



Impact Report

2011 – 2016

“...for me personally, the moral case for eradicating child poverty is irrefutable.”



STV Children's Appeal

Since its inception in 2011, the STV Children's Appeal has made 476 awards and supported more than 59,000 children and young people across Scotland, all with the single aim of addressing the root causes of child poverty. We have worked in partnership with charities large and small, across all 32 local authority areas, tracking the impact our support is having on improving outcomes for some of the hardest to reach groups in Scotland.

Two of our key differentiators are found in our approach to distributing funds; we work beyond reactive grant-making, by identifying key areas of unmet need and **targeting resources to stimulate learning and positive change**. In addition, all running cost for the charity will be met by The Hunter Foundation and STV, therefore **every penny of every pound donated by the public goes directly to benefit those most in need**.

We recognise that ending child poverty in Scotland will require significant and fundamental changes within society.

Research indicates however that by supporting systematic change through investing in innovative and effective projects, funders can really make a difference to the most disadvantaged and at risk children and young people.

Our proposal to work strategically and collaboratively with the right people in the right places provides us with a robust mechanism to make this contribution.

And for me personally, the moral case for eradicating child poverty is irrefutable.

Can we really accept the immense human cost of allowing children to grow up suffering levels of deprivation that mean they may be less able to participate fully in society.

But child poverty is also costly to everyone, not just those who experience it directly.

Child poverty's consequences are wide-ranging and long-lasting. Children from low-income families are less likely to do well in school and more likely to suffer ill-health. Current research indicates that 1 in 5 children in Scotland lives in poverty – **that's 220,000 children**.

95,000 of these children live in the most severe poverty when there simply isn't enough money to pay for essential items - winter coats, decent food and back-to-school costs.

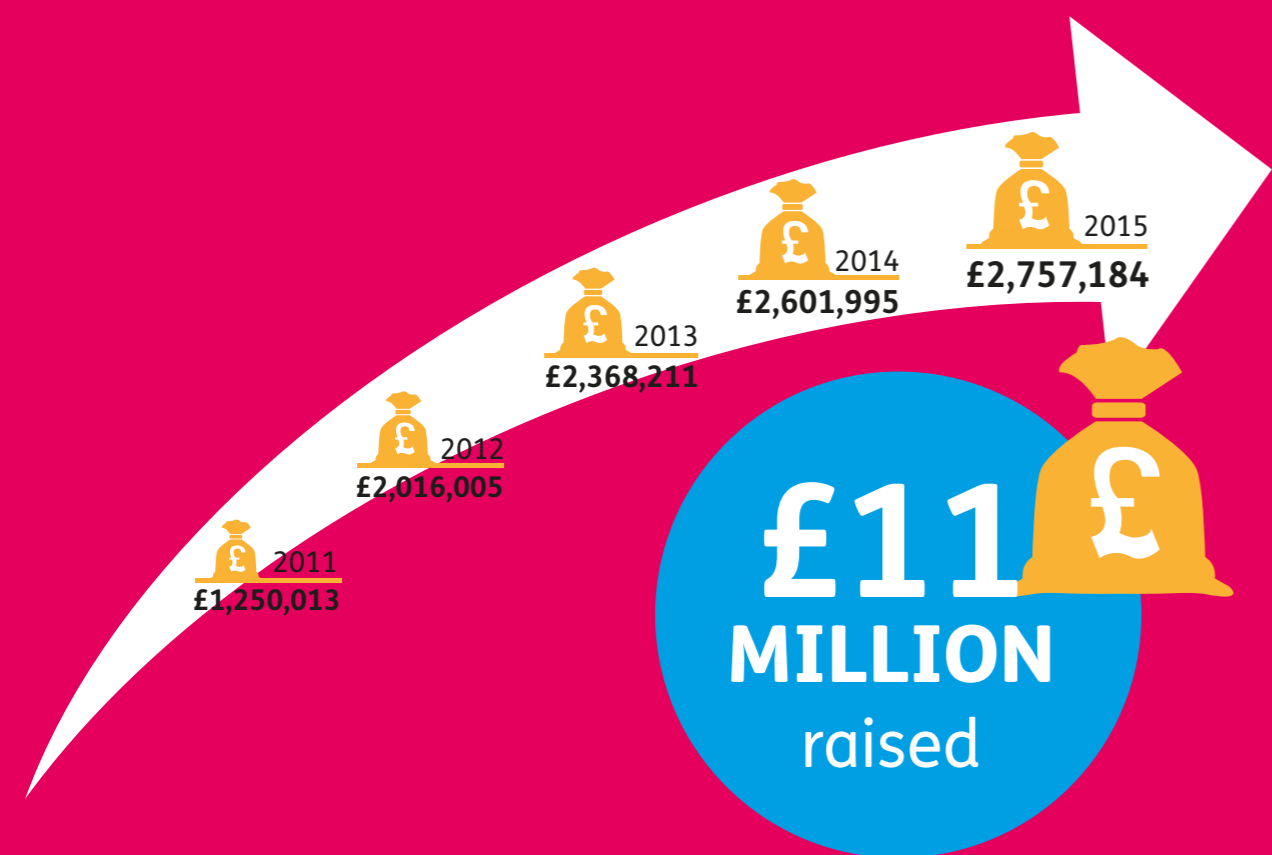
How can anyone measure adequately the cost in physical or emotional suffering of a toddler living in a damp or overcrowded home, or of a child growing up in a deprived community where hope of a better life is constantly crushed?

Political commitments to ending child poverty are based on the idea that a rich economy in the twenty-first century should be able to ensure that every child grows up with opportunities and is able to participate in society. Delivering such political commitments requires a big effort by a wide range of people and organisations – in producing the resources, opportunities and social attitudes needed to make child poverty a thing of the past.

With the guidance of our partners - The Wood Foundation, our Trustees and professional advisers, our investment strategy aims to be part of that solution, by investing in work that furthers our understanding of how we address the issue of child poverty in a systematic and sustainable way.

This report seeks to outline the impact we have made to date and critically, what we have learned on our journey. We are grateful to all who have supported and believed in our work and look forward to the next stage in our journey.

Baroness Margaret Ford
Chair
STV Children's Appeal



476
AWARDS
MADE

OUR AWARDS HELPED MORE THAN
59,000 children
AND YOUNG PEOPLE
in all 32 local authority areas.

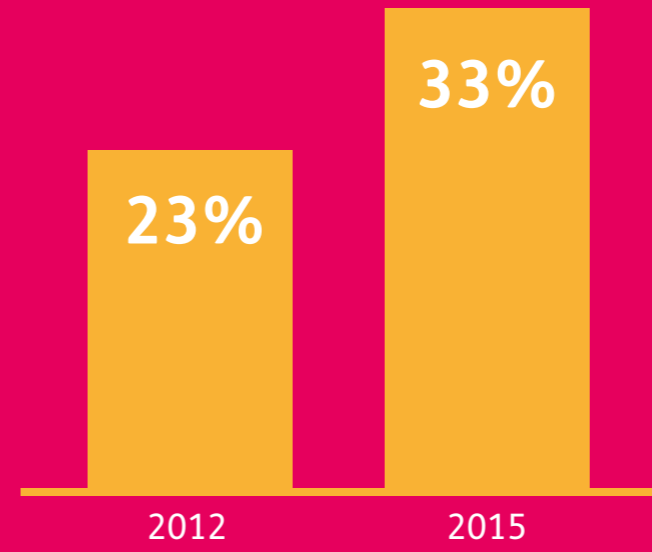
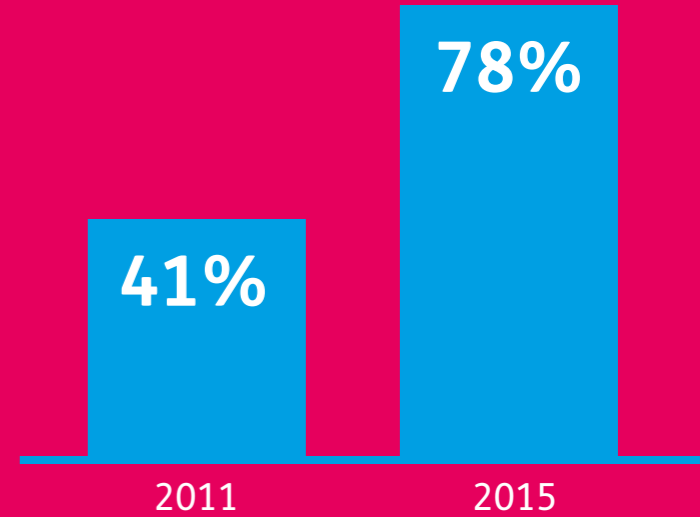


3.4million Scots
SAW THE STV CHILDREN'S APPEAL
on STV between
2011 - 2015. (Source: BARB 2015)

Driving
awareness

ALMOST
8 out of 10 Scots
ARE AWARE OF THE
STV CHILDREN'S APPEAL
...that's almost double since 2011.

(Source: ScotPulse2015)



33% are aware
THAT 1 IN 5 LIVE IN POVERTY

(Source: ScotPulse2015)

85%
believe that
funds raised
should
stay in Scotland
(Source: ScotPulse2015)

8 key things we've learned

1 Giving local groups small amounts of money allows the members to have confidence in themselves. They are able to come up with locally appropriate, sustainable solutions to the problems in their own areas. As funders, we should focus less on control and have faith in community members.

2 Vulnerable families labelled as “just coping” are not coping at all.

3 Those facing the issues are aware of the solutions but have little or no voice.

4 Data change is paramount, we need to know things are improving.

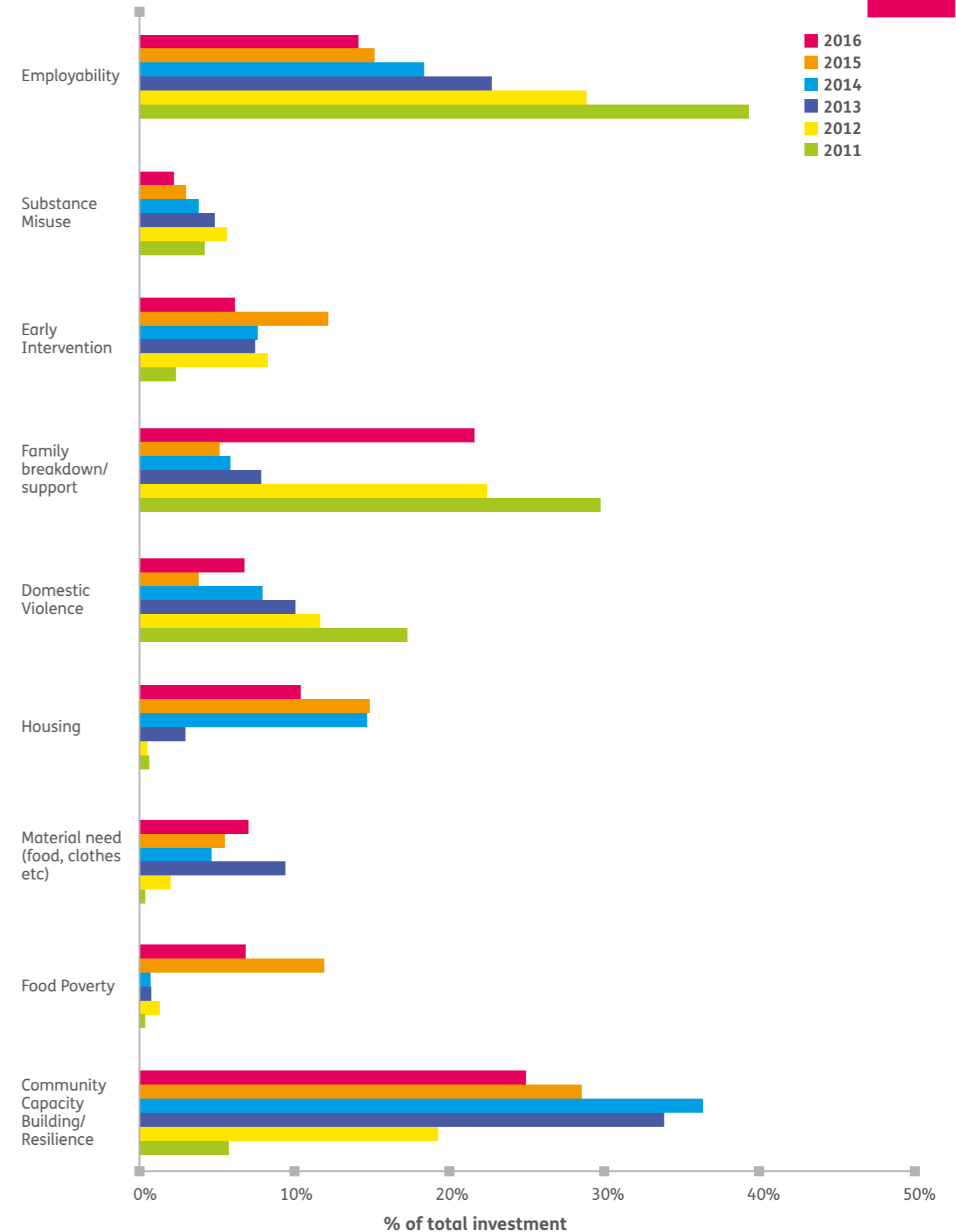
5 We need to prioritise giving families stability and dignity before change can happen.

6 System reform is only real when there's a change in the way public funds are used.

7 We need our investments to stay in local communities.

8 Real change means investing in people rather than providing a service.

Investing your funds in areas where impact is most likely



Impacts to Date

The STV Children's Appeal has, since inception, set a strategic imperative to both alleviate the experience and prevent the root causes of child poverty within Scotland. The causes of child poverty are multi-faceted and require a long-term, broad, and multi-service approach. Our learning through the project work undertaken by the STV Children's Appeal has demonstrated that there are specific circumstances that must be enabled in order to 'break the cycle' of poverty:

- ▶ The prevention of child poverty requires the stabilisation of the family home and living circumstances.
- ▶ It requires a strong sense of self-worth, resilience, and knowledge of the value of both community and one's place in community. This is as true for children living in circumstances of poverty as it is for their parents.
- ▶ People living in challenging circumstances must be treated with dignity and enabled to believe and see the ways in which they can help themselves, rather than simply being the recipients of arbitrary hand-outs.
- ▶ Entire communities must be made aware of the worth and potential of all of its members, especially those living with stigma related to issues such as financial poverty, mental illness, lone parenthood, disability, etc.

- ▶ It requires parents both to be able to access and afford child-care, and for that child-care to be of a high quality - providing stimulation and safety to the child.
- ▶ It also requires parents, particularly younger, single and/or more vulnerable parents, the access to employment opportunities, education, or training to facilitate future full-time employment.
- ▶ Also key - and increasingly of concern within Scotland - is access to fresh food and a sound knowledge of nutrition coupled with basic cooking skills.

The following services, all funded by the STV Children's Appeal, work in various ways to facilitate one or more of the above circumstances for families and children living in poverty across Scotland. They are also united in the philosophy of taking a long-term, knowledge-based, community-led approach to preventing child poverty, i.e. they work to empower communities to help themselves to improve living circumstances for its members. Many also align their work with that of statutory services and multi-agency partners to identify and address gaps in provision.

The following case studies give an insight into the kind of projects we support.

Funding in Action

Centrestage Ardeer

Based in Ardeer, North Ayrshire, Centrestage Ardeer is a social enterprise aimed at building community capacity by enabling its most vulnerable and disengaged members to engage in positive activities alongside the wider community. The rationale is that this provides a dignified conduit for people to access whatever support they require. Activities include cooking workshops, zumba classes, a community choir, family nights, dance workshops, drama classes, and preschool play and nurture classes. Healthy collaborative food provision is at the heart of the service - all are expected to join in preparing and eating food, whatever the activity.

Food provided to families at community events - for a minimal fee - is provided to the project by their community partner Fareshare at no cost. This has resulted in families benefiting from an average of 6,400 hot, nutritional, inexpensive meals a month, at an estimated £9450 per month value. **The success of this model has been used as the basis for a paper entitled 'Dignified Food Provision' which examines the issue of the UK's increasing reliance on food-banks and seeks to move away from this model.**

One Parent Family Scotland: Dundee Family Support

The Dundee Family Support project offers an integrated programme of parental support and childcare for Dundee families, with a view to helping parents to find and secure employment. The cornerstone of the project is Families House, a 7-day a week, inexpensive, flexible day-care centre. It also provides family support in the form of financial advice, access to volunteer and training opportunities, peer support groups, and parental advice. So far this year, 87 children have used the daycare centre and 152 have benefited from the family support activities.

Launched as a flexible, inexpensive day-care to enable parents to find work or undertake shift work, the service is on-track to be self-sustaining by the end of 2016. 70% of the parents who utilise the daycare are in employment, and 17% are in further education, with many of the parents using the service in part-time or casual roles. It provides a simple, successful example of how removing practical barriers - the prohibitive cost of childcare - can enable people to work their own way out of poverty.

Shelter Scotland Foundations First

Foundations First, a project run by Shelter Scotland, works to **assist families into sustainable housing situations**. It offers monetary and debt management advice, advocacy, resettlement support, therapeutic support for children and parenting support. Additionally it is focused on developing resilience and capacity within its service users, to "future-proof" families in their journey out of poverty. Its service model considers a stable, safe, ensured home environment - affordable housing - to be a cornerstone of combating child poverty: before progress in life circumstances can be made, "the family situation must be stabilised first and foremost." Wraparound services ensure that once a point of crisis (often pending evictions) is diffused and avoided, the family can continue to survive and eventually thrive.

OUR INVESTMENT IN Street Soccer Scotland

What is it?

To enhance the local community, this 'football for all' project tackles child poverty, social exclusion, reduce anti-social behavior, and creates a safe and friendly environment for children and young people.

How does it work?

Participants get training and support to help them develop mentorship and leadership skills. This will allow them to become role models for other young people.

How will it help?

The skills young people gain from the project will help them personally and professionally, helping them to enter and stay in employment in the future. Most importantly, the peer mentorship programme gives young people a purpose, increases their self-worth and gives them a sense of belonging.

What happens next?

This project has the potential to become a self-sustaining social enterprise by passing ownership over to the local community, whilst supporting them in skills development, organisation and fundraising. Street Soccer Scotland will eventually become a partner and support each area/locality from a national level.

Charity
Street Soccer Scotland

Project
Youth Football/ Community assets

No of beneficiaries
600

Theme / focus
Youth Participation in Sport

Age Range
0-18 plus families

Geography
Glasgow, Edinburgh, Dundee & Aberdeen



Impact on individuals

Mitch has experienced difficulties at school, often in displaying anti-social behavior and generally failing to engage with school life. He is also known to the criminal justice system. Through the Street Soccer project he has regained stability in his life, as well as a routine and a sense of self-worth. Volunteering with Street Soccer has provided him with skills that have made him more employable, and he is now applying for a formal Coaching Role within the organisation.

Impact on the community

The benefits of encouraging children to partake in football sessions are substantive: it works to encourage community cohesion, improved physical health, allows socialising, provides accessing to new experiences, increasing self-confidence, and for the volunteers who run the sessions, provides the opportunity to develop transferrable skills and qualifications. **The effect on the areas it is run is pronounced: In Aberdeen, there was a reported 50% decrease in Anti-Social Behavior and Youth Annoyance Calls in the areas around Street Soccer sites (it is projected this has saved the council £40,000).**

Impact on Scotland

Mitch is just one young person supported by the STV Children's Appeal awards.

Overall we've helped:

32
Local Authorities

476
Projects

59,000
Individual Children

OUR INVESTMENT IN Centrestage

What is it?

A social enterprise providing activities for community members of all ages, from drama classes and full-scale productions, to zumba classes, family nights, and preschool play and nurture classes. At the heart is healthy collaborative food provision, with members cooking and eating together as part of many of the activities.

How does it work?

Disparate members of the community are brought together in a positive, welcoming environment. They are able to access the support they need, such as hot, nutritional and inexpensive meals, in a dignified and supportive way.

How will it help?

Many involved in the project have harrowing backstories, which have prevented them from leading a normal life. Through Centrestage, these vulnerable children, individuals and families are granted structure and support, the chance to build relationships with others, and time to relax and enjoy themselves. Their health, self-worth, and sense of belonging are all improved as they learn to look out for and support one another.

What happens next?

It is hoped that the project will continue its valuable work within the Ardeer community. Its success has led to a paper, 'Dignified Food Provision', examining the issue of the UK's increasing reliance on food-banks and suggests the use of Centrestage style initiatives as a solution.

Charity
Centrestage

Project
Catalyst Communities

No of beneficiaries
170+

Theme / focus
Community Assets

Age Range
0-16

Geography
Ayrshire



Impact on individuals

Mary is a young single mum who struggles with both literacy and numeracy. Before engaging with the project she had never been employed, but after taking part in Centrestage her confidence and employability has increased and she has since had a short-term job contract. Both Mary and her daughter, Hannah, were also supported by the project after Hannah's father committed suicide. Despite this difficult experience, Hannah continues to flourish as a bright and enthusiastic member of several Centrestage classes.

Impact on the community

This is above all a collaborative project, where supporting one individual means they are able to support others. The community hub and bus provided by the project have provided secure locations for this vital work to take place. The community has been empowered to take control of its own destiny, redefining itself as a positive and nurturing environment.

Impact on Scotland

Hannah is just one of the children supported by the STV Children's Appeal awards.

Overall we've helped:

32
Local Authorities

476
Projects

59,000
Individual Children

OUR INVESTMENT IN

Braes Children and Family Centre

What is it?

The Centre provides services such as childcare sessions, with specialised sessions for children dealing with developmental delay or chaos with the family, outreach parent and child groups, nurture and transition groups, Incredible Years Programmes and a specific service to lone fathers, as well as generic family support.

How does it work?

By providing childcare and other support, parents are able to spend time pursuing career and educational options, which in turn has a positive impact on the welfare of the whole family.

How will it help?

By helping them support their own families, participants experience an increased sense of self-worth and start to get some of their independence back. It also firmly establishes them and their family as part of the community.

What happens next?

There are plans to roll out the comprehensive Peer Mentoring Training Pack across the whole organisation so they can share learning and enable volunteers to support lone parents and their children. They are also consulting with Falkirk Council about a proposal to expand the service.

Charity
Braes Children and Family Centre

Project
Braes Family Support Services

No of beneficiaries
70

Theme / focus
Early Intervention with vulnerable families

Age Range
0-3

Geography
Falkirk



Impact on individuals

Julie is a mother of four who has struggled with addiction. She is known to the criminal justice system and has had periods of homelessness. Since engaging with the Braes project, Julie is now attending college and improving her work prospects. Her children are now regularly attending school and the mental and physical wellbeing of the entire family has improved.

Impact on the community

Braes' work is now part of the Falkirk Council Public Social Partnership Project. Strong partnerships have been formed and learning has been shared that will change the way services are delivered for the better.

Impact on Scotland

Julie is just one of the families supported by the STV Children's Appeal awards.

Overall we've helped:

32
Local Authorities

476
Projects

59,000
Individual Children



**children's
appeal**



0141 300 3984



stvappeal@stv.tv



www.stv.tv/appeal



STV Appeal SCIO SC042429