

In 2008 we raised over £2 million for veterans and their families.

Thank you Scotland.



poppy 
scotland
SUPPORTING OUR HEROES

Annual Review 2009

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Chairman's Report

The year under review was the second of a two-year operational plan and saw the implementation of a number of revised policies for both Fundraising and Charitable Services.

The major fundraising effort to support all our charitable service work is of course the Scottish Poppy Appeal, when an army of volunteers takes to the streets to allow the public to show their support for veterans. This year we held a national launch at Stirling Castle hosted by the First Minister following a hard hitting television campaign which focused on three

maximise the use of its resources. In conjunction with Citizens Advice Scotland we have developed practical means of identifying those veterans not currently in receipt of support and as a result secured for them access to sorely needed support both financial and social. We hope to expand this pilot programme throughout Scotland in the next few years. Operating with The Prince's Scottish Youth Business Trust we have provided grants to enable veterans to realise career ambitions. We also formed a partnership with the Scottish Association for Mental Health to develop a pilot project concerning

recently published ground-breaking research into the employment needs of veterans with vulnerabilities and disabilities, which uncovered stark findings about the plight of veterans in Scotland compared to those in England and Wales. Some 28,000 ex-Servicemen and women in Scotland are known to be out of work and the true figure could be much higher. In addition we continue to support with substantial grants many other worthwhile veterans' charities.

Fundraising from the public seems to have held up but we have evidence that the financial climate has had a detrimental effect on corporate donation and support. Our two-year operational plan involved increased spending on marketing and fundraising and a task in the future will be to ensure that this investment in additional resources continues to produce a satisfactory return. The increase in the Scottish Poppy Appeal is very welcome but legacy income was £664k less than last year. Further, investments suffered from the global financial problems and total funds have fallen by 21%.

Despite a surplus of some £500k at the last periodic valuation in 2007 the Directors considered it prudent to lay aside £250k in anticipation of a possible pension fund deficit which may arise following the actuarial valuation due in April 2010.

I thank Jim Panton our outgoing Chief Executive for all that he accomplished in over three and a half years of service to Poppyscotland at a critical period in its development. I welcome Ian McGregor who joins us in August 2009. I know he will be a great asset to Poppyscotland.



Colonel David Scott OBE TD

“Thanks must go to our volunteers, many of whom are members of The Royal British Legion Scotland, and the generosity of the public.”

areas of our work – the elderly, the disabled and children. We also developed links with Scottish Rugby and the Scottish Premier League to raise awareness during Remembrance time. Thanks to the efforts of our volunteers, very many of whom are members of The Royal British Legion Scotland, and the generosity of the public we, for the first time, raised £2 million, which was a 16% increase on the previous year.

Poppyscotland works in partnership with other specialist organisations to

alcoholism amongst veterans in the Inverclyde area. These are just some examples of Poppyscotland instigating and enabling support to the veterans' community.

We continue to provide much-needed financial assistance to veterans and their families through one-off, annual and vocational grants; and through respite breaks. We work closely with Veterans Scotland and our research findings are available to and much appreciated by other veterans' charities. We commissioned and



Benevolence

We set out to

Introduce a respite break scheme for veterans living in Scotland

Introduce a vocational training grant scheme

In the last year we

Awarded 232 annual grants and 1,192 one-off grants to individuals

Provided access to respite break centres in England and Northern Ireland in conjunction with The Royal British Legion

Introduced a vocational training grant scheme which enables veterans who are unemployed, low skilled or in low-paid jobs to improve their employment prospects

We spent £777,187 on providing direct financial assistance to individuals

Next year we will

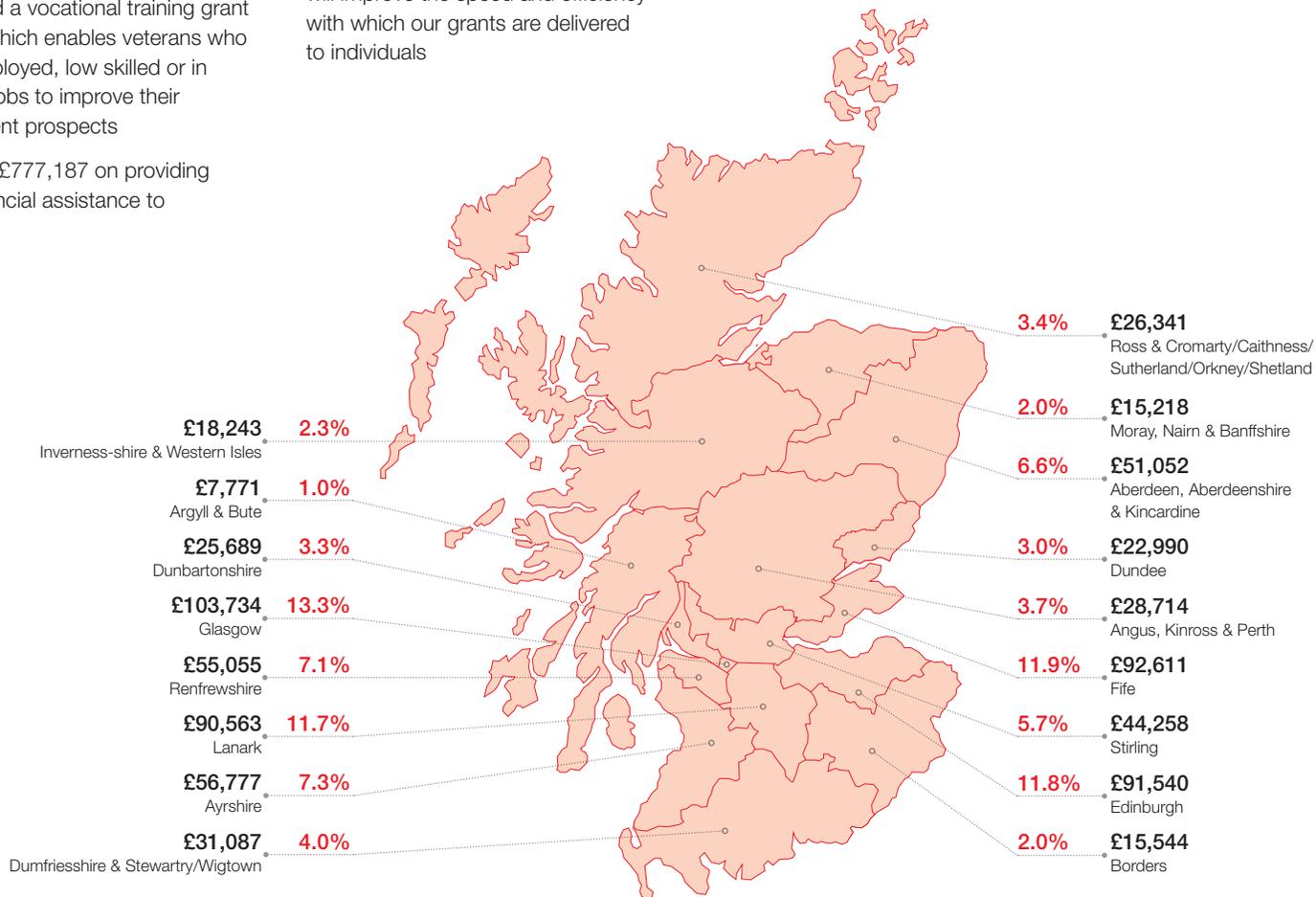
Introduce a monitoring and evaluation programme that will ensure that our charitable funding is being spent in the most appropriate way

Participate in the delivery of a casework management system that will improve the speed and efficiency with which our grants are delivered to individuals



Grants to individuals

This map shows where our money is used to provide grants to veterans and their families in need



Advice

We set out to

Evaluate our work with the Glasgow Consortium of Citizens Advice Bureaux to consider how to develop the service nationally

Fund The Royal British Legion Scotland's war pensions advice and appeals service

In the last year we

Evaluated the advice project with the Glasgow Consortium of Citizens Advice Bureaux. During the lifetime of the pilot project

- over 150 veterans accessed the service
- more than 50 of these veterans had a household income of less than £15,000
- over £100,000 of client financial gains were generated for 112 visitors to bureaux, realising average financial gains of nearly £900
- we identified that the financial needs of veterans living in Scotland are more complex than their counterparts in the rest of the United Kingdom

Continued our dialogue with Citizens Advice Scotland to progress our commitment to providing a veterans' focal point for advice in Scotland

Funded The Royal British Legion Scotland's Pensions Department enabling it to assist 96 veterans to claim for a war disablement pension from the Ministry of Defence

Next year we will

Work with Citizens Advice Scotland and other partners to further develop an advice programme

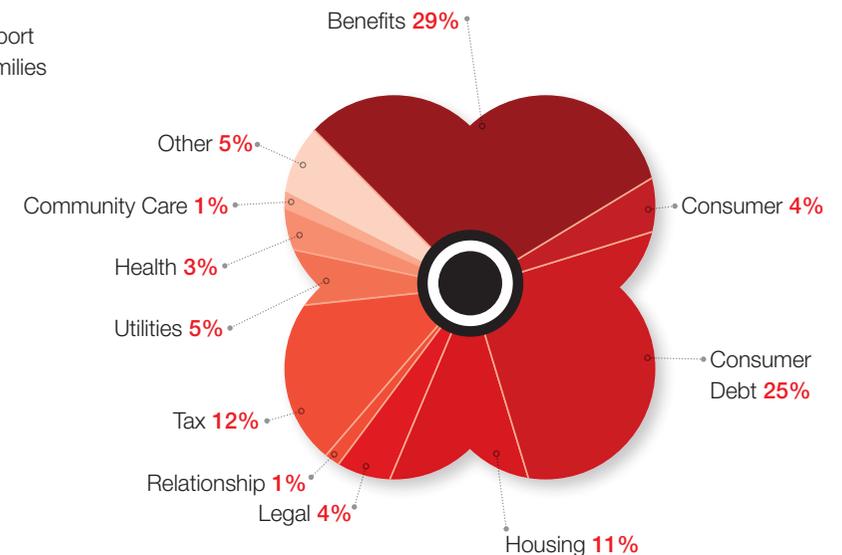
Continue to fund The Royal British Legion Scotland's war pensions advice and appeals service

Develop the web-based initiative Start Here into a source of advice for veterans in association with The Royal British Legion and other partners

Work with Veterans Scotland to develop a directory outlining support available to veterans and their families

Veterans' needs

During our advice project with CAB in Glasgow, over 150 veterans accessed the service. This chart outlines the range of needs of these veterans.



Support to Organisations

We set out to

Provide financial assistance to organisations that deliver services to veterans

Lead the support pillar of Veterans Scotland to help improve the delivery of support to veterans

Gain a better understanding of the extent of homelessness amongst veterans across Scotland

Develop initiatives to address drugs and alcohol abuse within the veterans' community and instigate programmes to deal with them

In the last year we

Awarded grants of £427,382 to nine organisations that support the veterans' community

Led the support pillar of Veterans Scotland and coordinated activity in the fields of grants to individuals and organisations, research and supported employment

Entered into a partnership with the Scottish Association for Mental Health to deliver a pilot Gateways service for veterans with alcohol issues in the Inverclyde area

Next year we will

Continue to provide financial support to organisations that deliver specific services to Veterans Scotland

Continue to lead the support pillar of Veterans Scotland

Continue our partnership with the Scottish Association for Mental Health to deliver services in support of veterans living in Inverclyde with alcohol issues

Case Study

Derek Carruthers, 33, Ayrshire

Derek served in Kosovo, Kuwait, Iraq and Afghanistan during his nine years in the Army. His life changed significantly in 2004 when he was medically evacuated from Basra with a debilitating back injury.

Derek decided to help out in a family-run bar and restaurant abroad where he could work for his keep. However when he returned to the UK Derek found himself homeless – sleeping on his brother's sofa, unable to work due to his back injury and increasingly depressed.

Derek's life slowly turned around when he got in touch with SSAFA Forces Help, who raised the immediate funds he needed to get his life back on track. Derek was put in contact with a number of veterans' organisations, who understood his specific needs and problems, including Post Traumatic Stress Disorder. Derek subsequently attended Hollybush House, run by Combat Stress – Scotland's only treatment centre for veterans suffering from psychological trauma. He was treated for anxiety, given relaxation therapy and met other veterans with similar difficulties.

Poppyscotland responded to Derek's needs by helping to purchase household items when he set up home in a small flat and we awarded him a short-term annual grant.

Derek is now determined to do all he can to support the charities that have helped him build his life again. He said: "Thank you to all who have helped me. Life seems better now. Without the support, who knows what the future would bring."



Courtesy of Ayrshire Post



We gave £427,382 to nine organisations that deliver specialist services to veterans in Scotland

Supported Employment

We set out to

Commission research into the employment needs of veterans with disabilities and vulnerabilities

Work with The Royal British Legion in the development of Civvy Street, as it relates to veterans in Scotland

Expand our scheme to help veterans start up in business

In the last year we

Published ground-breaking research into the employment needs of veterans with disabilities and vulnerabilities

Worked with The Royal British Legion to ensure that Civvy Street is relevant to a Scottish audience

Developed our own small business loan scheme and set up a partnership with The Prince's Scottish Youth Business Trust to help younger veterans start up in business

Next year we will

In consultation with Veterans Scotland, the Scottish Government and the Ministry of Defence, take forward the recommendations from our research into the employment needs of veterans with disabilities and vulnerabilities

Continue to work with The Royal British Legion on the development of Civvy Street

Case Study

Alasdair Macnair, 25, Stirling

In 2008 Poppyscotland, in partnership with The Prince's Scottish Youth Business Trust (PSYBT), helped to make a young veteran's career dreams come true.

Alasdair Macnair, who saw active service in Iraq with the Royal Engineers, was awarded a small business loan to help him launch his chosen career as a forestry contractor. The loan was awarded as part of a new initiative, to help ex-Service men and women get their business ideas off the ground in a time of global financial downturn.

Alasdair said: "The help from Poppyscotland and PSYBT has been invaluable in providing a strong foundation for my business. The loan will help me to purchase essential tools and equipment, including a vehicle and power tools.

"It has always been my dream to run my own business and I chose to work in forestry because I like working outdoors, it keeps me fit and there is a lot of variety in my job. Each day is different – from felling and planting trees, maintaining forest areas, to spraying chemicals and building and repairing fences."

The initiative is open to anyone who has served in the Armed Forces. Veterans wishing to apply for a small business loan can obtain further information by contacting us on **0131 550 1568.**



Compared to their English and Welsh counterparts, veterans living in Scotland are:

10%

more likely to become homeless

8%

more likely to suffer from mental health problems

5%

more likely to have financial problems

5%

more likely to have a criminal record

3%

more likely to suffer from alcohol problems

Scottish Poppy Appeal

We set out to

- Increase the income generated to £2 million
- Improve our system of distribution of poppies
- Introduce a system to analyse local collections
- Recruit more Area Organisers, poppy outlets, and distributors
- Provide greater support to our Area Organisers and volunteers

In the last year we

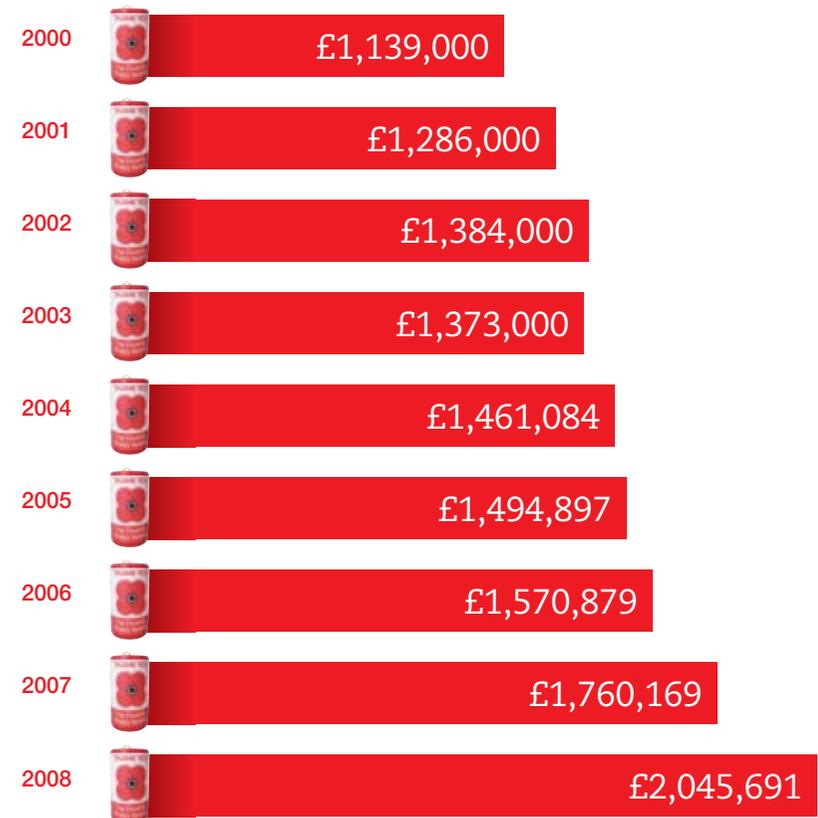
- Achieved a record £2 million
- Piloted a £1 suggested donation initiative
- Increased our outlet coverage – individually and through corporate support
- Operated a second successful pop-out poppy campaign
- Mobilised increased support from military organisations

Next year we will

- Aim to raise over £2 million
- Continue to modernise our systems to ensure greater efficiency and effectiveness
- Expand our trading and sales programme
- Continue to recruit increased numbers of poppy outlets
- Continue to increase our numbers of volunteers
- Rebrand our boxes and tins
- Increase the involvement of Armed Forces uniformed support

Scottish Poppy Appeal income 2000 – 2008

This chart shows the Scottish Poppy Appeal totals over the past nine years. The 2008 total raised over £2 million and was a 16% increase on 2007.



“It was a tremendous honour to be invited to launch this year’s Scottish Poppy Appeal. Meeting veterans Ben and Eric has been truly inspirational and has really brought home to me the fact that veterans come in all ages and from all walks of life. Sadly, there are thousands of others like them in Scotland who depend on the assistance they receive from organisations like Poppyscotland.”

Lorraine Kelly



1. Lorraine Kelly launches the 2008 Appeal with veterans Ben Shaw and Eric Gurr, from our TV advert

2. Ambassador and Hearts FC player Michael Stewart launches the SPL poppy shirts campaign, accompanied by Dean Holden from Falkirk FC, Lex Gold from the SPL and pupils from Tynecastle High

3. Military collectors outside the Omni Centre, Edinburgh, home of the 2008 pop-out poppy display

4. Scottish Rugby supported the Appeal by holding a silence at Murrayfield ahead of the Scotland v New Zealand game on Poppy Saturday



Volunteering and Education

We set out to

Fully implement and deliver our education project

Provide greater support to our volunteers

Replace retired Scottish Poppy Appeal Area Organisers and increase the numbers in gap areas

Recruit additional volunteer collectors for the Scottish Poppy Appeal

In the last year we

Delivered the first stage of our education materials – *Sowing the Poppy seed*, to all school children, concentrating on pupils aged 8 to 14

Introduced a system for long-service volunteer awards

Introduced a volunteer charter

Ran a successful TV recruitment campaign for volunteers

Next year we will

Continue to grow *Sowing the Poppy seed* with new materials for children aged 3 to 8 years and additional materials for older children and teachers

Launch a major new schools competition

Promote *Sowing the Poppy seed* to youth groups throughout the country

Distribute a comprehensive guide to Scottish Poppy Appeal Area Organisers

Recruit new Area Organisers in all gap areas

“The events and activities I have been able to participate in have made me more appreciative of the Armed Forces and veterans, who have made sacrifices for our future.”

Claire McCaughie

6th year pupil, Tynecastle High School

“The resource pack has been well received. Scottish students are keen to engage in charity work in their local community and come up with original ways to support people worse off than themselves.”

Neil McLennan

Teacher, Tynecastle High School

A teacher and pupil discuss the Poppyscotland education materials



Supporter Care

We set out to

Increase the number of individual donations throughout the year

Increase the number of new supporters throughout the year

Provide regular communications to our donors and supporters about our work and how we use donations

In the last year we

Sent out two fundraising appeals which provided 4,243 donations raising over £57,000

Initiated a programme of attending national public events to raise awareness of Poppyscotland's year-round work and to recruit supporters

Grew our supporter base by 3,651 of which 94% went on to become donors

Published three editions of our Supporter News, sent to 7,500 supporters

Next year we will

Produce a newsletter three times a year to keep supporters informed of the work and how we are using donations

Mail one spring and one autumn fundraising appeal to all supporters

Mail an autumn fundraising appeal to potential new supporters

Distribute 12,500 home collection boxes to supporters to encourage year-round donations

Further develop our programme of attending national public events to raise awareness and recruit supporters

Offer improved online supporter registration

Launch a Poppyscotland Legacy Society which provides clear information on how and why to leave a legacy to Poppyscotland

“As a new supporter to Poppyscotland I’ve really enjoyed receiving the newsletter. It’s important to me to know how my donations are being used to help veterans. Your regular updates remind me why I support Poppyscotland and make me feel a part of the important work you are doing.”

Lisa Craig, Edinburgh



Other Fundraising

We set out to

- Consolidate our non-Scottish Poppy Appeal fundraising
- Develop one 'signature' event
- Recruit an increased number of younger supporters to Poppyscotland

In the last year we

- Developed a major challenge event called the Poppyscotland Hearts & Heroes Challenge
- Ran a number of well supported events including Ayr Races
- Gained high profile support and funding for our national launch

Next year we will

- Provide a range of adventure, adrenaline and activity opportunities for supporters
- Recruit two Community Fundraisers
- Develop ten local fundraising support groups
- Develop our online fundraising opportunities
- Provide the widest range of engagement opportunities for supporters
- Run the Hearts & Heroes Challenge event



Main. Poppyscotland at the Races: The opening day of the Scottish Grand National Festival

Inset. In preparation for the forthcoming Hearts & Heroes Challenge



“Thank you for your kindness and generosity to me through this difficult time in my life. It’s nice to know that someone out there can provide help to those who need it.”

Sarah, 45, Lothians

PR & Marketing

We set out to

Develop year-round PR and Marketing activities to support the Charitable Services and Fundraising departments

Develop an ambassadors' programme, recruiting well-known Scottish personalities to promote our work

Increase breadth and depth of coverage and awareness around the Scottish Poppy Appeal

Monitor our media coverage in order to track our PR activities

In the last year we

Increased our media coverage by 350% year on year

Ran our first ever TV advertising campaigns. The first was to recruit new volunteers, with the second to raise awareness of and funds for the Scottish Poppy Appeal

Developed strategic partnerships with the Scottish Premier League, Scottish Rugby and Omni Centre to raise the profile of our activities

Recruited TV personality Lorraine Kelly and footballer Michael Stewart as ambassadors

Next year we will

Redefine our Case for Support, from which we will develop our long-term brand strategy and campaign themes for future fundraising appeals

Make greater use of new technologies to increase online and SMS donations

Develop and implement a new retail strategy providing a range of products for sale

Expand on our ambassadors' programme to recruit new representatives for the 2009 Appeal

PR & Marketing statistics

This chart shows the increase in our media coverage since 2006



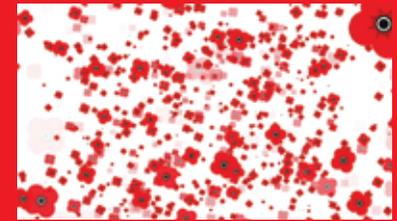
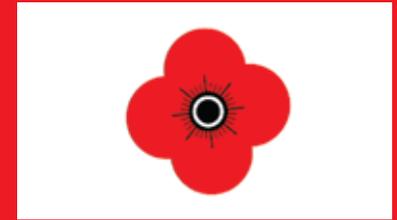
KELLY'S HEROES – TELLY HOST TEAMS UP WITH WAR VETERANS FOR POPPY CAMPAIGN

SALMOND: WEAR THE POPPY AND BE PROUD

Poppyscotland in urgent plea for more volunteers



Our volunteer advert saw new volunteers recruited for the Appeal



Our hard-hitting Scottish Poppy Appeal TV ad focused on three areas of our charitable activity – injured veterans, elderly veterans and children



“It’s organisations like yourselves that make things easier for ex-Service personnel that are going through difficult times.”

Joe and Elizabeth, 60s, Lanarkshire

Financial Statement

Full audited financial statements for the year ended 31 March 2009 are available on request

Income and expenditure

(for the year ended 31 March 2009)

Income Analysis

	£
Fundraising & donations	2,560,071
Investment income	377,220
Charitable activities	369,050
Total Income	3,306,341

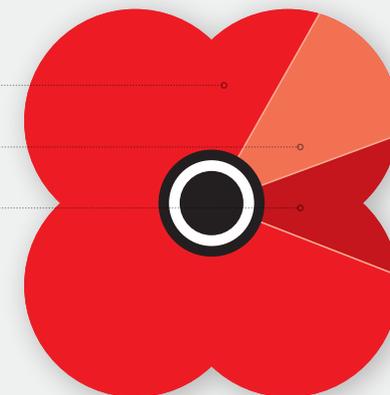
Expenditure Analysis

	£
Cost of generating funds	866,267
Charitable services	2,419,296
Governance	57,470
Total Expenditure	3,343,033

Poppyscotland generated a group deficit of £36,692 in maintenance of its mission of providing increased levels of support to its clients. This increased level of support was in large measure facilitated by a 16% increase in contributions to the Scottish Poppy Appeal.

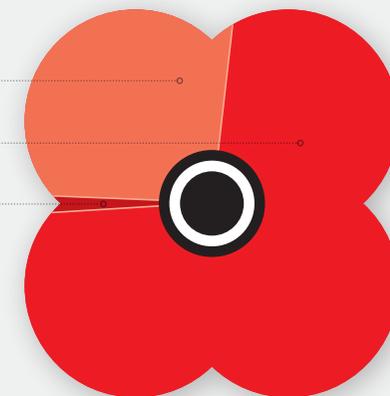
Income

Fundraising & donations	£2,560,071	77.4%
Investment income	£377,220	11.4%
Charitable activities	£369,050	11.2%
Total	£3,306,341	



Expenditure

Cost of generating funds	£866,267	25.9%
Charitable services	£2,419,296	72.4%
Governance	£57,470	1.7%
Total	£3,343,033	



Independent Auditors' Statement

We have examined the summarised financial statements of the The Earl Haig Fund Scotland for the year ended 31 March 2009.

This statement is made solely to the company's members, as a body. Our work has been undertaken so that we might state to the company's members those matters we are required to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company's members as a body for this statement.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the summarised financial statements in accordance with applicable law.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full annual financial statements and the Directors' Report.

We also read the other information contained in the summarised annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Basis of opinion

We conducted our work in accordance with Bulletin 1999/6 'The auditors' statement on the summary financial statement' issued by the Auditing Practices Board. Our report on the company's full annual financial statements describes the basis of our audit opinion on those financial statements.

Opinion

In our opinion the summary financial statements are consistent with the full annual financial statements and the Directors' Report of The Earl Haig Fund Scotland for the year ended 31 March 2009. We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements and the date of this statement.

Chiene + Tait

Chartered Accountants and Registered Auditors
61 Dublin Street
Edinburgh EH3 6NL

16 June 2009

Directors

Mr I Bell
Mr G Curran
Professor A Davison
Lieutenant Commander I C Douglas
Major H J C Evans
Mr Alex Fergusson
Lieutenant Colonel C G O Hogg
Mr G MacDonald
Major D A J Noble
Colonel D A Scott – Chairman
Lieutenant Commander T E Shields
Commodore C Stait
Mr G Sutherland
Mr A S Watson

Chief Executive

Mr J W Panton

Company Secretary/ HR & Training Manager

Mrs D M Barclay BA Cert Mgt

Head of Finance

Mr A J Christie MA (Hons) CA

Head of Charitable Services

Mr G Gray

Head of Fundraising

Mr C M Flinn

Head of Marketing

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Auditors

Chiene + Tait
Chartered Accountants and Registered Auditors
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“Thank you all so very much for the help you gave me. It has been a lifeline. I was in such a financial mess after losing my job through ill health. I know that there are many, many others who are more in need of help than myself but I am so grateful and I thank you from my heart.”

Andy, 37, Fife

Thank you Scotland.

Please support us next year so we can continue to provide vital support all year round for our heroes and their families.

Poppyscotland

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