



**ON  
A  
MISSION  
SCOTTY'S**





**SCOTT'S LITTLE SOLDIERS**  
The year we went virtual!



## OUR MISSION

**To provide relief from the effects of bereavement to children & young people who have experienced the death of a parent who served with the British Armed Forces.**

## A NOTE FROM NIKKI

**2020 is certainly a year none of us will forget.**

When we went into lockdown in March it was heart-breaking to know that our Scotty members, who already face a number of challenges as a consequence of their parent's death, were now facing so many other problems. It was so hard for them being unable to receive support from extended family, away from their usual routines and unable to see friends, plus the pressure of home-schooling. Many of our members were extremely anxious, as for a child who has experienced the death of a parent, constant news reports about mortality can be terrifying. Furloughing our team was never an option. Our members needed us more than ever and there was no way we were going to turn our backs on them.

I am incredibly proud of how the team stepped up. We quickly adapted to working from home. We looked at how our members' needs had changed due to lockdown and what

support was needed, then how we could deliver that support. It is important that our members never feel alone, so we started sending them regular updates to reassure them we were there for them. We arranged virtual events and competitions to help them to feel part of a supportive community. We reassured families we were just on the end of the phone and we learnt that we could offer a lot of emotional support via video calls on Zoom and Microsoft Teams. Despite challenges, we still made sure that every member received their birthday present, Christmas present and their vouchers on the anniversary of their parent's death.

As with all charities, we weren't able to generate income from our usual fundraising streams. However, we were blown away by the support we received. Fundraising events went virtual and we were awarded a number of emergency grants. We couldn't have got through this tough period without this funding so we will be forever grateful.

**"As I reflect on 2020, I feel a huge sense of pride. Not only did the charity manage to get through the year, we came out of it stronger."**

We had to be innovative and we learnt a lot about ways to support our members without being able to physically see them, which we will continue going forward. Scotty's was set up in honour of my husband, Corporal Lee Scott, and I know he'd be proud of the work we are doing to support bereaved Forces children and young people.



Founder  
Scotty's Little Soldiers



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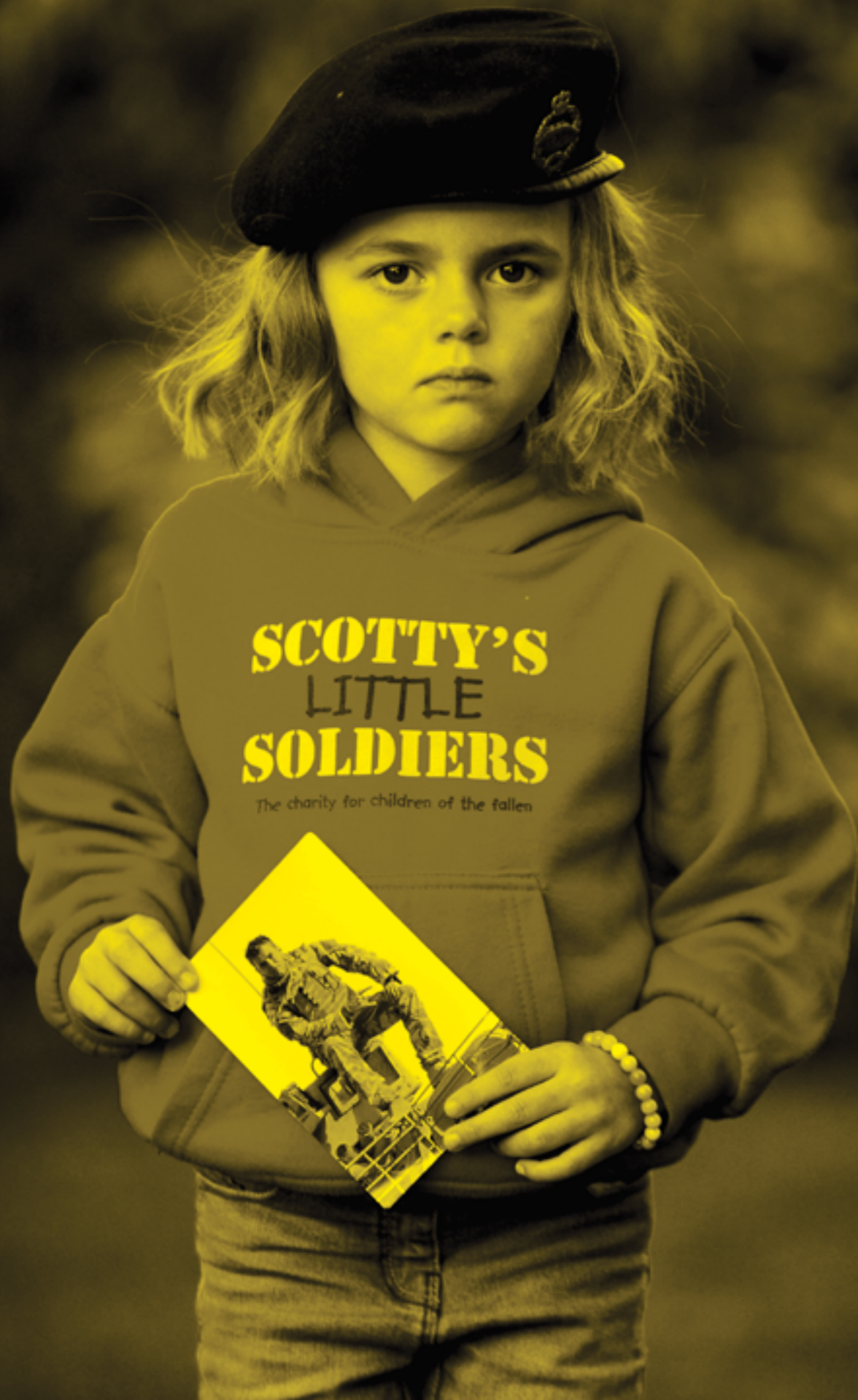
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## OUR PROMISES

WE WANT EVERY BEREAVED FORCES CHILD AND YOUNG PERSON TO HAVE:



Access to the very best emotional health and well-being support



Outstanding development opportunities



The chance to smile again

## OUR CORE VALUES



### FAMILIES COME FIRST

Our beneficiaries are the sole reason we are here. For every decision we make and every action we take, we ask ourselves how this takes us closer to completing our Mission.



### EVERYONE A SUPPORTER, EVERY SUPPORTER A V.I.P

Everyone who walks through our doors has the potential to support the charity. Without that support we can't achieve our Mission. Everyone is a potential supporter & every supporter should be treated like a V.I.P.



### LOVE WHAT YOU DO

When you truly love what you do it shouldn't feel like work, and when it doesn't feel like work you can achieve great things. We work as a team towards one goal, our Mission.



### REMEMBER EVERY DAY

For our beneficiaries Remembrance isn't just one day of the year, it's everyday of the year. We remember the sacrifices made by these families, everyday.



# OUR

**Underpinning our mission to support bereaved British Forces children and young people are four Family Programmes: Smiles, Support, Strides and Springboard. All the activities offered by the charity fall within one of these four Programmes.**

In 2021 we will be conducting a full-service review, ensuring our offering is designed to maximise impact and that it provides the foundations for a long-term bereavement service for those who experienced the death of a parent who served in our Armed Forces.

**Our Smiles Programme is focused on fun and engagement.** It includes a wide range of activities throughout the year which are designed to build a trusted and supportive community. Each activity helps young people to realise it is okay to smile and have fun whilst providing opportunities to remember their own hero.

**The Support Programme offers our Scotty Members more emotional health and well-being assistance.** In 2021 this has developed to include direct one-to-one bereavement support, as well as guidance for parents and carers to help them support their child which was first introduced during 2019. The Support Programme is funded by Annington Homes.

**Our Strides Programme focuses on education and development opportunities** and includes a range of small grants, such as our Scotty Allowance which can contribute towards activities such as music lessons, school trips or sports clubs.

**Finally, the Springboard Programme was created especially for young adults aged 18-25** and 2020 saw the recruitment of our first Springboard Co-ordinator to help develop the Programme further.

# WORK

## C O V I D - 1 9 C H A L L E N G E S

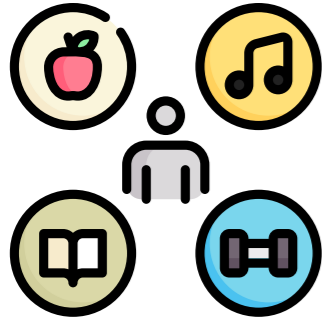
The global pandemic led to huge increases in anxiety for many of us, let alone for those who have already experienced the death of a parent. Incoming Support enquiries increased dramatically and peaked in April with 101 open family cases.

The outbreak forced us to adapt and innovate our service delivery at a time when demand increased, and fundraising was under severe pressure. Events were taken online and our communication with families increased. Remote activities, virtual coffee mornings, weekly email updates, competitions, virtual drop-in sessions, and online quizzes were just some of the ways we increased our engagement with families during the first lockdown. Such was the learning from this period that even as restrictions ease during 2021, remote support will continue to be an important part of our service offering in the future.

Not being forgotten has always been incredibly important for bereaved military families and it was essential for Scotty's that our beneficiaries knew we would still be here for them during such uncertain times.



## SMILES



752 activities undertaken by young people during lockdown.



177 bereaved young people and their families enjoyed a respite break.



The annual Christmas Party went virtual with 160 Members attending.



## STRIDES



Introduced a new financial grant for Scotty Members transitioning to a new school.



Launched our year groups to help children form relationships with peers and to provide age specific support.



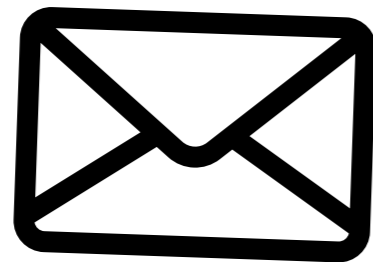
249 grants delivered to Members.



## SUPPORT



Our family support cases (1:1) increased during 2020. In April alone we had 101 cases.



Launched regular communications to parents and carers to promote our services and encourage regular engagement, which resulted in 87% of families opening and clicking on our weekly emails.



Launched Coffee Morning and Grab a Glass gatherings to support parents and carers during lockdown.



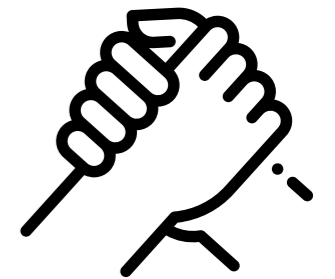
## SPRINGBOARD



New programme, Springboard, launched for 2020.



Recruited our first Springboard Co-ordinator to develop the future of Springboard.



31 young bereaved adults (our Springboarders) between the age of 18-25 were supported through 2020



2020  
IMPACT



46 NEW MEMBER PACKS SENT

415



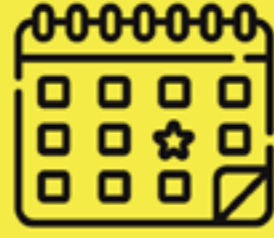
CHRISTMAS GIFTS SENT

455

CASES OPENED



490



EVENTS

MEMBERS ATTENDED VIRTUAL

23 NEW SCHOOL GRANTS



417



REMEMBRANCE VOUCHERS SENT

262

MEMBERS ENTERED VIRTUAL COMPETITIONS



STRIDES & SPRINGBOARD CO-ORDINATOR APPOINTED

6 MEMBERS SUPPORTED ON THEIR JOURNEY TO UNIVERSITY



MEMBER WATCHED FA CUP FINAL WITH PRINCE WILLIAM



8 HIGHER EDUCATION GRANTS ISSUED



397

EASTER EGGS SENT



16 PARENTS/CARERS ATTENDED A GRAB A GLASS OR COFFEE MORNING

160 MEMBERS ATTENDED OUR



CHRISTMAS EVENT

115



GRANTS ISSUED



34 TRANSITION PACKS SENT



90 SCOTTY ALLOWANCES ISSUED

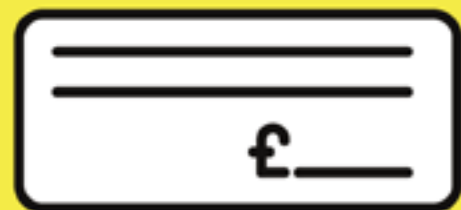
435 BIRTHDAY GIFTS SENT



13 DRIVING LESSON GRANTS



2110 GIFTS & VOUCHERS SENT



249 GRANTS ISSUED TO SCOTTY'S MEMBERS

400 THINKING OF YOU

ANNIVERSARY VOUCHERS SENT

177



MEMBERS WENT ON RESPITE BREAKS





## HEATHER & MEREDITH

**Heather and Meredith were just 8 and 5 when their dad, Staff Sergeant Pete Cluff, died in 2016 from an undiagnosed heart condition, aged 40. Pete served in the Army for 21 years.**

Heather and Meredith's mum, Kirsty, talks about the kind of dad Pete was:

"Pete was the perfect father to our two girls, Heather and Meredith. He constantly smothered them with cuddles and loved taking them exploring whenever he could. On rainy days they would sit together with a movie on while he sorted the laundry on the living room floor, he was such a family man."

Heather and Meredith became Scotty members in 2016. Talking about the support, Kirsty says:

**"Scotty's is a lifeline. A life jacket that we were thrown in the fiercest of storms."**

"A font of knowledge, support and understanding when we are floundering and have no idea of which way is up."

"There aren't enough words to explain what Scotty's means to us. For the girls, Scotty's means a friend who just 'gets it', on a level which no one else can. For me, it has meant a huge family of people who are all able to offer support and advice, knowing how to handle life, kids, grief, and all the challenges that come with losing a spouse. Scotty's has

inadvertently given me the most amazing peer group, that's got the worst thing in common, but also the best things too, the main being wonderful kids, all special and unique."

"I don't dare to think about what it would be like for the girls if Scotty's hadn't been there for them. Meredith would still be fighting with thoughts and demons inside herself, without understanding how or why, or when to stop and ask for help. Heather would likely still be avoiding all the things that made her happy, because she felt so guilty when she enjoyed herself."

"Both of the girls' faces light up when they talk about Scotty's. The charity has been a blessing and the year-round support means the absolute world to the three of us, we can't thank them enough."

## CHRISTOPHER & OLIVER

**Christopher was 3 and Oliver was just 19 months when their dad, Captain Tomasz Jennings, who was serving in the Royal Marines Special Boat Service, was killed on tour in Afghanistan in 2011, just three days before Christmas.**

Christopher and Oliver's mum, Emylie, couldn't bear to break the news to them, just before Christmas, that daddy wouldn't be coming home, so she waited until boxing day. Emylie explains:

"After Christmas I sat the boys down and had to explain to them that there was a bad accident and daddy couldn't come home anymore. Christopher didn't really understand and sat there shaking his head. Oliver was only 19 months old and didn't understand at all.

A few years after Tom died, I got in touch with Scotty's Little Soldiers and they have been fantastic. They have given both me and the boys the opportunity to meet other children in similar circumstances, and a sense of belonging and unity that we lost when Tom died.

We are all so incredibly grateful for Scotty's. Christmas is always a time of mixed emotions as we mark the anniversary of Tom's death and then a few days later it's Christmas Day.

**"But what Scotty's has done is given the boys something to smile about at Christmas."**

They get so excited when they see the Scotty's logo on the gift Scotty's send them and it helps reassure them that it's ok to laugh and be happy and that there are people out there who remember them and remember their dad.

Just knowing Scotty's is there and that they remember us, makes such a huge difference to how we feel. With Scotty's, it's ok to laugh and smile. You don't feel like people are judging or watching you. I appreciate the connection with other military families who can relate, advise and support each other as we all move on in life. Knowing Scotty's think about and help us prepare for key transitions and stressful events is a big weight off my mind."





## GEORGE

**George was just 3 years old when his dad, Flight Lieutenant Thomas Hendrie, died from cancer in 2018.**

George's mum, Emma, talks about the wonderful father he had:

"Tom was a real family man. My fondest memory of him is when we took George to Canada to visit his brother and family the year before he died. It was such an adventure and Tom made it the trip of a lifetime."

George became a member of Scotty's in 2018. Emma explains:

"I knew about Scotty's before Tom died. As part of his survival guide for me, Tom had asked a friend in the RAF to help research what support was available for me and George after he'd passed. I rang one charity, and to be honest, it was a horrible experience, they said sorry we can't help you. I then

plucked up the courage and phoned Scotty's Little Soldiers, a charity Tom's RAF friend had underlined and said, 'make sure you ring them!'

Nikki Scott, the founder of the charity answered the phone and straight away she said, 'we can help you'. At the time that was all I needed to hear, that we weren't going to do this alone. They just make us both feel part of a team – a special team.

For George, he sees Scotty's as Daddy's work friends and

**"everything about the charity makes him happy and makes him feel special."**

They are now a big part of our lives and we're so grateful for their support.

When George receives a gift



from Scotty's it always triggers a conversation about his daddy and highlights the happy memories. No child should be put in the position Scotty's members are, but I am so happy we have Scotty's in our lives. George and I know we are not alone and that others are experiencing the same thing we are. They are always on hand to help, advise or just listen."



## STEVEN

**Steven Murphy was just three years old when his dad, Lance Corporal John Murphy, who served with the Royal Army Veterinary Corps, took his own life in 2007.**

**"I wouldn't have got through my childhood without Scotty's"**

explains Steven, who joined Scotty's at seven years old.

His teenage years were some of the most challenging. His mum Rachel explains: "Steven just didn't get on with school, he couldn't relate to any of the other children and his mental health really declined."

Deeply concerned for her son's wellbeing, Rachel took Steven to the doctors, only to

be told there was an 18-month waiting list to be referred for counselling.

Rachel says: "Steven went through a really dark period, he'd say to me, 'I want to talk to dad to ask him why he did what he did', I was terrified that he meant he didn't want to be here anymore. I couldn't wait 18 months for him to get some help, so I phoned Nikki at Scotty's Little Soldiers in floods of tears, and she was able to arrange a referral to a counsellor for Steven in two weeks."

Steven adds: "It was a very rough period. At times I didn't know whether I'd get through it. There were points when I was really bad, but since then I've improved so much. The support provided by Scotty's during this period was invaluable."

Mum Rachel couldn't be



prouder: "Steven has overcome everything that life has put in his way and the incredible help Scotty's gave him was just what he needed at the right time."





# FUNDRAISING

**2020 will go down as one of the most challenging years ever for charity fundraising, but potentially also as one of the most innovative. Never before have long standing and reliable income streams been switched off almost overnight, forcing charities to adapt quickly in order to survive.**

Thanks to our amazing supporters we were able to do just that. Faced with complete uncertainty about our future income, but knowing that demand for our services were increasing, we had no choice but to find new ways fund our work. We would like to thank every one of our supporters who helped the charity during 2020. Your efforts and generosity meant that our support for bereaved military families didn't decline right at the moment it was needed most. It meant that we were able to step up and provide

the help that was so greatly needed.

## Individual fundraising and donations

Traditionally the charity has always relied quite heavily on the great British public for its income, and this was the area initially impacted most when the first lockdown was introduced. Mass participation events stopped immediately and didn't continue again until well into 2021. It didn't take long for our fantastic supporters to step up and take on a wide range of new fundraising challenges, particularly virtual activities. We saw a great deal more solo fundraising as individuals & families used the lockdown as an opportunity to get out and about and exercise a bit more. We had stair climbs, solo cycles, online quizzes, gaming competitions and our

popular May Marathon event. We launched a 'November to Remember' campaign to mark Remembrance, which included an opportunity for supporters to virtually buy their hero a pint. As well as lots of lovely tribute messages being left, the 'Buy Your Hero a Pint' fundraiser raised £5,628. We were also amazed when three celebrity dogs, Max, Paddy and Harry, used their profile to raise £17,000 for us! A special mention must go to Piers Morgan for choosing to fundraise for Scotty's when approached to appear on ITV's Who Wants to be a Millionaire and then personally donating £15,000 when he answered the £32,000 question incorrectly. His winnings dropped to £1,000 but he made it up to £16,000, which is what he would have won if he had walked away after the previous question. Thank you Piers!

## Corporate Partners

Corporate fundraising was another area which dropped significantly with many businesses being unable to fundraise and also having to focus on their own core activities. Many previous partners kept in touch throughout the year though and pledged to support as soon as they could. A special thank you must go to both Annington Homes who offered guidance throughout the year, confirmed their previously proposed award of £50,000 for our Support Programme, and donated an additional £30,000 later in the year to ensure the charity wouldn't close with a deficit, and also Thru Dark, the premium clothing business set up by former Special Forces operators for their kind donation of £15,000.

## Grants and Trusts

If most of our income streams saw a decline year on year, grants fundraising was the one area which managed to grow due to the emergence of a number of COVID specific funds. These were in most cases one-off emergency grants to help offset the challenges we faced due to COVID, both in terms of increasing demand for our support and the decline of other fundraising streams. Grant fundraising has been an area of focus over the past two years as the charity continues to diversify its income.

## Overwatch

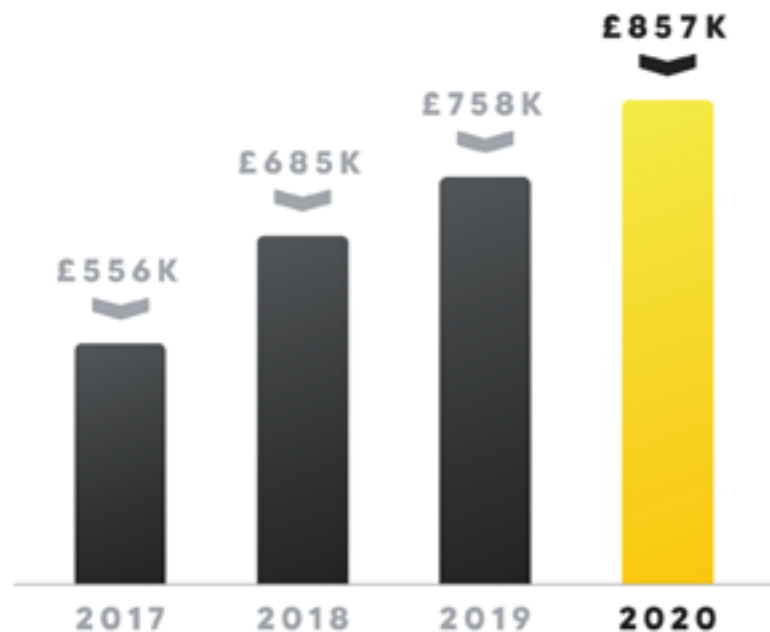
If 2020 was a year for innovation, then Overwatch was our shining example of what that looks like. Created in just two months, Overwatch was launched to our supporters in June and provides a way for us all to watch over the children our heroes have left behind.

Unlike traditional regular giving schemes, we didn't want our supporters to forget about their donation, we want them to feel connected to the work of the charity and to really feel the benefit of their support. Overwatch is a community of like-minded individuals who believe that we should be there, for the long-term, to support the families of those who have made the ultimate sacrifice. All members of Overwatch receive a log-in to an exclusive online site where regular videos and other content is uploaded to show just how we are using their funds to support bereaved Forces children and young people. What's more, 100% of their donation goes directly to our family programmes. We hope to grow the Overwatch community during 2021 and to create a sustainable source of income to continue our work, whilst building a committed community of supporters.



# FINANCES

**INCOME 2020: £857,076**  
**INCOME 2019: £758,311**



**“Despite the challenges of COVID-19 we continued with our steady year on year growth. To meet the needs of bereaved military families, we will need to continue with this growth trajectory over the next 5-10 years. Our long term goal to support 1,000+ children & young people annually will require annual income of more than £2m.”**

In what has arguably been one of the most difficult years for all charities, I’m incredibly proud of how the team at Scotty’s stepped up during 2020 and put the families we support first. It’s one thing saying that your number one core value is to put Families First but living it when under pressure is the true test.

From a financial perspective, on paper at least, there is no sign that we have just manoeuvred through a global pandemic and the charity continued its steady growth trajectory.

This is despite many of our regular income streams coming under significant pressure and with the overnight cancellation of all in-person fundraising

activity. The team has always been used to working creatively with limited resources available to them and so they were well equipped to adapt to this new challenge.

Our amazing supporters, having seen the phenomenal work done by our Families Team which was communicated via some really engaging content throughout the year, responded to the innovative virtual fundraising opportunities we launched. That, together with fantastic support from funders such as the Armed Forces Covenant Fund Trust, Lloyds Patriotic Fund, Veterans’ Foundation, Annington Homes, RNRMC, NET, etc resulted in

what at one point looked like a significant deficit for the charity, returning a small surplus which has allowed us to increase our cash reserves to 6 months of operating expenses. This level means we do not hold too much cash in reserve (something we know supporters are always keen to be aware of), but also ensures the charity can remain solvent if there are further drops in fundraising. Striking the right balance here is key. Our cash reserves at the close of 2020 were £409,034 – it’s good to appreciate the difference between cash and what is included in the overall Reserves figure in our financial accounts. The total Reserves also includes all capital assets

**EXPENDITURE 2020: £759,604**  
**EXPENDITURE 2019: £751,459**



CHARITABLE ACTIVITIES

COST OF RAISING FUNDS

CASH AT YEAR END\*

\*These are the funds we had available to use at the end of the year and equates to approximately 6 months of operation expenditure.

such as our holiday homes, so it doesn’t represent free funds which the charity has available to spend.

The growth of income during 2020 and the careful reductions in spending present a strong financial position for the charity, however the need for our service continues to grow at a faster rate, with only a small fraction of bereaved young people from Service families across the UK having access to our services. In the next 5 years we estimate that the charity will need to more than double its income to grow in line with that demand.

It will be key for us to continue to invest in the resources

which deliver that support to families, but also in those resources which will provide the infrastructure to allow that support to be sustainable long term. This will inevitably see the team grow over the next 2-3 years as we rise to meet the challenge ahead of us. We know we will need to grow, but we are also fully aware of our responsibilities to ensure that any growth is in line with the need of our beneficiaries. It’s our goal to create a sustainable charity which will be around for many years to come, providing world class support to our bereaved military families in the UK.

You can find our full financial

report, which is publicly available, over on the Charity Commission website here.

*Stuart*

Chief Executive Officer  
 Scotty’s Little Soldiers





# THE FUTURE: 2021 AND BEYOND

OUR BIG HAIRY AUDACIOUS GOAL

**TO BE SUPPORTING 1,000+ YOUNG PEOPLE ANNUALLY BY 2030**

0

452

1000

## We supported 452 children & young people during 2020...

**Our long-term goal is to be providing military community specific bereavement support to over 1,000 young people annually by 2030.**

More than this though, it's the level of that support that we will

focus on throughout the next 12 months. We've kicked off 2021 with a complete service review to ensure we are clear about our offer to bereaved children and young people and that this offer is based on an

understanding of the need of bereaved military families.

We will use 2021 to refine and refocus our service delivery, building a solid foundation from which to base our journey toward the BHAG.

## Our future offer to young people

As we review our future service offer to bereaved military families and what specific activities we will focus on for the long term, we know that this will be centred around our 4 core Family Programmes...

### Smiles: Fun and Engagement

- Creating a trusted and supportive community for children and young people who have experienced the death of a parent who served in the British Armed Forces.
- Building support networks and developing friendships with others in the same situation.
- Regular engagement throughout the year with fun and exciting opportunities.
- Encouraging bereaved Forces children and young people to smile again.

### Support: Emotional Health & Wellbeing

- Resources and information to support children and young people following the death of a parent who served in the British Armed Forces.
- Guidance for parents and carers to help them support their child from the effects of bereavement.
- Individual bereavement support and referral on to specialised services.
- Bereavement based activities and events to help children and young people cope with their bereavement and remember their parent.

### Strides: Education and Development

- Reducing any barriers and disadvantages faced by bereaved Forces children and young people.
- Promoting a positive attitude to education and learning and providing opportunities to develop life skills.
- Encouraging children and young people to develop resilience and thrive, despite challenges they may be presented with following the death of a parent.
- Providing opportunities for bereaved Forces children and young people to achieve, succeed and celebrate successes.

### Springboard: Young Adults (18-25)

- To provide young adults, bereaved of a parent who served in the British Armed Forces, with opportunities to develop their education and learning, career, volunteering and life skills.
- To encourage, promote and celebrate young adult's achievements.
- Reducing any barriers and disadvantages faced due to their bereavement.
- Providing networking opportunities and help to build connections and friendships.



Our Families Team



# GET INVOLVED

## Our supporter strategy for the future.

As a small charity we recognise that we need to deploy our resources in the most efficient way. That means we can't do everything. We know that we have to focus on fewer but more effective opportunities, which is difficult because sometimes that means saying no.

Taking into account our limited resources and a host of other factors such as culture, consumer trends, technology and so on, we've created a strategy for growing our income to match the need of the families we support.

This strategy will see us focus during 2021 on digital donation opportunities rather than cash, on fewer of our own community fundraising ideas but creating an amazing resources to help our supporters with their own fundraising, the further development of Overwatch, the growth of our Scotty Challenges – the promotion of physical fundraising challenges which are both mass participation or virtual, and grants fundraising.

In 2022 we will also introduce a new focus on business partnerships, major donors, our online merchandise, and also a legacy offering.



**OVERWATCH**  
BY SCOTTY'S LITTLE SOLDIERS

If you want one way to ensure our bereaved military children get the long-term support they deserve, join OVERWATCH. Overwatch is a monthly subscription where you get an exclusive insight into the work we do at Scotty's and how we use your funds to do that work. What's more, 100% of OVERWATCH donations go direct to the Family Programmes. No running costs here.

### FUNDRAISE

Cake sales, car boots, sponsored silences, going sober for a month – whatever ideas you have, let us know and we'll help you get the most from your fundraising activity. Check out the fundraise section of our website, get registered and then check your inbox for ideas and inspiration.

### SCOTTY CHALLENGES

Fancy something a bit more physical? Take a closer look at our Scotty Challenges, a range of physical challenges for all abilities. We have free places available at top events like Spartan Race, 10k runs or overseas treks. We also have a range of solo virtual challenges and a host of rewards for those who hit their fundraising targets.

### DONATE

Looking for a simpler way to support. Visit our website to make a one-off or regular donation, safely and securely. Don't forget to sign up for our email updates and to follow Scotty's on your favourite social media platform to keep up to date with all the news from Scotty HQ. If you can't make a financial contribution right now, why not pledge to share some of our social media posts with your friends – it all helps!

**Huge thanks to all of our supporters during 2020 and to the following organisations in particular for their ongoing help and support.**

**ABF - The Soldier's Charity**

**Royal Navy and Marines Charity**

**Annington Homes**

**Tesco Groundworks**

**Armed Forces Covenant Fund Trust**

**The Big Salute**

**Intelligent Corps Association**

**The MacRobert Trust**

**Lest we forget Association**

**Veterans Foundation**

**Lloyds Patriotic Fund**

**National Lottery Community**

**NET & the Local Community Foundation Grants**

**Royal Air Force Benevolent Fund**