



STV Appeal Conditional/Restricted Use and Source of Funds Guidelines

STV Children's Appeal supports the most disadvantaged children and young people in Scotland. It invests in projects that will endure, and whose impacts are independently sustainable, once STV Children's Appeal grant funding support ceases.

STV Children's Appeal's larger grant funding:

1. invests in social capital within communities; and
2. supports systemic change across statutory services.

Our smaller grant funding supports voluntary and community groups who undertake invaluable work with vulnerable children and young people.

It is recognised that some donors of funds to STV Children's Appeal have particular interests and may support particular types of charities and initiatives. STV Children's Appeal is aware of its obligation to prevent donors having undue influence or control over STV Children's Appeals grant funding activity. Offers of funds, whose use is conditional or restricted, will be considered according to the extent to which their use contributes to:

1. our existing plans for investment;
2. the balance of investment to need;
3. the furtherance of learning in thematic investment streams; and
4. the spend profile as between large and small scale investments.

STV Children's Appeal's investments require the approval of our investment sub-committee and are informed by a thematic analysis that measures proposed investments against evidence based themes that address the root causes of poverty. Proposed investments are also mapped geographically against the Scottish Index of Multiple Deprivation to ensure that STV Children's Appeal investments are made where need is greatest. Opportunities for innovation are also sought; allowing for investment in areas where the greatest potential for social change exists.

STV Children's Appeal may decline any offer of funding whose conditions, restricted use or source is not aligned with these guidelines, is not in accordance with our investment criteria from time to time (details of which are published on our website and are available on request to stvappeal@stv.tv), which inappropriately influences or controls our ability to take investment decisions in the interests of STV Children's Appeal or raises potential risks to the STV Children's Appeal (including on the grounds of reputation or anti-money laundering). STV Children's Appeal will have regard (applying a Scottish lens) to the Charity Commission's guidance on "Accepting, refusing and returning donations to your charity". STV Children's Appeal recognises the role of the Scottish Fundraising Adjudication Panel in considering complaints about fundraising standards in the Scottish charity sector.

Adopted originally on 21 March 2016, and re-adopted (after review) by STV Appeal Trustees at Board Meeting 12 September 2024