



How you're putting Children 1st

Find out how your support is transforming lives

Dear Friends and Supporters

It's been an incredibly busy time at Children 1st, children are back at school and nursery and we are supporting families to get back some of the routines that have been disrupted over the past year.

More families than ever are reaching out for help. We continue to see children and families struggling with overwhelming anxiety and worries about the long-term impact of the pandemic on physical and mental health, finances, wellbeing and education.

We have been listening carefully to these stories of despair, adapting and increasing our support as needed. This support is making a huge difference to those families we can reach and we have been working hard to help as many as we can. New family wellbeing hubs have opened in Aberdeen, East Renfrewshire and South Ayrshire and are offering the financial, emotional and practical support parents and carers need so that children stay safe and well.

Front cover: Thank you and well done to Dr Mary Stirrat for her amazing 220,000 step challenge to support Children 1st. Her twin sons enjoyed the challenge too!

So many families have been isolated during the pandemic, lost and alone and without opportunities to play, share and support each other. As restrictions lifted over the summer our teams have worked hard to deliver outdoor group activities so that children and families could have some fun times to help rebuild their relationships and connections. Children told us that these were some of the best days they have had in a long time. They spent time with their parents and carers, leaving worries behind for a while to bond, connect, enjoy and share food and fun, meet others, develop friendships and improve their physical, emotional and mental wellbeing.

I want to offer my sincere thanks for your unwavering support throughout the hardest of times. Without you we simply would not be there for all the children and families who need us.

Thank you



Mary Glasgow
Chief Executive



Fears for the mental health
of children on the increase.

Concerns about the mental health and wellbeing of children and young people are rising. Help should be there for those that need it, when they need it. Sadly, too many children and families are facing long delays, after they say they have reached crisis point.

Public Health Scotland recently released figures that indicate over 1,500 young people have been waiting over a year for mental health treatment. The waiting list to receive treatment from child and adolescent mental health services (CAHMS) is double the figure from

June 2020. This high demand on services resulting in a delay to a child accessing support, can have a devastating effect on them and their families.

However, not all children and families are needing this type of support. The children and families we currently help share with us that anxiety, mental health and financial worries are things they struggled with before meeting us. If these families were then faced with lengthy delays, their stresses become so much deeper and their need becomes more urgent.

We could not do
this without you.

Our ambition is to reach every child who needs us. As a charity who relies on your donations, you can make this ambition a reality.

<https://www.publichealthscotland.scot/publications/child-and-adolescent-mental-health-services-camhs-waiting-times/child-and-adolescent-mental-health-services-camhs-waiting-times-quarter-ending-30-june-2021>

Keeping in touch

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Edinburgh, EH9 1AT
Registered Scottish Charity No: **SC016092**

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E: fundraising@children1st.org.uk
W: children1st.org.uk
@children1st
[facebook.com/children1st](https://www.facebook.com/children1st)

Information correct at the
time of going to print

A Lightbulb Moment



Jenny was four years old when her mum died of cancer. Her last memory of mum was seeing her just before the ambulance took her away. Mum didn't come back home.

Jenny was overcome with grief and struggling to cope. Dad was saying the right things. He got advice and support for Jenny, but it didn't help.

In the years since her mum had passed away, Jenny had begun to self-harm. She would get angry and go into a rage. She had a meltdown on Mother's Day. Making friends was difficult too, Jenny found it hard to connect to them.

She said that she wanted to die and be with mum.

School was concerned and reached out to Children 1st for help.



Rachel from Children 1st met with Jenny. They decided to meet at school where she felt safe and comfortable. They began playing mindfulness games together to build their relationship and encourage Jenny to trust Rachel.

One of their favourite games was using the communication cubes – two dice with everyday questions written on each side. Being in charge of the cubes gave Jenny the power to choose who should answer a question, her or Rachel – mainly it was Rachel's turn but sometimes Jenny answered too.

Building trust with Rachel empowered Jenny to have the courage to open up about her mum and share how she was feeling, laugh and have fun. Her behaviour improved and importantly, she started to talk about her mum in a positive way.

Rachel took Jenny and her dad for a walk in a park. This became a special moment for dad. He went home and thought about other things they hadn't done for a while. It was "a lightbulb moment".



His relationship with Jenny was strong and supportive but he had been going through his own bereavement journey.

Jenny knew that her dad had been different after mum had died. She began sharing with him all the things she had learned with Rachel, telling him to open up.

Now dad says, "Jenny is like every 8-year-old, she has tantrums and that's ok. She has developed

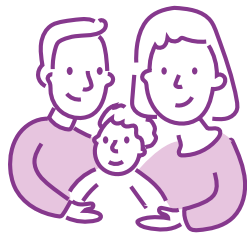
emotionally, and it is coming from the help she is getting from Children 1st. "

At Children 1st, we're determined to make sure that every child has access to the support they need to recover from the experiences they've had. This means that we get to know a child and their family, understand their needs, and offer the support that's right for them.



*To protect the confidentiality of the people involved, identifying information has been changed.

Over the last year...



the number of families supported has risen by 28%



70% of interactions are first time callers



visits to our online help at children1st.org.uk/parentline increased by 25%



(Latest figures from Apr 2020 - Mar 2021)

Families across Scotland are reaching out to Children 1st Parentline. Every family needs a helping hand sometimes. From moments of crisis, to everyday challenges, our national digital family support service can help with emotional, financial and practical support.

The alarming rise in mental health and wellbeing issues is reflected by the families looking for support from Children 1st Parentline, over the phone and online. Nearly 40% of all calls need support for emotional wellbeing, mental health or suicidal feelings.

Every child that needs support is different. Whether only one call is needed or long-term support, the priority is identifying the right help for them. At Children 1st Parentline each family have an agreed plan centred on the needs of the children.

Responding to the needs of families, Children 1st Parentline continue to engage directly with children to build relationships and trust.

Using Mini-Kitbag one to one, on a video call or in person, can help a child to talk about and understand how they feel, to recognise strengths they have and to promote compassion and self-confidence. The Mini-Kitbag contains items such as a Feelings Card to share how they are feeling by choosing the colour which they think reflects this most closely. Naming their feelings is so important for good mental wellbeing and this helps the whole family connect in a stronger way.

Thanks to generous Crowdfunder donors we have been able to send 58 children we work with a Mini-Kitbag of their own to use at home with their family.

The last year has impacted on the way support has been delivered. Alan Forgie, Service Manager, Children 1st Parentline explains the changes his team have experienced “thanks to additional funding and support from across the charity, we’ve actually expanded the different types of support on offer to families during this difficult time. In addition to support on the phone and online, we have been able to connect families with the team in their local area, provide immediate support and advice from our Money Advice team.”

Children 1st Parentline supports families, when they need it, at the touch of a button.



Children 1st Parentline supported by



Let the Kids Win



Take on a challenge that puts children first

Join our Kiltwalk 2022 team!

The Kiltwalk will be returning to Glasgow, Aberdeen, Dundee and Edinburgh in 2022. With the excitement of live events finally returning, the Kiltwalk will be an event you won't want to miss.

Registration officially opens in early 2022 but register your interest with us today and be guaranteed a Free Spot when the event is live. You will have the option of walking 26 miles, 13 miles or 6.5 miles so start your training, and set yourself a Kiltwalk Challenge in 2022 to help **#LetTheKidsWin**.

Run, jump, ride or swim...it's time to Let the Kids Win! Children 1st have a huge range of challenge events for you to choose from, with places on some of the most exciting and prestigious events around.

Whether you have a specific challenge in mind, or just know you want to raise money, our team would love to hear from you. We can help secure places, offer advice on fundraising and provide all the materials you need to make your next charity fundraising challenge a success.

Contact us at fundraising@children1st.org.uk or call us on **0345 10 80 111**



Edinburgh Marathon Festival, Edinburgh 28 - 29 May 2022

The Edinburgh Marathon Festival is back. From a 1k race, to a full marathon, there is an option for everyone. It's the perfect time to test your new lockdown running skills. Children 1st have lots of charity places available, so get in touch to book your spot - you won't want to miss out.



Scan to find out how you can help Let the Kids Win

Thank you!

Thank you to ALL our amazing fundraisers who walked, jogged and ran so many virtual events over the last year. You LET THE KIDS WIN.



left to right: Craig, Ashley, Sandy and Shona

Win The Banchory Bangle

You could win the exquisite 18ct red gold Banchory Bangle, designed by prominent Perthshire artist and engraver, Dr Malcolm Appleby MBE FRSE. Inspired by "ginkgo trees and their falling leaves" this design has been exclusively created for the 2021 Bangle.

Since the Banchory Bangle began in 1977 the Children 1st Deeside Committee have raised over £170K to support children and families across Scotland.



The raffle will be drawn on Sunday 28th November 2021 at 3.00pm, The Banchory Lodge Hotel, Dee Street, Banchory AB31 5HS

Scan this to enter



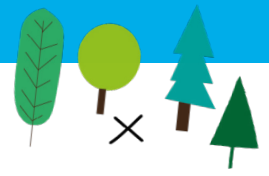
Summer of play



Over the summer, across Scotland, children came together to improve their emotional wellbeing by working and playing together in groups, developing stronger social connections, and having fun.

By providing positive experiences and allowing children to reconnect with one another in a safe environment, we can support them to develop strong social networks, build resilience and confidence and give them the tools to face the challenges of readjusting to life post-Covid with a renewed sense of optimism.

From Moray to the Borders and from Ayrshire to Dundee, children have enjoyed a variety of activities. Decorating your own skateboard design was a success – maybe it will inspire the next Olympic champion to take up the sport! Painting plant pots, learning croquet, enjoying music from Big Noise Torry and many more events brought everyone together.



Get outside

Thanks to

- ♥ East Lothian Council
- ♥ Inspiring Scotland
- ♥ People's Postcode Lottery
- ♥ South Ayrshire Council
- ♥ YouthLink Scotland



Inspire a Child's imagination

Reading is a building block for life.

Thousands of children across the UK do not own a book according to the Literacy Trust*. Up to 50% of children in disadvantaged areas start school without the language skills they need to progress. Those language skills are the building blocks they need for their future.

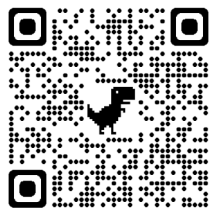
In addition to giving children the practical and emotional support they need, we want to help them reach their potential by encouraging a love of reading in young children.

Book lovers of all ages can enjoy our bedtime story videos. Visit our website children1st.org.uk/imaginationlibrary to watch stories read by First Minister Nicola Sturgeon, Tom Urie, Katy Johnston, Sanjeev Kohli, Michelle McManus and Eddi Reader.

That's why Children 1st has teamed up with Dolly Parton's Imagination Library.

This worldwide programme launched in 1995 by Dolly Parton, has now sent out over 163 million books. Every month, children from birth to age five receive a high quality, age appropriate book in the post, free of charge. Each book becomes a precious gift addressed to the child and adds another book to what will become their own special library.

Scan here to learn more



*literacytrust.org.uk/programmes/early-words-together/

The children you support have started to receive their books. One Mum shared:

"My son loves a story at bedtime. Getting books in the post addressed to him is really exciting. Having his own name on the envelope has helped him to recognise and start to read his own name. A new book keeps reading fresh and stops kids getting bored listening to the same story all the time. He gets excited turning the pages to see what is coming next when he gets a new book.

The imagination library has been great for my son and even for his older siblings too; they are enjoying reading the new stories to their little brother."



Traumatic childhood experiences shouldn't be allowed to ruin a promising future. You can make a difference by leaving a gift to Children 1st in your will.

After you have taken care of loved ones, your planned gift will play a vital part to ensure that children across Scotland who have suffered abuse, neglect, and other traumatic events can recover.

Any legacy that you leave us – even 1% of your estate – will make a difference. Your solicitor can help

you make or amend your will.

If your estate is subject to inheritance tax, a gift to a charity is tax free and will reduce the amount of tax payable to the Government. Please ask your solicitor for details.

If you would like more information, please contact Mairi Foster, Senior Fundraiser in the strictest confidence.

T: 07767 648 515 E: mairi.foster@children1st.org.uk

Give the love of reading to children across Scotland

children1st.org.uk/imaginationlibrary



Supporting Children Across Scotland

Children 1st is here for children and families across Scotland. Anyone can access support through our national or local services. Every penny raised, every campaign championed, every service supported - helps us to ensure that every child and young person in Scotland grows up happy, healthy, safe and secure.



Children 1st Parentline - Every family needs a helping hand sometimes

Call for free on **08000 28 22 33**, browse our website for advice and support, or start a webchat. You can talk to us seven days a week. Mon-Fri, 9am to 9pm Sat-Sun, 9am to noon.

T: 08000 28 22 33
W: children1st.org.uk/parentline

Supported by



Safeguarding in Sport - Helping children be safe and have fun in sport

If you have concerns about a child in a sport setting you can contact us. We also provide advice, consultancy, resources and training for any sports organisation working with children. Contact us:

T: 0141 419 1156
E: safeguardingsport@children1st.org.uk
W: children1st.org.uk/safeguardingsport

Children 1st in partnership with



Keeping in touch



You are an important part of the Children 1st family.

Your passion, generosity and determination help to change children's lives for the better.

It is vital to keep in touch with our supporters.

We want to tell you about how you are improving the lives of children and families. We may also call you from time to time, to let you know the difference you make, to tell you about other fundraising activities and to ask for your feedback.

We will contact you by post, unless you tell us otherwise. We will send you news, campaigns and fundraising appeals.

No thank you, I would rather not receive post from you

For more information on how we collect, use and store your personal information in line with data protection laws, please see our Privacy Policy at children1st.org.uk/privacy.



scan to
donate online



Yes, I want to help protect children



Make a donation at children1st.org.uk/donate or telephone **0345 108 0111**.

Alternatively please fill in the form and send to: **Freepost Plus RSGE-ZGGB-EKCJ, Children 1st, Whitehouse Loan, Edinburgh, EH9 1AT**

1 Your details:

Title: _____

First Name: _____ Surname: _____

Address: _____

_____ Postcode: _____

I am happy for you to contact me by:

Email: Email Address:

SMS: Mobile Number:

Phone: Phone Number:

For information on how we use your data look at page 15.

2 Please accept my gift of:

£10 £25 £50 Other £

Thank you

3 Donation Payment:

I enclose my cheque made payable to Children 1st **OR** please debit my Visa/Mastercard/ Maestros/ CAF Charity Card (please delete as applicable)

Card number

Start date Expiry date Security number

Signature

(Last 3 digits on the signature strip on the back of your card)

Today's date

4 Turn every £1 you donate into £1.25

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to Children 1st.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Please tick Today's date

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