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BIG HEARTS COMMUNITY TRUST
ANNUAL UPDATE

NOVEMBER 2017



CHAIRMAN'S UPDATE



WELCOME TO OUR ANNUAL UPDATE FOR 2017

Update from
Billy Watson

This year we have seen our Kinship Care Programme help even more families across a range of circumstances, including in times of real crisis through our Emergency Essentials Grants initiative.

Our support for those suffering from or at risk of Dementia also continues to thrive and our new additional programme, which sets out to engage and support those from a variety of cultures and backgrounds from across our community, has started in a positive fashion and we look forward to this growing in 2018 and beyond.

The constant for Big Hearts, is the influence of our people. We have a fantastic team of staff who are committed to helping those most in need and what is also clear, is the incredible level of goodwill and support we receive from our network of Big Hearts Supporters and this we believe, puts us in a position of real strength as we continue to grow.

Big Hearts Supporters and volunteers have helped us extend our reach beyond what is often possible for a charity of our size and this is something everyone associated with Heart of Midlothian and Big Hearts can be really proud of. Not only is this initiative breaking ground in Scottish Football, the numbers involved are of the highest order within the charity sector. Close to 3,000 hours of volunteering delivered this year so far which equates to 125 full days of support!

We are now at a point of change for Big Hearts in presenting this year's update. Now three years into our journey to become a charity that supports families in need, we are in a position where we will use our model to support even more people who need our help. More of that follows in this document, later on.

Earlier this year we conducted an independent evaluation into our work. Reassuringly, this confirmed to us that our model of social engagement is one of our greatest strengths. Now our challenge is to widen our support to even more families who need our help.

The new facilities at Tynecastle Park will, of course, add to what Big Hearts can deliver and it is a huge sign of commitment from the Football Club that we will have our own designated space in the new stand development. It is something we are all very excited about. We hope you enjoy reading this update and let me finish by saying 'thank you' to everyone who helps us make a difference: we are very grateful.

Billy Watson

2017 ANNUAL UPDATE

THE BIG HEARTS WAY

PEOPLE WITH
BIG HEARTS
DOING
BIG THINGS
TOGETHER

Raise Awareness

Raise awareness of
the issues we want to
address.

Engage Families

Identify and work with
those who can be hard
to reach or 'hidden'.



Regular Support

Provide programmes
which help make a
meaningful difference
to those involved.

Share the Benefits

Share positive stories
and results.

Find out how our strategy will develop in 2018 on pages 14 & 15

OUR MAIN PROGRAMMES

**FOOTBALL MEMORIES • KINSHIP CARE PROGRAMME
BIG HEARTS SUPPORTERS • BRINGING CULTURES TOGETHER**

REVIEW OF FINANCIAL POSITION 2016-17

The Trust is reliant on income from donations and activities, the income from which was £151,990 (2016: £332,277) in the year ended 31 March 2017.

The decrease in income was due principally to major donations in the prior year.

Expenditure during the year amounted to:
£180,354 (2016: £84,015).



AT THE HEART OF OUR COMMUNITY



Through our Big Hearts Supporter Movement and our connections with Heart of Midlothian, Big Hearts is in a unique position at the centre of our local community, engaging with families, football supporters and other charities to help make a positive difference.



BIG HEARTS SUPPORTERS

Our Volunteering programme offers a variety of opportunities to our community of 1,700 registered Big Hearts Supporters, allowing them to use their time and expertise through Big Hearts or partner

2,700+ hours of Big Hearts volunteering completed to date

63% of Big Hearts supporters expressed an interest in volunteering

charities. To date, over 150 Big Hearts Supporters are currently volunteering within our community.



This year Big Hearts is delighted to have achieved the Investing in Volunteer Awards, the UK quality standard for good practice in volunteer management. This comes to recognise our strong commitment to volunteers and the high quality of our Volunteering Programme.

MAIN PARTNERSHIPS IN 2017



17 Hearts Fans helping facilitate Big Hearts' Football Memories sessions for people over 65 years old

6 Big Hearts Supporters completing over 300 DIY jobs for elderly and disabled people



FreshStart
helping people make a home for themselves

3 Big Hearts Volunteers collectively giving over 200 hours of their time to help families settle in their new homes

2 Big Hearts Supporters volunteering once a week in the charity shop on Dalry road



16 Big Hearts Supporters donated their time at our various events, including Big Hearts' family days and Hearts' games

10 Big Hearts Befrienders offering mentoring to vulnerable young people, through 200 hours of volunteering



VINTAGE VIBES
GOOD COMPANY NEVER GETS OLD

2 Big Hearts Volunteers offering weekly companionship to elderly individuals in their community



AT THE HEART OF OUR COMMUNITY

2ND BIG HEARTS DAY



"When I saw the kids walking on the pitch, I felt so proud and could not hold back my tears. Thank you Big Hearts for this fantastic day!"



One year after launching Big Hearts Supporters, we celebrated our second Big Hearts Day during Hearts vs I.C.T at Tynecastle. In addition to various activities for the whole family, we were delighted to welcome even more Hearts fans as Big Hearts Supporters. Young people from across our kinship care programme were also under the spotlight with a drum performance on the pitch!

REQUESTS FOR DONATIONS

We saw an increasing amount of requests sent to Big Hearts or Heart of Midlothian by other charities in the community. The Big Hearts team is in charge to process these requests and allocate Hearts items such as signed strips or balls. Our work to support fundraising initiatives held in the local community came to the delivery of £11,000 worth of items, within the first year only.

FREE MATCH TICKETS

Big Hearts, through the Club and the generosity of Hearts season ticket holders, are delighted to offer free Hearts match tickets to families who otherwise would not be able to attend. So far in 2017, we estimated that over 700 free tickets to Hearts home games were provided by Big Hearts to those families, identified through our network of partners in the community.



COMMUNITY EVENTS



This year, Big Hearts teamed up with Save the Children Scotland to take part in the Edinburgh Marathon Festival. A group of 25 Big Hearts Supporters took on the challenge and raised an outstanding £7,856 for the two charities, both official partners of Heart of Midlothian Football Club. A running group trained regularly at Tynecastle, and has now become a core team of supporters which will help develop further participation at fundraising events in 2018.

"I always wanted to do something positive for the community. Fundraising with Big Hearts was the ideal opportunity, really enjoyable too!"

"There's a really great atmosphere in the running group, we are all Hearts fans, and I get to improve my fitness as a bonus!"



Following the success of the Edinburgh Marathon Festival, we were thrilled to see families and supporters getting involved in the 2017 Edinburgh KILT WALK, enjoying a great day out in aid of Big Hearts.

PEOPLE WITH BIG HEARTS DOING BIG THINGS TOGETHER



In 2017, we extended our Music Box Cares project over a full week, providing music tuition to 8 children with additional support needs. This new format of Music Box Cares received a fantastic feedback from the kids and families involved.



Big Hearts Care & Repair team of volunteers were awarded the Inspiring Volunteer Award from the Lord Provost of the City of Edinburgh. This year, 6 Big Hearts Care & Repair volunteers are providing practical and technical support to disabled and elderly people from across Edinburgh, with over 300 tasks completed to date!



Big Hearts Supporters was shortlisted at the 2017 Scottish Charity Awards! Since launching in 2016, this unique fans engagement initiative has allowed Big Hearts to support even more people in need across Edinburgh and all thanks to over 1,700 amazing Big Hearts Supporters!



During the summer, Big Hearts enabled 11 Syrian young people to enjoy Hearts' holiday courses at Tynecastle. A generous donation from Jambos Kickback and a partnership with DPS Group allowed Big Hearts to ensure free places and provide full football kits for the kids.



As a new way to raise funds, Big Hearts launched a new partnership with McClure Solicitors, joining their successful 'Free Wills for Charity'. The initiative helps supporters plan for their future with the opportunity to support Big Hearts' work in the community!



For the second year the Big Hearts team attended the Edinburgh Volunteer Fair, the largest in Scotland. Attendees enjoyed chatting with our staff about our community initiatives and our exciting volunteering opportunities, including our Big Hearts Befrienders programme.



Big Hearts celebrated the second Big Hearts Day during a Hearts' game at Tynecastle, with various activities for all. Highlight of the day was a pre-match performance from 15 young people across our kinship care programme, who played the drums for the 16,000 Hearts fans in attendance!



The SPFL Trust "Trusted Trophy Tour" visited Big Hearts at Tynecastle on the first stop of their inaugural tour, shining a light on the community programmes across Scottish football clubs. As official charity partner of Heart of Midlothian, Big Hearts was delighted to share their achievements using the power of football to better support families in need.



Big Hearts took part in the 2017 Edinburgh KILT WALK, with 26 children and adults collectively completing 150 miles to raise Big Hearts' profile at this popular event! This year, the KILT WALK boosted donations, helping us make a bigger difference in our community.



Big Hearts 'Football Memories' Group had a fantastic day out at Hampden Park where we visited the Scottish Football Museum and enjoyed a Stadium Tour. We welcomed 40 participants along with family members, carers and volunteers who all had a great day.



HELPING THOSE IN NEED



This year, Big Hearts increased the number of people supported across our existing programmes and developed new initiatives to improve the lives of the families we support.

PROMOTING THE WELLBEING OF OLDER PEOPLE

Our Football Memories project continues to bring together older people facing isolation or living with dementia. In 2017, we moved our monthly sessions to the popular Hearts Museum at Tynecastle Park, providing a fantastic setting to recall fond memories from the past.



"In the football memories group, the volunteers have the same amount of enjoyment, and laughs as those taking part"



A team of 17 fantastic volunteers

An average of 40 participants

Big Hearts is looking into helping further elderly people through new initiatives. We recently hosted a series of focus groups to identify needs in the community, with the aim to establish new areas of support in the next months.

KINSHIP CARE PROGRAMME

Big Hearts' Kinship Care programme, delivered with our partner Mentor Scotland, strengthened in 2017. We increased the range of support in place since 2015 and developed two new major projects: Big Hearts Befrienders and the Emergency Essentials Fund, providing additional help to the most vulnerable kinship young people and families.



120+
after
school
club
sessions

50+
places at
holiday
football
courses

65+
guests at
our first
family
barbecue

40+
emergency
essentials
grants
delivered

We've created the Emergency Essentials

Fund for kinship care families who face challenging circumstances. This year, £20,000 of grants were delivered by our partner Buttle UK, helping families replace essential household items such as beds or cookers.



In October, Big Hearts welcomed over 300 guests at our 3rd Kinship Family Day, once again the largest gathering of kinship care in Scotland.





HELPING THOSE IN NEED

BIG HEARTS BEFRIENDERS

We launched Big Hearts Befrienders to offer informal support to young people identified as vulnerable. The project, run in partnership with the Broomhouse Centre, involves Big Hearts Volunteers who are trained to become trusted mentors. So far, Big Hearts Befrienders benefit mainly children across our Kinship Care programme.



10 trained Befrienders volunteers to date

"A very rewarding volunteering experience!"

LARGEST SUMMER TO DATE

This year was our busiest summer helping vulnerable families, with over **110 families involved across our programmes**. Between July and August, we offered **39 days of free activities for young people and adults** coming from a vast range of backgrounds.



Football coaching courses for 20 kids, including Syrian refugees

Music Tuition for 8 children with additional support needs

Multi-cultural Day at Tynecastle with over 60 attendees

Various holiday activities for 30 Kinship Care Families

Football Memories trip to Hampden with 40 participants

BRINGING CULTURES TOGETHER

In 2017, Big Hearts established a brand new area of focus, designed to provide meaningful support to those most vulnerable. We rolled out our first initiative, the T.E.A.M project, to support local young people from multi-cultural backgrounds or families recently arrived in Edinburgh. Big Hearts launched a major partnership with the charity Multi-Cultural Family Base, who bring their expertise in reaching out to various local communities and in addressing social isolation and cultural challenges.



T.E.A.M for Together Equality Achieves More, aims to encourage social engagement of local young people aged 10 to 13 years old. Sport and craft activities are held on Thursday afternoons at Tynecastle Park, with a free meal once a month enjoyed by the whole family.

15 young people involved to date in Big Hearts' T.E.A.M project



"It's a lovely group of kids. They learned to get to know each other and are now all playing together."



Multi-Cultural Family Base, Big Hearts' lead partner for the T.E.A.M project is working closely with local primary schools across Edinburgh to identify children that could benefit from attending the group.



CONTINUING TO GROW...

Our aim for 2018 and beyond is to help even more families in need.

We'll continue to grow our existing programmes, while introducing brand new areas of focus for Big Hearts and we'll always look at new innovative ways of working.

Since the end of the financial year we've worked to create a model with which we can objectively identify need. We have analysed publicly available data, engaged directly with existing service users and consulted with both local and national stakeholders and partners. This has allowed us to identify the key areas that we will focus on during the period 2018-2021.

Big Hearts Supporters will continue to play a significant part in all that we do. This unique level of support, which continues to deliver fantastic results for Big Hearts and all the charities we work closely with, is now a fundamental part of our work.

Big Hearts will reveal more detail on our plans in early 2018.



OUR STRATEGIC DIRECTION

MAIN FOCUS: REDUCING SOCIAL ISOLATION

WHICH WILL MEAN WORKING TO:

Engage in Men's health initiatives including those with a focus on **mental health**

Help **kinship care families** from across Edinburgh

Support families who are **living in poverty**

Build a community where **all cultures and backgrounds** thrive together

Support **older people**, providing engaging opportunities

IN A NEW BASE AT TYNECASTLE PARK



The development of the brand new facilities at Tynecastle Park will for the first time see Big Hearts have a permanent base. This base will add to what we can deliver and we envisage a space for which all our Supporters can call their own.

Our plans are likely to include a drop in area for Big Hearts Supporters and the creation of community hub which we hope will be something for all those who live in and around Tynecastle.



Supporting families in need

Big Hearts Community Trust would like to thank everyone who helped us make 2017 a record breaking year, with even more initiatives involving Big Hearts Supporters, new partnerships with local organisations, charities and businesses, as well as a growing community of volunteers, all helping us make a positive difference for the most vulnerable. Thank you for your support. We look forward to achieving even more with you in 2018!



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