

Interim  
Report

stv  
children's  
appeal



2019

# Our Aim

The aim of the STV Children's Appeal is to shine a light on the causes and impacts of poverty; to invest in innovative methods of mitigating that impact and to change public perceptions and prejudice about people living daily with the challenge of poverty.



# Our Strategy...

Our strategy is defined by knowledge gathered over 8 years of investment. We see specific circumstances which both cause poverty and allow it to prevail.

## 1. Homelessness

Without a stable living environment, families cannot move forward and find a way out of poverty.

## 2. Education

Education is recognised as a major route out of poverty. However, for many children their circumstances mean that they simply cannot access the curriculum in any productive way.

## 3. Employment

20% of 16-17 year olds leave school without qualification of any kind. This and poor life experience has left them ill-prepared to obtain and sustain employment.

## 4. Income

Many families simply do not have sufficient income on which to thrive and are unable to provide their children with essential items. With more than 60% of these families face in-work poverty.

## 5. Fractured Communities

Communities which have become depressed, dysfunctional and destructive contribute to a general hopelessness and lack of aspiration which compounds all of the effects of poverty.

## 6. Chaotic Family Life

For families who have faced multiple aspects of poverty, sometimes for generations, the impact on the lives of children is the most destructive.

All of these circumstances can be seen to be caused by poverty but they each also play an active part in allowing poverty to continue.

The STV Children's Appeal has devised a portfolio created to both tackle each of these issues, to make an immediate positive impact and to provide a source of deeper learning about each.

# Impact & Leverage



**£1,900,000**

awarded in the first half of 2019 to

**15** large projects

**242** small projects



**6,452**

families



**11,836**

children & young people



reaching every  
Local Authority  
in Scotland



**11,231**

volunteer hours  
contributed so far

**£98,271**

value of volunteer  
hours at Living Wage  
(£8.75/hour)

**£135,456** income maximisation  
& debt write off

**£1,325,934** additional  
funds raised

**£1,559,661**

total leverage (including volunteer hours)



**5,000**

professionals reached,  
including social workers,  
health visitors & teachers

# Large Awards

This year, we see several of our Large Projects coming to the end of their period of our funding. This has given us the opportunity to review their progress over the life time of that investment and to share the top five findings from that work. By demonstrating the efficacy of these models, we are influencing and informing the thinking behind policies and services that will improve the lives of vulnerable families, children and young people.

It is however too easy to view our work only in terms of the data. Behind all of our impact reports lies the lives of real people.

The only way to get through it is to believe that things will get better and don't be afraid to ask for help. If the guys at Street Soccer Scotland have shown me one thing it's that there are people out there who care about me and don't expect a thing in return. They're proud of me no matter what and that makes me proud of myself. A few years ago, I wasn't thinking about the future. I didn't think I had one. Today I feel like I've got a lot of good things to live for, to work hard for. And if you compare that to where I've come from, that's a hell of a lot.

Jane, 17 years old  
Street Soccer Scotland

I have learned from Children's Places that not everyone will judge you by your background, but people can get to know you for who you are. I have helped plan and run lots of different groups for families. The groups are all low cost which I think is important because lots of families can't afford the expensive clubs, especially if they have a few children. I am passionate about involving more families who can benefit from being connected in their community through Children's Places.

Volunteer  
Children's Places

It is the learning we gain from these investments that helps us to better target our resources to areas where our impact will be greatest felt.



# Our Top 5 Findings From Our Current Long Term Investments



1

**Sustainability through a pilot/prove/adopt model is challenging if almost impossible.** The current financial climate means that social services are focussed on maintaining basic services and find it hard to create bandwidth in order to innovate.

2

**Third sector organisations are faced with the task of “change lobbying” the very institutions from whom they hope to later receive funding.** This creates an unhelpful power balance which limits the true sharing of knowledge and expertise.

3

**Communities have capacity to lead the change but often only within a set of rules designed by those with the power.** Given the space and support to design their own destiny, their capacity for delivering meaningful and locally appropriate solutions, is without limit.

4

When we listen to the voice of lived experience and build in that of learned experience, the powerful combination of **a single story set within years of impactful professional experience, helps us understand how change can be made possible.**

5

**The STV Children’s Appeal’s best resource is in shifting public attitudes** by shining a light on the issue and connecting the public and key influencers with real stories.

# Small Awards

One of the most valuable features of the Small Investment portfolio is the range and diversity of the organisations funded. This includes everything from Women's Aid, Before and After School Clubs, Family Support Groups, Youth Work Groups, Parenting Groups, Community Regeneration Groups, Addiction Support and Rehabilitation Groups and many more. There are some specific characteristics which seem to define these groups and which are worth noting. In the main, they:

- **Meet a specific need either in the community as a whole or of a specific group within the community.**
- **They are often created by someone who has experienced that need in their own life or who feels personally motivated to make a difference.**
- **There is therefore absolute clarity about the reason for the groups existence- its aims and desired outcomes.**
- **There is personal as oppose to "professional" knowledge of the issues being addressed by the groups and a generally good understanding of what needs to happen to achieve positive change.**

Because of these characteristics, there is focus in these groups. They know what they want to do and why they want to do it. This brings an efficiency of purpose. There is personal passion. This helps people prevail in difficult circumstances.

The groups tend to be self-sufficient in terms of management structure and can make decisions quickly without being hindered by having to explain and negotiate terms through a senior management structure as often effects larger charities.

Small organisations tend to be grass roots – embedded in the area where they work and fully aware of all of the issues specific to that community.

Although the groups are all individual entities they have much in common and all are working on the 6 key strategy areas of the STV Children's Appeal.

To ensure our small investments are addressing the profile of child poverty in Scotland we map the against the Social index of Multiple Deprivation to ensure that funds raised by the public are being targeted where need is greatest.



# 2019 Small Investments by Social Index of Multiple Deprivation

To ensure investments align with need, the STV Children's Appeal maps them against the Social Index of Multiple Deprivation. Funds are also weighted to recognise the burden of rurality and opportunities for growth and innovation.

Local Authority	Total	% STV Appeal Spend	% Share SIMD
Aberdeen City	12	3.92	2.53
Aberdeenshire	4	2.35	0.72
Angus	3	0.78	1.1
Argyll & Bute	3	1.18	1.15
Clackmannanshire	4	1.57	1.48
Dumfries & Galloway	3	0.78	1.63
Dundee	9	3.53	4.1
East Ayrshire	6	2.94	3.54
East Dunbartonshire	3	1.57	0.76
East Lothian	2	0.78	1
East Renfrewshire	1	0.39	0.53
Edinburgh	15	6.27	5.64
Falkirk	8	2.35	3.39
Fife	12	5.49	7.12
Glasgow	46	20.96	20.36
Highland	9	4.80	2.15
Inverclyde	11	4.70	2.82
Midlothian	3	1.67	1.63
Moray	5	1.96	0.53
North Ayrshire	8	3.13	4.45
North Lanarkshire	13	4.31	10.52
Orkney	2	0.78	0.05
Perth & Kinross	6	2.35	1
Renfrewshire	8	3.43	4.02
Scottish Borders	4	1.57	0.76
Shetland Islands	2	0.79	0
South Ayrshire	6	2.74	2.1
South Lanarkshire	10	4.31	6.93
Stirling	3	1.96	1.05
West Dunbartonshire	3	1.57	3.11
West Lothian	7	2.74	3.59
Western Isles	2	1.37	0
Multi Local Authority	5	1.76	0

# 2019 Investments

## Aberdeen City Council (10)

- Aberdeen F.C Community Trust
- Aberdeen Lads Club
- ACIS Youth Counselling
- Big Noise Torry
- Fersands and Fountain Community Project
- Middlefield Community Project
- Music 4 U
- Penumbra
- St Machar Parent Support Group
- StreetSport

## Aberdeenshire Council (5)

- Avenue Confidential
- Grampian Child Bereavement Network
- Rainbow Rogues
- SCILL- Supporting Children in Learning for Life
- Willows Animal Sanctuary

## Angus Council (3)

- Angus Special Playscheme
- Drug Initiative Group Forfar
- Links Park Community Trust

## Argyll & Bute Council (3)

- Home Start (Mid Argyll, Jura, Islay, Kintyre)
- O.A.S.I.S.
- Tarbert Youth Group

## Clackmannanshire Council (4)

- Clackmannanshire Womens Aid
- Community House
- Play Alloa
- Tullibody Healthy Living Initiative

## Dumfries & Galloway Council (2)

- Dumfries & Galloway Befriending Project
- Dumfries & Galloway Carers Centre

## Dundee City Council (8)

- BeFriends
- Dundee & Angus ADHD Support Group
- Dundee Dragons Wheelchair Club
- Eighteen and Under
- Fairfield Community Sports Hub
- Grey Lodge Settlement
- Helm Training
- St Ninian's Stay and Play

## East Ayrshire Council (9)

- Beautiful Inside and Out
- Blameless Scotland
- Centrestage - Kilmarnock Academy Redevelopment
- East Ayrshire Women's Aid
- East Ayrshire Young Carers
- Kilmarnock Kinship Carers
- The Holiday Project Kilmarnock
- The Zone Initiative
- Virtual Inclusive Partners

## East Dunbartonshire Council (4)

- East Dunbartonshire's Women's Aid
- Group Recovery Aftercare Community Enterprise
- Milngavie Youth Centre
- Twechar Community Action

## East Lothian Council (1)

- Stepping Out

## East Renfrewshire Council (1)

- Includeme2 Club



## Edinburgh City Council (15)

- About Youth
- Falkirk & Clacks Young Carers
- Granton Community Gardens
- Heavy Sound
- Kids in the Street
- Kids Love Clothes
- Kindred Advocacy
- LIFT (Low Income Families Together)
- Playback Trust
- Richmond's Hope Bereavement Project
- Stepping Stones
- Street Fit Scotland
- Sunflower Garden (Simpson House)
- Wester Hailes Youth Agency
- Youth Vision

## Falkirk Council (7)

- Committed to Ending Abuse
- Denny and Dunipace YMCA
- Denny Community Support Group (Denny Community Flat)
- Falkirk & District Association for Mental Health
- Falkirk ACE Group (Enable)
- Home Start UK
- Kersiebank Community Project

## Fife Council (13)

- Autism Rocks
- Clued Up Project
- Cottage Family Centre - Fife
- Curly Star Dream Foundation
- Disability Sport Fife
- East Fife Scooniehill RDA
- Equal Voice
- Fairway Fife
- Fife Alcohol Support Services
- Fife Teen Parent Project
- Link Fife
- Muirhead Outreach Project
- Safe Space

## Glasgow City Council (47)

- Active Life Club
- Bridging the Gap
- City of Glasgow Seals
- Cranhill Development Trust
- Creative Therapies
- Crookston Community Group
- Crownpoint Sports Complex
- DRC Generation
- Drumpchapel Arts Workshop
- Fuse Youth Cafe
- Geeza Break
- Glasgow Children's Holiday Scheme
- Glasgow City Mission
- Glasgow East Alcohol Awareness Project
- Glasgow Women's Aid
- Glasgow's Number 1 Baby and Family Support
- Gorbals Youth Café
- Govan Community Projects
- Hemat Gryffe Women's Aid
- Indepen-Dance
- Maryhill Mobile Children's Services
- Milton Arts Project
- Move On
- New Rhythms for Glasgow
- One Community (Medics Against Violence)
- Refuweegee
- Reidvale Neighbourhood Centre Youth Hub
- Saheliya
- Screen in Educations / Life long learning
- SIMY
- St Paul's Youth Forum
- St Rollox Community Outreach Project
- SWAMP
- The Concrete Garden
- The Daisy Project
- The Dumbarton Corridor Youth Project
- The Easterhouse Project
- The Pavillion Youth Café

*(Glasgow City Council continued overleaf)*

## **Glasgow City Council cont.**

- The Saturday Cafe
- The Zak Scott Braveheart Foundation
- Toonspeak Young People's Theatre
- Toybox
- West Glasgow Against Poverty
- West of Scotland Children's Deaf Society
- YDance
- Young People's Futures
- YPeople

## **Highland Council (11)**

- Caithness & Sutherland Women's Aid
- Day 1 Mentoring
- Dingwall Youth Café
- Inverness Women's Aid
- Lochaber Action on Disability
- Lochaber Women's Aid
- Room 13
- Ross-shire Women's Aid
- Spirit Advocacy
- Thurso Youth Club
- Wick Youth Club

## **Inverclyde Council (11)**

- Auch-mountain Community Resource Centre
- Barnardo's NEST Nurture Service Inverclyde
- Children in Poverty
- Greenock Morton Community Trust
- Inverclyde Autistic Support Group
- Inverclyde Carers Centre
- Inverclyde Family Contact Centre
- Inverclyde Recovery Cafe
- Mind Mosaic Counselling and Therapy
- Rig Arts
- Safe Harbour

## **Midlothian Council (4)**

- Midlothian Sure Start
- Midlothian Young People's Advice Service

- MYPAS
- Play Therapy Base

## **Moray Council (5)**

- Aberlour Youthpoint - Moray
- Ladybird Development Group
- Moray School Bank
- Moray Women's Aid
- Outfit Moray

## **Multiple Local Authorities (6)**

- Grampian Autistic Society
- Paws for Progress
- Portal Community Learning
- Sunrise Partnership
- The Butterfly Trust
- Volunteering Matters

## **North Ayrshire Council (8)**

- Ardrossan Youth Association
- Arran Youth Foundations
- Enable North Ayrshire
- North Ayrshire Womens Aid
- Scunnered After School Club - Beith Community Development Trust
- SHOUT Kinship Support Group
- Stevenston Community Association
- Winton RDA

## **North Lanarkshire Council (12)**

- Bumble Bee Babies
- FOCUS Youth Project
- Home Comforts North Lanarkshire
- Hope for Autism
- Jack N Jill Parents' Support Group
- Kirkshaws Community Project
- Lanarkshire Community Food Health Partnership
- Motherwell Women's Aid
- Orbiston YMCA
- Parent Action for Safe Play Coatbridge
- The Safety Zone Community Project
- YMCA Bellshill

### **Orkney Islands Council (2)**

- Home Start Orkney
- Orkney Youth Cafe

### **Perth & Kinross Council (6)**

- Home Start Perth
- Mindspace
- Perth Autism Support
- Perthshire Women's Aid
- PUSH
- Strathmore Centre for Youth Development

### **Renfrewshire Council (8)**

- Barnardos Threads
- Crisis Counselling Erskine
- Engage Renfrewshire
- Erskine Music Media
- RAMH
- Renfrew YMCA SCIO
- Renfrewshire Women's Aid
- The STAR Project

### **Scottish Borders Council (4)**

- Cheviot Youth
- Fresh Start Borders
- The Almondtree Cafe
- Tweeddale Youth Action

### **Shetland Islands Council (1)**

- Shetland Befriending Project

### **South Ayrshire Council (7)**

- Ayrshire Disability Sport
- Lochside Mission and Outreach
- Recovery Ayr
- South Ayrshire Autistic Society
- South Ayrshire Befriending Project
- The Carrick Centre
- The Little Art School

### **South Lanarkshire Council (10)**

- Blantyre Soccer Academy
- Bright Lights Academy
- Larkhall Community Growers
- Reach Lanarkshire Autism
- RegenFX Youth Trust the Street
- South Lanarkshire Kinship Care Group
- Street Level
- Swaddle
- Terminal One, Blantyre Youth Development Scheme
- Ups and Downs Theatre Group

### **Stirling Council (4)**

- Alsorts Out of School Care
- Callendar Youth Project
- Stirling Carers Centre
- Stirling Family Support Service

### **West Dunbartonshire Council (3)**

- Kinship Care West Dunbartonshire
- West Dunbartonshire Community Food Share
- Y Sort It West Dumbarton

### **West Lothian Council (6)**

- Bathgate FABB Club
- Broxburn Family Centre
- Home Aid West Lothian
- Team Jak
- The School Bank West Lothian
- West Lothian Youth Action

### **Western Isles Council (2)**

- Barra Watersports
- Lewis and Harris Youth Club Association





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