



Social
Impact



Creating positive
change across
Scotland

STV is committed to making a social impact that will positively influence people across Scotland

As a public service broadcaster, STV can implement positive change on a large scale helping to shape Scotland's future. This change is important across all aspects of STV, both on screen and off.

STV is making changes in areas that matter including: mental health and wellbeing, sustainability, diversity & inclusion, and giving back through fundraising.

By participating in national initiatives such as Britain Get Talking, The Daily Mile, and Eat Them to Defeat Them, STV is showcasing how combined small changes have a huge impact.

Across 2021, STV made significant progress across our social purpose priorities:



- 1 Sustainability strategy STV Zero launched, with a concerted programme of climate action successfully delivered on and off screen in 2021, including at COP26 in Glasgow.



- 2 Diverse contributors to STV News doubled from **4% to 8%** as a result of STV's diversity & inclusion strategy, with **over 400 people from diverse backgrounds** given media training to become expert contributors.



- 3 **£4.4m distributed** by the STV Children's Appeal to families and young people in poverty across Scotland.



- 4 Since launch, through the STV Growth Fund we have allocated over **£16.5million** to support business growth across Scotland.



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Driving the Scottish economy with the STV Growth Fund

GrowthFund



Supporting Scottish business with the **STV Growth Fund**

Launched in 2018, the STV Growth Fund makes TV advertising solutions even more accessible for Scottish businesses. Through the Growth Fund we collaborate with businesses to help them engage and connect with Scots across our hugely effective platforms, STV & STV Player.

We deliver impactful solutions and put business growth at the heart of what we do.

How the Growth Fund works

The Growth Fund is available for businesses seeking to boost their marketing activities through innovative commercial solutions. Most of our members work with us through match funding. This maximises advertising impact by helping businesses reach even more consumers. Members benefit from even more ads and achieve a longer campaign - this includes combined investment from the business and the Growth Fund.

The STV Growth Fund is accessible to Scottish registered businesses and businesses that work with Scottish media agencies.



The STV Growth Fund in numbers

We are committed to making advertising accessible and affordable and are here to help businesses grow. The STV Growth Fund has positively impacted many businesses across Scotland.

We are passionate about continuing to support the growth of the Scottish economy and to support Scottish businesses' continued recovery from the global pandemic.

GreenFund
GrowthFund

In 2022, to create the most impactful marketing solutions for Scottish businesses, we extended the Growth Fund to

£30 million

of advertising support.



Over
300

new to STV businesses have accessed TV advertising through the Growth Fund since launch in 2018.



More than
£16.5 million

has been invested in Scottish businesses through the Growth Fund.



£1 million

of advertising support is ring-fenced specifically to support Scottish businesses championing sustainability.



£1 million

of advertising support is ring-fenced specifically to support Scottish businesses championing diversity & inclusion.



**GROWTH FUND
SUPPORTING
SCOTTISH
BUSINESSES
SINCE 2018**

Our Growth Fund members see results

*“Since advertising with STV we've seen a fantastic increase in business. Around about **60% increase in customer enquiries**. And most of them are from new customers who haven't worked with Scotcash before. We know that the campaigns are working, we've heard from our customers. STV has really helped raise our profile right across Scotland. We see it as an instrumental part of our marketing approach going forward.”*

Sharon MacPherson,
CEO, Scotcash

91%

of Growth Fund members
would recommend TV
advertising.

90%

of advertisers have
described the support
they have received from
STV as 'excellent'.

78%

of Scots think that it's
important to buy from
Scottish companies.

86%

of Scots think it's
important for brands to
connect with their
consumers.

Source: Consumer research via ScotPulse, July 2019, October 2021. Member interviews July & August 2019, August, September & October 2021

Local Lifeline

During the turbulent times of 2020, STV looked to support and recognise the important role of those who were working tirelessly to sustain their business, support their staff, and prepare for longer term growth against an uncertain and difficult economic climate. We allocated £1million of free advertising from the Growth Fund. In total, 105 local heroes were celebrated on air. From football clubs delivering prescriptions and walking dogs, an engineering company donating face masks, and a zoo bringing its experience online for kids to enjoy.

STV Creative produced a creative campaign that helped showcase the hero businesses doing their bit.

"Local Lifeline was a very important project for us – in an unprecedented and challenging time for companies, communities, and individuals, it felt important to use our platform to shine a light on local businesses and companies that were doing amazing things to help. To ensure we could showcase as many hero businesses and organisations as possible on a weekly basis, we kept the creative simple but emotive, creating a “shop window” visual using motion GFX and stock imagery. It was also essential that our template could be amended in a reactive way, and we implemented a system for this, allowing us to deliver two new pieces of copy a week throughout the campaign.”

Victoria Allison, Creative Director – Commercial, STV Creative



Local Lifeline



The STV Growth Academy

The STV Growth Academy offers free informative sessions for start-ups, entrepreneurs, and SMEs across Scotland. We have had some fantastic guest speakers join us for our webinars and in person events, sharing tools, tips, and expertise. Together, we've covered a range of topics including building a mentally healthy workplace, expanding your network, and maximising your creativity with the STV Growth Fund amongst others.

Attendees range from business owners to those working in marketing and HR, including current advertisers of STV and those new to TV.

To offer further support to businesses across Scotland, we have a toolkit on our website allowing users to catch up and access free resources:

www.stvgrowthacademy.tv

Popular workshops include:

- 1 **BUILDING RESILIENCE AND GROWTH**
- 2 **DRIVING GROWTH THROUGH DIVERSITY AND INCLUSION**
- 3 **ENABLING YOUR BUSINESS FOR ONLINE SALES**





Partnering with the
Scottish business
community



Collaborative partnerships

At STV, we believe partnerships are a key part of business growth. As part of our commitment to support and to boost the Scottish economy, we work in collaboration with a variety of organisations and businesses to create bespoke and unique partnerships that create impact.

It is important for us to build dynamic relationships with our partners, and to highlight the brilliant businesses across Scotland.

Our partnerships come in many forms such as collaboration on events, sharing of skills, knowledge and expertise, cross promotion, as well as gifted airtime via the STV Growth Fund.



STV Commercial
partnered on

31 events

across 2021.

Women's Enterprise Scotland

Supporting women-led and women-owned businesses, WES advocates the need for gender specific support in enterprise.



Too Gallus

Too Gallus

Championing inclusivity through the Black Scottish Business Fund by gifting STV Growth Fund memberships to 4 businesses.

TEMPERATURE



#FOOD
HERO
SCOT

#FoodHeroScot

Showcasing the importance of sustainable products, services, and initiatives, whilst shining a light on an industry significantly impacted by the Covid-19 Pandemic.



Scottish EDGE

Supporting entrepreneurs and start-up businesses across Scotland by way of the STV Growth EDGE Award.



FutureX

Helping purpose-driven businesses to thrive whilst making a positive impact. Giving businesses the opportunity to win advertising support with the STV Growth Fund.

A man with a beard and short brown hair is sitting in a field of tall, dry grass. He is wearing a bright red parka with a fur-lined hood, a black and white patterned scarf, a white sweater with a large black snowflake design, and black pants. He is smiling at the camera. In the background, there is a white stone building with a dark blue corrugated metal roof and red doors. The sky is a mix of blue and purple, suggesting dusk or dawn.

Focusing on sustainability
on and off screen

ZERO

STV Zero - Our commitment to sustainability

Climate change has never been so important. We are one of many businesses in Scotland playing our part to make our economy and society more sustainable.

In 2020 we carried out extensive analysis to understand and assess the carbon impact of our business.

This analysis helped inform our new sustainability strategy, STV Zero. The strategy sets down our commitment to reduce STV's environmental impact and improve the environmental sustainability of all aspects of our business.

We commit to being a net zero carbon business by 2030.

This is being achieved through changes to current business processes, the adoption of new ways of working, and behavioural change.



ZERO

Net Zero Carbon Emissions by 2030 #STVZERO

Embarking on our net zero journey

STV is proud to be Carbon Neutral, which has been achieved through offsetting all emissions from business operations, energy use, and business travel.

We are using our unique position as a public service broadcaster and Scotland's most watched commercial channel to inform and raise awareness of environmental issues and challenges. We aim to positively influence consumer behaviour through our relationships with our audience as well as our advertisers and commercial partners.

Our 5 commitments to becoming net zero by 2030:

1 REDUCE ENERGY CONSUMPTION



Targets:

Achieve 100% of electrical energy used from renewable sources by the end of 2022.

Reduce business travel by 50% by the end of 2025.

2 PROMOTING SUSTAINABILITY USING STV'S REACH



Target:

We will use STV's reach to inform and raise awareness of environmental sustainability with our viewers, and to support our advertisers to embrace sustainability.

3 SUSTAINABLE PROGRAMME MAKING



Target:

Achieve net zero carbon emissions on all programming, including commercial production, produced by STV and STV Studios by 2030.

4 ACHIEVE A SUSTAINABLE SUPPLY CHAIN



Target:

Our supply chain will be 100% sustainable by 2030.

5 REDUCE WASTE



Target:

STV will become a zero waste business by 2030.



**CARBON NET
ZERO BUSINESS
BY 2030**



GreenFund

Source: Thinkbox, 2021: TV creates emotion & makes brands famous;
Thinkbox, 2020: Signalling Success

Promoting a sustainable Scotland

TV advertising plays a hugely important role in encouraging positive societal behaviours.

TV adverts evoke emotion 5 times more than social media ads, and rank in first place as the most trusted advertising medium, creating a safe environment for brands and businesses to connect with Scots.

Scots have chosen STV as the most representative media brand, giving the brands we work with a highly credible place to communicate and positively influence consumers.

Supporting sustainable businesses with the STV Green Fund

We are passionate about supporting Scottish businesses who are making positive changes to become more green. To do this, we ring fenced £1 million of TV advertising airtime from our STV Growth Fund, to offer advertising support to Scottish businesses with a green objective, product or message.

For businesses making big changes or a series of small changes to make a big difference, we make marketing solutions accessible and affordable to encourage positive behavioural change amongst Scots.

Sustainability matters to Scots

We conducted research through ScotPulse, Scotland's biggest online research panel, to gauge the importance that Scots place on sustainability when making purchasing decisions.

The findings clearly identify that Scottish consumers are placing more emphasis on the importance of sustainability than ever.

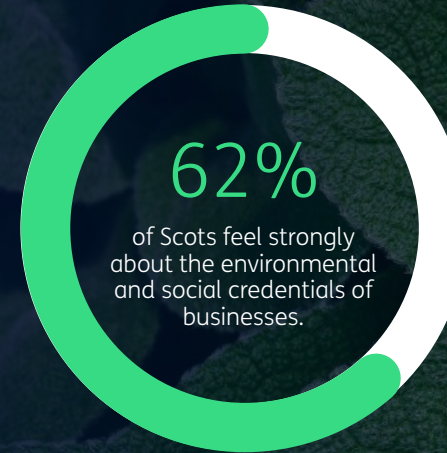
We are proud to use our unique platform as Scotland's greatest reaching commercial channel to encourage behavioural change, helping our advertisers communicate their green message, whilst connecting with Scots.

GreenFund

Source: ScotPulse, October 2021

Making an effort to become more green

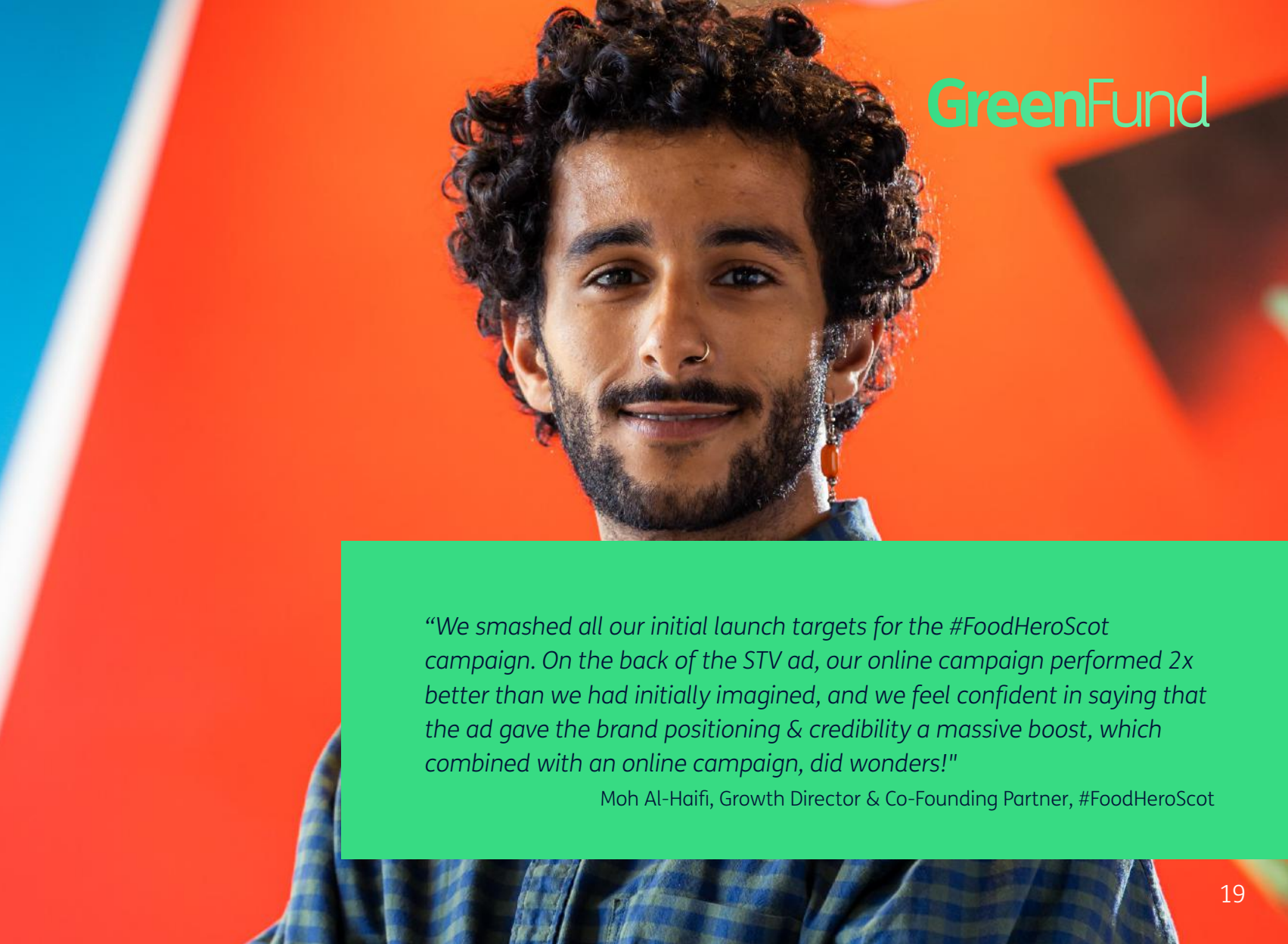
Basing purchasing decisions around sustainability credentials



Supporting #FoodHeroScot with the STV Green Fund

#FoodHeroScot was set up in June 2021 to create a platform for hospitality businesses in Scotland; showcasing the importance of sustainable products, services, and initiatives, whilst shining a light on an industry significantly impacted by the Covid-19 pandemic.

The non-profit storytelling campaign was officially launched through combined STV Broadcast and STV Player campaigns across the central belt of Scotland. By combining a Broadcast campaign with STV Player, it has allowed #FoodHeroScot to **scale their campaign further, reaching a targeted and engaged audience.**



GreenFund

"We smashed all our initial launch targets for the #FoodHeroScot campaign. On the back of the STV ad, our online campaign performed 2x better than we had initially imagined, and we feel confident in saying that the ad gave the brand positioning & credibility a massive boost, which combined with an online campaign, did wonders!"

Moh Al-Haifi, Growth Director & Co-Founding Partner, #FoodHeroScot

Green programming

Sean's Scotland

Viewers join Sean as he travels across Scotland, meeting the locals and discovering how weather can affect their lives, the wildlife and landscape of where they live.

Don't Waste Scotland

In the series, Sean spends time travelling across the country to meet some of Scotland's sustainability champions, picking up his fair share of litter and sustainability tips along the way.

These are just some examples of how we're commissioning, broadcasting and streaming programmes that celebrate sustainability in Scotland.

Sources: BARB 2019.
BARB, Scotland, individuals, 2021



Sean's Scotland



Sean's Scotland is STV's best watched regional non-news programme since 2017.



The first series reached a total of 805,000 people across Scotland.



Across June and July, Sean's Scotland was the 6th best watched programme on STV – beating all dramas and long-established shows such as Long Lost Family and 63 Up.

Don't Waste Scotland



The programme mainly appealed to women who made up 67% of the audience.



The series reached half a million Scots across 3 episodes.



Outperformed a number of environmental programmes that were broadcast in the run-up to COP26, including BBC1's The Earthshot Prize and Shop Well for the Planet.

Going green and taking brands with us

COP26 recently took place in Glasgow, encouraging businesses across Scotland to showcase what they are doing to build a more sustainable future.

During the conference, STV went green and gave sustainable businesses the opportunity to be part of unique “green” ad breaks aimed at highlighting the issue of climate change.

Brands involved shared their green credentials with the Scottish public to inspire behavioural change and to encourage Scots to reduce their carbon footprint.

Source: BARB, STV Macro, individuals, 31st October -12th November 2021, Don't Waste Scotland was shown 20th October – 3rd November 2021

Businesses who took part:



STV's reach across all STV News bulletins, Scotland Tonight and Don't Waste Scotland is

1,781,000

A close-up, profile shot of a woman with dark hair wearing a black hijab. She is looking towards the left of the frame with a thoughtful expression. The background is a blurred city street at night, with warm lights from buildings and street lamps creating a bokeh effect. A small pink square is visible on the far left edge of the image.

Championing diversity & inclusion in Scotland

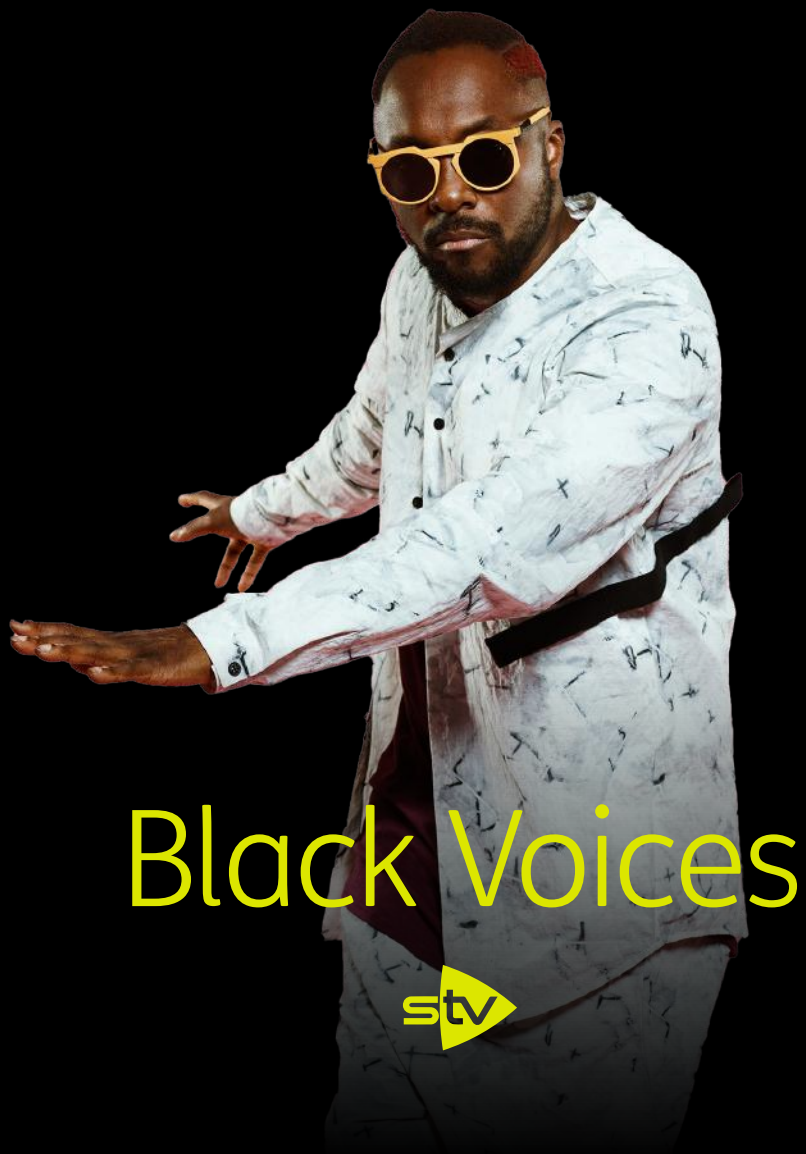
Our commitment to diversity & inclusion

STV is committed to an inclusive culture to ensure we represent the communities we serve both on and off screen. We have a strong commitment to an equality of opportunity for all, both internally at STV and by actively supporting Scottish businesses championing diversity and inclusion.



Driven by our Diversity and Inclusion Steering Committee, our priorities and targets include:

- 1 **INCREASING DIVERSITY AT ALL LEVELS.**
- 2 **DEVELOPING CULTURAL COMPETENCE AND LEARNING FOR ALL TO SUPPORT AN INCLUSIVE CULTURE.**
- 3 **INCREASING REPRESENTATION AND PORTRAYAL OF DIVERSE VOICES IN THE CONTENT THAT STV PRODUCES, COMMISSIONS, AND ACQUIRES.**
- 4 **DIVERSIFYING OUR TALENT NETWORKS AND PIPELINE.**
- 5 **IMPROVING DIVERSITY AND AUTHENTIC PORTRAYAL IN THE ADVERTISING CONTENT WE PRODUCE.**
- 6 **IMPROVING ACCESS, RETENTION AND REPRESENTATION OF DIVERSE TALENT IN STV STUDIOS.**



Black Voices



In July 2021, STV launched a unique on-air campaign, Black Voices, where people shared their experiences of racism and their visions for change.

Viewers heard powerful stories from famous faces such as Will.i.am, politicians such as David Lammy MP and Helen Grant MP as well as from Scottish voices such as Barrington Reeves, who shared the

racism they've experience and how we can all contribute to make a change.

The launch of the Black Voices aligned with STV's commitment to positive change in response to the Black Lives Matter movement. Using our position as an employer, public service broadcaster, and producer, we look to address the long-standing and systemic issue of racism to improve the representation of Black, Asian and Minority Ethnic people both on and off screen.

STV's committed to:

More than double the number of Black, Asian and Minority Ethnic colleagues at STV by 2023.

Improve on screen representation in the programmes STV makes for itself and others.

Ring-fence £1m from the STV Growth Fund for advertising campaigns that champion diversity.

Supporting Scottish businesses championing diversity & inclusion

Through our Growth Fund, **we awarded a total £100k of gifted airtime to businesses** who place diversity and inclusion at the heart of their business. Four fantastic Scottish businesses received £25k each to drive their business growth through marketing on STV.

Businesses from across Scotland got in touch to share how they are championing diversity and inclusion within their organisations. From these businesses, eight were successfully shortlisted. The finalists met with our expert panel of judges and discussed what they are doing and the important impact of inclusivity in their businesses.

Four brilliant winners were selected and as a result have been awarded an STV advertising campaign.



Our judges



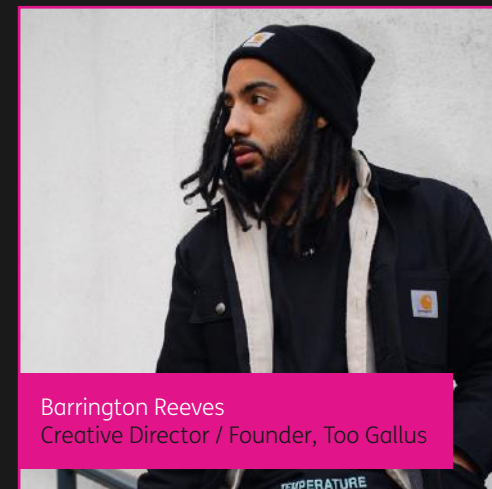
Femi Otiotoju
Diversity and Inclusion Advisor, STV



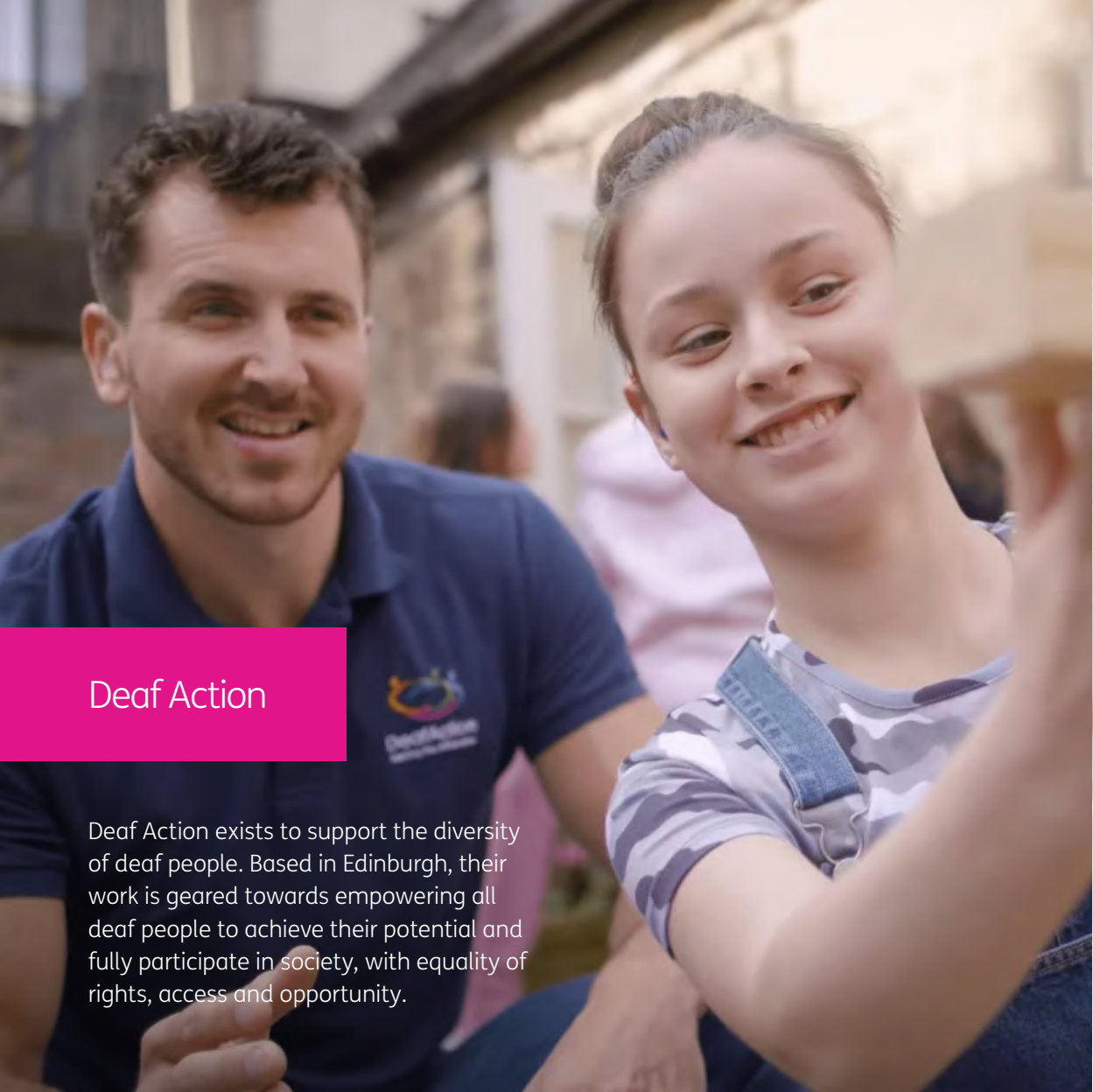
Evelyn McDonald
CEO, Scottish EDGE



Lee Beattie
Managing Partner, John Doe Group



Barrington Reeves
Creative Director / Founder, Too Gallus



Deaf Action

Deaf Action exists to support the diversity of deaf people. Based in Edinburgh, their work is geared towards empowering all deaf people to achieve their potential and fully participate in society, with equality of rights, access and opportunity.



Daisy Tree Baby Boutique

A family run high street and online store based in Aberdeenshire, which only sells toys and clothes that are ethically and sustainably sourced, some of which are Fair Trade too. They strive to ensure that their marketing is diverse and representative of children across Scotland.



Women's Enterprise Scotland

WES is a research-led, not-for-profit Community Interest Company which champions women-led and women-owned businesses. WES advocates for better evidence-based policy making and believes that delivering expert, needs-based business support will enable women to fulfil their aspirations.



Social Stories Club

An Edinburgh based social enterprise which produces gift boxes containing products from social enterprises, each with a fascinating story of social impact and helping communities and the environment.

Showcasing Social Stories Club on STV

Social Stories Club utilised their £25k gifted
airtime to showcase their fantastic gift boxes
in the lead up to Christmas across the east
of Scotland.

To create an advert and a concept that
aligned with their objectives, co-founders
Karis Gill and Aayush Goyal worked with STV
Creative to bring Social Stories Club to life on
STV, and capture the imagination of Scots.

Through advertising with STV, Social Stories
Club achieved:



Increased
Website Traffic



Increased
Brand Awareness

**SOCIAL
STORIES
CLUB**



"We found the process after winning the competition to be really smooth and easy. It moved so quickly and before we knew it we were watching our ad on TV.

It's really great to work with the STV team and see how much thought had gone in to placing our ad in the perfect place to reach our target demographic.

STV really helped us communicate that we're a diverse brand, specifically that how diverse our team was at Social Stories Club and as well highlighting the social impact that we made."

Karis Gill, Co-founder of Social Stories Club

Shining a spotlight
on mental health
& wellbeing



BRITAIN
GET
TALKING

STV championing health & wellbeing

Mental health and wellbeing are a priority for everyone at STV. Ensuring staff have the tools for the normal stresses of life whilst realising their potential is a core focus for the business.

STV implemented several new initiatives to support colleagues and to encourage a healthy work-life balance. This includes a program of wellbeing and resilience training delivered in partnership with SAMH.

"It's never been more important to do everything we can for Scotland's mental health. We're delighted to have the opportunity to work in partnership with STV in the vital task of increasing awareness of the issue and providing our communities with clear and accurate information on how to get help. We're grateful to STV for recognising the urgent need for us all to do more on mental health."

Billy Watson, Chief Executive of SAMH



Good mental health & wellbeing with STV

STV works in partnership with SAMH (Scottish Association for Mental Health) to increase and improve awareness of mental health and wellbeing across a three-year strategic partnership. Working with our news and production teams, SAMH provides mental health input and guidance supporting STV's commitments to positive mental wellbeing for its people, production teams, participants in its shows, and audiences.

STV has also developed training opportunities for STV staff to become Mental Health First Aiders. This allows colleagues to speak confidentially with a trained individual who can listen non-judgementally and encourage the appropriate professional help.

"I strongly believe that mental health should be treated with the same importance and care as physical health. For that reason, I was passionate about becoming a certified mental health first aider to support staff and colleagues, as well as my wider network."

Lewis McIntosh, STV Mental Health First Aider

STV's wellbeing strategy

Broader wellbeing strategy – 5 key areas:

1 CULTURE & ENVIRONMENT

Striving to build a positive working environment where STV is the home of the best creative talent and is an innovative place to work.

2 FOOD & NUTRITION

Providing a range of activities and information to support nutrition and hydration.

3 PHYSICAL WELLBEING

Providing a range of activities to promote positive physical wellbeing.

4 HEALTH AWARENESS

Providing a program of health awareness campaigns throughout the year that promotes physical and mental wellbeing.

5 MENTAL WELLBEING

A range of support is available to promote mental wellbeing.



Promoting positive wellbeing across Scotland

STV has partnered on a number of initiatives to help support the health and wellbeing of the nation. As a broadcaster, we have the unique opportunity to speak directly to people in their homes and highlight positive changes to become a happier and healthier Scotland.

Britain Get Talking

STV, working with ITV, supports the Britain Get Talking initiative, which partners with SAMH in Scotland as well as charities CALM, Mind and Young Minds to increase awareness of mental health. Launched in 2019, the campaign motivates the nation to focus on mental wellbeing and encouraged people to talk and reach out.

2.8 million

people said they have started a conversation, or had a more meaningful conversation, with their children, family and friends as a result of seeing the initiative.

43%

of those that saw or heard the campaign got in touch with family and friends to reconnect.

4.5 million

people stated they would prioritise talking and listening having seen the campaign.



Source: ITV, 2022: Get Britain Talking has led to 100 million conversations



The Daily Mile

STV joined forces in 2021 with ITV and INEOS to support The Daily Mile with their national campaign. The aim was to help millions of children to become fit and active. A popular worldwide initiative amongst parents, teachers, and children with 2.3 million children now running or jogging for 15 minutes every day to improve focus in the classroom.

Two thirds

of parents who saw it were interested in their school signing up as a result.

15 million

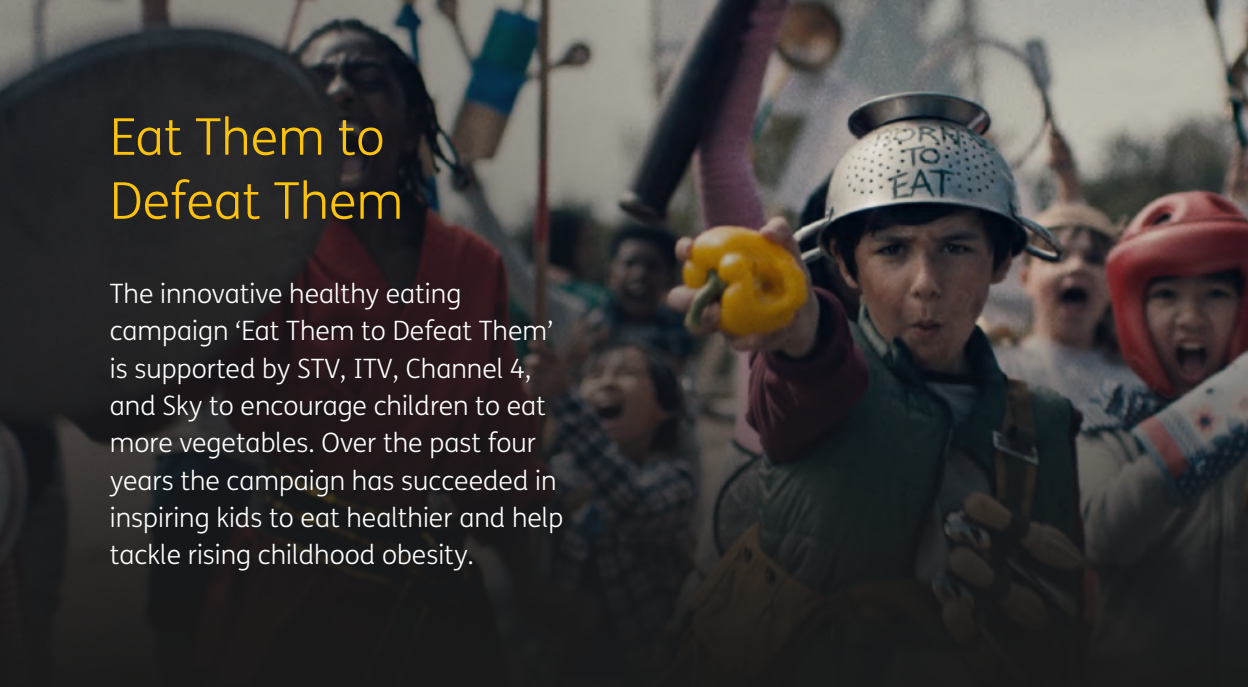
people across the UK saw the campaign at least once.

Now in
8,000

primary schools in the UK alone.

Sources: ITV Social Impact Report 2020

The Daily Mile, 2021: ITV, STV, Sky and Channel 4 unite to promote the mental and physical health benefits of the daily mile, supporting 3 millions children worldwide.



Eat Them to Defeat Them

The innovative healthy eating campaign 'Eat Them to Defeat Them' is supported by STV, ITV, Channel 4, and Sky to encourage children to eat more vegetables. Over the past four years the campaign has succeeded in inspiring kids to eat healthier and help tackle rising childhood obesity.

Engaged with over
1 million

children in schools across the UK.

The campaign sold an extra
3,300 tonnes

of vegetables, beating the target 5x over.

83%

of schools reported it was more popular than other healthy eating initiatives.

Source: <https://www.itv.com/presscentre/press-releases/itv-and-veg-powers-eat-them-defeat-them-launches-new-2022-campaign>

TV: Lifting the mood of the nation

TV plays an important role providing individuals with relief and distraction from everyday life. Watching TV fulfils a number of need states, from offering a distraction to escape and comfort.



39%

of people felt that TV's importance in helping people feel connected to society has grown during lockdowns.



44%

of people said TV helps keep their mind off the pandemic.



63%

of Scots chose TV during lockdown.



Showcasing CHAS on STV

CHAS (Children's Hospices Across Scotland), have been offering full family support service for babies, children, and young people with life-shortening conditions for over twenty years. They chose to advertise with STV to highlight the work they do with families across Scotland. Since their campaign, they have been able to grow their network, enabling them to support more families who are struggling through difficult times.



Reached a
new audience



Increased Charity
Supporters



“Our advert caught the imagination of the Scottish public. It was a powerful advert and it was delivered in a really powerful medium on STV that allowed us to reach a new audience. STV really understood what we were trying to do, and I wouldn't hesitate to work with STV again.”

Rami Okasha, CHAS



Giving back through the STV Children's Appeal

STV Children's Appeal

STV Children's Appeal was launched in 2011 by The Hunter Foundation and STV to raise funds and make a difference for children who need it most. Working closely with Scotland's leading experts in the field of child poverty, we look to share knowledge and expertise with both small community groups and national charities on their experiences in addressing the challenges of child poverty in Scotland.

With

1 in 4 

children in Scotland living in poverty and the rising cost of living, families are now having to decide on whether it is more important to heat their house or eat.

Using the power of STV, we highlight issues, raise funds, and enable young people to share their stories to the widest possible audience, helping to drive positive change across Scotland.

In just 10 years, the Appeal has managed to raise over

£29 million,

allowing us to donate 2,000 large and small awards across all local authority areas in Scotland.

Source: STV Children's Appeal, November 2021: £4.3m raised for children living in poverty in Scotland





Making a difference to children and young people in Scotland

STV is working to make a difference to children and young people across Scotland by providing practical help, like food and warm clothes; creating opportunities for training and employability; and enabling social and emotional support.

STV Children's Appeal Values:

1

RELATIONSHIPS

We place relationships at the centre of how we work with donors, charities, partners, and each other.

2

VOICE

Children and families are at the heart of everything we do, and we make sure that their voices are heard.

3

SOLUTION FOCUSED

We are brave, we are bold, and we try new things. We are not afraid to take chances if there could be a better way.

4

ROOTED IN COMMUNITIES

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

Awarding grants across Scotland

STV Children's Appeal works with both large and small projects across Scotland to encourage change by empowering, enlightening, and engaging communities.

In 2021, the Appeal invested

£3,500,000

into a number of projects, reaching every local authority in Scotland.



Assisting over 600 small projects



Contributing to large projects that have provided support and services to over

20,000



STV Children's Appeal forms a key part of the Scottish Government's Tackling Child Poverty Delivery Plan. This commitment includes match funding the first £1million each year. **First Minister, Nicola Sturgeon**, celebrated on the STV Children's Appeal Show 2021 stating:

"It's possibly the best £1 million the Scottish Government spends in any year because every single penny of it goes to helping children and young people across the country."

Poverty throughout Scotland

Poverty is a growing issue around the UK. To help families and children out of poverty it takes a wide range of support and action. Through the STV Children's Appeal, we are able to award funding to a number of charities across Scotland to support those in poverty.

Sources: Employability in Scotland, 2017-20: Tackling Poverty – Policy
Poverty and Inequality Commission: Key Facts – Too many people are still trapped in poverty.



24%

of children in Scotland are living in poverty.

39%

of single women with children are living in poverty.

61%

of working age adults in poverty and

68%

of children in poverty live in a household where someone is in employment.

Raising funds for the STV Children's Appeal

Since the launch of the STV Children's Appeal, staff at STV have proudly shown their support by fundraising in a variety of different ways, from taking part in the Kiltwalk to hosting quizzes and raffles. As part of our culture, staff from across the business come together to raise money for the Appeal. STV matches all donations to help increase our total, allowing us to support even more children living in poverty in Scotland.



£40,000

raised by STV in 2021,
matched by STV to be

£80,000





“We’re extremely grateful to the STV Children’s Appeal for this fantastic donation. The money will provide much-needed mental health support to a growing number of children and young people in Inverclyde affected during lockdown by anxiety, trauma, self-harming, suicidal thoughts, grief and loss, poor self-esteem, domestic violence, and the challenges of being a young carer. Our specialist play therapy and young people’s counselling will help them make sense of their world, and heal and recover as they make their way back to an improved daily life and wellbeing.”

Sandra Boyle, Mind Mosaic Child and Family Therapies, Greenock/Inverclyde

“Mindspace Counselling Service provides a safe space for young people to talk about and explore any thoughts, feelings and issues that are causing them distress. We are delighted to have received this award from the STV Children’s Appeal. Young people have been hit hard by the circumstances of the past year, so this vital funding will allow us to support those aged 11-25 throughout Perth and Kinross to improve their emotional well-being and increase their resilience and self-confidence.”

Naomi Partridge, Senior Counsellor, Mindspace, Perth

Our partners





**Social
Impact**



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