now I feel like a person as well as a mum.

Service User, OPFS Falkirk Centre

Save the Children – 'Children's Places'

Summary

Children's Places is a 3-part programme designed to increase child participation in local planning and service delivery with pilots operating in Glenburn, Renfrewshire and Hamilton, South Lanarkshire. Underpinned by the core belief that communities are best placed to inform decisions on matters which affect the most vulnerable people in their area, facilitators are supported to work within a community to engage children and their families, who are so often excluded from participating in the decision-making process, in better understanding how local systems are influencing the outcomes of children living in poverty.

Key Themes

- Education
- Youth Engagement
- Community Capacity Building / Resilience

Achievements

- Children's Places has designed a set of tools and a practitioner's guide to help practitioners and the wider community bring children into the conversation.
- Children's Places successfully supported each community to secure local authority funding and staff support to complete regeneration projects which will improve the local area and its ability to support the wellbeing of children.
- In Hamilton, a Sensory Garden was secured and in Paisley, a dilapidated Play Park used STV Appeal funding to leverage £50,000 from the local authority.
- Both regeneration projects have been designed by the children in the area and will be considered 'community assets.'
- 617 children (0 8 years) participated in one or more sessions in Glenburn and Hamilton, representing a 23% increase from 2018.

Influencing

Children's Places were able to influence the application and assessment criteria of Renfrewshire's Green Spaces fund, ensuring it was fit-for-purpose and accessible to community groups. They also secured commitment from both local authorities to improve the involvement of children in local decision making, with Glenburn being promised a 'Place Plan' in 2020 – this is a multi-stakeholder plan which aims to address inequality within the community. Children's Places will ensure children and families are represented as equal partners in this process.

Legacy

Stronger Communities Glenburn are now a constituted group who are managing all aspects of delivery in Renfrewshire, with only core costs being covered by Children's Places, via the STV Appeal award. They have an effective governing committee with a fundraising sub-group who are committed to ensuring the group can function long-term. For their incredible efforts, they took home the top prize in Parent Network Scotland's 'Parent Group Award' in 2019. In Hamilton, South Lanarkshire Council have agreed to provide longterm support to the 'Tues Night Drop-in,' a weekly, structured session for families to come together and discuss changes they would like to see in their local area. Children's Places successfully brokered this deal in anticipation of their withdrawal when STV Appeal funding ended in 2020.

Sustainability

Following a user-centred process of iteratively redeveloping the Children's Places tools and guide with children, families and practitioners, the semi-final version of each were presented during 'user testing' workshops to evaluate their 'user acceptability' with attendance from partners across Scotland who had been mapped as part of a potential stakeholder process. Following these workshops, almost all partners expressed a desire to pilot the use of the Children's Places programme in their own setting; aligning it to pre-existing work to both strengthen and improve their own practice. Third party partnership have been secured with the Corra Foundation, Green Spaces, PEEK (Possibilities for Each and Every Kid) and East Dunbartonshire Health and Social Care Partnership (EDC HSCP). As 2020 is the final year of funding for this project within Save The Children, efforts are increasing to map the options available to take the tested version of Children's Places to scale across Scotland.

Shelter Scotland – 'Foundations First'

Summary

Established in 2014 to break the cycle of homelessness and chronic poverty for marginalised families in Renfrewshire, Foundations First helped families to access and keep a home, alongside building individual resilience and embedding a sense of community into the neighbourhood. Families First took a holistic approach to providing housing support to those at risk of or experiencing homelessness by also acknowledging and addressing problems such as debt, domestic abuse, offending behaviour, and mental or physical ill health.

Key Themes

- Housing
- Mental/Physical Health
- Community Capacity Building /Resilience

Achievements:

- In 2019, Foundations First supported 58 families – bring the project total across the 5 years to 502 (967 children and 668 adults).
- Supported highly vulnerable individuals, such as domestic abuse survivors and those in hazardous rental accommodation to navigate the system, advocating for decisions to be made on the best interest of their clients
- Throughout the life of the project, the total financial gain for families, including applications to the Scottish Welfare Fund totalled £200,342.
- A Woman's Shed was established in 2019 and its 15 members have been trialling a host of activities including woodwork, sewing, jewellery making and arts and crafts.

Influencing

Shelter Scotland's Policy Officer captured the direct experiences of families and used their voice to make recommendations for improvements to services both locally and at a national level across both policy and practice. Working with Lee, a previous client of Foundations First, Shelter Scotland helped her to share her experience of homelessness and child poverty with the BBC and STV media. This helps to raise social consciousness and awareness of how homelessness can affect your life. Her story highlighted that it is possible to rebuild your life after homelessness with the strength and support of your community. This type of 'my journey' campaigning is very effective and is used by several projects within the Appeal portfolio. In addition, three policy reports were produced which captured Foundations First's learnings over the last five years and made a series of recommendations which were shared with Renfrewshire Council and the Scottish Welfare team, pressing them for change both locally and nationally.

Legacy

Foundation's First has broken the cycle of homelessness and chronic poverty for hundreds of marginalised families in Renfrewshire and since its inception, has developed lasting capability and resilience within the community. To do this, the project was shaped and developed by a strong peer support network within the community, alongside a passionate and dedicated team of volunteers. Thanks to this network, a community allotment was started, the Men's and Women's Sheds were created and the partnership with Foxbar Youth Services flourished. As Foundation First comes to an end, Shelter Scotland is seeking funding to support both the Women's and Men's Shed for the next year. They intend to work with the groups to become self-sustaining in time. Shelter developed and shared resources, such as crib sheets which help families moving home with Renfrewshire Council and the Federation of Local Housing Associations in Renfrewshire and East Renfrewshire (a partnership of six housing associations), helping others to apply learning generated from this project long after Foundations First ceases.

Sustainability

Shelter Scotland again adopted a model by which the assets and strength within the community were utilised to anchor the project and ensure its success. Throughout the project's 5 years in Renfrewshire, their Volunteer Development Worker dedicated approx. 3-4 days a week recruiting volunteers and supporting them to develop and deliver the community based initiatives which ran concurrent to the housing support workstream of Foundations First; feeding into a Community Involvement Group who help plan for community identified activities.

Who Cares? Scotland - 'Communities That Care'

Summary

'Communities That Care' has a strong theory of change and operational model, designed to increase understanding and awareness of the experience of care across 20% of the general population, creating a 'tipping point' which will in turn create a 'care conscious' environment where Care Experienced children, young people and adults will no longer face the same discrimination and misrecognition; a key contributor to this group having some of the worst health and educational outcomes in Scotland. The project team will work with Care Experienced children and young people to support them in becoming 'care conscious"a position where they recognise and own their identity and can become advocates for themselves and others with Care Experience. Operating within Renfrewshire, the project deploys a variety of sophisticated approaches to reach both the Care Experienced population and stakeholders in the general population who can help shift the perception of Care, such as Corporate Parents, Teachers and Police Officers.

Key Themes

- Education
- Youth Engagement
- Community Capacity Building /Resilience
- Mental/Physical Health
- Family Breakdown

Influencing

Who Cares? Scotland have a powerful and inspiring approach to their campaign work, putting those with Care Experience and their stories at the heart of their message. This has been an incredibly successful approach and has generated a high level of interest in their 'modern-day liberation movement of change.' Recently, this approach has led to changes in the law and policy through the nationally legislated for corporate parenting agenda. This agenda sees every public body in Scotland, including statutory care providers and local authorities, have a duty to Care Experienced children and young people.

Legacy

Renfrewshire will be left with a wealth of 'care conscious' individuals, both with and without Care Experience who can champion the needs of this group beyond the period of this award. The project is actively working with 'Community Champions' to upskill them in the delivery of group work, focused on arts, health, education and identity. These Community Champions are receiving support to become devolved from the project, able to self-sustain the impact generated through Communities That Care.

Sustainability

'Communities That Care' utilises a community development approach to influencing and community empowerment and relies heavily on support through volunteering, and as such, is technically replicable in other areas with the caveat being both must be present or resource made available to grow these assets in new areas. The project team have tested elements of their approach, such as volunteering, in other local authorities (Lanarkshire, Ayrshire, Glasgow, Inverclyde, East Renfrewshire and Clackmannanshire) but it is unclear if this was specifically in relation to scaling Communities That Care.

Who Cares? Scotland are well skilled in their influencing and campaigning approach and it is unclear the extent to which volunteers could manage this without long-term support from the project team. Their Theory of Change is particularly ambitious, and it would seem likely initial growth of Communities That Care would have to be introduced and nurtured by a skilled and experienced project team, working alongside the community. Who Care? Scotland are tentatively testing this model in 2020, whereby existing groups in Renfrewshire will be supported to sustain the legacy via support from a couple of Coordinators.

Calum's Cabin

Summary

The charity is striving to help as many families as possible who have a child suffering from cancer or a cancer related disease or families who have lost a child to cancer. This can be in the form of respite holidays for one week on the Isle of Bute or new for 2019, Dumfries House in Ayrshire or offering real "home from home" support to families who have to relocate to Glasgow when their child is undergoing long term treatment at either Glasgow's Children Hospital or at The West of Scotland Beatson Centre. Calum's Cabin strives to be there to offer continuous and responsive hands on support when needed to families.

Key Themes

- Family Breakdown
- Mental/Physical Health

Achievements

- Calum's Cabin, Calum's Cabin Cottage and Quein West (all based on the Isle of Bute) have been full constantly this year (respectively 50, 50 and 37 weeks), reaching 137 families and 365 children.
- Calum's Cabin continues to grow its accommodation portfolio, having successfully purchased a 4th flat in Glasgow, alongside renting another 2 in the City and persistently searching for a mainland Ayrshire property to acquire.
- By the end of 2019, Calum's Cabin was ready to help families through 150 blocks of 1 week of respite, holiday accommodation during 2020 – with all bar 19 blocks being booked before year end.

When you have a child with cancer things can be very bleak but it is this time when we need to count our blessings because those are the things that will get us all through. Our time here has been a great blessing, meeting people who give of themselves for families in turmoil. Thank you to Calum for being such a special young man.

> Service User, Calum's Cabin

Influencing

Calum's Cabin has been hosting sessions in the Glasgow Children's Hospital and working with Clic Sargent to raise awareness of their service and to ensure families who could benefit are being informed of their options. Whilst they do not advocate or campaign in the traditional sense, their fundraising efforts are prolific and demonstrate a significant ability to 'get people alongside'; a key skill in influencing others to support their incredible cause. Although their primary purpose is to provide respite to families, it would be advantageous for the Appeal to understand whether there is a natural role for advocacy which could be integrated into the charity.

Legacy

With four capital assets now in the charity's possession, Calum's Cavin has successfully secured permanent legacy through the investment made by the STV Children's Appeal and other contributors. With ongoing support and encouragement, this legacy should continue to grow, and forever be able to provide an immeasurably valuable support to families.

Sustainability

As financial stress is one of the pressures Calum's Cabin aims to alleviate, it is not appropriate to raise funds directly from the beneficiary, and it is difficult to envisage a financial model whereby they recover costs through statutory services / contracts or commissions. For this reason, it is likely this project will always rely on some form of donor committed funding. However, the team seem to have considerable success in the growth of corporate partnerships, whereby they are chosen as the 'charity of choice' for staff and customers to fundraise for. It is apparent however that as demand for the service increases, Calum's Cabin will require support to develop a long-term and stable approach to securing funding to both maintain and grow their portfolio. At the time of writing this report, only 4 weeks-worth of accommodation was available for the Cabin or Cottage for the whole of 2020, with Quien West being full, so this is an acute need at present.

Reflecting on our Large Projects

There are synergies across the portfolio which are worth exploring further. Access to suitable venue and community space features prominently across most of the projects as a key suppressor of effective and efficient delivery. The report generated by the LSC Narrator within Children's Places highlights the acute conflict community groups experience when attempting to secure affordable and reliable space, whereby space owners see its function primarily as income generation. As a great deal of the investments made by the Appeal rely on community-ownership models of sustainment, it is a concern to see access to space as a barrier.

Small or grassroots projects are often collecting and hearing hugely powerful and influential stories from children, families and communities but they are rarely turning this into narratives that change policy and practice for several reasons - they don't know how to or even that this is powerful and worthwhile doing – they are stretched to capacity as it is just delivering the day-job. Big charities are not immune from this either, where influencing takes a back seat to delivery despite having significant capacity at the core of their organisations to levy. Additionally, almost all the Large Projects rely on significant volumes of labour through volunteering to both pilot and scale up models of delivery. Whilst volunteering is undoubtedly a crucial element of most community-based service provision and has considerable positive effects for the volunteer and service, it is volatile and can be unreliable as a long-term approach to sustained investment.

It is also clear that not all Large Projects make the intention to transfer ownership of the provision to the community transparent and this can cause a breakdown in the trusting relationships between the community and the project. In addition, only a small number of Large Projects have successfully transitioned the delivery of the service into the hands of a statutory service, or another. Commitment from such partners is typically superficial and is a huge challenge to Large Projects and the Appeal.



Taking stock of our investment

As we draw 2019 to a close and embark on 2020, the 10th year of investing in new and innovative work across Scotland, it is an ideal time to reflect back on the entirety of the portfolio and assess our progress in meeting our own theory of change which underpins the grant making process. With 70 Large Projects having been supported since the inception of the STV Children's Appeal, we are now presented with an opportunity to capitalise on the considerable partnership base developed by the Appeal through an informal Alumni opportunity.

This partnership would seek to draw comparisons across the whole Appeal portfolio, taking advantage of the many synergies and differences we have witnessed throughout the past 9 years. Continuous Learning and Development could be amplified across the partnership, focusing on key lessons learned we have seen reported time and time again, such as:

- The importance of community buy-in from inception
- Planning for scale at the pilot stage
- Being able to use the voice of the beneficiary to influence for change
- Demonstrating impact and leveraging it as an asset
- Sharing of mutually beneficial resources and equipment, particularly where projects co-exist in the same Local Authority

Some of our investments have been able to demonstrate incredible success in areas where other investments in the portfolio have struggled, and given our vantage point, we are well placed to nurture mentoring relationships within the Awardee and Alumni Partnership. We have tested this approach tentatively already, with partners from Children's Places delivering 2 workshops on 'Systems Thinking' to other projects in the portfolio and this has been very well received.

Finally...

When people are empowered, enlightened and engaged, change happens. By supporting Large and Small Projects, the Appeal is enabling this change across Scotland.

Historical structures mean no more but no less than persistent social practices, made by collective human activity and transformed through

Anthony Payne

On Coxian philosophy of social relations, 2001

Our Board of Trustees



Baroness Ford

Chair, STV Appeal Board

Appointed to the Board in June 2013, Margaret Ford has over 20 years-experience as a nonexecutive Director and Chairman of private and listed companies and extensive experience of working with Government. She is currently Chairman of NewRiver REIT plc and was previously a non-executive director of Taylor Wimpey plc and Segro plc and the former chairman of Grainger plc, May Gurney plc and Barchester Healthcare Limited.

Margaret is a trustee of the British Olympic Association and National President of the British Epilepsy Association. From 2009 to 2012, she was a member of the Olympic Board and Chairman of the Olympic Park Legacy Company. She was appointed to the House of Lords in 2006 and sits as an Independent Peer.

Margaret is Chairman of the STV Children's Appeal and in March 2015, was elected a Fellow of the Royal Society of Edinburgh.



Simon Pitts CEO, STV

Appointed to the Board in January 2018. Previously, Simon was a member of the executive board of ITV plc, holding the position of Managing Director, Online, Pay TV, Interactive & Technology. Over a 17-year career there, Simon held a range of senior roles, and as Director of Strategy, was one of the main architects of the company's transformation under Archie Norman and Adam Crozier overseeing strong growth in ITV's digital businesses. Simon was also on the board of news provider ITN for 8 years and prior to ITV, worked in the European Parliament. He is Vice Chair of the trustees of the Royal Television Society and a trustee of the STV Children's Appeal.



Sir Tom Hunter Founder, The Hunter Foundation

Sir Tom Hunter is a Scottish businessman, entrepreneur, and philanthropist. With his wife, Marion he established The Hunter Foundation in 1998 after selling his first business, Sports Division for a cool €290m. After discussions with Vartan Gregorian, head of the Carnegie Foundation of New York. Tom set a cause and a method, which has resulted in the foundation donating millions to supporting educational and entrepreneurial projects in Scotland. In 2005 he received a knighthood for "services to Philanthropy and to Entrepreneurship in Scotland".

In October 2013, Tom was awarded the Carnegie Medal of Philanthropy. Described by some as the "Nobel Prize for philanthropy", the medal recognises those who use their private wealth for public good and is awarded biannually to global figures leading the way in this field.



Ewan Hunter CEO, The Hunter Foundation

Ewan currently manages a large portfolio of philanthropic investments as chief executive of The Hunter Foundation, a role he has undertaken since 2001, managing in excess of £60m of investments to date.

Prior to becoming CEO at The Hunter Foundation, Ewan built and sold two management and communications consultancies. Previously he was on the Board of a global communications consultancy listed on the New York Stock Exchange. His earlier career was as an analyst and then sales and marketing director in the oil and gas industry working across Africa, the Middle East and the Americas. Holding a degree in psychology, Ewan is happily married with two children.



Sir Harry Burns Professor of Global Public Health, University of Strathclyde

Sir Harry Burns is Professor of Global Public Health at Strathclyde University. Prior to this he held the position of Chief Medical Officer for Scotland from 2005–2014. Sir Harry Burns graduated in medicine then surgery before being appointed Honorary Consultant Surgeon and Senior Lecturer in Surgery in the University Department of Surgery at the Royal Infirmary in Glasgow.

Working with patients in the east end of Glasgow gave him an insight into the complex inter-relationships between socio economic status and illness. He completed an MSc in Public Health and was shortly afterwards appointed Medical Director of The Royal Infirmary. For nine years since 1994, Sir Harry Burns was Director of Public Health with Greater Glasgow Health Board where he continued research into the problems of social determinants of health but also worked on measurement of outcomes in a variety of clinical conditions, including cancer.



John Carnochan Freelance Consultant

John was until February 2013 a **Detective Chief Superintendent with** Strathclyde Police. He was a police officer for almost 39 years working mostly as a Detective. In January 2005, together with a colleague, John established the Violence Reduction Unit with the aim of developing a strategy that would bring about sustainable reductions in violence within Strathclyde. In April 2006 the VRU assumed a Scotland wide role and continue to be supported by the Scottish Government. Their fundamental tenet is that "violence is preventable not inevitable".



Bobby Hain Managing Director, Broadcast

Bobby is responsible for the company's increasing range of consumer facing services across broadcast and digital. He was appointed to his current role in December 2010 having been responsible for the two STV Channel 3 licences in north and central Scotland since 2003. He represents STV at the ITV Network Council.

Bobby has over thirty years' experience in broadcasting across television, radio and online, having started as a presenter in 1981. He is a member of both the RTS and BAFTA. He is a member of the Management Board of the Industry and Parliamentary Trust and chairs the Creative Skillset Scotland Board. In 2013 John was made an Officer of the Order of the British Empire (OBE) in the Queen's Birthday Honours for services to community safety. He is a passionate advocate of prevention, whole system thinking, early years and effective collaboration and also the importance of human relationships and acknowledging the value of "being human."



Lorraine Kelly TV Personality

Lorraine Kelly OBE, is host of her own ITV show Lorraine. Born in Glasgow, Lorraine joined her local weekly newspaper The East Kilbride News aged seventeen. In 1983, she joined BBC Scotland as a researcher, and a year later she became TVam's Scottish correspondent covering stories like the Piper Alpha disaster and the Lockerbie bombing. She went on to co-host TVam and GMTV. In 2012, Lorraine was awarded the OBE by HM The Queen for services to charity and the armed forces at Holyrood Palace in Edinburgh. She was Hon Colonel of the Black Watch Cadets and a former Rector of Dundee University. She is a patron of Help For Heroes and ambassador of Dundee United.



Sir Ian Wood Chairman, The Wood Foundation

Born and educated in Aberdeen. Sir Ian Wood is a well-respected and influential global businessman. His career began in the North East fishing industry but he is best known for his work in the North Sea and international oil industry with Wood Group, serving as Chief Executive from 1967 to 2006 and as Chairman until 2012. He was the author of the Maximising Economic Recovery UK Report and, based on funds secured from the City Region Deal and the work of Opportunity North East (ONE), led the startup of the Oil & Gas Technology Centre (OGTC). OGTC was set up to help transition Aberdeen from an oil and gas operations centre to a global hub for energy related technology innovation and development.

Sir Ian remains Chairman of JW Holdings Limited, is the current Chancellor of Robert Gordon University, Chairman of Opportunity North East (ONE), established by the private sector to broaden and boost the economy of the NE of Scotland, and founding Chairman of OGTC. He also chaired the 2014 Commission on Developing Scotland's Young Workforce.

Committed to the importance of philanthropy, Sir Ian Wood and his family established The Wood Foundation in 2007, where he is Chairman of the Board of Trustees. Applying venture philanthropy principles, there are 3 main streams where proactive, intelligent funding is directed – Developing Young People in Scotland, Making Markets Work for the Poor in Sub Saharan Africa, and Facilitating Economic and Education Development in Scotland. Sir Ian is passionate about philanthropy and continues to encourage other people to realise the impact they can have through effective giving - it doesn't need to be money; time and/or knowledge can be just as powerful.

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Report prepared February 2020 © STV Children's Appeal SCIO SCO42429



Report of the Trustees and Financial Statements For the year ended 31 December 2019





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STV Appeal Administrative Information

For the year ended 31 December 2019

STV Appeal is a Scottish Charitable Incorporated Organisation and is regulated by the Office of the Scottish Charity Regulator (OSCR). STV Appeal is also known as 'STV Children's Appeal'.

SCIO registration details

SCIO name	STV Appeal
SCIO registration number	SC042429
Registration date	4 July 2011

Principal office

Pacific Quay Glasgow G51 1PQ

Trustees

The trustees at any point in the year to 31 December 2019 and up to the date of signing were:

Margaret Ford, Chairman Simon Pitts Bobby Hain Ewan Hunter Sir Tom Hunter Lorraine Kelly Sir Ian Wood

Senior Operational Managers Lynn Hendry

Natalie Wright

Independent auditors

PricewaterhouseCoopers LLP 141 Bothwell Street Glasgow G2 7EQ

Principal bankers

Royal Bank of Scotland plc 36 St Andrew Square Edinburgh H2 2YB

Website

www.stv.tv/appeal



Report of the Trustees

For the year ended 31 December 2019

Governance, structure and management of STV Appeal

Governing document

STV Appeal is a Scottish Charitable Incorporated Organisation (SCIO) and its activities are governed by its constitution and regulated by the Office of the Scottish Charity Regulator (OSCR).

Organisational structure

Membership of STV Appeal is limited to STV Group plc and The Hunter Foundation and these organisations will appoint individuals to the Board of Trustees which has the responsibility to manage the operations of STV Appeal. All activities, policies and protocols are subject to the review of the Board of Trustees.

Procedures are in place for newly appointed Trustees to receive an induction covering the objectives, policies and protocols for the operation of the SCIO in addition to the legal obligations and responsibilities of a charity trustee. This induction is carried out by the Chairman of the Board or a nominated representative.

The Board of Trustees have delegated the day to day activities of STV Appeal to responsible individuals within the employment of STV Group plc. At all times, those delegates work under the direction of the Board of Trustees. This operational management team report on their activities at regular meetings of the Board of Trustees.

The strategy of the Board and its activities are also aided by a non-executive relationship with key individuals working in the field of child poverty.

STV Appeal's subsidiary, STV Appeal Trading Company Limited, which had been dormant since incorporation, was dissolved on 3 September 2019

Staff

STV Appeal does not directly employ staff but does acquire staff related services from STV Group. The structure of the STV Appeal team comprises of:

- The Board of Trustees
- 2 Senior Operational Managers
- 2 Fundraising Managers

Additionally, STV Group provides the services of its administrative departments without charge.

Risk management

The Board of Trustees regularly evaluate the risks to which the charity is exposed and the systems in place to manage them through a risk register, which is reviewed at each meeting. The Board of Trustees consider that the systems in place are adequate to manage the risks faced by STV Appeal.

The trustees have identified the principal risks as:

The continued delivery of strategic plans regarding the generation of income

- The following mitigating actions have been put in place:
- - The implementation of a corporate engagement strategy to attract new donors and manage relationships with existing ones;
- The monitoring and regular reporting of performance against the fundraising strategy;
- A focus on partnerships with participation events as a means of generating income and reducing cost;
- Maintaining the existing partnership with STV Group plc and to use their media platforms to maximise public awareness and support.

The effectiveness, sustainability and capacity to meet demand for grant making

- The following mitigating actions have been put in place:
- The provision of multi-year funding for projects;
- Incorporating sustainability planning for projects beyond the timespan of our support;
- Contractually defining the conditions of each grant and bi-annually reviewing performance against agreed KPIs.

SCIO: SC042429



Report of the Trustees

For the year ended 31 December 2019

Objectives, activities and achievements of STV Appeal

Charitable objectives

The charitable objectives of STV Appeal as set out in its constitution are to relieve those in need, alleviate suffering and save lives.

To achieve those objectives, the primary activities of STV Appeal are:

- To generate charitable donations through STV Group plc's on-air and online channels;
- To encourage fundraising by individuals, community groups and other organisations;
- To distribute the funds raised to charities and other organisations which engage in activities synchronous to STV Appeal's . objectives.

Activities

The STV Children's Appeal was launched in 2011 by STV and The Hunter Foundation with a commitment to making a difference to the lives of Scotland's children and young people. In 2013, The Wood Foundation pledged its support for projects in the North East of Scotland.

In just nine years the STV Children's Appeal has raised over £21 million. This has enabled the charity to make 1,344 large and small awards to charitable projects across all 32 local authority areas in Scotland, providing much-needed support and assistance to over 95,000 children and young people. The money raised is distributed to provide practical help like food and warm clothes, create opportunities for training and employability, and enable social and emotional support for those who need it most.

The STV Children's Appeal is proud to guarantee that all the money it raises is invested in Scotland. All of the charity's overheads are met by STV and The Hunter Foundation so that every penny from donations goes directly to helping those in need.

Since the Appeal was launched, the Scottish Government has match funded the monies raised each year. In 2019, the Scottish Government once again committed to match fund the first £1m raised by the STV Children's Appeal from its Child Poverty Delivery Plan - Every Child, Every Chance.

Connecting with communities

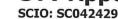
In 2019, the Appeal continued to engage with communities across Scotland to encourage individuals, schools, businesses and community groups to get involved with the charity at a local level. Community-based fundraising for the Appeal took place throughout the year and many schools, businesses and sports teams across the country hosted their own Big Scottish Breakfast events to raise money and help give Scotland's children the best start in life. The STV Children's Appeal is a fundraising partner for Kiltwalk with record breaking numbers of people donning their walking boots to take part to raise money. The funds raised at the Kiltwalk have supported four capital projects across Scotland, including a flat for families with children being treated for cancer, and a converted bus which uses music and arts as a way of connecting people who might not be comfortable engaging with traditional public services.

Charitable partnerships

The Appeal continues to build on strong partnerships with high-profile corporate partners including Royal Bank of Scotland, Lidl, Optical Express and Tunnock's. With organisations such as Wholesale Domestic Bathrooms, Loganair and Asset Alliance extending their support for the Appeal, partners continue to raise hundreds of thousands of pounds and help raise the profile of an issue affecting so many people across Scotland.

Programming

STV uses its platform as Scotland's commercial public service broadcaster to shine a light on the issues faced by so many people across Scotland and produced a series of special TV programmes to support the work of the Appeal. The programming showcased the fundraisers and the causes the Appeal is responding to, with STV presenters visiting the projects who receive funding and support. This year's thought-provoking and revealing half-hour documentary looked at the impact of in-work poverty on young people. The year's fundraising efforts culminated in the annual televised STV Children's Appeal Live Show, hosted by Lorraine Kelly, who announced the total sum raised in 2019. The show featured a host of famous faces and a special Scottish version of hit quiz Celebrity Catchphrase. Not only was a total of £2.7 million raised, but the programme hit all the right showbiz notes drawing a higher audience than in the previous five years.





Report of the Trustees

For the year ended 31 December 2019

Objectives, activities and achievements of STV Appeal (continued)

Achievements

Two of our key differentiators are found in our approach to distributing funds. We are working beyond reactive grant-making by identifying key areas of un-met need and targeting resources to stimulate learning and positive change.

The identification of suitable projects is done through collaboration with Scotland's leading experts in the field, major national charities, local groups and other relevant stakeholders. As child poverty is a national issue affecting all communities in Scotland, STV Appeal supports projects across every local authority area.

Our vision is that over a number of years we will have enabled the establishment of locally appropriate, charitable activity in all communities across Scotland. Our criteria for project selection are summarised as:

- · Projects which work with children and young people;
- Projects which will extend techniques to new areas based on a proven track record of success, working with this group or ٠ illustrate how they are best placed to pilot a new approach;
- Projects which are innovative and break new ground in this field;
- Projects which will work clearly outside and additional to any statutory responsibility but may link into said statutory responsibility;
- Projects which meaningfully take into account the views of the target group of children and young people and actively involve them in the design and delivery of the project;
- Organisations and projects which operate within Scotland and which have wide regional reach;
- Projects which can demonstrate their impacts through measurable quantitative and qualitative indicators;
- Projects which will take place over a maximum of 5 years and demonstrate longer term sustainability once the grant has been utilised:
- Projects which can demonstrate how they will leverage their work to have a wider strategic impact such as influencing policy and practice in the field;
- Projects which focus on working with the most vulnerable children and young people at demonstrably high risk of being negatively impacted by poverty and mitigate against its impacts.

We identify these projects through a detailed analysis of proposed interventions that include:

- Evidence base for intervention; .
- Budget and social return on investment:
- Impact evaluation both internal and external;
- Key differentiators from similar services;
- Existing funding sources and opportunities for shared funding;
- Longer term sustainability.

Our investment model is characterised by a venture philanthropy approach which identifies potential projects in advance of funds being secured. We source interventions that are focussed on addressing the key determinants and root causes of poverty and reflect The Scottish Government Child Poverty Strategy "Every Child Every Chance":

- Lone parenthood; .
- Unemployment;
- Disability and caring responsibilities;
- Chaotic family circumstances as a result of parental substance misuse;
- Homelessness;
- Adverse childhood experiences.

And those which can break the cycle of poverty through:

- Early intervention;
- Educational achievement:
- Employability skills & stable employment;
- Stabilising families;
- Enabling and supporting sustained tenancies;
- Community asset based regeneration;
- Increasing family income.

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Report of the Trustees For the year ended 31 December 2019

Objectives, activities and achievements of STV Appeal (continued)

Measurements

The evaluation of STV Appeal investments is essential to ensure that maximum benefit can be derived from the funding we provide.

Monitoring

In the case of larger awards, each project's impact is measured against agreed target outcomes and will typically be required to report to us twice per year. Funding is generally paid in three instalments; the first in advance and the remaining two on the basis of satisfactory reporting.

In recognition that the smaller projects have limited resources, the reporting requirements upon them are less onerous though still necessary to ensure objectives are met.

Independent review and research

Independent research contributes to the development of STV Appeal through the provision of active, formative feedback to organisations directly involved and sharing the wider lessons learned with our partners. This research must seek to add the more qualitative elements that bring us closer to answering the question 'why did change occur and what have we learned to make that change sustainable?' It also seeks to assess the impact of STV Appeal on the public understanding of poverty in Scotland and whether our campaigns have been effective in changing perceptions on the scale and nature of the issue.

From January- December 2019, the STV Children's Appeal has invested a total of £2,217,979 to support 10 Large Projects and 200 Small Projects. These projects have reached every Local Authority in Scotland and our Large Projects have impacted on 2060 adults and 3,406 children and young people whilst our our Small Projects helped the Appeal to reach 30,320 children, young people and families. In 2019 the STV Children's Appeal investments has secured a further:

- £363,298 in Income Maximisation and debt write off
- £2,217,032 in additional funding for projects
- 4015 volunteers gave 47,611 hours of their time to support Large Projects at a value of £416,596

 Numerous productive relationships with press, businesses and organisations who provide immeasurable added value to the project.

Total Leveraged: £2,996,926

The system of twice yearly reporting allows us to understand the impact of the projects over a six month and then a twelve month period, against the initial aims and ambitions. These reports demonstrate that all of the projects are operating efficiently to provide both a service and create positive change for children and families living with the impact of poverty.

Projects supported by STV Appeal

The following are some of projects supported by STV Appeal in 2019:

MCR Pathways

MCR Pathways is a Scottish school-based mentoring charity supporting those in or 'on the edge' of the care-system to realise their full potential through education. Their vision is one of educational equality across all children and young people in Scotland and they strive for this through their mentoring programme. The programme's core elements include group-work, 1:1 relationship focused mentoring and Talent Tasters; short 3-4 hour sessions in the workplace, universities and colleges.

One Parent Families Scotland (OPFS)

OPFS have used the investment from the Appeal to develop a 'Hub' model of place-based and holistic support for single parent families from within a centre location; The Centre. They aim to tackle the impact poverty has on material deprivation by providing access to goods at a cheaper cost and through more collectivised means, in an attempt to lower single parent families outgoing – a reverse tactic to ensure families have 'more in their pocket.' Poverty and material deprivation are notoriously linked to familial stress, lower attainment and social isolation, all topics OPFS aim to also address through their hub model.

Street Soccer Scotland

Street Soccer have been running Adult drop in sessions in Aberdeen since 2013. Nearly 9,000 player visits to sessions have taken place during that time with many going on to further education or employment as a result of the support they have received. As part of the overall strategy SSS will be prioritising growth of preventative work across Scotland such as their youth programmes, Schools programmes and Prison programmes. This will directly address one of the two key action groups set out in 'Every Child Every Chance' i.e. preventative actions that help children and young people avoid becoming parents in poverty by 2030.

SCIO: SC042429



Report of the Trustees

For the year ended 31 December 2019

Objectives, activities and achievements of STV Appeal (continued)

Projects supported by STV Appeal (continued)

Centrestage - Dignified Food Provision

Centrestage's Dignified Food Project aims to reduce hunger and the negative impact food poverty has on educational attendance/ attainment and other socially undesirable behaviours by offering meals accompanied by fun and interactive activities. All meals are available with the option to #payitforward, meaning those in need retain a sense of dignity and self-worth whilst not being expected to pay a set amount. Centrestage engage the community to build resilience and capacity to enable the project to be community-led in the long-term and tackles wider social issues such as isolation, loneliness and poor mental health. Over time, multiple communities have taken over responsibility for the provision of food to those in need which has made a significant difference to the lives of local families and children.

Save the Children – Children's Places

Children's Places is an area based community initiative that seeks to harness capacity amongst people living in the area to tackle disadvantage at a neighbourhood level to improve the life chances of children growing up in deprived areas. The project brings community members and local services together to develop and deliver a long term strategy for improving children's outcomes. Children's Places is well established in Glenburn in Renfrewshire and has recently expanded into Hamilton in South Lanarkshire. In Glenburn, it has established a full range of social groups including cooking classes, child-care, income and debt advice sessions and has amalgamated with the Star project in Paisley to increase its offering. The Hamilton initiative is at a much earlier stage but is already making an impact locally with the identification of potential Community Champions and volunteers who have begun to organise events locally and will benefit from all of the learning from the Glenburn experience.

Who Cares? Scotland – Communites That Care

The Who Cares? Scotland 'Communities that Care' project is a constantly evolving environment where new learning is applied in an ongoing basis. In years 1 and 2 of the funding their indicators guided them into key areas around community education – including schools based work, introducing volunteering concepts and creating the most effective methods of reaching young people. They have also gained valuable learning in how to navigate relationships across a local authority and third sector partners. In year 3 the work had to be adapted to take account of new learning including developing new projects for their volunteer team to lead on, creating stronger and more sustainable partnerships to allow them to reach the hardest to reach young people, strategic influencing of local elected members and being innovative in securing other funding opportunities to enhance their work.

A full list of the organisations who were supported by STV Appeal in 2019 is provided in note 13 on pages 20-23.

Future plans

Although not restricted to child poverty, we recognise the scale of the problem and its severe, long term impact on communities across Scotland. It is therefore the intention of STV Appeal to maintain this as a focus in the foreseeable future.

We shall continue to promote public awareness, debate and through our work in funding vital front line projects, long term sustainable change. A key element of this strategy is to build upon an already strong and constructive relationship with the Scottish Government in re-shaping the face of child poverty in Scotland.

We aim to expand the scale and range of our fundraising activity, engaging with an ever-increasing portfolio of individuals, organisations and businesses across the country. STV Appeal is a charity partner of The Kiltwalk and our relationship provides an excellent opportunity to generate both public awareness and income through its mass participation events.

We will continue to benefit from the contributions made by The Hunter Foundation, The Wood Foundation and STV Group plc, making use of the latter's television and online assets to disseminate information on the issue of child poverty and promote fundraising activity.

2020 sees the charity move into its 10th year of investing and will see the majority of large grants move out of the portfolio and towards sustainability. The Trustees have therefore undertaken to conduct a strategic review of investments made to date in order to inform future strategy. This review has been informed by the Scottish Government Strategy for addressing Child Poverty – "Every Child Every Chance" (ECEC) and will set out an investment framework for the period 2019-2022 in line with the ECEC delivery plan.

STV Appeal SCIO: SC042429



Report of the Trustees For the year ended 31 December 2019

Financial Review of STV Appeal in 2019

	2019	2018
Total income (\mathcal{E})	2,680,726	2,603,205
Cash generated for distribution to projects (\mathcal{E})	1,891,328	1,698,414
Number of awards to projects (number)	224	273
Value of awards to projects (<i>E</i>)	2,217,980	1,956,418
Cash available at 31 December (£)	1,698,244	1,586,553
Reserves at 31 December (£)	1,127,671	1,442,754

Total income

Through the efforts of all our other supporters including STV Group plc, The Hunter Foundation, The Wood Foundation, The Kiltwalk, corporate partners, local and central government, schools, local businesses, community groups and individual donors, STV Appeal generated total income of £2,680,726 (2018: £2,603,205) in the year to 31 December 2019. This included a grant of £1,000,000 from the Scottish Government who once again demonstrated their long term support of STV Appeal and our determination to fight child poverty in Scotland.

Within total income are donations from STV Group plc and The Hunter Foundation who are committed to covering the operating costs of STV Appeal. It also includes recognition of the in-kind donations of goods and services from our supporters. As a result, the cash generated for distribution to projects is lower than total income at £1,891,328 (2018 £1,698,414).

The financial support of STV Group plc and the Hunter Foundation together with the in-kind donation of goods and services enables us to ensure that maximum charitable benefit can be derived from the other cash donations received and to commit that every penny donated from all other sources will be made available for distribution to good causes.

Awards

Utilising the income generated in 2019 and reserves brought forward from 2018, STV Appeal was able to make awards in support 224 projects (2018: 273). The total value of these awards was \pounds 2,217,980 (2018: \pounds 1,956,418). The projects which received awards from STV Appeal in 2019 are listed in note 13 on pages 20-23.

Cash

At 31 December 2019, STV Appeal had cash resources of £1,698,244 (2018: £1,586,553). Larger awards are predominantly paid in instalments and therefore this cash in hand will be utilised in 2020 to fund those staggered payments.

Reserves

The reserves of STV Appeal at 31 December were £1,127,671 (2018: £1,442,754). By the date of signing of this report, all of these reserves had committed and paid to charitable projects.

SCIO: SC042429



Report of the Trustees For the year ended 31 December 2019

Financial Review of STV Appeal in 2019 (continued)

Principal financial policies

Donations

STV Appeal seeks to achieve its charitable objectives by encouraging cash donations and may collaborate with external organisations to facilitate this. Some of these partners donate goods or services on an in-kind basis (at no cost). The Trustees encourage such partnerships as it enables STV Appeal to maximise the charitable benefits of the cash donations received. It is therefore important to us that we recognise the contribution from these partners.

Reserves

STV Appeal strives to award all available cash funds to charitable projects and therefore to minimise reserves. Where, at the year end, not all funds have been committed, the Trustees shall endeavour to identify and evaluate suitable projects to which surplus funds may be awarded.

The reserves held at 31 December were:

	2019 £	2018 £
Unrestricted reserves Restricted reserves	1,127,671	1,437,517 5,237 1,442,754

Investment of cash resources

All cash resources are held in current and deposit accounts with major high street banks. The Trustees may give consideration to other methods of investing liquid funds but will always have regard to the level of investment risk and shall ensure that STV Appeal will always have the resources to meet its funding commitments to charitable projects.

Covid 19

At this time, it is important to recognise the immense challenge we and our awardees face in light of COVID 19. Many Charities may not survive this pandemic, many families will face poverty for the first time in their lives, the compound nature of stress upon further stress will fracture vulnerable families and we know mental ill health is rapidly becoming the new pandemic. But STV Children's Appeal stepped into the breach at the earliest stage. Funding FareShare to provide food to the most needy in every part of the country. We encouraged our current investees to repurpose their awards to meet the need that presented itself right at that time and through our relationship with The Scottish Government we are managing more than £1.1m of emergency funding. Our report on the impact and learning from this response is now available.

Going concern

The Board of Trustees is of the opinion that, for the foreseeable future, STV Appeal can continue to meet its obligations as the fall due. The financial statements have therefore been prepared on a going concern basis.

Signed on behalf of the Board of Trustees

Margaret Ford Trustee and Chairman 23 June 2020



Statement of Trustees' Responsibilities For the year ended 31 December 2019

The trustees (who are also directors of STV Appeal for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Charities (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



Independent Auditors' Report to the Trustees of STV Appeal

Report on the audit of the financial statements

Opinion

In our opinion, STV Appeal's financial statements (the "financial statements"):

- give a true and fair view of the state of the charity's affairs as at 31 December 2019 and of its incoming resources and application
 of resources, and cash flows for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", and applicable law); and
- have been prepared in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005.

We have audited the financial statements, included within the Report of the Trustees and Financial Statements (the "Annual Report"), which comprise: the balance sheet as at 31 December 2019; the statement of financial activities and the cash flow statement for the year then ended; and the notes to the financial statements.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (UK) require us to report to you when:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the charity's ability to continue as a going concern.

Reporting on other information

The other information comprises all of the information in the Report of the Trustees and Financial Statements other than the financial statements and our auditors' report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

Based on the responsibilities described above and our work undertaken in the course of the audit, ISAs (UK) require us also to report certain opinions and matters as described below.



Independent Auditors' Report to the trustees of STV Appeal (continued)

Reporting on other information (continued)

Trustees' Report

Under the Charities Accounts (Scotland) Regulations 2006 (as amended) we are required to report to you if, in our opinion, the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements. We have no exceptions to report arising from this responsibility.

Responsibilities for the financial statements and the audit

Responsibilities of the trustees for the financial statements

As explained more fully in the Trustees' Responsibilities Statement set out on page 10, the trustees are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The trustees are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

We are eligible to act and have been appointed under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Use of this report

This report, including the opinions, has been prepared for and only for the charity's trustees as a body in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulations made under that Act (regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended)) and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Charities Accounts (Scotland) Regulations 2006 (as amended) exception reporting

Under the Charities Accounts (Scotland) Regulations 2006 (as amended) we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

PricewaterhouseCoopers LLP Chartered Accountants and Statutory Auditors Glasgow 23 June 2020



Statement of Financial Activities

For the year ended 31 December 2019

Income and endowments	Note	Unrestricted Funds £	Restricted Funds £	2019 Total Funds £
Donations and legacies Income from investments		2,526,658 4,068	150,000 -	2,676,658 4,068
Total income and endowments	2	2,530,726	150,000	2,680,726
Expenditure				
Expenditure on raising funds Expenditure on charitable activities:	3	(779,613)	#1	(779,613)
Awards to charitable causes	3	(2,062,743)	(155,237)	(2,217,980)
Refund of awards previously given Other	3	5,784 (4,000)	त्र। स्र	5,784 (4,000)
Total expenditure	3	(2,840,572)	(155,237)	(2,995,809)
Net expenditure and movement in funds		(309,846)	(5,237)	(315 093)
Beinger Christian Der Beller und der Beiter im Produktionen der Beiter auf der Bei Beiter auf der Beiter auf		(303,040)	(3,237)	(315,083)
Reconciliation of funds				
Total Funds brought forward		1,437,517	5,237	1,442,754
Total Funds carried forward	11	1,127,671	.e.	1,127,671
Income and endowments	Note	Unrestricted Funds £	Restricted Funds £	2018 Total Funds £
Donations and legacies	Note	Funds £ 2,396,539	Funds £ 205,000	Total Funds £ 2,601,539
	Note 2	Funds £	Funds £ 205,000 -	Total Funds £ 2,601,539 1,666
Donations and legacies Income from investments		Funds £ 2,396,539 1,666	Funds £ 205,000	Total Funds £ 2,601,539
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds		Funds £ 2,396,539 1,666	Funds £ 205,000 -	Total Funds £ 2,601,539 1,666
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities: Awards to charitable causes	2	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) (1,750,206)	Funds £ 205,000 - 205,000	Total Funds £ 2,601,539 1,666 2,603,205
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities:	2 3	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) 152,838	Funds £ 205,000 - 205,000 - (206,212) -	Total Funds £ 2,601,539 1,666 2,603,205 (747,952) (1,956,418) 152,838
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities: Awards to charitable causes Refund of awards previously given	2 3 3	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) (1,750,206)	Funds £ 205,000 - 205,000 - (206,212)	Total Funds £ 2,601,539 1,666 2,603,205 (747,952) (1,956,418)
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities: Awards to charitable causes Refund of awards previously given Other	2 3 3 3	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) 152,838 (4,000) (4,000)	Funds £ 205,000 - 205,000 - (206,212) - - -	Total Funds £ 2,601,539 1,666 2,603,205 (747,952) (1,956,418) 152,838 (4,000)
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities: Awards to charitable causes Refund of awards previously given Other Total expenditure	2 3 3 3	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) 152,838 (4,000) (2,349,320)	Funds £ 205,000 - 205,000 - (206,212) - (206,212)	Total Funds £ 2,601,539 1,666 2,603,205 (747,952) (1,956,418) 152,838 (4,000) (2,555,532)
Donations and legacies Income from investments Total income and endowments Expenditure Expenditure on raising funds Expenditure on charitable activities: Awards to charitable causes Refund of awards previously given Other Total expenditure Net income and movement in funds	2 3 3 3	Funds £ 2,396,539 1,666 2,398,205 (747,952) (1,750,206) 152,838 (4,000) (2,349,320)	Funds £ 205,000 - 205,000 - (206,212) - (206,212)	Total Funds £ 2,601,539 1,666 2,603,205 (747,952) (1,956,418) 152,838 (4,000) (2,555,532)

The charity has no recognised gains and losses other than those included in the results above and therefore no separate statement of recognised gains and losses has been prepared.

Balance Sheet

As at 31 December 2019



	Note	2019 £	2018 £
Investments	7	-	1
Current assets			
Debtors Cash at bank and in hand	8 9	158,722 1,698,244	236,758 1,586,553
Total current assets		1,856,966	1,823,311
Liabilities			
Creditors: amounts falling due within one year	10	(729,295)	(380,558)
Net assets		1,127,671	1,442,754
The funds of the charity			
Unrestricted funds Restricted income funds		1,127,671	1,437,517 5,237
Total charity funds	11	1,127,671	1,442,754

The Financial Statements were approved by the Board of Trustees on 23 June 2020 and signed on their behalf by:

Margaret Ford Trustee and Chairman

SCIO: SC042429

Cash Flow Statement

For the year ended 31 December 2019



328,476

328,476

1,258,077

1,586,553

2019	2018
£	£

111,691

111,691

1,586,553

1,698,244

Cash generated from operating activities

Net cash provided by operating activities

Net increase in cash

Cash at bank and in hand at 1 January Cash at bank and in hand at 31 December

Reconciliation of net (expenditure)/income to net cash provided by operating activities:

Net (expenditure)/income per statement of financial activities Loss on disposal of subsidiary undertaking Decrease in debtors Increase/(decrease) in creditors

Net cash provided by operating activities

(315,083)	47,673
1	=
78,036	283,351
348,737	(2,548)







Notes to the Financial Statements For the year ended 31 December 2019

1 Accounting policies

Accounting convention

The financial statements have been prepared on a going concern basis under the historical cost convention and the requirements of the Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued May 2014.

STV Appeal meets the definition of a Public Benefit Entity under the terms of FRS 102.

Fund accounting

Unrestricted funds may be used in accordance with the charitable objectives of STV Appeal and at the discretion of the Trustees.

Restricted funds can only be used for specific purposes within the objectives of STV Appeal. Restrictions arise where specified by a donor or where funds are raised for a particular restricted purpose.

Surplus funds may be retained to finance fundraising activities in subsequent years or be used, subject to the charitable objectives of STV Appeal, for additional charitable activities not specifically identified by the Trustees at the year end.

Incoming resources

Donations and legacies including donations and gifts are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. Income from investments is recognised on a receivable basis.

Investments

Fixed asset investments are stated at cost less any provision for impairment.

Irrecoverable VAT

Irrecoverable VAT is charged to the statement of financial activities where appropriate.

Recognition of financial assets and liabilities

Assets and liabilities are recognised when an obligation arises to transfer economic benefits as a result of past transactions or events. They are released when the obligation is fulfilled. Cash, debtors and creditors are held at cost.

Resources expended

Expenditure is accounted for on an accruals basis.

Taxation

STV Appeal is exempt from corporation tax on its charitable activities.

Going concern

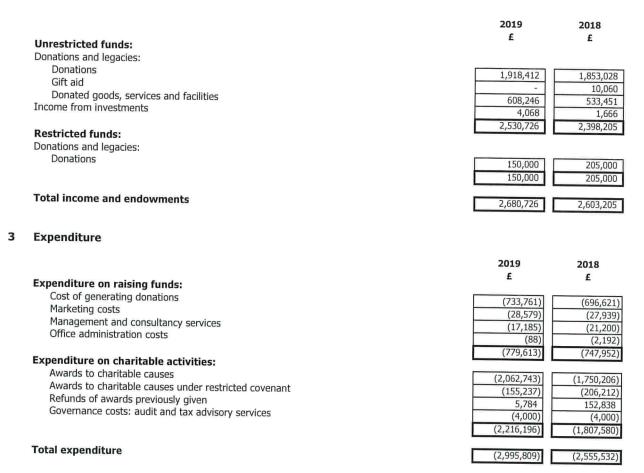
The Board of Trustees is of the opinion that, for the foreseeable future, STV Appeal can continue to meet its obligations as they fall due. The financial statements have therefore been prepared on a going concern basis.

SCIO: SC042429

Notes to the Financial Statements

For the year ended 31 December 2019

2 Income and endowments



A list of the organisations supported by STV Appeal is provided in note 13 on pages 20-23.

4 Employees

STV Appeal had no employees during the period (2018: Nil) however it does acquire staff related services from other organisations.

This year, the services of 3 members of the STV Appeal team were provided by STV Group at nil cost. In 2018, the services of 5 members of the STV Appeal team were purchased from STV Group at a cost of £163,607. The services of 2 senior operational managers were provided by STV Group and The Hunter Foundation at nil cost (2018: £nil).

None of the above received remuneration in excess of £60,000 in relation to the services provided to STV Appeal (2018: none).

5 Trustees' remuneration and benefits

The Trustees of STV Appeal received no remuneration, benefits or expenses during the period (2018: Nil).







Notes to the Financial Statements For the year ended 31 December 2019

6 Remuneration of the auditors

PricewaterhouseCoopers LLP provide audit and advisory services the cost of which is borne by STV Group plc. The discounted commercial value of this donation is considered to be £4,000 for the period (2018: £4,000).

7 Investments

Investment in subsidiary company:	2019 £	2018 £
Value of investments brought forward Value of investments carried forward	-	1

STV Appeal Trading Company Limited, a 100% subsidiary of STV Appeal, was dissolved on 3 September 2019.

8 Debtors

	2019 £	2018 £
Donations receivable Gift Aid receivable	158,722	234,032 2,726
	158,722	236,758

9 Cash at bank and in hand

	2019 £	2018 £
Deposit account Current accounts	1,740,412 (42,168)	1,689,303 (102,750)
	1,698,244	1,586,553

Cash resources held at year end which relate to donations made under restricted covenant and awaiting distribution to appropriate charitable projects

47 000	65 333
47.000	65.237

SCIO: SC042429

Notes to the Financial Statements

Commitments to charitable projects - unrestricted covenants Commitments to charitable projects - restricted covenants

For the year ended 31 December 2019

10 Creditors: amounts falling due within one year



2019 £	2018 £	
676,144	248,647	
47,000	60,000	
6,151	71,910	
18 - E	1	
729,295	380,558	

Sundry creditors and deferred income STV Appeal Trading Company Limited

11 Movement in funds

For the year to 31 December 2019:	Unrestricted Funds £	Restricted Funds £	2019 £
Balance of funds brought forward	1,437,517	5,237	1,442,754
Incoming resources	2,530,726	150,000	2,680,726
Resources expended	(2,840,572)	(155,237)	(2,995,809)
Balance of funds carried forward	1,127,671	\$ 1	1,127,671

Investments

£

-

Current

assets

£

1,809,966

1,856,966

Unrestricted

47,000

Current

Liabilities

£

Restricted

(682,295)

(47,000)

(729,295)

2019

£

1,127,671

1,127,671

Analysis of funds carried forward at 31 December 2019

Unrestricted Restricted

Balance of funds carried forward

For the year to 31 December 2018:

	Funds £	Funds	2018 £
Balance of funds brought forward	1,388,632	6,449	1,395,081
Incoming resources	2,398,205	205,000	2,603,205
Resources expended	(2,349,320)	(206,212)	(2,555,532)
Balance of funds carried forward	1,437,517	5,237	1,442,754

Analysis of funds carried forward at 31 December 2018	Investments £	Current assets £	Current Liabilities £	2018 £
Unrestricted	1	1,758,074	(320,558)	1,437,517
Restricted	-	65,237	(60,000)	5,237
Balance of funds carried forward	1	1,823,311	(380,558)	1,442,754

SCIO: SC042429



Notes to the Financial Statements For the year ended 31 December 2019

12 Related party transactions

STV Group plc, The Hunter Foundation and The Wood Foundation are considered to be related parties. All transactions with these organisations are reflected within the financial statements and annual report.

These transactions can be represented as:

	2019	2018
	£	£
Cash donations		
STV Group plc	67,200	50,000
The Hunter Foundation	138,563	128,800
The Wood Foundation	150,000	150,000
	355,763	328,800
In-kind donations		
STV Group plc	589,810	505,250
The Hunter Foundation	11,437	21,200
	601,247	526,450
Operating costs	001/21/	520, 150
STV Group plc	(211,147)	(241,260)
	(211,117)	(241,200)
Amounts receivable at 31 December		
STV Group plc - donations receivable	67,200	50,000
The Hunter Foundation - donations receivable	67,200	50,000
		128,800
	67,200	178,800
Amounts payable at 31 December		

STV Group plc - operating costs

£

1,796,730

(5,236)

(66,911)

13 Organisations supported by STV Appeal

Organisations awarded grants of £25,000 or more in 2019

Column Coldin	
Calums Cabin	286,120
Children 1st	224,246
Save the Children	375,240
Who Cares Scotland	176,074
Youth Scotland	164,958
Shelter Scotland - Foundations First	105,588
Centrestage	103,686
MCR Pathways	100,000
Aberlour Edge of Care (balance payment)	52,438
OPFS Dundee	50,000
Wester Hailes Community Trust	50,000
Heavy Sound	50,000
Street Soccer Foundation - Youth Project	33,360
Fersands & Fountain Community Project	25,020

SCIO: SC042429



Notes to the Financial Statements For the year ended 31 December 2019

13 Organisations supported by STV Appeal (cont'd)

Organisations awarded grants of between £1,000 and £25,000 in 2019

Aberdeen Lads Club Aberlour Youthpoint - Moray About Youth ACIS Youth Counselling Active Life Club Addiction Counselling Inverness Addictions Support & Counselling (ASC) Forth Valley Ardrossan Youth Association Arran Youth Foundations Auch-mountain Community Resource Centre Autism Rocks Ayrshire Disability Sports Bathgate FABB Club BeFriends **Biggar Youth Project** Blameless Scotland Blantyre Soccer Academy Border Women's Aid Bridges Project Bright Lights Academy Bright Sparks Playgroup **Bumble Bee Babies** Caithness and Sutherland Women's Aid Callendar Youth Project Castlemilk Youth complex Central Carers Association Charlie house Children in Poverty Inverclyde Church House City of Glasgow Seals Community Action Newarthill Community Volunteers Enabling You Cottage Family Centre - Fife Cranhill Development Trust **Creative Therapies** Crookston Community Group Curly Star Dream Foundation Dad rocks Dad Works Denny and Dunipace YMCA **Disability Sport Fife** DRC Generations Dream Believe Achieve Highland Drumchapel Arts Workshop Dumfries and Galloway Befriending Project Dunbartonshire Disability sports club Dundee Autism Support Hub (DASH) East Ayrshire Women's Aid East Ayrshire Young Carers East Fife Scooniehill RDA

East Glasgow School of Music Equal Voice Fairfield Community Sports Hub Fairway Fife Fife Alcohol Support Services Fife Teen Parent Project FOCUS Youth Project Fresh Start Borders Fuse Youth Cafe Girvan Youth Trust Glasgow East Alcohol Awareness Project Glasgow East Women's Aid Glasgow Number 1 Baby and Family Support Glasgow Women's Aid Govan Community Project Govanhill Family Support Unit Grampian Child Bereavement Network Greenock Morton Community Trust Group Recovery Aftercare Community Enterprise Hawick Community Café- the Almond Cafe Healthy Valleys Heavy Sound Hemat Gryffe Women's Aid Home Aid West Lothian Home Comforts N. Lanarkshire Homestart Mid Argyll Jura & Kintyre Homestart Perth Homestart UK Horizon Recovery Cafe Includeme2Club Inverclyde Recovery Café Jack and Jill Support Group Jeely Piece Club Join The Dots - Theatre Nemo Kat's mission Kersiebank Community Project Kids in the Street **Kids Love Clothes** Kinship Care West Dunbartonshire Kirkshaws Community Project Lanarkshire Community Food Health Partnership Landed Peer Education Service Larkhall Community Growers Lewis and Harris Youth Club Association Lochaber Action on Disability Lochaber Hope Lochaber Women's Aid Love and Light Wishaw Lunch Foods Maryhill Mobile Children's Services

SCIO: SC042429

children's

Notes to the Financial Statements For the year ended 31 December 2019

13 Organisations supported by STV Appeal (cont'd)

Organisations awarded grants of between £1,000 and £25,000 in 2019

Midlothian Sure Start Midlothian Young People's Advice Service Milngavie Youth Centre Mind Mosaic Mindspace Young Persons Recovery College Moray School Bank Motherwell Women's Aid MsMissMrs Muirhead Outreach Project Music 4 U My Support Day New Rhythms for Glasgow Newmains Family Learning Centre North Ayrshire Womens Aid North United Communities North West Glasgow Recovery Communities **Oasis Youth Centre Oban Addicition Support & Information** One Community (Medics Against Violence) Orbiston YMCA Outfit Moray Paisley YMCA Parent Action for Safe Play Coatbridge Penumbra Play Midlothian Playback Trust Portal Community Learning - c/o Tilydrone community flat Possibilities for each and every child **Rainbow Rogues** Recovery Ayr **Re-Employ** Refuweegee Renfrew YMCA SCIO Renfrewshire Women's Aid **Renfrewshire Youth Voice** Room 13 **Royston Youth Action** Safe Harbour Sav Women SCILL- Supporting Children in Learning for Life Shakespeare Street Youth Club Shetland Befriending Project Shetland Women's Aid Shetland Young Carers affected by Drugs and Alcohol SHOUT Kinship Support Group Someone Else's Addiction Soul Soup South Ayrshire Autistic Society South Ayrshire Befriending Project South Ayrshire Escape from Homelessness

South Ayrshire Women's Aid South Community Recovery Network Spirit Advocacy St Machar Parent Support Group St Paul's Youth Forum St Rollox Community Outreach Project Stepping Stones (North Edinburgh) Steps to Hope Stevenston Community Association Street Cones Street Fit Scotland Street Level Swaddle SWAMP Tailor Ed Foundation Team Jak The Broomhouse Centre The Carrick Centre The Concrete Garden The Daisy Project The Dumbarton Corridor Youth Project The Easterhouse Project The Elsie Normington Foundation The Holiday Project Kilmarnock The Outward Bound Trust Scotland The Pavillion Youth Café The Pennypit Trust The Safety Zone Community Project The Saturday Cafe The School Bank West Lothian The Village Storytelling The Yard The Zone Initiative Thurso Youth Club Toonspeak Young People's Theatre Toybox TYLA (Payee Screen in Education) Ups and Downs Theatre Group Urban Nature Retreat Virtual Inclusive Partners Voluntary Action Orkney Volunteering Matters Wee Wild Hearts West Dunbartonshire Community Food Share West Lothian Youth Action Project West Lothian Youth Foundation West of Scotland Children's Deaf Society Wick Youth Club Wigtownshire Women's Aid Winton RDA

SCIO: SC042429



Notes to the Financial Statements

For the year ended 31 December 2019

13 Organisations supported by STV Appeal (cont'd)

Organisations awarded grants of between £1,000 and £25,000 in 2019

Women's Aid Western Isles Y Sort It West Dumbarton Yip World YMCA Bellshill Ypeople Zak Scott Braveheart Foundation Zero Tolerance