

Annual Report 2024



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Message from the Chair



I never cease to be impressed by the drive and passion of the community leaders, volunteers, and social entrepreneurs with whom the STV Children's Appeal has the privilege to partner, all working towards delivering positive impact in the lives of children and young people throughout Scotland.

The Trustees of the Appeal commissioned a Strategic Review in the year. We were confident our four themes of Material Needs, Education and Employability, Wellbeing and Community should continue to frame our work but felt it important to listen to key stakeholders in setting future priorities.

We looked carefully at our larger grant program, in which we develop close multi-year relationships with charities. The board has decided to place great emphasis on partners focused on prevention, on developing solutions to both meet the challenges of today and on capturing learning to the benefit of future generations.

When listening to current partners, it became very clear that there was significant appreciation of the non-cash support of the Appeal, such as leveraging the skills of STV staff or facilitating knowledge exchange between partners. We plan to do even more in this space in the years ahead, and plans will emerge this year.

The Appeal has a longstanding commitment to collaboration. In looking to the future, the Trustees have resolved to work even more closely with others, where doing so maximises the impact of our collective resources. We are also acutely aware of the funding pressures faced by the voluntary sector and will increasingly look to grow additional resources for social impact in Scotland.

Reflecting on the past year, I want to convey the gratitude of STV Children's Appeal to our generous viewers, our Appeal partners, The Wood Foundation, the Scottish Government

and our many corporate partners; your commitment generates such positive impact in the lives of Scotland's children and young people. We take great care to ensure resources are applied thoughtfully, responding to immediate needs and also with help to enable children and families avoid future problems. We achieve this by investing in:

- A carefully selected portfolio of 15 partner charities operating across Scotland who support children and young people in many different ways, all closely aligned to the Scottish Government's Tackling Child Poverty Delivery Plan - Best Start Bright Futures. The work of partners is very much focused on the drivers of poverty, and how these impact on families identified as priorities under the above plan, making things better today and at the same time building the knowledge and learning necessary to deliver improved futures.
- Collaborations, for example with the Youth and Philanthropy Initiative (YPI) which places secondary school pupils at the heart of developing community solutions, and through Boost, an innovative partnership with Corra Foundation and others which has delivered a total of £286,000 to 113 grassroots charities in Scotland, and reaching 28 of Scotland's 32 local authority areas.

In closing, may I express my appreciation for the commitment and passion of Appeal Trustees, advisors and executives. We are all acutely aware of the very real challenges faced by many children, young people, and families in Scotland today, however, we also share a collective excitement that we can make difference for the future by continuing to develop strong solutions which deliver real and lasting positive impact.

Paul Reynolds
Chair of Trustees

Who we are



The STV Children's Appeal supports children, young people and families who need it most 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 hundreds of 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 identify ways to prevent similar challenges from arising for others in the future.

We're committed to creating a better life for children and families who need extra support.

How we work

We organise events, create partnerships and use our TV platform to raise money and shine a light on the issues impacting families in Scotland.

Then we distribute these funds to hundreds of brilliant and 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.

Our values

Values are at the core of everything we do at the STV Children’s 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.



Solutions Focused

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.

Our philosophy on grantmaking

Relationships and partnerships have always been at the heart of our approach. Building on 13 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.

Through our mix of large and small grants we seek to support grassroots projects who, we believe, hold the solutions for their communities.

We strive to support projects that tackle the key drivers of child poverty reduction across multiple themes including material need, education and employability, health and wellbeing and community capacity building.

Our themes

We have 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.



Material need

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.



Wellbeing

Helping organisations which are supporting the wellness and health of people who are impacted by poverty.



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.



Community

Assisting organisations which are providing much needed community assets alongside capacity building assistance to help them become more sustainable in the long term.

2024 at a glance

£2.4m

raised across 2024 thanks to viewers,
partners, schools, businesses
and match funding from
Scottish Government

31 grants

awarded to grassroots charities*

10 Youth Philanthropy Initiative grants

empowering young people to make a
difference in their communities

169 projects supported

15 multi-year partners

focused on prevention, learning
and sustainability

113 Boost grants

Collaborative effort to shift power to
communities creating positive change

Our large projects
collectively provided a range
of support and services to over

7,000

Children and young people. Grassroots
organisations help the Appeal reach
many thousands of children and
families across Scotland.



850,000

people reached on STV
Children's Appeal Day

Championing the STV Children's Appeal



STV uses its platform as a force for good to shine a spotlight on the causes supported through the STV Children's Appeal.

STV is at the heart of the STV Children's Appeal, using its platform, people, and resources to drive awareness and fundraising efforts that support children and young people affected by poverty across Scotland.

The 2024 campaign culminated with two dedicated STV Children's Appeal programmes shown in November. Jean Johansson hosted documentary *The Game Changers* which explored the power of role models in changing lives. The programme featured three charities which have mentorship at the heart of their work: Haus of Seisay in Paisley, Scran Academy in Edinburgh, and Dundee Dragons. It highlighted the importance of community and relationships in helping young people overcome adversity and find a path towards a brighter future.

The year's fundraising was celebrated in *STV Children's Appeal 2024* hosted by Appeal Trustee, Lorraine Kelly, and STV's Entertainment Reporter

Laura Boyd. The show was filmed at Glasgow Kelvin College where they run intergenerational 'Community Hubs' that benefit children and parents alike, with an array of activities and an evening meal on weekdays.

The programme highlighted the inspirational work taking place across Scotland and celebrated fundraising heroes up and down the country. Featured in the show were Laura Boyd and Sean Batty's Landmark Challenge, charities East Lothian Young Carers, Bairnecessities and Lesley Community Pantry.

Children from St Andrews RC Secondary School hosted a week-long 'channel takeover' on STV, replacing the usual continuity announcers to introduce shows like *The Chase*, *Emmerdale*, and *The STV Children's Appeal Show* and documentary. These clips were shown on STV alongside celebrity donation messages from Brian Cox, Marli Siu and Alan Cumming among others.



“It showed the level of poverty in Scotland and what people can do to raise and donate to the cause. We all know families and children who need help desperately.”

– Viewer feedback on
STV Children’s Appeal Show 2024

TV reach on STV
Children’s Appeal day was

850k¹



¹ Source: Source: BARB, Scotland, individuals, Friday 8th Nov 2024 (09:30-24:00), 3+ min programme reach (excl. News)

² Source: Source: ScotPulse Nov 2024, Base: All respondents (1,134)



“I was very impressed with the program and what it represents”

– Viewer feedback on
Documentary

“It was diverse and entertaining”

– Viewer feedback on
Documentary



88%

of respondents say it’s important that the money raised for the STV Children’s Appeal stays in Scotland²

Large grants partners



The Appeal provides multi-year funding to organisations who are developing and testing new models of working which tackle the systemic causes and symptoms of poverty.

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

Through the co-creation process we find that we can support multi-year awards that cover delivery and core costs for the project. We are very often the founding funder to support a project and harness our network to bring together added value partners and funders to enable the project to have maximum impact.

The impact of the ongoing cost-of-living crisis has brought the projects many challenges and the Appeal prides itself on a relational approach that ensures strong ongoing dialogue with the projects. This has enabled the projects to adjust their delivery to suit the changing needs of the issues they are tackling in a dynamic and innovative way.

Children First Bide Oot



Key Themes

- Wellbeing

Summary

Children First and Ardroy Outdoor Education Centre's innovative partnership is delivering strong outcomes for families. The partnership provides families with transformative outdoor experiences and all the physical and natural assets that Scotland has to offer. Through these experiences families will be emotionally well and have strong, safe and secure families, opportunities to make new friends and connections and be inspired to contribute in their local communities.

“It (being away) took you out of your life – it was nice to not have to worry about it”

– Parent

Over the course of the partnership Bide Oot supported 135 families (232 children/young people and 179 parents/carers) from across Scotland to access residential weekends. This partnership seeks to provide this to families who would not normally be able to do this because of the increased risk faced by outdoor centres and the lack of confidence or financial resources that the families we support have.

“I’m on my devices a lot so it’s good to get off them and get out”

– Young Person

“Meeting new people has been the best part because it’s sort of like people that have an understanding for what you’ve kind of been through and stuff as well which is good because some people don’t really understand it and haven’t been through it.... I speak to one of the ladies (met at Bide Oot), I speak to her most days”

– Parent/Carer

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. Bide Oot features planning sessions (Afore), a residential weekend (Awa), and ongoing events in the community (Efter).

Community Outreach

Efter Sessions (our community and outdoor connections on return from a residential) continue in local areas up to 6 months after their trip.

There have been 26 outdoor sessions, in 10 different communities. The sessions are agreed and planned alongside families and take place locally, they have included:

- Orienteering – Selkirk, Kay Park,
- Archery – Edinburgh, West Lothian, Bee Craig Park, Veteran Centre
- Nature Walks – Elgin, Lohwinnoch, Gleniffer Braes, Pollock Park, Houston Park
- Treasure Hunt – Edinburgh city
- Cook Out – Beecraigs Country Park, Pollock Park.
- Park Games – Kilmarnock, East Lothian
- Bushcraft – Glasgow, Aberdeen, Elgin
- Beach Cleans – Irvine, Roseisle Moray
- Park Ranger walks – Dams to Darnley, Greenock Cut, Finlaystone Castle
- Botanic Gardens – Edinburgh, Mid Lothian
- Climbing – Neilston Quarry, Robert Gordon University, Paisley
- Ceilidh – Glasgow

“It was nice to see my mum being sociable, she has stayed in touch with the friends she met at Bide Oot”

– Young Person

“Usually, me and my mum don’t talk a lot, but when we were at Bide Oot we talked all the time”

– Young Person

Achievements

- The project has supported 135 unique families in total to date from West Lothian, South Ayrshire, Glasgow, North Ayrshire, Midlothian, East Lothian, Renfrewshire, Borders, East Renfrewshire Aberdeen and Moray.
- Bide Oot has 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. Families would not normally have the opportunity to participate in these activities and the range of activities continues to grow based on feedback from participants.
- Two families in Ayrshire completed their John Muir Awards. The outcomes for families have been excellent. Families have told us that the weekend away and the wrap around support has created new opportunities for them, strengthened relationships between children and parents/carers, children have increased their confidence, mental and physical health has improved, and they are now positive about their lives and futures.
- The 3-year partnership was an opportunity for Children 1st and Ardroy Outdoor and Education Centre to prove their innovative model worked. After the success they are now looking to raise funding to scale and secure long-term sustainability.

Enhanced Learning 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 13 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.

During the period of support, ELTI has developed the tutoring provision, responding to stakeholder feedback and learning from evaluations. The initiative has supported over 1000 young people since its inception and has seen significant impact in regard to these young people's increased engagement in education and confidence, both in the subjects they are tutored in and more generally in school.

"They adapt lessons based on my progress, feedback, and individual learning style, which makes the learning experience more effective for me."
– Student

Achievements

- 365 individual pupils were referred and allocated local tutor sessions in 2023/24. 88.8% of these pupils engaged with ELTI for a 10-week block.
- The project offered a total of 4,389 local tutor sessions (1-1 or group) and 6111 opportunities for individual pupils to attend a local tutor session.
- Overall, the pupil attendance rate for 2023/24 was 67.3%. Considering group sessions, the overall session attendance rate was higher at 73.5%.

Impact

- Tutoring increases student motivation and encourages them to re-engage with adults in a learning environment.
- Students are provided with a legacy to make better individual life choices.
- 85% said they would take part in tutoring again (those who said they wouldn't, stated reasons including they were leaving school so would no longer be able to participate). 85% said they got a better understanding of the subject they were tutored in.
- In 2023/24 ELTI worked with 35 young people who do not attend school. They supported some of these young people to gain National 3 and 4 qualifications in a range of subjects (Maths, English, Physics, RMPS, Business, History) and others have been supported as they prepared for National 5 examinations in Maths and English.

"I appreciate the personalised attention my tutor gives me. They tailor lessons to my specific needs and learning pace, which makes me feel like I'm getting the support I need to succeed."
– Student

My Care Record



Key Themes

- Wellbeing
- Community

Summary

The Independent Care Review (ICR) found that current record-keeping approaches 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. 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 the child does not agree with or understand. This means children and young people in the care system can sometimes feel like their identity, story, or voice is lost.

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, incorporate creative and personal data as they wish, and be confident that their opinions and voice are a valued part of the decisions that are made about them.

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 digital services will show how

the user can practically ‘tell their story’ and co-manage or own their data and have power over how it is shared between several public and third-sector organisations.

The main activity to date has been Participatory Design with young people with an experience of care. This participatory design approach is based on a process of mutual learning between researchers and participants with lived experience. This has helped to understand the lived experience of participants and their desired future ways of living and working. Participants with lived experience are supported to share their experiences and aims while learning about how technology can help to achieve this. Prototyping with participants with lived experience enables them to guide the design of any new technologies, without requiring them to have knowledge or skills in design and technology.

Achievements

- **Stakeholder Engagement.** Aberdeen City Council has significantly increased its support, contributing to advancements across multiple areas. Collaborative work with Who Cares? Scotland is progressing, with a co-design workshop scheduled for completion by the end of March 2025.
- **Prototype Development.** A ‘wireframe’ prototype is being created to simulate system functionality without processing real data, enabling low-risk early-stage development, while Aberdeen City is collaborating with the Digital Health and Care Innovation Centre to analyse social work data and develop an interface connecting various systems.
- **Process Optimisation.** Aberdeen City is gaining insights into how the new system could streamline existing processes, for example, by allowing citizens to input their own demographic information.
- **Supplier Engagement.** Day6 and Mydex, selected through procurement, will convert the wireframe prototype into operational software, with a six-year contract already.

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). The Appeal has contributed £200,000 per annum from 2021 to 2024 to the Promise Partnership, in particular supporting projects which focus on 'Getting it Right for Brothers and Sisters'. 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.

The emphasis of the Promise Partnership has been on supporting systemic change across the sector rather than funding service delivery. A key innovation of the Partnership has been the adoption of a new approach to funding, with all decisions made by a panel of individuals with lived experience of the care system. This principle has been evident across all funding streams, with nearly all reports highlighting active participation by families. This marks a significant improvement compared to the first funding round.

The insights and lived experiences of the care community have played a central role in shaping and implementing projects, ensuring that outcomes genuinely reflect the needs of this community. The funding criteria were established by an advisory group comprising six professionals, more than half of whom had care experience themselves.

Since 2021, 202 grants have been awarded to organisations and local authorities across Scotland. As a result, we have witnessed significant changes in legislation and the support available to children and young people within the care system in Scotland. Notably, some of these changes include ensuring children and young people have improved access to services, clear information and a better understanding of their entitlements and how to access.

Achievements

- Over 80% of funded groups have involved children, young people and families in the design and development of their work. This is a huge increase from the first year of funding.
- There has been improved partnership working with the third sector and local authorities. Many have highlighted changes to culture and practice, that is more in line with whole family approaches and The Promise.
- A key milestone in the relationship with The Promise Scotland was the event held in December, showcasing the progress made through the Keep the Promise Fund. This event highlighted the collective achievements and efforts towards ensuring the Promise is upheld across Scotland.

Place2be and Youth Scotland

Y2be



Key Themes

- Community
- Wellbeing
- 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 (MHC-F) programme. Training via MHC-F provides them with a foundation level knowledge and understanding of young people's mental health, the skills and confidence to better support young people's emotional needs, and to work with the wider-community.

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, equipping them with the skills and confidence to act as a supportive listener for mentees and take their worries and concerns seriously, with the aim of encouraging and enabling mentees to share worries with their youth worker and/or another trusted adult in their lives to support their wellbeing.

Achievements

- 297 youth workers engaged in Place2Be's MHC-F programme from January to December 2024
- 9 participants from the youth work community engaged in Place2Think (reflective practice) cohorts.
- A bespoke edition of Place2Be's Parenting Smart Online Course was launched with 128 Foster Carers / 9 Kinship Carers benefitting.
- 3,414 children and young people benefited from the training delivered to the people they are in regular contact with.

"Place2Think brought our team closer together and we were able to communicate better as a team. Also, we were able to help each other in different aspects of our job roles"

"What I have learned so far has given me more confidence in my abilities to actively listen and empathise with YP in my work"



Key Themes

- Wellbeing

Summary

SAMH is Scotland’s leading mental health charity, operating over 70 services in communities across Scotland, providing mental health social care support, addictions and employment services, among others. Together with national programme work in See Me, respectme, suicide prevention, and physical activity and sport, these services inform SAMH’s policy and campaign work to influence positive social change.

Scotland’s children and young people are grappling with severe mental health challenges, often without timely access to appropriate care and input into decisions affecting their well-being. (CAMHS) are unable to meet the demand with thousands of children and young people experiencing rejection and long waiting periods. The impact of mental health on their lives, including education, relationships and physical well-being, is profound.

The goal of the partnership with STV Children’s appeal is to eliminate barriers to mental health support services and ensure easy access for anyone in need, focussing on the critical involvement of children and young people in decision-making and co-production.

Achievements

- Following a targeted social media campaign and promotional efforts, the Young People’s Panel has expanded from 12 to 19 young people who have lived experience of mental health challenges and are living across Scotland.
- They received significant interest from young people eager to contribute on a more flexible basis. In response, they have created a Youth Activists group, which offers opportunities for broader involvement.
- The youth response to the project has exceeded their expectations meaning they have recruited a dedicated Youth Engagement Officer, who will streamline communication, improve coordination, and address logistical hurdles, ensuring smoother operations and more effective support for panel members going forward.

Key Themes

- Community

Summary

EVOC (Edinburgh Voluntary Organisations’ Council) has been supporting the people and communities of Edinburgh since 1868. They do this by supporting, developing and promoting the interests and work of voluntary and community organisations across the city. They focus on:

- Providing services that enable voluntary sector organisations to thrive.
- Working to influence the statutory sector in the creation of conditions that will allow the voluntary sector to flourish.

The purpose of the project with STV Children’s Appeal is to fund an asset-based community development approach, to foster collaboration in the area. Building local relationships, maintaining visibility, and ensuring clear communication are essential foundations for developing a broader strategy. Paired with dedicated support from the Edinburgh Community Link Worker Service addressing family issues, the initiative will create a roadmap for directing investment toward establishing a sustainable, community-led voluntary sector presence.

Achievements

- A robust working group of community and voluntary organisations has been established, collaboratively developing accessible activities for children in Gilmerton, Liberton, and Gracemount by utilising local community centres and available assets.

COVEY

Flourishing Families



Key Themes

- Wellbeing
- Education and Employability

Summary

Community Volunteers Enabling You (COVEY) is for children, young people and families to live happy and fulfilled lives. COVEY provides 1-1 and group-based befriending, mentoring and family support across Lanarkshire. Their consistent relationship-based support, which is centred on the individual's needs, interests and hopes, improves health and wellbeing, social connections, confidence and increases their engagement with education, training, volunteering, or employment.

“I don't know what I would do without the support of COVEY just now. I find communicating with the school really difficult and I struggle to say what I have to say without it sounding wrong. This support is invaluable to my family.”

– Parent

“My favourite day in school is the day of the group, I love coming. We have so much fun and it gives me a break from the classroom.”

– Young Person

The purpose of the partnership with the STV Children's Appeal was to create a project known as Flourishing Families to intervene early to reach families that are 'under the radar'. This will be families with limited engagement with the school and have presenting issues such as poverty and social isolation, because of various challenges within their lives. Indicators will include non-engagement with school, low attainment, and attendance issues. The intervention will be aimed at engaging families during their child's transition from primary to secondary school.

Achievements

In year 1 of the project COVEY have directly supported 50 participants (30 children/young people and 20 parents/carers) within 29 families. Support has been a mix of group sessions, 1:1 sessions, and group outings.

- This involved supporting young people in P7 within two feeder primary schools (Glenlee and Udston Primary). These primary schools link with and transition pupils into St John Ogilvie High School, Calderside Academy and Hamilton Grammar.
- This led to some very promising feedback from participants, where 95% of young people reported improved health and wellbeing, 89% of young people reported increased confidence and self-esteem, 100% of families noted improved relationships and 100% of young people increased their school attendance and engagement.

“I enjoy having time out the home to be able to speak to someone who doesn't judge me.”

– Young Person

Glasgow Kelvin College

Community and Youth Hub



Key Themes

- Education & Employability
- Wellbeing
- Material Need

Summary

The Community and Youth Hub at Glasgow Kelvin College addresses socio-economic challenges in some of Scotland’s most disadvantaged communities. Operating after hours across two campuses, the Hub offers learning programs that help local residents develop skills and confidence for better futures, building individual and community resilience.

The Hub provides learning opportunities with integrated health and wellbeing activities to combat post-pandemic isolation, social exclusion, and health issues. Open to residents aged 4 and older, it emphasises family learning and wellbeing through vocational training and self-help sessions for improved home life and positive lifestyle choices. While structured as drop-in sessions, they offer pathways to college courses or employment, serving as a crucial first step for those facing challenging circumstances.

College staff manage the programme, creating both formal and informal learning opportunities. Various partners, including community groups, Police Scotland, and local sport organisations, collaborate to deliver lifestyle learning, team building, and entrepreneurship development. The College’s advanced students gain work experience by providing supervised activities, particularly for younger participants.

Each session concludes with social downtime and a light meal—an essential feature addressing child and general food poverty. These healthy meals can be replicated at home, providing practical nutrition education alongside the programme’s other benefits.

Achievements

- With first-year funding from the STV Children’s Appeal, the Community and Youth Hub has expanded its activity offerings to community members. The Hub continues to respond to participant needs and plans to further diversify its programming.
- In August, they launched the Public Health Scotland Mental Health First Aid programme, providing opportunity to access certificated training to support Mental Health, mindfulness, relaxation and coping strategies.

“Gaining skills and knowledge helps build confidence for young people and adults to take the next step in their learning journey. Parents enjoy watching young children build a positive attitude to learning”

Who Cares? Scotland Communities that Care



Key Themes

- Community
- Wellbeing
- Education & Employability

Summary

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. To support this approach and leave a legacy, Who Cares? Scotland will secure opportunities, partnerships, and funding to enhance their work during the Appeal funding period and beyond. They will also recruit and train local volunteers to help improve the lives of Care Experienced children and young people and empower them to make a positive difference.

Achievements

- Eight Stage 1 teacher training sessions delivered across all three High Schools in Clackmannanshire plus Secondary School Support Service – 872 academic staff trained.
- 65 Personal and social education (PSE) lessons delivered to 2240 pupils.
- Regular Participation Group – A small cohort of dedicated volunteers was successfully established in year 2, with plans to expand membership through school connections and direct youth engagement in year 3, while reviewing the participation format to better meet local young people’s needs.
- 360 individual rights supported in 2024 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 education.
 - Right to relationship with brothers and sisters.
 - Right to freedom of association.

Street Soccer Scotland Aberdeen Coach



Key Themes

- Community
- Wellbeing

Summary

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. They are making significant progress in sustaining their presence in Aberdeen, with plans to introduce new funders in the North East to Street Soccer.

Achievements

- 94% of players have improved structure in their daily lives and 83% have improved family relationships.
- 15 Aberdeen players have accessed work experience and work placements through the support of the partnership with WorkingRite and have been able to continue attending sessions to ensure they continue to develop stability in their lives.
- Over the past two years, 14 volunteers have contributed approximately 650 hours, enhancing operational capacity while simultaneously developing their transferable skills and improving their wellbeing and employment prospects.
- Continued to strengthen community partnerships, particularly with NHS and Aberdeen Foyer. Players have been completing courses with Aberdeen Foyer and NHS Mental Health Workers have been attending drop-in sessions, both supporting players and attracting new players.

Scottish Families Affected by Drugs (SFAD)

My Family, My Rights



Key Themes

- Community
- Wellbeing

Summary

Despite Scotland having a strong strategic and policy framework for individuals and families harmed by substance use, families consistently report to Scottish Families Affected by Drugs (Scottish Families) 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.

Families report being judged and excluded by services, and their loved ones are bounced between services. These issues 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.

Scottish Families is being funded by the Appeal to deliver '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. Scottish Families worked alongside family members as course advisers to co-design a Family Advocacy Skills Course, which builds awareness, knowledge, skills, confidence and participation around advocacy and human rights. Dedicated Scottish Families workers are

getting alongside family members to navigate systems and services, identifying and (where possible) overcoming blocks and barriers, through a Self-Advocacy Service.

"I am so grateful for all the support from Scottish Families. I feel like you are the only place who takes me seriously and actually listens, other services have felt really dismissive, where you seem to want to actually help. Thank you."

– Family member receiving support from both MFMR and Scottish Families' Bereavement Services)

Achievements

- 177 adult family members affected by someone else's substance use have been involved in My Family, My Rights (MFMR) to date.
- In addition to the course, the My Family, My Rights Self-Advocacy Service has fully developed and now embedded, with 84 referrals since launching in April 2023.

"During the training I kept thinking 'I could apply this in many situations, not just my loved one in addiction'. It's been useful in other parts of my life too."

Calum's Cabin



Key Themes

- Wellbeing

Summary

In memory of Calum Speirs, Calum's Cabin has 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, Dumfries House in Ayrshire and Aviemore, 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 Beatson West of Scotland Cancer Centre.

Calum's Cabin offers continuous and responsive hands-on support when needed to families. STV Children's Appeal invested in 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 for Calum's Cabin as they cope with growing demand.

"We have just arrived home, and I honestly can't thank you and the Calum's Cabin team enough we have had the best week! From start to finish everything you have done so much to help me and my family."

– Parent

Achievements

- Supported 188 families with a holiday in Bute, Anstruther, Dumfries House and Aviemore.
- They have continued working with kickstart to offer a 16-24 unemployed person the chance to work with Calum's Cabin and now have two people, giving them skills and experience to allow them to apply for full time employment.
- This year, Calum's Cabin again provided Christmas presents for each child in oncology wards (day patients or inpatients) throughout Scotland, Young Lives vs Cancer and TCT, including Glasgow, Edinburgh, Dundee, Aberdeen and Inverness. Over 700 presents were distributed. Children and parents who were in hospital on Christmas Day and New Year's Day also received food goodie bags.
- Two mindfulness zoom classes per week.
- Over 200 fairy box items to Glasgow children's oncology ward month.



Key Themes

- Wellbeing
- Material Need

Summary

Family Support and Information Services continue to be the first port of call for non-clinical enquiries for children and families within the RHC. This service house a wide variety of quality assured information and support service pathways, working in partnership with an extensive variety of external agencies to provide a range of support services. These services provide the natural platform to promote uptake of emergency grants, clothing, and food, identifying any other additional needs for families as they arise and ensure onward referral for this support.

To bridge the support gap for families with children attending Emergency Department (ED) out of hours aged 16 and under, funding from the STV Appeal was provided for a ED Family Navigator for a 1.5-year pilot period to extend the service to Emergency Department to monitor service need, which launched in February 2024.

The new service will see Family Navigators work from ED during these critical time periods, bolstering the support in place during office hours. The Navigators will offer confidential and immediate practical and financial support, acting as a bridge to the Family Support and Information Service and creating a vital connection that will help families beyond their current crisis.

Achievements

- Since its launch in February 2024, the ED Family Navigator service has supported 1,316 families who might not have received assistance otherwise.
- 26% (337) of all families that presented had long enquiries requiring care planning conversations often leading to onward signposting or referral to an external organisation for support.
- Onward referrals were made to various organisations, including CAB, Community Support, Crisis Energy, Food Bag, Housing, Money Advice, and Travel Expenses.
- 30 families presenting at ED have accessed emergency cash grants for travel or other additional costs incurred by their attendance at RHC ED to a value of £1,370* (*note small grant value maximum of £50 per family)

Key Themes

- Community
- Wellbeing

Summary

Saheliya is 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 provide funding to Saheliya to increase staff capacity to provide case work advocacy and language support for women in Glasgow and Edinburgh.

Achievements

- Saheliya continues to provide women facing significant challenges, with bespoke parenting support by sharing parenting-related information at an initial intake meeting, and on an ongoing basis thereafter.
- The ability of the Saheliya to deliver positive solutions to a very diverse range of mothers, often faced with complex needs, has been exceptional.
- Saheliya has referred service users to the following internal services: Childcare Course, Employability, Skills Development (ESOL, IT, everyday English class, numeracy, and digital skills), Access to Safety training, Crochet, and Gardening.
- Part of the STV Children's Appeal funding has helped Saheliya to evidence impact, resulting in a number of new funders being secured, though loss of EU funding post Brexit has been unhelpful. Building further impact data, much through a valuable partnership with Evaluation Support Scotland, continues to strengthen the organisation.
- The charity is fully committed to embedding the work made possible by STV Children's Appeal support in the longer term.

Partnerships



Boost Fund

In partnership with Corra

The Boost Fund is a pioneering small grants programme led by STV Children's Appeal and Corra to support community-led efforts that actively address the challenges faced by children and families impacted by poverty across Scotland.

It supports charities and groups that are providing practical help, organising activities and gatherings, or addressing another local need. This fund aims to:

- Provide an accessible funding opportunity for small community led organisations.
- Ensure supportive community led activities are available to children and families.

In 2024, the Boost Fund opened to constituted groups and unconstituted groups ensuring that people with ideas for positive change are supported to take them into action.

The Boost Fund offers grants of £250 to £3000 to community groups across Scotland. Unconstituted groups can apply for grants of up to £1500 to kick-start their ideas into action. Boost is designed to work for communities with a short application form, quick turnaround time on decision, and light touch reporting for grant holders.

In 2024, Boost was delivered by Corra Foundation and was a partnership programme between the STV Children's Appeal, Comic Relief and Corra Foundation.

Achievements

- 113 grants made with total value of £286,787.
- Average grant value £2,537.
- Grants made in 28 of 32 Scottish Local Authorities.
- 55% of grants made to groups with an annual income of under £20K, demonstrating the fund's ability to reach grassroots organisations.
- 13 applications from unconstituted groups. 12 were funded. Experience working with these groups has shown that while the process can be time-consuming, it has the potential to be highly impactful in supporting new initiatives and emerging organisations.

Corra and the Appeal are continuing to share their learning with other funders who are interested in developing 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 Wood Foundation

Youth and 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. YPI 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, over £7.6 million in unrestricted grant funding has been awarded to charities, thanks to the efforts of more than 350,000 young people.

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 gives agency to young people to raise 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 YPI for 12 years, supporting the empowerment of youth voice and advocacy to challenge and address child poverty across Scotland. Across the 2023-24 academic year, the Appeal’s contribution of £30,000 supported 10 YPI grants to small grassroot charities.

“Being able to see how far along our students have come with all aspects of the programme has been a real privilege. Seeing students share their personal stories and connections with the wider community lets not just myself but all the staff who were part of this course see a different side to many of our young learners.”

“Bairnecessities was delighted to be successful in the YPI grant. The young people who chose to represent our charity did us proud. Since being awarded the money, we have been successful in acquiring a building to use as our headquarters and so the money will be spent on adapting the space to accommodate our needs and enable us to expand what we can offer the local community.”

“I chose Leslie Community Pantry because they have done so many good things for not only us but the whole community and I wanted to give back. I would like to continue to raise awareness in any way that I can possibly help with”

Charity	School	Social Issue
Eilidh Brown Memorial Fund	McLaren High School	Wellbeing
Special Needs Tuesday Club	Peterhead Academy	Social Exclusion and Isolation
Balintore & District Residents Group, Kats Second Editions	Tain Royal Academy	Material Need
Families Like Us	Hamilton Grammar	Health and wellbeing
Teen Challenge	Gleniffer High School	Material Need
Leslie Community Pantry	Glenwood High School	Material Need
You Are My Sunshine (YAMS)	St Margaret’s High School	Wellbeing
LoveLeigh Community	Dumbarton Academy	Wellbeing
Crossroads Caring for Carers Cowal & Bute	Rothesay Academy	Wellbeing
Bairnecessities	Mintlaw Academy	Material Need



The STV Children's Appeal was the Kiltwalk's official grantmaking partner in 2024. If walkers opted to walk for 'Kiltwalk' or chose to take part and raise funds directly for STV Children's Appeal, all of the money raised was distributed to 25 projects in the West, East, North East and Tayside.

North East

- AberNeccesities
- Bairnecessities
- Befriend a Child
- Fersands and Fountain

"This grant will make a big difference in the lives of local children in Aberdeen who are supported through Befriend a Child's befriending programme, and it will allow us to help more young people."

– Befriend a Child, Aberdeen

Tayside

- Dundee Dragons
- Feeling Strong
- Tayside Children with Cancer & Leukaemia
- Togs

East

- East Lothian Young Carers
- Kids Loves Clothes
- Leslie Community Pantry
- Pilton Youth & Children's Project
- Sandy's Community Centre

West

- Achieve More Scotland
- Amma Birth Companions
- Crookston Community Group
- Drumchapel Foodbank
- Glasgow North East Carers Centre
- Haus of Seisay
- Jeely Piece Club
- Launch Foods
- PEEK – Possibilities for Each and Every Kid
- Royston Youth Action
- Saint PHNX
- The Well Multi-Cultural Resource Centre

"This grant will be used to help us continue to deliver our invaluable projects, services and campaigns in our Dundee community, supporting young people to discover mental health recovery tools, build confidence, create networks, and most importantly support their positive recovery journeys."

– Feeling Strong, Dundee

"This valuable grant of £2000 from the STV Children's Appeal will mean we can top up our gift bags with much-needed underwear and warm jackets to supplement the already fantastic clothing donations gifted by our community. The fact that the money has been raised by local people during the Edinburgh Kiltwalk makes it even more special."

– Kids Love Clothes, Edinburgh

Our thanks



We want to say a huge thank you to everyone who supported the STV Children's Appeal this year.

The collective effort of our funding partners, ambassadors, businesses, viewers, and community heroes allows us to reach communities across every corner of Scotland that need our help. The following partners and supporters deserve a special thanks from us.

Scottish Government

The STV Children's Appeal deeply values its relationship with the Scottish Government. The Scottish Government has match funded to the value of £1m since 2011. Our funding priorities are consistent with those of the Best Start, Bright Futures Tackling Child Poverty Delivery Plan. The STV Children's Appeal works across areas such as material need, education and employability, health and wellbeing and community capacity building and can demonstrate the impact of the Scottish Government funding at a national and grassroots level.

Children's Appeal since 2013, donating £150,000 each year. In 2024 a portion of their donation covered administration costs, alongside support from STV. This ensured that every penny raised through fundraising went directly to young people and their families.

STV

STV's broadcast channel reaches three million viewers each month and as a public service broadcaster it is committed to featuring the work of the STV Children's Appeal as part of its broadcast schedule.

The Wood Foundation

The Wood Foundation is a venture philanthropic organisation; a proactive investor, project manager, and partner in societal, education, and economic development in Sub Saharan Africa and Scotland.

The Wood Foundation's UK team is primarily focused on developing young people in Scotland. The foundation works with education partners to provide opportunities for young people to develop key skills and experiences which enhance their school experience and better prepare them for the world of work. Significant investment is also made in efforts to address childhood poverty. The Wood Foundation has partnered with the STV

Since launch in 2011, STV has provided significant support and resource, largely on an in-kind basis. This includes administrative functions such as legal, HR and finance as well as access to airtime to showcase Appeal and partner activities. STV also produces dedicated Appeal programming across the schedule.



Lidl

Lidl Scotland has supported the STV Children's Appeal every year since its launch in 2011. In 2024, 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 £50,000 in 2024.

Tunnock's

Tunnock's has supported the STV Children's Appeal for many years. In 2024, Tunnock's supported the coveted STV Appeal Cup football tournament with a donation of £10,000.

Beatson's Building Supplies

Beatson's Building Supplies supported the STV Children's Appeal in 2024 for the fourth year, donating money from every bulk bag of gardening supplies purchased. Staff and customers also got involved with a host of activities. Their amazing efforts raised over £18,000

Kellogg's

In 2024 cereal giant Kellogg's supported the STV Children's Appeal's *Big Scottish Breakfast* fundraising campaign for the second year. This initiative brings friend, workmates schools and communities together every year to share breakfast and raise money for children affected by poverty in Scotland.

Kellogg's has been a supporter of school breakfast clubs across the UK for 25 years, with the company's Breakfast Club Network.

Funds raised from the 2024 campaign helped provide nutritious breakfasts for children and young people across Scotland who often go without.

Arnold Clark

Arnold Clark have supported Sean Batty and Laura Boyd's fundraising initiatives for the past three years. In 2024, the company donated £10,000 and provided a vehicle to facilitate their Monument Marathon as they travelled across the country.

Scores of dedicated individuals, community groups, corporate organisations and schools have undertaken their own fundraising events or made donations for which we are extremely grateful. Without this support, the work of the Appeal could simply not continue to make the impact it currently does.



Our board of trustees



Paul Reynolds

Chair of Trustees, 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 also Chairman of Computershare Ltd, a global financial services company. He has held previous non-executive roles as Chair of 9Spokes Ltd and FibreNation and as a Director at Eircom Ireland Limited, TalkTalk, XConnect Global.



Sir Ian Wood KT GBE

Founder and President, 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 North East 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 The Wood Foundation in 2007, where he was the Chairman of the board of Trustees until January 2025 when he passed the baton to his youngest son Garreth Wood. Sir Ian is passionate about philanthropy and continues to encourage other people to realise the impact they can have through effective giving – it doesn't need to be money; time and/or knowledge can be just as powerful. Sir Ian was appointed a Knight of the Order of the Thistle in June 2018, and awarded the Carnegie Medal of Philanthropy in 2019.



Rufus Radcliffe

CEO, STV

(appointed Trustee of STV Children's Appeal on 12 December 2024)

Appointed to the Board in November 2024, Rufus has extensive strategic and operational experience gained in senior roles in the media sector.

Rufus joined from ITV where he was Managing Director of Streaming, Interactive and Data, a member of ITV's Executive Committee, and played a key role in the acceleration of ITV's digital transformation. He was responsible for the strategic development and successful launch of ITX and led the interactive business and the group-wide data strategy. Over a 13-year career with ITV, Rufus previously held the position of Chief Marketing Officer where he ran all Direct-to-Consumer activities and led the brand transformation of ITV, as well as the marketing launch of BritBox. He also served as Group Marketing and Research Director.

Prior to joining ITV, Rufus spent nine years at Channel 4 rising to the position of Controller of Marketing, during which time the business launched E4 and the channels' first streaming service, 4OD.

Rufus is a trustee of the STV Children's Appeal and Chair of the London Wildlife Trust.



Alison Maclachlan

UK Director of The Wood Foundation

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 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 CBE

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 TV-am's Scottish correspondent covering stories like the Piper Alpha disaster and the Lockerbie bombing. She went on to co-host TV-am 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.



Cathy McCulloch

Trustee

With a background in community development, Cathy has worked in communities across the UK, creating opportunities for local children and adults to influence local and national decision-making processes.

As co-founder and Director of Children's Parliament, Cathy has spent many years working towards the realisation of children's human rights. With a strong belief that what happens in our youngest years influences our health and wellbeing over a lifetime, Cathy creates opportunities for children to have time to explore issues that affect them, and supports positive and meaningful interactions between children and decision-makers in order that what happens to, and for, children, is influenced by children's views and experiences.



Jimmy Paul

Trustee

Jimmy is the head of the Scottish Violence Reduction Unit, a centre for expertise in reducing violence in Scotland, where he leads a team who use evidence-based solutions to make Scotland safer. Prior to this, he led a charity called the Wellbeing Economy Alliance Scotland, working on economic systems change. He was also a co-chair at the Independent Care Review in Scotland (which led to the creation of The Promise), a consultant at the Centre for Excellence for Looked after Children in Scotland (CELCIS) and he managed healthcare services in the NHS in the early part of his career. He is a service designer, executive coach, and has represented Scotland internationally on leadership programmes with the World Economic Forum and the British Council.



Simon Pitts

CEO, STV

(resigned as Trustee of STV Children's Appeal on 1 November 2024)

Appointed to the Board in January 2018, Simon set out a growth strategy to transform STV into a digital streaming and content-led media business. After a period of consistent growth and diversification, STV exceeded its long-term target to generate more than half of its operating profit from outside traditional linear advertising in 2023.

Previously, Simon was on ITV's executive board as Managing Director, Online, Pay TV, Interactive & Technology. Over a 17-year career 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 STV Children's Appeal and literary charity Oscar's Book Prize.

Advisors to the trustees



Fiona McKenzie OBE

Founder of Centrestage Communities Ltd

After 20 years, Fiona left her career as a secondary school Principal Teacher of Music to found the Scottish charity, CentreStage Communities Ltd, in 2006.

CentreStage's vision to create a community with the arts at the heart where people of all backgrounds can seamlessly access what they need to flourish in life, has been being made possible by the £5.2M regeneration of Scotland's largest community-led asset transfer to date, at the regenerated 1.8 hectare site of the former Kilmarnock Academy, where over 20 private, public and third sector organisations are now working together to create a non-silo delivery model, supporting preventative spend and early intervention.

Fiona was awarded the OBE in the Kings First Birthday Honours List and the Honorary Degree of Doctor of Letters from Caledonian University. She is an Entrepreneurial Founder at the Hunter Centre for Entrepreneurship at Strathclyde Business School and is privileged to have received the Paul Harris Fellowship from Rotary International; Association of Scottish Businesswomen Woman of Inspiration Award and Association of Scottish Businesswomen Outstanding Contribution Award.

She currently serves as director of Ayrshire Chamber of Commerce and Industry, Advisor to STV Children's Appeal Board and SURF and is recently elected Chair of the Kilmarnock Neighbourhood Board, formed to deliver £20M levelling up funding to Kilmarnock over the next 10 years.



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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