

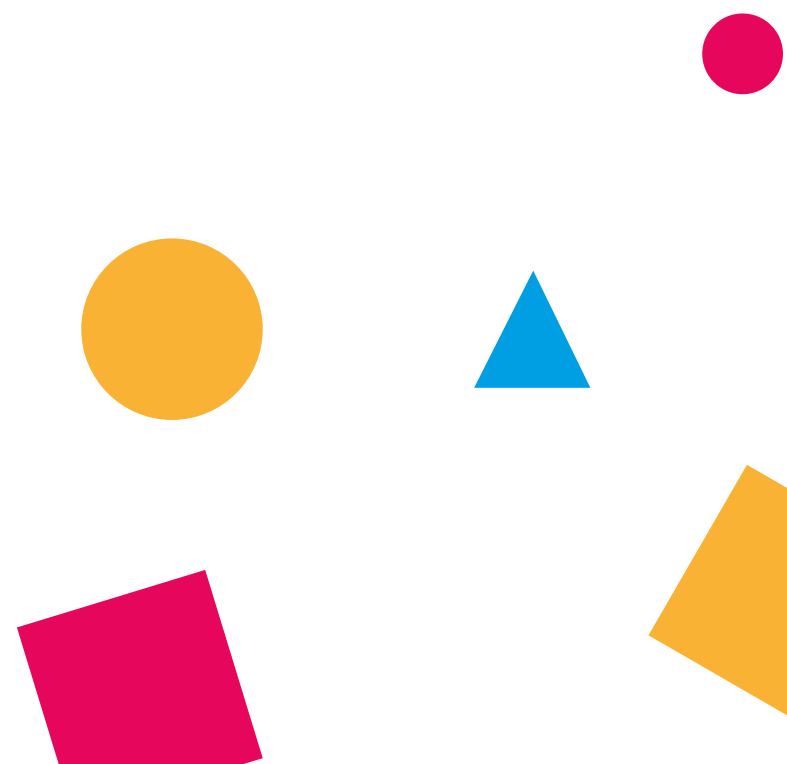
stv
children's
appeal

Annual
Report
2025



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Message from the Chair

I am delighted to report on 2025 when we were able to extend our reach into communities throughout Scotland tackling today's challenges, whilst also building long-term relationships with excellent Scottish charities developing innovative solutions which will benefit both current and future generations.

This was a very challenging year for so many children and young people in Scotland; on their behalf the STV Children's Appeal (STVCA) expresses our sincere gratitude to generous donors and partners. Our Trustees hold a very firm view that positive and sustained solutions to social challenges can only be achieved in partnership, we are very fortunate to draw support from private individuals, companies, government and foundations, not only financial but crucially through sharing knowledge and physical resources.

To achieve both depth and reach we deliver a number of grant programmes, I invite you to read later sections of this report which provides greater detail, but if I might just highlight some key funding programmes:

- **The Ignite Fund** – firmly focused on prevention; over £1m was invested in 2025 in a portfolio of charities and social enterprises developing solutions to both tackle the challenges of today, whilst also capturing learning to the benefit of future generations.

We work very closely with charities in the Ignite portfolio to provide significant non-financial support, often through skilled volunteering of STV staff and partner organisations.

- **Boost Fund** – we are proud to work in partnership with a growing group of funders, led by Corra Foundation, to efficiently deliver small much needed sums of money to community group across Scotland tackling immediate local challenges. Boost contributed greatly to the STV Children's Appeal reaching 31 out of 32 local authority areas in 2025.
- **Magic Breakfast** – with support from the STVCA, Magic Breakfast provided free, nutritious breakfasts to around 1,800 children every school day across 15 schools in seven Scottish local authorities, helping tackle child morning hunger in areas of high food insecurity.
- **Youth and Philanthropy Initiative (YPI)** – a very important long-term partnership with Aberdeen based Wood Foundation. An initiative designed to encourage secondary school pupils to better understand needs in their local community, we are pleased to provide funding for local charities picked by the young people to tackle the challenges identified. The Trustees never fail to be impressed by the insight and thoughtfulness of the pupils, from whom we can learn a lot.

The achievements highlighted above and described in greater detail in this report are only made possible through the dedication, passion and commitment of many people. Much of this comes from our valued partners, new and old, however may I also express my appreciation for the unstinting work of Appeal Trustees, advisors and executives. In particular I would like to thank those trustees who stood down during the year – Paul Reynolds, who led the Board very effectively for four years and Alison MacLachlan for her much valued support and experience. We wish both well for the future.

We remain acutely aware of the very real challenges faced by many children, young people, and families in Scotland today, however, we also share a collective belief that we can make a difference for the future by continuing to develop strong solutions which deliver real and lasting positive impact.



Bobby Hain
Interim 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 need security and stability.

The human rights clearly articulated in The United Nations Convention on the Rights of the Child (UNCRC) aims to ensure children feel safe, healthy, happy and loved. Emotional support and having positive role models help children learn, thrive and enjoy their childhood, all of which contribute to long term health and wellbeing.

We work with incredible and inspiring charities in every region of the country to make an immediate impact when urgent support is needed, whilst building learning which will impact positively on the lives of future generations of Scottish children and young people.

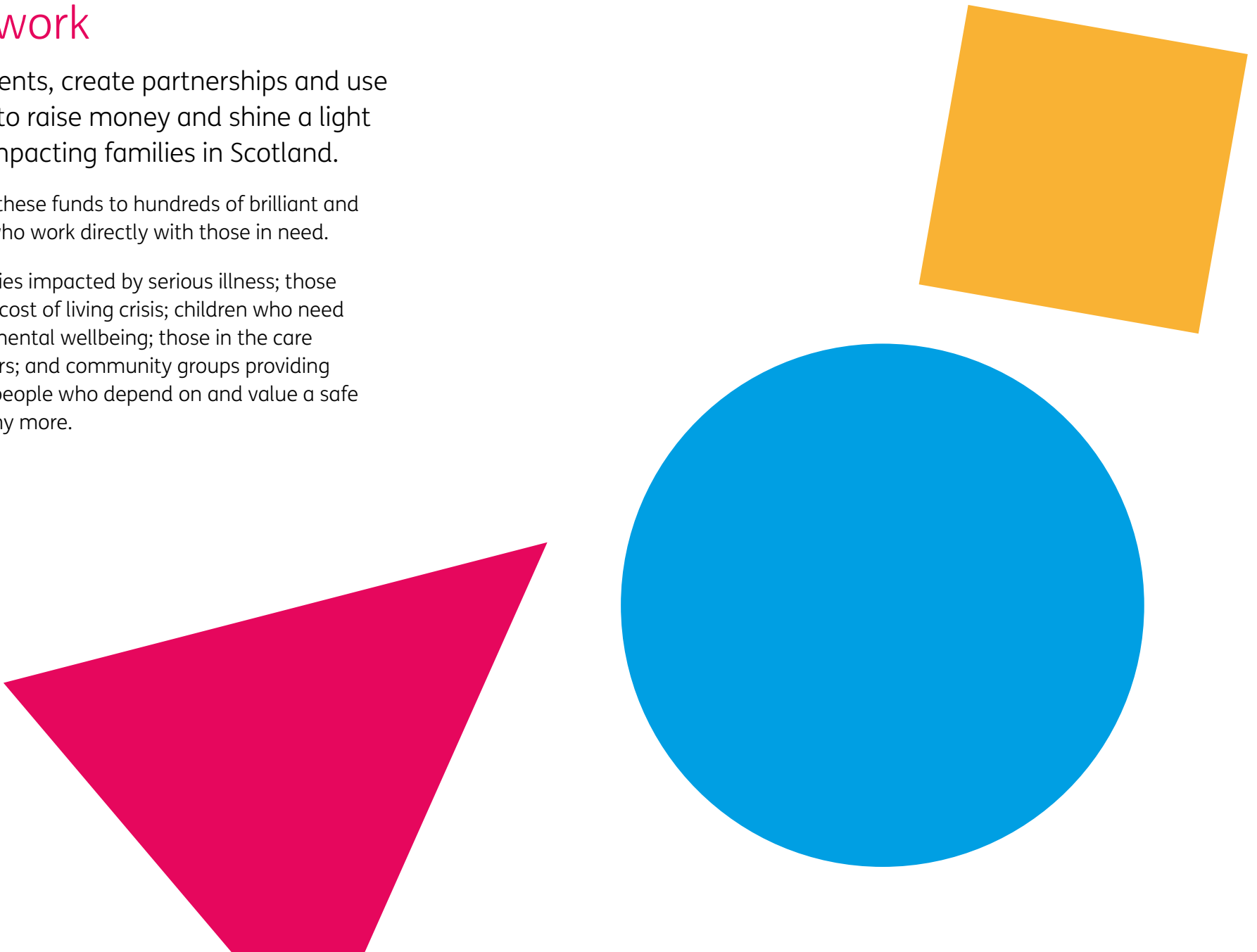
We're committed to creating a better life for children and families who need extra support.

How we work

We organise events, create partnerships and use STV's 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.



Values that drive change

Our values sit at the heart of everything we do at the STV Children's Appeal.

From the funding decisions we make and the projects we support, to the way we work with our partners, it is essential that every choice we take is guided by the core values we have developed as a charitable organisation.



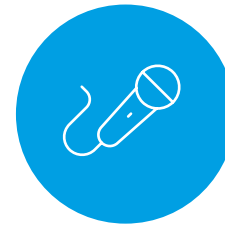
We connect the dots

We connect people, ideas and stories because real change happens when the right things come together.



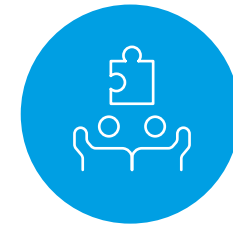
We are explorers

We stay curious, brave and open to new ideas. We ask big questions and try new ways to support children and families.



We turn up the volume

We listen closely, then ensure the right voices are heard and their stories are loud and clear.



We build together

We believe the answers to problems in a community can be found within. We take our lead from them.

Our themes

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

Four key themes have consistently emerged from our research and engagement. Our ongoing knowledge and insight in these areas continue to shape and refine our strategy, ensuring we support projects that not only address the challenges faced by communities but also contribute to our learning and future direction.

Relationships and partnerships have always been at the heart of our approach. Building on 14 years of experience, networks established, 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.



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.



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.



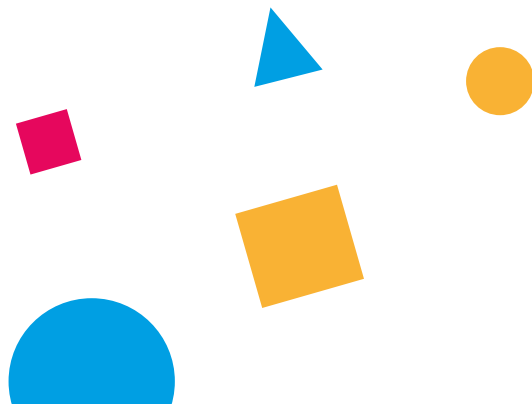
Community

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



Wellbeing

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



2025 at a glance



361 awards made

822,000 people reached

on STV Children's Appeal Day on STV.

£2.4million

raised thanks to the support of viewers, partners, schools, businesses and match funding from Scottish Government.

10 YPI grants

empowering young people to make a difference in their communities.

Magic Breakfast

1,852 children and young people

in **15** schools

over **7** local authorities

provided with a nutritious breakfast every day.



Ignite Fund

11 multi-year Ignite Fund partners

focused on prevention, learning and sustainability.

Over **9,183** children and young people

provided with a range of support by Ignite Partners.

Boost Fund

Small grants programme in partnership with Corra Foundation, Comic Relief, Foundation Scotland and People's Postcode Trust.

311 Boost grants

made to small charities and community-led groups across Scotland

Approximately

58,623 people supported

28 community grants

awarded to grassroots charities from funds raised by Kiltwalkers.



Shining a light



STV uses the power of its platform as a force for good, shining a spotlight on the causes supported through the STV Children's Appeal.

At the heart of the Appeal, STV brings together its people, reach and resources to drive awareness and fundraising in support of children and young people affected by poverty across Scotland.

Telling powerful stories

In November STV broadcast two dedicated STV Children's Appeal programmes.

Jean Johansson presented the documentary *It Takes a Village*, exploring how organisations across Scotland work alongside families to help children thrive and reach their potential. The programme shared powerful real-life stories and highlighted the impact of community-led support.

Two inspiring charities were featured:

- **The Yard** (Glasgow and Edinburgh), a vital hub for families of disabled children, offering connection, support and the freedom to play in a safe, welcoming environment.
- **Flexible Childcare Services Scotland (FCSS)** (Dundee and Keith), delivering a range of childcare services with a strong focus on improving parental employment opportunities and tackling child poverty.



It was very informative and moving. Good to hear real-life family stories and see the support they need and receive through the charity. It helps to know where the money goes and encouraged me to do more.

Viewer feedback on *It Takes a Village*



Celebrating impact and generosity

The year's fundraising efforts were celebrated in *STV Children's Appeal 2025*, hosted by Appeal Trustee Lorraine Kelly. Broadcast live from STV's studios in Glasgow, the programme showcased inspirational work taking place across Scotland and celebrated fundraising heroes from communities across the country.

The programme featured three funded projects:

- **Dundee Bairns**, supporting children living in poverty in Dundee through the provision of food, clothing, activities and other essentials.
- **TCCL**, providing vital support to families of children with cancer or leukaemia across Tayside and north-east Fife.
- **Happy Place Workshop**, travelling across Scotland to give children a safe space to express their emotions through art and music.

822,000
people reached
on STV Children's
Appeal Day*



“

I think it's important that it covered marginalised areas of Scotland that many people might not be aware need support.

Viewer feedback on STV Children's Appeal Show 2025

”

84%
of respondents say
it's important that
money raised for
the STV Children's
Appeal stays in
Scotland**

*Source: BARB, Scotland, Individuals, Friday 7 November 2024 (10:00–21:00), 3+ min programme reach (excluding News)

**Source: ScotPulse, November 2025 (Base: 1,362 respondents)

Ignite Fund



The Appeal launched the Ignite Fund in 2025 with a portfolio of a 11 charity partners.

The Ignite Fund aims to break the cycle of child poverty in Scotland by providing multi-year, sustained financial and development support to charities across the country.

Since its inception in 2011 STV Children's Appeal has invested in long-term projects with charitable organisations, the Ignite Fund is an important extension of this strategy.

The vision is based on building strong partnerships which will bring into focus: prevention of poverty and its activating factors, supporting charities to deliver immediate impact alongside the development of knowledge in matters of critical importance in tackling child poverty in Scotland.

Providing longer term support to partners to help develop, test, improve and scale programs which have been shown to deliver positive impact.

From building inclusive community spaces for disabled children and young people, to creating peer-supported environments for care-experienced new parents, and tackling complex social issues such as gang involvement, unhealthy relationships, and drug use - the Ignite Fund partners are selected for their expertise and commitment to addressing and providing actionable solutions to the root causes of poverty. Their work not only brings immediate improvements but also fosters lasting change by building knowledge and networks that that ensures the impact is sustained for future generations.

Ignite Partners

- COVEY (Community Volunteers Enabling You)
- Place2Be & Youth Scotland
- Glasgow Kelvin College
- Who Cares? Scotland
- Dundee Bairns
- Flexible Childcare Services Scotland (FCSS)
- One Community Scotland
- Scran Academy
- The Yard
- Thrive at Five
- Why Not? Trust

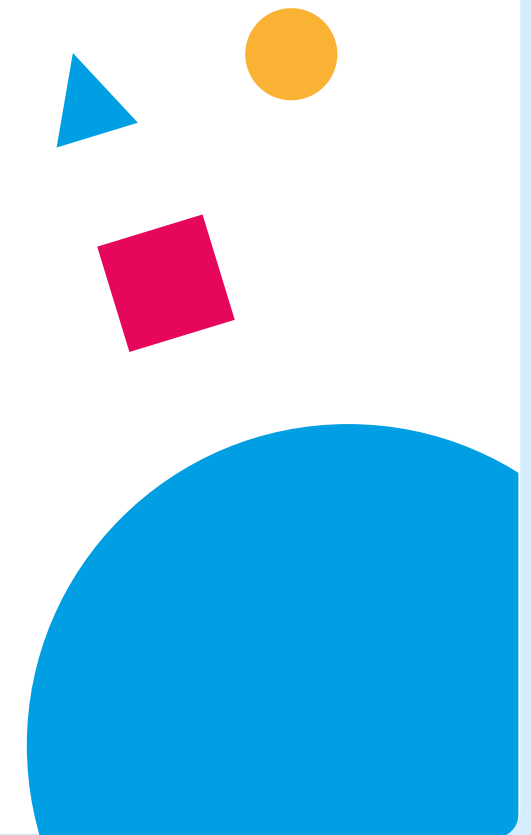
COVEY (Community Volunteers Enabling You) *Flourishing Families*

Ignite Partner

Flourishing Families is COVEY's whole-family, education-linked support model. It supports young people whose participation in education is affected by multiple disadvantages such as poverty, trauma, mental or physical health issues, unsupported additional support needs (ASN), low confidence, family stress and social isolation. In particular, it helps with the transition from P7 to S1, which can be daunting for many young people.

Summary

As COVEY completes year two of Ignite support, it has delivered sustained, targeted family support in South Lanarkshire that has driven clear improvements in wellbeing, school engagement and family connection. Their mix of in school groups, intensive 1:1 support, residential experiences and practical income maximisation has produced strong outcomes and strengthened local partnerships. We're delighted the original two year partnership has been extended by a further three years so we can keep building on this progress.



Highlights

- **Reach and delivery:** Supported 82 individuals (46 children/young people; 36 parents/carers) across 40 families by year end, delivering 98 in school group sessions, 91 individual sessions, multiple outings and targeted 1:1 support.
- **Improved wellbeing and engagement:** 100% of young people reported improved health and wellbeing; 94% reported improved school attendance, engagement, or attainment.
- **Stronger confidence and reduced isolation:** 87% of young people reported increased confidence; 92% reported reduced isolation; 88% of families reported improved relationships at home.
- **Effective targeted interventions:** Residential and experiential activities and participant led group work produced clear turning points for children.
- **Practical poverty relief integrated with wellbeing work:** Partnership with Airdrie Citizens Advice Bureau and other local organisations delivered income

maximisation and tangible financial gains for families (seven families supported; £20,843 in financial gains recorded).



It has been amazing to be able to build memories with my kids, I have never been able to do any Christmas activities with them as I could never afford it.

- **Adaptive delivery and partnership growth:** The sibling group model was reviewed and adapted to peer matched 1:1 support where family dynamics required it; new statutory and third sector partnerships (including South Lanarkshire Council, Cycling UK, New Lanark) expanded referral pathways and in kind opportunities.



The support COVEY provides has been invaluable; to the school, the pupils, and their families. Their staff are now a crucial part of our Health and Wellbeing support.

- **Leverage and sustainability signals:** Significant additional funding commitments and emerging statutory interest indicate growing local buy in and potential for scale, while also highlighting the need for diversification and capacity planning.

92%
of young people
reported reduced
isolation

Tamara* Case Study

Tamara was referred to the Flourishing Families at a time of significant challenge in her life. She had experienced domestic abuse within the family home, a fractured relationship with her father, and ongoing anxiety that affected her confidence, self-esteem, attendance at school, and relationship with food.

Crowded and noisy environments were overwhelming, and she relied on ear defenders to cope. Concerns about restrictive eating habits, influenced by a sporting coach, led to a referral involving school and social work, particularly as Tamara prepared to transition to high school.

From the outset, support focused on rebuilding Tamara's confidence, sense of safety, and independence. A residential outing to Wiston Lodge marked an early turning point. Through team-building activities, Tamara began to trust her peers, accept positive feedback, and see herself as capable. These shared experiences strengthened friendships and laid foundations for improved self-esteem.

A significant breakthrough came when Tamara chose to step away from Tae Kwon Do and explore football instead. With support, she navigated a busy shop to purchase equipment –

something previously unmanageable. This new hobby transformed her wellbeing. As a goalkeeper, Tamara is thriving, proudly speaking about new friendships, improved body confidence, and healthier eating habits.

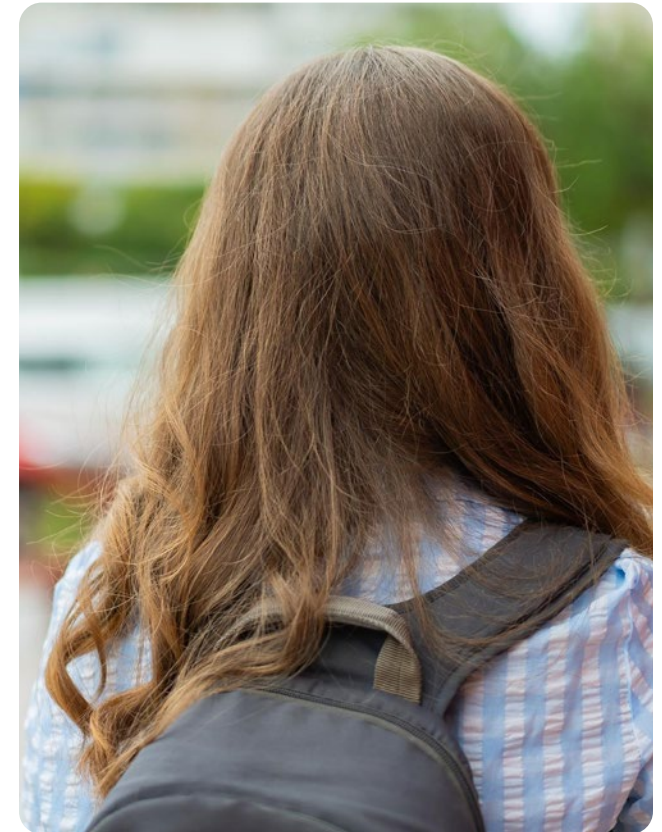
Targeted food-based outings further supported her progress. What began as eating quietly in a car evolved into confidently ordering and eating in busy restaurants – without ear defenders. Today, Tamara moves through public spaces with ease and independence.

Now flourishing both personally and academically, Tamara has transitioned successfully into high school. Attendance concerns have resolved, and she has been rewarded with a school residential trip to Paris.

As she works toward closure with the project, Tamara and her mum reflect proudly on how far she has come:



I am so proud of Tamara and everything she's achieved in school. She has new confidence in herself when she goes out and it's amazing to see. Thank you for everything.



Continuing Partnerships

Place2Be and Youth Scotland Y2Be

Ignite Partner

Summary

Y2Be is a partnership between Place2Be and Youth Scotland funded to extend mental health support beyond schools by equipping community based youth workers with Place2Be's Mental Health Champions Foundation (MHCF) training, creating a national Community of Practice for ongoing peer learning, and delivering youth facing programmes that build peer mentoring and leadership (I Lead/Ambassadors) skills.

The grant also funded direct "Feel Good" wellbeing activities, small grants for youth led social action, a CPD and Mental Health Network offering specialist short courses, designed to further strengthen workforce capability, increase young people's resilience and leadership, and embed trauma informed, community based early intervention at scale.

Highlights

- **Strong reach and engagement:** The programme reached over 1,200 young people across combined activities and engaged 333 youth workers.
- **Measurable learning gains:** Place2Be's Mental Health Champions Foundation produced clear improvements in knowledge and confidence (notably knowledge of attachment rising from 36% to 82% scoring 'high') by completion, 91% of participants had already used or planned to use approaches from the programme.



Following the Teenage Relationships Training, I feel more able to spot the signs of a young person who is potentially in an unhealthy relationship much easier and intervene sooner. I have new sources to access to support young people in unhealthy relationship and consider in more details how I can best respond to situations of exploitation in my area.

Highlights (continued)

- **Peer leadership growth:** Place2Be's Peer mentoring training and Youth Scotland's I Lead activity delivered substantial youth leadership outcomes with high proportions of young people reporting improved mentoring skills and confidence to mentor others.



ACEs has always been something I've known about throughout my career but the deeper impact on those who have ACEs and toxic stress within their lives was never discussed. I am grateful for the resources here and I wish this was a blanket training for all who work with children and young people. This should be a fundamental basic and mandatory requirement.

- **High satisfaction and practice change:** Very high recommendation and readiness rates (e.g., 98% would recommend; 88% felt more ready to lead mental health approaches), with many participants already applying learning in practice.



This section on emotional coaching has been very helpful. I think I will use this with my youth Group and also in other areas of my life. I need to learn that fixing isn't always required and listening and empathising and supporting others to improve their resilience is more important.

- **Workforce and system leverage:** The partnership helped Place2Be utilise their mental health expertise beyond school settings and supported Youth Scotland to secure significant follow on funding strengthening future sustainability and scaling prospects.
- **Partnership and pilot progress:** New community pilots (for example with Home Start) and deeper Place2Be and Youth Scotland collaboration position the model for potential multi year expansion and wider embedding of trauma informed practice.
- **Tangible accreditation and outputs:** Young people achieved recognised awards (Hi 5, Dynamic Youth Awards) and the project distributed small grants and social action opportunities that amplified youth voice locally.

The success of this partnership mean that young people now have quicker access to trusted, skilled support in their local communities better trained youth workers and an expanding network of peer mentors creating safer spaces where worries can be heard and addressed early, reducing the need to wait for statutory services.

Practical wellbeing activities, youth led social action and accredited awards give young people immediate tools, recognition and confidence, while high take up and measurable learning gains (for example large increases in staff knowledge and many participants already using new approaches) show that support is both effective and being put into practice. Together with new funding and stronger partnerships, these changes increase the likelihood that community based mental health support will be sustained and scaled, so more young people can benefit from ongoing, trauma informed help and leadership opportunities.

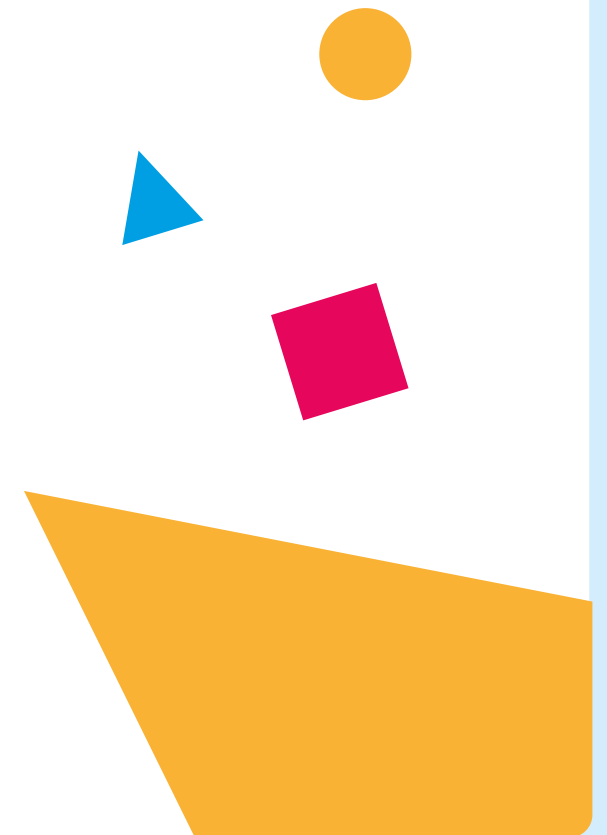
Glasgow Kelvin College *Community and Youth Hub*

Ignite Partner

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.

Summary

Glasgow Kelvin College delivered a vibrant and high impact year two of the project, strengthening its Community and Youth Hubs as welcoming, inclusive spaces where children, young people, adults and families can learn, connect and thrive. Participation remained consistently high across the year, family engagement deepened, and partnerships flourished, creating a rich ecosystem of support that boosts skills, confidence, wellbeing and progression. The Hubs are now firmly established as trusted community anchors with clear pathways into college learning and wider services.



Highlights

- **Scale and reach:** The Hubs continued to draw strong numbers, supporting around 1,125 beneficiaries across the year. Repeat engagement across all age groups highlights how valued and relevant the offer has become in the community.
- **Volunteer contribution:** A committed volunteer team added enormous value. Twenty-two volunteers contributed 1,428.5 hours, worth an estimated £14,427.50, which reflects the community's deep belief in the Hubs and their impact.
- **Stronger family outcomes:** Families reported meaningful improvements in daily life, better routines, increased parental confidence, reduced stress and improved mental wellbeing. Parents also gained access to practical supports such as ASN information and money management advice, strengthening resilience at home.
- **Wide activity offer:** The breadth of activity was exceptional. From BMX, water sports and cycling to music production, basketball, yoga, cooking, hairdressing, DIY, digital wellbeing and employability tasters, the Hubs offered something for everyone.

This variety kept engagement high and opened doors to new skills and interests.



I love the chance to see my friends. My mental health would be bad if the club wasn't on. My supported accommodation is stressful, and I love to get away to club. My favourite thing we have done is the trip BMXing.

Young person

- **Progression and skills:** Participants gained their first certifications, built confidence and were signposted into college courses, volunteering and further learning. The Hubs are becoming a visible, accessible pathway into education for people who might not otherwise step onto a college campus.



The opportunity to learn and do things while my children are looked after, as a single mum this is greatly appreciated.

Parent

- **Partnerships and profile:** Partnership working was a standout strength. Collaborations with Pinkston Watersports, The Loading Bay, Partick Thistle Charitable Trust, Glasgow City Council and Platform Arts Company enriched the offer and expanded reach. The Hubs also attracted visits from MSPs, councillors and other FE institutions which is a clear recognition of their growing profile and value.
- **Place-based value:** The Hubs have become safe, inclusive, campus-based spaces where people feel they belong. They foster intergenerational learning, build community resilience and offer a positive alternative to isolation or disengagement.
- **Responsive delivery:** The team listened closely and adapted quickly. Participant feedback led to new offers such as movie nights, a barber service and extended coaching sessions. Meal provision was adjusted to seasonal needs, ensuring families always felt welcomed and supported.

Community Cooking Class: A Snapshot of Impact

The Glasgow Kelvin College Community Family Hub launched its Community Cooking Class in 2025 to help families facing rising food costs, low cooking confidence and social isolation. The weekly sessions brought together learners aged 12–70, including kinship carers, young people in care, older adults and individuals living alone, to build practical skills, improve wellbeing and strengthen community connection.

Participants learned to prepare affordable, nutritious meals, plan weekly menus, reduce food waste and share cultural recipes. All ingredients were provided, and each session ended with a shared meal, creating a warm, inclusive space where friendships formed naturally.

The programme's success reflects hands-on learning, skilled facilitators and a welcoming environment that encourages people to learn together. It has become a valued part of the Hub's offer, improving health, confidence and community resilience, one shared meal at a time.



90%
of participants
felt more
confident

Impact at a glance

- **Skills and confidence:** 90% felt more confident cooking from scratch, learning knife skills, batch cooking and seasoning.
- **Health and nutrition:** Participants reported eating more fruit and vegetables, relying less on processed foods and noticing improvements in energy, weight management and mental wellbeing.
- **Financial benefits:** Families reduced weekly food bills and learned to cook affordable meals using seasonal ingredients.
- **Social connection:** Multi-generational friendships developed, and older adults reported feeling less isolated.



I used to live on ready meals. Now I cook proper food and enjoy it.

Participant



We always leave with our finished dish and recipe sheet - it's great fun.

Participant

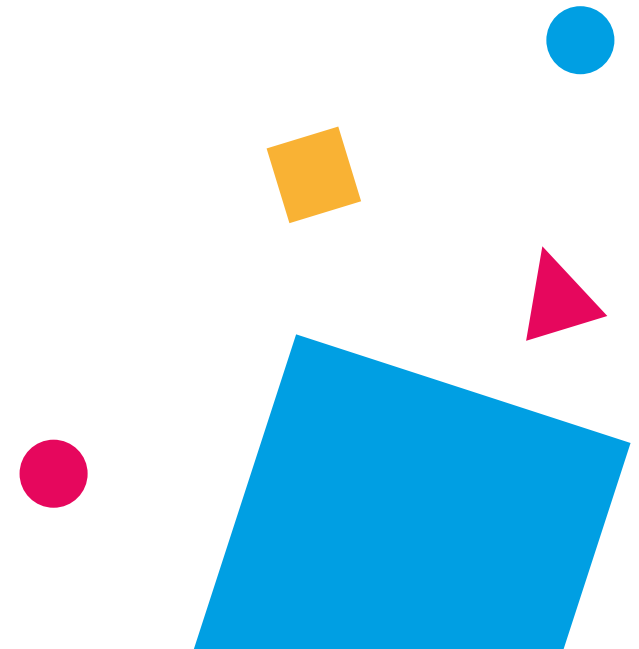
Who Cares? Scotland *Communities that Care*

Who Cares? Scotland is Scotland's only national independent membership organisation for care-experienced people. Their strategic vision is to secure a lifetime of equality, respect and love for Care Experienced people in Scotland. Who Cares? champions the rights of Care Experienced people and the power their voices have to bring about change.

Summary

Who Cares? Scotland delivered a powerful year of school and community-based work in Clackmannanshire, reaching large numbers of pupils and families while embedding trusted, relationship-based advocacy for care-experienced children and young people.

High-impact pupil sessions, targeted participation work and sustained advocacy support combined to strengthen local partnerships and create meaningful routes for young people to influence school culture, build confidence and access new opportunities. It has been a year defined by reach, relevance and real change for the young people who need it most.



Highlights

- **Reach and engagement:** Engagement was exceptional, with 1,478 participation occurrences recorded across the year, including 1,089 children and young people, 249 adults and 140 families. The team delivered 39 PSE lessons across primary and secondary schools, ensuring care experience was understood, visible and discussed in supportive environments.
- **Advocacy impact:** Advocacy remained at the heart of the work. Seventy-nine referrals were received over the year, and 60 people were supported with advocacy actions locally, with 75% aged 6-15. This is trusted, life-changing support delivered where it matters.
- **Strong pupil outcomes:** From 257 pupil feedback responses after lessons, 83% said they knew more about care experience and 80% felt more positive towards care-experienced people. These are powerful indicators of culture change taking root in classrooms.
- **Participation and belonging:** A new participation group was established in one school, delivering four sessions for S1-S4 pupils, while seven lunchtime drop-ins ran across three secondary schools. These spaces offered safety, connection and clear pathways into wider WCFS membership and events, helping young people feel seen, heard and part of something bigger.
- **Partnerships and access:** Partnerships were a major strength. Close working relationships with Clackmannanshire Council education leads, HomeStart, Forth Valley College and local community hubs opened doors to schools, events and decision-makers. These links ensured young people could access the right support at the right time.
- **Awareness and culture change:** With Stage 1 Care Aware training now rolled out across Clackmannanshire, the team was able to focus on pupil-facing delivery this year while planning Stage 2 teacher-facing training for Year 4. This layered approach is shifting understanding and practice across the whole system.



I honestly would not be here if I did not have advocacy. [My advocate] has been in my life the longest and I cannot explain how important it is to me to have someone who never judges, never condemns and just gets it.

45
children and young
people aged 6-15
supported with
advocacy

New Ignite Partners

Dundee Bairns

Ignite Partner

Dundee Bairns works to improve welfare for Dundee's children, young people, and families by providing access to services that enhance quality of life and help reduce the attainment gap. Originally focused on holiday food programs, the Dundee Bairns has expanded to offer clothing, activities, and other essentials in partnership with the UK wide Multibank movement.

Through the STV Children's Appeal partnership, Dundee Bairns will provide targeted support to harder to reach families by introducing highly skilled coordinators at a new merged secondary school in Dundee's East End. These coordinators will work across the secondary school and the nine primaries in the locality, facilitating targeted workshops in each school, connecting families directly to Dundee Bairns' support programs, promoting healthy eating, facilitating a youth forum, and linking families to essential community resources.

Summary

Dundee Bairns made an impressive start in year one of the partnership, moving from set-up to meaningful early delivery with confidence and heart. The new Wellbeing Team is firmly in place, local partners are behind the vision, and early engagement with children, young people and families has shaped a programme that truly reflects the community.

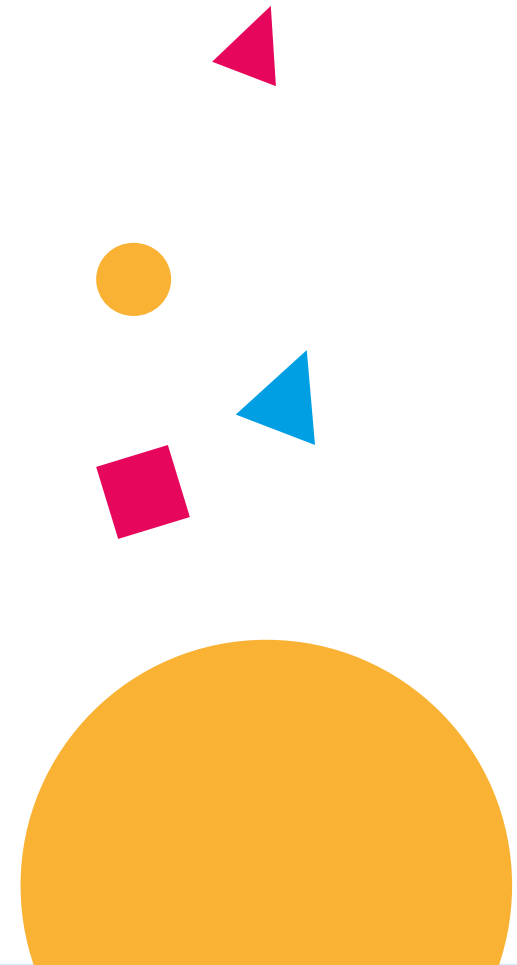
With strong pilots, deepening partnerships and clear demand, Dundee Bairns is poised for a powerful 2026 rollout.

Highlights

- **Team established:** A brand new Wellbeing Team is now up and running. With a Wellbeing Manager in post from July and two Wellbeing Workers joining in October, Dundee Bairns now has a dedicated, skilled team ready to deliver year-round support across the East Ward.
- **Statutory backing:** The project has already earned the trust of local leaders. Dundee City Council Children & Families Service invested £10,000, and Greenfield Academy's leadership team has welcomed Dundee Bairns as a core partner within the new campus community.
- **High-reach engagement:** The team hit the ground running, connecting with around 169 young people at Greenfield Academy's wellbeing events. Their insights, from "being active" and "sleep" to "friends and family" and "feeling safe", are now shaping the programme's priorities. It's a brilliant example of children's voices leading the way.

Highlights (continued)

- **Successful pilots:** Early pilots have been a real success. The girls' sports and shared meal group attracted around 30 young people every week, with feedback so positive that the offer is now becoming a permanent part of the programme. Small group supports in primary schools also helped identify what works best for children who need a little extra help.
- **Programme design informed by community voice:** Listening to families, teachers and young people has directly shaped four core strands for 2026 - Wee Bairns Cook, Oor Bairns Café, Supporting P7s and Bairns Speak. Each strand reflects what the community said they wanted: practical skills, confidence-building, smoother transitions and a stronger youth voice.
- **Partnerships and coordination:** Partnership working has been a standout strength. Dundee Bairns is already coordinating with Active Schools, CLD Youth Team, Greenfield Academy, health teams and community groups. Pooling resources, avoiding duplication and ensuring families get joined-up support.
- **Leverage in kind:** The project has attracted valuable in-kind support, including a professionally designed infographic from a local media company and a week-long residential for 12 children from HopScotch Children's Charity. These contributions add real value to the programme.
- **Responsive learning culture:** The team has shown agility and curiosity from day one, adapting menus based on young people's preferences, refining referral processes for children with Additional Support Needs, and using every pilot as a learning opportunity. It's a culture that will serve the programme well as it scales.
- **Holiday provision:** A flagship part of Dundee Bairns' work, now delivered through the Wellbeing Team at Greenfield Academy. Their first three-day October programme exceeded all expectations. 100 unique children took part, generating 236 participants in total, far above the typical uptake for holiday offers. Importantly, children with additional support needs, anxiety, and recent school exclusions were able to attend and thrive, demonstrating the team's inclusive, relationship-based approach.



Flexible Childcare Services Scotland

Ignite Partner

Flexible Childcare Services Scotland (FCSS) is an innovative, creative, and ambitious social enterprise, launched in January 2020 in Dundee and now covering locations from Dundee to Moray, caring for more than 1,000 children, and providing fair work for over 180 people. The services focus on areas most impacted by poverty to maximise positive social impact.

Equity of access to childcare services is essential for Scotland's families and communities to thrive. The current system contains significant gaps: rural areas are underserved, many families cannot afford high childcare costs, traditional booking models and operating hours create accessibility barriers, and managing childcare access causes stress for parents and carers. The work of FCSS effectively tackles child poverty by removing these barriers, empowering parents to enter or remain in employment, reducing childcare costs, and providing comprehensive holistic support.

FCSS has developed a digital service, called Caerus, which enables parents to book and pay for only the childcare they need, unlike commercial providers requiring set sessions or minimum booking commitments. This model effectively removes childcare

availability as a barrier to employment. In 2024/25, 100% of families reported improved financial circumstances of between £2,000 to £5,000 annually. Based on a median figure of £2,500, this represents a £2.13 million boost in financial wellbeing for participating families.

The partnership with STV Children's Appeal will enable FCSS to scale Caerus across Scotland, improving childcare access for more families and children. Additionally, data gathered through the Caerus platform will provide evidence to support systemic change in childcare provision.



Summary

FCSS delivered an outstanding first year, scaling its flexible childcare model across Scotland and transforming how families access work, manage costs and balance daily life. Families reported clear gains in employment, income and wellbeing, and satisfaction levels remained exceptionally high. Alongside this, FCSS strengthened its leadership, sharpened its strategy and increased its national profile, positioning the organisation for even greater impact in the years ahead.

Highlights

- **Scale and reach:** 1,059 children and 973 families supported across multiple localities.
- **Employment impact:** The model is working exactly as intended. 81% of parents supported are in full or part-time work, and 83% said flexible childcare enabled them to work more. This is childcare directly unlocking employment.



I am just returning to work after maternity leave and having flexible childcare means I can change the days I require childcare to suit my work. It also means I don't need to find someone to collect my child at 3pm like a traditional nursery setting.

- **Financial benefits:** Families felt the difference in their pockets. 65% saved up to £2k, 14% saved between £2k-£5k and 21% saved £5k+ meaning that every single family reported a financial saving thanks to flexible childcare.



Before we found flexible childcare we were struggling to pay typical nursery fees. Paying only for the hours we need has really improved our financial situation and overall wellbeing.

- **High satisfaction and quality:** Quality remains a standout strength. 92% rated the service Excellent or Very Good; 98% said they like the flexible delivery model; 97% said it meets their quality expectations. These are exceptional scores for a service operating at scale.
- **Strategic progress:** A new five-year strategic plan, refreshed leadership structure and two new board members have strengthened FCSS's long-term direction. Local investment toward the Fintry Community Hub adds further momentum.

- **Policy and profile wins:** FCSS's influence is growing. The organisation secured parliamentary recognition, engaged directly with Scottish Government and the UK Department for Education, and shared its Social Impact Report with MSPs, raising the profile of flexible childcare nationally.
- **Place-based wraparound offers:** Home visits, stay and play sessions, food larders and clothing exchanges helped families overcome barriers to work and strengthened community connection. These wraparound supports are becoming a defining feature of the FCSS model
- **Evidence and next steps:** Return on investment and early-learning research are underway, supported by new board expertise to ensure rigorous external evaluation. FCSS is now well placed to evidence, and scale, the full impact of its model.

One Community Scotland

Ignite Partner

One Community Scotland is an award winning, youth-led organisation supporting BME young people aged 12-24 as they establish themselves as New Scots. The organisation focuses on combating prejudice, overcoming language barriers, and addressing financial illiteracy among these communities.

Through Pathways to Success, One Community Scotland addresses rising truancy, gang involvement, and drug use among New Scots aged 14-25. Engagement with these young people reveals they often feel unsafe, unwelcome, and unsupported at school, leading to absenteeism and increased vulnerability to exploitation by gangs and drug dealers – largely due to unfamiliarity with local social and legal frameworks.

Supported by the STV Children's Appeal, this project provides safe, inclusive spaces that foster positive engagement, skills development, and community integration. It aims to improve educational outcomes, reduce violence, enhance employability, and promote cultural awareness and social integration. The initiative, co-designed with participants, provides a supportive environment where young people from diverse backgrounds can thrive and contribute positively to their communities.

Summary

One Community Scotland delivered a vibrant and inspiring first year, laying strong foundations for the Pathway to Success programme and putting young people firmly in the lead. With new youth workers in post, a growing suite of youth-led creative projects, and powerful residential and summer activities, the organisation has built trust, confidence and community connection across its cohort. Additional funding, strengthened partnerships and visible youth-voice platforms have positioned the programme for an exciting, expanded launch in 2026.



Highlights

- **Staffing and capacity:** Two dedicated youth workers joined the team and quickly became central to delivery. Their presence expanded outreach, deepened relationships and enabled genuine co-production with young people, which is a defining feature of the programme's success.
- **Youth leadership and creative platforms:** Young people took centre stage this year. They co-produced the Pathway to Success podcast with support from Jambo Radio, curated the SEE ME exhibition exploring food poverty and mental health, and began shaping an anti-racism animation for 2026. These platforms are giving young people a powerful voice in their communities.
- **Residential and engagement activity:** A three day residential at Dumfries House brought outdoor learning, STEM sessions, and creative workshops together, building teamwork, confidence, and strong bonds between participants and staff. It was a standout moment in the programme, strengthening trust and a sense of belonging.
- **Funding leverage:** The project attracted £35,216 in additional funding from a wide range of supporters, including Corra Foundation, Community Lottery Fund, Police Scotland, Cash for Kids, Foundation Scotland and The Robertson Trust. This breadth of backing reflects growing confidence in the programme's impact.
- **Partnerships and training:** Training from Barnardo's and the Scottish Violence Reduction Unit equipped staff with specialist safeguarding skills to support young people vulnerable to exploitation. These relationships are strengthening the programme's quality and reach.
- **Community outcomes:** Youth-led events, from the Summer Hangout to the SEE ME exhibition and community celebrations, reduced isolation, sparked conversations about social issues and encouraged volunteering. These activities helped build community cohesion and showcased the creativity and leadership of the young people involved.
- **Youth voice and co-production:** Young people are at the heart of One Community Scotland's Youth Advisory Board, helping to shape and design its projects while influencing key decisions across the organisation. Through regular engagement, they provide insight on what works, what needs to improve, and where support is most needed. By creating a space for open dialogue, leadership development, and shared decision-making, the Youth Advisory Board is strengthening young people's confidence and ensuring their voices actively guide the direction of the organisation.

Scran Academy

Ignite Partner

Scran Academy is a catering social enterprise on a mission to see every young person, regardless of background or barrier, realise their full potential in learning, work and life.

Scran's team of professional chefs offers freshly prepared food through their Café, Van, and events, providing young people with meaningful work experience, skill development, and enjoyment. The range of programmes support young people to transition beyond the classroom to become leaders in their own lives. Young people are integral to all operations, from menu development to recruitment, and play vital roles in the organisation's leadership. Participants engage in bespoke, informal skills training journeys, accessing opportunities, experience and qualifications that help them make the most of education, employment, and wider life.

Scran are keen to scale their impact, and the partnership with the STV Children's Appeal will help them on their journey. To expand their impact, they will develop early intervention programs for S1-S3 students, analyse long-term program effectiveness, formalise whole-family approaches, increase youth employment pathways, and co-create best practice tools and training with young people for sector-wide implementation.

The support of the Appeal will also help in the development of two new cafés, which as well as increasing opportunities for young people, will build financial sustainability for the future.



Summary

Scran Academy delivered a remarkable year one, moving confidently from pilot activity into a fully scaled, youth-led model that blends employability, creativity and community impact.

The RHCYP café has become a thriving operational anchor, providing paid work, real-world experience and a steady income stream, while Scran Clan and the Youth Advisory Forum have deepened engagement across schools and strengthened pathways into qualifications. With new funding secured, strong partnerships in place and young people shaping programme design, Scran Academy is building a powerful platform for growth and long-term youth progression.

Highlights

- **Operational anchor established:**

The RHCYP café opened on schedule and is already trading strongly. It now provides Real Living Wage employment for eight young people, alongside placements and volunteer routes that open doors to further work and learning. It has quickly become a flagship example of youth-led social enterprise in action.



I never knew the impact working in the Scran Café would have given me, but my confidence has grown so much now I can do anything.

Young person, 16

- **Scale and reach:** Participation grew impressively, rising from 85 to 121 young people engaged across programmes by year-end. School partnerships expanded, outreach increased and Scran's presence across the city strengthened significantly.

- **Youth progression and outcomes:**

Young people reported increased confidence, improved wellbeing and clear employability gains. Several have already used Scran placements on their CVs to secure paid roles, college places or supported employment. This is tangible evidence of the programme's impact.



I feel so much more motivated and confident now and I have a clearer idea of what I want to do in the future, and that I can make my way through life.

Young person, 16



Scran is somewhere I can come and escape life. Somewhere I can relax, see my friends, and feel like I belong. I've made more friends here than I ever did in school, and it's easier to connect with people here.

Young person, 17

- **Education integration:** Scran's S1-S3 Scran Clan pilots in multiple schools proved so successful they are now regular offers. With SQA approved centre status and Flexible Pathways accreditation, Scran is creating accessible, credible routes into qualifications for young people who thrive in practical, relational learning environments.
- **Volunteer and in-kind value:** Community support remained exceptional. Twenty-five volunteers contributed 1,400 hours of time and NHS Lothian Charity provided café equipment worth £24,500, a major boost to operational capacity.
- **Partnerships and profile:** Scran's partnerships with NHS Lothian, City of Edinburgh Council, schools and third-sector organisations continued to flourish. The organisation is increasingly recognised as an exemplar of anchor institution practice, with growing interest from stakeholders across the city.

Highlights (continued)

- **Youth leadership embedded:**

The Youth Advisory Forum played a central role, co-producing training, shaping recruitment guidance and influencing programme design. Young people are not just participants. They are leaders, trainers and decision makers.

- **Evidence of impact:**

Participant surveys and qualitative feedback show consistently high ratings for learning, belonging and future outlook. Young people feel supported, connected and optimistic, and their experiences speak strongly to the impact of Scran's approach.

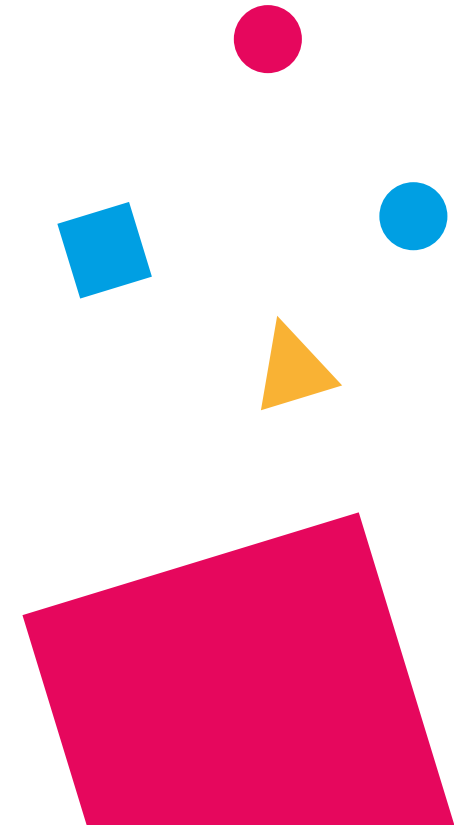


Working and learning in the Scran cafe has been a wonderful and much needed experience.

It has helped build his social skills, confidence, practical skills and confidence with his cooking and has left him keen to work towards qualifications. It has also helped him manage his sleep schedule better. He has also seemed more happier in himself and laughs with his brother more.

I am very proud of him but it is great to see he is proud of himself.

Parent of participant



The Yard

The Yard harnesses the transformative power of play in their four centres across Scotland, giving children and young people with disabilities the opportunity to explore, build confidence, and forge long-lasting friendships through inclusive play sessions.

Over the past 40 years The Yard has developed a wealth of knowledge and experience in its field of expertise, leading to there being a significant demand from voluntary and statutory sector practitioners keen to learn from their work.

With the support of STV Children's Appeal, The Yard will develop a series of digital training modules, these will a) scale the positive impact The Yard methodology has on children and young people with disabilities, and b) develop income to further develop the work of the charity and bring greater financial sustainability.

Summary

The Yard delivered a strong and energising year, extending its multi-site reach across Dundee, Edinburgh and Glasgow and offering vital support to disabled and neurodivergent children, their families and the practitioners who work alongside them. Early development work captured powerful lived-experience stories for digital training, while community feedback helped shape the next phase of delivery. With £7,500 in donor support secured and pilot activity and filming completed, The Yard is building a confident foundation for a high-quality, inclusive digital offer.

Ignite Partner



Highlights

- **Large direct reach:** The Yard's early activity and partner networks connected with 3,682 children and young people, 2,263 adults and 1,248 families which is a remarkable demonstration of trust, reach and community relevance across three cities.
- **Pilot digital training delivered:** The first general-public digital training module was successfully piloted with 20 participants, with 16 out of 20 highlighting the value of lived-experience contributions. This early feedback shows strong appetite for The Yard's inclusive training approach.
- **Strong user feedback:** Pilot participants described the module as "well structured, interesting and dynamic" and said it "brought to life the experiences of those who are disabled/neurodivergent." This is powerful validation of the authenticity and quality of the content.



This training has serious potential to make people change how they think about disabled and/or neurodivergent people, and it gave a lot of hope.

- **Lived-experience content captured:** A dedicated filming day ensured that the digital training features genuine voices from disabled and neurodivergent families and practitioners. This commitment to authenticity is becoming a hallmark of The Yard's approach.



The videos really gave you a sense of the people and made the subject come to life. Being reminded to focus on the positives for everyone, and not worrying about getting things wrong but to be kind and curious.

- **Brand and platform progress:** Brand strategy and website front-end development are well underway, with plans to integrate a learning management system to support future rollout and revenue generation. These steps are laying the groundwork for a polished, scalable digital platform.

- **Partnerships and sustainability steps:** Early conversations with government and third sector partners are helping shape the next phase of delivery. Donor funding has already supported website development and future pilots, strengthening the sustainability of the digital offer.

Thrive at Five

In 2018, the co-founders of Thrive at Five considered the overwhelming evidence building around the unmet social and emotional, cognitive and physical development needs of babies and young children and established the Charity to turn this knowledge into action.

Thrive at Five brought together strategic funding partners and other early years experts, to explore the opportunities to collaborate and make the most impact for children and families.

Thrive at Five has co-developed, with users, a unique model of extensive community collaboration to strengthen the ecosystem around families to give their children the care and supportive environments they need to thrive. Over the last three years this has been successfully implemented in Stoke-on-Trent and Redcar & Cleveland, and the partnership with STV Children's Appeal will bring this transformative model to Scotland.

Summary

Thrive at Five has made an energetic start in Scotland in year one, building credibility with senior stakeholders, assembling a strong local leadership team and securing significant development funding. Early scoping, evaluation links and partner conversations have created momentum: the programme is now positioned to move from discovery into a formal local partnership and test-and-learn delivery in 2026.

Highlights

- **Strong local leadership:** Scotland Director seconded from Scottish Government brings credibility, networks and momentum for council and national engagement.
- **Early council traction:** Active, constructive conversations with three priority councils, ready to move into the delivery phase with a first local authority partner this summer.
- **Funding and leverage:** Ethos Foundation have committed funding for the development phase; with Comic Relief making a further award to boost the programme's launch capacity.
- **Evaluation backbone:** CEI (Centre for Evidence & Implementation) interim findings and a growing Learning & Impact team (new Senior Research Manager recruited) mean the Scotland programme will be evidence-led from the start.
- **Policy and sector traction:** Early, high-level engagement with Scottish Government officials and a Scotland Startup Group of academics and sector leaders positions Thrive at Five to influence national early years priorities.
- **Proven model to show:** Positive impact in England (FSM children in target wards saw an 11.4 percentage-point rise in Good Level of Development) strengthens the case for a Scottish test site.
- **Partnership pipeline:** Active conversations with major funders and sector bodies
- **Community and voice focus:** Plans to centre children's voices and parent connectors in discovery work, with a clear commitment to UNCRC aligned methods and participatory evaluation.

Why Not? Trust

Ignite Partner

The Why Not? Trust was launched in 2014 as a Care Visions Children's Services project before becoming an independent charity in 2018. The organisation prioritises relationships and breaking down barriers for care-experienced young people throughout Scotland. The work is guided by listening to those with lived experience of care and fulfilling the Promise to care-experienced young people.

The Trust was established after recognising how crucial relationships are to the wellbeing and resilience of young people in care. Seeing the positive outcomes when these relationships were maintained into adulthood, the organisation now works to ensure all care-experienced young people have access to the same supportive connections.

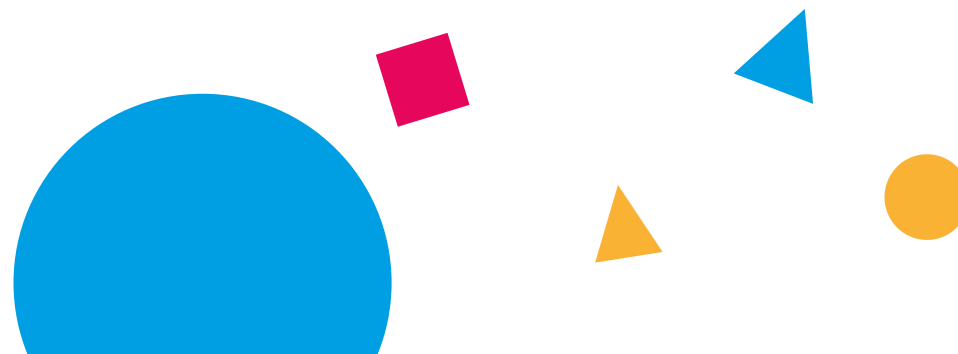
The partnership with STV Children's Appeal will support the Why Not? Trust to scale 'The Village', an online community for new parents and parents-to-be with care experience, supporting positive early year development of some 500 babies born annually.

Summary

Why Not? Trust delivered a remarkable first year, rapidly growing a strong, peer led community where parents feel supported, connected and empowered. The Village model has proven highly effective at reducing isolation, boosting parenting confidence and helping families secure vital financial and welfare support. Early evidence shows this approach is not only improving daily life for parents but also preventing child protection escalations and helping children remain safely at home. It has been a year defined by growth, trust and meaningful change for families.

Highlights

- **Growing reach and regular support:** Engagement increased significantly, with 235 adults and families connected to The Village by January 2026. Weekly 1:1 support nearly doubled, rising from an average of 21 parents in January to 42 by year-end, showing deepening trust and demand.
- **Practical financial impact:** The Village delivered substantial financial benefits for families. An estimated £34,066.67 was saved through grants, donated items and support to access entitlements. In total, 230 people were supported to access benefits, easing financial pressure and improving stability at home.



Highlights (continued)

- **Peer networks and social connection:**

Community connection flourished. Thirteen active WhatsApp groups now link up to 160 parents each month, while staff recorded 32 new 1:1 friendships formed through The Village. These peer networks are becoming a lifeline for parents seeking understanding and solidarity.



The Village is a safe place I can always count on, I honestly love the [WhatsApp] group and how they support me when I went through a miscarriage or any silly questions I had about my kids. I feel like every mum and dad should have a group like that.

Parent



The Village is very helpful to me and really helped me with information I need to be a better mum to [child] and hopefully a better mum to [baby].

Parent

- **Emotional and wellbeing support:**

Emotional support sits at the heart of the model. Forty percent of recorded 1:1 support focused on psychological and emotional wellbeing, and 75% of surveyed weekly engaged parents said The Village had a positive impact on their mental health. This is community care at its most meaningful.



The Village to me is a kind, caring environment where you can talk to anyone about any worries, problems you have, or if you just want a chat to relate to others. It's filled with kind people who are always there to help with any struggles or enquiries you have about yours or your baby's wellbeing. It also means you can make new friends.

Parent

- **Systems influence and recognition:**

The work is gaining real traction locally. North Lanarkshire confirmed three-year funding, and partners, including health visiting teams and the Child Protection Committee, are now actively involving The Village in co-design and feedback on parent materials. This recognition reflects the project's credibility and influence.

- **Tangible child safety outcomes:** The team reported multiple cases where The Village support contributed to children remaining safely with their parents or being returned to their care. These outcomes demonstrate both profound human value and significant public-service benefit.
- **High-value engagement:** The team worked tirelessly to raise awareness and strengthen introduction pathways, attending 151 networking meetings and 60 events across Scotland. This visibility is helping more families access the support they need.

Boost Fund

*In partnership with
Corra Foundation*



The Boost Fund supports small, community led organisations across Scotland that are working with children and families affected by poverty.

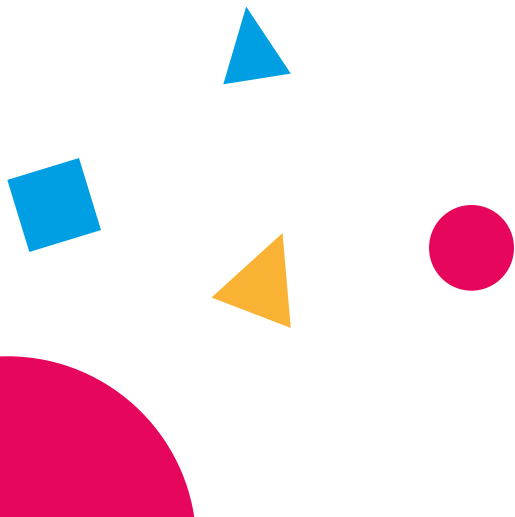
The programme is designed to strengthen locally led solutions, ensuring that people with ideas for positive change have the resources and support needed to turn those ideas into action.

Founded in 2023 by STV Children's Appeal and Corra Foundation. Boost is delivered by Corra Foundation in partnership with STV Children's Appeal, Comic Relief, Foundation Scotland and People's Postcode Trust. In 2025/26, £1 million was available for distribution, enabling the programme to expand its reach to a wider range of organisations working in areas of deprivation and allowing the fund to remain open to applications for most of the year.

Boost provides flexible funding to support a broad range of activity. Groups can apply for grants to cover running costs, provide practical help, deliver community activities and gatherings, or respond to other locally identified needs. Funding decisions are made quickly, and the programme is accessible to unconstituted groups, recognising the essential role that grassroots organisations play on the frontline of their communities.

Constituted groups and charities with an annual income of £50,000 or less can apply for grants of £500–£3,000, while unconstituted groups can apply for grants of £250–£1,500.

Grounded in the belief that those closest to the challenges are best placed to develop effective solutions, the Boost Fund backs locally led organisations with deep understanding of the complex challenges faced by people experiencing poverty.



Highlights

- ▶ 311 grants awarded
- ▶ £820,293 awarded in grants
- ▶ Average grant value of £2,637
- ▶ Grants awarded in 31 of 32 local authority areas in Scotland
- ▶ 62% of grants awarded to organisations with an annual income of under £20,000, demonstrating the fund's success in reaching grassroots groups

Boost was established with the ambition of creating an open, rolling funding programme that reduces barriers and administrative burden for small, community led organisations. Throughout 2025, we delivered a programme that sustained and strengthened this commitment in practice. This approach enabled increased funding and support for organisations working directly with children and families affected by poverty across Scotland.

The value of this support to grant holders is well illustrated in the following quotes:

“

For DOVIRA, this grant has a very special meaning, as it is the first grant our organisation has ever received. We are a small volunteer-led group, and this support is not only financial but also a powerful recognition that the work we are doing is genuinely needed and valued by the community. We are deeply encouraged that you recognised this need and believed in our project. Your support gives us confidence that our efforts are meaningful and motivates us to continue developing activities for children and families.

DOVIRA

(an unconstituted group supporting Ukrainian and other displaced families in Scotland)

“

Your generous support will make a meaningful and lasting difference to young people in our community. This funding will enable us to purchase essential instruments, music, and learning resources, helping to remove financial barriers and create accessible opportunities for children and young people to experience brass music for the first time. The launch of our youth band represents an important step in strengthening our organisation's long-term sustainability while providing positive, creative, and confidence-building activities for local young people. Thanks to your investment, we can now move forward with confidence and begin welcoming our first cohort of young players.

Barrhead Burgh Band

(a registered charity expanding its work to include a Youth Band)

Youth and Philanthropy Initiative

The Wood Foundation

The Appeal has worked in partnership with The Wood Foundation (TWF) since 2013 to support the development of the Youth and Philanthropy Initiative (YPI) across Scotland, with a particular focus on YPI-winning charities and associated schools addressing child poverty.

YPI is a powerful active citizenship programme that empowers young people to create positive change in their communities while developing essential skills. Since being introduced to Scotland by The Wood Foundation in 2008, the programme has awarded more than £8.5 million in unrestricted funding to charities nationwide, driven by the efforts of over 390,000 young people.

Each participating school awards a £3,000 grant to a local charity championed by its students through a unique programme of teamwork, research and competition. YPI engages an entire year group, building confidence and capability through a contextualised learning experience. By giving young people a meaningful voice, the programme raises awareness of social issues and local charities and delivers a vital model of devolved, locally driven grantmaking.

The Appeal has been a national funding partner of YPI for over 13 years, supporting youth voice and advocacy to challenge and address child poverty across Scotland.



“

Winning £3000 for our charity means so much to me – the money will make such a difference in our community and to people that need it the most. I will never forget the amazing feeling of presenting the £3000 cheque.

Young person

During the 2024/25 academic year, the Appeal awarded 10 YPI grants to the following charities:

Charity	School	Social Issue
Megan's Space	Auchenharvie Academy	Mental Health & Wellbeing
Emma Cameron Foundation	Boclair Academy	Wellbeing
The Miracle Foundation	Coatbridge High School	Mental Health & Wellbeing
Tykes	Dornoch Academy	Supporting young carers
Yahya's Hub	Ellon Academy	Supporting young asylum seekers
Baby Bank Scotland	Hamilton Grammar School	Material Need
One Step Borders	Jedburgh Grammar Campus	Mental Health & Wellbeing
DIFFERabled	Rosshall Academy	Disability
Play Peace	St Margaret's High School	Social Isolation
River Kids	West Calder High School	Material Need

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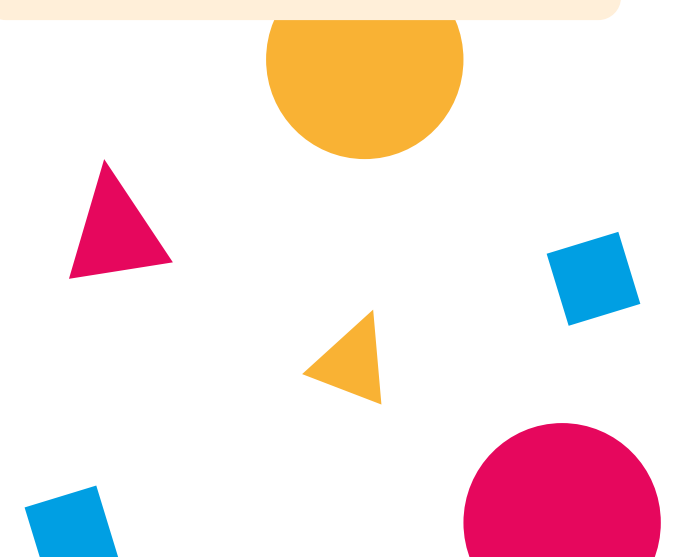
With the YPI grant we received, we planned skill building activities to help young asylums with woodwork, glass work, gardening and English lessons to help our service users get integrated with community and feel part of it. It was great to see young people volunteer with our charity and help build our offering.

Yahya's Hub

“

So many positives, our young people have thrived and grown in confidence, developed resilience and pushed themselves out of their comfort zone. Each year I deliver YPI, I am bursting with pride! I am so proud of our young people and the impact their dedication and kindness is having on our local community.

Teacher



Kiltwalk Grants

Thanks to the incredible fundraising efforts of Kiltwalk participants, STV Children's Appeal was proud to award 28 grants to local charities in the regions where the walks took place.

By directing funds back into the communities that generated them, the Appeal ensured that the generosity of walkers and supporters translated into meaningful, local impact.

These grants have helped grassroots organisations to continue their vital work supporting children and young people within their local communities.

North East

- Befriend a Child
- SensationALL
- ALC
- Abernecessities
- Face Youth

Tayside

- The Maxwell Centre
- Shaper Caper
- Hot Chocolate
- Change Centre Dundee
- Kanzen for Life

East

- The Junction
- Big Hearts Community Trust
- Bridges Project
- West Lothian Youth Action Project
- Space and Broomhouse Hub
- The Citadel Youth Centre
- Dads Rock
- LIFT

West

- St Paul's Youth Forum
- theGKexperience
- Fuse Youth Café Glasgow
- Y-Sort It
- Govan HELP
- Merry Go Round Glasgow
- Create Paisley
- Glasgow Disabled Scouts
- Mind Mosaic
- Geezabreak



Magic Breakfast



Magic Breakfast is the UK's leading school breakfast charity, dedicated to ending child morning hunger by ensuring children start every school day nourished, empowered and ready to learn.

Working in partnership with schools, local authorities and communities, Magic Breakfast provides barrier-free access to healthy, nourishing breakfasts for children at risk of hunger, alongside expert support to help tackle morning hunger and its impact on learning, wellbeing and attendance.

In Scotland, where more than one in five children experience food insecurity, Magic Breakfast combines direct food provision with school engagement, youth voice and national advocacy to deliver both immediate impact and long-term change.

During 2025, Magic Breakfast continued to play a vital role in tackling child morning hunger across Scotland. With the grant from the STV Children's Appeal, the charity provided free, nutritious breakfasts to around 1,800 children every school day, across 15 schools in seven local authority areas: Glasgow, Edinburgh, Falkirk, Fife, Inverclyde, North Ayrshire and West Dunbartonshire, helping pupils feel included, focused and ready to thrive.

“

I feel more awake and ready to learn when I've had something to eat in the morning.

Pupil

”



Impact in Schools and Communities

Evidence from schools, pupils and families shows that consistent access to breakfast has a measurable impact. Teachers reported improvements in concentration, attendance, punctuality, behaviour and educational attainment, while pupils said breakfast helped them feel more alert, settled and ready to learn. Parents highlighted the value of free, barrier-free provision in easing household budgets and supporting working families during the cost of living crisis.

Alongside food provision, Magic Breakfast strengthened its long-term impact through deeper engagement with schools and young people. This included piloting student breakfast ambassador programmes, delivering school assemblies, staff briefings and youth leadership workshops, and increasing awareness of hunger and breakfast access within school communities. Schools reported improved identification of pupils at risk of hunger and increased whole-school commitment to inclusive breakfast provision.

Better Learning and Wellbeing

Starting the day with breakfast helped children feel more settled, alert and ready to learn.

Partner schools reported:

- ▶ 93% improved **concentration**
- ▶ 84% improved **attendance**
- ▶ 72% improved **punctuality**
- ▶ 77% **behaviour** and **attainment**

Support for Families

- ▶ 88% of partner schools said breakfast provision **relieved pressure** on family finances
- ▶ 30% said it helped parents **access or sustain work**

Stronger School Communities

- ▶ 14% increase in **awareness of breakfast availability** within schools
- ▶ 16% increase in staff **confidence in identifying children** at risk of hunger



Influencing Long-Term Change

Magic Breakfast also played a significant role in national policy change during the year. Through campaigning and evidence-based advocacy, the organisation contributed to the Scottish Government's 2026/27 commitment to universal breakfast provision in all primary and special schools by August 2027.

Overall, 2025 demonstrated both immediate impact for children and families and meaningful progress towards sustainable, systemic change, helping ensure every child can start the day nourished and ready to thrive.

Voices from School Communities

The impact of Magic Breakfast funding is best understood through the voices of those who experience it every day. Feedback from children and young people, parents, teachers and school staff highlights how access to a consistent, free breakfast improves readiness to learn, supports wellbeing and eases pressure on families.

“

When I come to breakfast club, I feel much better for the rest of the day. If I skip breakfast, I feel tired, can't focus properly in class, and I get really hungry before lunchtime which makes it hard to concentrate on my work.

Pupil

“

Thanks to breakfast in the morning, one of our P7 pupils now comes into school, settles quickly and begins engaging in their work. This has supported not only their health but their academic progress.

Teacher

“

Many of our working parents are being impacted by the cost of living crisis. Even though they are in work, the breakfast club enables them to take on additional work.

Teacher

“

Knowing my three kids are having a healthy and filling breakfast every day in school is support to our family finances.

Parent



Visiting a Magic Breakfast Club

STV sports reporter Ronnie Charters visited Inverclyde Academy, one of Magic Breakfast's partner schools, to see the impact of the breakfast club first-hand.

During his visit, Ronnie met an S2 pupil who serves as a breakfast ambassador and helps organise the school's breakfast club. They said:

"At Inverclyde Academy we love Magic Breakfast because it's free for all and a brilliant start to everyone's day, thanks to the huge range of healthy options. What makes it even better is that our school pupils run it."

Magic Breakfast ensures that people who didn't have a chance to eat, or didn't have food at home, can get something to eat before a long day of learning. It helps everyone learn to their full potential. We love our Magic Breakfast!"



Our Thanks

We want to extend a heartfelt thank you to everyone who supported the STV Children's Appeal in 2025. The generosity and commitment of our funding partners, ambassadors, businesses, viewers, and incredible community heroes make it possible for us to reach children and families in need in every corner of Scotland.

We are especially grateful to the following partners and supporters, whose contributions have made a remarkable difference.

Scottish Government

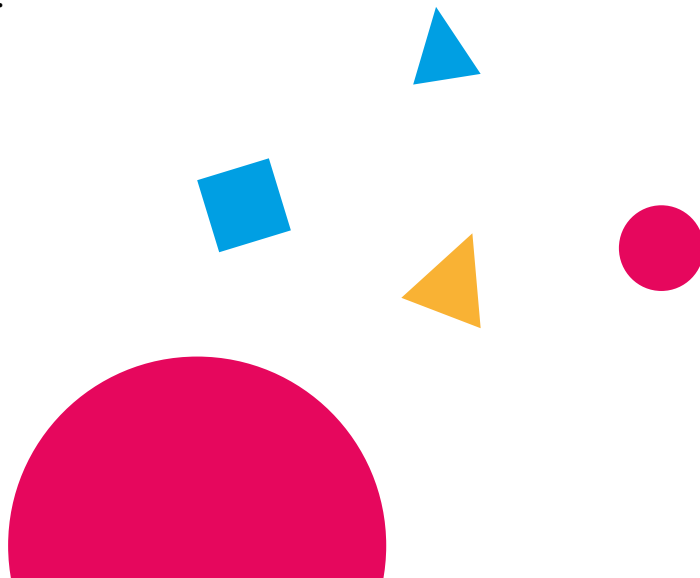
The STV Children's Appeal deeply values its relationship with the Scottish Government. The Scottish Government has match funded to the value of £1m per annum since 2011. Our funding priorities are consistent with those of the Tackling Child Poverty Delivery Plan. The STV Children's Appeal works across 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.

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 Children's Appeal since 2013, donating £150,000 each year. In 2025 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 and STV Player reach 3.5 million adults per month and as a public service media provider it is committed to featuring the work of the STV Children's Appeal as part of its programme schedule.

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. Since 2011, STV has also produced over 50 hours of dedicated Appeal programming, the largest commitment outside news and current affairs.

Lidl

Lidl Scotland has supported the STV Children's Appeal every year since its launch in 2011. In 2025, stores across Scotland hosted a range of fundraising activities, including in store collection tins and dedicated fundraising days and events. Lidl also generously donated a proportion of sales from key products sold in store. Across the year, Lidl raised over £50,000 in support of the Appeal.

Tunnock's

Tunnock's has been a long standing supporter of the STV Children's Appeal. In 2025, the company generously supported the flagship STV Appeal Cup football tournament with a donation of £10,000, helping to make the event a continued success.

Kellogg's

Kellogg's has partnered with the STV Children's Appeal for the past three years, supporting its Big Scottish Breakfast fundraising campaign. The campaign encourages people across Scotland to host breakfast events and raise vital funds for children affected by poverty.

In 2025 Kellogg's matched every donation made, doubling the impact and helping to fund breakfast clubs nationwide. The campaign raised £55,000, which Kellogg's matched, unlocking £110,000 to support 110 breakfast clubs across Scotland. The fund launched in March 2026.

Arnold Clark

Arnold Clark has supported Sean Batty and Laura Boyd's fundraising initiatives for the past four years. In 2025, the company donated £7,500 to support their challenge across Mull.

Forvis Mazars

Forvis Mazars has supported the Appeal through fundraising activities over the past two years. In 2025, teams from the Glasgow and Edinburgh offices walked more than 23 miles to Linlithgow, raising over £14,800 for the Appeal.



Our Trustees



Rufus Radcliffe • CEO, STV

Rufus has extensive strategic and operational experience gained in senior roles in the media sector. Rufus joined STV 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 ITVX 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 Chair of the London Wildlife Trust.



Bobby Hain • Managing Director, Audience: News, Audio & Regulatory, STV

Bobby Hain's responsibilities include delivery of the Channel 3 licences as part of the network, including regional commitments such as news and current affairs as well as STV's new audio division, home to STV Radio.

Bobby has over forty years of media experience across radio, television and digital. He is a trustee of the STV Children's Appeal, 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.



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 retired 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.




Lorraine Kelly CBE • Trustee


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.



Sir Harry Burns • Adviser to STV Children's Appeal

Sir Harry Burns is Emeritus Professor of Global Public Health at the University of Strathclyde and continues his interest in the social determinants of health, particularly the impact of adverse childhood experiences on adult health and wellbeing. Prior to this, he served as Chief Medical Officer for Scotland from 2005 to 2014. Sir Harry Burns studied medicine at the University of Glasgow. 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 insight into the complex inter-relationships between socio economic status and illness. He later completed an MSc in Public Health and was shortly afterwards appointed Medical Director of the Royal Infirmary. For nine years, from 1994, Sir Harry Burns was Director of Public Health with Greater Glasgow Health Board, where he continued research into the social determinants of health and worked on the measurement of outcomes across a variety of clinical conditions, including cancer.

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Report prepared April 2026.

STV Children's Appeal SCIO SC042429