

CHILDREN 1ST



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

+ you

ANNUAL REVIEW 2012-2013

Keeping children **Safe** is everyone's responsibility

Our See. Hear. Speak. Act on sexual abuse campaign aims to keep the spotlight on the issue of child sexual abuse.

The sooner children are listened to and taken seriously, the sooner they can be supported to recover.

SEE.HEAR.SPEAK.

ACT.



That's why we need you to See. Hear.
Speak and Act on behalf of children.

From the Chair

Throughout our charity's 129 year history as the RSSPCC and now as CHILDREN 1ST, our staff and volunteers have provided services to vulnerable children, young people and families in Scotland, with funding from both the public and private sectors in Scotland.

Our core services remain focused on relief from abuse, trauma and neglect but also respond to new threats to the wellbeing of children and young people. We provide befriending services and we support families in difficulty – increasingly those enduring alcohol or substance abuse and domestic violence. We provide advocacy and mediation services to children and young people involved in child protection processes and we offer Family Group Conferencing to help find the right way forward for vulnerable children and young people.

Nationally, Safeguarding in Sport is helping a large number of organisations, children and young people and our ParentLine Scotland and Kinship Care services continue to expand. CHILDREN 1ST now also manages the provision of Safeguarders to Scotland's world-renowned Children's Hearings system.

Throughout the year, we have spoken out on the issues blighting children's lives: violence, parental alcohol misuse and sexual abuse. We have also used our strong public voice to good effect, influencing policy, law and practice to better protect children and promote their well-being.

In summarising our services and activities in this way, I am struck by how important it is to remember that each helps a child, a young person or a family – real people undergoing often dreadful stress and suffering. It is in providing that help that the soul of our charity resides.

The Board is deeply appreciative of the efforts of all of our staff, our volunteers and our funders, without whom we could not have the positive impact we do achieve for vulnerable children, young people and families here in Scotland.

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 1ST 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

In 2012-13, CHILDREN 1ST urged everyone to see, hear, speak and act on sexual abuse. It's what we do – not just about child sexual abuse but to address all the issues which impact on vulnerable children and young people's lives. It would be great if there was no longer a need for CHILDREN 1ST but as we approach our 130th anniversary, the impact of recession, welfare reform and reduced budgets for services means the need is as great as it ever was.

This review shares a little of what we have achieved in the past year. For the first time, we have a full year's information from our management information system which clearly shows the difference we make. It is a testament to the skills, knowledge and experience of our staff and volunteers that with the right intervention at the right time, significant change can be effected for even the most vulnerable children and young people.

And even though the funding and fundraising climate is difficult, our charity is more than holding its own. We lost some valued local services but also gained the opportunity to develop new ones, including a national panel to recruit and support safeguarders working with children's hearings.

We also used welcome and unexpected extra voluntary income from 2011-12 to invest in growth and development for our workforce and to pilot a new community engagement programme.

While we can achieve much for vulnerable children and young people, we can achieve so much more by working with other organisations and in particular, by reaching out to and engaging with local communities. By sharing our skills and knowledge, and encouraging people – you – to feel more confident about your role through your everyday life, we can all keep children safe.

While the challenges and threats to children's safety and well-being appear to change, fundamentally, the reasons we were founded as the RSSPCC in 1884 remain today. Too many children and young people grow up in Scotland without a happy, healthy, safe and secure childhood. Change might be a constant feature in our charity's life, but the need for us to remain focussed on, and working towards our vision is constant too.

Anne Houston
Chief Executive

**Keeping
children Safe
is everyone's
responsibility**



Keeping children safe is everyone's responsibility

There are many reasons why we might be asked to support children and young people. Whatever the reason, our focus is always the same: to keep children safe and to improve their well-being. And our management information system enables us to set objectives and to measure our achievements.

Helping children to thrive safely within their families is at the heart of what we do. Increasingly, we work with families with children in their earliest years, to ensure they get a better start in life. Across all our services supporting families in Aberdeenshire, Dundee, East Lothian, Edinburgh, Glasgow, Highland, Midlothian and North Ayrshire:

82% of the parents and carers showed increased resilience



73% experienced improved family relationships



71% of the children experienced improved emotional health



55% showed improved parenting skills



We continue to be standard bearers for the role Family Group Conferencing (FGC) can play in supporting families to participate in decisions affecting a child or young person. Our FGC services in Dumfries and Galloway, Dundee, East Lothian, Highland and South Lanarkshire contributed to significant change for children and young people in families we worked with:

77% of children are living in a safer environment



60% of children/young people are living in a more stable and supportive environment



65% experienced improved family relationships



70% of children/young people are more engaged in education



Glasgow was one of the areas chosen to pilot Communities Putting Children First, a new service which encourages and supports local people to be able to take more responsibility and do more to protect children and young people within their own communities. In only six months, the new service recruited and trained eight volunteers and delivered sessions in the North East of Glasgow, engaging with 229 local people. Evaluations highlighted improved awareness of the ways in which members of the community can support and/or protect vulnerable children and young people and also increased the likelihood that people would “do something” to support children and young people.

To find out how your community can put children first, visit

www.children1st.org.uk/what-we-do/our-services/search-our-services/community-engagement/

**“ParentLine
were fantastic
in helping me through
the worst crisis of my life.
They listened to me and helped
me to act and gave me advice.
ParentLine may have helped to
save my daughter’s life!
I am eternally grateful
for the support I received.”**

ParentLine

SCOTLAND 08000 28 22 33

We Listen

In 2012-13, ParentLine provided advice, help and support through its helpline to 3,144 contacts by telephone and to 239 people who emailed us. We regularly call people back to provide additional support or to check on an ongoing situation – the number of callbacks increased from 89 to 228 last year.

This year, CHILDREN 1ST was contracted by the Scottish Government to assist Scottish Ministers with the management and operation of the national Safeguarders Panel for Scotland's Children's Hearings system. This year focused on getting the service up and running, with safeguarder recruitment one of the initial priorities.

By March 2013 the National Kinship Care service was in regular contact with 451 individual kinship carers – representing a 50% increase on the previous year. The service communicated with carers via a monthly kinship care newsletter as well as providing regular information and updates in regional forums, workshops and other relevant events.

Over the year, the number of calls to the National Kinship Care Helpline more than doubled from 223 to 532, while the service's training and outreach programme delivered 27 sessions for 692 attendees.

Working in partnership to reach out to communities and individuals is an important area of our work. Last year, ParentLine worked with the Scottish Government No Knives, Better Lives campaign to encourage parents and carers to share any concerns about their teenagers. We set up information points in shopping centres, listening as well as passing on advice about local services and details of the helpline.

“Just talking to someone helped to make me feel less isolated and better able to deal with my son's behaviour.”

Caller to ParentLine Scotland

THIS IS JESS'S STORY – OF HOW CHILDREN 1ST HELPED SAVE HER LIFE.

Jess's Story

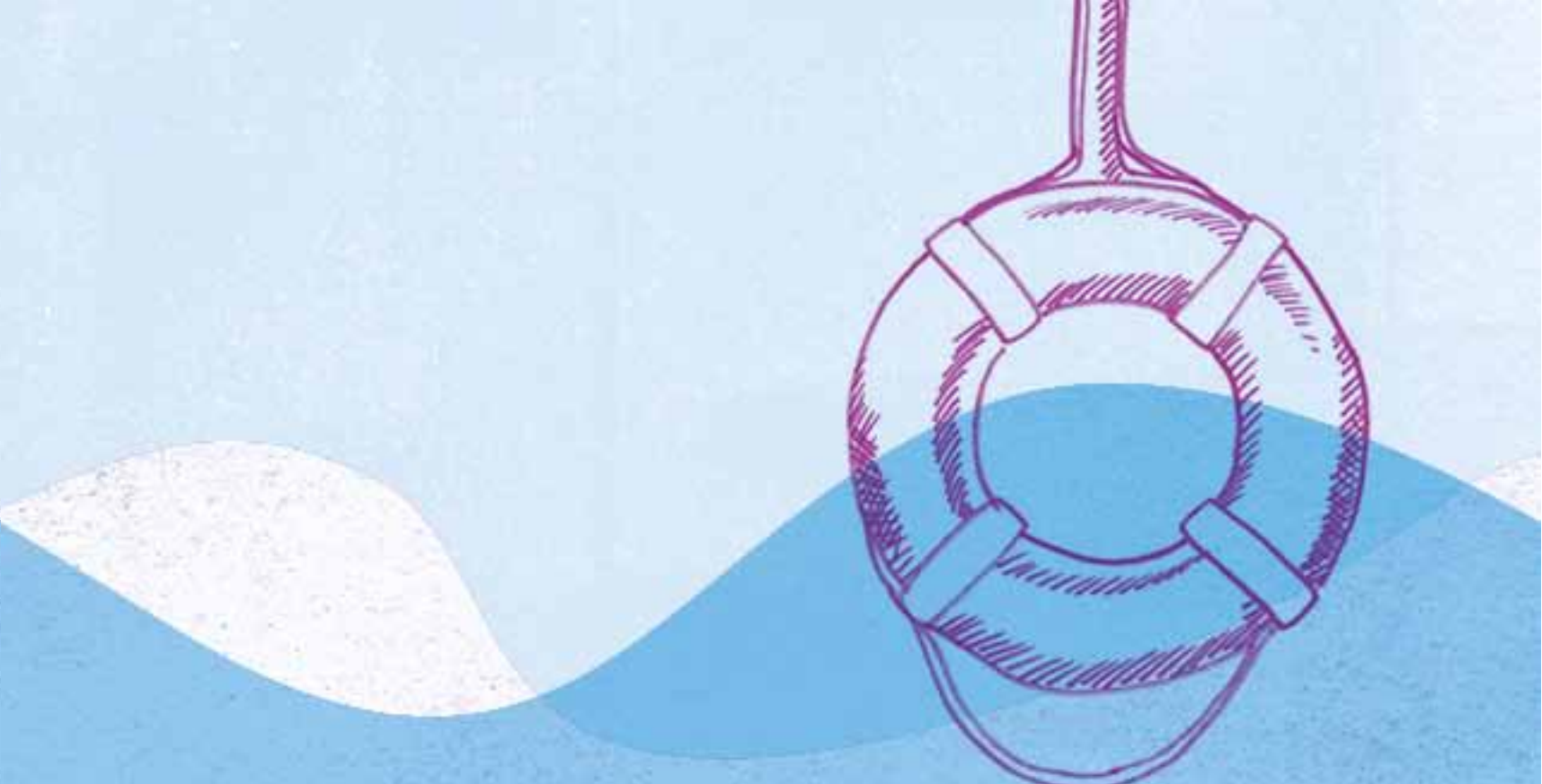


AS A CHILD, JESS WAS
NEGLECTED BY HER
MUM AND PREYED ON
AND SEXUALLY ABUSED
BY A NUMBER OF MEN
IN THE COMMUNITY
WHERE SHE GREW UP.

She says: “When I first came to the CHILDREN 1ST Killen service I was estranged from my family, I suffered post-traumatic stress from the abuse I had experienced and was recovering from drug and alcohol abuse and was self-harming.

“Being abused shatters your world. It’s all-consuming, it takes over your life. You feel guilty, ashamed, embarrassed – like it’s your fault. I didn’t believe anybody could understand what I was going through.

*“Being abused
shatters your world.
It’s all-consuming, it takes over your life.”*



“The centre at Killen doesn’t feel at all clinical, they don’t sit you in a room with a clipboard and say: “how do you feel” which would just put you more on edge. There’s a sensory room, a playroom full of soft toys. I went through a lot of regression, I was able to be a three-year-old drawing pictures and do all the things I needed to do. It’s a beautiful setting, with plenty of space to relax and work through your feelings – I used to take a hockey stick into the field outside to let off steam.

“The staff at Killen were great and really supported me. Over time I was able to see that things would get better. Having that support makes a huge difference. It definitely sped up the healing process for me.

Even though I had to throw my life into it for a while it really did have much more of a positive effect.”

“Eventually you see there is a chance for life and to be more than just a statistic – the abuse isn’t at the forefront of your mind any more.”

Jess is now 22 and has a family of her own. But she is also determined to increase awareness of sexual abuse and help raise vital funds to support abuse recovery services, like those CHILDREN 1ST provides.

Jess became an ambassador for See. Hear. Speak. Act on sexual abuse. Her courage and determination earned her the title of Young Scot of the Year 2013.

81%

EXPERIENCED
IMPROVED
EMOTIONAL
HEALTH
bfriends



73%

EXPERIENCED
IMPROVED
FAMILY
RELATIONSHIPS
Supporting Families



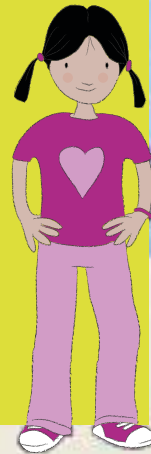
79%

FELT HAPPIER
Abuse Recovery



77%

ARE LIVING
IN A SAFER
ENVIRONMENT
*Family Group
Conferencing*



80%

EXPERIENCED
IMPROVED
EMOTIONAL
HEALTH
*Rights, Advocacy
and Mediation*



Figures represent % of children and young people with the specific planned outcomes described.

We Support

Our local services are child centred and grouped around areas of work in which we have proven experience and expertise: recovery from abuse and trauma; supporting families; befriending and mentoring; supporting young people; rights, advocacy and mediation; community engagement and training and consultancy.

The outcomes we strive to deliver for children, young people and families are informed by the Scottish Government's health and wellbeing indicators, developed as part of the Getting It Right for Every Child approach (GIRFEC): Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible and Included (SHANARRI).

Using the first full year's detailed information from our new system, we are now even better able to evidence how our support makes a difference to the lives of vulnerable children, young people and their families all over Scotland. Here is a snapshot:

Our rights, advocacy and mediation services in North Ayrshire, Argyll and Bute, Moray, Highland and now East Lothian ensured that some of Scotland's most vulnerable children and young people – on the child protection register, at risk of moving into care or needing more support in their learning – were able to make their voice and views heard.

Of the 172 children and young people we supported in 2012-13:

80% experienced improved emotional health



72% increased their involvement in decision making about matters affecting them



From awareness raising sessions in schools on healthy relationships, to individual support for children who have grown up with violence in the home, to supporting adults to recover from the trauma of childhood sexual abuse, our role in supporting vulnerable children, young people and adults recover from the trauma of physical, emotional and sexual abuse continues to grow. Last year, we worked with 479 children, young people and adults in this way and as a result:

89% of the parents/carers felt happier



79% of the children and young people felt happier



79% of the children and young people increased their resilience



74% of the children and young people experienced improved emotional health

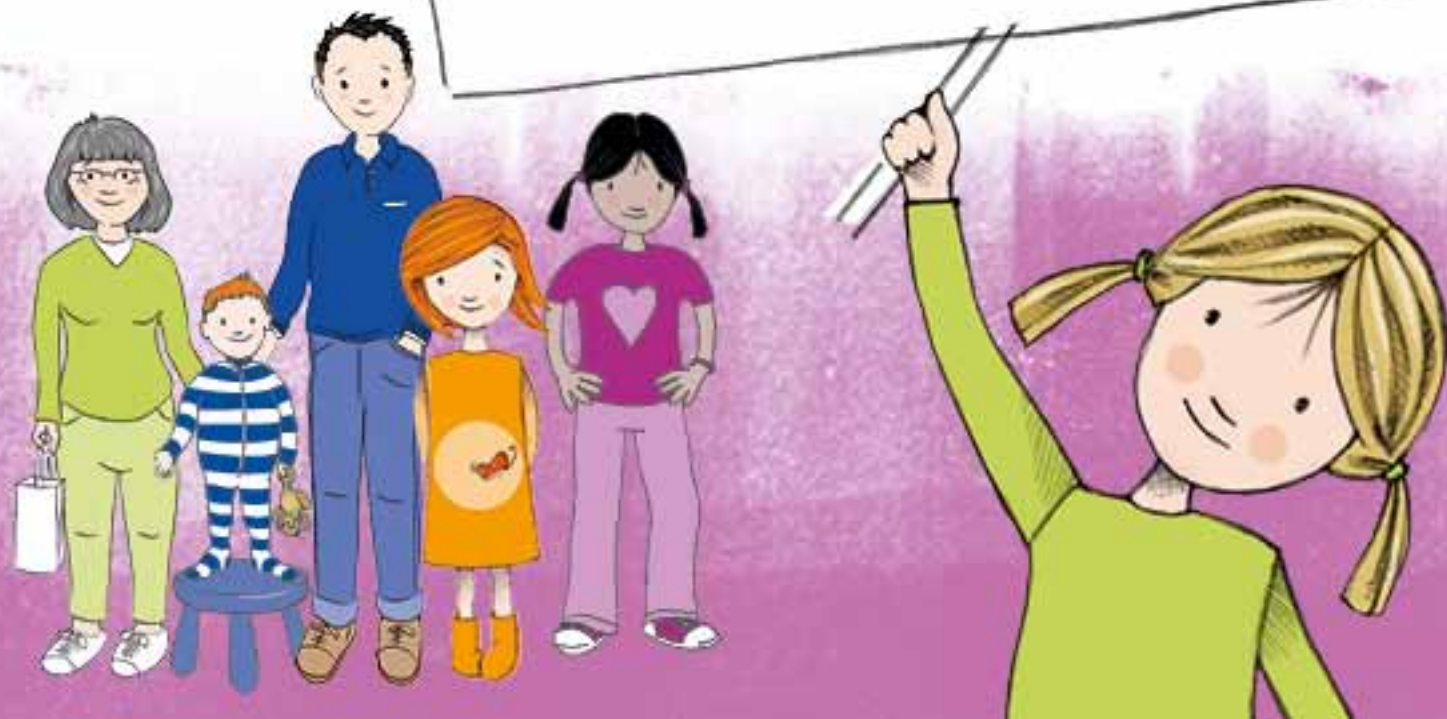


“My advocacy worker listened and made me feel important... “

Young service user, Rights, Advocacy and Mediation.

SEE.HEAR.SPEAK.

ACT.



We Take Action

One of CHILDREN 1ST's strategic objectives is to act as a strong public voice for vulnerable children and young people and to positively influence public policy and opinion.

In May 2012, we welcomed the Minister for Children and Young People, Aileen Campbell, MSP to our Young Parents' Group in Edinburgh. We also took our national services to the Scottish Parliament, showcasing the role they play in protecting children. This was further highlighted in a parliamentary debate on parenting.

In summer 2012 we worked with Scotland's Violence Reduction Unit (VRU) on our "Wish I Wasn't Here" campaign to raise awareness of the harm caused to children and young people by parental alcohol misuse. We also hosted a seminar with the Children are Unbeatable UK alliance to renew efforts across civic society to legally protect children from assault.

Our winter 2012 campaign See.Hear.Speak.Act on Sexual Abuse, was launched in November in light of the Savile revelations and we have resolved to continue the campaign into 2014 and beyond. The campaign raised awareness of child sexual abuse through hard hitting real life stories and encouraged renowned children's author Cathy McPhail, and Emmerdale actress Natalie Robb to become CHILDREN 1ST ambassadors.

In February 2013, we promoted the role parents and carers should play in protecting children online to mark Safer Internet Day and in March 2013, we co-hosted an event for professionals and practitioners on the lessons we must learn from the Savile case with Edinburgh University's Centre for Research on Families and Relationships.

Throughout the year, we continued to focus on the development of policy and practice on early years and early intervention, serving on the Scottish Government's Early Years Taskforce, speaking at and chairing national conferences and contributing to the work of the Early Years Collaborative as a national partner.

Our role as a strong public voice is reflected in increased engagement with traditional and social media, enabling us to reach new and diverse audiences. Our website received 147,654 visits in 2012/13, we doubled our Twitter followers to 3,345 and increased Facebook "fans" by 30% to 2,142.

Our winter 2012 campaign See. Hear. Speak. Act on Sexual Abuse, was launched in light of the Savile revelations and we have resolved to continue the campaign into 2014 and beyond.

Sign up for our e-newsletter to keep up to date with See. Hear. Speak. Act at www.children1st.org.uk/sign-up/

OUR YEAR IN BRIEF

We supported 10,103 children, young people, parents and carers across Scotland.

An increase of 5,343 on the previous year this includes 4,953 people who engaged with us through group work.

We provided four national services and 52 local services across Scotland.

SERVICES

56

LOCAL

52

NATIONAL

4

PEOPLE HELPED BY OUR SERVICES

10,103

OUR TOTAL EXPENDITURE WAS

£8,129,298

AND WE RAISED INCOME OF

£8,119,203

STAFF

We employed 288 staff, a like for like increase of 6 staff on the previous year.

VOLUNTEERS

We involved 929 volunteers in our work, a reduction of 154 on the previous year mainly due to the end of the ChildLine contract.

TRAINING AND CONSULTANCY

We delivered 131 promotional and 103 training events last year, attended by 6,873 people.

CALLS TO THE NATIONAL KINSHIP CARE HELPLINE DOUBLED TO

532

**A total of 929
volunteers worked in
a variety of different
roles, contributing
an incredible**

**34,682
hours to the work
of the charity.**

Volunteers

Our volunteers have a valuable and valued role in our charity. Just as they give their time and enthusiasm, so we invest in their skills and knowledge, enabling them to contribute to changing the lives of children and young people in Scotland for the better.

In 2012-13:

- Our 929 volunteers contributed the equivalent of £214,682 worth of work donated, although it is worth much more to us
- 37% of our volunteers worked directly within children and family services
- 59% raised funds to support vulnerable children and families and 2% provide specialist support
- just under 2% of our volunteers are Board members who provide effective governance, leadership and stewardship to ensure we achieve our goals.

Re-accreditation by Investing in Volunteers recognises all of the good work done to support volunteers across the organisation, while approval from the Community Learning and Development Standards Council for Scotland and Napier University enables us to offer an SQA level 2 qualification to volunteers who successfully complete training and assessment.

Vicki's story:

"The woman on the other end of the phone laughed. It made the previous half hour worth it. She'd phoned ParentLine Scotland because she felt she was drifting apart from her daughter. Then the other details spilled out – she'd split from her partner and her daughter was out all the time, taking money from her, her behaviour becoming increasingly challenging.

This is one of the hundreds of calls I've had since I began volunteering almost six years ago. I've learned so much since I became a call-taker with ParentLine Scotland, not only increasing my skills in supporting others but I've also learned a lot about myself. I think it has enabled me to use skills I already had, to fine-tune them and to learn so many more. We want everyone to know about our service and use it whenever they feel anxious or concerned about a child or just want someone to talk to – like the woman who phoned about her daughter.

Listening to people and helping them voice their feelings and opinions isn't rocket science, but it does make a difference. That's why I enjoy being a volunteer for ParentLine Scotland."

"I've learned so much since I became a call-taker with ParentLine Scotland."

To find out about current volunteering opportunities, visit www.children1st.org.uk/jobs/volunteer-with-us/

Twelve Top Tips to help you protect children

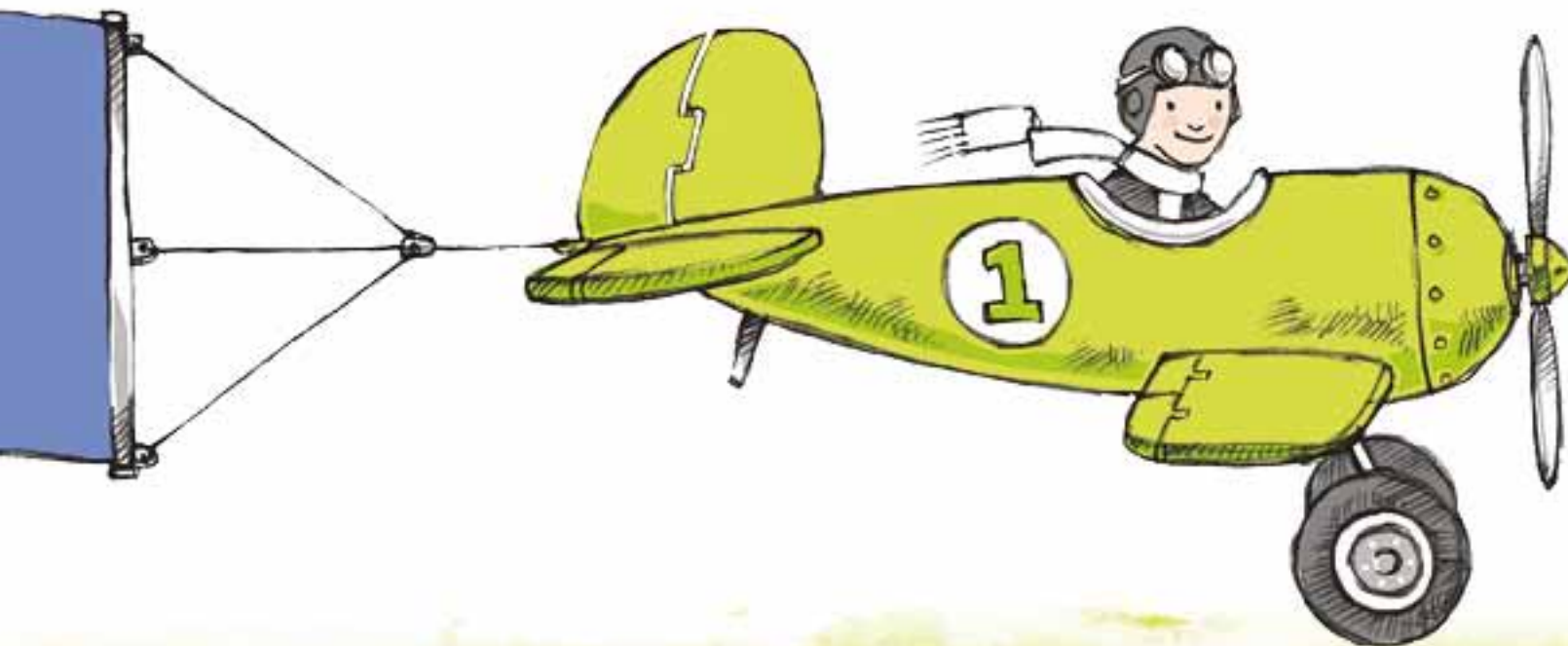
AT CHILDREN 1ST, WE BELIEVE IT'S EVERYBODY'S RESPONSIBILITY TO PROTECT CHILDREN. PEOPLE OFTEN KNOW WHEN SOMETHING IS WRONG, BUT ARE UNSURE WHAT TO DO. FOLLOWING THESE TIPS CAN HELP.

See

- 1** **Don't ignore your concerns** – Is a child you know quieter or behaving differently than usual? Do they seem afraid to go home? Be alert for warning signs that suggest a child is being abused.
- 2** **Pay attention** – Be aware of who is paying attention to children you know and who their friends are. Don't ignore any unease you feel about people showing an interest in your child – or any other child.
- 3** **Help families if you think they are struggling** – Bringing up a child is probably the hardest job in the world. Think about what you can do to help a family you see who are struggling. Or tell them about ParentLine where they can get advice.

Hear

- 4** **Be the one a child can talk to** – Children sometimes struggle with problems because they have no adult to turn to. Make time for a child who wants to talk about home, school or friends.
- 5** **Take children seriously** – If a child tells you about any problem, listen. Make sure they know that talking is always better than keeping quiet and that you care.
- 6** **Get advice from ParentLine Scotland** – The national helpline can provide advice and support to anyone concerned about a child. Open seven days a week, call free on 08000 28 22 33 or email parentlinescotland@children1st.org.uk.



Speak

7 **Talk openly and appropriately** – Discuss with children you know what they can do to keep themselves safe. And what that means at home, at school, out and about, and online.

8 **Encourage children to say no** – it is okay for children if they don't want to be with someone or to stay somewhere. And it's okay for them to say no to being tickled or rough play. They need to know this.

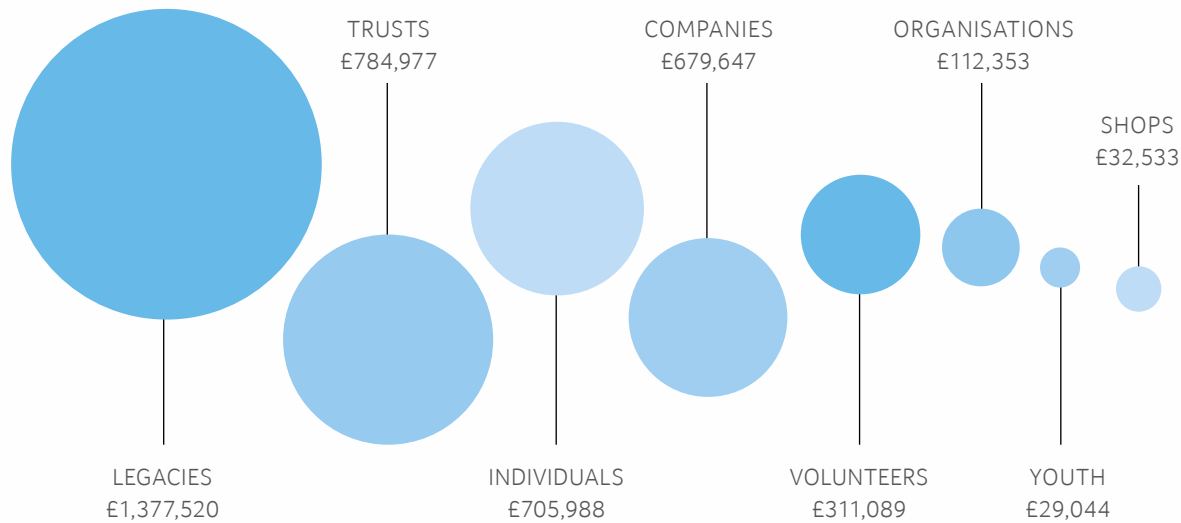
9 **Ask police if you're worried about someone working with children** – Parents/ carers can use 'Keeping Children Safe' to find out if someone in contact with their children poses a risk to their safety – www.acpos.police.uk/keepingchildrensafe.

Act

10 **If a child is in immediate danger – If you think a child is being abused, you must tell social work.** <http://withscotland.org/public> will give you local contact details.

11 **Make sure children know about ChildLine** – some children don't want to talk face-to-face. They might prefer to speak or chat online to someone confidentially at ChildLine on 0800 1111.

12 **Make your community a safe place for children** – We run workshops for groups and individuals so more people know what they can do to protect children and help keep them safe. Interested? Call ParentLine to find out more.



**86p in every £1
directly supports
vulnerable children,
young people
and families**

Fundraising

Our work at CHILDREN 1ST supporting vulnerable children and families would not be possible without the generosity of our supporters, donors, corporate partners and volunteers.

Throughout 2012-13, we benefited hugely from volunteers raising funds through balls, local collections, challenges, coffee mornings, lunches and our charity shops. We celebrated the 25th Anniversary of the Touch of Tartan Ball in Aberdeen, which raised a record £151,700.

We were delighted to once again be a partner charity of the STV Appeal and to receive funding from a number of other charitable trusts and foundations including BBC Children in Need, Cattnach Trust, Garfield Weston Foundation, Lloyds TSB Foundation for Scotland Partnership Drugs Initiative, Northwood Charitable Trust, R.S. MacDonald Trust, the Volant Charitable Trust, William Grant Youth Opportunities Fund and the BIG Lottery.

Partnerships with corporate supporters have continued to bring a significant source of income to CHILDREN 1ST. The People's Postcode Lottery (PPL) is one of our largest supporters. We are extremely grateful to the players of PPL who have now raised over £2.4 million for us.

We continue to be supported by a large number of individuals who donate through direct debits and one-off gifts. Our Children's Champions include some of our most generous and committed supporters. Legacies continue to be an important source of income and we appreciate all gifts, big and small, bequeathed to us in people's wills.



Microsoft®

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

Visit www.children1st.org.uk/get-involved/fundraise/ to find out how you can raise money for us.

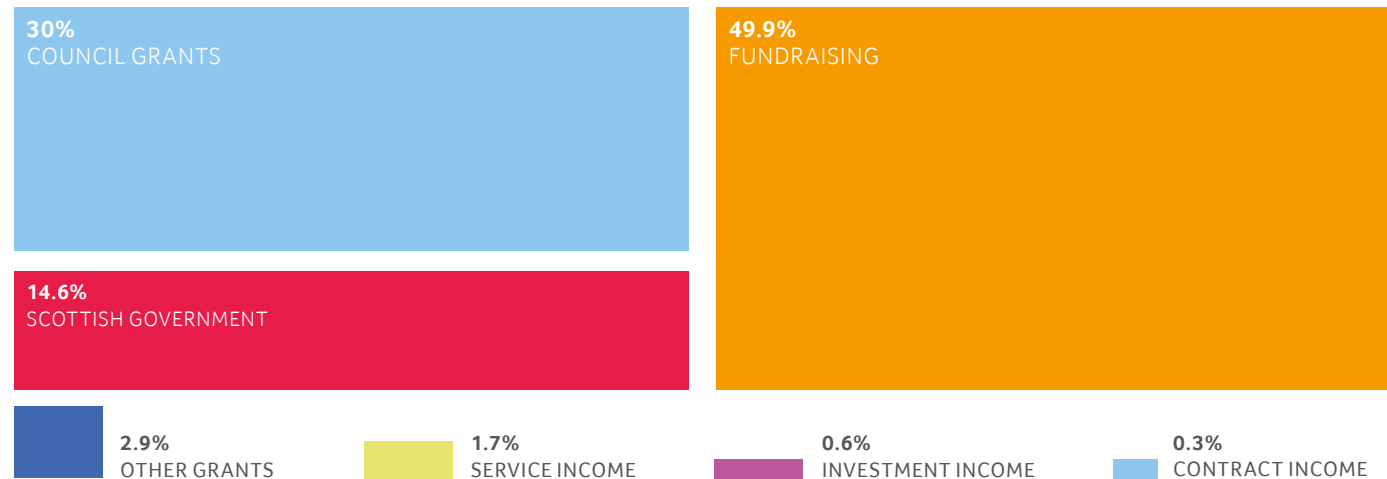
“Thanks for everything. I do not know what I would have done this last year without you.”

15 year old involved in FGC.

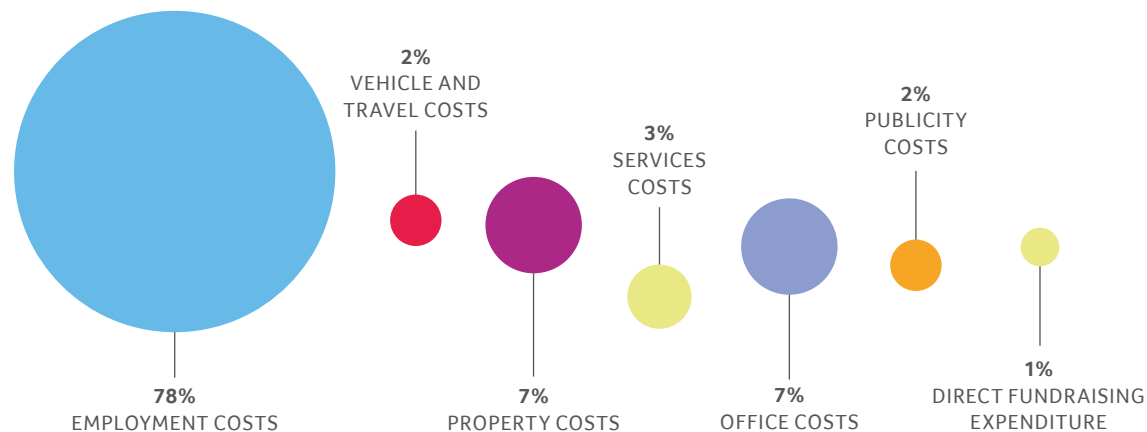
FINANCIAL SUMMARY 2012 – 2013

Copies of our full audited Report and Accounts for the year to 31 March 2013 are available from our registered office and online at www.children1st.org.uk. We gratefully acknowledge funding from the Scottish Government and other statutory bodies.

SPLIT OF INCOME 12/13



SPLIT OF EXPENDITURE 12/13



TRUSTEES/BOARD OF MANAGEMENT

BOARD OF MANAGEMENT

Chair Graeme Bissett
Vice Chair Nancy Robson (retired 2nd October 2012)
Vice Chair Martin Donachy (appointed 2nd October 2012)
Hon. Treasurer Stephanie Rose
Hon. Law Agent Alasdair Docwra (retired 2nd October 2012)
Hon. Law Agent Peter Duff (appointed 2nd October 2012)
Hon. Employment Specialist Rachel Edgar

Board Members Elinor Anderson
..... Dr Rosaleen Beattie
..... Graham Curran
..... Onyema Ibe
..... Sandy MacDonald
..... Cathy McInnes
..... Myra Pearson (deceased Nov 2012)
..... Simon Rennie
..... Helen Webster
..... Moira Green (appointed 2nd October 2012)

Chief Executive Anne Houston

Auditors Baker Tilly UK Audit LLP
Bankers Bank of Scotland
Solicitors Morisons Solicitors LLP
Stockbrokers Barclays Wealth

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We would like to thank the following individuals for leaving legacies worth £10,000 and over. We would also like to thank the 42 other individuals who left legacies below this amount.

MISS HELEN CAMPBELL
MISS AGNES PURDIE
MR HERBERT WILSON
MISS JESSIE POOLE
MRS ELIZABETH ROBERTSON
MISS WINIFRED SCOTT
MR REGINALD GENEVER
MISS ELIZABETH MILNE
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MRS ELEANOR DUNLOP
MRS VIOLET SINCLAIR
MRS JEAN MACDONALD
MRS OLIVE MILNE
DR MORA SCOTT

CHILDREN'S CHAMPIONS 2012-13

We would like to thank the following individuals, families and companies who made a major investment in CHILDREN 1ST:

BANK OF SCOTLAND FOUNDATION
BARCLAYS
RICHARD BURNS
MICROSOFT SCOTLAND
PLAYERS OF THE PEOPLE'S POSTCODE LOTTERY
THE SCOTTISH LEGAL AWARDS
SCOTTISH HOME AWARDS
THE SKINNER CHARITABLE TRUST
NORMAN AND DOROTHY SPRINGFORD

and other generous individuals who have chosen to remain anonymous.

**we couldn't do it
without you**



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

By using CyclusOffset rather than a non-recycled paper, the environmental impact of this annual review was reduced by:

.....
571 KG OF LANDFILL

.....
107KG CO2 OF GREENHOUSE GASES

.....
1,067 KM TRAVEL IN THE AVERAGE EUROPEAN CAR

.....
11,182 LITRES OF WATER

.....
1,053 KWH OF ENERGY

.....
928 KG OF WOOD
.....

This publication is available in large print

www.children1st.org.uk



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IN PEOPLE

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