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Introduction

As we reflect on the most challenging of times for the third sector, it is an ideal moment to assess our progress in meeting the theories which underpin our grant making process.

The STV Children's Appeal has at the core of its investment strategy, the principles of venture philanthropy. Our ongoing grant making has provided the trustees with some key learning that have shaped the two key underpinning principles of our strategy.

1. Support Systemic Change across Statutory Services, because we know that...

- Statutory services may not always be best placed to respond to the often fragmented nature of children and young people's lives due to inflexibility in service models;
- Policy frameworks are in many cases robust and focussed on the correct priorities, yet at the delivery end sometimes fails to bring about the change intended;
- Statutory services fail to make sufficiently robust connections between agencies that support vulnerable families. These findings have been supported by DEMOS who also highlight the lack of connectivity in data sharing across and within sectors;
- Both statutory and third sectors struggle to resource current service provision whilst still investing in longer term sustainable change.



2. Invest in Social Capital within communities, as currently...

- The data demonstrates that, for most communities in Scotland the problems have not shifted, even with a growth in public spending and charitable investment over the last 10 years;
- Support delivered by local government and health services is typically delivered in a 'top-down' way where preconceived ideas about 'what works' is delivered to communities. They can be planned without involving or consulting people who are actually experiencing the problems;
- Interventions often only address one need at a time and are delivered by specialised professionals who seldom live within that community.

Our Parameters for Grant Making



With over 80 Large Projects having been supported since the inception of the Appeal, we are now presented with an opportunity to capitalise on the considerable partnership base developed by the Appeal through the creation of a connected portfolio, bringing investments together to learn from each other and to teach us!

This connected approach will seek to draw comparisons across the whole Appeal portfolio, taking advantage of the many synergies and differences we have witnessed throughout the past 10 years. 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.

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



**People do not care how much
you know until they know
how much you care.**



John C. Maxwell

Responding to the pandemic

At the close of 2021, the STV Children's Appeal celebrated the successes of our three new programmes of work, all initiated to help alleviate the continuing devastation of the pandemic on children, their families, and communities across Scotland.

1. Mental Health

We made 50 awards to organisations which help children in need of support to improve their mental health.

Children and young people's mental health and wellbeing have been seriously affected by the pandemic. For the one in four children living in poverty in Scotland, the impact has been even more acutely felt.

The Appeal has been working closely with a whole range of organisations working in this space to understand where the need is greatest, ensuring every single pound donated goes to supporting the children and families that need it most. We do this in communities right across Scotland.

Now more than ever, it's crucial that Scotland's young people are provided with opportunities to feel engaged, connected and, most importantly, hopeful. That's why the Appeal has distributed over £150,000 to fund vital services from counselling sessions and peer support groups to local projects which give children access to sports,

art, outdoors, music and other means of essential peer-to-peer connection, of which they might otherwise be deprived.

Throughout the pandemic, so many young people have told us how much they've appreciated our consistent and creative approaches to keeping them connected with, and supported by, the community. In the words of one young person: 'Nothing stops Hot Chocolate. We could go into a nuclear bomb site and Hot Chocolate would still ask: Are you up for a Zoom?' This funding from the STV Children's Appeal allows us to keep collaborating with young people and develop positive opportunities to promote their mental health and wellbeing.

Hot Chocolate Trust

2. Winter Fund

On behalf of the Scottish Government, The Appeal distributed funding to help vulnerable families cope with the effects of winter by covering the costs of essentials such as food, heating, warm clothing, and shelter.

In December of 2020, the Scottish Government announced a £100 million Winter Support Fund to help communities at risk. The Appeal was asked to support distribution of a portion of these funds as part of a coalition of funders to help ensure that all children and families were able to access support if it was needed. The Appeal distributed 317 grants, reaching every local authority in Scotland, totalling £1,571,482, supporting 7516 families and 11,844 children.

With the agreement of The Scottish Government and to ensure a rapid local response, the Appeal utilised the community groups and voluntary organisations within their portfolio whom they had previously funded and had completed all relevant due diligence on. The funds were spent by grantees by the end of April 2021.

Following dispersal of funds, The Appeal conducted research with grantees to amongst other things, understand the impact of this fund

and the difference it had made to beneficiaries. The following highlights from the 'Distribution of Scottish Government Winter Fund: Evaluation Findings' demonstrate the key findings:

- Food/supermarket vouchers were the number one priority for 85% of the organisations. Thereafter, heating and clothes (48%) broadband/phone top up (26%) and cash payments (26%). The research confirmed that the money was a lifeline to families at that time. Affording families choice removed a number of barriers for them during this period.
- 52% of organisations surveyed highlighted mental health and wellbeing as a critical issue now and in the future, particularly for young people. In relation to this group, 15% of respondents expressed concerns about the increasing suicide rates amongst young people within rural communities in particular.

I would like to thank you for helping us with funding from the Scottish Government and STV Children's Appeal. I have a disabled husband and three school age children. Lockdown has been harder this time and the cold weather has bumped up our heating. The kids are eating constantly and it's hard to refuse them. I am having to ration the heating and hot water and put it on at certain times. We are all huddled in one room to save heat. [Organisation in receipt of grant] organised £50 food and £50 electricity for us and it has been a godsend. Thank you, funders, for your generosity. You don't know how much it means.

Parent supported
by Winter Fund

3. The Appeal Community Fund

We knew that the pandemic, and its lockdowns, were breaking down family and community connections. In response, The Appeal worked in partnership with the Corra Foundation to award 62 organisations, across 20 local authorities, to help people in their communications re-connect.

The Appeal Community Fund offered awards of up to £2000 to small, grassroots groups. The funding helped children, young people and families affected by poverty to build social connections and improve their wellbeing. By the middle of 2021, 34 organisations had been awarded, and a further 28 received this vital boost in the second round of 2021 with a total of £120,458 awarded this year. In the mid-year report, we commented that many of the groups applying were seeking support towards activities. Some groups still required funds to help with the crisis from coronavirus (specifically food vouchers). In this year-end report the majority of funds still remain largely on supporting core costs that enable groups to maintain or build relationships with children, young people and families.

As well as supporting young people directly with issues impacting their lives, providing hot meals, and having access to a positive adult role model outside of the family home, our youth provision has also allowed us to build trusting relationships with the wider family, allowing many to access support they were not aware of or could not access previously.

Wee Have Youth Project

The grant allowed us to support our community and provide opportunities and create a safe space for young people to participate, we have now secured the asset transfer of our local all-weather facility so we will be able to provide even more season to the young people and keep them engaged in all of our activities.

Kilwinning Football Club

Investment and Leverage

In 2021, the STV Children's Appeal invested

£3,500,000

supporting

7
Large
Projects

4
Capital
Projects

over
600
Small
Projects

These projects
have reached
every Local
Authority
in Scotland



Our Large Projects
provided support and
services to over

20,000
people

Our Small Projects
have reached

**thousands
more**



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 this we refer to as “leverage”.

¹ Includes 599 volunteers providing an average of 2 hours per week to Youth Scotland member bodies in Ayrshire and Forth Valley.

² Scotland Real Living Wage used which for 2021 is £9.50 per hour: www.scottishlivingwage.org/what-is-the-real-living-wage

Our Large Projects have secured a further:

**65,000
hours¹**

of volunteer support
at a monetary value
of **£617,500²**

£380,166

of additional
project funding

£997,666

**Total
leveraged**



The Kiltwalk Partnership

Our Kiltwalk Partnership, launched in 2019, issues one-off, Capital Grants to organisations based in Glasgow, Edinburgh, Aberdeen, and Dundee using funds generated by Kiltwalkers.

Each Capital Grant is awarded on its ability to contribute towards achieving the ambitions of Every Child, Every Chance, such as reducing household costs, increasing income, and improving wellbeing. Each award is focussed on making an impact for a particular community, whether by place or interest.

In our 2021 mid-year report, we confirmed Place2Be – Glasgow, Go Beyond – Edinburgh, Sunrise Partnership – Aberdeen, and Cosy Bairns – Dundee, as our four new investments for 2020.



Place2Be • Glasgow

Place2Be's parent counselling service A Place for Parents, supports parents and carers to overcome personal obstacles, develop an increased understanding of their child's needs and build parenting skills. In turn this enables a child to settle, better engage with education and improve their life chances.

Place2Be used their Capital Award towards their work supporting the mental health of parents in Glasgow by enabling their Parent Counsellor to continue supporting vulnerable families with their mental health and wellbeing during an extremely challenging year. A Family Practitioner is now working across six Glasgow primary schools with a total pupil population of over 2,000. Families with the most significant needs will receive specialist support, whilst all parents and carers will have the opportunity to access universal Place2Be parenting support.

By improving parent-child relationships, encouraging better communication, and understanding, they will be helping improve the mental health of both children and their parents.

Achievements

- 25 parents/carers and their child will take part in up to 250 PIPT sessions delivered by Family Practitioner with 100+ Parent Partnership sessions will be delivered.
- Place2Be have developed Parenting Smart: a web-based, mobile-friendly parenting resource providing bite-size responses to specific problems, launched to parents in Place2Be partner schools in October 2021, reaching over 20k users in just two months, demonstrating the great demand for this service.

Impact

I don't know how I would have got through this year without you. Knowing that you understand my child has helped me manage better, I'm not so worried. I can handle this now.

Parent

Go Beyond • Edinburgh

Go Beyond is a network of trusted local voluntary sector partners. They aim to have more robust communication channels, pool and share resources to avoid duplication and share expertise so the network can offer the strongest, most efficient, resilient services possible.

The grant was utilised to add a dedicated staff resource to the benefit of the network of charities and partners in the South-West of Edinburgh.

Since our last update, Go Beyond have continued to build on the legacy of our investment.

Achievements

- By becoming part of a consortium bid, Go Beyond were able to recruit a Project Lead to develop Community Wealth Building in South West Edinburgh.
- This project is allowing the Go Beyond network to explore Community Wealth Building from a grassroots perspective, simplifying and making communications more accessible so local people can understand how it can benefit them.
- Working with partners keen to understand their model, whilst actively pursuing opportunities to continue growing Go Beyond.

Sunrise Partnership • Aberdeen

Sunrise Partnership offers a free, confidential service for children and young people, up to age 18, who have been affected by loss and bereavement. They aim to help children and young people cope with the impact of loss in a healthy and positive way. Support is tailored to the individual and their age and stage of development and may be delivered as one to one, sibling or family sessions or group support.

Many of their referrals come from parents, some of whom have been recommended the service by other parents. They also receive many referrals from schools, social work, CAMHS and other voluntary organisations.

An increasing number of those referred have been bereaved through suicide. The nature of these traumatic deaths makes the grief and loss more complex and requires more intensive and prolonged support.

Achievements

- Provided a new group venture in partnership with Urban Uprising and Transition Extreme which involved a

six-week block of climbing sessions for a group of P5-P7 pupils, focusing on improving self-esteem, confidence, and resilience.

- Received 128 new referrals to Sunrise during 2021.
- During 2021, delivered 1243 one-to-one sessions to 225 children and young people.
- Primarily face to face as Covid restrictions have eased and we have been able to continue our partnership with schools.

Impact

We are all doing really well, and all feel our day with you was extremely helpful and valuable. I really can't thank you enough. Things have really turned around and I feel our day with you really was incredibly healing and so helpful. I am so very grateful.

Parent who attended Family Loss Day

Dundee Bairns • Cosy Bairns Project

Cosy Bairns is a project set up by the local charity Dundee Bairns as an emergency response to the extra needs of children from low-income families during the Covid 19 pandemic. The project need was identified by the Dundee Food Insecurity Network, who plan emergency food provision around the city. Covid 19 guidance for schools led to increased financial pressure on families, to provide warm and outdoor clothing. The additional costs to parents for providing such clothing were challenging, with many reporting they had to choose between heating and eating during the winter months of the pandemic.

Since introducing this guidance, families have faced many additional challenges, such as the rise in the cost of living, furlough, unemployment, benefit changes and rise in the cost of fuel. And of course, with all of the changing regulations and guidance around Covid including isolation periods, school disruption and curtailed activities and routines, children have been hugely impacted in many ways.

Using funding from the Appeal, Dundee Bairns adapted their food delivery programme, to provide over 3000 children with warm and outdoor clothing and have been working hard on a variety of projects over 2021 to try and mitigate hardships for some of the most vulnerable and to give support to children who have faced some of the most difficult pathways and journeys in recent years due to the pandemic.

Achievements

- Fun and Food programme for 2021 was delivered to over 55 different projects in the school holidays, who all worked incredibly hard within an ever-changing landscape to put on activities, day trips and groups for children in areas of high multiple deprivation.
- The Summer of Play funding from the Scottish Government provided the impetus for projects to provide meaningful activity targeting very vulnerable children, which encouraged many projects to do further work and take advantage of Dundee Bairn's offer of food to support activity in their communities over 7 weeks.
- Alongside the approximately 2000 meals delivered per week in the summer holidays, Dundee Bairns also funded a further 27 projects to run activities, such as bike trips, activity packs, arts and crafts, entertainers, family fun days and storytelling sessions.

Impact

Families with more than one child who were struggling to cope with the demands of clothing their growing children along with managing the financial demands of Christmas. Cosy Bairns has given them new clothes so that they feel the same as their friends and not disadvantaged by wearing old clothes. Thank you so much for the support of our families.

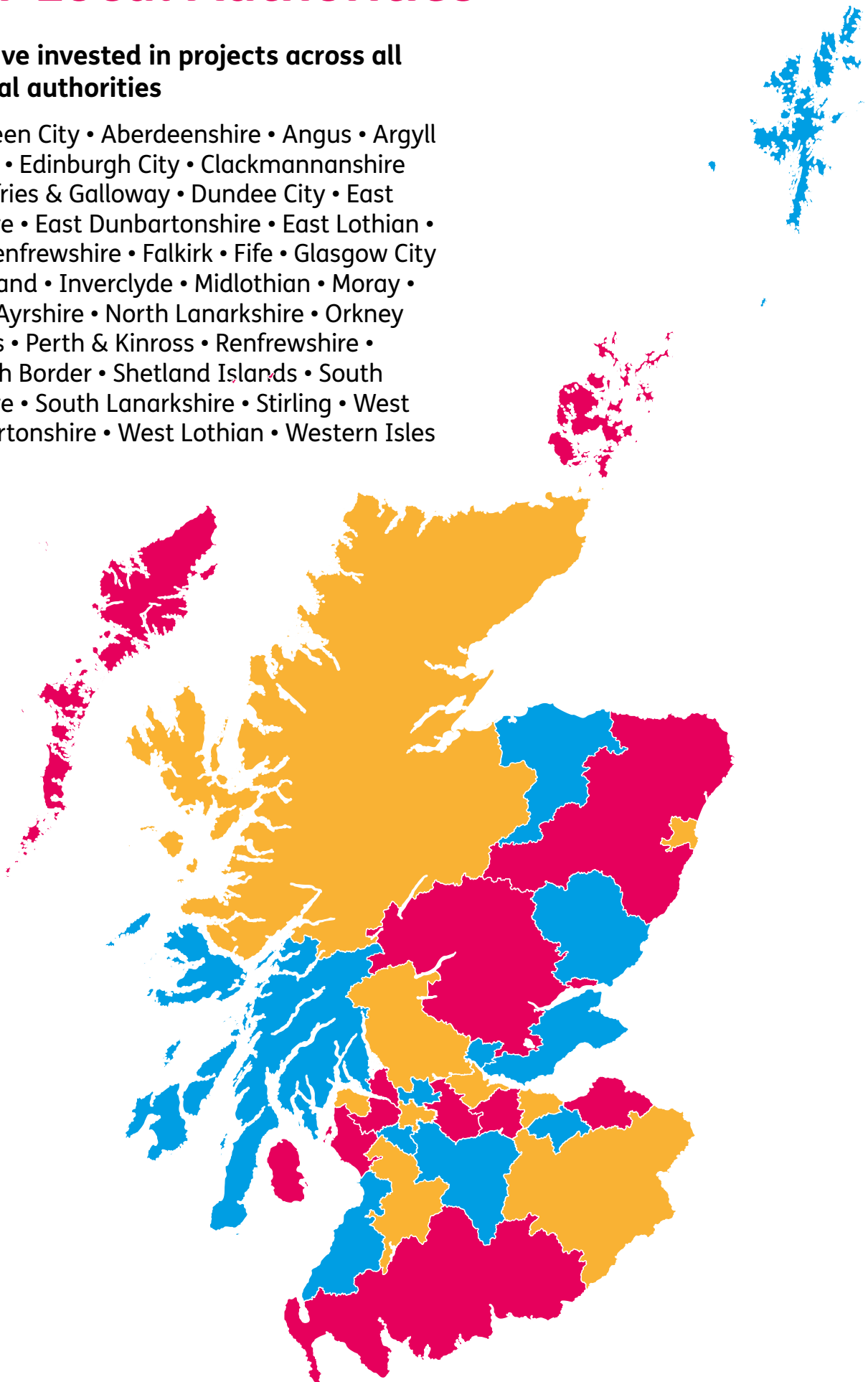
Teacher



Our Local Authorities

We have invested in projects across all 32 local authorities

Aberdeen City • Aberdeenshire • Angus • Argyll & Bute • Edinburgh City • Clackmannanshire • Dumfries & Galloway • Dundee City • East Ayrshire • East Dunbartonshire • East Lothian • East Renfrewshire • Falkirk • Fife • Glasgow City • Highland • Inverclyde • Midlothian • Moray • North Ayrshire • North Lanarkshire • Orkney Islands • Perth & Kinross • Renfrewshire • Scottish Border • Shetland Islands • South Ayrshire • South Lanarkshire • Stirling • West Dunbartonshire • West Lothian • Western Isles



The Wood Foundation Partnership – Youth & Philanthropy Initiative

The Youth and Philanthropy Initiative is a powerful active citizenship programme, empowering young people to make a difference in their communities while developing a range of skills.

Since it was introduced to Scotland in 2008 by the Wood Foundation, it has engaged more than 230,000 young people who have taken responsibility for over £5m of charitable giving. It is the biggest independent initiative being delivered in Scottish education. Each school is responsible for directing a grant of £3000 to a local charity championed by its students through a unique programme of teamwork, research, and competition. YPI engages a full year-group of students, developing skills and confidence through a contextualised learning experience. The programme raises awareness of social issues and local charities and is a vital means of devolved, locally driven grant-making.

The Appeal has been a funding partner of the Youth and Philanthropy Initiative (YPI) for over eight years, supporting the empowerment of youth voice and advocacy to challenge and address child poverty across Scotland.

Impact

Evaluation shows that YPI is playing a significant role in terms of skills development, community connections, and the empowerment of young people to lead their learning in a meaningful way. Schools report participating pupils are more empathetic, engaged in their communities and show improvements in key skills such as teamwork, communication, decision-making, problem solving, time management, creativity, and resilience.



This year, the Appeal selected the below charities to benefit from its £33,000 funding partnership with the Wood Foundation.

Aboyne Academy	HorseBack UK
Alness Academy	The Place
Belmont Academy	Whiteley's Retreat
The Edinburgh Academy	U-Evolve
Bo'ness Academy	Bo'ness Storehouse Foodbank
Elgin High School	Outfit Moray
North Berwick High School	Bridges Project
Perth High School	The Lighthouse for Perth
St John's Academy	The Sunshine Box
St Ninian's High School	The Glasgow Care Foundation
Tain Royal Academy	Elsie Normington Foundation

Looking ahead

The final two weeks of term saw almost half of participating schools host their YPI Showcase – an unprecedented level. YPI's learning from this year will inform digital development going forward and they are working with schools to further extend the ambition for YPI in 2021/22. The Wood Foundation is committed to increasing the reach and depth of YPI with Scottish secondary schools, made possible through the continued support of likeminded organisations such as the Appeal.

Large Projects (funded over £40,000)

The Appeal provides Large Project funding to organisations who are developing and testing new models of working which tackle the systemic causes and symptoms of child poverty.

By demonstrating the efficacy of these models, projects hope to influence and inform policy development and practice in respect of vulnerable children, young people, and families, both locally and nationally.

Last year we reported how our Large Projects had worked tirelessly to overcome the unprecedented challenges 2020 and a pandemic brought, and how they refocused the work supported by the Appeal to provide children, families,

and communities essential lifelines to help them manage whilst existing inequalities were amplified and exacerbated. 2021 didn't bring relief to the communities we support, and our Large Projects have continued to help mitigate against the effects of the pandemic on those already struggling to get by.

Our Aberlour, CentreStage, Street Soccer and Youth Scotland Large Projects are entering their final year of funding from the Appeal in 2022.



Aberlour • Urgent Assistance Fund

Summary

Aberlour operates an Urgent Assistance Fund (AUAF) to support families in need. With support from The Appeal, Aberlour distributed £90,000 in cash payments to families facing financial crisis, with £15k going to both families with no recourse to public funds, and families living in rural locations. Aberlour works to ensure the totality of funds available annually are used to support families directly. They aim to support the increased needs of families they already have contact with and also new families who have been tipped into crisis by COVID-19 referred to them through AUAF.

Key Themes

Food Poverty • Material Need

Achievements

- £60k of funding from the Appeal has supported 223 families in rural areas, particularly with expensive oil heating and utilities and the higher costs of transport to access facilities.
- £15k of funding from the Appeal was dispersed via 87 awards which helped 150 children with no resource to public funds.
- 54 families from across Scotland were supported to have a happy Christmas through the dispersal of £15k of awards.
- Changes made to their application system to make it easier for all to access support.
- Undertaking a review the rules and criteria of the fund to ensure the fund reaches those who need it.

Influencing

Aberlour believe that their Project meets an urgent need for cash support that is not currently being met elsewhere and that key stakeholders are open to investing in this concept. Cash first as an approach could have broad applicability to a range of locations and beneficiary groups and should be of significant interest to policy and practice.

Impact

Their support has had a significant impact on families, improving their capacity to navigate challenges, and increased their ability to avoid crises and the potential negative outcomes of poverty such as children being taken into care or predatory lenders.



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, St Andrews, or 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. They continue their search for a mainland location for another Cabin, as well as another Glasgow Flat to help cope with consistent demand. Calum’s Cabin used funds from the Appeal to cover the on-going running costs of their services to families with a child suffering from cancer.

Key Themes

Mental /Physical Health • Family Breakdown

Achievements

- Due to such high demand, Calum’s Cabin purchased their 8th Glasgow flat at the beginning of November 2021, with a family moving in in the same month to begin a 6-week course of radiotherapy.
- Each of the existing 7 Glasgow flats have been occupied throughout the year, with 2 families remaining in through the entire time, others have had stays from 6 weeks to 8 months. Impact: “With my child being ill and lockdown, I just wasn’t coping at all, the (mindfulness) sessions have helped me so much to see things more clearly and cope so much better”.

- All holiday accommodation re-opened at the end of May, and have been full since, even with additional weeks being scheduled.
- Strict protocols are in place to ensure families are not exposed to risk posed by the virus, including deep cleaning, fogging and the replacement of all toys in between each booking.
- Their ‘kickstart’ funded employee is doing very well, and they are in the process of seeking funding to extend this role, as well as aiming for another 6-month placement to start in early 2022.

The house was beautiful and having everything on 1 level meant Jack could be out of his chair coasting along walls and furniture and potter outside which he loved! The view from the cabin and beach close by was fantastic. We had an amazing and relaxing stay, and I left my work back in Glasgow which was total bliss. I can’t thank you enough for the gifts that were left for the boys and myself and Gary and I will treasure the beautiful patch work blankets. The house smelling like a spa just added to the feel of luxury and the view from the cabin was stunning. I honestly can’t think of anything that could improve the experience for us, we loved it. Thank you.

Mum of child receiving treatment for cancer
(names have been changed for privacy)

Children 1st • Bide Oot: Ardoy Outdoor Education Centre

Summary

Through their work with children and families, Children 1st recognised the financial, physical and emotional barriers many families faced to accessing in outdoor education. Working in partnership with Ardoy Outdoor Education Centre, the 'Bide Oot' project aims to overcome these barriers, by encouraging and putting in place the enabling factors to support whole families to take part. New to the Large Project portfolio in 2020, the project paused due to Covid-19 guidelines which prevented much of the work progressing, however, since relaunching last, the partnership will work together to offer residential weekends to over 100 families from across Scotland, as well as providing ongoing outreach support to build on the benefits of the residential experience. Bide Oot aims to strengthen family relationships, build confidence, and create the conditions in which families can come together and become more active in their communities.

Key Themes

Education • Youth Engagement •
Mental /Physical Health

Achievements

- 3 residential weekends have been delivered so far, with a further 3 taking place by June 2022
- Significant positive impact on families, such as improved relationships between siblings, parents and grandparents, recovery from loss, setting familiar boundaries and family support to stay together.
- 2 young people have been offered the opportunity to volunteer with Ardoy and learn about the outdoor industry.
- 2 families have been supplied with bikes via our Children 1st winter fund to further support their increased participation in activities.

Impact

Cathy is a kinship carer of two teenagers, having looked after them since birth and she would say she has health issues herself. When the opportunity came up to go on the weekend, Cathy was unsure as Angela and her argue a lot and Angela was shy and insecure at times. Following an initial chat with Children 1st they both decided to give the weekend a try and said it went above and beyond all their expectations.

Cathy said she really benefited from spending time with parents/carers in the same position as her. She doesn't go outdoors for many walks, but on the weekend, she put wellies on, walked quite a distance and up a muddy hill, and exceeded her own expectations. It gave her a real boost and increased her confidence in doing outdoor activities. She felt the encouragement from the staff and other parents/carers and loved making fires, toasting marshmallows, and really enjoyed socialisation.

Cathy felt the weekend improved her relationship with Angela; they talked and laughed together rather than always arguing. She saw Angela try things she never thought she would do and felt the weekend pushed her out of her comfort zone and gave her confidence. Angela's is keen to continue photography as a hobby after the weekend. The weekend helped to improve their relationship, and both were encouraged by each other and quietly admired their willingness to take part.



Place2Be and Youth Scotland • Y2Be

Summary

Place2Be and Youth Scotland, with support from The Appeal, have been developing and delivering Y2Be for 2 years, a programme which recognises the need for greater mental health services and support for children and young people and the vital role community-based youth groups could play as an underused national resource. Y2Be has been equipping community-based youth workers and groups to provide vital support for young people's mental health and wellbeing by training them in Place2Be's Mental Health Champion's Foundation (MHCF) programme. MHCF provides them with a Foundation-level understanding of young people's mental health issues, an ability to provide a basic level of support and the ability to identify routes for further, higher level support. Since the launch of Y2Be, participating youth workers have been invited to join a Community of Practice to enable on-going development and shared learning between peers across the country and the positive impact of this is evident. Y2Be has been able to identify areas for further training and development as well as driving the growth and competence of youth workers in their work with young people and mental health. Young people in youth groups continue to be trained by Place2Be as Peer Mentors, where they are equipped with the skills and confidence to help their peers and friends identify when they might be experiencing mental health issues, with the aim of encouraging and enabling them to discuss these with their youth worker and/or another trusted adult in their lives.

Key Themes

Mental/Physical Health • Community Capacity Building/Resilience • Youth Engagement

Achievements

- 848 Youth Workers were actively engaged in the Mental Health Champion's Foundation Programme, an increase of over 300 since our mid-year report.
- 47 Young people have successfully engaged in Peer Mentoring training, with 8 achieving

a Hi-5 at SCQF Level 2 and 12 achieving a Dynamic Youth Award at SCQF Level 3.

- A further 721 young people in the community have achieved Hi-5 Awards for their well-being activities as a result of activities delivered by Peer Mentors and youth workers.
- Approximately 8480 young people benefiting during their time with trained youth workers
- Worked with SAMH to create and launch a new Introductory e-learning module for youth workers which complements the Place2Be MHC Foundation course and is helping to create a clear pathway for youth workers.

Influencing

There is increasing evidence of the role that a 'Trusted Adult' can have in mitigating the effects of trauma in young people's lives and the positive benefit it has on their educational outcomes. For many young people, their youth worker is that Trusted Adult because of the relationship they have developed over time. It is to them that they can turn to and trust that their worries and issues will be taken seriously. This project will help build the evidence base for the role which community-based youth work can play in supporting the mental health and wellbeing of young people in Scotland. Place2Be and Youth Scotland anticipate that successful outcomes from this project will help to make the case for the role for community-based youth work as part of policies to improve young people's mental health and wellbeing.

Impact

It's a comfort in being able to have opportunity to reflect on cases that may be on our minds and it's helpful to get fresh perspective from another person not associated with our own group - peer support.

Participant in Mental Health and Wellbeing Network meetings

Queen Margaret University • East Lothian Tutoring Initiative

Summary

The East Lothian Tutoring Initiative (ELTI) was established in October 2020 to address the educational challenges faced by young people as a result of Covid-19 disruptions. The initiative offers tutoring to disadvantaged young people in S4 to S6 in all six secondary schools in East Lothian. Approximately 300 young people benefitted from the programme in academic year 2020/21.

With the continued disruption to education and the sustained impact on learning and teaching which ensued, there was clear reason to extend and expand the provision of ELTI in 2021. The Enhanced Learning Tutoring Initiative (renamed for the academic year 2021/22), aims to reach over 600 young people: continuing its provision in the six East Lothian high schools, and extending it to the six Midlothian high schools.

The Initiative has been providing one to one and small group tuition in a range of curriculum topics from BGE (Broad General Education) to Advanced Higher level. From March, tuition has also been provided to young people who are not attending school and have been referred by the Virtual Head Teacher. Students meet one or more criteria; students with ASN, non-attenders, students from another 'at risk' group, and students with mental health issues. Schools can select from a QMU trained 'Local Tutor' or one provided by My Tutor.

Key Themes

Education

Achievements

- Beginning in September, delivered 25 ten-week block of sessions (7 sessions for East Lothian, 6 sessions for Midlothian, and 12 community sessions).
- Expanded and bolstered the QMU Project Team, securing skills and knowledge to strengthen delivery and development of the Initiative, including improved analysis and evaluation of data.
- Enhanced social media presence to ensure pupils are able to communicate in ways they prefer to engage.
- Students describe tutoring giving them a better understanding of the subject, improved study skills and more confidence.

Influencing

The continuation of the initiative will not only provide further support for the identified disadvantaged young people, but will also provide an opportunity for further research to develop the evidence base on the impact of tutoring, which can be used to support any future proposal for tutoring to be introduced at a national level.

Impact

Find it helpful if I'm struggling with something in class. I am not the most confident person and struggle to ask for help so having a one to one tutor that understands me really helps.

ELTI participating pupil



The Promise Partnership • Getting it Right for Brothers and Sisters

Summary

Getting it Right for Brothers and Sisters was an initial investment of circa £600,000 from The Cattanaich Trust, STV Children's Appeal and the Scottish Government aiming to support between three and four collaborations. The first phase of the Promise Partnership invited proposals from collaborations that focused on how their plan contributes to brothers and sisters within the Change Programme and were to be formed around a geographical area or one or more specific themes that will support brother and sister relationships.

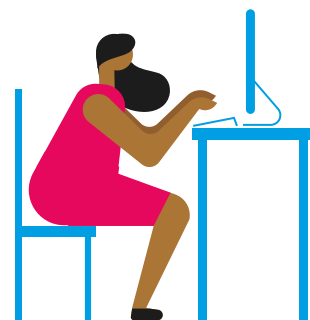
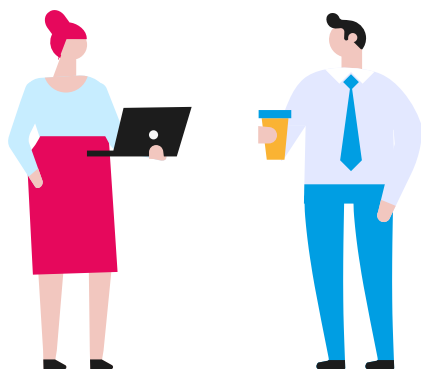
Twenty applications were received totalling £3,281,119, exceeding the funding available. Twelve proposals were focused on work within local authorities and eight operating Scotland-wide, with an equal split between proposals from collaborations led by third sector and public sector organisations. Based on the quality and depth of proposals the Decision Makers Panel agreed to increase the budget and offer one-year grants to allow

for collaborations to test and start the initial planning of their ideas, as well as multi-year awards. A total investment of £1,404,095 was made to eight collaborations, supporting work through two Scotland-wide approaches and five local authority areas. Four collaborations are led by third sector organisations, three by local authorities and one is led by a health and social care partnership.

As part of the application process, organisations were asked to complete a self-assessment in relation to implementation of The Promise, children's rights and willingness to work with children, young people, and families in service redesign/development. This has enabled the partnership to gather vital evidence which illustrates what organisations across Scotland are thinking about legislation and new practice guidance in relation to children, young people, and families which is used to improve and influence for change.

Overview of successful proposals

Lead Partner	Other partners	Total investment	Area	Focus of plan
Families Outside	Scottish Children's Reporter Administration (SCRA) and Scottish Prison Service	£196,904 (over 2 years)	Scotland-wide	Research
N. Ayrshire Health and Social Care Partnership	North Ayrshire Council	£140,000 (over 2 years)	North Ayrshire	Service redesign
Scottish Borders Council	Children 1st	£160,000 (over 2 years)	Scottish Borders	Understanding need and service redesign
Siblings Reunited (STAR)	Adoption and Fostering Alliance	£200,000 (over 2 years)	Scotland-wide	Research
Glenboig Development Trust	Nurture Scotland and Buchanan High School	£96,929 (over 1 year)	North Lanarkshire	Service redesign
Perth & Kinross Council	Family Rights Group	£57,585 (over 1 year)	Perth & Kinross	Service redesign
Adoption UK, Scotland	Adoption and Fostering Alliance	£98,000 (over 1 year)	Scotland-wide	Service redesign
N. Lanarkshire Council	Family Rights Group (Lifelong Links)	£100,000 (over 1 year)	North Lanarkshire	Service redesign



CentreStage • CentreStage Village

Summary

Since 2006 CentreStage has developed a diverse range of outreach projects, borne out of the need seen in their communities and as expressed by those living there. By introducing arts participation to social and geographic communities, from prisons and care homes to schools and community hubs, they become the conduit to wider services or opportunities, either by wrapping their supports around their activities or by signposting beyond them.

Following a move in 2020, The CentreStage Village is now based on the site of the former Kilmarnock Academy and is a place where CentreStage create a place to deliver their vision of a Scotland where everyone in society is able to realise their potential and achieve their hopes and aspirations, regardless of their circumstances and background.

Our funds enabled CentreStage to renovate a studio space in their new Village. One programme offered in the new space is ReConnect, designed to support, and enable individuals experiencing multiple barriers to employment to gain employability and/or volunteering opportunities by identifying their strengths and creating a development plan tailored to meet their specific needs and desires. Our report captures just some of the achievements delivered by CentreStage in this new space.

Key Themes

Mental/Physical Health •
Education • Employment

Achievements

- The Connect2Employment programme, in partnership with WorkingRite, supported 37 young people.
- 8 young leaders (under 16 yrs) received training and development, whilst 134 of CentreStage's young people and adult volunteers received a full induction with ongoing training and development.
- Launched the Reconnect programme for 20 adults, designed to support and enable individuals experiencing multiple barriers to employment to gain employability and/or volunteering opportunities.

Influencing

CentreStage have been raising awareness of workplace inequalities and encouraging employers to learn more about the barriers and inequalities experienced daily by the diverse group of ReConnect participants, spreading awareness of Fair Work Framework and the Business Pledge in Ayrshire.

Impact

ReConnect has been just the start for me. We learned about our strengths and learned how to make better choices. We made our own personal plan to help us work out the steps we need to follow to reach our goals. We had group sessions and had coaching calls with our mentors. I was even able to have NLP sessions and they have changed my life.

ReConnect attendee

Street Soccer • Aberdeen Coach

Summary

Street Soccer work in the communities that need them most by providing support to help people achieve their potential, providing relationship-based support to young people (10-16) and adults of all ages experiencing social exclusion through the provision of free football. They work with those experiencing poverty and disadvantage as well as anyone facing social exclusion and aim to level the playing field for them. Through their 2nd year of funding as a Large Project, Street Soccer have been able to replicate their highly successful approach in Aberdeen. Despite COVID-19 Street Soccer have continued to engage with those needing support and have made significant steps towards their goals during the pandemic.

Key Themes

Youth Engagement • Community Capacity Building / Resilience • Mental / Physical Health

Achievements

- Provided support to families struggling with fuel poverty through support from Fuel Bank Foundation and the STV Winter Fund.
- Recently secured funds from AVCO Communities Mental Health and Wellbeing fund to support their adult programmes and develop their mental health support.
- Funding from National Lottery Awards for All was secured for staff and volunteers to undergo Mental Health First Aid training.
- Street Soccer has taken on a large-scale project in Dundee, redeveloping an old community sports facility into a hub of support, base for partnership work and home to their sessions.
- In 2021, evaluation showed that they had reduced rough sleeping amongst their players to 0% for the second year in a row, players reported feeling more in control of the issues in their life and improvements in their family relationships with 69% feeling they had a good / very good relationship vs just 33% when they joined SSS. 94% of players feel their life has improved thanks to Street Soccer.

Influencing

Street Soccer They are showing how young people's familial relationships improve as they grow and develop strong and trusting relationships with staff at Street Soccer. They are advocates of a 'Whole Family' approach and believe that relationship-based project delivers better and longer lasting results than more transactional based counterparts. Taking what they are learning, they are developing a network of projects that will deliver similar outcomes across Scotland.

Impact

I feel the main point of Street Soccer is to bring people together to play football. What I think happens on the pitch however, has a very positive impact on the players mental health. You have players from all walks of life, with a variety of mental health issues and vastly different skill and fitness levels, all coming together to play football. When you put all these ingredients together, you get something that has long lasting benefits to each and every one of the people that have turned up. That is, what I feel, makes Street Soccer a unique organisation.



Youth Scotland • Growing Community-based Youth Work

Summary

With support from the Appeal, Youth Scotland are advancing and growing the role of youth work in communities across Ayrshire and the Forth Valley. Youth work plays a vital role in reaching and supporting young people who face additional barriers to reaching their potential, and with support through the project, local groups are being given the skills and resources to help them thrive.

By delivering the 'Growing Community-based Youth Work' programme, Youth Scotland aspire to create a step-change in how community-based youth work is valued in Scotland, with its role recognised within the spectrum of preventative interventions which improve outcomes for young people and communities. By taking a place-based approach and accompanying it with nationwide support, the project aims to identify and address local needs which improve outcomes for young people. Youth work returned to a stage of almost normality towards the end of 2021, with groups transitioning delivery back to indoor as well as outdoor activities.

Despite suppression controls in place, Covid outbreaks have continued to impact the sector, with large numbers of young people and staff having to self-isolate, and communities, particularly in rural areas being cautious and slower to re-open fully. However, the appetite for engaging in youth work is high with member groups reporting strong attendance figures in addition to the Youth Scotland membership itself increasing by over 6%. With 1,671 member youth groups, collectively supporting 77,925 young people, Youth Scotland's work is more vital than ever.

Key Themes

Youth Engagement • Employment •
Community Capacity Building / Resilience

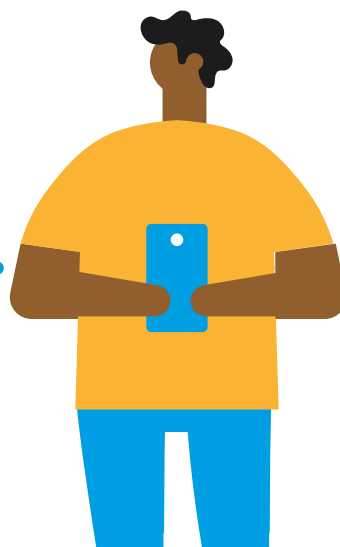
Achievements

- Approximately 1200 hours of volunteering every week across Ayrshire and Forth Valley, almost doubling since January 2021
- Volunteers make up 78% of the youth workforce in Forth Valley, rising to 85% in Ayrshire, with the national average being 63%, the programme plays a vital role in delivering support, training, information, and resources.
- Ayrshire groups to grow their networks and grasp new opportunities via the Ayrshire Coordinator, who receives glowing praise from local groups.
- 1441 youth workers to engage in a comprehensive programme of workforce development including training courses, workshops, leaders forums, support and funding workshops, with the majority of courses receiving very positive evaluation.

Impact

The training has been invaluable to me, and I know that the kids who stuck with it feel the same and considering one has been a school refuser for the last year or two it was amazing for her to do this! A brilliant example of how youth work can change lives. Our new additions really benefitted and are so glad they had the opportunity to take part.

Youth Worker



Spotlight on our Small Projects

Our Small Project funding compliments our Kiltwalk Programme and Large Projects, by aiding the Appeal in reaching and helping hundreds of organisations each year. These organisations collectively reach thousands of children, young people, and families across the whole of Scotland and provide critical support, activities, and opportunities.



Our Small Project organisations work with some of the most marginalised and disadvantaged people in our communities all across the country, and in some of the communities of Scotland most adversely affected by poverty and inequality. Many of them provide mental health and wellbeing support, and tackle poverty and social isolation, working with those who have experienced trauma and many forms of ACEs. As part of the Appeal's strategic ambitions, we continuously assess existing, and the emerging needs of children and families living in poverty and ensure our Small Project portfolio reflects this by bringing on new organisations each year. The Appeal support many local, grassroots organisations through our Small Projects, many of whom are supported and managed by volunteers. These organisations are and continue to be an invaluable lifeline to many families in Scotland.

Looking across our Small Projects for 2021 helps the Appeal to understand the most frequent challenges experienced by children, families, and organisations, including those created or exacerbated by the pandemic, and the solutions deployed to address them. We want others to learn from the work of the Appeal, so have captured the main challenges and solutions, as we shine a spotlight on our Small Projects.

Challenges:

- Worsening isolation, boredom, loneliness, and lack of communication beyond those they lived with
- Digital fatigue, lack of routine, and normal services or clubs not being accessible or open
- Rising prices with reduced income, and difficulties with employment and education
- Worsening financial position led to additional barriers in accessing support
- Increased costs to meet COVID-19 guidelines, and fewer volunteers
- Organising daytrips which take account of social distancing and other measures
- The changing face of the pandemic; emergence of Omicron and responding to frequent changes in guidance
- Overwhelming demand for psychotherapy, counselling and other mental health services

Solutions:

- Established peer groups, with opportunities to take part in sports, team, and leisure activities
- Increased ventilation, mask wearing, hand washing, social distancing, and regular testing
- Support to build life skills, and work to improve outcomes around confidence, self-care, and mental health
- Consistent and trusted relationships with staff members, using various types of communication
- Distributing self-care / wellbeing kits with resources and activities for use in the home
- Detached youth work, concentrating on topics children and young people have said are most important to them, such as mental health, employment and education, family relationships, domestic abuse, financial inclusion, and addiction
- Leaning into and trusting professional knowledge and understanding of the needs their community faced
- Structured support around the family, that integrates with support from other organisations
- Investments in ICT infrastructure
- Counselling support for children facing more severe mental health needs, including Play Therapy
- An investment in mentoring for young people

I've lost loads of friends in the past year, so I've lost a lot of support and trust. It's been tough. But I've gotten better communication with Steeple. With Hot Chocolate you can be as vulnerable as you want, and you don't have to worry. It's good to have an external source, someone who isn't friends or family, someone who can open the door to your brain and ask 'what are your thoughts?' Because sometimes you need another person to help you level your head out.

Young person from Hot Chocolate

My mum does not have a lot of money and struggles to buy food at times. I'm now able to show her how to cook without it costing a lot of money and don't need to ask for a take away and making her feel bad because she could not afford it... I can now make things myself.

Attendee of children's cooking class at Boomerang Community Centre



Our Board of Trustees



Paul Reynolds

Chair, STV Children's Appeal

Paul was appointed Chair of STV Group Plc and became Chair of Trustees of the STV Children's Appeal in 2021. Born and raised near Glasgow, after graduating from Strathclyde and London Universities his career over 30 years has included tenures as CEO of BT Wholesale and Executive Director of BT Group plc, where he led the development of broadband and internet in the UK, including one of the world's first video-on-demand services and the creation of Openreach. Until 2012 he spearheaded the fibre-internet revolution down-under as CEO of Telecom New Zealand Ltd. He is currently a non-executive Director of TalkTalk Telecom, and was previously Chair of its subsidiary, FibreNation Ltd. Paul is also active in financial services, as a non-executive director at Computershare Ltd and Chair of 9Spokes Ltd. He has held previous roles as a non-executive Director at Eircom Ireland Limited, XConnect Global Networks and Japan-based internet company, eAccess Ltd.



Simon Pitts

CEO, STV

Appointed to the Board in January 2018, Simon was previously 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 more than £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 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.



Sir Harry Burns

Professor of Global Public Health, University of Strathclyde, Advisor to Trustees

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 in 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, Advisor to Trustees

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”.

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.”



Bobby Hain

Managing Director, Broadcast

Bobby Hain is STV’s Managing Director, Broadcast. He 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.



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.



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