



STV Appeal

SCIO: SC042429

Report of the Trustees and Financial Statements

For the year ended 31 December 2023



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STV Appeal Administrative Information

For the year ended 31 December 2023

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

SCIO registration details

SCIO name	STV Appeal
SCIO registration number	SC042429
Registration date	4 July 2011
Principal office	Pacific Quay Glasgow G51 1PQ

Trustees

The Trustees at any point in the year to 31 December 2023 and up to the date of signing were:

Paul Reynolds, Chair
Simon Pitts
Bobby Hain
Sir Ian Wood
Alison MacLachlan
Lorraine Kelly

Senior Operational Manager

Natalie Wright

Auditors

Deloitte LLP
5th Floor
110 Queen Street
Glasgow
G1 3BX

Principal bankers

Royal Bank of Scotland Plc
36 St Andrew Square
Edinburgh
EH2 2YB

Website

stv.tv/appeal



Message from Chair

The annual report is a time for reflection on the role that the STV Children's Appeal has played over the last year in alleviating child poverty in Scotland, working alongside our partners. STV's ability, through media, to shine a light on the key issues is a significant strength of the Appeal and our work in this regard is unique. I hope this report gives you a clear sense of the breadth and depth of our activities across Scotland.

Those living with poverty face multiple challenges, and they are being impacted the most by the cost-of-living crisis. The focus of our work has been targeted across the four themes of Material Needs, Education and Employability, Wellbeing and Community. In many cases the projects we work with tackle more than one of these themes.

Key to our approach is to listen directly to voices from the communities and projects we serve. We strive to be a relational funder that gets close and engages directly, because often the most innovative solutions to an issue comes best from those closest. We are delighted therefore to see many positive outcomes and evidence of systemic change for the better.

We also recognise that it's critical to engage with organisations at grassroots level, so another strength of the Appeal comes from its partnerships with those such as Corra Foundation and the Youth and Philanthropy Initiative Scotland (YPI).

As a result of the commitment by STV Group plc and The Wood Foundation to fund the operating costs, STV Appeal ensured every penny received from donations was available for distribution to charitable projects in 2023.

I would like to acknowledge our deep appreciation for the outstanding commitment of the Scottish Government. I believe this is very much in recognition of how the Appeal directly supports the Government's Child Poverty Delivery Plan – Best Start Bright Futures. Each one of our projects is aimed at tackling the drivers of child poverty and supporting Priority Families.

As we look to the year ahead, there is no doubt about the challenges that children and families struggling with poverty continue to face - but we are up for the task of making a difference. With your help, whether that be via donations of money, wise counsel or commitment of time, we will strive to ensure we devote well-targeted efforts and resources across all parts of Scotland, to make lives better for many.

Thank you

A handwritten signature in blue ink, appearing to read 'Paul Reynolds', is written over a light blue horizontal line.

Paul Reynolds
Chair of Trustees

Date: 13 June 2024



Report of the Trustees

For the year ended 31 December 2023

Governance, structure and management of STV Appeal

The Trustees are pleased to present their report and financial statements of the charity for the year ended 31 December 2023.

Governing document

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

Organisational structure

STV Appeal is a registered charity. It is a legal entity known as a SCIO. Under its structure as a SCIO, it currently has six members who also act as Trustees.

The Trustees may appoint individuals to the Board of Trustees which has the responsibility to manage the operations of STV Appeal based on skills and experience that new Trustees can bring to the organisation.

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

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

All activities, policies and protocols are subject to the review of the Board of Trustees.

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

Staff

STV Appeal does not directly employ staff but does acquire staff related services from STV Group plc.

The structure of the STV Appeal team comprises of:

- The Board of Trustees
- 1 Senior Operational Manager
- 1 Fundraising Manager
- 1 Communications Executive

Additionally, STV Group plc provides the services of its administrative, marketing, legal, HR and finance departments without charge.



Objectives, activities and achievements of STV Appeal

Objectives

The charitable objectives of STV Appeal as set out in its constitution are:

- to relieve those in need by reason of age, ill-health, disability, financial hardship and/or other disadvantage.
- to alleviate suffering and save lives in the aftermath of natural disasters or other events involving injury, deaths and/or displacement of people from their homes.

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

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

Our purpose

The STV Appeal helps children, young people and families affected by poverty across Scotland.

All children deserve security and stability. To feel safe, be warm and have enough food. To be supported emotionally and have positive role models. To learn, thrive and enjoy their childhood.

We work with incredible and inspiring charities in every region of the country to help make an immediate impact when urgent support is needed; but also to help encourage lasting change.

We are committed to creating a better life for children and families who need a bit of extra support.

The STV Appeal organises fundraising events, create partnerships and use STV's broadcast and digital platforms ("STV") to raise money and shine a light on the issues impacting families in Scotland.

Then we distribute these funds to inspiring charities who work directly with those in need.

These include families impacted by serious illness; those struggling with the cost-of-living crisis; children who need support with their mental wellbeing; those in the care system; young carers; and community groups providing services for young people who depend on and value a safe space – and so many more.

In 2023 administration costs were covered by STV Group plc and by a portion of The Wood Foundation's donation to the Appeal.

Our values

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

- **Relationships:** We place relationships at the centre of how we work with donors, charities, partners and with each other.
- **Solution Focussed:** We are brave, we are bold, we try new things. We're not afraid to take chances if there could be a better way.
- **Voice:** Children and families are at the heart of everything we do, and we make sure that their voices are heard.



- **Rooted in Communities:** We believe the answers to problems in a community can be found within. We take our lead from them.

Grantmaking strategy

Relationships and partnerships have always been at the heart of our approach. Building on 12 years of experience, networks built and knowledge gathered, we actively seek out new opportunities that are timely and are co-created by those with lived experience or deeply learned experience.

We have developed a balanced portfolio of national and local projects based on an understanding of poverty, its causes and its impact on families, children and young people.

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

Our criteria for project selection are summarised as projects which:

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

Themes

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.

- **Material needs:** Supporting organisations to meet community and individual need with items that will have immediate impact on their lives and help mitigate the impact of poverty, such as food, clothing and bedding.
- **Education and employability:** Strengthening organisations who are helping young people develop skills in and out of education that will help improve their long-term life chances.
- **Wellbeing:** Helping organisations which are supporting the wellness and health of people who are impacted by poverty.
- **Community:** Assisting organisations which are providing much needed community assets alongside capacity building assistance to help them become more sustainable in the long term.



Measurement

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

Monitoring and evaluation

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

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

In recognition that the smaller projects have limited resources, the reporting requirements upon them are less onerous though still necessary to ensure objectives are met. These projects are issued with a link to an online grant monitoring form.

Activity and achievements

Fundraising

The difficult macro-economic backdrop was challenging for the STV Children's Appeal throughout 2023. The cost-of-living crisis placed additional financial pressure on donors – businesses and individuals alike - impacting their ability to give at a time when the need for the Appeal has never been greater. The cost-of-living crisis deepened the impact on those already facing severe challenges whilst increasing the number of those requiring support.

We saw many donors giving less than in previous years and worked hard to deliver appealing fundraising activities to drive engagement with clear 'calls to action'. Despite the challenging external factors, which were out-with our control, we raised £2.4m through events, programming, fundraising, and corporate partnerships.

In 2023 fundraising focused on events and campaigns that enabled us to:

- Test and learn from existing events and create new events
- Provide a variety of ways for individuals, schools and businesses across Scotland to fundraise
- Enable STV to support through on-air campaigns and programming

2023 Fundraising Objectives:

- Grow existing events
- Launch new events
- Super serve existing corporates partners
- Engage new supporters
- Promote participation in third party events
- Champion fundraising heroes



Across the year, hundreds of people took on the Kiltwalk for the STV Appeal across all four events in Glasgow, Edinburgh, Dundee and Aberdeen, raising thousands of pounds. The funds raised were used to support local projects in each city; *AR26* in Glasgow, *Togs for Tots* in Dundee, *Russell Anderson Foundation* in Aberdeen, and *Scran Academy* in Edinburgh.

In June businesses competed in the *STV Children's Appeal Cup* - a five-a-side football tournament took place in Glasgow and supporter by longstanding partner, Tunnock's.

The *Big Scottish Breakfast* took place during a week in September, with groups, businesses and schools hosting their own breakfast events to raise funds. Kellogg's sponsored the campaign and over 100 events took place across Scotland, with some creative and fun ideas to get people involved.

In October STV presenters Sean Batty and Laura Boyd took on a special fundraising challenge, which involved them having to make it all the way round the Isle of Arran – by any means necessary – all in time for the last ferry home. The challenge was supported by Arnold Clark.

Lidl stores across Scotland hosted their own fundraising days, placing collection tins in-stores or taking part in fundraising events. Lidl also generously donated a proportion of sales from key products sold in store. Lidl raised over £70,000 in 2023.

STV staff remain some of the biggest supporters of the Appeal. Fundraising is co-ordinated and supported by a company-wide network of Appeal Ambassadors with staff getting involved in all fundraising events or getting creative and finding their own ways to boost donations. The final total raised by STV colleagues continues to be match-funded by STV.

Programming

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 Appeal-supported charities including AberNecessities, MsMissMrs and Citadel Youth. Given the unrivalled reach of STV's broadcast channel and social media platforms, 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 help boost their support.

The fundraising year culminated with two key programmes in November. A special documentary was commissioned to explore how grassroots sport has the power to transform the lives of young Scots. In *Scotland's Stories: A Sporting Chance*, presenter Jean Johansson visited sports charities, including Andy Robertson's AR26 and The Russell Anderson Foundation, which are all committed to breaking down barriers and giving children the chance to grow and thrive through sport.

A successful annual telefundraiser was hosted by Lorraine Kelly and Sean Batty at Refuweegee in Glasgow, a charity committed to ensuring that families who have been forced to flee their homes arrive in Scotland to a warm welcome. *STV Children's Appeal Show 2023* featured a host of celebrities, young people and community heroes as well as inspiring 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.

Projects

In 2023, STV Appeal distributed £1 million in grants to national and local charities working in communities across Scotland, aiming to reduce the impact of poverty and help children and their families to thrive.

The following are some of projects supported by STV Appeal in 2023:



Enhanced Learning Tutoring Initiative (ELTI)

The Enhanced Learning 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

- Participant recruitment: 88% of tutees are from the targeted group. ELTI take time and care to identify and match pupils and tutors
- Attendance and engagement: 296 students offered 4,324 one-hour tutoring sessions. 66.7% of tutoring opportunities attended. Tutors and ELTI work with students to remove barriers that may prevent them from taking part.
- Academic attainment and wider benefits: Approximately 70% of students maintain or improve their predicted exam performance. Over 70% of students feel more confident. Tutoring increases student motivation and encourages them to re-engage with adults in a learning environment.

Who Cares? Scotland

Who Cares? Scotland has been funded to deliver a programme of work that will create 'Communities that Care' within Clackmannanshire. A dedicated team is working to increase its reach to Care Experienced children and young people, engaging and connecting with those in a variety of care environments such as kinship care, foster care and looked after at home. The project is also creating the conditions for positive learning opportunities for corporate parents and people in communities; to enable awareness and understanding of the issues faced by those in care.

Central to the Who Cares? Scotland approach is empowering Care Experienced children and young people to share their experiences safely through the power of personal testimonies. The project is harnessing the power of lived experience and the Care Experienced voice to create positive change in attitudes to reduce stigma and discrimination and to inform improvements in supports and services that help young people growing up in care reach their full potential.

Achievements

- Four Stage 1 teacher training sessions delivered across all three High Schools in Clackmannanshire plus Secondary School Support Service – 387 academic staff trained.
- 21 personal and social education (PSE) lessons delivered in two out of three high schools – plans underway for other high school in 2024.
- 235 individual rights supported in 2023 for those looked after by Clackmannanshire Social Work. Top five rights:
 - Respect for views.
 - Right to live with or keep in contact with parents.
 - Right to relationship with brothers and sisters.
 - Right to leisure, play and culture.
 - Right to education.



Cost-of-living small grants

The cost-of-living crisis exacerbated the impact of families living in poverty throughout Scotland and the Trustees took additional steps to respond to the worsening situation for children.

Through our established network of charities throughout Scotland, the Appeal was able to disburse 99 grants to grassroots organisations across Scotland. They were allocated to meet the immediate material needs by providing appropriate support through cash, vouchers, top up cards and support in kind.

The organisations we supported were asked to be mindful of families who may not be getting support from other sources or for whom additional support was most required.

The majority of funds were dispersed to lone parent families, families with three or more children, families with a pre-school child and families with a disabled adult or child.

Working with local organisations with whom we had a relationship ensured that they had knowledge of each family and their circumstances to inform assessment of the type of support that was best for the family. The main support provided to families included supermarket vouchers (64%), food parcels (29%), cash (23%) and fuel (23%). Other support included clothing, bedding and essential household items.

Future plans

In 2024/25 the Appeal will develop a new three-year plan. Led by Trustees with external consultancy support this will cover all aspects of the Appeal's work including income generation and grantmaking.

We recognise the scale of child poverty and its severe, long-term impact on communities across Scotland. The Appeal is committed to continuing to support long-term systematic change by investing in innovative projects that really make a difference to the most disadvantaged and at-risk children and young people in Scotland.

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

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



Financial Review of STV Appeal in 2023

	2023	2022
Total income (£)	£2,355,187	£3,317,282
Cash generated for distribution to projects (£)	£1,390,098	£2,405,978
Number of awards to projects (number)	113	215
Value of awards to projects (£)	£1,048,033	£2,673,661
Cash available at 31 December (£)	£597,707	£2,264,448
Reserves at 31 December (£)	£1,700,152	£1,358,086

Through the efforts of all our other supporters including STV Group plc, The Wood Foundation, Scottish Government, The Kiltwalk, corporate partners, schools, local businesses, community groups and individual donors, STV Appeal generated total income of £2,355,187 (2022: 3,317,282) in the year to 31 December 2023. This included a grant of £1,000,000 (2022: £1,894,000) from the Scottish Government who once again demonstrated their long-term support of STV Appeal and our determination to fight child poverty in Scotland.

In 2022, STV Appeal supported the Scottish Government by distributing an additional £900,000 of Winter Fund awards to families struggling with the cost-of-living crisis. The funding provided for this was over and above the Scottish Government's annual grant award of £1,000,000. There was no Winter Fund distribution in 2023 and therefore the income of STV Appeal was lower than in the previous year.

Within total income are donations from STV Group plc and The Wood Foundation which covered the operating costs of STV Appeal. It also includes recognition of the in-kind donation of goods and services from STV Group plc. As a result, the cash generated for distribution to projects is lower than total income at £1,390,098 (2022: £2,405,978).

Awards

Utilising the income generated in 2023 and reserves brought forward from 2022, STV Appeal was able to make awards in support 113 projects (2022: 215). The total value of these awards was £1,048,033 (2022: £2,673,661). The projects which received awards from STV Appeal in 2023 are listed in note 12 on pages 28 to 29.

Cash

At 31 December 2023, STV Appeal had cash resources of £597,707 (2022: £2,264,448). Larger awards are predominantly paid in instalments and therefore this cash in hand will be utilised in 2024 to fund those staggered payments.

Reserves

The reserves of STV Appeal at 31 December were £1,700,152 (2022: £1,358,086). By the date of signing of this report, £1,226,492 has been committed to new awards with a number of additional projects currently under review by the Trustees.



Principal financial policies

Donations

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

Reserves

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

The reserves held at 31 December were:

	2023 (£)	2022 (£)
Unrestricted reserves	1,695,520	1,358,086
Restricted reserves	4,632	-
	<hr/>	<hr/>
	1,700,152	1,358,086

Investment of cash resources

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

Risk Management

To identify and assess the potential effects of any factors which may adversely impact the STV Appeal, the Board of Trustees have established a risk management framework which includes:

- Procedures for identifying and documenting the risks the charity may face
- Assessment of the severity of those risks
- Identification of appropriate mitigating actions
- Formally recording the above in a Risk Register
- Trustee review of the Risk Register at each Trustee board meeting and determination of appropriate actions.

This framework forms a key element of STV Appeal's corporate governance structure and the Board of Trustees consider it to be an effective system for managing the risks faced by the charity.

Under the processes outlined above, the Board of Trustees have identified the principal risks and mitigating actions as:

The continued delivery of strategic plans regarding the generation of income

The following mitigating actions have been put in place:

- The implementation of a corporate engagement strategy to attract new donors and manage relationships with existing ones
- The monitoring and regular reporting of performance against the fundraising strategy



- A focus on partnerships with participation events as a means of generating income and reducing cost
- Maintaining the existing partnership with STV Group plc and to use their media platforms to maximise public awareness and support

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

The following mitigating actions have been put in place:

- The provision of multi-year funding for projects
- Incorporating sustainability planning for projects beyond the timespan of our support
- Contractually defining the conditions of each grant and bi-annually reviewing performance against agreed KPIs

Additional risks have been identified in relation to cost of living crisis and as a result, our ability to raise funds through events and programming. Such macro-economic factors are out-with our control, but STV Appeal would continue to work closely with its fundraising partners to provide support and optimise the broadcast window provided by STV on an in-kind basis.

Going concern

A financial modelling exercise was conducted which assessed STV Appeal's cash resources, current grant making obligations, core cost base requirements and the potential for future grant making activity in the absence of any material fundraising activity. From this analysis it was demonstrated that STV Appeal has sufficient resources to enable it to continue to operate and to provide funding to projects in furtherance of its charitable objectives.

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

The financial statements on pages 21 to 29 were approved by the trustees at the AGM on 11th June 2024 and signed on its behalf by Paul Reynolds.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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

Signed on behalf of the Board of Trustees

A handwritten signature in blue ink that reads 'Paul Reynolds'.

Paul Reynolds
Chair of Trustees
Date: 13 June 2024



Statement of Trustees' Responsibilities

For the year ended 31 December 2023

The Trustees (who are also directors of STV Appeal for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



Independent auditor's report to the trustees of STV Appeal

Report on the audit of the financial statements

Opinion

In our opinion the financial statements of STV Appeal (the 'charity'):

- give a true and fair view of the state of the charity's affairs as at 31 December 2023 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

We have audited the financial statements which comprise:

- the statement of financial activities;
- the balance sheet;
- the cash flow statement; and
- the related notes 1 to 12.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (the 'FRC's') Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.



Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Report of the Trustees, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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



Auditor's responsibilities for the audit of the financial statements

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

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

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

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We considered the nature of the charity's industry and its control environment, and reviewed the charity's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management and the trustees about their own identification and assessment of the risks of irregularities, including those that are specific to the charity's business sector.

We obtained an understanding of the legal and regulatory frameworks that the charity operates in, and identified the key laws and regulations that:

- had a direct effect on the determination of material amounts and disclosures in the financial statements. This included the UK Charities Act; and
- do not have a direct effect on the financial statements but compliance with which may be fundamental to the charity's ability to operate or to avoid a material penalty. This included the charity's the Scottish Charity Regulator (OSCR) regulations.

We discussed among the audit engagement team regarding the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements.



As a result of performing the above, we identified the greatest potential for fraud in the following area, and our procedures performed to address it are described below:

- Awards to charitable causes, specifically in relation to the accuracy and application of expenditure. Our audit procedures to address this risk included testing expenditure to award letters and confirming each award had obtained the appropriate Trustee approval.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management

override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- enquiring of management and in-house legal counsel concerning actual and potential litigation and claims, and instances of non-compliance with laws and regulations; and
- reading minutes of meetings of those charged with governance.

Report on other legal and regulatory requirements

Matters on which we are required to report by exception

Under the Charities Accounts (Scotland) Regulations 2006 we are required to report in respect of the following matters if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- proper accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

We have nothing to report in respect of these matters.



Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in black ink that reads 'Deloitte LLP'.

David Mitchell CA (Senior statutory auditor)

For and on behalf of Deloitte LLP

Statutory Auditor

Glasgow, United Kingdom

13 June 2024

Deloitte LLP is eligible for appointment as auditor for the charity by virtue of its eligibility for appointment as audit of a company under section 1212 of the Companies Act 2006.

STV Appeal

SCIO: SC042429



Statement of Financial Activities For the year ended 31 December 2023

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Income and endowments				
Donations and legacies		2,193,689	150,000	2,343,689
Income from investments		11,498	-	11,498
Total income and endowments	2	2,205,187	150,000	2,355,187
Expenditure				
Expenditure on raising funds	3	(887,240)	(75,000)	(962,240)
Expenditure on charitable activities:				
Awards to charitable causes	3	(977,665)	(70,368)	(1,048,033)
Refund of awards previously given		1,152	-	1,152
Other	3	(4,000)	-	(4,000)
Total expenditure	3	(1,867,753)	(145,368)	(2,013,121)
Net income and movement in funds		337,434	4,632	342,066
Reconciliation of funds				
Total Funds brought forward		1,358,086	-	1,358,086
Total Funds carried forward	10	1,695,520	4,632	1,700,152
		restated		restated
	Note	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £
Income and endowments				
Donations and legacies		3,163,961	150,000	3,313,961
Income from investments		3,321	-	3,321
Total income and endowments	2	3,167,282	150,000	3,317,282
Expenditure				
Expenditure on raising funds	3	(904,536)	-	(904,536)
Expenditure on charitable activities:				
Awards to charitable causes	3	(2,523,661)	(150,000)	(2,673,661)
Refund of awards previously given		-	-	-
Other	3	(4,000)	-	(4,000)
Total expenditure	3	(3,432,197)	(150,000)	(3,582,197)
Net income and movement in funds		(264,915)	-	(264,915)
Reconciliation of funds				
Total Funds brought forward		1,623,001	-	1,623,001
Total Funds carried forward	10	1,358,086	-	1,358,086

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

The income and expenditure for 2022 has been restated to include the in-kind donation of staff services by STV Group plc. This adjustment does not change the net income for the year or the total funds brought forward. The value attributed to these services in 2023 is £167,168 and in 2022 is £110,135.

STV Appeal

SCIO: SC042429

Balance Sheet

As at 31 December 2023



	2023	2022
	£	£
Current assets		
Debtors	7 1,245,419	191,412
Cash at bank and in hand	8 597,707	2,264,448
Total current assets	1,843,126	2,455,860
Liabilities		
Creditors: amounts falling due within one year	9 (142,974)	(1,097,774)
Net assets	1,700,152	1,358,086
The funds of the charity		
Unrestricted funds	1,695,520	1,358,086
Restricted income funds	4,632	-
Total charity funds	10 1,700,152	1,358,086

The Financial Statements were approved by the Board of Trustees on 11 June 2024 and signed on their behalf by:

A handwritten signature in blue ink that reads 'Paul Reynolds'.

Paul Reynolds

Trustee and Chairman
13 June 2024

STV Appeal

SCIO: SC042429

Cash Flow Statement

For the year ended 31 December 2023



	2023 £	2022 £
Cash (used in)/generated from operating activities		
Net cash (used in)/provided by operating activities	(1,666,741)	226,592
Net (decrease)/increase in cash	(1,666,741)	226,592
Cash at bank and in hand at 1 January	8 2,264,448	2,037,856
Cash at bank and in hand at 31 December	8 597,707	2,264,448
Reconciliation of net income/(expenditure) to net cash (used in)/provided by operating activities:		
Net income/(expenditure) per statement of financial activities	342,066	(264,915)
(Increase)/decrease in debtors	7 (1,054,007)	275,892
(Decrease)/increase in creditors	9 (954,800)	215,615
Net cash (used in)/provided by operating activities	(1,666,741)	226,592

Notes to the Financial Statements For the year ended 31 December 2023

1 Accounting policies

Accounting convention

The financial statements have been prepared on a going concern basis under the historical cost convention and the requirements of the Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019.

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

Fund accounting

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

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

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

Incoming resources

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

Donated goods, services and facilities

STV Appeal receives in-kind donated services, primarily in the form of advertising and staff related services from STV Group plc. The donation value is representative of the commercial value of the services provided.

Irrecoverable VAT

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

Recognition of financial assets and liabilities

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

Resources expended

Expenditure is accounted for on an accruals basis.

Taxation

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

Going concern

A financial modelling exercise was conducted which assessed STV Appeal's cash resources, current grant making obligations, core cost base requirements and the potential for future grant making activity in the absence of any material fundraising activity. From this analysis it was demonstrated that STV Appeal has sufficient resources to enable it to continue to operate and to provide funding to projects in furtherance of its charitable objectives.

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

Significant judgements and estimates

STV Appeal has no areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements.

STV Appeal

SCIO: SC042429



Notes to the Financial Statements For the year ended 31 December 2023

2 Income and endowments

	2023 £	restated 2022 £
Unrestricted funds:		
Donations and legacies:		
Donations	1,469,734	2,531,903
Gift aid	(1,213)	10,423
Donated goods, services and facilities	725,168	621,635
Income from investments	11,498	3,321
	2,205,187	3,167,282
Restricted funds:		
Donations and legacies:		
Donations	150,000	150,000
	150,000	150,000
Total income and endowments	2,355,187	3,317,282

3 Expenditure

	2023 £	restated 2022 £
Expenditure on raising funds:		
Cost of generating donations	(839,253)	(864,639)
Cost of generating donations funded by restricted covenant	(75,000)	-
Marketing costs	(24,272)	(21,247)
Management and consultancy services	(22,700)	(11,898)
Office administration costs	(1,015)	(6,752)
	(962,240)	(904,536)
Expenditure on charitable activities:		
Awards to charitable causes	(977,665)	(2,523,661)
Awards to charitable causes under restricted covenant	(70,368)	(150,000)
Refunds of awards previously given	1,152	-
Governance costs: audit and tax advisory services	(4,000)	(4,000)
	(1,050,881)	(2,677,661)
Total expenditure	(2,013,121)	(3,582,197)

A list of the organisations supported by STV Appeal is provided in note 12 on pages 21-22.

4 Employees

STV Appeal had no employees during the year (2022: Nil) however it does acquire staff related services from STV Group plc and in 2023, the services of 3 members of the STV Appeal team were provided at nil cost (2022: £nil). These services have been included in the income statement as an in-kind donation of £167,168 (2022: £110,135).

One of the above received remuneration in excess of £60,000 in relation to the services provided to STV Appeal (2022: one in excess of £60,000).

5 Trustees' remuneration and benefits

The Trustees of STV Appeal received no remuneration, benefits or expenses during the year (2022: Nil).

STV Appeal

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Notes to the Financial Statements For the year ended 31 December 2023

6 Remuneration of the auditors

Deloitte LLP provide audit and advisory services the cost of which is borne by STV Group plc. The value of this service is considered to be £4,000 for the year (2022: £4,000).

7 Debtors

	2023 £	2022 £
Donations receivable	1,245,419	181,434
Prepayments	-	2,333
Gift Aid receivable	-	7,645
	1,245,419	191,412

8 Cash at bank and in hand

	2023 £	2022 £
Deposit account	584,943	2,251,356
Current accounts	12,764	13,092
	597,707	2,264,448

Cash resources held at year end which relate to donations made under restricted covenant and awaiting distribution to appropriate charitable projects	4,632	-
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STV Appeal

SCIO: SC042429



Notes to the Financial Statements For the year ended 31 December 2023

9 Creditors: amounts falling due within one year

	2023 £	2022 £
Commitments to charitable projects - unrestricted covenants	89,980	1,039,181
Sundry creditors	9,569	58,593
Trade Creditors	43,425	-
	142,974	1,097,774

10 Movement in funds

For the year to 31 December 2023:

	Unrestricted Funds £	Restricted Funds £	2023 £
Balance of funds brought forward	1,358,086	-	1,358,086
Incoming resources	2,205,187	150,000	2,355,187
Resources expended	(1,867,753)	(145,368)	(2,013,121)
Balance of funds carried forward	1,695,520	4,632	1,700,152

Analysis of funds carried forward at 31 December 2023

	Investments £	Current assets £	Current Liabilities £	2023 £
Unrestricted	-	1,838,494	(142,974)	1,695,520
Restricted	-	4,632	-	4,632
Balance of funds carried forward	-	1,843,126	(142,974)	1,700,152

For the year to 31 December 2022:

	Unrestricted Funds £	Restricted Funds £	2022 £
Balance of funds brought forward	1,623,001	-	1,623,001
Incoming resources	3,167,282	150,000	3,317,282
Resources expended	(3,432,197)	(150,000)	(3,582,197)
Balance of funds carried forward	1,358,086	-	1,358,086

Analysis of funds carried forward at 31 December 2022

	Investments £	Current assets £	Current Liabilities £	2022 £
Unrestricted	-	2,455,860	(1,097,774)	1,358,086
Restricted	-	-	-	-
Balance of funds carried forward	-	2,455,860	(1,097,774)	1,358,086

STV Appeal

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Notes to the Financial Statements

For the year ended 31 December 2023

11 Related party transactions

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

These transactions can be represented as:

	2023 £	restated 2022 £
Cash donations		
STV Group plc	165,236	153,572
The Hunter Foundation	-	150,000
The Wood Foundation	150,000	150,000
	315,236	453,572
In-kind donations		
STV Group plc	725,168	621,635
	725,168	621,635
Operating costs		
STV Group plc	(234,584)	(216,053)
Amounts receivable at 31 December		
STV Group plc - donations receivable	165,236	147,980
	165,236	147,980
Amounts payable at 31 December		
STV Group plc - operating costs	(44,532)	(34,173)

12 Organisations supported by STV Appeal

Organisations awarded grants of £20,000 or more in 2023

	£
Queen Margaret University	150,000
Glasgow Children's Hospital Charity	124,318
SFAD	121,564
Who Cares? Scotland	100,059
Corra Digital Voice	100,000
Street Soccer Scotland	39,768
The Nest (Kiltwalk project)	33,044
YPI	30,000
AR26	22,680
	721,433
Total grants awarded between £1,000 and £20,000 in 2023	326,600
<i>Organisations that received these awards are detailed on the following page</i>	
Total awards to charitable causes	1,048,033

Notes to the Financial Statements

For the year ended 31 December 2023

12 Organisations supported by STV Appeal (cont'd)

Organisations awarded grants of between £1,000 and £20,000 in 2023

3D Drumchapel	Launch Foods
Abbie's Sparkle Foundation	LIFT (Low Income Families Together)
Abernecessities	Lochaber Women's Aid
Alternatives West Dumbartonshire CDS	Midlothian Sure Start
Beith Community Development Trust	Montrose Community Trust
Bluevale Community Club	Moray School Bank
Boomerang	Motherwell Women's Aid
Bridges Project	MsMissMrs
Bridging the Gap	Muirhouse Youth Development
Bright Sparks Play Groups	Nourish Support Centre
Broxburn Family Centre	OPFS Dundee Family Support Service
Carrick Centre	Orbiston Neighbourhood Centre (UTHEO)
Castlemilk Youth Complex	Pavillion Youth Café
Centrestage Food Project	PEEK - Possibilities for Each and Every Kid
Children in Poverty Inverclyde	PKVAS
Clued Up Project	RAMH
Committed to Ending Abuse	Refuweegee
Community House	Richmond's Hope
Community Volunteers Enabling You	Right There
Connect Berwickshire Youth Project	ROOTS Helping Hands Food Share
Crookston Community Group	Royston Youth Action
Crossroads Youth and Community Association	Russell Anderson Foundation
Dads Rock	Safe Space
Dumfries and Galloway Befriending Project	Scran Academy
Dundee Bairns	Shakti Women's Aid
East Ayrshire Carers Centre	SHOUT Kinship Support
East Lothian Young Carers Ltd (Edinburgh)	Space and Broomhouse Hub
Edinburgh Community Foods Ltd	Stepping Stones for Families
Falkirk Homelessness Project	Stepping Stones (North Edinburgh)
Fersands & Fountain Community Project	Stepwell
Fife Alcohol Support Services	Street Soccer Scotland
FOCUS Youth Project	Support for Families (S4F)
Fresh Start Moray	The Citadel Youth Centre
Geeza Break	The Cottage Family Centre
GK Experience	The Gate Charity
Glasgow's Number 1 Baby and Family Support	The Haven
Goodtrees Neighbourhood Centre	The Shed
Govan Help	The Star Project
Group Recovery Aftercare Community Enterprise	The Trust Project (West Lothian College)
Healthy Valleys	The Zone Initiative
HeavySound	Tillydrone Community Flat
HeavySound CIC	Togs for Tots
Home Aid	Voluntary Actions Shetland
Home Start Lorn	West Lothian Foodbank
Home-Start Dundee	Wick Youth Group
Home-Start East Highland	Women's Aid South Lanarkshire and East Renfrewshire
Home-Start North East Aberdeenshire	Y Sort It West Dunbartonshire
Home-Start Perth and Kinross	Yip World
Home-Start Renfrewshire and Inverclyde	Your Voice Inverclyde Community Care Forum
Hope for Autism	Young People's Futures
Include me 2 Club	Youth Connections
Inverness Women's Aid	
Kate's Kitchen	