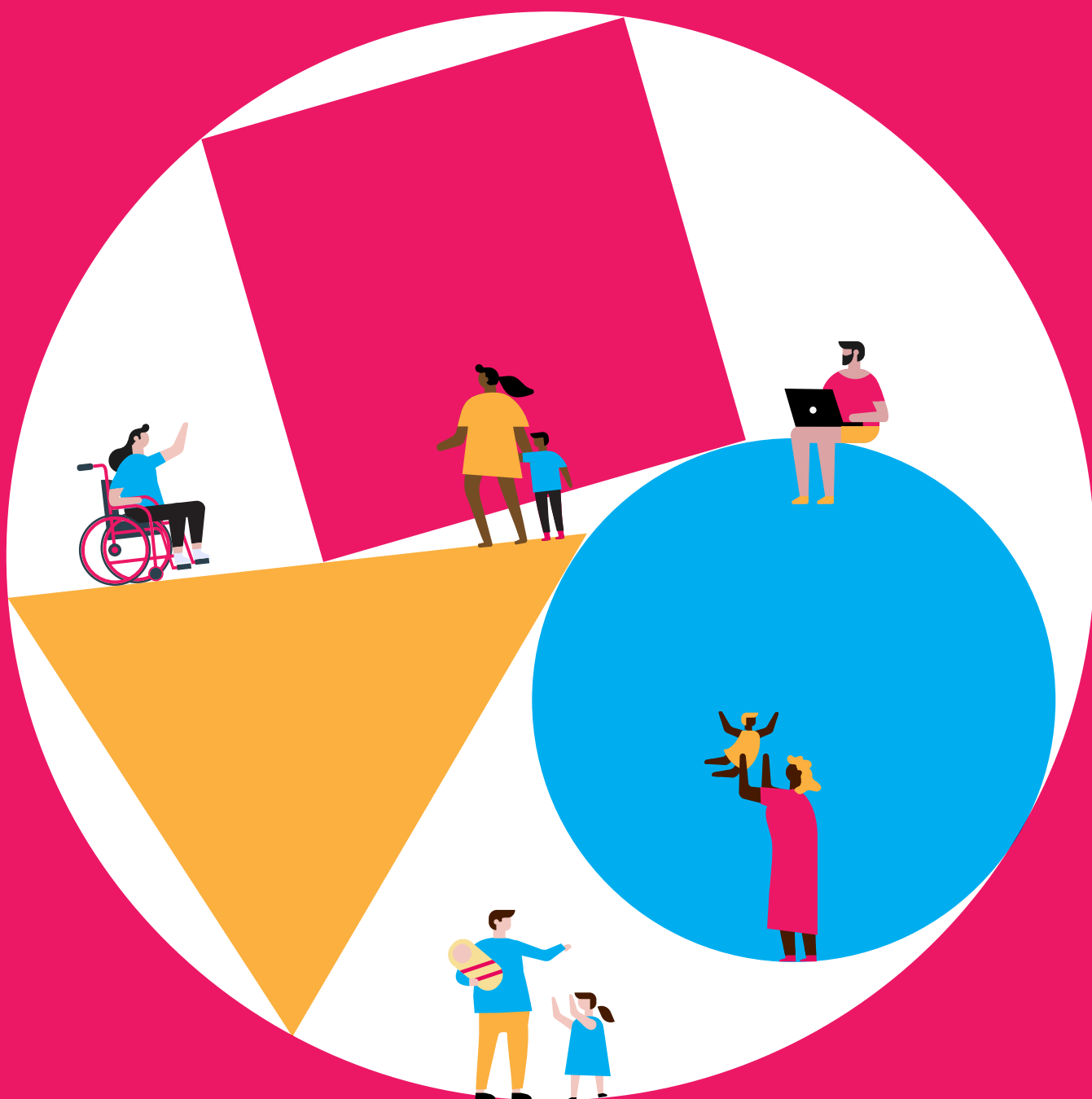




# End of Year Report 2022



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# Introduction

As we look back on what could be considered one of the most challenging of years for the charity sector, we are fortunate to be able to reflect on the part we have played in supporting the work of some truly inspiring individuals and organisations.

The cost-of-living crisis has caused enormous stress throughout society but is particularly damaging in its impact on children and families who already faced poverty and for whom the increased price of food, travel and energy mean going hungry, facing cold and isolation. Of course, it has also increased the costs of the organisations like ourselves who seek to serve them and so we must continue to use the media power of STV to shine a light on issues, raise funds, and enable young people to tell their stories to the widest possible audience, helping to drive positive change.

We gratefully acknowledge the Scottish Government’s outstanding support for the Appeal. Once again, they match-funded the first £1 million which has been committed to support the Child Poverty Delivery Plan – Best Start Bright Futures. But, beyond the funding, the Government’s commitment has afforded us the opportunity to share the stories of need with Ministers and with the wider public, which stimulates public debate on the key issues and helps drive real change for the good.

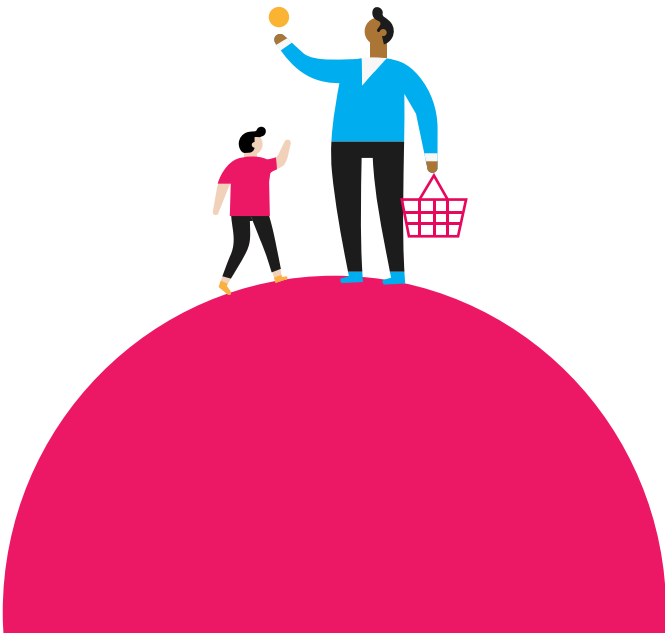
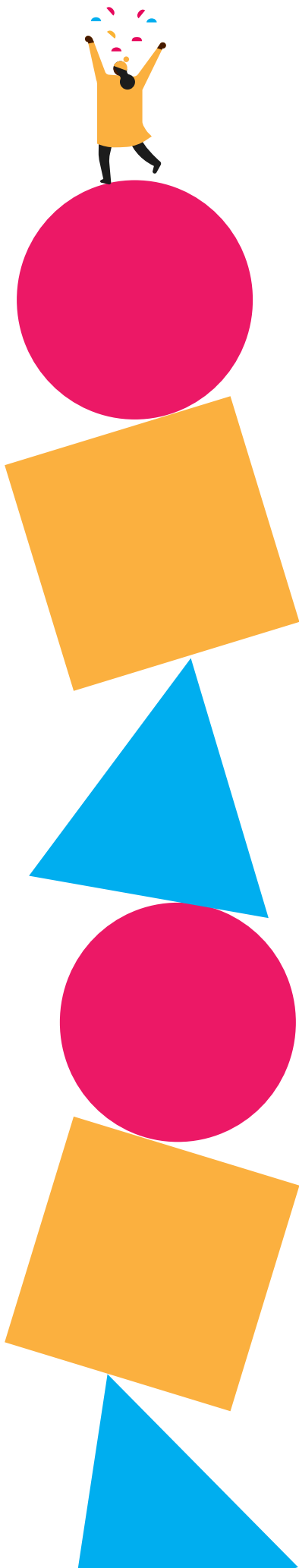
The investments made in 2022 have provided us with some key learning that will serve to shape our programming and investment plans for this coming year and beyond. Of great significance is clearing away bureaucracy to hear the voices of individuals in the community and so help them determine the support that will make the biggest difference to their lives. The things that will help them and their families to flourish.

Grassroots activity is pivotal to helping us play our part in shaping a Scotland free of poverty and inequity; where every child is safe, happy, and allowed the opportunity to thrive.

Looking forward, we shall continue to promote public awareness and debate, and through our work in funding vital front-line projects, deliver long term sustainable change. Our work with the Appeal has illustrated how, with modest support that is timely and carefully targeted, individuals and communities can be really resilient when faced with adversity. And we therefore truly appreciate the support we have received from right across the spectrum of communities, businesses and Government in Scotland to make this happen.

When people are empowered and engaged, change happens, and the STV Children’s Appeal is proud to play its part.

**Paul Reynolds**  
Chairman, STV Children’s Appeal



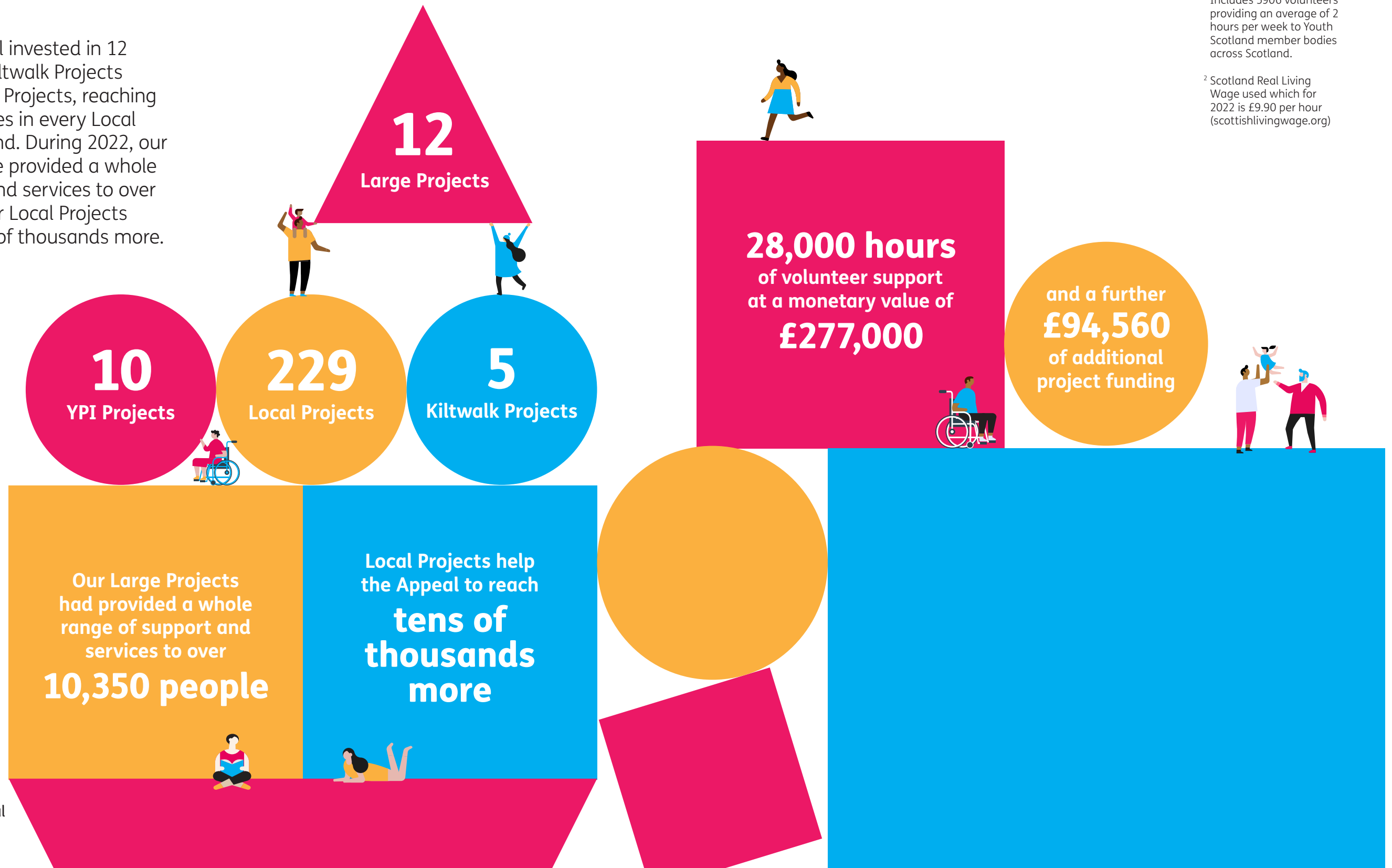
# Investment and Leverage

In 2022, the Appeal invested in 12 Large Projects, 5 Kiltwalk Projects and over 200 Local Projects, reaching children and families in every Local Authority in Scotland. During 2022, our Large Projects have provided a whole range of support and services to over 10,350 people – our Local Projects help to reach tens of thousands more.

All 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. However, many also produce unexpected or unplanned benefits for their client group and for the project itself, and this we refer to as “leverage”. During 2022 our Large Projects secured over 28,000<sup>1</sup> hours of volunteer support, at a monetary value of £277,000<sup>2</sup> and a further £94,560 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 (scottishlivingwage.org)



# Shining A Light

As Scotland's commercial Public Service Broadcaster, STV is committed to using its platform as a force for good and throughout the year has shone a spotlight on the incredible work of a number of charities including Youth Scotland, Team Jak, Govan HELP, MCR Pathways and Calum's Cabin.



Given the unrivalled reach of STV's broadcast channel, these charity spotlights have helped to raise awareness of projects across the country, provided them with a platform to demonstrate the difference they are making to children and families, and helped boost their support.

The fundraising year culminated with two key programmes in November. This year's documentary Scotland's Stories: *Let's Talk About Trauma* followed presenter Aidan Martin's journey from addict to activist and author as he visited charities doing incredible work to support children and young people.

A successful annual telefundraiser in November was hosted at Street Soccer in Dundee by TV personalities Lorraine Kelly and Sanjeev Kohli. *STV Children's Appeal 2022* featured a host of celebrities, young people and community heroes as well as powerful case studies of those affected by poverty, showing viewers at home why the work of the Appeal to tackle child poverty continues to be so crucial.

*"Very emotional and thought provoking. Everyone makes mistakes and everyone deserves a second chance to change their lives for the better."*

– Viewer feedback on *Scotland's Stories: Let's talk about trauma*

<sup>3</sup> Source: BARB 04/11/22 (09:30-22:00), individuals, inc. channel takeover, promo ads, idents, bug, appeal show and documentary (1.22m vs 1.16m)

<sup>4</sup> Source: BARB 2011-2022, individuals, reach = 3+ continuous min, includes repeats

<sup>5</sup> Source: ScotPulse Nov 2022, 1285 adults sampled, nat rep weighted results (age & gender)

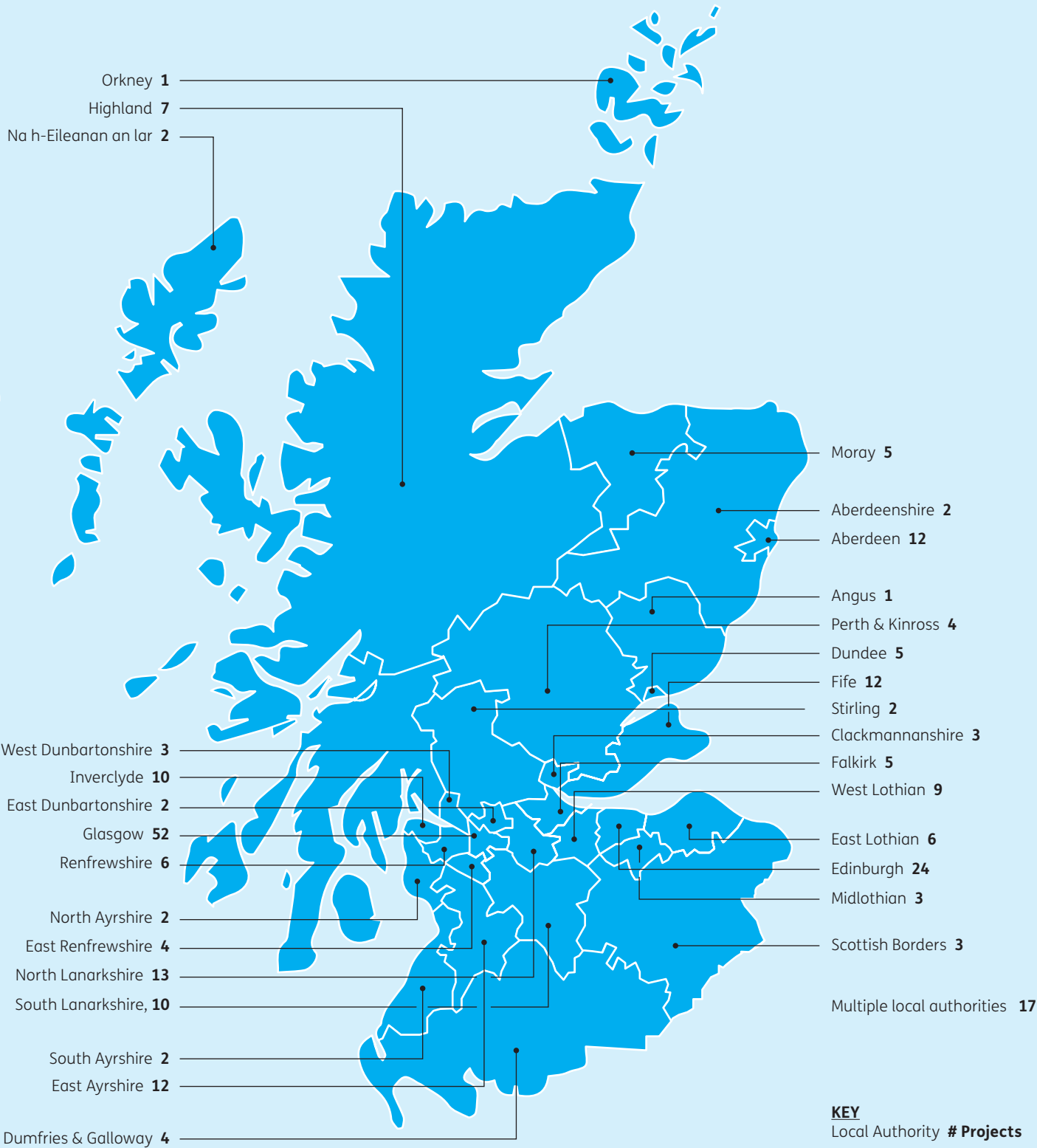
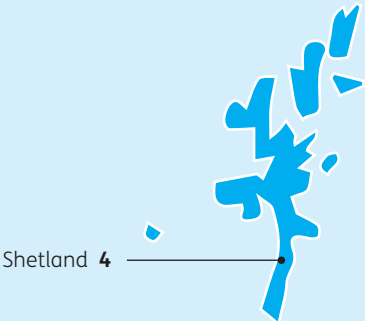


TV reach on  
STV Children's  
Appeal day was  
**1.2 million**  
(+6% YoY)<sup>3</sup>

**2.5 million**  
of Scots have been  
reached by STV Children's  
Programming over the past  
10 years - an average of  
900,000 Scots per year.<sup>4</sup>

**8 out of 10**  
Scots have heard of STV  
Children's Appeal<sup>5</sup>

# 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 and Western Isles

# Our Vision And Values

## Why we're here

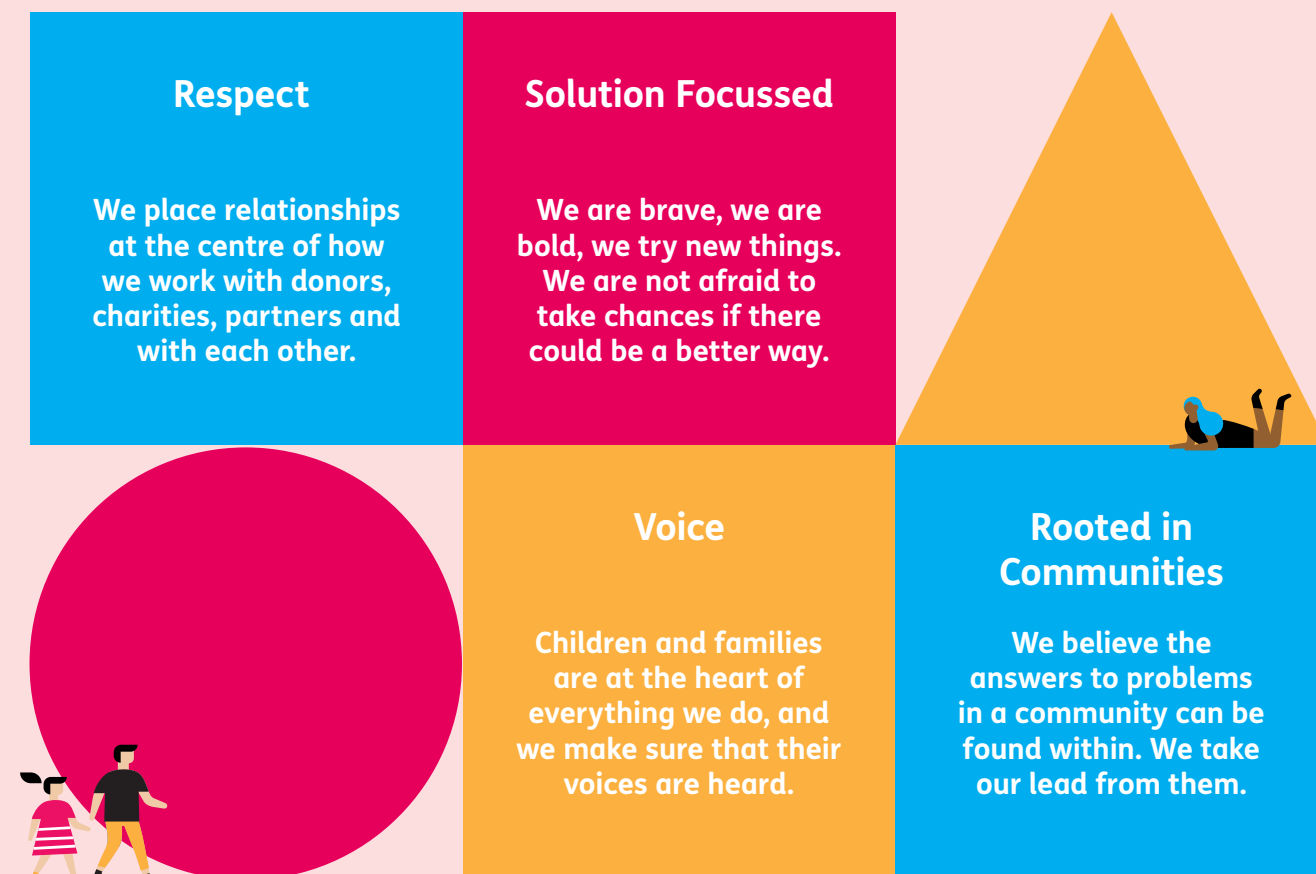
Too many children and families in Scotland are struggling with poverty. We want to change that.

## How we'll do this

We will use the power of STV to shine a light on issues, raise funds, and enable young people to tell their stories to the widest possible audience, helping to drive positive change.

## Our Values

Values are at the core of everything we do at the STV Children's Appeal. Whether it is about the funding decisions we make, the projects we support, or the way we engage with our partners, it is critical that the choices we make are based upon our core values which we have developed as a charitable organisation.



# Our Themes

The STV Children's Appeal has been operational now for 11 years and has developed a balanced portfolio based on an understanding of poverty, its causes and its impact on families, children and young people.

Four themes have consistently emerged and our knowledge and understanding of these has helped define and refine the strategy as we fund projects which aim to both tackle the issues and inform our learning going forward. The themes relevant to each of our 12 large investments appear alongside their descriptors.





# 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 virtual event in April and a single event in Glasgow in September.

### Supporting young people's mental health and wellbeing

The Appeal supported four projects to support young people's mental health and wellbeing post pandemic:

- Avenue Confidential – Aberdeen
- Mind Mosaic Child and Family Therapies – Greenock
- Mind Space – Perth
- Wellspring – Edinburgh



“We are delighted that the STV Children’s Appeal has awarded this grant, which will allow us to help children and young people who experience poverty and suffer from mental health issues and will ensure emotional support sits at the heart of the community. The children and young people we work with are further compounded by living in economically-challenging situations. This money will support us in continuing to enable them to express their distress in a safe, confidential environment, and to learn to find ways to build resilience to enable them to manage their life situations.”

– Wellspring



“We’re extremely grateful to the STV Children’s Appeal for this fantastic donation. The money will provide much-needed mental health support to a growing number of children and young people in Inverclyde affected during lockdown by anxiety, trauma, self-harming, suicidal thoughts, grief and loss, poor self-esteem, domestic violence, and the challenges of being a young carer. Our specialist play therapy and young people’s counselling will help them make sense of their world and heal and recover as they make their way back to an improved daily life and wellbeing”.

– Mind Mosaic Child and Family Therapies



# WorkingRite

## North-West And South Glasgow, And Aberdeen

### Supporting young people into employment

We invested in WorkingRite to deliver activity in 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, 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

## Youth Philanthropy Initiative

The Appeal has been working in partnership with The Wood Foundation (TWF) 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 £3,000 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 ten 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 grassroot 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:

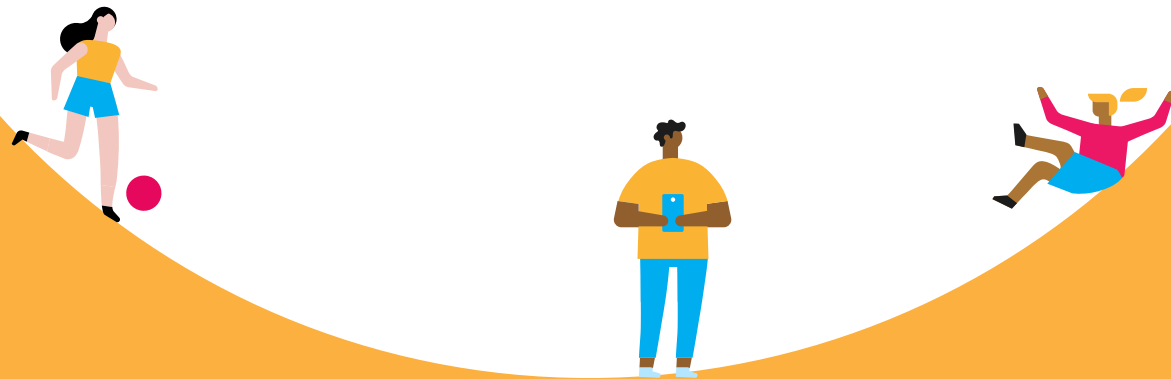
- Mental health – 24%
- Health – 17%
- 13% of grants helped to address poverty.
- 11% tackled domestic and sexual abuse.
- 9% focused on disability.

**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 that 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.

Within the current academic year 2022/2023, 280 schools are currently taking 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.

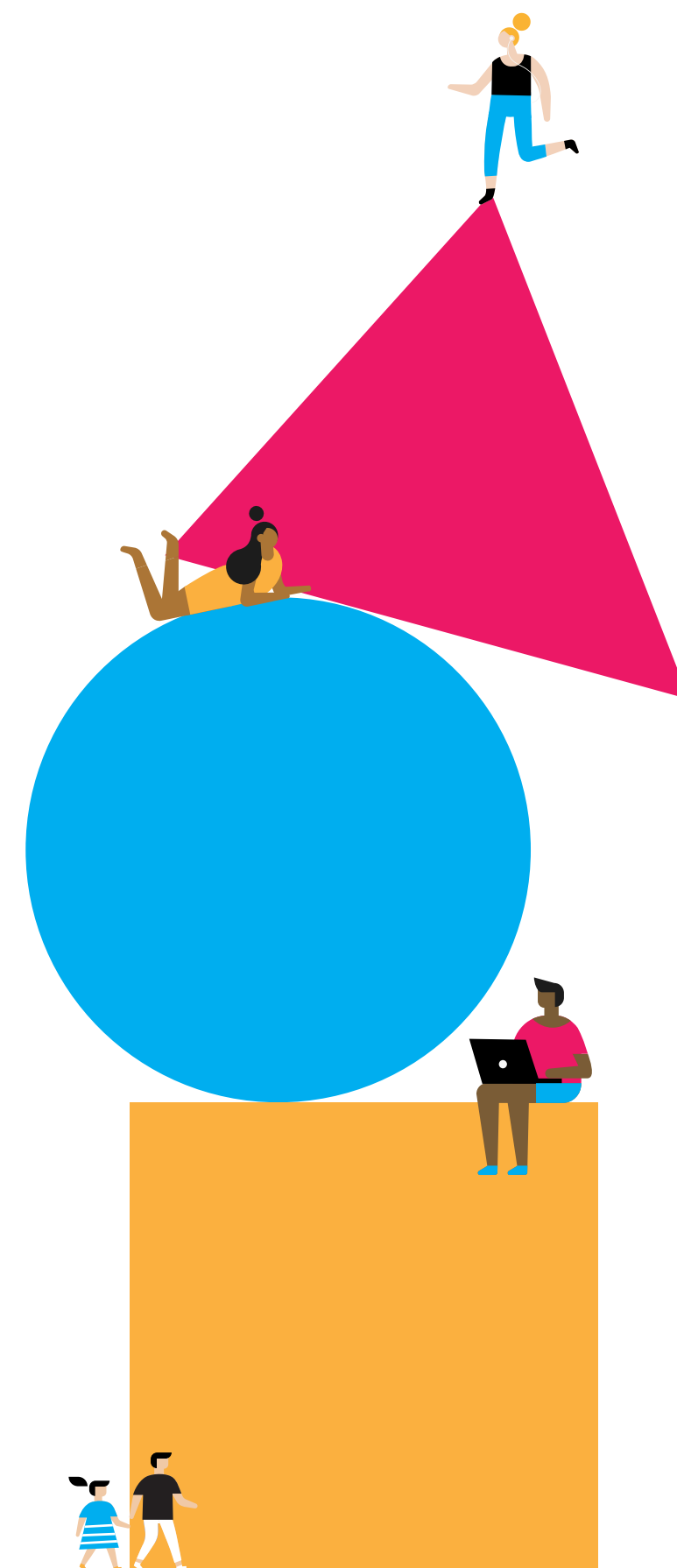


# Large Projects



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 the 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. The commencement of the cost-of-living crisis in 2022 didn't bring relief to the communities we support, and our Large Projects have continued to help mitigate against the effects of this on those already struggling to get by.



# The Appeal Community Awards

## Corra ‘Micro Grants’

### Key Themes

- Material Need
- Community

### Summary

In 2021, the Appeal committed £75,000 to the development of 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 provides an accessible funding stream which reaches families and communities who are least likely to access support from other funders. The fund opened for applications in April 23, in response to the cost-of-living crisis. 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 currently 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

### Key Themes

- Wellbeing

### Summary

The Promise Partnership oversee the distribution of several key funds which advance and implement the key findings and recommendations from the Independent Care Review ICR. 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.

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. All collaborations are making positive progress in their work and on track in delivering their plans. All are actively engaging with the support packaged offered by the Promise Scotland. Reports received to date have illustrated how practical steps taken by the collaborations both in the participation of families in how to support connections between brothers and sisters and strengthening relationships for brothers and sisters. For example, in North Lanarkshire the team worked with a family to produce an animation, which describes their experience of a family meeting and the benefits of an inclusive approach. They have realigned resources to invest in the recruitment of Foster Carers, who can look after brothers and sisters together. Families Outside have reported having a greater understanding of the prevalence and numbers of children and young people in care

who are impacted by a brother’s or sister’s imprisonment, as well as highlighting sibling imprisonment as an issue and something that care-experienced children and young people may be facing; generally, the focus is on parental imprisonment, for all children and young people, not simply those with care experience. Scottish Borders reported their Family Group Decision Making service is now ensuring that sibling relationships are considered and supported within family plans, with a comprehensive Brothers and Sisters assessment undertaken and completed in the following circumstances:

- Where there are significant differences in planning for or placement of siblings at any stage in their care journey, including separation.
- In the permanence planning process where siblings are involved.
- When a decision is made that a comprehensive sibling assessment would aid in the planning process for children.

### Achievements

- Research design materials have been developed over this period (including a short information video for interviewees) and ethical approval given for the next stages of the research with participants with care experience and professionals.
- Considerable progress with a local authority who are a key member of the Steering group and are actively considering how to ensure that outputs from the project can effectively ‘speak’ to their newly developed, bespoke CRM system.



# Calum's Cabin

## Key Themes

- Wellbeing

## 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 has 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 their 10th Glasgow Flat to help cope with growing demand.

"We were lost, petrified, traumatised; then Caroline and Calum's Cabin come along and slow down the world that's crumbling around you. They take away other stresses so all your energy can be focused on your child and the terrifying months you face ahead."

## Achievements and Added Value

- Calum's Cabin engage closely and are in Strathclyde University each week with students for their social pathways, encouraging them to look at social responsibilities and learn new life skills while helping the charity at the same time.
- The 9 Glasgow flats have been full throughout the year with families staying anything from 6 weeks for a course of radiotherapy to a family who stayed for 22 months.
- Calum's Cabin are also a community partner with our local secondary school, encouraging students to volunteer in the charity shops and office during their school free periods, again skills for life and very useful for their personal statements for those wishing to apply for university.

# Children 1st

## Bide Oot: Ardoy Outdoor Education Centre

## Key Themes

- Wellbeing

## 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.

"I get lots of time with the young ones but not as much with the big ones because they have their own lives and friends and things. It was a really special time for us to spend together."

– Dad

## Achievements

- In follow up to year one where 6 residential weekends were completed, a further 4 residential weekends have been delivered in year 2. This has supported 43 families in total to date 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.
- Increasing Intergenerational connections - grans and aunts have jumped in water dinghies with their children, teenagers have turned up at weekends to walk with their carers, one young lad who had moved to a foster placement brought along his foster carers and their children to a community walk.





# Children's Parliament

## Feeling's Inspectors

### Key Themes

- Wellbeing

### Summary

The Feeling's Inspectors is a 6-month project (April to September 2022) which created 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 worked 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

- A digital platform Moodle (our eLearning Hub) was set up to host the 13-part programme resource.
- The Feelings Inspectors' voices and creativity were transformed into an online interactive format, where adult professionals and parents can access.
- Both partners Place2Be and Youth Scotland have reviewed the programme in its digital format.

- The 13 part programme was refined taking into account the feedback from partners
- The programme is ready to launch as part of the eLearning hub in Spring 2023.
- Place2Be will integrate the programme into their Mental Health Foundation Champions Programme.
- Youth Scotland will co-facilitate 4 workshops in 2023/24 for their membership to roll out the resource.

### Legacy

Although the funding phase has come to an end with the resource production completed, Children's Parliament is committed to continuing to work with partners, including Place2Be and Youth Scotland, to promote and support the use of the digital tool by the wider sector and communities.

The Feelings Inspectors Programme will be hosted on our eLearning Hub which offers free access alongside our other children's human rights learning courses. As one of our strategic priorities is to help build the capacity of the children's workforce on children's rights, we will proactively reach out to relevant professionals across Scotland and encourage sign-up to the programme via outreach work, training and workshops.

# Corra

## Digital Voice

### Key Themes

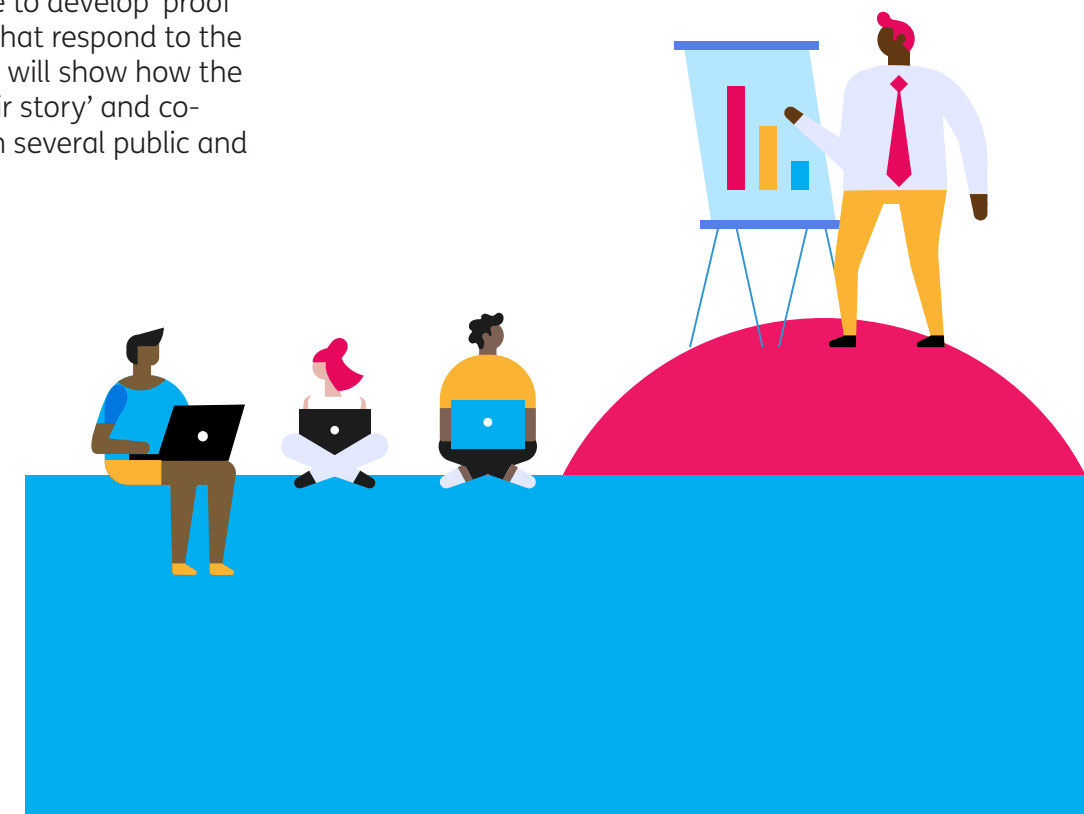
- Wellbeing
- Community

### 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

- Research design materials have been developed over this period (including a short information video for interviewees) and ethical approval given for the next stages of the research with participants with care experience and professionals.
- A focus group with professionals from health, education and social work sectors was delivered in January 2023 and 2 x 1 hr individual interviews with 5-6 young people and their trusted supports will take place during February/March.
- Exploratory meetings have been held with the Chief Executive and other colleagues from Mind of My Own to explore possible synergies and mutual learning as the project develops.



# Place2be and Youth Scotland Y2be

## Key Themes

- Wellbeing
- Community
- Education & Employability

## 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

- Youth Scotland has delivered emotional wellbeing online sessions to 101 young people and Personal wellbeing sessions to 105 young people. A further 20 young people are currently engaged in Peer Mentoring training.
- The 50 young people who have undertaken the Peer Mentoring Training with Place2Be in the last year and the 77 young people who have undertaken I Lead Training with Youth Scotland are being supported to gain accreditation for their achievements, have been working with young people from several partner organisations, such as PKAVS Young Carers, Renfrewshire Young Carers, Y Sort It, and SIMY.
- A further 702 young people in the community have achieved Hi-5 Awards and 355 have achieved DYA's for their well-being activities as a result of activities delivered by Peer Mentors and youth workers in Year 2. This builds on the 721 supported in Year 1.

“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

“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.





# Enhanced Lothian Tutoring Initiative

## Key Themes

- Education & Employability

## Summary

The Enhanced Lothian Tutoring Initiative (ELTI) was established in October 2020 by Queen Margaret University 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%.
- A key development for Year 3, was to bring in a Strategic Lead, to explore engagement with key stakeholders, or prospective stakeholders, focussing on establishing recommendations for a sustainable future for ELTI.

## 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

- Wellbeing

## Summary

Saheliya are a specialist mental health and wellbeing 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 nine languages including 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.

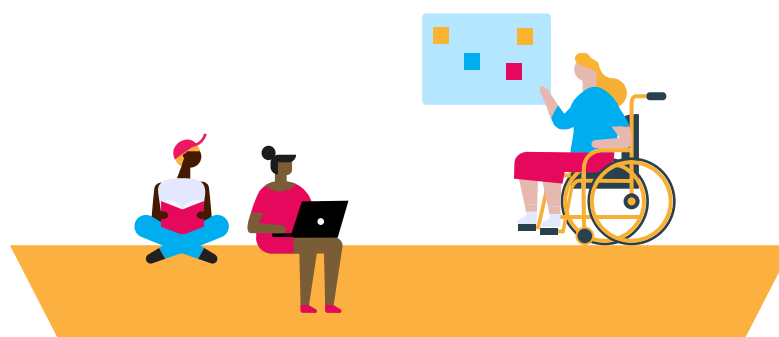
- Through funding from the Appeal, Saheliya are able to provide advocacy support to service users who have not been allocated an interpreter when accessing basic and mainstream services, and in some cases, have provided an interpreter to help overcome gender and cultural issues, facilitating the disclosure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

## Impact

Saheliya have provided case work and advocacy for women, in 9 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

- Wellbeing
- Community

### 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

- So far, family members attending the course have noted an increase in their knowledge about advocacy and rights and appreciated handouts to keep. Feedback so far is that gaining knowledge is participants’ main priority, and that is thus far being achieved. At this point, it is fair to say progress against this outcome is well underway and will be fully achieved.
- Since starting in Spring 2022, My Family, My Rights has developed from a concept to a fully-fledged learning and skills course for family members affected by someone else’s alcohol and drug use.

### 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

- Wellbeing
- Community

### 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.

“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 are really helpful.”

– Street Soccer Scotland participant

### Achievements

- Now have 53 registered under 16s in Aberdeen.
- Now have now 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.



# Youth Scotland

## Growing Community Based Youth Work

### Key Themes

- Youth Engagement
- Employment
- Community Capacity Building

### 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.

"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 have 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

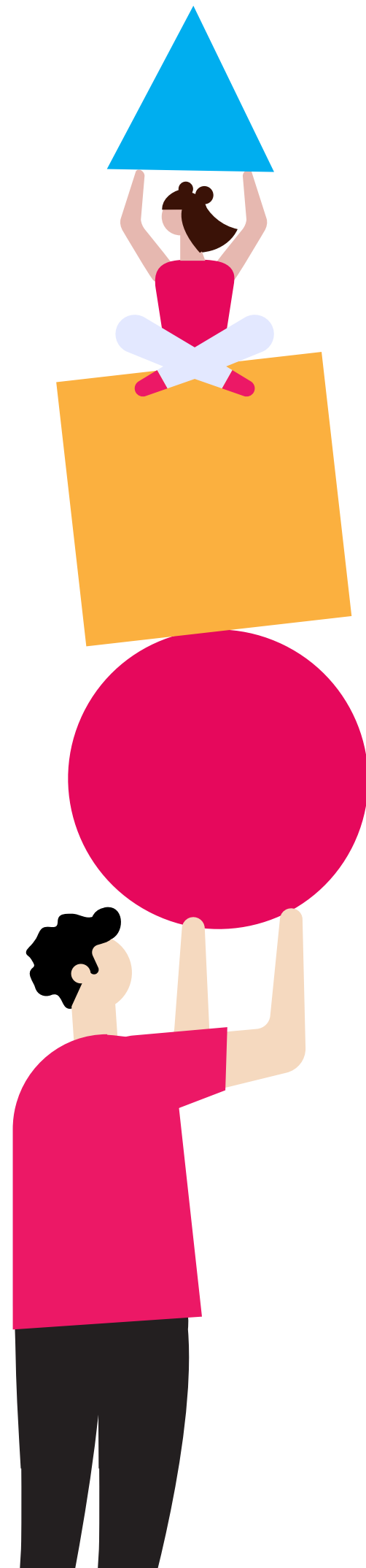


# Local Projects

Our Local 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 Local Projects is their commitment to provide ongoing, 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.

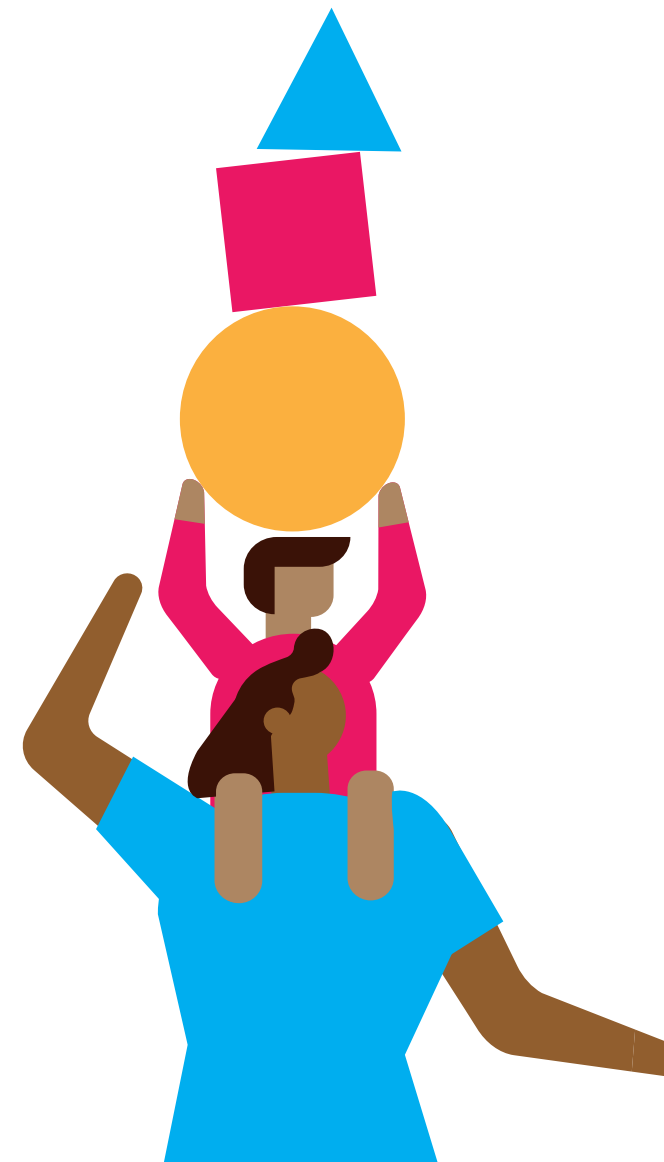
"I am going to wear my jacket to bed cos I love it. I will be able to play in the mud out the back in my wellies too, but I don't know if I will because I like the colour and want to keep them clean."

– Girl, age 5



This year our Local 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 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 two 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.



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 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>6</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>6</sup> Estimates based on completed surveys

"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 days. I was isolating and they 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



# Our Board of Trustees



Paul Reynolds  
Chair, STV Children's Appeal Board

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 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 Chairman of Computershare Ltd. He held previous roles as non-executive Chair of 9Spokes Ltd and FibreNation and as Director at Eircom Ireland Limited, XConnect Global Networks and Japan-based internet company, eAccess Ltd.



Simon Pitts  
CEO, STV

Simon was appointed Chief Executive of STV Group plc in January 2018. Simon set out a growth strategy to transform STV into a digital streaming and IP-led media business. After a period of consistent growth, STV posted record financial results in 2022. Previously, Simon was on ITV's executive board as Managing Director, Online, Pay TV, Interactive & Technology. Over a 17-year career there, he held a range of senior roles and, as Director of Strategy, was one of the main architects of the company's strategic transformation under Archie Norman and Adam Crozier. Simon was on the board of ITN for eight years and prior to ITV, worked in the European Parliament. He is Vice Chair of the Royal Television Society and trustee of the STV Children's Appeal and of pre-school literary charity Oscar's Book Prize.



Sir Ian Wood KT GBE  
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 start-up of the Oil & Gas Technology Centre (OGTC). Sir Ian remains Chairman of JW Holdings Limited, Chairman of Opportunity North East, established by the private sector to broaden and boost the economy of the NE of Scotland, founding Chairman of OGTC (now The Net Zero Technology Centre), and Chairman of Energy Transition Zone Ltd set up to help reposition the North East of Scotland as a globally integrated energy cluster focused on delivery of net zero. 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



Alison Maclachlan  
UK Director of The Wood Foundation (appointed 1 January 2023)

Ali is UK Director of The Wood Foundation, a venture philanthropic organisation and long-term supporter of the STV Children's Appeal. The Wood Foundation is committed to empowering societal and economic change in Scotland and East Africa. Having previously held Board roles to support both charity start-ups and established youth organisations, Ali has also held roles as an External Examiner on the MSc Corporate Social Responsibility for the Robert Gordon's University and on the national advisory board of MCR Pathways. She is currently a Trustee of the Aberdeen University Development Trust and Chair of the Scottish Grantmakers. Ali's career has always been committed to education and development; seeking and developing impactful, meaningful, and innovative interventions which improve outcomes for young people and help them to thrive.



Bobby Hain  
Managing Director, Broadcast, STV

Bobby Hain is Managing Director of Broadcast at STV Group plc, responsible for TV operations to deliver the Channel 3 licence service that includes the network schedule shared with ITV and regional programmes, primarily news and current affairs. Bobby has over forty years of media experience across radio, television and digital. As well as being a trustee of the STV Children's Appeal, he is chair of the trustees of STV's two DB pension schemes and has fulfilled a number of board commitments in the creative sector including Scottish Youth Theatre, Creative Skillset and RTS Scotland.



Lorraine Kelly  
TV Personality

Lorraine Kelly CBE 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 and in 2021 was awarded a CBE by Princess Anne. 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 an ambassador of Dundee United.



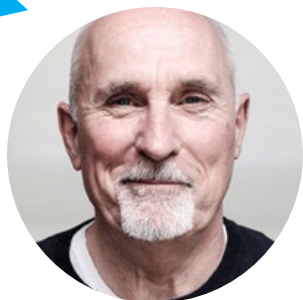
Sir Tom Hunter  
 Founder, The Hunter Foundation (resigned 31 December 2022)

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 (resigned 31 December 2022)

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.



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.”



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

Sir Harry Burns is Professor of Global Public Health at Strathclyde University. Prior to this he held the position of Chief Medical Officer for Scotland from 2005- 2014. Sir Harry Burns studied medicine at Glasgow University. After graduation, he trained in surgery and was 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.





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