




10x CHALLENGE



Run 10, Walk 10, Bake 10, because
children in Scotland still need your help

Supported by



A MESSAGE FROM LORRAINE

It seems like yesterday that we launched the STV Children's Appeal...

...in response to the shocking finding that over 220,000 children and young people in Scotland were experiencing the effects of poverty.

In 2011, it seemed unbelievable that children in and around our own neighbourhoods were going hungry or living in cold homes without proper winter clothing, suffering from isolation or not receiving the care they needed to support positive mental well-being.

You completely embraced our vision of being there to help those children and young people to give them a hand up, not a hand out, and over the last decade have raised over £24 million!

Your incredible support has gone on to make a difference to the lives of tens of thousands of families **and we're so proud of everything we've achieved together.**

But here we are, ten years on, and the children of Scotland need your help now more than ever. One in every four children in Scotland is affected by poverty. It's these children that have been hit hardest by the coronavirus pandemic and are at greatest risk of experiencing long term effects, particularly with their mental well-being.

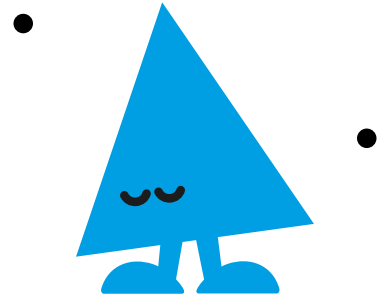


Please continue to give them hope and the helping hand they need. This brilliant pack is bursting with ideas to inspire your fundraising, where you can have lots of fun or find a challenge for yourself as you make a huge difference. Together we can make sure no child in Scotland is left behind.

I look forward to seeing all your brilliant fundraising activities and celebrations – and here's to the next 10 years!

Lorraine

IT MAKES ME FEEL LIKE I'M NOT LONELY



Your fundraising helps children's projects all across Scotland – like this one in East Lothian

East Lothian Young Carers, a project funded by donations talk about how their carers coped during lockdown.

The project works both with carers and directly with children and young people with caring responsibilities, particularly those who have had traumatic experiences or emotional upheaval.

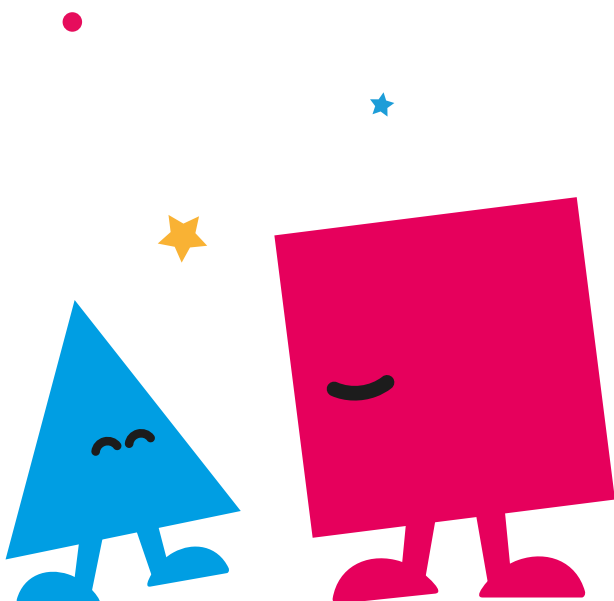
On days out, the charity provides special transport for the young people, to help take the pressure off their families who are juggling care responsibilities.

Over the past year, lockdown forced the charity to move its services online. Some families were more vulnerable because some members were shielding.

Kacie, 11, has been going to East Lothian Young Carers for nearly seven years. From a young age she's been helping out around the house. She says East Lothian Young Carers gives her the breathing space she needs.

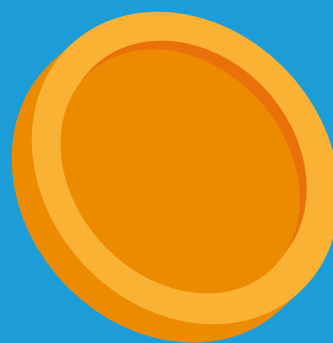
Kacie adds: "Mum thought it'd be a good break for me, because I'm helping all the time.

"Being a young carer can be a little tricky, and for me personally sometimes being an older sibling can be a little tricky, so it's nice just to have a wee break from that, and just have fun and see new people."





WHERE YOUR MONEY GOES



£5

could provide internet access to a young person feeling cut off from others.

£10

could provide essential food and household items to a family struggling to make ends meet.

£10

could provide a young person with a wellbeing pack that enables them to learn, play or stay connected.

£20



could provide gas and electricity to heat a family home during the coldest days and nights.

£20

could help ensure easy access for all young people to clubs, extracurricular activities and sport groups to help them develop and thrive.

£30

could provide a young person struggling with their mental health an important counselling session with a professional.

£50

could deliver training in schools to children and young people, giving them the skills to build resilience and look after their mental health.

To donate **£10***
Text TEN
to **70607**

*To donate by text you must be over 16 and have the bill payer's permission. Full T&C's available on the STV Appeal website where you can also make a donation of a different amount: www.stv.tv/appeal

A festive banner at the top of the page features a string of colorful triangles in pink, blue, and orange. Below the banner, there are three balloons: a large orange one on the left, a pink one on the top right, and a blue one on the bottom right. Each balloon has the number '10' written on it in a color matching the balloon. The orange balloon has a black '10', the pink one has a dark pink '10', and the blue one has a light blue '10'.

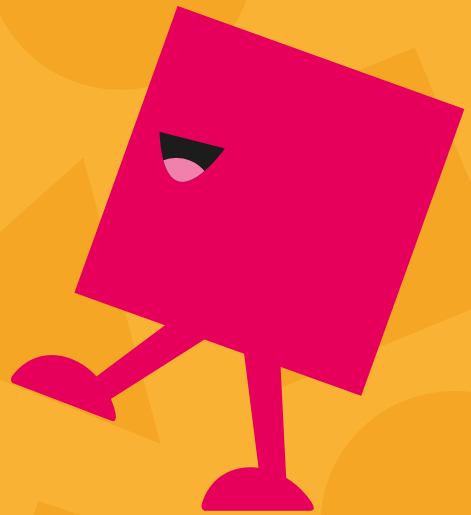
10

IS THE MAGIC NUMBER

To celebrate the tenth anniversary of the STV Children's Appeal we're asking you to get creative with 'ten' and come up with a challenge or event inspired by this number.

We have lots of ideas and suggestions through this pack as well as lots of case studies and examples, so whether you run 10, eat 10, throw a 10th party or simply donate £10, you can see how your efforts make a huge difference to boys and girls all across Scotland.

CAN YOU KICK IT?



Run, jump and skip your way to collecting donations! Pick your favourite way to exercise and turn it into a 10xChallenge.

Host a 'TENnis' championship
Make a racquet and show lots of love!

Run a 10k or 1 mile a day for 10 days
Do it in fancy dress or make it a relay with 10 friends to collectively walk 100 miles?

On your bike
Cycle 10 miles a day for 10 days

It's the climb!
Climb 1 munro between 10 friends or complete 10 other local hikes near where you live.

Eat my goal
Host a 5 aside football challenge (10 players on pitch) or a penalty shoot out with the 10 players taking a shot to beat the goalie.

Can you boogie?
How about a 10 hour danceathon?

Create a decathlon and challenge your friends.
It can be with traditional activities like a 100m run, shot put, high jump, or make it more fun by having old school sports day challenges like egg and spoon, three legged race and welly boot throwing!

Strike!
Invite your friends for a ten-pin bowling tournament, suggest a donation to attend but watch out you don't end up in the gutter...



GET SOCIAL

When you were 10!

Share a childhood photo of yourself and tag 10 pals to do the same. Share our text to donate number alongside your throwback and use the hash tag **#10xChallenge**

10 hour gameathon

Live stream and/or set up own tournament with friends (with entry fee and prize)

Virtual pub quiz

Suggest a donation entry fee and encourage teams to donate after every round. Include a prize for the winner and sell raffle tickets to boost fundraising. Will your quiz have questions centred around the number 10 or will you have 10 rounds with a variety of themes?

The background features a dark blue stage curtain on the right side. A spotlight from the top left casts a large, light blue cone of light across the center. Several light blue stars of varying sizes are scattered within the spotlight area. In the bottom right corner, a small, blue, triangular character with a simple curved line for a smile and two thin legs is peeking out from behind the curtain.

THE STAGE IS YOURS

Have you got talent or know someone with a bit of the X Factor?

Organise a talent show for friends, colleagues or at school. Take it online and make it a virtual event. Discover the next singing sensation or the next stand up comedian with 10 of their best jokes.

Top tip

Keep a tight running order and give each act a 10 minute slot to perform. 10 acts of 10 minutes gives you a packed variety show.

HAVE YOUR (PAN)CAKE AND EAT IT



The Big Scottish Breakfast is the STV Children's Appeal's annual tasty fundraiser.

This year you could throw a 10th birthday party themed Big Scottish Breakfast with lots of fun and games centred around the number 10.

A great way to have lots of fun and funds can be raised through donations, entry fee or donations to take part in each game.

Challenges

The fastest to toss 10 pancakes in a row or the speediest to eat 10 baked beans with a cocktail stick.

Birthday brunch

Invite 10 friends for breakfast and ask for a £10 entry fee to enjoy the food and entertainment.

Birthday Bake Sale

What's a celebration without cake! Cupcakes are fun, easy and always a crowd pleaser. Bake, sell, eat, enjoy.

Go retro

Play the old school party games like pass the parcel, musical statues, pin the tail on the donkey, eat cake and play classic pop tunes.



10x CHALLENGE

WHAT

.....

.....

WHERE

DATE

TIME

.....



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LET'S START FUNDRAISING

How to get in touch and tag us in your pictures and stories.

Create your own JustGiving page in advance via justgiving.com/stvapdeal. Your friends can make a donation of any amount and you can watch the donations roll in.


 [@appealSTV](https://www.facebook.com/appealSTV)


 [@stvapdeal](https://twitter.com/stvapdeal)

 [@stvchildrensapdeal](https://www.instagram.com/stvchildrensapdeal)

 stvappeal@stv.tv

 stv.tv/appeal

 0141 300 3858

 STV Children's Appeal,
Pacific Quay, Glasgow,
G51 1PQ

STV Appeal SCIO SC042429

To donate **£10***
Text TEN
to 70607

*To donate by text you must be over 16 and have the bill payer's permission. Full T&C's available on the STV Appeal website where you can also make a donation of a different amount: www.stv.tv/appeal

SPONSOR MY 10xCHALLENGE

YOUR 10xCHALLENGE

YOUR NAME

YOUR EMAIL

NAME

ADDRESS

DONATION

GIFT AID

Joe Bloggs

1 house, Example Street

ABC 123



If you pay UK tax, tick Gift Aid* and the government
will give us 25% on top of your donation!

*By ticking Gift Aid above, you are confirming that you are a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations it is your responsibility to pay any difference.

STV Appeal SCIO SC042429

stv
children's
appeal

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TUNNOCK'S
MADE IN SCOTLAND SINCE 1890



The top of the page features a large circular graphic with a red and yellow sunburst pattern. At the top of this circle is the Tunnock's logo in a red banner. Below the logo, various Tunnock's products are displayed on a white, tilted rectangular surface. These include a round tin of Milk Chocolate Biscuits, a box of Wafer Crisps, a box of Caramel Wafers, a box of Caramel Logs, and a box of Snowballs. At the bottom of the circular graphic is a red banner with the text 'TONS OF TASTE' on the left, a circular portrait of a smiling boy in the center, and 'IN A TUNNOCK'S' on the right.

TUNNOCK'S

TONS OF TASTE  IN A TUNNOCK'S

OUR SPONSOR

Tunnock's – proudly supporting the STV Children's Appeal 10xChallenge.

Teacakes, caramel wafers, snowballs and caramel logs – Tunnock's has been making quality products since 1890! The company has also been cheering on STV Children's Appeal since we started ten years ago.

Each year, this well known Scottish business has been behind our fundraising appeals and events to raise much-needed funds to help young people living in poverty.

This year, we are proud to have Tunnock's Biscuits as the headline sponsor of our 10xChallenge.

Sales Director Fergus Loudon explains "We've had such a longstanding relationship with the STV Children's Appeal. Children have been hit really hard by poverty and especially in this last couple of years due to Covid.

"We want to play our part in helping children get the best start in life and be given the opportunity to reach their true potential.

"What's really important to us as a company is knowing the true impact our support will have. We've been delighted at how STV Appeal can use our support and have seen first-hand how far they make it stretch.

"The fact that every penny donated helps children in towns, cities and villages all over Scotland is really important to us.

"So on behalf of all at Tunnock's, we wish you all the very best in your 10xChallenge! Have fun, stay safe and we hope you can raise a huge amount to help children who need our help. Thank you."



THANKS FOR YOUR SUPPORT!

We really appreciate you supporting the thousands of children across Scotland who will still struggle with the effects of poverty.

We hope you get involved with our 10xChallenge and find lots of exciting ways to raise money and support the campaign.

Feel proud of your fundraising efforts and the difference you will make to those disadvantaged young people at a time when support is needed more than ever.

Best wishes,

STV Children's Appeal team

