





MADE IN GORGIE



Big Hearts Community Trust is an Edinburgh-based charity committed to using the power of football to create positive social outcomes.

From our offices at Tynecastle Park, home of Heart of Midlothian Football Club, we work closely with a network of partners to support individuals and families at risk of social isolation.

Over the years, Big Hearts has developed a wide range of programmes designed to address identified areas of need in our local community. In Gorgie/ Sighthill, child poverty remains one of the biggest challenges with a rate of 39% - the highest across the city.

The record-breaking attendance at Big Hearts' school holiday support, where three times more children accessed free meals and activities at the Stadium, demonstrates once again the success of our charity's model. Football remains a force to make a tangible difference.

This annual update 2019 provides insights into the work achieved by Big Hearts over the last 12 months, sharing main successes and individual stories from across our extended family.

With an increased staff team, new funds secured and sustainable growth in sight, we are excited for what 2020 holds for Big Hearts.



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OUR AMBITIONS TO 2021



Big Hearts uses the power of football to change lives.

Our main commitment to 2021 is to improve outcomes for individuals and families at risk of social isolation across Edinburgh.

Big Hearts' strategic direction 2018-2021 outlines five identified areas of need in the community.



Kinship Care:
Support young people and their carers living in this form of care.



Older People:
Improve the wellbeing and social connections of people aged over 65.



Multicultural Community:
Build a thriving community of adults and children from various backgrounds.



Families in Need:
Make a positive difference to families living in poverty.



Mental Health:
Develop targeted initiatives promoting positive mental health.

REDUCING SOCIAL ISOLATION



Strategic direction: Year 2

Over 2019 Big Hearts strengthened the work initiated in the previous year, teaming up with Heart of Midlothian, local organisations and statutory services to deliver support that creates positive social change.

We secured our existing projects to maintain the level of support and saw a significant increase in individuals and businesses getting involved.

In 2020 we will focus on maintaining the sustainability of the charity to progressively draw up our long-term plans within Scotland's football and charity sectors.



Review of financial position 2018-2019

The Trust is reliant on income from donations and activities, the income and expenditure for the year ended 31 March 2019 was:

**Income from donations
and activities: £259,953**

(2018: £237,551)

**Expenditure:
£331,461**

(2018: £244,582)

Our expenditure on charitable activities rose to £280,421 (2018: £182,378). Reserves held at 31 March 2019 amounted to £191,831 (2018: £263,339) and this is made up of unrestricted funds of £190,414 (2018: £247,927) and restricted funds of £1,417 (2018: £15,412). The move to reduce reserves was made as the Board agreed to hold between six and nine months of costs in reserve.

OUR ACHIEVEMENTS IN 2019

Big Hearts is engaging with more vulnerable adults and children than ever before.

Over the last 12 months we extended our reach to groups most at risk, with a focus on men's mental health and local pupils living in poverty.

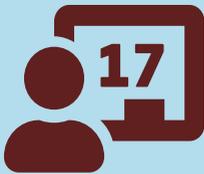
Our organisation is growing and will continue to develop alongside our activity to ensure people affected by social isolation get regular support that helps them to thrive.



2,350+
people engaged



4,000+
volunteer hours completed annually



17
community projects



8
weeks of holiday support



14+
corporate partners



100+
community fundraisers

SUPPORTING ALL GENERATIONS



Big Hearts' programmes offer meaningful opportunities across all ages and backgrounds, using the power of football to reach out and support those most vulnerable.

Our main programmes

- **Big Hearts Befriending:** Informal one-to-one support to young people identified as vulnerable or isolated.
- **The Changing Room:** Project using the power of the beautiful game to promote men's positive mental health.
- **Edinburgh & Football Memories:** Reminiscence sessions where older people revive fond memories through memorabilia.
- **Go Fitba project:** Course for primary school pupils combining physical activity and education about nutrition.
- **Kicking the Habit:** Football-based initiative helping adults in addiction recovery adopt a new lifestyle.
- **Kinship Care programme:** Comprehensive support to kinship young people and their carers, including peer groups and family days.
- **School's Out project:** Free meals and activities for young people in need during the winter and summer school holidays.
- **Big Hearts Supporters:** Football fans' engagement programme, including volunteer opportunities through Big Hearts or local charities.
- **T.E.A.M project:** After school group bringing local pupils from various cultures and backgrounds together.





***“My name is Diane.
I started taking care
of my grandson Charlie
when he was 10 months old.
He is almost 6 now.***

Becoming a kinship carer has been a life changing experience.

I had a career and a social life, but I had to give up work. I progressively became isolated because my friends were not in this situation anymore, and I became not as secured financially. All the paperwork and administrative jargon to go through... It was very unsettling.

It took me a few years to make the step and come to Big Hearts' Kinship Care after school club. If I'm honest I was reluctant. I felt I had everything under control, but the reality is I was struggling.

It all changed when I met other kinship carers. I didn't feel judged - everyone in the room was in the same boat! Hearing other carers share their stories helped me talk comfortably about my challenges.

The School's Out project has been a godsend. It took the pressure off the summer school holidays. Thanks to Big Hearts, Charlie has experienced new activities, made new friends and grown in confidence.”

CHANGING LIVES

Addressing the main causes of social isolation, Big Hearts doubled their efforts over 2019 to ensure local families most in need receive tangible support to reach their potential.

After four years, our flagship programme for Kinship Care families continues to develop with on-going funding from The National Lottery Community Fund.

In partnership with Mentor Scotland, our charity started delivering one-to-one support to families living in this under-represented form of care and extended the peer advice provided within our well-attended male Kinship carers group.

From our weekly after school club to our befriending service, Big Hearts supports an average of 180 young people and their carers every year. Over 300 attend our annual Family Day in October, which remains to date the largest gathering of Kinship Care families in Scotland.



ACCESS TO ESSENTIALS



**800 free
meals
provided in
July 2019**

Fighting food poverty remains a constant focus across all Big Hearts' programmes and our main priority outside of school term.

School's Out! aims to tackle holiday hunger and social isolation during school holidays. In close partnership with Tynecastle High School and DPS Group, the initiative offers young people access to free lunch and breakfast, a safe place to spend the day and engaging activities with other children.

To further make a difference over the summer 2019 Big Hearts doubled the duration of the project to four weeks and increased by three times the number of children involved. Out of 60 young people

who benefited, half were new to our charity which demonstrates the scale of the challenge within our local community.



“My name is Graham. I’ve been a Hearts’ season ticket holder for over 30 years.

Every Tuesday, I volunteer at Edinburgh and Football Memories in the Hearts’ Museum. I get a lot out of it and have become more aware of the importance of listening and giving people the space to talk.

I’ve been volunteering with Big Hearts for over a year now and still get a buzz every time I’m on my way here! I bring my older neighbour with me. His first Hearts’ game was back in 1946! He was recently widowed, so I invited him to come along and he loves it. I think it has given him an opportunity to get out of the house and meet new people.

Edinburgh Memories has grown in popularity. I’ve enjoyed being involved from the very start of the project. I’ve seen participants coming out of their shell, becoming chatty and more engaged in the conversations. Most of them are living on their own and many are here every single week. It shows you that Big Hearts is doing something good, hugely valuable.

They come to the sessions knowing someone there will listen to them. Everyone has a story to tell.”





STRENGTHENING PROJECTS



Building on the success of our existing model, our charity focused 2019 on maintaining a regular level of support and growing the scope of our family programmes.

In one of the most culturally diverse areas of the city, our weekly T.E.A.M project celebrates diversity, resilience and friendship between school pupils from the Tynecastle cluster.

Over the past 12 months, Big Hearts has been working closely with our partner Multi-Cultural Family Base to increase referrals from 7 primary schools in South West Edinburgh.

To support our efforts, we received a five-figure grant from 'The Changing Lives through Sport & Physical Activity Fund' which will help us extend the group to 40 young people in 2020.



REGULAR SUPPORT



With four to five reminiscence sessions per month, Big Hearts offers regular opportunities for older people to make connections and reduce the challenges associated with loneliness.

In July, we celebrated the first year of Edinburgh Memories. Going from strength to strength, this second social group for over 65s is proving very popular amongst older women, Hearts fans and residents from care homes.



Along with our well-established Football Memories, up to 60 older people joined us in the Hearts Museum every Tuesday of 2019, with a significant peak during the summer months. Participants also got the chance to enjoy a visit of Hopetoun House and Murrayfield Stadium.

As a result, over 30 Big Hearts volunteers are now involved in the delivery of the programme which includes facilitating conversations and sourcing themed memorabilia.

**49 memories
sessions
delivered
annually**



The First Minister of Scotland meeting with the young people involved in our Kinship Care after school club, Big Hearts' Trustee Ann Budge and the youth workers from our partner Mentor Scotland.



For the second year Tynecastle Park opened its doors on Christmas Day, providing good food and company to vulnerable and isolated people, with the help from 20 Big Hearts Volunteers.



In December, Big Hearts' annual foodbank appeal on the Foundation Plaza, backed by the online fundraising from Jambos Kickback, helped the local foodbank in Broomhouse support hundreds of local families living in poverty.





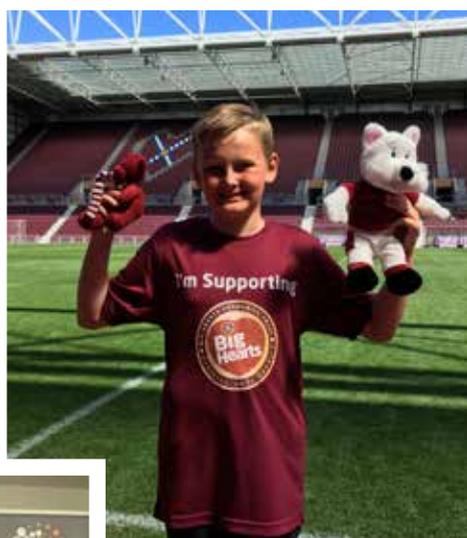
Members of the Big Hearts' Board: Pamela Scott, Tim Gardiner, Billy Watson and Lawrence Broadie taking part in the match day celebrations at our fourth Big Hearts Day in March.



Alongside his mother Michelle our youngest Big Hearts Supporter Kenneth, 10 years old, represented our charity at a series of challenge events including the Edinburgh Marathon Festival and the Kiltwalk.



2019 OFF THE FIELD



Gary Locke, Club Ambassador, and the winners of Big Hearts 2019 Golf Day in August, our most successful to date with over £5,577 raised to support our work in the community.







***“My name is Oliver.
I’m 18 years old. I’ve
just completed my
Duke of Edinburgh Award.***

It’s been fun doing this for the past four years. You must commit to a certain amount of volunteering hours. I’ve started getting involved with Big Hearts to achieve the gold level of the award.

First, I took part in fundraising activities held on match days and at the local M&S. Then this summer I lent a hand at the School’s Out project: serving lunch and keeping the kids engaged in the different activities.

In the same year, I’ve raised money to fund free meals and found myself delivering those meals to children in need. It was a very nice feeling, knowing I had done something good and useful. I enjoyed being part of such a big achievement.

As a volunteer I’ve been able to see places in the Stadium I’ve never thought existed. I understand and appreciate more what Big Hearts is all about, and the massive amount of non-football activities that goes behind the scenes.

I was a bit nervous on my first day, but volunteering helped me being more confident around other people. Hopefully this will help when I start University! ”

EMPOWERING SUPPORTERS

In our relationships with volunteers, we seek to make sure their experience with Big Hearts is allowing them to reach their own aspirations, whilst changing lives of others.

Hundreds of active volunteers - Hearts fans or local residents - are giving up their time to help deliver our community programmes or to support our partner charities.

During Volunteers' Week 2019 Big Hearts reached the milestone of 10,000 hours completed by volunteers. After only three years, the charity's volunteering programme remains a shining light in Scottish football and the Third Sector.



**30 weekly volunteers
at Tynecastle Park**

Our Big Hearts Supporters' movement has grown into a dynamic, thriving and ever-changing community. We are proud when we see volunteers moving on to paid employment and participants from across our programmes starting to volunteer on other projects.



VOLUNTEER JOURNEY



86% of volunteers retained year on year

From our weekly reminiscence sessions to our annual kinship family day and one-off match day events, Big Hearts volunteers represent an exceptional force for good in the community. Their time and efforts contribute directly to supporting 800 vulnerable children and adults every year.



In September 2019 we hosted our very first Volunteer Recognition event on a match day, as a way to thank and celebrate the outstanding commitment of 50 volunteers. Earlier in the year two Big Hearts volunteers received the City of Edinburgh's Inspiring Volunteer Award presented by The Rt. Hon. Lord Provost.

To go further in encouraging our supporters' development, Big Hearts provides training resources and one-to-one support to volunteers involved in: youth achievement programmes and college placements, those seeking to find employment or improve their wellbeing and volunteers taking on particularly challenging roles.

“My name is Robert. I first heard about The Changing Room at the launch with Christophe Berra.

At the time, I was struggling with depression and got myself quite isolated. After discussing my situation with my wife and doctor, joining a support group seemed a good option. I’m a huge Hearts fan so I thought at least I’d have one thing in common with the other men in the room!

The first thing I learned is that everybody got mental health. It never occurred to me that it’s not just about feeling low. It’s also taking care of yourself when things are okay.

The project had a massive impact on my life. Going to the Stadium every week to see the guys gave me something to look forward to. We related to each other through shared experience. Being able to say out loud how I was feeling was very cathartic. Everyone listened, no one judged. This helped me feel stronger. I was taking back control and moving forward.

It gave me a feeling of self-worth and a sense of belonging. I realised how important and valuable I am to other people in my life. I’m so grateful to Big Hearts for the opportunity.”





BUILDING BRIDGES



Big Hearts' unique position in the football and charity sectors enables us to reach out and support the most vulnerable via partnerships with expert agencies.



**45 men
involved
in The
Changing
Room
to date**

Continuing our ambitious work with the Scottish Association for Mental Health (SAMH), The Changing Room is now running at Tynecastle Park on a weekly basis.

In just over a year this project, supported by The Movember Foundation and the Scottish Professional Football League Trust, has met a fantastic response from men of middle years, the group most at risk of mental health issues in Scotland.

From awareness generated with Hearts' fans to the positive feedback from participants, The Changing Room is a great illustration of partnership working to improve men's wellbeing through the power of the beautiful game.



NEWS AREAS OF WORK



In 2019 Big Hearts came together with charities Health All Round, Change Grow Live and Turning Point Scotland to develop a pilot initiative for adults in recovery. Kicking the Habit aims to engage with those who have experienced substance abuse, using football as a tool to improve their fitness.



Over the summer Big Hearts initiated a set of wellbeing activities for all adults, liaising with the local GP surgeries and Hearts' Community Football Department to promote an active and healthy lifestyle.



Following in the footsteps of the GoFitba project, our charity is committed to delivering further early intervention to young people most at risk of poor health outcomes.





***“My name is Annie.
I work at the M&S
foodhall in Chesser
Avenue, Edinburgh.
I oversee the good work we
do in the community, and
the relations with our local
charity partner!***

We chose to support Big Hearts following a chat with one of our customers who happens to be a Hearts’ supporter. We are a very friendly store, most of our clients live in the local area and we know each other’s names, it’s like an extended family!

I’m always buzzing working with charities. I love it. It’s so gratifying to achieve something that will help people who are struggling. The Big Hearts’ team is so enthusiastic and passionate about what they do. It’s a good fit for our store. It makes our partnership so easy and enjoyable.

Together we’ve organised bag packing, bake sales and a quiz night, raising over £2,800. My colleagues and I also volunteered at the Stadium to host a big fun day for vulnerable children. It was fantastic to witness first-hand how the money raised is being used. We probably had as much fun as the kids!

There’s been so much positivity, I hope we can build on this to achieve even more next year.”

ENGAGING COMMUNITIES

This last year opened new perspectives for our charity's development with many more individuals, Hearts fans and businesses choosing to support us in various ways.

Long-time supporter via their Local Heroes Fund, DPS Group extended their support becoming our first Big Hearts' Day sponsor.

Our brand-new partner Prospero Insurance Brokers pledges to donate 25% of their earnings to help the most in need through Big Hearts.



2019 was dedicated to achieving a balance of restricted and unrestricted funding across various income streams, from statutory grants to individual donations.

Main grants secured:

- National Lottery Community Fund: £149,423. Three-year funding for our Kinship Care programme.
- Changing Lives through Sport & Physical Activity Fund: £47,772. Two-year funding for our T.E.A.M project.
- Cash for Kids charity: £7,800. Three holiday runs of our School's Out! project.



BIG HEARTS SUPPORTERS



Our community of Big Hearts Supporters remains a driving force. From our first public bucket collection to our largest participation at the Edinburgh Kiltwalk, over 100 individuals offered their time and efforts to help us achieve our ambitions.



**Over £23,000
collected
through
community
fundraising**

Big Hearts' engagement with corporate audiences resulted in our very first 'Charity of the Year' partnerships.

Big Hearts is the local charity partner of two M&S food halls across Edinburgh. Staff in Chesser Avenue and Princes Street get the chance to take part in various volunteering and fundraising opportunities.

The Diageo headquarters in Edinburgh hosted a whisky dinner in January collecting over £13,000 in donations.

Our Gorgie neighbours at The North British Distillery organised fun events for families involved in our programmes whilst raising over £12,000 and this partnership will continue in 2020.

PEOPLE WITH BIG HEARTS

Balgreen Primary School
Buttle UK
Care & Repair
Cash for Kids
Change Grow Live
Childrens Aid Scotland
Community One Stop Shop
Corra Foundation
Dads Rock
Dalry Primary School
Diageo
DPS Group
Edinburgh Chamber of Commerce
Edinburgh City Council
Electrify
European Football for Development Network
Foundation of Hearts
Foundation Scotland
Fresh Start
Gorgie Collective

Health All Round
Health in Mind
Heart of Midlothian FC
Impact Funding Partners
Investing in Volunteers
Jambos Kickback
Lady of the Glen
Lodge HMFC 832
Longstone Primary School
M&S Chesser
M&S Princes Street
McClure Solicitors
Mentor Scotland
Mortgage Advice Bureau
Movember Foundation
Multi-cultural Family Base
National Lottery Community Fund
NHS Lothian
Prospero Insurance Brokers
Real Maroon FC
Save the Children

Scottish Association for Mental Health
Scottish Council for Voluntary Organisations
Scottish Football Museum
Scottish Football Partnership Trust
Scottish Government
Scottish Professional Football League Trust
Space
Spirit of 2012
SportScotland
Tesco Edinburgh
The North British Distillery
The Robertson Trust
The RS Macdonald Charitable Trust
Turning Point Scotland
Tynecastle High School
Unknown Pleasures Fanzine
Volunteer Edinburgh
Yard Digital

Big Hearts would like to thank all our supporters, volunteers, partners and funding organisations who helped us achieve our ambitions in 2019. We are grateful for your valuable support!







Big Hearts Community Trust
Tynecastle Park,
Edinburgh, EH11 2NL

0131 200 7225

communications@bighearts.org.uk

www.bighearts.org.uk

 [@bighearts](https://twitter.com/bighearts)  [/bigheartscommunity](https://facebook.com/bigheartscommunity)

Scottish Charity 037311