



STV Appeal

SCIO: SC042429

Report of the Trustees and Financial Statements

For the year ended 31 December 2024



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STV Appeal Administrative Information

For the year ended 31 December 2024

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 2024 and up to the date of signing were:

Paul Reynolds, Chair
Simon Pitts (resigned 1st November 2024)
Rufus Radcliffe (appointed 12th December 2024)
Bobby Hain
Sir Ian Wood (resigned 28th February 2025)
Alison MacLachlan
Lorraine Kelly
Cathy McCulloch (appointed 12th September 2024)
Jimmy Paul (appointed 12th September 2024)

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

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 STV 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 STV 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 STV 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.

A handwritten signature in blue ink, which appears to read 'Paul Reynolds'.

Paul Reynolds
Chair of Trustees

Date: 13 June 2025



Report of the Trustees

For the year ended 31 December 2024

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 2024.

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 seven 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; to help identify ways to prevent similar challenges from arising for others in the future.

We are committed to creating a better life for children and families who need 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 2024 administration costs were covered by STV Group plc and by a portion of The Wood Foundation's donation to the STV 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 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.

Grantmaking strategy

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.

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.

Through a small grants programme in partnership with other funders the STV Appeal supports community-led efforts actively addressing the challenges faced by children and families affected by poverty. Additionally, through a long-standing relationship with the Wood Foundation's Youth and Philanthropy Initiative (YPI), young people are empowered to make a positive difference in their communities.

As child poverty is a national issue affecting all communities in Scotland, STV Appeal supports projects across Scotland.

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.

Monitoring and Evaluation

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

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.

2024 Strategic Review

In February 2024 Trustees held a strategy day seeking feedback and insight from key stakeholders and representatives from the third sector. Muirhead Consultancy was engaged by STV Children's Appeal to work alongside trustees on future grantmaking including themes, priorities, the process of finding new charity partners and future grant management.

In relation to larger grants, while the existing themes remain valid, a number of important improvements have been introduced. To be known as the Ignite Fund, our vision for the future is based on building strong partnerships. The Ignite Fund will:

- Focus on prevention, supporting charities to deliver immediate impact alongside development of knowledge in matters of critical importance in tackling child poverty in Scotland. The learning from today being used to the benefit of future generations.
- Work with partners towards scaling and replicating work which has shown to deliver positive impact.
- Provide multi-year support to partners (up to 5 years) to develop, test and continuously improve
- Listen to capacity development needs of partners, helping to find vital non-cash resources to improve effectiveness and long-term financial sustainability
- Bring funded partners together to share and find synergies

In addition, the STV Appeal will continue to partner with other funders to support grassroots projects which deliver important services in their communities including Boost grants programme in partnership with Corra Foundation, Youth and Philanthropy Initiative in partnership with The Wood Foundation and community grants from funds raised by Kiltwalkers.

Activity and achievements

Fundraising Objectives

In 2024 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

2024 Fundraising Objectives:

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

Fundraising Performance

In 2024, the STV Appeal operated against a challenging macro-economic backdrop. The ongoing cost-of-living crisis placed additional financial pressure on both individual and corporate donors, limiting their capacity to give at a time when demand for services was at its highest.

The crisis not only deepened the difficulties experienced by those already vulnerable but also led to a notable increase in the number of people seeking support. While many donors were unable to give at previous levels, we responded proactively by delivering targeted and engaging fundraising campaigns with clear calls to action. Despite the external pressures beyond our control, we are proud to report that we raised £2.4 million (2023: £2.4m) through a combination of events, programming, fundraising efforts, and corporate partnerships.

Fundraising Activity

In 2024, we focused on growing our established events and added some new ones, all of which helped boost our fundraising total and raise awareness of the STV Appeal and its mission.

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 where the walks took place.

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* run in partnership with Kellogg's, took place during a week in September, with groups, businesses and schools hosting their own breakfast events to raise funds. Funds raised from the campaign were donated to Magic Breakfast to provide free breakfast for children and young people across Scotland.

The STV Children's Appeal Golf Day returned for its second year, growing in scale with 22 teams participating. The Big Brunch was back in Glasgow, and we introduced a new event in Aberdeen, bringing together supporters from the North East for an enjoyable afternoon of connection and fundraising.

In October STV presenters Sean Batty and Laura Boyd took on a special fundraising challenge, which involved them visiting landmarks across the country and meeting community and business supporters along the way.

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 £50,000 in 2024.

STV staff remain some of the biggest supporters of the STV Appeal. Fundraising is co-ordinated and supported by a company-wide network of STV 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

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 fundraising year culminated with two dedicated STV Children's STV Appeal programmes shown in November. Jean Johansson presented *The Game Changers*, a documentary 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, Scrان Academy in Edinburgh and Dundee Dragons. It highlighted the importance of community and relationships in helping young people overcome adversity.

This year's fundraising was celebrated in STV Children's Appeal 2024 hosted by TV presenter and STV 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 was Sean and Laura's Landmark Challenge and charities East Lothian Young Carers, Bairnecessities and Leslie Community Pantry.

Projects

In 2024, STV Appeal distributed £1.2m (2023: £1.0m) 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 2024:

Enhanced Learning Tutoring Initiative

in partnership with Queen Margaret University

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 1,000 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.

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 6,111 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.

Y2Be

in partnership with Place2Be and Youth Scotland

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.



Boost

in partnership with Corra Foundation

The Boost Fund is a pioneering small grants programme led by STV Appeal and Corra Foundation 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 £3,000 to community groups across Scotland. Unconstituted groups can apply for grants of up to £1,500 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 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.
- There were 13 applications from unconstituted groups and 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 Foundation and the STV 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.

Future plans

We shall continue to promote public awareness, debate and through our work in funding vital frontline 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 2024

	2024	2023
Total income (£)	£2,433,118	£2,355,187
Cash generated for distribution to projects (£)	£1,412,748	£1,390,098
Number of awards to projects (number)	20	113
Value of awards to projects (£)	£1,236,432	£1,048,033
Cash available at 31 December (£)	£575,464	£597,707
Reserves at 31 December (£)	£1,876,468	£1,700,152

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 £2,433,118 (2023: £2,355,187) in the year to 31 December 2024. This included a grant of £1,000,000 (2023: £1,000,000) from the Scottish Government who once again demonstrated their long-term support of STV Appeal and our determination to fight child poverty in Scotland.

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 at £763,999 (2023: £725,168). As a result, the cash generated for distribution to projects is lower than total income at £1,412,748 (2023: £1,390,098).

Awards

Utilising the income generated in 2024 and reserves brought forward from 2023, STV Appeal was able to make awards in support 20 projects (2023: 113). The total value of these awards was £1,236,432 (2023: £1,048,033). The projects which received awards from STV Appeal in 2024 are listed in note 12 on pages 28 to 29.

Cash

At 31 December 2024, STV Appeal had cash resources of £575,464 (2023: £597,707). Larger awards are predominantly paid in instalments and therefore this cash in hand will be utilised in 2025 to fund those staggered payments.

Reserves

The reserves of STV Appeal at 31 December were £1,876,468 (2023: £1,700,152). By the date of signing of this report, £1,192,933 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:

	2024 (£)	2023 (£)
Unrestricted reserves	1,876,468	1,695,520
Restricted reserves	-	4,632
	<hr/> 1,876,468	<hr/> 1,700,152

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, to the period of July 2026, 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 23 to 31 were approved by the trustees at the AGM on 13th June 2025 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, appearing to read 'Paul Reynolds'.

Paul Reynolds
Chair of Trustees
Date: 13 June 2025

Statement of Trustees' Responsibilities

For the year ended 31 December 2024

The Trustees 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".

The law applicable to charities in Scotland 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 charity and of the incoming resources and application of resources, including the income and expenditure, of the charity 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 charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the provisions of the charity's constitution. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent auditor's report to the members 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 2024 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 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 and Financial Statements, 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 Financial Reporting Council'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 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 a sample of 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, appearing to read 'David Mutt'.

Deloitte LLP
Statutory Auditor
Glasgow, United Kingdom
13 June 2025

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 2024

	Note	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £
Income				
Donations and legacies		2,423,252	-	2,423,252
Income from investments		9,866	-	9,866
Total income	2	2,433,118	-	2,433,118
Expenditure				
Expenditure on raising funds	3	(1,012,370)	-	(1,012,370)
Expenditure on charitable activities:				
Awards to charitable causes	3	(1,231,800)	(4,632)	(1,236,432)
Refund of awards previously given		-	-	-
Other	3	(8,000)	-	(8,000)
Total expenditure	3	(2,252,170)	(4,632)	(2,256,802)
Net income/(expenditure) and movement in funds		180,948	(4,632)	176,316
Reconciliation of funds				
Total Funds brought forward		1,695,520	4,632	1,700,152
Total Funds carried forward	10	1,876,468	-	1,876,468

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Income				
Donations and legacies		2,193,689	150,000	2,343,689
Income from investments		11,498	-	11,498
Total income	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

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.

STV Appeal

SCIO: SC042429

Balance Sheet

As at 31 December 2024



	Note	2024 £	2023 £
Current assets			
Debtors	7	1,359,316	1,245,419
Cash at bank and in hand	8	575,464	597,707
Total current assets		1,934,780	1,843,126
Liabilities			
Creditors: amounts falling due within one year	9	(58,312)	(142,974)
Net assets		1,876,468	1,700,152
The funds of the charity			
Unrestricted funds		1,876,468	1,695,520
Restricted income funds		-	4,632
Total charity funds	10	1,876,468	1,700,152

The Financial Statements were approved by the Board of Trustees on 13 June 2025 and signed on their behalf by:

A handwritten signature in blue ink, reading 'Paul Reynolds'.

Paul Reynolds

Trustee and Chairman
13 June 2025

STV Appeal

SCIO: SC042429

Cash Flow Statement

For the year ended 31 December 2024



	Note	2024 £	2023 £
Net increase/(decrease) in cash and cash equivalents			
Net cash (used in)/provided by operating activities		(22,243)	(1,666,741)
Net (decrease) in cash		(22,243)	(1,666,741)
Cash and Cash Equivalents at beginning of year	8	597,707	2,264,448
Cash and Cash Equivalents at end of year	8	575,464	597,707
No cash equivalents in 2024 or prior year (2023).			
Reconciliation of net income/(expenditure) to net cash (used in)/provided by operating activities:			
Net income per statement of financial activities		176,316	342,066
(Increase) in debtors	7	(113,897)	(1,054,007)
(Decrease) in creditors	9	(84,662)	(954,800)
Net cash (used in)/provided by operating activities		(22,243)	(1,666,741)

Notes to the Financial Statements For the year ended 31 December 2024

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. STV Appeal also benefits from resources available at STV Group in relation to finance, marketing, HR and legal for which there is no charge.

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

Expenditure is recognised once there is a legal or contractual obligation to make payment to a third party for goods and services rendered and where the amount of the obligation can be measured. Expenditure includes costs spent on charitable activities and grant obligations.

Grant Expenditure

Grants payable are charged in the year when the offer is contracted. Larger awards are measured against target outcomes and will typically be required to report twice a year. Funding is generally paid in two instalments, the first in advance and the remaining amount on the basis of satisfactory reporting.

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, being at least 12 months from the date of approval of these financial statements, 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 2024

2 Income

	2024 £	2023 £
Unrestricted funds:		
Donations and legacies:		
Donations	1,652,762	1,469,734
Gift aid	6,491	(1,213)
Donated goods, services and facilities	763,999	725,168
Income from investments	9,866	11,498
	2,433,118	2,205,187
Restricted funds:		
Donations and legacies:		
Donations	-	150,000
	-	150,000
Total income	2,433,118	2,355,187

3 Expenditure

	2024 £	2023 £
Expenditure on raising funds:		
Cost of generating donations	(873,859)	(839,253)
Cost of generating donations funded by restricted covenant	(75,000)	(75,000)
Marketing costs	(19,924)	(24,272)
Management and consultancy services	(40,623)	(22,700)
Office administration costs	(2,964)	(1,015)
	(1,012,370)	(962,240)
Expenditure on charitable activities:		
Awards to charitable causes	(1,231,800)	(977,665)
Awards to charitable causes under restricted covenant	(4,632)	(70,368)
Refunds of awards previously given	-	1,152
Governance costs: audit and tax advisory services	(8,000)	(4,000)
	(1,244,432)	(1,050,881)
Total expenditure	(2,256,802)	(2,013,121)

A list of the organisations supported by STV Appeal is provided in note 12 on page 30.

4 Employees

STV Appeal had no employees during the year (2023: Nil) however it does acquire staff related services from STV Group plc and in 2024, the services of 3 members of the STV Appeal team were provided at nil cost (2023: £nil). These services have been included in the income statement as an in-kind donation of £171,999 (2023: £167,168).

One of the above received remuneration greater than £70,000 but less than £80,000, in relation to services provided to STV Appeal.
(2023: one in excess of £60,000 but less than £70,000).

5 Trustees' remuneration and benefits

The Trustees of STV Appeal received no remuneration, benefits or expenses during the year (2023: Nil).

STV Appeal

SCIO: SC042429



Notes to the Financial Statements For the year ended 31 December 2024

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 £6,000 for the year (2023: £5,000).

7 Debtors

	2024 £	2023 £
Donations receivable	1,356,983	1,245,419
Prepayments	2,333	-
	1,359,316	1,245,419

8 Cash at bank and in hand

	2024 £	2023 £
Deposit account	564,846	584,943
Current accounts	10,618	12,764
	575,464	597,707

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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Notes to the Financial Statements

For the year ended 31 December 2024

9 Creditors: amounts falling due within one year

	2024 £	2023 £
Commitments to charitable projects - unrestricted covenants	-	89,980
Sundry creditors	2,206	9,569
Trade Creditors	49,634	43,425
Deferred Income	6,472	-
	58,312	142,974

10 Movement in funds

For the year to 31 December 2024:

	Unrestricted Funds £	Restricted Funds £	2024 £
Balance of funds brought forward	1,695,520	4,632	1,700,152
Incoming resources	2,433,118	-	2,433,118
Resources expended	(2,252,170)	(4,632)	(2,256,802)
Balance of funds carried forward	1,876,468	-	1,876,468

Analysis of funds carried forward at 31 December 2024

	Investments £	Current assets £	Current Liabilities £	2024 £
Unrestricted	-	1,934,780	(58,312)	1,876,468
Restricted	-	-	-	-
Balance of funds carried forward	-	1,934,780	(58,312)	1,876,468

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

Notes to the Financial Statements

For the year ended 31 December 2024

11 Related party transactions

STV Group plc 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:

	2024 £	2023 £
Cash donations		
STV Group plc	174,182	165,236
The Wood Foundation	150,000	150,000
	324,182	315,236
In-kind donations		
STV Group plc	763,999	725,168
	755,999	725,168
Operating costs		
STV Group plc	(222,914)	(234,584)
Amounts receivable at 31 December		
STV Group plc - donations receivable	174,182	165,236
The Wood Foundation - donations receivable	150,000	
	324,182	165,236
Amounts payable at 31 December		
STV Group plc - operating costs	(44,443)	(44,532)

12 Organisations supported by STV Appeal

Organisations awarded grants of £20,000 or more in 2024

	2024 £	2023 £
Children 1st Bide Oot	305,312	-
Independent Care Review - The Promise	200,000	-
Queen Margaret University	-	150,000
Glasgow Children's Hospital Charity	-	124,318
SFAD	123,995	121,564
Place2Be and Youth Scotland	110,829	-
Corra Micro Grants	100,000	-
Who Cares? Scotland	99,622	100,059
Corra Digital Voice	-	100,000
Saheliya	74,879	-
Glasgow Kelvin College	49,130	-
Covey Befriending	46,933	-
The Nest (Kiltwalk Project)	-	33,044
YPI	30,000	30,000
EVOC	25,369	-
Calum's Cabin	25,000	-
Street Soccer Scotland	20,363	39,768
AR26	-	22,680
	1,211,432	721,433
Total grants awarded between £1,000 and £20,000 in 2024	25,000	326,600
<i>Organisations that received these awards are detailed on the following page</i>		
Total awards to charitable causes	1,236,432	1,048,033

Notes to the Financial Statements

For the year ended 31 December 2024

12 Organisations supported by STV Appeal (cont'd)

Organisations awarded grants of between £1,000 and £20,000 in 2024

Achieve More Scotland
Fersands & Fountain Community Project
Fire & Peace Recovery
Good 2 Give
Nourish Support Centre
Refuweegee
SAMH