



WE LISTEN, WE SUPPORT,  
WE TAKE ACTION  
For Scotland's vulnerable  
children and families

journeys towards a

# brighter future



childhood isn't  
always plain sailing



my mum and dad weren't able to take care of me,

ANGRY WORRIED  
ANXIOUS CONFUSED



with our support,  
destinations can change.



I was sad and alone. Then I went to CHILDREN 1ST. I like spending time with them.

HEARD RELIEVED OPTIMISTIC PROTECTED  
CONFIDENT HAPPIER REASSURED POSITIVELY





I told them what scared me. I could talk to them. Now I don't feel so alone.

CALMER  
SECURE  
SUPPORTED  
HOPEFUL  
FREE  
SAFE  
HEARD  
CONFIDENT  
SUPPORTED  
HEARD  
CONFIDENT  
SAFE

## From the Chair

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In this annual review we will describe how CHILDREN 1<sup>ST</sup> supports vulnerable children and their families so that every child grows up in a healthy, happy, safe and secure environment.

During the last year our staff, volunteers and partners have responded to the challenging conditions in which we are operating. The combination of a struggling economy and the pressures on our statutory funding creates uncertainty about funding, but the most concerning feature is the increasing stress and difficulty we find among the children, young people and families who we seek to help. During 2011-12, CHILDREN 1<sup>ST</sup> has reached and helped many thousands of vulnerable children and young people here in Scotland. We do not dwell on what could have happened had we not been able to help, we simply redouble our efforts to reach and help more of those who are in need.

CHILDREN 1<sup>ST</sup> provides services in 18 local authority areas, from the Highlands to the Scottish Borders, and throughout all of Scotland via national services.

We are a charity which has the ability to reach vulnerable children and young people in their local communities to improve their lives and life chances. CHILDREN 1<sup>ST</sup> also has the platform to work across all parts of the country as a result of our national services. It is on this basis that we will continue to develop ParentLine Scotland and Safeguarding in Sport. The momentum given to our support for kinship carers through the increased financial resources awarded by the Scottish Government is enormously welcome. The kinship carer community has been undervalued and under-supported in Scottish society for too long and we hope to be able to help increasing numbers of kinship carers and the children and young people in their care in the years ahead.

On behalf of the board, I would like to thank all of our staff and volunteers for their inspiring commitment and caring approach and to thank our members, supporters and funders for their generous contributions without which we could not reach the vulnerable children, young people and their families who need our help.

**Graeme Bissett**  
Chair

## vision

A happy, healthy, safe and secure childhood for every child and young person in Scotland.

## mission

By working together with, and listening to children, young people, their families and communities, and by influencing public policy and opinion, we help to change the lives of vulnerable children and young people for the better.



# values

At CHILDREN 1<sup>ST</sup> we are motivated by the desire to make the best possible difference to the lives of Scotland's vulnerable children, young people and their families.

This is reflected in everything that we do.

The following values guide how we do this:

1. Involving others in our work.
2. Treating everyone with respect.
3. Being the best at what we do.
4. Being responsible and accountable.

## From the Chief Executive

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We have been taking action to secure a brighter future for Scotland's vulnerable children and families for over 127 years now. We know from our experiences over this time and through listening to those we support, that children thrive best when they are cared for by their family, whether this is by their parents or their wider family.

The earlier vulnerable families can access support, the greater chance there is of the children staying safely either with their parents or their wider family. Providing the right support at the right time to families is crucial. Through every part of the process, the child's best interests and needs are at the heart of what we do. We put this into practice wherever we can across all our services, helping more than 4,700 vulnerable children, young people and their families each year.

In 2011 the Scottish Government awarded CHILDREN 1<sup>ST</sup> the contract for Scotland's National Kinship Care Service. This enabled us to offer training and outreach events for those looking after children on behalf of relatives or friends, as well as a dedicated kinship care helpline through ParentLine Scotland.

We will continue to work alongside kinship carers and children living in kinship care arrangements to identify gaps in the provision of support, which is desperately needed, and to determine how best to address issues that impact on them and their families.

We are aware that the coming years will continue to present challenges for the children and families we help and also for us as an organisation. However by working together and regularly reviewing our resources, we are confident that we will continue to provide the essential services that Scotland's vulnerable children and families need.

Looking to the future, we aim to develop our services further. We will continue to work hard to raise funds and work even more closely with our volunteers, whose contribution is so valuable. We have plans already underway to develop community delivery models. Working in partnership with communities, we aim to strengthen their confidence and ability to safeguard local children and young people.

**Anne Houston**  
Chief Executive

We will continue to drive  
change until our Vision of  
a happy, healthy,  
safe and secure  
childhood for  
**every child**  
and young person in Scotland  
becomes a reality

# Keeping it in the family

CHILDREN 1<sup>ST</sup>, formally known as the Royal Scottish Society for the Prevention of Cruelty to Children (RSSPCC), has been working to build a brighter future for Scotland's vulnerable children and families for over 127 years.

Although much of our work is very different from those early years, we continue to rely on public support and always put children and their families at the heart of what we do.

We listen, we support and we take action by delivering national and local services across Scotland, which all place the child at the centre. We work to safeguard children and young people, to support them within their families and to help them to recover from abuse, neglect and violence. We speak out for children's rights and we campaign to change attitudes.

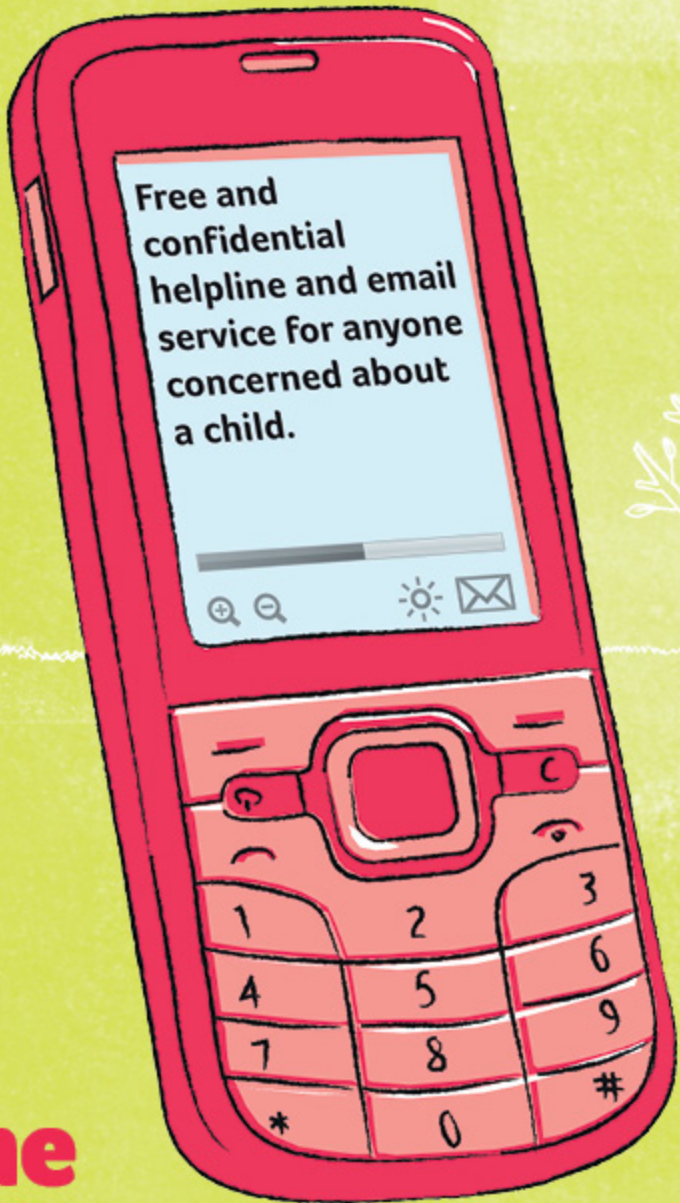
In 1998 we pioneered the use of Family Group Conferencing in the UK as a way of bringing extended families together to find solutions for problems affecting their children.

In 2011, we launched Scotland's first National Kinship Care service, funded by the Scottish Government, to support relatives or friends who are looking after a child because they cannot be looked after by a parent.



We are proud of our history and what we have achieved since the charity was established in 1884, but we know that there is still much to do. We will continue to drive change until our vision of a happy, healthy, safe and secure childhood for every child and young person in Scotland becomes a reality.

***We believe that children thrive best when they are cared for by their family, whether by their parents or their wider family.***





Free and  
confidential  
helpline and email  
service for anyone  
concerned about  
a child.



**ParentLine**  
SCOTLAND 08000 28 22 33

# We Listen

Listening is an important first step in reaching a positive conclusion in any family situation. Through our services across Scotland, we provide vulnerable children, young people, families and anyone concerned about a child a place to turn to when they need it most.

Our trained staff and volunteers work with children, young people and families to help them articulate, work through and understand their feelings and experiences, so they can move on positively.

We support parents, kinship carers and anyone concerned about a child through the national ParentLine Scotland helpline. The service offers a confidential space where people can vent their frustrations, share their concerns and ask the questions they feel they cannot ask family members or friends. The helpline worked with over 3,100 people last year via telephone and email.

With support from the Scottish Government for the National Kinship Care service, we increased the opening hours of the helpline, allowing access to advice and support seven days a week. Going forward the service will be available 365 days a year.

Our abuse and trauma recovery services across Scotland help children and young people to open up and talk about their harrowing experiences.

Allowing children and young people to talk to someone who they trust and who they know will listen is a vital stage in the recovery process. This helps them to make sense of their experiences and encourages them to develop trusting relationships with safe boundaries in the future. In 2011, thanks to new funding from the STV Appeal and the Big Lottery we were able to expand our services in this area.

Until March 2012, ChildLine in Scotland was managed by CHILDREN 1<sup>ST</sup> on behalf of the NSPCC. Through this helpline we provided a service to many thousands of children every year. Family relationships and bullying were the most discussed topics between ChildLine trained volunteers and the young people who use the service. Sadly physical and sexual abuse, as well as loneliness, also remained within the top ten issues. A planned review of ChildLine positively highlighted our successful management of the service. Going forward the NSPCC will manage the service directly as part of their changed strategy in Scotland.

***Allowing children and young people to talk to someone who they trust is a vital stage in the recovery process.***





## One kinship carer's story, by Alison:

Our granddaughter Isla came to live with us because of her mum's substance misuse issues. When Isla arrived she had only the clothes she had on which were dirty and her underwear was soiled.

Although we got no financial help we bought new clothes for her, including a warm winter coat and school uniform. She needed proper winter shoes and clothes for everyday use, as well as toys and bedding.

After a few months, we realised that Isla's care needs were such that I gave up work – this despite working throughout raising my own children. My husband also took a step down at work so he could have more time and energy to invest in supporting Isla. This has all had a major financial impact on our family.

(All names have been changed to protect the identity of the individuals)



In a short space of time, the impact of a secure environment on Isla has been huge. She now eats healthily, and has a warm, clean house to live in. She has toys that she feels secure enough about to have named (something she never did before because she knew they would disappear). Isla also attends school regularly – and has moved from being in the bottom section of the class to the middle.

I've phoned the kinship care helpline at ParentLine Scotland a few times and it has been great – somewhere safe where I can offload a bit and get some emotional support to carry on.

I've been to a few CHILDREN 1<sup>ST</sup> kinship care forums locally and they have helped. Going to the CHILDREN 1<sup>ST</sup> conference showed how many kinship carers there are and allowed me to find the support I needed. It was nice to be able to speak to people who know what we were going through and know there is a helpline I can use.

I've benefited from practical support from a range of sources and also accessed some training on child development, but would really like more, especially around coping strategies with Isla's increasingly aggressive behaviour and also supporting her schoolwork.

“  
**...the kinship care helpline at ParentLine has been great – somewhere safe where I can offload a bit and get some emotional support to carry on.**  
”



**“I’m 13 and live with my grandparents. I enjoy it. There’s always electricity and heating so it’s never cold. I started living with them ever since I was little. I’ve had a terrible past but my gran always makes it better.”**

Quote taken from 'Stories from Young People in Kinship Care in Midlothian'

# We Support

Every family is unique and we truly believe most families want to do their best for their children. CHILDREN 1<sup>ST</sup> is committed to providing support to equip families to take decisions and make changes which improve the lives of their children.

Many of the families we work with try to do their best for their children, but struggle to cope with issues such as drug and alcohol misuse, poverty, isolation and absence of wider family support. At CHILDREN 1<sup>ST</sup> we offer support in many different ways, to keep the child within the extended family when it is safe to do so.

CHILDREN 1<sup>ST</sup>'s family group conferencing service supports the wider family to come together to talk about and make decisions based on the best interests of the child involved. Sometimes if the parents of a child are unable to look after them properly, a family group conference can help to identify someone else within the family who can look after the child such as an auntie or uncle or their grandparents. This means that the child does not have to be accommodated. Instead of being taken into care they have the stability and security of remaining within the extended family.

In 2011-12 we developed the National Kinship Care service, including expanding ParentLine to offer support to kinship carers. Kinship care callers were predominantly grandmothers although we have been contacted by a whole range of kinship carers from aunts and uncles to friends of the family.

We conducted a national survey to hear carers' views on the support they need for their families. We held four regional fora, several outreach meetings, training workshops, and a national conference entitled "Keeping it in the Family", which brought together 180 carers and professionals to celebrate the success of kinship care for vulnerable children and young people.

Children and young people can sometimes feel lonely, overwhelmed and be without a supportive adult who they can trust and share with. Our befriending services match up children and young people who are experiencing difficulties in their lives with trained volunteer befrienders. Our befrienders support the child or young person by spending time with them, and providing a positive role model for them. Sometimes they just sit down for a couple of hours and chat. Other times they take them to the cinema, cook together, or go to the park. Time spent together is precious. The child or young person feels encouraged, supported and more positive about their life and their future.

***Children and young people can sometimes feel lonely and be without a supportive adult who they can trust***



IT IS EVERYBODY'S  
RESPONSIBILITY TO  
PROTECT CHILDREN,  
YOUNG PEOPLE AND  
THEIR FAMILIES



# We Take Action

It is everybody's responsibility to protect children and young people. At CHILDREN 1<sup>ST</sup> we actively encourage key influencers to recognise this and to take action.

We provide a strong public voice for Scotland's children and young people and use the knowledge gained within our services to shape public policy, opinion and actions. We do this by engaging with politicians, civil servants, local authorities, media, bloggers and the general public to inform them of the work that we do, the changes we would like to see happen and how they can help.

This year CHILDREN 1<sup>ST</sup> responded to 25 Scottish Government and Scottish Parliament consultations. These ranged from draft regulations implementing the new Children's Hearings Act to the European Commission's directive on victims.

In March 2012, we supported kinship carers to produce a manifesto for change. This was delivered to groups and individuals all over Scotland for them to influence change for their children's benefit at a local level.

We worked with other children's organisations to influence the welfare reform process at Westminster and Holyrood. A key success was persuading the Scottish Parliament to establish its own committee so that we are all working together to lessen the impact of welfare reform on some of Scotland's most vulnerable children and young people.

At Christmas, we ran a highly successful campaign around one child's Letter to Santa asking for the violence to stop. The campaign generated significant media coverage, engaged with MSPs and MPs and showcased the work of our abuse and trauma recovery service.

Throughout the year we significantly improved the media profile for CHILDREN 1<sup>ST</sup> and the children and families we support. Coverage increased by 28% on the previous year with over 783 items of free editorial coverage secured across national and regional print, online and broadcast media. Our social media presence also continued to grow - we more than doubled our followers on Facebook and Twitter.

We held several successful events, including securing support from actor and director David Schwimmer to host a special screening of his film Trust, which highlights the real dangers of online grooming.

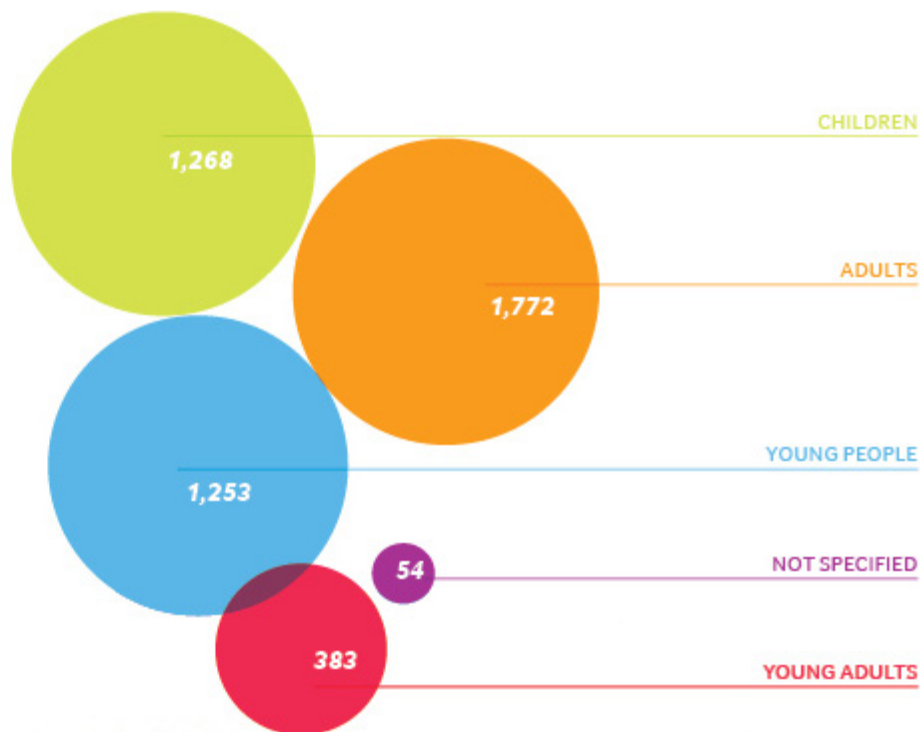
We believe that we can change attitudes and legislation to improve the welfare of vulnerable children and young people across Scotland. As each year passes, we can see progress being made and we will continue to campaign for change until our vision is realised.

***We believe that we can change attitudes and legislation to improve the welfare of vulnerable children and young people across Scotland.***



2011/12

CHILDREN 1<sup>ST</sup> provided help and support to 4,760 children, young people, parents and carers, excluding callers to ParentLine Scotland and ChildLine Scotland.



PEOPLE HELPED BY OUR SERVICES

# 4,760

CALLERS HELPED BY CHILDLINE IN SCOTLAND

**57,751**

SAFEGUARDING IN SPORT

The service continues to provide advice, support and consultancy to a range of sports governing bodies and organisations all over Scotland. In 2011-12 the service delivered training to 1,500 participants. In addition the service delivered general safeguarding training to 200 participants across Scotland.



OUR SERVICES

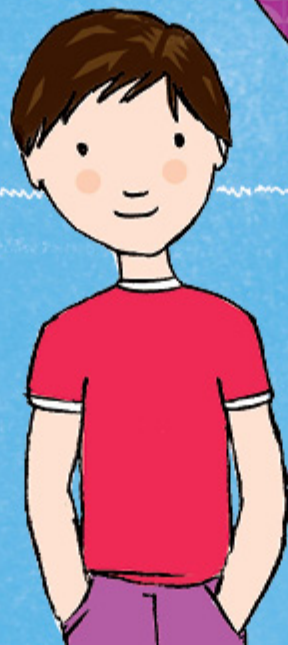
**WE HAVE 46 LOCAL SERVICES ACROSS SCOTLAND AND FOUR NATIONAL SERVICES.**

CALLS AND EMAILS TO PARENTLINE SCOTLAND, INCLUDING 223 CALLS TO KINSHIP CARE LINE

**3,150**



**“To see a child develop  
their ‘voice’ and to be  
able to support them  
in doing that is a very  
special experience”**



# Volunteers

Our volunteers are much needed and we greatly value their support. Their energy, enthusiasm and experience benefits the people we work with, the staff and the organisation as a whole.

In 2011-12, 1,083 volunteers, in a variety of different roles, contributed an incredible 58,389 hours to the work of the charity. This remarkable contribution by our volunteers, equates to £355,005 (based on the minimum wage rate for adults of £5.93).

Without our volunteers generosity and commitment we, quite simply, would not be able to help as many children and families as we do.

All of our volunteers donate their own time to help make a difference in children's lives. Over 60 per cent work directly with children and families. They are befrienders, mentors, call-takers and advocates for children.

"Volunteering as a befriender is one of the most rewarding things I've ever done. I'm matched with a young boy and, over the course of our time together, his confidence and sense of self-worth have grown. Spending a little bit of time together every week, to listen, play a game, or bake a cake can make such a difference." Helen, volunteer befriender.

Many of our volunteers help us to raise the funds necessary to support vulnerable children and families. Volunteers in these roles include action group members; can collectors, events volunteers and charity shop volunteers. In addition to this, we have volunteer administrators, photographers, graphic designers, and policy workers who all help us to raise our profile. Our board members are also all volunteers. They provide strategic leadership and guidance so we fulfil our charitable aims and objectives.

As 2011 was the European Year of Volunteering we highlighted and celebrated the work of our volunteers. At our AGM in October 2011 we created a display showing volunteers undertaking their diverse volunteer roles, various volunteer materials and event photos. Around 120 of our active volunteers have more than ten years volunteering service with CHILDREN 1ST. To celebrate their commitment and enthusiasm, we presented them with volunteering certificates.

On behalf of the vulnerable children, young people and families we work with in Scotland, we thank our volunteers for everything that they do.

***Our volunteers  
contributed  
an incredible  
58,389 hours in  
2011-12.***





Jamie's early years had been

# Chaotic,

his dad died when he was two and he lived with his mum who was involved in drug dealing and prostitution.

Jamie witnessed violence, drug overdoses, house fires and was left on his own many times.

Social workers intervened and he moved to live with his grandparents. Although he was now in a safe home Jamie was

# depressed,

had trouble sleeping and at school he was quiet and withdrawn. He also developed some obsessive traits around order and tidiness in his home and school life.

Jamie was referred to CHILDREN 1<sup>ST</sup>'s abuse and trauma recovery service for individual weekly counselling. Over the course of a year, Jamie worked with our staff to express his feelings regarding his dad's death and to develop coping strategies for his relationship with his mum.



He also used his time at CHILDREN 1<sup>ST</sup> to explore his own identity and how he fitted in with his peers and school life.

He began to relax at home and school, and became less dependant on rigid structures and routines. Jamie is now enjoying life both at home and school and has a

**brighter  
future**  
to look forward to.



**87p**  
in every £1  
donated  
goes to our  
Services



<b>Companies</b>	<b>£904,443</b>
Regional	£141,972
National	£762,471
<b>Trusts</b>	<b>£640,569</b>
<b>Community</b>	<b>£696,543</b>
Action Groups, shops and others	£453,168
Sporting events	£52,994
Schools and youth groups	£44,615
Other Community Activities	£145,766
<b>Individuals</b>	<b>£781,856</b>
Regular Giving	£437,704
Gift Aid	£78,190
Other	£265,962
<b>Legacies</b>	<b>£1,279,089</b>
<b>TOTAL VOLUNTARY INCOME</b>	<b>£4,302,500</b>



**Microsoft®**

*Particular thanks to the players of the People's Postcode  
Lottery and Microsoft for their support.*

# Fundraising

CHILDREN 1<sup>ST</sup>'s work supporting vulnerable children and families would not be possible without the generosity of our supporters, donors and corporate partners.

In 2011-12 CHILDREN 1<sup>ST</sup> raised £4.3m to support our work for vulnerable children and families.

Our community fundraising activities continue to be well supported and a valuable source of income for the charity. CHILDREN 1<sup>ST</sup> values the continued support from our committed fundraising volunteers. Collectively they raise funds for the charity through charity balls, sponsored challenges, local collections, coffee mornings, ladies lunches and our charity shop.

Partnerships with corporate supporters have continued to bring a significant source of income to CHILDREN 1<sup>ST</sup>. The People's Postcode Lottery is one of the organisation's most significant supporters and we are extremely grateful for their regular funding. Other corporate partners in 2011-12 include Microsoft, Menzies Distribution, Debenhams, Lifescan Scotland, Barclays Wealth, Nexon Petroleum UK and SPIFOX.

CHILDREN 1<sup>ST</sup> is fortunate to have a large number of individual donors who support the work of the charity through direct debits and one-off gifts. Our legacy fundraising continues to be extremely important to us. In the last year we have benefited greatly from the donations of those individuals who remembered us in their will.

A number of charitable trusts and foundations generously supported CHILDREN 1<sup>ST</sup> throughout the year including Lloyds TSB Foundation for Scotland Partnership Drugs Initiative, The RS MacDonald Charitable Trust, Northwood Charitable Trust, William Grant Youth Opportunities Fund, The Barcapel Foundation, Shared Care Scotland, The Volant Charitable Trust, and The Crerar Hotels Trust. The Big Lottery Fund continued to support projects in Moray and East Lothian. CHILDREN 1<sup>ST</sup> was delighted to be a partner charity of the STV Appeal 2011 with funding received directed to new projects in Midlothian, Glasgow and Aberdeenshire.

***Every penny raised through fundraising helps us to listen, support and take action for Scotland's vulnerable children and families. Thank you.***



**building  
brighter  
futures  
for Scotland's  
vulnerable  
children  
and families**

## FINANCIAL SUMMARY 2011–2012

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Copies of our full audited Report and Accounts for the year to 31 March 2012 are available from our registered office online. We gratefully acknowledge grant funding from the Scottish Government and from statutory bodies.

<b>INCOME</b>	<b>£</b>	<b>%</b>	<b>EXPENDITURE</b>	<b>£</b>	<b>%</b>
Raised income	3,023,411	30.5	Services to children and families	8,195,537	87.2
Legacies	1,279,089	12.9	Fundraising	1,181,814	12.6
	4,302,500	43.5	Governance	18,009	0.2
Investment income	51,188	0.5	Total expenditure	9,395,360	100.0
Total fundraising income	4,353,688	44.0	Net outgoing resources	502,212	
Services income	5,543,884	56.0	Gain on investments	21,497	
Total income	9,897,572	100.0	Net movement in funds in year	523,709	



# TRUSTEES/BOARD OF MANAGEMENT

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## BOARD OF MANAGEMENT

Chair .....	Graeme Bissett
Vice Chair .....	Nancy Robson
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.....	Graham Curran
.....	Martin Donachy
.....	Peter Duff
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.....	Lorna Nicholsby
.....	Myra Pearson
.....	Simon Rennie
.....	Helen Webster
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<b>Solicitors</b> .....	Morisons Solicitors LLP
<b>Stockbrokers</b> .....	Barclays Wealth

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*Special thanks to our supporters this year who remembered  
Scotland's vulnerable children and families by gifting legacies*

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**Miss Muriel Rudd**

**Dr Mora Scott**

**Mrs Jean Glen**

**Miss Patricia Duncan**

**Mrs Marlyn Paterson**

**Mr Raymond Newell**

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**Mr John Hamilton**





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[www.children1st.org.uk](http://www.children1st.org.uk)



INVESTORS  
IN PEOPLE

Registered Scottish Charity No. SC016092



WE LISTEN, WE SUPPORT,  
WE TAKE ACTION  
for Scotland's vulnerable  
children and families

**for Scotland's  
vulnerable  
children  
and families**