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LOVE CARE EMPATHY



scottish sports *futures*

IMPACT REPORT 2019|20

CHANGING LIVES THROUGH SPORT



INTRODUCTION



WELCOME TO OUR 2019|20 ANNUAL REPORT



Kirsty McNab | CEO

This year has included a full strategic review and planning for the organisation with inclusive consultation with our young people.

We appointed a young trustee to the board and have formalised a youth advisory panel to ensure youth voice informing our strategic direction. We are immensely proud of all our young people and everything that has been achieved this year. Our focus has been on those furthest away from mainstream engagement in school, in the community, and in sports participation. We are constantly learning and developing to ensure we meet the needs of every individual and this year has seen a focus on adverse childhood experiences, trauma, and how to buffer the effects of these. We continue to see potential and not problems and the statistics below on all that has been achieved highlight our progress with this. We are very grateful to the hard work of our Wellbeing Ambassadors and our partnership with SAMH shining a light on

mental health, and moving forward we will continue to do this whilst Developing People, Strengthening Communities, and Improving Health and Wellbeing.

This year has been a special one for SSF, as we celebrate our 20th birthday. We are incredibly proud and humbled to have spent the past 20 years supporting some of Scotland's most amazing young people, who continue to inspire us each day. This year also saw the launch of our new three-year strategy for 2020-23, in which we set out our goals and ambitions for the years ahead. Drawing on 20 years of passion and experience, our primary objective remains giving young people opportunities to achieve their potential and putting them firmly at the heart of everything we do.

Another milestone, we are extremely privileged to have been supported by the Scottish Government's CashBack for Communities since its inception 12 years ago. CashBack investment directly supports our delivery targeted in Scotland's most vulnerable communities.



OUR IMPACT

WHAT OUR YOUNG PEOPLE SAID



"All of it was the best thing that could have happened to me."



"The environment is so friendly and everyone is willing to help."



WHAT OUR STAKEHOLDERS SAID



"SSF work with the toughest cohort of your young people. The engagement you have had from our young people has been astounding, when every other avenue has been exhausted and all other supports fail."

SSF use the power of sport and physical activity to engage with vulnerable and disadvantaged young people in Scotland, and empower them to be confident, healthy, and happy. We combine the power of sport with the principles of youth work in our proven and recognised Sport for Change model.

Through a range of person-centred, youth-led programmes we provide

positive experiences, inspiring role models, engaging social education, training, and youth volunteering opportunities. As a result, we seek to encourage a positive change in young peoples' attitudes and behaviour that enables them to recognise and fulfil their potential, and to make a valuable contribution to their peers and their community.



OUR YEAR

PARTICIPANT BREAKDOWN AND PROFILE

5320

young people

52%

male

47%

female

9%

identified as having a disability, impairment or mental health condition

90%

from 20% most deprived communities

19%

identified as being of an ethnic minority

20

local authorities



"The partnership with SSF has been invaluable this year as it has allowed us to enhance the learning opportunities we are able to provide to our young people."

Paul McNeill, SFA



"SAMH are delighted to continue working with SSF for the next four years. SSF really value the importance of physical activity on our mental health and wellbeing, and we look forward to reaching more young people within communities through our work together."

Robert Nesbitt, SAMH



"There was unwavering support no matter what. It was fun and there was absolutely no pressure at all. It was consistent which has been wonderful for [my child]. The team is amazing especially the ones with the kids. It's been the best experience."

Families programme parent



This year saw the launch of new Shell Twilight Basketball sessions, providing a safe, welcoming environment at times of peak anti-social behaviour. 15 sessions are now fully sustained locally, with the majority being led by young people who have been supported through SSF's Twilight Ambassador young leader programme.

Education Through CashBack (ETC) continues to play a key role in the development of young volunteers who deliver sport and physical activity. This year has seen a big focus on young people furthest away from education, training, and employment; working with schools and community groups to support these young people to gain formal accreditations and offer alternative education.

Our Active Champions continue to support young people and communities in the East End of Glasgow and have volunteered at numerous events. One young person was invited to speak at the Observatory for Sport in Scotland learning conference and tell

his story about how SSF has helped to change his life. This was his first time public-speaking and he was incredible. A conference delegate said it was, "one of the best presentations I've heard all day."

The Jump2it programme reviewed and updated educational modules with relevant health and wellbeing content. Schools selected three educational modules from a bank of seven: dangers of alcohol, dangers of smoking, dangers of knife crime, bouncing back (resilience focus), importance of healthy eating, online safety, and mental health. This enabled schools to ensure the learning undertaken is relevant to the social issues present in their wider communities.

Our young Wellbeing Ambassadors continue to deliver their mental health and wellbeing workshops, with over 2000 people taking part to date. We have also used the learning from the Wellbeing Ambassadors to develop a new ETC module. The module will support practitioners, young leaders, and young people directly to use sport

and physical activity as a tool to improve mental health and wellbeing.

For some young people, school and education has not worked for them, and their confidence and aspirations are low. Through our Chance:2:Be programme, SSF has supported them to gain confidence and achieve accreditation in an inclusive and accessible environment. They develop communication and teamwork skills and grow their feelings of self-worth and importance.

Our Families programmes has supported children and their parents to build confidence around health and wellbeing, increasing opportunities for families to become involved in physical activity and providing learning around healthy food choices and behaviour change. This year we introduced formal accreditations for both children and parents, supporting learning and providing families with new skills.

A positive destination can mean different things for different young people. SSF work with young people to help them identify and work towards their own individual goals. We have supported young people to get their own tenancy, travel abroad on an exchange trip, attend their first residential, complete qualifications, gain a college place, and enter employment.

Meaningful and purposeful partnership working is critical to the success of all our delivery, adding value and enabling us to widen opportunities for young people.

Everything we have achieved would simply not be possible without the passion and dedication of our incredible staff and volunteers, including our amazing Young Leaders, who are continuously committed to ensuring young people are supported to achieve their potential.

WHAT OUR STAKEHOLDERS SAID



"They care. They go over and above to make sure that young people feel included and listened to. More than any other partner I work with."



"[SSF] staff are amazing, well organised and extremely supportive."



"[SSF are] engaging and willing to work with all young people regardless of their background"



DEVELOPING PEOPLE

WHAT OUR YOUNG PEOPLE SAID

“I have learned how to channel my anger and frustration in a positive way.”
Twilight participant

“[The best part was] learning new skills which I am able to apply to various aspects of my home and school / work life.”
ETC participant

“I have learned about being respectful towards others.”
Twilight participant

“One of the biggest things SSF has done for me is all the experience I’ve had and they’ve helped me land my dream job which was working on a cruise ship. If I didn’t have the experience I had with SSF, with all the coaching and working with the young people, I wouldn’t have been able to be confident enough to kind of step forward to get to that interview.”
Young Leader and Mentor

“I have developed a mindset that I can use on and off the basketball court.”
Twilight participant

SSF are committed to developing people and specifically supporting those most at risk and furthest away from positive destinations. We build confidence and resilience, skills and aspirations, and through the power of sport we can improve learning and employment potential.

INCREASED CONFIDENCE



FEEL ABLE TO DO NEW THINGS



GAINED ACCREDITATION



COMPLETED TRAINING



INCREASED SKILLS



GAINED EMPLOYMENT



WHAT OUR STAKEHOLDERS SAID

“[The best part has been] seeing [my child] being part of a group and watch her become more confident, comfortable and involved. The relationships the kids have built with the other kids.”
Families programme parent

“[The programme] encourages children to be ambitious and to think about the things that they can achieve if they work hard and don’t give up when things get challenging. It is very valuable to their learning both in the classroom and in a wider context.”
Jump2it teacher

“[SSF] provide opportunities through sport for young people which also teaches them transferable skills in which they can use / carry in all aspects of their life.”

“[SSF take] a good holistic approach to the delivery of [ETC] workshops. [They] give the young people responsibility to lead and take part in sessions.”
ETC stakeholder



CASE STUDY: LAURA'S SSF JOURNEY

Laura* was initially referred to SSF through one of our partner organisations. Laura struggled to have structure within her life and said she felt she was ‘lost in the world’. She had a difficult home life, staying between multiple houses. SSF staff worked intensively with Laura over a 16-week period through our Chance:2:Be programme.

Staff supported her to identify a destination of her choice, which she decided was to give up her part time job and pursue her dream job in construction. Staff arranged a support meeting with Laura to discuss options

and create a personal development plan. Weekly phone calls and catch up meetings were put in place to support Laura and help her reach her goal. A referral was put into TIGERS (Training Initiatives Generating Effective Results Scotland) for Laura, and staff supported her to prepare for and attend her interview. She was successful at her interview and completed and passed a full course which specialised in construction. Laura completed a work placement with a local construction company, and she impressed them so much that she was offered a full-time job at the end of her placement!

*Some names have been changed.

WHAT OUR YOUNG PEOPLE SAID



"I've learned there is people to talk to, when things are bothering you there's always someone that wants to listen and help and I have always found the staff at SSF really easy to speak to – the staff are really amazing and they must never change."

Young Leader



"The sessions deliver fun and entertaining activities that provide a positive outlook on life."



"The young people at any of my sessions now understand that it's a good thing to speak about mental health and wellbeing with each other, and how important it is to challenge any negative stigmas around it."

Wellbeing Ambassador



"[I've learned] how to deal with different issues relating to health and wellbeing"



"As soon as I walked in here I felt welcome and safe. I felt in a safe space, it instantly felt like I was a part of a family. It is my house away from home."

Twilight participant

IMPROVING HEALTH AND WELLBEING

Sport and physical activity have a significant role to play in supporting positive mental and physical wellbeing. We allow young people to take the lead in tackling issues, through our network of programmes and beyond. Our youth work approach means we have been successful at engaging those who need support most.

INCREASED ASPIRATIONS

Target
73%

Actual
86%

POSITIVELY CHANGED BEHAVIOURS

Target
70%

Actual
83%

YOUNG PEOPLE REPORTED IMPROVED WELLBEING*

Target
70%

Actual
93%

*Young people that reported feelings of wellbeing against at least one SHANARRI indicator (safe, healthy, achieving, nurtured, active, respected, responsible, and included).

STAKEHOLDERS REPORTED IMPROVED WELLBEING IN YOUNG PEOPLE

Target
70%

Actual
100%



WHAT OUR STAKEHOLDERS SAID



"The difference in [him] is amazing, he now has the ability to make eye contact with you when having a conversation and I never thought he'd ever stand up and present his story board to chat to other people like that."



"The programme brought parents together to speak about daily life, health and wellness. Mental health seemed to be a good topic to most of the parents. Kids are picking healthier options when out shopping too which is a big plus."

Families programme parent



"[SSF] commit themselves to helping others and promote positive relationships between adults and kids, they provide a safe place, support, friendships, and mental health awareness as well, list goes on."



"It has been noted on our reflections that young people are now able to relate coming to basketball as a release from everyday stress and that it's a 'time-out/me time' for them. I believe this is as a direct result in the sessions being ran and discussions taking place with Wellbeing Ambassadors."

Youth Worker



CASE STUDY : SHINING A LIGHT ON MENTAL HEALTH...

Designed to highlight the benefit physical activity can have on mental health and wellbeing, our Wellbeing Ambassadors have delivered workshops they created in partnership and with support from SAMH to a range of organisations and events over the past year.

Workshops were delivered to organisations including Basketball Scotland, NHS, Active Schools Glasgow, and Scottish Disability Sport. Such a wide and varied audience has enabled the Wellbeing Ambassadors to:

- >> IMPROVE THEIR OWN UNDERSTANDING OF THE TOPIC
- >> INCREASE THEIR CONFIDENCE
- >> IMPROVE THEIR FACILITATION SKILLS
- >> IMPROVE THEIR OWN WELLBEING

WELLBEING WORKSHOPS DELIVERED

65

OUR WELLBEING AMBASSADORS' IMPACT:

WELLBEING WORKSHOP PARTICIPANTS

1505

Young People

833

Adults

2338

Total

PARTICIPANTS WHO LEARNED SOMETHING NEW FROM OUR WELLBEING AMBASSADORS

94%

STRENGTHENING COMMUNITIES

WHAT OUR YOUNG PEOPLE SAID

“I have found a second family within my team”
Twilight participant

“I enjoy Active East, cause it is a safe space for me and I feel if I ever need help their always there, as well as being able to go into [the] community and help deliver / do things.”
Young Leader

“It was so lovely to hear someone say something nice about me who just met me 20 minutes ago.”

“I would just say the impact these programmes are having on communities and individuals within those communities is really amazing and important, like I’ve seen people step away from things like gang culture and negative lifestyles to participate in sessions like the ones we provide as a way to better themselves. Its great how many people are bettering themselves in finding a family at their local sessions, it’s just a blessing to be involved at all.”
Young Leader

“[I enjoy] learning new skills and ways to involve and help young people.”
ETC participant

Partnership working and collaboration allow SSF programmes to successfully connect young people to their local communities and access meaningful volunteer and leadership opportunities. Our programme delivery and accessible training mean young people feel empowered and have the skills to “give back” and become inspiring role models to their peers.

COMPLETED COMMUNITY FOCUSED AWARDS

Target	Actual
145	151

VOLUNTEERED IN THEIR COMMUNITY

Target	Actual
280	261*

UNDERTOOK COACHING, MENTORING, OR SUPPORTING ROLES

Target	Actual
230	238

*3-year target exceeded (Target 840, Actual 1034)

VOLUNTEER HOURS CONTRIBUTED

Target	Actual
16000	16943

IMPROVED LINKS WITH COMMUNITIES

Target	Actual
70	147



CASE STUDY : TACKLING ANTI-SOCIAL BEHAVIOUR IN BLACKBURN...

A new Twilight session was launched in Blackburn in partnership with Community Action Blackburn, contributing to the Scottish Government’s Fireworks Action Plan. Community Action Blackburn were tasked with reducing anti-social behaviour around bonfire night through operation Torsion.

Police Scotland reported successful outcomes:

“Following months of planning and partnership working with our local authorities, SFRS, schools, and local community groups, no significant incidents of disorder were reported last night in comparison to previous years.”

SSF worked closely with local partners, with the Twilight session itself providing a safe environment for young people on a Friday night, and diversion from involvement in anti-social behaviour. The session is led by local youth workers and young people who received training through the Twilight Ambassador programme.



WHAT OUR STAKEHOLDERS SAID

“Lochgelly session has been great for boosting the kids’ confidence, taking the lead that they might have never done before. It has taken the kids of the streets on a Friday so there is less anti-social issues. The bullying has went down because the kids are working together instead of apart. The Lochgelly session is very inclusive to everyone no matter what their abilities are.”
Twilight parent

“It’s amazing that an hour ago none of these girls were talking to each other and now they are giving each other high fives and hugs when playing in the same team, it just goes to show the power of sport.”
Coach

“I liked that the staff were really good with [my son] and were so patient with all that the kids through at them and [my son] learned how to work in a team and made friends which he really struggles with. I learned a lot about myself and I think any parent with a child who is struggling could benefit from knowing they are not alone and this group will help them with this as it has been for me and [my son].”
Families programme parent

CASE STUDY

SHELL TWILIGHT BASKETBALL : KODIE'S SSF JOURNEY



"Kodie is the youngest volunteer we have within the Active Champion programme, however you would not know this if you were to see Kodie. She has taken on more and more responsibility and has developed into such a caring, kind and a genuine lovely girl with a heart of gold. I'm so proud of the young person she has blossomed into and we are very lucky to have her as part of our organisation."

SSF Coordinator



Kodie has been attending the Shell Twilight Basketball session in Wellhouse since 2014. Since then, her journey has been a rollercoaster ride of challenge & resilience! Kodie first became involved with SSF when she was playing in the street in Wellhouse where she was approached by a Twilight coach who asked if she was interested in playing basketball.

Kodie had never heard of basketball before but thought she would give it a try. Kodie soon learned that she loved the sport and was keen to learn skills, techniques and to come along to the Twilight session every Friday night.

At the beginning, it's fair to say and by her own admission, Kodie showed

troubling behaviour and was disruptive within the session: refusing to listen to staff and often getting involved in arguments with other participants. The Twilight coaches invested a lot of time and energy to deliver 1-2-1 support for Kodie, getting to know her and finding out more about what she wanted and needed from the session. Kodie also took part in educational workshops delivered by the coaches covering a range of topics affecting the young people in Wellhouse.

Kodie soon started to use basketball to turn things around and fell in love with sport. So much so that when she started secondary school, she was selected to be part of the Basketball Scotland school of basketball programme, which was a huge achievement for Kodie. One which she was very proud of and couldn't wait to tell her Twilight coaches about! It was clear for everyone to see that Kodie's behaviour was dramatically changing, her confidence had grown and her outlook on life completely changed for the better. When asked about her behaviour between then and now Kodie said, **"I've matured a lot since becoming involved with SSF, I used to get into trouble all the time both in and out of school but now I'm a role model for other people who may need it."**

Kodie attended the Twilight National Tournament in 2018, where she was introduced to the Active East programme and volunteers who were delivering multi-sport activities on the day. Kodie was fascinated and wanted to become an Active Champion herself. Kodie came along to a residential where she learned more about taking on responsibility, working as a team, and



"The first time I met Kodie was during the summer, about 2 weeks into coaching the Wellhouse session. She was like a mini tornado, 'causing it' everywhere she went. Over the summer months, we formed a great relationship and she started helping at the session. It's honestly so wonderful to see how far she's come. I couldn't be happier for her and I'm so glad she listened to me (at least once) when I told her about the opportunity to become an Active Champ. She was so buzzing to go away on her first 'Resi' with the team. The first Friday she came back, she was like a little tornado again, but this time she was 'causing it' with pure joy and excitement!"

Twilight coach

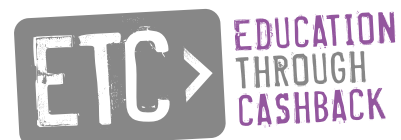


setting goals for her future volunteering. Kodie quickly picked up all the tools and skills she needed to start her volunteer placement which was back at her Twilight session in Wellhouse session where her journey with SSF began!

Kodie wanted to give back to her community and to the programme that helped her get to the stage she is at now. Kodie is now a positive role model within the Twilight session and helps run the session run every week. Kodie has also taken on a second volunteer placement within one of Active East partners 'Connect Community Trust' who host a range of activities in the community, including youth clubs for young people and afternoon teas for elderly people who struggle with isolation.

Kodie has developed so much as a person and was named a finalist for the 'Inspiring Journey of the Year' award at the SSF Awards Night 2020. This demonstrates the continuous commitment Kodie has invested in her own personal development journey through Twilight and volunteering in multiple SSF programmes. Kodie aims to keep working hard at school and to keep learning more from her volunteering experience, and she already can't wait to take on one more volunteer placement with another local organisation, PEEK, as soon as she is old enough!





CASE STUDY

EDUCATION THROUGH CASHBACK AND CHANCE:2:BE : MAKING ACCREDITATION ACCESSIBLE TO ALL

Over the past 12 months, SSF have been delivering SCQF-accredited Education Through CashBack (ETC) qualifications as part of our Chance:2:Be programme. Chance:2:Be uses a combination of youth work and sport to deliver a 16-week personal development programme for young people who are disengaging from education, at risk of becoming a 'school refuser', unemployed, or struggling to engage in the school environment.

The programme is delivered one day per week at a community centre in the East End of Glasgow. Young people complete qualifications such as a communication, goal setting, session planning, first aid, and conflict resolution in a fun and inclusive environment. Active learning

is used throughout the programme, encouraging peer teaching, group work, and creative learning techniques.

For many of the young people we are engaging with they often have had a negative experience of education, or struggle with reading, writing, and concentrating for long periods of time. We have worked closely with the ETC tutors to adapt workshop content to meet the needs of the young people, considering literacy skills, confidence, and suitable learning environments.

Our most recent programme saw eight young people successfully engage and complete the programme. For these young boys this was an incredible achievement.



Three of the people on the programme had completely disengaged from education and were classed as "school refusers". One of them in particular gained seven qualification and had 100% attendance at the programme.

Delivering ETC within Chance:2:Be has been an excellent opportunity to offer young people tangible accreditations out with a school setting. These young people are fully capable of learning and developing new skills but have not been given the opportunity in an environment and format that works for them.

Our tutors and staff have taken a person-centred approach, adapting the existing delivery model in order to meet the needs of the young people

participating. Those that engage with the programme often face various challenges when it comes to education and we have a unique opportunity to use sport and youth work to enhance and encourage their learning through ETC.

The staff within the programme have fostered excellent relationships with the young people which has been essential when delivering the ETC modules. These relationships also play a key role in providing a safe and familiar learning environment. This has been an excellent learning opportunity for our tutors that we can replicate with other groups and our wider delivery team to support those facing similar challenges across Scotland.



"Through the ETC programme, we work together with the young people, building upon their starting points and interests to adapt the modules. This approach empowers the young people to get the best out of themselves. We explore, find solutions, and problem solve together. The young people are truly at the centre of this ETC approach."

Victoria Clark, ETC Tutor



CASE STUDY

SSF FAMILIES: CLAIRE'S SSF JOURNEY

Claire* first became involved with SSF in September 2019 as a young participant at our Families Programme in Barlanark. Claire was one of our oldest participants in this group which consequently made the younger participants look up to her. Despite being very shy and introverted, Claire slowly became a role model for the young people. During the "Pathways" session, guest speakers from SSF came in to talk through their programme of upskilling Young Leaders and providing them with volunteer opportunities. After this session it was clear that Claire wanted to become a Young Leader after completing the programme.

On completion of her first ever Families programme, it was clear that her confidence had grown significantly over the 10 weeks. This was witnessed by her mum, who commented, "It has been amazing. Claire is now much more

confident, happy to do new things, is smiling a lot more and no longer needs me constantly by her side. Before she just came home and sat in her room by herself and didn't go out".

Claire herself has noticed the changes that have occurred, "I'm better at talking to people and I'm more confident. I know it was because of the sessions because I tried something new and everyone was so encouraging for me to try new things and I just got more and more confident along the way."

Staff were also delighted with the progress that she had made and excited for her journey to continue, "I would be more than happy to have Claire volunteer on our next Families programme. This would build on her excellent achievements; it would allow her to develop into other areas in due course whilst meeting new friends."

Having completed the Families programme herself, Claire was supported in volunteering at the next Families programme. As she had already completed the programme and she knew the environment and the leaders, she was keen to give back by further supporting other young people.

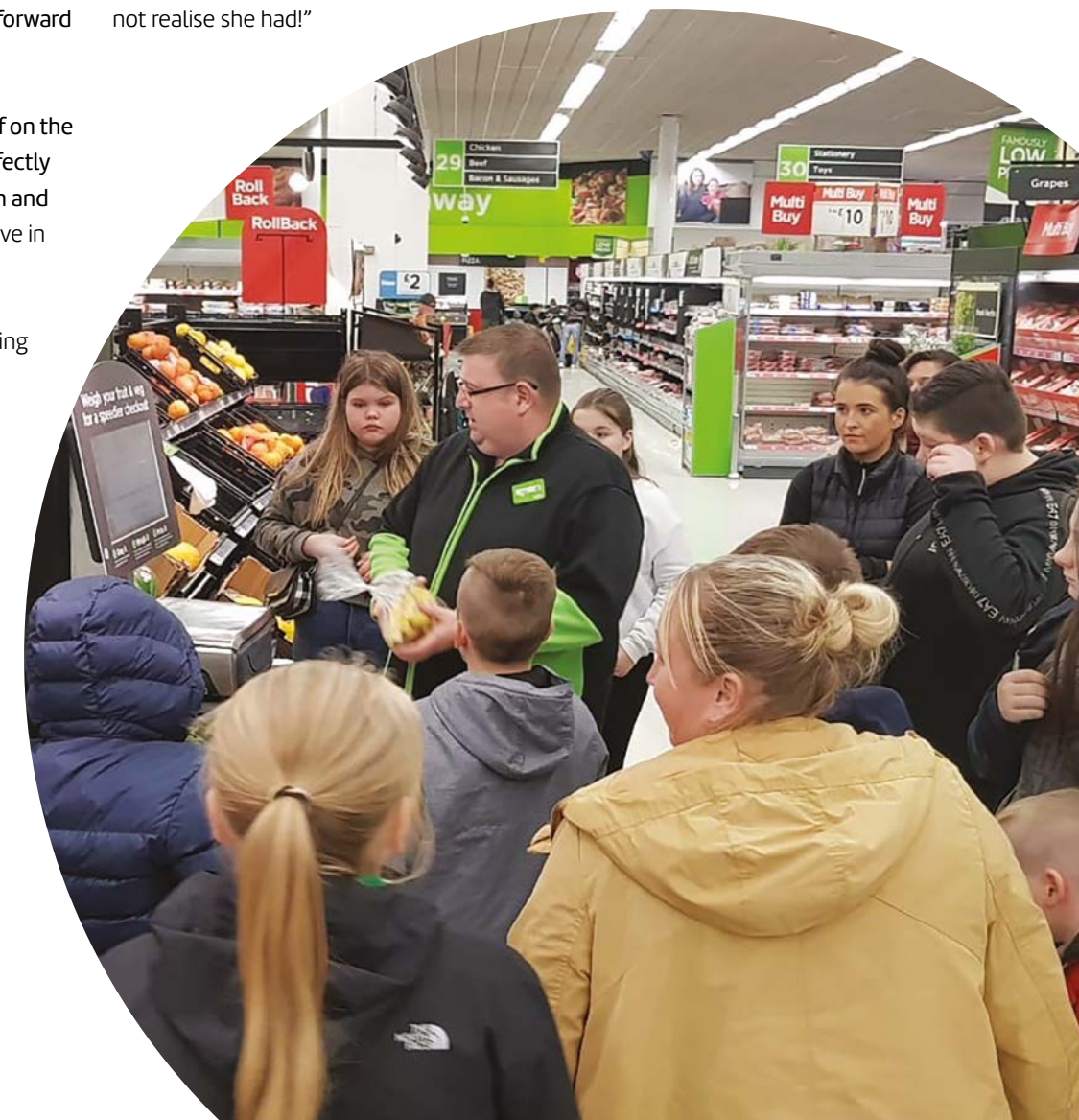
Claire becoming a Young Leader was a perfect opportunity for her confidence to grow further, undertake new leadership and volunteering roles and gain further accreditation. This was a fantastic chance for Claire to further friendships with other Young Leaders volunteering at the Families programme. This also provided her with a strong support network as she settled in being part of the team.

Young Leader Coordinator, Ally, chatted with Claire and they discussed how she, "was really nervous about volunteering at the families programme but once she went along once she was looking forward to the sessions every week".

The following comment from staff on the Families programme sums up perfectly the journey that Claire has been on and that we hope she continues to thrive in the future:

"Claire has flourished since attending the Families programme. Her first few weeks in the first programme she was extremely shy and did not have the confidence to fully engage within the sessions. After attending the programme for a few weeks, she then started to come out

of her shell by making friends with the other participants. Despite Claire being the eldest of the group, the younger participants looked up to her and Claire then began to take on more of a leadership role. Not only did we witness her confidence grow, her communication skills improved too. She is always the first to admit she can be "uncomfortable" in certain social settings, however through the programme, we have seen her become an inspiration to the younger participants which has instilled a confidence in her that she did not realise she had!"



OUR FINANCE

2019/20 marked the final year of investment from Phase 4 of CashBack for Communities, and our twelfth year as part of the CashBack portfolio. Moving forward, we are delighted to have secured renewed 3-year investment for CashBack Phase 5.

During the last financial year SSF have, in line with strategy and programme development, sought to further develop relationships with existing and new funders and supporters. Significantly in the last 12 months we have further developed our relationship with **sportscotland**, with a 4-year investment and partnership agreement focussed on mutual shared learning as well as supporting our move to a regional infrastructure.

We are extremely grateful for all funding secured for 2019/20 from:

- > BIG LOTTERY
- > CHILDREN IN NEED
- > CHILDREN'S LOTTERY - CHANCE TO SUCCEED
- > CLYDE GATEWAY
- > CO-OP LOCAL AREA FUND
- > FORTEVIOT CHARITABLE TRUST
- > GANNOCHY TRUST
- > GLASGOW AREA PARTNERSHIP
- > JOAN BRAITHWAITE SAILING TRUST
- > SCOTTISH GOVERNMENT - CASHBACK FOR COMMUNITIES
- > SCOTTISH GOVERNMENT - INVESTING IN COMMUNITIES
- > SCVO - COMMUNITY JOBS SCOTLAND
- > SHELL
- > SPIRIT OF 2012
- > SPORTSCOTLAND
- > THE ROBERTSON TRUST

Social Enterprise

There has been an increase in earned income, with specific support from the board pulling on social enterprise expertise. As always, young people have been involved throughout the product development process, and a shift in focus has resulted in **£76,329** being generated.

Fundraising and Corporate Relationships

With a rejuvenated fundraising committee, **£58,286** was earned from a variety of events across the year. We have strengthened our corporate relationship with Barclays and, included in this figure, was **£9,399** of match funding across 3 events. We would like to express our great thanks to the staff at Barclays who have volunteered to support SSF.

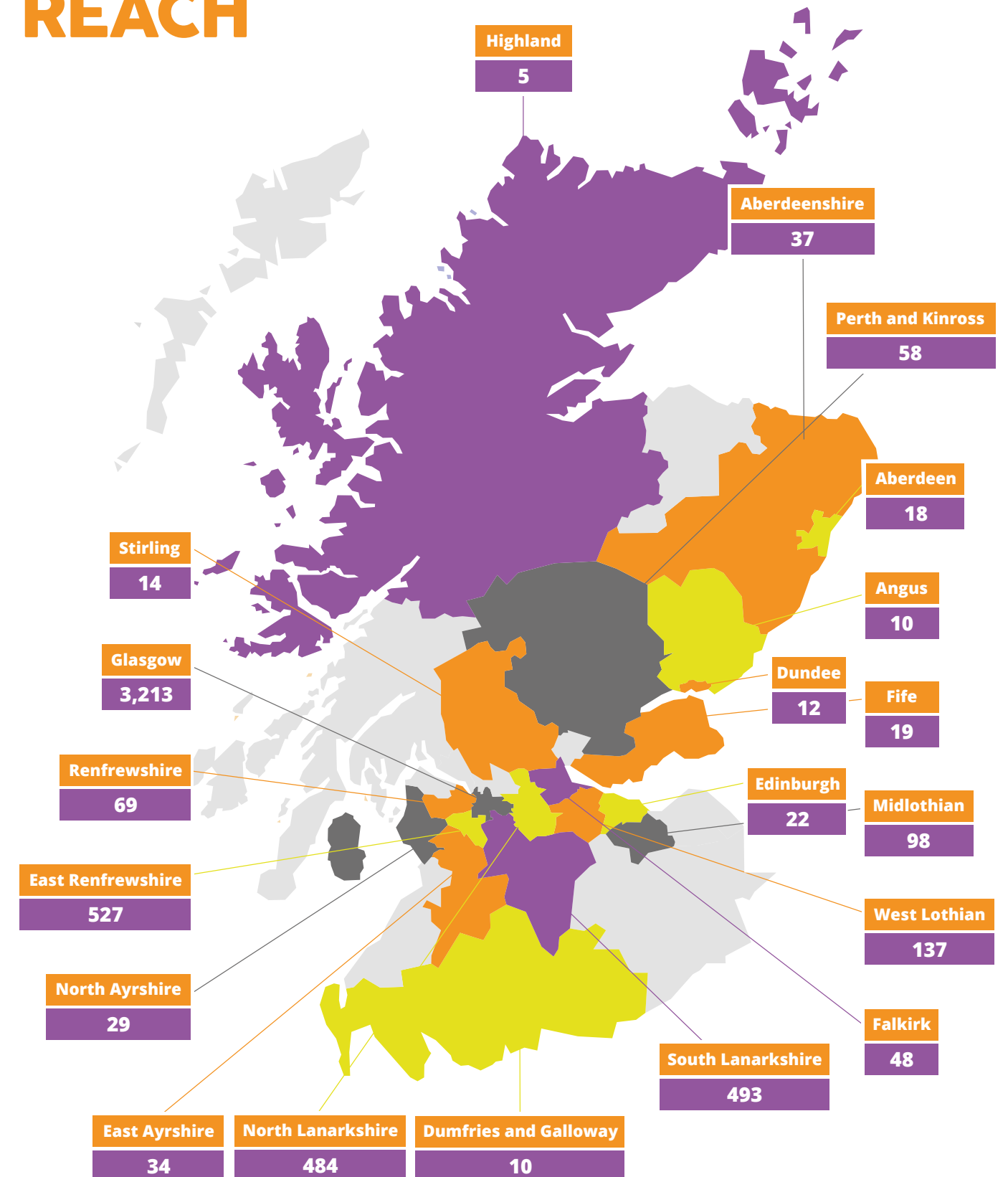
Our annual Awards Night was again a roaring success with new relationships established, an opportunity to showcase impact and essential funds raised. We were especially grateful for support from our award sponsors: Active Scotland, CashBack for Communities, Clyde Gateway, Firstport, Greenwood Moreland, Melvin Creative, Radisson Blu Hotel, Scottish Club Sport, Scottish Football Partnership Trust, and **sportscotland**.

Our corporate partnership with JP Morgan's 'Force For Good' initiative culminated in the launch of our new CRM system, bringing processes up to date and underpinning a business approach as we grow and develop. We also received pro bono support from Morgan Stanley, who helped us relaunch our website to align with the new look and feel of our three-year strategy.



We are also delighted this year to have gained accreditation as a Living Wage employer.

OUR REACH



LOCAL AUTHORITY

NEW PARTICIPANTS

OUR COMMUNICATIONS

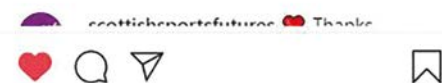
HIGHLIGHTS



connorpomroy • Follow
Stranraer

connorpomroy In april 2018 my life changed being invited to an ambassador weekend in Perth and I have never looked back since so many more opportunities for myself to go away and become a wellbeing ambassador building confidence on taking coaching sessions also to give the younger generation an insight on how we can beat challenges that we face in day to day life's and the list goes on. I never really knew what I was getting myself in for but I'm glad I made a cracking decision to join this happy @scottishsportsfutures family. This year 2020 after the pandemic leaves big plans are starting so buzzing and can't wait to get fully started its onwards and upwards from here.
#startedfromthebottomnowwhere
#bigplans
#teamworkmakesthedreamwork
#SSFfamily #onwardsandupwards
#myssfchallenge 🙌🏻💪🏻

5w



CHANGING LIVES THROUGH SPORT



THE CONTRIBUTION OF YOUNG LEADERS



Launch of our SSF newsletter.



Our annual Awards Night took place in February 2020, supported for a third year by title sponsors **sportscotland**.



One of our young people was named a finalist for the Evening Times Community Champion Award.



Launch of our new three-year strategic plan, setting out our goals and ambitions for the coming years.

CAMPAIGNS



SHINING A LIGHT ON MENTAL HEALTH



SPORTSCOTLAND SSF AWARDS NIGHT 2020

PRESS COVERAGE

LAUNCH OF OUR NEW SHELL TWILIGHT BASKETBALL SESSION IN FRASERBURGH

"North east basketball sessions launched to tackle anti-social behaviour"

"Free Basketball for Fraserburgh Youth"

AWARDS NIGHT 2020

11 articles across Glasgow, Stirling, Falkirk, Fife, North Ayrshire, and national press

PROFILING SSF AND CHANGING LIVES THROUGH SPORT

"Sport is on hold but its power to change is not"

"Charity is 'changing lives through sport'"

THE AMAZING YOUNG LEADERS RUNNING THE SHELL TWILIGHT BASKETBALL SESSION IN BENARTY

"Safe Benarty base for wellbeing and having fun"

THE WORK OF OUR WELLBEING AMBASSADORS

"Nairn wellbeing ambassador helping to improve the mental health of people through sport"

"Irvine youngsters use sport for better mental health and wellbeing"



SOCIAL MEDIA

TOTAL
TWITTER
IMPRESSIONS

723,600

UP 8%

TOTAL
FACEBOOK
IMPRESSIONS

138,971

UP 83%

TOTAL
SOCIAL MEDIA
FOLLOWERS

4,044

UP 948



SUPPORT

We are incredibly grateful to receive continued support from both Loop PR and **sportscotland** around our communications and marketing. This year, we have also received generous in-kind support from Morgan Stanley to help build our new and improved SSF website.

EXTERNAL EVALUATION

SSF CashBack funded activity is subject to external evaluation, undertaken for Phase 4 by Research Scotland. This year's report reviews the final year of Phase 4 delivery, and the outcomes achieved during the three-year delivery Phase. A full report will be published, however key findings and conclusions are highlighted below.

THIS YEAR, RESEARCH SCOTLAND UNDERTOOK:

- Review and analysis of participant data
- Analysis of annual surveys with participants and stakeholders
- Interviews with key SSF staff
- Case study interviews with two young people

FINDINGS

STAKEHOLDER SURVEYS HIGHLIGHTED:

- SSF are often focused on bringing about change for young people facing significant challenges.
- SSF's participative approach and engagement of young people at all levels of decision making.
- The value of SSF staff's commitment, care, encouraging approach and the motivational nature of SSF activities.
- How enjoyable SSF activities are for young people.
- The important role of staff attitudes in delivering positive outcomes.

YOUNG PEOPLE SURVEYS HIGHLIGHTED:

- The approach and impact of SSF staff and volunteers, which was seen as a key strength.
- A wide range of different activities that had been important to them or had worked well. This varied depending on their involvement and individual experiences.
- Specific areas of learning of training they had learned from or found beneficial.



CONCLUSIONS

REACH AND ENGAGEMENT

- Monitoring data on participants suggest that SSF successfully engaged with a mix of young people in terms of gender. Ethnicity and disability data was largely reflective of the wider population in Scotland.
- Socio-economic data suggests SSF has continued to strongly engage with young people living in, or going to school in, areas of very high levels of deprivation.
- Data shows SSF has consistently exceeded most of its outcome targets annually, and by the end of the Phase has exceeded all of them.

IMPACT

Data collated over the three-year delivery period suggests:

- SSF has had a very significant impact on volunteering and leadership development. Young people contributed a huge number of volunteering hours (50,688), equivalent to around 36 full time staff members, in terms of time input.
- The majority of young people and stakeholders feel that SSF involvement has led to improvements in young people's confidence, ability to do new things, skills, aspirations, behaviour, and wellbeing.
- SSF's strong relationships between staff and young people have supported young people to aspire for more, and engage in education and training.



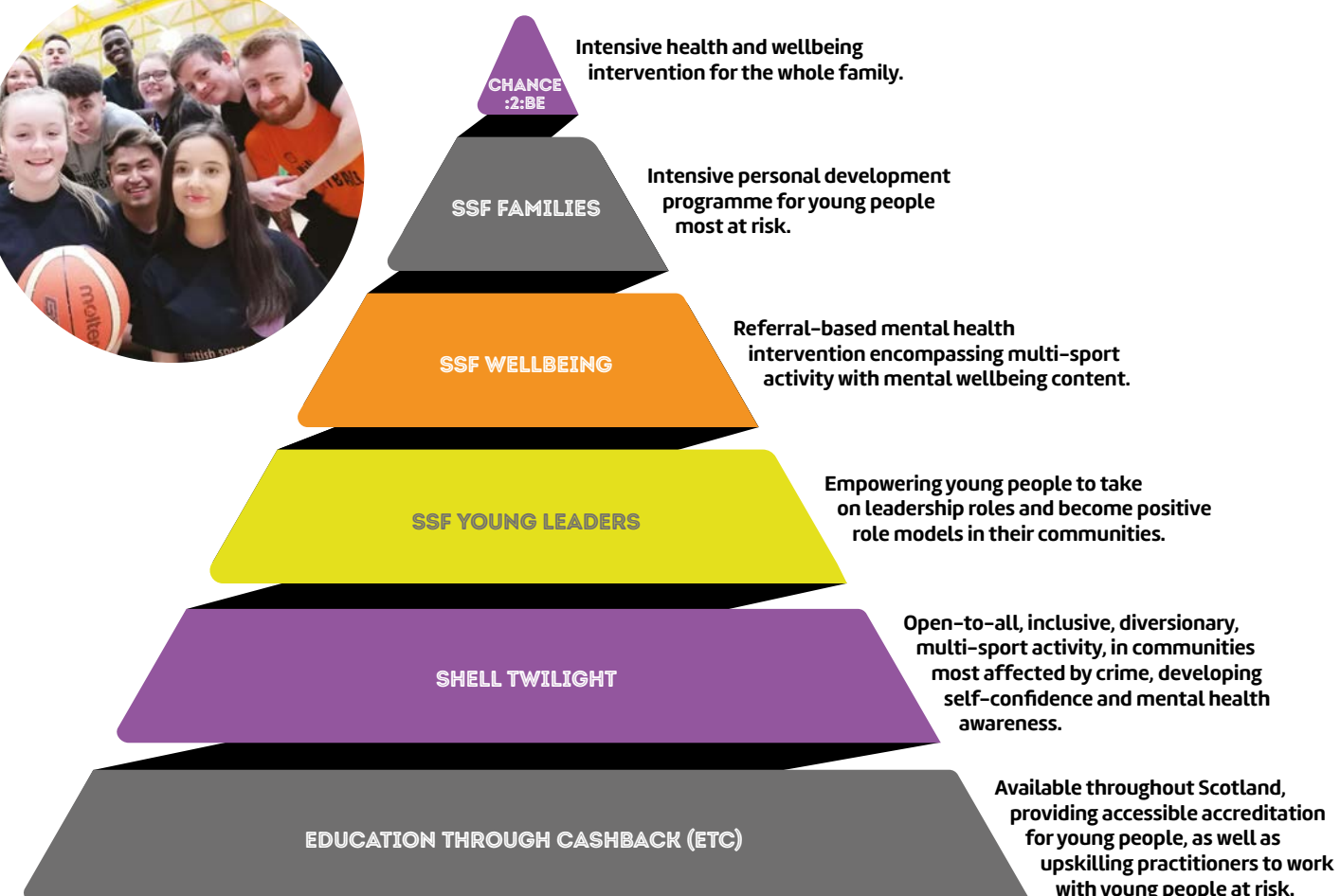
OUR ORGANISATIONAL DEVELOPMENT



As a result of our strategic review, our board and senior team took the decision to re-organise and re-structure. As well as programme specific staff, we will move to a regional infrastructure, allowing us to take a more place-based focus. As part of this process, long standing members of the team took the decision to move on and we will base a team in Stirling and staff in North Ayrshire. In addition to this, we will have a National Team and a team covering Glasgow and the West, both of which will remain based in Glasgow. We have forged a new partnership with **sports**scotland, allowing us to strengthen relationships across local authorities, and to work together Changing Lives Through Sport.



OUR FUTURE PLANS AND PRIORITIES



Looking ahead to the next three years, we are delighted to have secured investment from a variety of sources, including **sports**scotland and Phase 5 of CashBack for Communities, to allow us to deliver our ambitious strategy plans. We have engaged the University of the West of Scotland's Criminology department to carry out external evaluation of our work and are excited about the collaboration, exploring the relationship between policy, practice, and research.

Our focus for the next three years will be on diverting young people from entering the criminal justice system, combining youth work and sport to offer tangible and lifelong routes into positive destinations. We will work closely with strategic and local partners to share learning, and our ETC programme will expand to include a mental health module being developed with SAMH and our Wellbeing Ambassadors. We have worked closely with the Violence Reduction Unit to include research and information on Adverse Childhood Experiences and trauma to ensure our own practice is trauma informed. Our programmes will be targeted, referral based, and delivered with love, care, and empathy. As ever, young people will be at the heart of our work. We will deepen existing relationships and form new ones to ensure joined up collaborations and genuine partnerships, with the common mission of transforming the lives of Scotland's young people.



OUR OUTCOMES

Outcome 1: Young people build their capacity and confidence

Young people report increased confidence/capacity	4,916	3,600	17,621	10,800	6,821
Young people report they are able to do new things	4,418	4,380	16,546	13,140	3,406
Other stakeholders report increasing confidence in young people	98%	60%	93%	60%	33%
Young people go on to do new things after initial CashBack involvement	3,936	4,200	14,822	12,600	2,222

Outcome 2: Young people develop their physical and personal skills

Young people achieve accredited learning	1004	650	2,565	1,950	615
Young people report an increase in their skills	5,050	4,200	19,275	12,600	6,675
Other stakeholders report skills increasing in young people	100%	70%	97%	70%	27%

Outcome 3: Young people's behaviours and aspirations change positively

Young people report increased aspirations	4,567	4,380	16,439	13,140	3,299
Other stakeholders report increased aspirations in young people	95%	70%	91%	70%	21%
Young people positively change behaviours	4,427	4,200	17,304	12,600	4,704
Other stakeholders report positive changes in young people's behaviour	93%	70%	87%	70%	19%

Outcome 4: Young people's wellbeing improves

Young people improve wellbeing	4,924	4,200	18,883	12,600	6,283
Other stakeholders make positive comments about wellbeing against one of the relevant SHANARRI indicators	100%	70%	95%	70%	24%

Outcome 6: Young people participate in activity which improves their learning, employability and employment options (positive destinations)

Young people achieve positive destinations	75	150	477	450	27
Young people accessing learning (including staying on at school)	1,007	890	3,187	2,670	517
Young people progressing to training	1,006	930	3,007	2,790	217
Young people volunteer following completion of programme	248	290	1,050	870	180
Young people gaining employment	63	60	186	180	6

Outcome 7: Young people participate in positive activity

Young people participating in positive activity	5,320	6,000	21,140	18,000	3,140
Young people new to the activity	3,953	4,460	14,677	13,380	1,297

Outcome 9: Young people contribute positively to their communities

Young people go on to volunteer/leadership role in community organisations	261	280	1,034	840	194
Number of hours volunteering contributed by young people	16,943	16,000	50,688	48,000	2,688
Number of community focused awards gained by young people	151	145	470	435	35
Young people feel contribution and links with communities improved	147	70	571	210	361
Other stakeholders perceive that young people's contribution and links with community improved	66%	60%	65%	60%	6%
Young people undertake coaching, mentoring or supporting roles	238	230	767	690	77

ACTUAL ACHIEVED

TARGET

EXCEEDED TARGET

OUR SUPPORTERS

WE ARE INCREDIBLY GRATEFUL TO OUR MANY FUNDERS, SPONSORS, PARTNERS, AND OTHER SUPPORTERS.



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