

stv

# children's appeal

Mid-Year Report 2022



# Contents

<b>Introduction</b>	<b>3</b>
<b>Investment and Leverage</b>	<b>4</b>
<b>Our Local Authorities</b>	<b>6</b>
<b>Key Partnership</b>	<b>8</b>
Kiltwalk Partnership	8
The Wood Foundation Partnership – Youth & Philanthropy Initiative	10
<b>Large Projects</b>	<b>12</b>
The Appeal Community Awards – Corra ‘Micro Grants’	14
The Promise Partnership – Getting it Right for Brothers and Sisters	15
Calum’s Cabin	16
Children 1st – Bide Oot: Ardoy Outdoor Education Centre	17
Children’s Parliament – Feelings Inspectors	18
Corra – Digital Voice	19
Place2Be and Youth Scotland – Y2Be	20
Queen Margaret University – East Lothian Tutoring Initiative	22
Saheliya	23
Scottish Families Affected by Drugs (SFAD) – My Family, My Rights	24
Street Soccer – Aberdeen Coach	25
Youth Scotland – Growing Community Based Youth Work	26
<b>Small Projects</b>	<b>28</b>
<b>Our Board of Trustees</b>	<b>30</b>

# Introduction

As we reflect on yet another challenging six months for the charity sector, we are fortunate to play a small part in supporting the work of some truly inspiring individuals and organisations.

Our investments delivered so far in 2022 have provided us with some key learning that will serve to shape our programming and investment plans for later this year. Of greatest significance is the role of the individual in determining the things that will make the biggest difference to their lives. The things that will help them and their families to flourish. Placing voice at the centre of all we do is, and must remain, our priority.

And now as we look towards a real “winter of discontent” with the cost-of-living crisis delivering a double blow – to those families who have so little and to the ongoing costs of the organisations who seek to serve them - we consider our role in providing that direct support to families and utilising our broadcast resources to shine a light on this issue.

It is also important to acknowledge and recognise the Scottish Government’s support for The STV Children’s Appeal. They match-funded all donations received of £1,000,000 committed to in the Child Poverty Delivery Plan – Best Start Bright Futures. 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 the Scottish Government’s participation all the more powerful.

Looking forward we shall continue to promote public awareness, debate and through our work in funding vital front-line projects, long term sustainable change.

The Appeal has allowed us to see just how resilient individuals and communities can be when faced with adversity. It has also helped us to understand, in a deeper way, just how important is the support we have received from right across the communities, businesses and Government of Scotland.

We see that when people are empowered, enlightened, and engaged, change happens. And we are proud to play our small part in this.

# Investment and Leverage

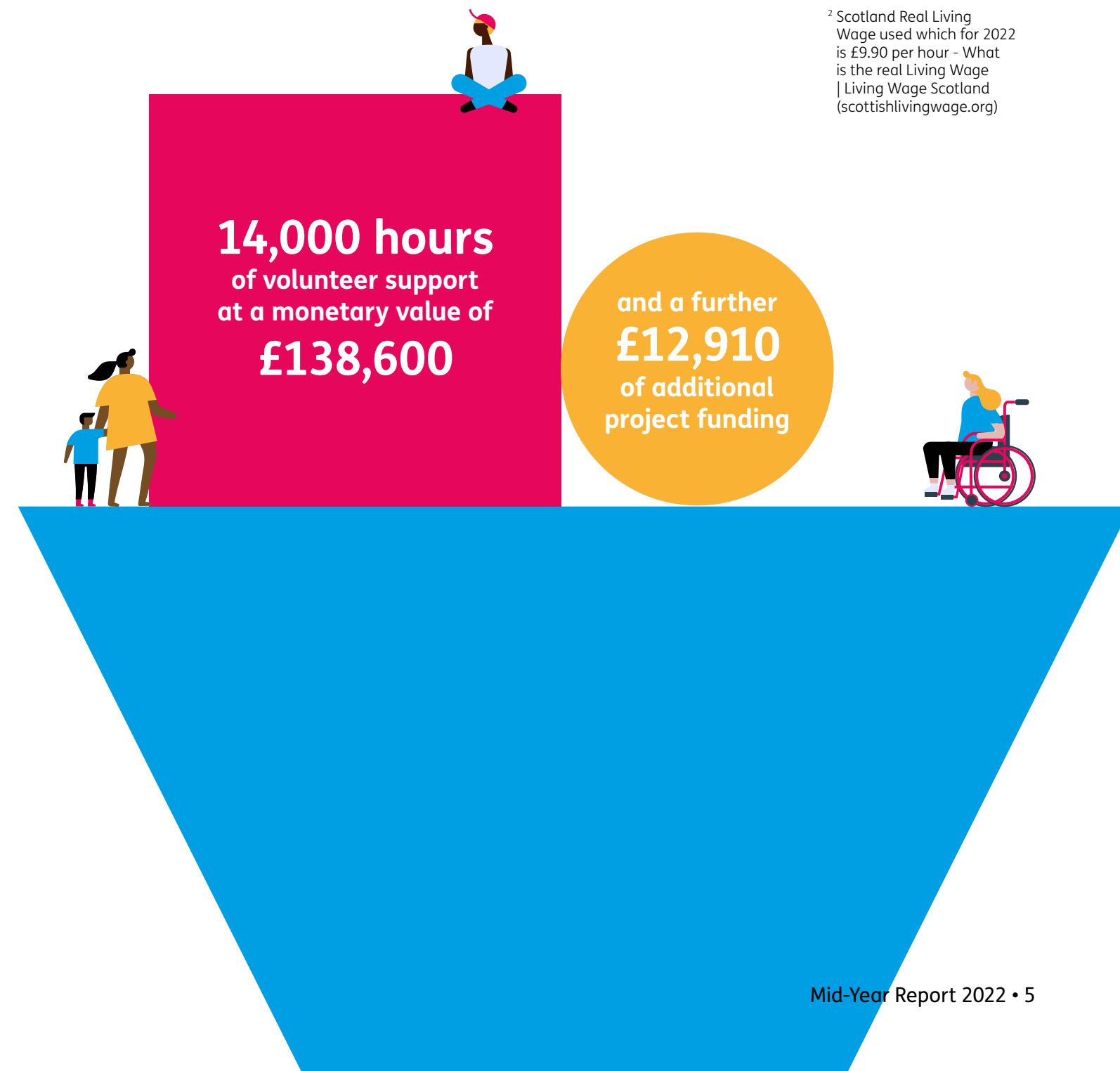
In 2022, the Appeal invested in numerous projects reaching children and families in every Local Authority in Scotland.



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”. Halfway through 2022, the Appeal’s Large Projects have already secured over 14,000<sup>1</sup> hours of volunteer support, at a monetary value of £138,600<sup>2</sup> and a further £12,910 of additional project funding.

<sup>1</sup> Includes 5906 volunteers providing an average of 2 hours per week to Youth Scotland member bodies across Scotland.

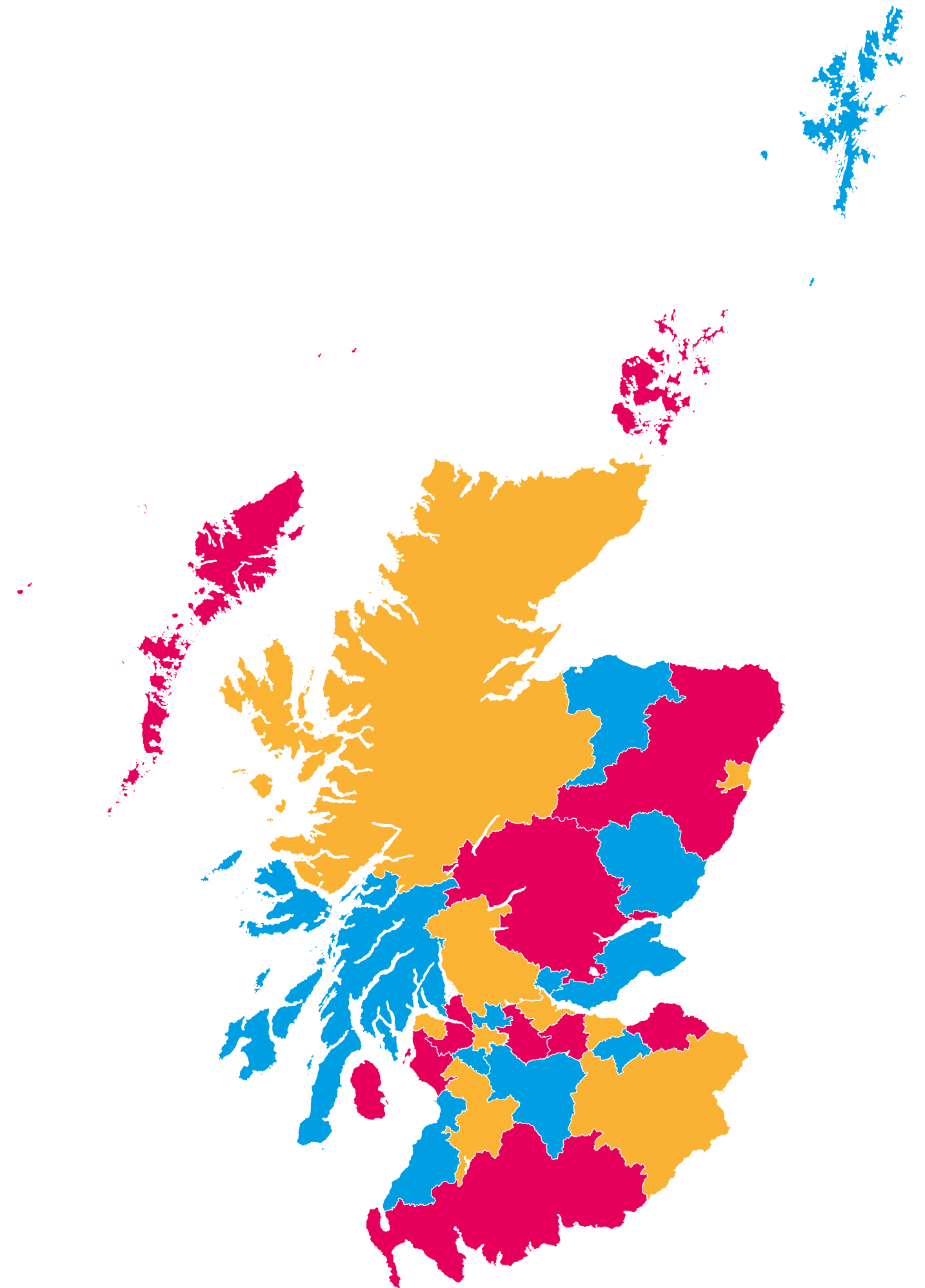
<sup>2</sup> Scotland Real Living Wage used which for 2022 is £9.90 per hour - What is the real Living Wage | Living Wage Scotland (scottishlivingwage.org)



# 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.



# Key Partnerships

## Kiltwalk Partnership

The Appeal and Kiltwalk have been working in partnership since 2019 to provide one-off awards to organisations based in Glasgow, Edinburgh, Aberdeen, and Dundee using funds generated by Kiltwalkers to tackle the impact of child poverty. Through the Kiltwalk Partnership, our awardees focus on making an impact for a particular community, whether by place or interest. Due to the impact of the pandemic, 2021 saw a single event in Glasgow on 26th September alongside a virtual weekend in April. These events raised £97,000 for the Appeal. We are delighted to announce that for 2021, the Kiltwalk Partnership invested in WorkingRite, Edinburgh.



## WorkingRite

### North-West And South Glasgow, And Aberdeen

WorkingRite provide a successful and sustainable solution to youth unemployment, borne from old-fashioned values, whereby young people experience a working rite of passage to help take them from adolescence to adulthood. They believe that every young person deserves the opportunity to prove themselves in the workplace, regardless of their age, inexperience, or qualifications. WorkingRite gives young people that chance.

Across Scotland, their local Project Co-ordinators individually match a young person to a small business in their local community, where they learn valuable skills on-the-job, where it counts. Their 'trainees' work with their work placement provider for up to six months during which they are guided by an older mentor in the workplace and supported by a Project Co-ordinator. When eligible, they also receive a weekly training allowance, and all travel expenses are covered. Bridging the gap between school and work, the programme gives young people essential work experience, provides good role models, builds their confidence, and offers them a quality vocational alternative to academic learning.

#### Achievements

- Across both locations in Glasgow and in Aberdeen, 20 young people have started the programme – meeting the target for this year, with 11 moving into a placement.
- 9 participants have found employment through the programme, with 5 still receiving support and only 6 stepping back in order to receive additional, bespoke support before re-engaging.
- 19 have completed at least one unit of the SQA accredited Certificate of Work Readiness, with all 20 successfully completing various online courses in employability, interests, and capabilities.
- Very strong partnerships are leading to deeper support for all participants, with close working relationships with Dumbarton Road Corridor Youth Project (DRCYP), Street Soccer Scotland, MCR Pathways and various Housing Associations.



# The Wood Foundation Partnership

## Youth And Philanthropy Initiative

The Appeal has been working in partnership with The Wood Foundation since 2013 to support the development of the Youth and Philanthropy Initiative (YPI) across Scotland with a specific interest in YPI winning charities, and associated schools, who support the alleviation of child poverty. 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 270,000 young people who have taken responsibility for over £6m of charitable giving with 252 schools taking part, and over 5x as many teachers involved.

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. Across the 2021-22 academic year, the Appeal’s contribution of £30,000 supported 10 YPI grants to small grassroots charities, supporting 1473 young people and 53 practitioners in these schools:

Teapot Trust	Armadale Academy	Nourish Support Centre	Viewforth Academy
Mayfield After School Club	Newbattle High School	Scott Martin Foundation	Braes High School
SMILE Counselling	Broxburn Academy	Mum & Me	Arboth High School
Connect Community Trust	Lochend Community High School	The Jenna Moriarty Foundation	St Margaret’s High School
East Dunbartonshire Initiative for Creative Therapy	Turnbull High School	SAVI Kids	Holy Cross High School

Evaluation shows that YPI is playing a significant role addressing many social issues, but the top 5 are:

- Mental health – 24%
- Health – 17%
- 13% of grants helped to address poverty
- 11% tackled domestic and sexual abuse
- 9% focused on disability.

### Impact

The young people who participate find their teambuilding, research and decision-making skills are those most developed, alongside many others. Teachers see many more positive changes in the young people, noting big improvements in communicating and

leadership. 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.

### Looking ahead

As we look ahead to the next academic year, 280 schools are expected to take part in YPI across Scotland. TWF is committed to maximising the impact of YPI for young people, teachers, and communities. The Appeal are delighted to continue supporting YPI and look forward to learning more about their many successes.





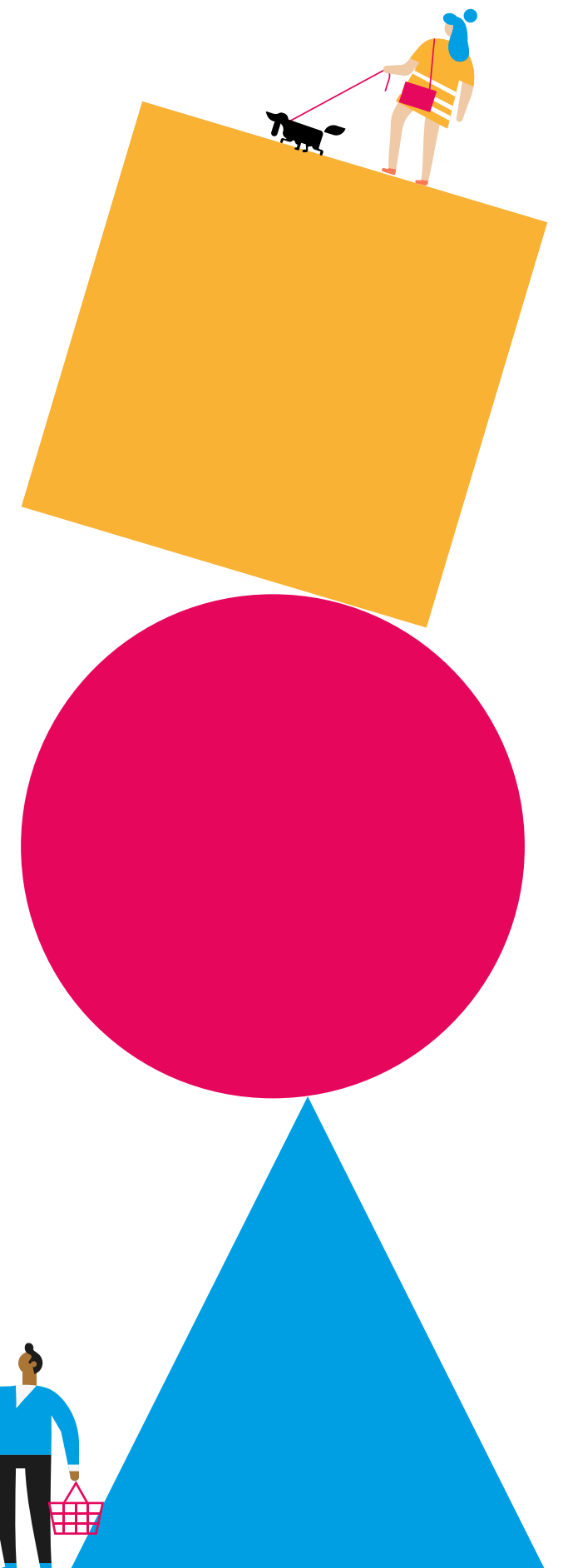
# Large Projects



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



# The Appeal Community Awards

## Corra ‘Micro Grants’

In 2021 the Appeal committed £75,000 to the development a joint fund to support small community-led local organisations, with a further £75,000 committed from Corra’s Board of Trustees. The Micro Grants fund of £150,000 aims to provide an accessible funding stream which reaches families and communities who are least likely to access support from other funders. The fund will open for applications in October, in response to the cost-of-living crisis anticipated with awards made before the end of the year. Administered by Corra, grants to community-led local organisations who hold close, trusting relationships with families in their community, will ensure they have the help and support they need to flourish.

The concept and design of the fund builds on learning from previous funds delivered by Corra in partnership with the Appeal and is an example of how collaboration between funders can maximise impact and improving outcomes for children and families. The fund offers easy, accessible, and flexible small grants (up to £3,000). Corra provides opportunities for community groups to share their stories to help illustrate the impact of community led activity and provide support for groups going through the application process. Corra and the Appeal are looking at further ways to streamline the process and sharing their learning with other funders who are interesting in designing similar funds, whilst continuing to build a strong evidence base on the impact of community activity and how this contributes to bigger systemic change at both local and national level.

# The Promise Partnership

## Getting It Right For Brothers And Sisters

The Promise Partnership oversee the distribution of a number of key funds which advance and implement the key findings and recommendations from the Independent Care Review. One such fund supports projects which focus on ‘Getting it Right for Brothers and Sisters’, with the Appeal contributing £200,000 per annum to this from 2021 until 2024. With a total investment pot of £1m, the fund was designed to address a specific gap from the first open call of the main Promise Partnership fund – lack of support for siblings. All proposals to this fund had to be in the form of collaboration.

Having received twenty applications totalling £3,281,119, the total investment pot was increased and £1,404,095 of funding was made available to eight collaborations, supporting work through two Scotland-wide approaches and five local authority areas.

Four collaborations led by third sector organisations, three by local authorities and one is led by a health and social care partnership are now underway.<sup>3</sup> As part of the application process, organisations completed a self-assessment which will support the Promise Partnership to gather vital evidence on how well Scotland is doing to #keepthepromise. Further detail on the impacts of these partnerships will follow in our 2022 year-end report.

<sup>3</sup> Adaption UK - £98,000, Families Outside - £196,904, Glenboig Development Trust - £96,929, North Ayrshire Health and Social Care Partnership - £140,000, North Lanarkshire council - £100,000, Perth and Kinross Council - £57,585, Scottish Borders Council - £160,000, and Siblings Reunited (STAR) - £200,000.





# Calum's Cabin

## Key Themes

- Family Breakdown
- Mental/Physical Health

## Summary

In memory of Calum Speirs, Calum's Cabin have been supporting families affected by childhood cancer since 2009. In that time, they have strived to help as many families as possible, whether it 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 offers continuous and responsive hands-on support when needed to families and the Appeal made an investment in their ability to accommodate families relocating to Glasgow through the purchase of an additional 'Glasgow Flat' in 2019, in addition to annual funding to support their on-going running costs. This update shows the continued impact of this Capital Grant as Calum's Cabin continue their search for another Glasgow Flat to help cope with consistent demand.

"The difference this flat and the other flats that the charity owns makes to families is indescribable... it means so much to everyone at Calum's Cabin and all the families that the charity supports".

– Founder of Calum's Cabin

## Achievements

- The Glasgow Flat provides a home from home living arrangement, enabling families to be together and to support each other without the burden of mounting accommodation and travel costs and the stress of family separation.
- The Glasgow Flat has been continuously occupied, given the level of demand, able to accommodate a family of 3 from Inverness whose son was being treated for leukaemia in Glasgow. Another family stayed longer than originally expected, due to a change in medical need, and the Glasgow Flat was a lifeline for them to ensure minimal disruption to their family whilst having the security of the hospital only a few miles away.

# Children 1st

## Bide Oot: Ardoy Outdoor Education Centre

## Key Themes

- Education
- Youth Engagement
- Mental/Physical Health

## Summary

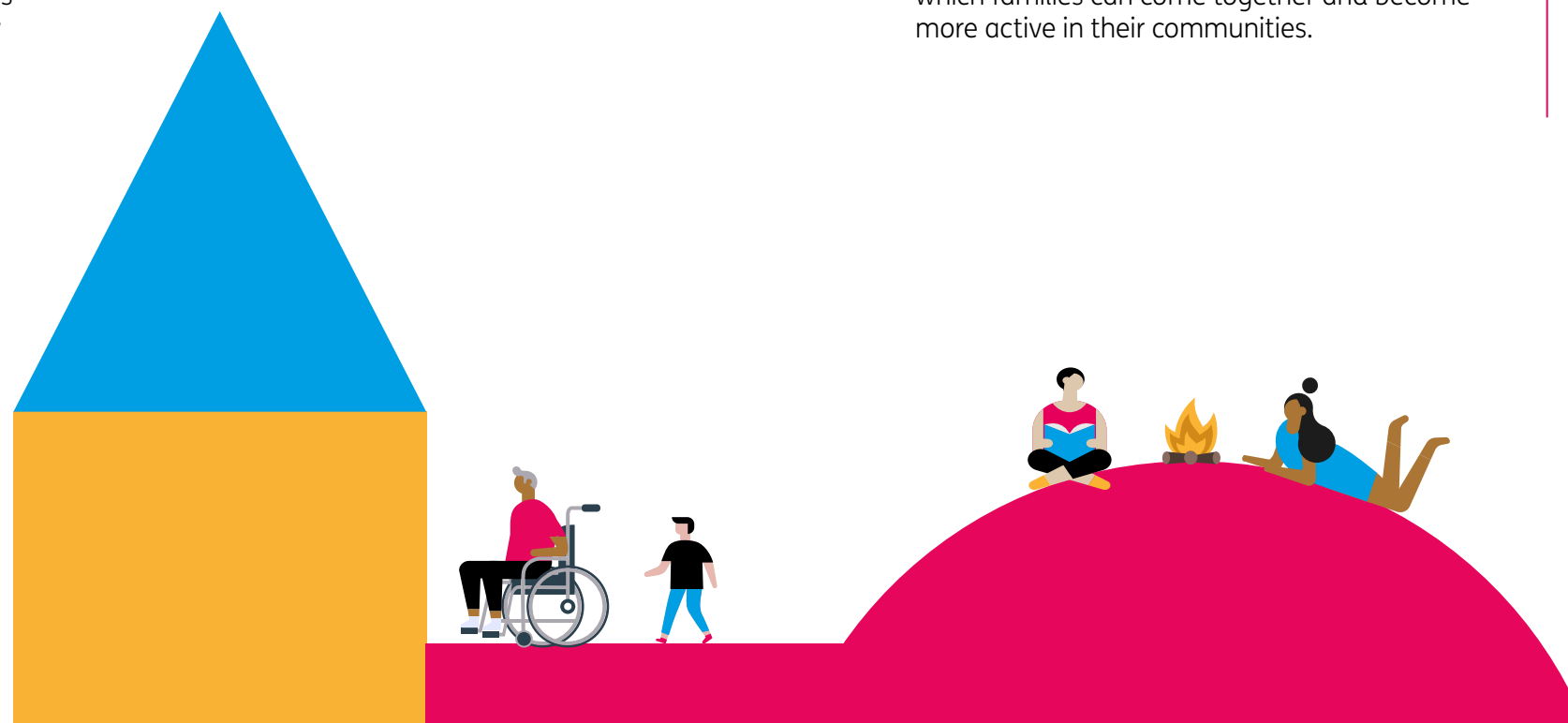
Children 1st and Ardoy Outdoor Education Centre have formed an innovative partnership to offer residential weekends to over 100 families from across Scotland as well as providing ongoing outreach support to build on the benefits of the residential experience. Through their partnership, resources and expertise is being pooled to provide this opportunity for families and build a safe, sustainable, and scalable model. Over the duration of the project the partnership will roll this out across Scotland through identifying other suitable outdoor providers in the East and North of Scotland. New to the Large Project portfolio in 2020, the project paused due to Covid-19 guidelines which prevented much of the work progressing but were able to relaunch last year. 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.

## Achievements

- A further 3 residential weekends have been delivered, with residential in year 1 having supported 25 families from West Lothian, South Ayrshire, Glasgow, North Ayrshire, Midlothian, and East Lothian
- Successfully hosted a range of activities within communities, such as film showings, treasure hunts, canoeing, climbing, and cycling, helping to enhance wellbeing and family connection
- Three further residential weekends are planned for September, October and November, with a further 7 to be arranged

"These experiences stay with you and make you who you are, it's so important for young people to have these opportunities to help them discover what they are good at and what they can do with support and without"

– Grandad from North Ayrshire residential



# Children's Parliament

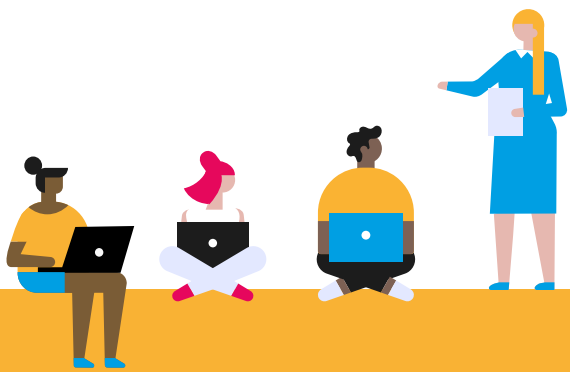
## Feeling's Inspectors

### Key Themes

- Mental / Physical Health
- Education

### Summary

The Feeling's Inspectors is a 6-month project (April and September 2022) which aims to create an accessible, rights-based, and creative tool for practitioners to increase and improve their skills and capacities to work with children to build their resilience. Through the project, Children's Parliament is working with a group of children (aged 8 to 14) to create the tool, which will be available as a digital resource. Participation is central to this Project, based on adults and children working together to investigate areas that underpin our understanding of mental health and wellbeing and how this is supported and bolstered by rights-based relationships. Place2Be are working with Children's Parliament to offer their expertise in mental health and support by reviewing the resource created by the Feeling's Inspectors, as a critical friend.



### Achievements

- By April, the project had partnership arrangements in place with Place2Be, St Mary's Primary School, East Lothian and Oakwood Primary School, Glasgow and had successfully recruited 12 'Feelings Inspectors' to the project.
- By June, the Feelings Inspectors had completed 11 weeks of engagement workshops, each focusing on one topic in the programme and had learnt about children's rights and how it connects to them being happy, healthy, and safe (in the lens of mental wellbeing).
- Plans are underway to launch a digital platform to host the 10-part programme resource.

### Influencing

Whilst only entering their fourth month of the project, Children's Parliament is already considering how the resource could influence and shape professional practice, e.g., a shift from 'behaviour' to 'relationship' policies and/or any changes on the climate, culture, and environments where children learn about mental health and wellbeing and will update on this within the Appeal End of Year Report. Despite being focused on the production of the resource, they have already secured from Youth Scotland a commitment to incorporate the resource as part of their training for the youth sector.

# Corra

## Digital Voice

### Key Themes

- Community Capacity Building/Resilience
- Youth Engagement

### Summary

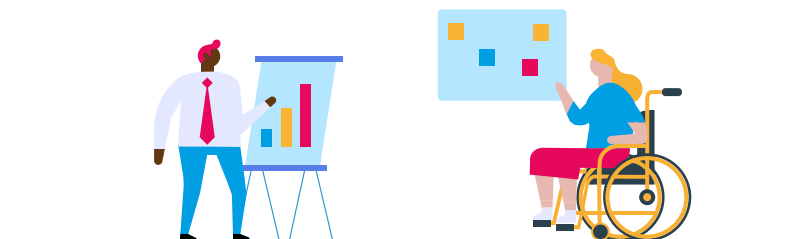
The Independent Care Review found that current approaches to record keeping are designed around service needs and can be alienating or even traumatic for people in care. Data is held in many systems, by many organisations and services. Current record keeping practices allow the voice of the professional to dominate over the voice of the child and can lead to decisions made on the child's behalf which go against their wishes. Previous engagement with people in care found that they want to feel respected by professionals and be able to contribute their own viewpoints to their care records. They should be able to participate in creating their records and incorporate creative and personal data as they wish. This project aims to use participatory design approaches and existing personal data infrastructure to develop 'proof of concept' digital services that respond to the challenges identified. These will show how the user can practically 'tell their story', and co-manage their data between several public and third sector organisations.

### Achievements:

- The project has a strong group of people, from across sectors and organisation, who are actively engaged with the advisory group.
- Plans are underway to ensure the voices of children and young people are active and meaningfully involved, by recruiting young people and their trusted supports over the summer.
- Strong relationships with key stakeholders, such as Aberdeen City Council, Renfrewshire Council, Children1st, Weall Alliance, Celcis, Who Cares (?) Scotland, and Historic Abuse (Social Work Scotland), are emerging.

### Influencing

A representative from Scottish Government Digital Directorate is on their steering group as they view the work as an exemplar of the kind of person controlled digital record they are seeking to develop across Scotland.



# Place2be and Youth Scotland Y2be

## Key Themes

Mental/Physical Health

- Community Capacity Building/Resilience
- Youth Engagement

## Summary

Y2Be is a partnership between Place2Be and Youth Scotland which aims to equip 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. Training via 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 to identify routes for further 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.

## Achievements

- 147 youth workers are actively engaged in the MHC-F programme with a further 5 youth work managers engaged in the on-going Place2Think programme, reaching around 1500 children and young people.
- A further 20 young people are currently engaged in Peer Mentoring training.
- As part of efforts to build a network of Youth Workers who are confident to engage young people on the issue of mental health, Youth Scotland have also been providing additional training and capacity-building opportunities, e.g., 'Seasons for Growth', which add to their practical skills and awareness.
- Have been working with young people from a number of partner organisations, such as PKAVS Young Carers, Renfrewshire Young Carers, Y Sort It, and SIMY.
- Continuing engagement with MCR Pathways to train 16 of their Pathways coordinators through our Foundation programme. Pathways coordinators provide direct support to care experienced pupils in High Schools across Scotland and challenged by the number and complexity of mental health issues they were seeing.

## Impact

"I have been supporting a young person since the beginning of the pandemic with housing, food, clothes etc. He has had 2 online interviews to access college which he did from the office to use our WIFI. Being very nervous both times I guided him through some controlled breathing to calm him down. On Friday he was offered a conditional offer. Happy Days"

– 6 month follow up feedback from participant in 7 Habits of Happiness training

"our status as Seasons for Growth Companions (allows us) to go out and deliver this excellent programme to the young people in our communities who have experienced change, loss, and grief. I think this will be useful for our young people"

– Participant in training



# Queen Margaret University

## East Lothian

### Tutoring Initiative

#### Key Themes

- Youth Engagement
- Education

#### 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. ELTI tutors provided tutoring to disadvantaged pupils attending the 12 high schools in East Lothian and Midlothian and to young people not engaged with standard education who attend sessions at community organisations. ELTI offered a choice of in-person or online, individual or small group (up to three pupils) sessions in 10-week blocks of tutoring either pre or post-Christmas at SQA National 4, National 5, and Higher levels, in a number of curriculum topics, as required by the young people. Additional sessions were also offered during holidays and in the run-up to the exams. 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.

#### Achievements

- 563 individual pupils were referred and allocated local tutor sessions in 2021/22. 70% of these pupils engaged with ELTI.
- The project offered a total of 4441 local tutor sessions (1-1 or group) and 5405 opportunities for individual pupils to attend a local tutor session.
- Overall, the pupil attendance rate for 2021/22 was 61%. Considering group sessions, the overall session attendance rate was higher at 66%.

#### 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

Key findings from their evaluation indicate that overwhelmingly the response to ELTI is positive. From the pupils surveyed at the end of Block 1, 96.8% felt that the tutoring gave them a 'better understanding of the subject' and 95.2% said that they would take part in the tutoring again. Similarly of those surveyed at the end of Block 2, 84.7% felt the tutoring provided them with a 'better understanding of the subject', and 91.7% said they would take part in the tutoring again. From notes from debrief meetings with teachers, all said they would like to be able to access ELTI provision in future years.

# Saheliya

#### Key Themes

- Community Capacity Building/Resilience
- Mental/Physical Health

#### Summary

Saheliya are a specialist mental health and well-being support organisation for black, minority ethnic, asylum seeker, refugee and migrant women and girls (12+). They develop their service user's self-esteem and confidence as well as reduce barriers such as isolation and depression by using a range of wrap around services including counselling, complementary therapies, group work, practical support, advocacy, youth work and learning opportunities. The Appeal are providing funding to Saheliya to increase their capacity to provide case work advocacy and language support for women in Glasgow and Edinburgh.

#### Achievements

- provided advocacy support in Cantonese, Hakka, Mandarin, Punjabi, and Urdu which would otherwise not have been possible, as well as additional hours of support in Arabic and Swahili, thus keeping women and children safe who would have otherwise remained at risk.
- Caseworkers encourage and support women to increase their independence, gain experience in accessing and navigating mainstream services (independently, whenever possible) and their confidence so they are better equipped to manage day-to-day situations without relying on other people, which as a result decreases their vulnerability.

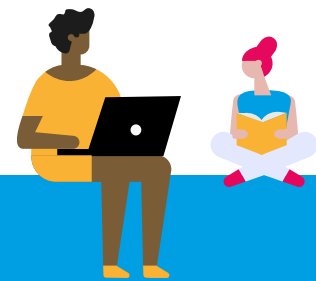
- Through funding from the Appeal, they are able to provide advocacy support to service users who have not been allocated an interpreter when accessing basic and mainstream services, and in some cases, have provided an interpreter to help overcome gender and cultural issues, facilitating the disclosure of female health issues, domestic abuse, and harmful cultural practises – allowing access to key services.

#### Impact

Saheliya have provided 60 hours of case work and advocacy for 93 women, in 7 different languages, enabling them to access health services, housing, financial support, and legal representation. Service users report that their stress and anxiety levels are greatly reduced after receiving support from our caseworkers.

#### Influencing

The dissemination of learning and sharing up-to-date examples of the specific, additional barriers experienced by women in their service user group is a key priority for Saheliya. They hope their experience can support mainstream agencies to form a real picture of how gender, culture and safety come together for these women and their children, and to design more effective and appropriate services to meet their needs. They do this through their relationships and interaction with key agencies on one-to-one cases and through case workers attending a range of meetings and events, and training for professionals.





# Scottish Families Affected by Drugs (SFAD)

## My Family, My Rights

### Key Themes

- Mental/Physical Health
- Community Capacity Building/Resilience

### Summary

Despite Scotland having a strong strategic and policy framework for individuals and families harmed by substance use, families consistently report to SFAD that these are not embedded ‘on the ground’, in practice. Instead, they experience considerable stress, anxiety, and exhaustion due to their loved ones’ substance use, and the lack of access to quality treatment and support for their loved one and support for them in their own right. Families report being judged and excluded by services, and their loved ones are bounced between services. These issues have intensified during the pandemic. There is nowhere efficient and effective to go when systems fail them. Knowing more must be done to turn aspirational human rights on paper to real, tangible human rights for families, SFAD are being funded by the Appeal to launch ‘My Family, My Rights’ to explore what gets in the way of good policy and strategy becoming good practice, and to address these barriers in real time. Dedicated SFAD workers will get alongside family members to navigate systems and services, identifying and (where possible) overcoming blocks and barriers. SFAD will work alongside family members as course advisers to co-design and co-deliver a new Family Advocacy College, which will build awareness, knowledge, skills, confidence and participation around advocacy and human rights. Graduates will become rights-holding Family Advocates, forming a peer-led community of family advocates to design and build a national family advocacy infrastructure.

### Achievements

- invited to deliver a presentation to the Rights in Recovery Leadership (RiRL) course led by the Scottish Recovery Consortium and British Institute for Human Rights about My Family, My Rights programme.
- Received 16 expressions of interest from potential ‘Course Advocates’ and recruited 6, 2 more than originally planned.
- All planning in place to launch online workshops from July.

### Influencing

SFAD are committed to changing policy and practice surrounding substance misuse. They believe that by growing a peer-led and community-based network of family advocates, supported by staff, not only will they empower family members and promote participation, it will effect change which will lead to improved outcomes in the long-term. They are exploring this theory through real time, collaborative tests of change where they will work alongside family members to articulate and uphold their rights and identify what is getting in the way of their rights being realised.

# Street Soccer Scotland

## ‘Aberdeen Coach’

### Key Themes

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

### Summary

In their 3rd year of funding as a Large Project, Street Soccer Scotland have used their investment from the Appeal to replicate their highly successful approach in Aberdeen. They 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. Despite COVID-19 Street Soccer have continued to engage with those needing support and have made significant steps towards their goals during the pandemic. Street Soccer Scotland are making significant progress in sustaining their presence in Aberdeen, with plans to introduce new funders in the North-West to Street Soccer.

### Achievements

- Now have 53 registered under 16s in Aberdeen, and a further 185 registered over-16 players, with 50 new players since the start of 2022.
- Have increased their women’s only sessions with the support of a female sessional worker, who leads the sessions and walking football twice a week.
- Partnerships continue to be an area of success, with a variety of third sector and other organisations working with Street Soccer Scotland to improve outcomes for players, particularly WorkingRite and local Mental Health and Social Work teams.
- Supporting a significant increase of players from a refugee background through their youth and adult drop-ins, as a result of successfully supporting refugees settling locally.
- Their emergency response work continues into 2022 with additional winter support to families and more recently with the cost-of-living crisis, they are continuing to provide hardship support through Fuel Bank vouchers.

### Impact

“The phone that I have been given is a huge help to me because I can go on video calls with my friends from Street Soccer and the food parcels that I have been given is really helpful”  
– Street Soccer Scotland participant



# Youth Scotland

## Growing Community Based Youth Work

### Key Themes

- Employment
- Community Capacity Building/Resilience
- Youth Engagement

### Summary

The Appeal recognise and value the critical role youth work plays in reaching and supporting young people and communities who face additional barriers to achieving their full potential. We wanted to support the growth of youth work in Scotland and approached Youth Scotland and set them this challenge, this project is a result of this innovative collaboration. Through 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. The programme is being delivered to new and existing youth groups in 6 local authorities across Ayrshire and Forth Valley. 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.

### Achievements

- Delivery of training such as joint governance training with the local TSI's as part of a volunteer recruitment drive in Ayrshire and Forth Valley, as well as training in meetings skills and decision making to young people engaged in their national, Young Islander, Ayrshire and Forth Valley Youth Networks. In addition, they have continued to improve the safeguarding capacity of youth groups through provision of Child Protection Officer and Child Protection Awareness training.
- They have also delivered an ILM Leading in Youth Work Course for managers at SCQF Level 9, in partnership with the Social Enterprise Academy running from Jan to March 2022. This course provides leaders within voluntary youth work organisations with the skills and confidence to drive forward change and innovation, motivate and support their teams and to respond to opportunities and challenges within their organisation and the wider sector.
- Remain a key member contributing to the National Youth Work research group and the national youth work strategy group, ensuring that the importance and impact of community-based youth work is recognised and actioned.
- Continuing to offer funding support to groups through their funding bulletins, funding surgeries and signposting activities. They are also hosting a Funders Fair at the end of August 2022 as part of their Big Ideas weekend, attended by 5 major funders.

### Impact

"We are so grateful to Stewart for all his support with delivery to young people. We are a completely volunteer run club offering weekly activities to over 40 young people aged 5 to 18 from Colmonell, and surrounding villages in South Ayrshire. The new ideas he has brought has been amazing and 35 of the young people have also got their Hi-5 Awards - something we want to build on next year"

– Youth worker supported by Youth Scotland.





# Small Projects

Our Small Projects demonstrate the rich variety of the third sector in Scotland, with activities as diverse as music and the arts, emergency cash grants and residential recovery trips being made available to support those in need. However, a bond across all Small Projects is their commitment to provide on-going, reliable support for some of Scotland's most marginalised people; those with special needs, disability, and/or poor mental health, families affected by addiction, supporting bereaved families, those affected by poverty, isolation, and domestic abuse, and a catalogue of other chronic and complex social issues which impact on the lives of so many children and their families.

"I am going to wear my jacket to bed cos I love it. I will be able to play in the mud out the back in my wellies too, but I don't know if I will because I like the colour and want to keep them clean"

– Girl, age 5



"I could not afford to top up my power and called my key worker, she came along took my prepayment key and topped my power up for me to cover the 10 day. I was isolating and dropped food and nappies off to us. Due to isolating I could not go out. I was crying and worried I would not have food or milk for my baby. I'm told the funding came from the Appeal. Thank you so much."

– Recipient of emergency winter grant

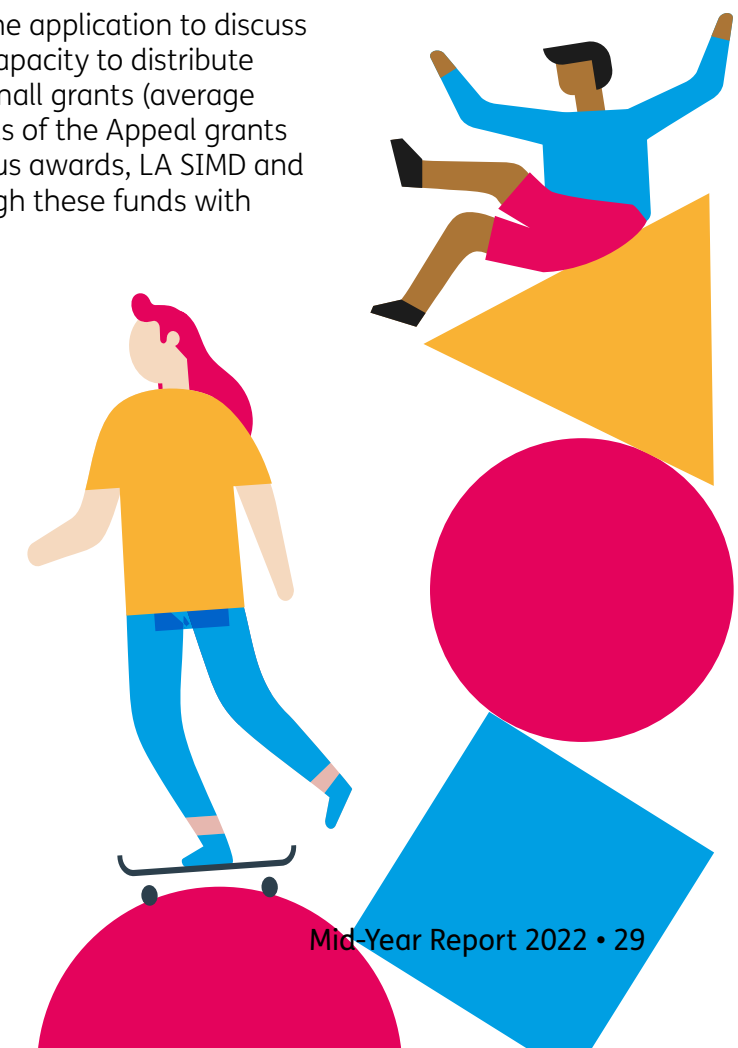
This year our Small Projects utilised funds provided through the Scottish Government Winter fund to provide direct support to children and families. The Winter Support Fund was in place to support families affected by poverty between December 2021 and 31 March 2022. Grants were allocated to meet the immediate material needs of families and children affected by poverty by providing appropriate support through, e.g., cash, vouchers, top up cards and support in kind. Organisations were asked to be mindful of families who may not be getting support from other sources or for whom additional support is required. They were asked to identify those most in need of assistance and utilise their knowledge of each family and their circumstances to identify what type of support was best for that family.

We collaborated with Cash For Kids and Corra to minimise any duplication of awards and to ensure maximum impact. We identified 2 large organisations with existing emergency funds and infrastructure to distribute funds cross Scotland (Home-Start and Youth Scotland) and a further 13 charities to award larger grants (>£10k).

These organisations were taken through a telephone application to discuss criteria, need in their communities and to ensure capacity to distribute funds by 31 March 2022. We directly funded 229 small grants (average award £4k) to projects who were previous recipients of the Appeal grants with the grant amount determined based on previous awards, LA SIMD and funds available. 19,678 children were helped through these funds with 16,125 households supported.<sup>4</sup>

We never cease to be amazed by the resilience of these families or the adversity they deal with daily. The work of the organisations who supported the distribution of these funds without any administration costs humbles us.

<sup>4</sup> Estimates based on completed surveys



# 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 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.





stv  
children's  
appeal

Report prepared September 2022  
© STV Children's Appeal SCIO SC042429

