

# Annual Review 2018





**Our vision:**  
A Scotland where everyone  
has the opportunity to thrive.



## Chairman's message

2018 was the fourth year of the William Grant Foundation's existence. Since we were established as a grant-making family business foundation, we have supported over 140 projects across Scotland, and delivered a total of £9m in funding.

The Foundation's vision is of Scotland as a nation where everyone has the opportunity to thrive. Our family company, William Grant & Sons, is providing 1 per cent of its profits each year to fund the Foundation in its work to help achieve this.

We recognise that society has broad needs and therefore our grant-making is targeted across a diverse range of causes. 2018 was the Year of Young People in Scotland so it is fitting that initiatives by and for young people were well represented across all our themes during the year.

With the third sector under significant pressure across Scotland, we have endeavoured to use our resources thoughtfully to achieve the most impact. In spite of the challenging environment for front line charities, we are truly inspired by our partner organisations. The tireless work by the staff and volunteers of the organisations that we are privileged to support is undoubtedly helping to deliver positive outcomes for Scotland's people and communities.

As an outward-looking funder we believe there are opportunities for synergies with other philanthropic grant-makers in order to drive greater impact. We are grateful to those foundations with whom we have co-funded

programmes for sharing their knowledge and for their willingness to collaborate.

Our Foundation is committed to learning and to growing our knowledge, which enables us to build confidence in our work. In 2018, we appointed Elaine Gibb to the Foundation team as Partnerships and Learning Manager to facilitate the work of our giving groups and their relationships with our grantees. We believe this additional capacity in our small staff will feed through to stronger relationships with our grantees and increase the depth of our work across our diverse funding themes.

Finally, 2018 saw the launch of a new initiative, the William Grant Foundation Step Change Awards, to support charities to significantly grow their capacity, impact, and sustainability. Delivered with support from Inspiring Scotland, this programme will make larger awards than we have typically made to date. I look forward to announcing the first successful awardees in spring 2019.

My final words, as the outgoing Chair, are to express the Foundation's gratitude to all the stakeholders involved in the work of our family business foundation. I wish to thank everyone for their efforts and especially those who have volunteered to support our work.

**Grant Gordon**  
Chair

**"In spite of the challenging environment for front line charities, we are truly inspired by our partner organisations."**

**Main image:** Young musicians from Sistema Scotland's Big Noise orchestras  
**Front cover image:** Fun and friendship at Home-Start Glasgow North

## Chief Executive's summary

**What do you do?** What are you learning? Why does it matter? Three questions I ask when I visit a charity for the first time. Turning the tables, how would I answer these for the William Grant Foundation at the end of our fourth year?

### What do we do?

We are a grant-maker, and in 2018 the total amount we distributed grew by 24 per cent. Although almost half of all grantees were new to us, we continued to support 43 organisations we've funded before. In fact, including future commitments, a third of our relationships now see us providing continuous funding to organisations for three or more years.

We've also continued to think about how to add value over and above the scale of our grants. You can read about our approach on page 7.

### What are we learning?

Our focus in each of the fields we support is evolving but the broad themes remain the same. Each grant we make is a learning opportunity and we are grateful to our grantees for sharing their experience and insights. We have found that smaller grants tend to be less successful in driving learning for us; it's notable that this year our average grant has risen from £19,000 to £26,800.

In 2018 more than ever, we have accelerated our learning by partnering with other funders who share our interests. As well as benefiting from their expertise, we have learned we can sometimes work smarter by routing funds through them. 17 per cent of our funding this year was distributed or managed by other funders on our behalf. We describe these partnerships on page 16.



### Why does it matter?

A decline in public funding – and its knock-on effects on issues from music tuition to support for families – is combining with a policy shift towards empowering people and communities to shape their own future.

Organisations must respond creatively to growing need and a changing environment, capture and share what they are learning and use it to advocate for change, innovate and improve. Yet these are functions the not-for-profit sector often lacks the flexibility and resources to do as well as it could.

Philanthropy cannot backfill gaps left in public spending, but foundations like ours can play a vital role in enabling civil society organisations to have the capacity to be as effective as they can be, to improve lives.

I'm delighted to share more examples in this Annual Review of the important work of our grantees and how our funding is helping them make a difference for the people they work with.

**Nick Addington**  
Chief Executive

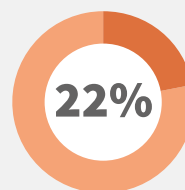
**“Foundations like ours can play a vital role enabling civil society organisations... to be as effective as they can be.”**

## 2018 in numbers

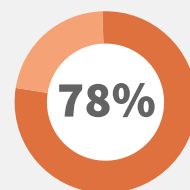
**88**  
grants paid to  
**79**  
organisations

(excluding grants <£2K)

**£26,800**  
average grant size



(19 grant payments)  
were part of multi-year  
commitments made in  
previous years



(69 grants)  
were new grants  
approved this year

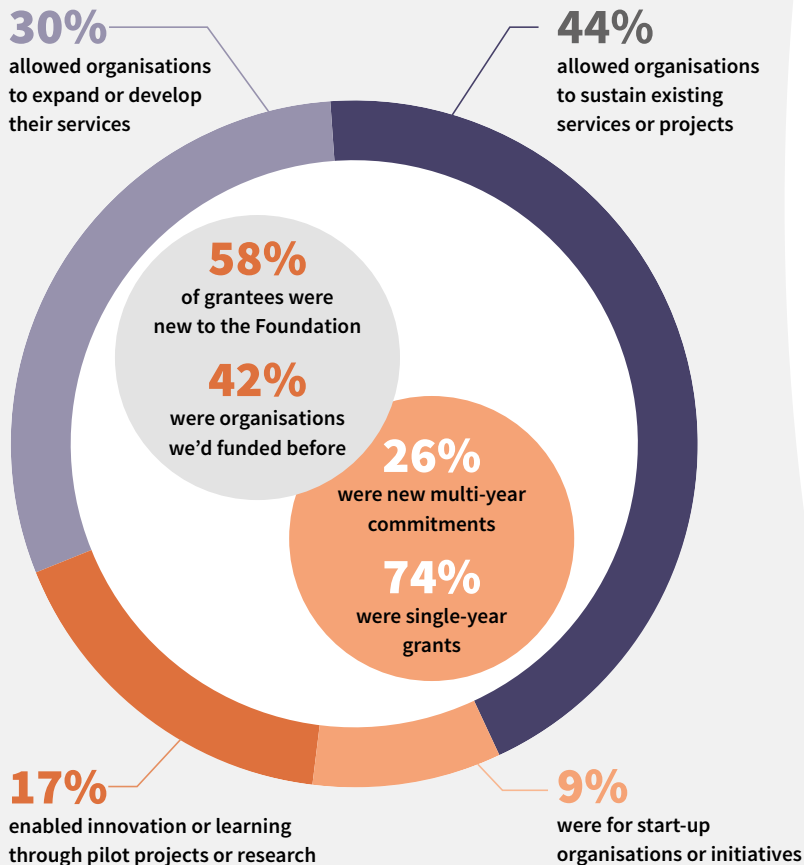
**34%** of our funding  
relationships extend  
for 3 years or more



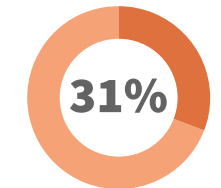
Total grants paid this year:  
**£2,728,305**

Forward commitments to grants in 2019 and 2020 came to a further £1.05 million at the end of the year.

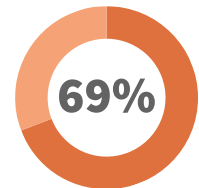
Of the 69 new grants approved this year:



Of all 88 grants paid:



of grants were unrestricted for general use by the grantee



were given for a specific purpose

**12** full-time equivalent jobs were created or sustained specifically thanks to our funding – our unrestricted grants will have supported more, too

**7** grants supported campaigning, advocacy or policy work by grantees

**8** grants supported the replication of programmes or new ways of working to Scotland from elsewhere or to new parts of Scotland

**11** grants specifically enabled grantees to undertake research or to promote learning

**8** grants specifically focused on strengthening organisations and building their capacity

**10** grants related to buildings or equipment – £200,780 was given for capital spending, 7.4% of this year's total

**5** grants were collaborations with other funders – representing 17% of our total grant-making this year

**313** employees used the Foundation's Matched Giving scheme to support 209 charities



## Our grant-making

Getting creative  
at Home-Start  
Glasgow North

Not everyone in Scotland has the same opportunity to thrive. Approximately half of our funding is therefore given to support work to remove barriers to opportunity and reduce disadvantage.

But for people to thrive, we believe we must also nurture strengths and talents, and protect, promote and sustain the country's cultural and physical environment in a way that strengthens Scotland's communities today and inspires people for the future. The second part of our mission is therefore to fund initiatives and organisations in the fields of culture, heritage and environment.

Operationally, since the Foundation's creation in 2014, we have divided our grant-making into several strands, which continue to define our structure.

Four of these reflect different aspects of our broad mission and are focused exclusively in Scotland:

- Health and Social Causes
- Youth Opportunities
- Natural and Built Environment
- Scottish Culture and Heritage.

Although these key themes represent our long-term interests, the precise focus of our giving under each of them is evolving as we learn more about them and reflect on where and how we believe our funding can make the biggest difference.

A fifth strand, Employee-led Giving, sees the Foundation work in partnership with employees of William Grant & Sons in the UK and around the world to support their chosen causes.

Finally, we sometimes make exceptional 'Strategic Investments' which have potential to achieve significant impact, build strategic partnerships or generate valuable learning.

On the following pages, you can read more about each strand of our giving and find a list of all the grants we paid out during the year.

### Strategic Investments

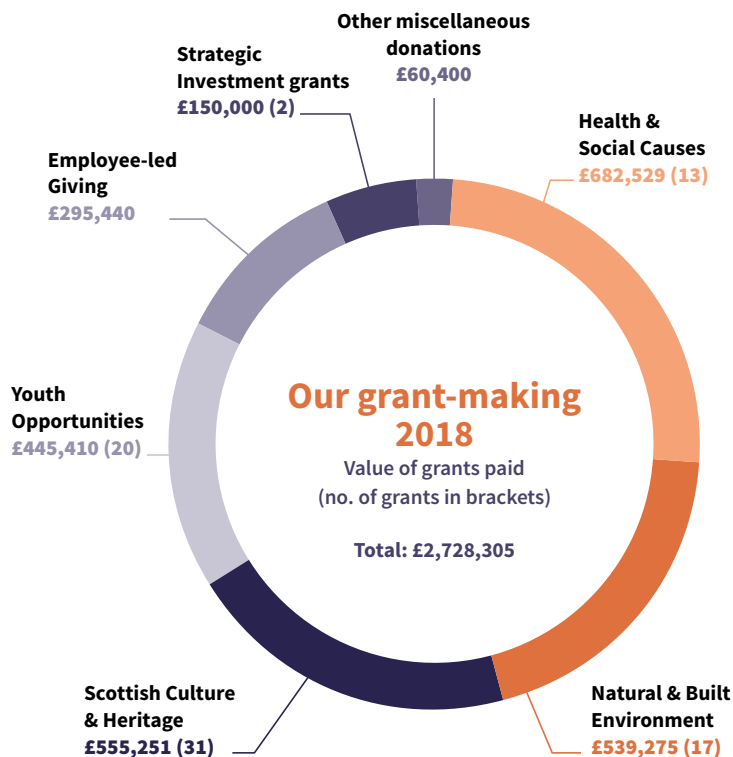
This year we renewed our partnership with The Lens for a second two-year period and were founding partners with Corra Foundation in the new Scottish Listening Fund.

#### The Lens £50,000

To continue developing and refining its work-force innovation programmes nurturing 'intrapreneurship' within third sector organisations in Scotland.

#### Corra Foundation £100,000

To contribute to the new Listening Fund, managed by Corra Foundation on behalf of a consortium of five Scottish funders. The Fund will make grants to youth organisations and work with them to test, evaluate and promote approaches to ensuring young people's voices influence services, to make them more relevant, empowering and effective.



## ◀ Hospitalfield

A creative approach for greater impact  
Our donation: £21,000  
(incl. £9,000 for fundraising consultancy)

Hospitalfield has been a place of learning for artists since the artist Patrick Allan-Fraser left the stunning Arts & Crafts style house, on the edge of Arbroath, in Trust in 1890. Opening in 1902 as one of Scotland's first art colleges, Hospitalfield has been a meeting point for generations of artists, teachers and students for over 100 years.

"We love the heritage of our buildings, particularly because of the response they affect in others, be it visitors coming for a day out or artists spending time here making new work," says Lucy Byatt, Hospitalfield's Director. Now, an ambitious plan for capital investment seeks to open the doors to more visitors and improve facilities for artists, securing a dynamic future for the site.

Given the multi-million pound budget for the capital works, we explored how our support could add more value than simply contributing to building costs. Despite considerable skills within Lucy's small team, managing the development and raising funds on top of their usual programmes was always going to be a challenge. With our encouragement, Lucy identified a specialist fundraiser who would bring valuable experience of cultural campaigns and much-needed capacity to the team. Our 2016 grant paid for their time just when Lucy needed to submit several funding bids to other trusts and foundations. The return on investment was worth it with an additional £500,000 raised.

"Appointing a fundraiser can feel like a risk," reflects Lucy. "You think it's hard for anyone else to convey why the project is so special, and there's no guarantee it will be worth the cost. But the Foundation's support helped us take that risk and now we've nearly completed our phase 1 funding target."



## Our approach

**Our strategy** is to seek out the right partners across our various themes, work with them in a way that achieves the maximum value from our funding, and learn from each relationship.

The success of our mission depends on the organisations we fund and work with, and we aim to be a valued and constructive partner to them.

As a relatively new foundation we are open-minded and interested in learning. We are also independent and flexible. These characteristics give us particular opportunities to add value:

- We can look beyond short-term projects and immediate impact to enable organisations to improve, innovate and thrive over the long term
- We can make the right grant at the right time
- We can make grants in circumstances when other funding can be hard to find.

We proactively identify organisations of interest to us through research or by referral

from our networks, and spend time getting to know potential partners before deciding if we will work together. We don't currently make open calls for applications but we often work with other funders who do in order to discover new potential grantees.

All of our grants begin with a conversation to identify how best to support an organisation. Often, our funding will be unrestricted – enabling the grantee to decide how it can best be used, given their other funding and current objectives. If we give funds for a specific purpose, it will have been arrived at through dialogue about the organisation's needs and priorities.

We are keen to learn about the sectors and causes we give to. Although we do not invite unsolicited applications for funding, we are open to listening and learning from organisations whose activities and interests align with ours. Contact details for the Foundation can be found on page 19.

## Health & Social Causes

**Under this theme**, we continue to focus on two broad areas of interest:

- Living well with long-term or life-limiting health conditions
- Improving life chances for disadvantaged young people and supporting families where adverse childhood experiences are a factor.

During 2018 we have been learning more about how community-based services can support wellbeing for people living with chronic health conditions. Many of the organisations we have funded place a strong emphasis on social connections and group activities to help people stay in control of their own health. Our contribution to The Health and Social Care Alliance Scotland's Self-Management Fund this year enabled it to support approximately eight more organisations around Scotland

which are working in this way across a range of issues and conditions.

Our funding in support of children and families has developed along three strands: looked-after young people and the care system; mental health; and families raising young children in challenging circumstances. Two of our new grantees – Home-Start Glasgow North and MCR Pathways – recruit volunteers as befrienders and mentors to get alongside parents and young people to help them achieve their goals. Both projects place trusting relationships at the heart of what they do.

Most of our Health and Social Causes grants are unrestricted, which means we trust our grantees to use our funds in the way that makes the biggest difference. We look forward to learning more from our relationships with them in the year ahead.

### Place2Be

**Working with schools for better mental health**

**Our donation:**  
£100,000

Help for children struggling with anxiety, stress and poor mental health has never been a higher priority. In Scotland, referrals of children and young people to specialist mental health services rose by 22 per cent between 2014 and 2018. While teachers and schools are well-placed to help, they often find it difficult to do so.

To address this, Place2Be currently works in 40 schools in Scotland to provide emotional and therapeutic support through talking, creative work and play. Taking a 'whole-school approach', a Place2Be

co-ordinator is embedded in the staff team and works with a pool of counsellors to support students, teachers and parents. Evaluations have shown that children experience significant improvement in their emotional wellbeing, peer relationships, and classroom learning.

12-year-old Shannon struggled to concentrate in lessons and was often tearful, anxious, and would refuse to go to school. Spending time with a Place2Be counsellor gave her confidence to talk about her worries and be heard. She made new friends and now walks to school with them. She has learned to ask for help from friends, family and Place2Be when she needs to.

Place2Be's National Manager for Scotland, Jonathan Wood,

### Scottish Men's Sheds Association

**Building a network for wellbeing**

**Our donation:** £35,000

Men's Sheds is a movement that is taking root in communities across Scotland. When men – including those out of work or retired – have time on their hands they often become self-isolating and feel they have no purpose. Mental health can deteriorate significantly. The Men's Shed concept is simple – it's like a shared garden shed where men can work on practical projects or simply find camaraderie, conversation and friendship. Self-esteem, physical and mental health improves, and family relationships benefit.

Norman (75) credits his local Shed with giving him 'a second life' when retirement 'hung heavy on his hands' and he lost his wife.

Jeremy (25) was nervous on first taking part but found a warm welcome. By his own admission he's not great with tools – he credits



Home-Start  
Glasgow North





explains: “We’re often helping children cope with wide-ranging, complex issues including bullying, bereavement, family breakdown and trauma.”

The Foundation’s unrestricted grant to Place2Be in December 2018 (our third grant to the charity in three years) is helping Place2Be expand its services

to support more children in more schools, and to introduce mental health training into teacher training colleges in Scotland for the first time.

“If we can give this help early on,” explains Jonathan, “young people are less likely to suffer from serious mental health difficulties in later life.”

## Grants paid: Health & Social Causes

### Young people and families

Place2Be  
**£100,000**

MCR Pathways  
**£70,000**

Home-Start Glasgow North  
**£50,000**

Who Cares? Scotland  
**£35,000**

Robertson Trust –  
Frameworks Institute  
**£20,000**

Early Years Scotland  
**£10,000**

Hopscotch  
**£3,000**

### Living well with long-term conditions

The Alliance –  
Self-Management Fund  
**£209,529**

Breast Cancer Care  
**£85,000**

Scottish Men’s Sheds  
Association  
**£35,000**

Ayr Utd Football Academy  
**£25,000**

Multiple Sclerosis  
Centre Mid-Argyll  
**£20,000**

Grampian Opportunities  
**£20,000**

the older men in his Shed as ‘hidden teachers’ willing to help him and share their knowledge.

In Scotland there are 106 Men’s Sheds and 58 in development. The Scottish Men’s Sheds Association inspires, connects and supports Sheds to become established and thrive. Without them, many Sheds would not succeed, and this oft-forgotten part of our society would remain so.

The Association is a small organisation with a big job to do. Our unrestricted grant, made in November 2018, gives them flexibility to plug key gaps in their capacity. It’s enabling them to focus on finding new supporters to grow the network and raise awareness.

Jason Schroeder, its Chief Executive, highlights the wider implications: “We have become a men’s health movement for Scotland! Working from the grassroots up we can now take the emotional voice of these men right to the top of the NHS and government in Scotland.”



## Natural & Built Environment

Cameras mounted on this underwater drone enable volunteers to see below the loch surface

**Research we commissioned** in 2017 indicated that despite Scotland accounting for 56 per cent of the UK's coastline, marine ecosystems here receive a tiny fraction of grant funding available from non-public sources. During 2018, we began making grants relating to the marine environment, seeking to learn how our funding can play a role here in line with our vision of a thriving Scotland. One approach we have supported is public engagement: helping people learn more about Scotland's sea life through the outreach activity of the Scottish Seabird Centre, for example, and supporting survey work by the volunteers of the South Skye Seas Initiative. We expect to fund further marine projects in the year ahead.

Regarding the built environment, a key

development has been our partnership with the Architectural Heritage Fund (AHF). A two-year agreement will enable AHF to provide small grants tailored to the needs of groups seeking to revitalise Scotland's built heritage, from emergency works to testing ideas and developing plans. Alongside this, our three-year grant to the Scottish Civic Trust will provide mentoring support to organisations taking on such projects for the first time.

Amongst our capital grants, we were delighted to see Glasgow Building Preservation Trust complete its renovation of the former Parkhead School this year. We were also pleased to support Gairloch's new community museum in Wester Ross and the renovation of Govanhill Baths in Glasgow.

### ◀ South Skye Seas Initiative

Sustainable seas for thriving communities

Our donation: £5,000

The South Skye Seas Initiative is a community-based project focused on the conservation of Loch Eishort, Loch Slapin and Loch Scavaig on the Isle of Skye. One of the most stunning coastal areas in Scotland, it is rich in biodiversity and believed to contain important marine features. Our grant, made in September 2018, is helping to prove it.

These three neighbouring sea lochs (of over 30 around Skye's coastline) make up the only remaining loch system on the island without a fish farm. The Initiative believes that fish farming around its coastline is having an impact on its marine life and ecosystems.

Our grant has enabled this volunteer-led group to purchase vital underwater and shoreline survey equipment. Working alongside Scottish Natural Heritage (SNH) they can now undertake monitoring of the inshore areas to complement SNH's own loch surveys. The volunteers of the South Skye Seas Initiative are filling missing gaps in the survey data because the national agency does not have the staff capacity for detailed shoreline monitoring.

Roger Cottis, a lead volunteer, explained what they hope to achieve: "Our ambition is not to stop fish farming, but to support ecologically sustainable practices as part of the mixed local economy. Species and habitat monitoring will help us identify where different activities could potentially take place without damaging marine life and how this can work alongside other parts of our local fishing industry, such as our creelers. It will create an environmental legacy for our coastal communities and protect the beautiful and diverse south Skye lochs."

## Scottish Civic Trust

### Saving Scotland's local heritage

Our donation: £60,000

(over 3 years)

"If communities don't take on their local heritage then it will crumble and be lost forever. They are the ones who know what is most important to them and they are the ones with the power to save these assets." Susan O'Connor, Director of the Scottish Civic Trust, is passionate about the role of local people in preserving Scotland's historic built environment.

This is critical at a time when the future of many buildings is uncertain as local authorities, churches and others are seeking to dispose of sites they

can no longer maintain or use.

Our 3-year grant, awarded in 2018, will enable the Trust to help communities find a future for their local heritage thanks to a new national programme of support. The My Place Mentoring scheme will build local volunteers' skills and knowledge and provide one-to-one mentoring from experienced experts to help navigate the challenges involved.

The communities targeted are those with least access to this sort of help because of their rural location or the impact of poverty and deprivation. "This programme will unlock the skills, talents and enthusiasm within our communities," says Susan.

The Foundation's early pledge



My Place Mentoring Co-ordinator, Elaine Richardson, on-site with local volunteers

was instrumental in securing more funding for the scheme. Now over 50 communities will get the support they need and the future looks brighter for many of our old school buildings, historic halls, graveyards and parks.

One of the first groups to benefit, Torry Development Trust in Aberdeen, is getting help to turn a former Victorian

school into a community centre. With many migrants joining the community in recent years, the Development Trust intends this to become a hub to bring together new residents and those who have lived there for generations. A fitting contemporary purpose for a historic building at the centre of the community.

## Grants paid: Natural & Built Environment

### Natural Environment

Atlantic  
Salmon Trust  
**£50,000**

Scottish Seabird  
Centre  
**£30,000**

Scottish  
Environment  
Link  
**£20,000**

Clyde & Avon Valley  
Landscape Partnership  
**£15,525**

Hebridean Whale  
& Dolphin Trust  
**£12,000**

Firth of Forth  
Lobster Hatchery  
**£11,500**

South Skye Seas Initiative  
**£5,000**

### Built Environment

Architectural Heritage Fund  
**£107,000**

Glasgow Building  
Preservation Trust  
**£60,000**

Above Adventure  
**£58,000**

Gairloch & District  
Heritage Company  
**£50,000**

Govanhill Baths  
Community Trust  
**£50,000**

Existing Homes  
Alliance Scotland  
**£21,250**

The Cabrach Trust  
**£20,000**

Scottish Civic Trust  
**£20,000**

Bothy Project  
**£8,000**

plus...  
Other small grants  
**£1,000**





Dance is just one activity organised by Girvan Community Sport Hub

## ◀ Girvan Community Sport Hub

Giving more young people a sporting chance  
Our donation: £65,614 (over 2 years)

Connor Watt became the Co-ordinator of Girvan Community Sport Hub soon after it was set up in 2015. He is convinced that sports can play a big role in creating opportunities for young people, who are often isolated in the rural communities in this part of South Ayrshire.

Girvan is a small town on the Ayrshire coast and historically sports provision has been poor. So Connor and his team now provide a jam-packed programme of activities tailored for different age groups and interests. Multi-sports clubs in the villages around the town of Girvan, a Girls Getting Active group, street games and a club for young people with additional support needs are just a few. In the last year, hundreds of young people have taken part.

The flexibility of the Foundation's grant, agreed in 2018, will allow him to focus on "meeting the real needs" of young people – giving them a say in what the Sport Hub does over the next two years. Being able to adapt what the Sport Hub does is key to ensuring it has the biggest impact.

Beyond the physical and mental health benefits, young people can take part in volunteering and training and even gain coaching qualifications. The Sport Hub is also creating employment opportunities and growing the local sports workforce – many of the qualified, paid coaches who deliver their sessions were once participants.

Connor talks about the difference he sees: "One young volunteer has a chaotic family life and struggled in school. Since becoming a sports volunteer her behaviour's improved dramatically and she has built up great relationships with staff, other volunteers and young people. She's now taking the lead in sessions and it's great to see her confidence at an all-time high."

## Youth Opportunities

**This strand** of our giving focuses on young people living near William Grant & Sons' locations: Dufftown in Moray, Bellshill in Lanarkshire and Girvan in South Ayrshire. Our vision is that more of them move from school into employment, education, training or personal development and go on to fulfil their potential.

Evidence shows that strong and trusting relationships can be critical to young people's confidence and development, so our grant-making is focused around supporting key local youth organisations and also organisations working with parents and families.

Forming strong partnerships with our grantees is also important to us. Organisations such as the Carrick Centre in Maybole, Girvan Youth Trust, Speyside Youth, COVEY (Pathways

to Confidence) in Lanarkshire, and Stepping Stones for Families in South Ayrshire have each now received support in all four years of the Foundation's existence.

Our approach is to be guided primarily by local needs and opportunities. Further visits to schools and charities in each area this year have highlighted common themes as well as important differences. Poverty continues to affect some young people's opportunity to thrive. We have helped local schools meet basic needs and eliminate the cost of extra-curricular activities for some students. The challenge of supporting young people's mental health has become an area of particular focus for us in all three areas and we hope to make new grants to help address this during the coming year.



## Home-Start North Lanarkshire

### Extending the reach of a life-changing service

Our donation:  
£107,567 (over 2 years)

Home-Start recognises that parenting can be difficult for everyone. Without support from friends and family it can become overwhelming, in particular for parents with young children.

In addition, some families experience stress or difficulties such as poor health, domestic abuse, isolation, discrimination, addiction, disability, bereavement or family conflict. With the Foundation's support, a North Lanarkshire Home-Start service was set up in 2017 as a satellite of the well-established Glasgow North Home-Start. This fills a gap in family support in an area where Scottish Government figures show 40 per cent of children are growing up in material deprivation.

A dedicated Family Support Co-ordinator organises volunteers who provide home-visiting peer support. The volunteers

are key. Local to the area, they are matched with a family and establish a close relationship through regular visits and outings. Often having experienced challenges of their own, they are able to build up trust and offer empathy with the families they work alongside.

So far, more than 30 families have benefited and their relationships, parenting and mental health have significantly improved. One mum described herself as lacking confidence and prone to suicidal thoughts. She had become so isolated she just did not go out – and so neither did her children. Their Home-Start volunteer helped them to go for walks, out to play and to join a Home-Start book group. She spoke about the importance of their relationship: "Sometimes I just talk and talk and it is all I need for someone to listen to me."

Home-Start knows that these issues are not just confined to the Bellshill and Viewpark areas where the service was launched. In 2019, the Foundation is supporting them to extend their reach to neighbouring areas.

## Grants paid: Youth Opportunities

Grants marked (FS) are routed through our grant-making partner Foundation Scotland.

### Moray

Speyside Youth (FS)  
**£35,000**

Moray School Bank  
**£10,000**

Action for Children  
**£8,000**

Speyside YP Decide  
**£5,500**

Elgin High School  
**£2,000**

Speyside High School  
**£2,000**

### Lanarkshire

COVEY – Pathways to  
Confidence (FS)  
**£77,979**

Action for Children – North  
Lanarkshire Young Carers (FS)  
**£50,000**

Outward Bound Trust –  
Mark Scott Awards  
**£15,000**

Bellshill Academy  
**£10,000**

Cardinal Newman High School  
**£10,000**

## South Ayrshire

The Carrick Centre –  
Training Kitchen (FS)  
**£63,808**

The Carrick Centre –  
Youth Work (FS)  
**£50,079**

Girvan Community  
Sport Hub – core  
**£32,807**

Adventure Centre  
for Education  
**£25,148**

Girvan Youth  
Trust – Outreach  
**£16,074**

First Port – What If?  
social enterprise  
development programme  
**£15,000**

Girvan Community Sport Hub  
– Girls programme  
**£13,515**

Girvan Academy  
**£2,500**

Other small  
grants  
**£1,000**

During 2018, these organisations also received funding from us through Foundation Scotland from grants approved in previous years.

- Elgin Youth Development Group, Moray
- Stepping Stones for Families, South Ayrshire
- One Parent Families Scotland, Lanarkshire
- Home-Start North Lanarkshire

## Scottish Culture & Heritage

**Four aims** continue to guide our grant-making under this theme:

- Preserving, researching and showcasing aspects of Scotland's heritage – especially those at most risk – in ways that enrich and inspire people today
- Nurturing creativity, skill, innovation and craft to promote a thriving contemporary cultural sector rooted in Scotland's heritage
- Engaging and connecting people as participants – not just audiences – to creative activities inspired by Scotland's distinctive cultural heritage
- Making culture inclusive by creating opportunities for those who face barriers to participation to genuinely engage and contribute to Scotland's cultural scene.

2018 was Scotland's Year of Young People and our grants to Toonspeak and Screen Education Edinburgh were selected especially to reflect this theme. In addition, our grant to the National Theatre of Scotland will support its 2019 project, *Fierce*, working directly with young people to create new works linking arts, sport and mental health.

A highlight of the year was the launch of the new V&A Dundee with young people heavily involved in planning the opening events, thanks in part to our support over the last four years.

While textiles has emerged as a topic of particular interest for us – alongside our long-standing support for piping – we continue to take a broad approach to supporting Scottish culture in all its forms.



Research Fellow Rosanne Waine and conservator Rosie Nuttall examine a recently acquired tartan cloak

### National Museums of Scotland

**Uncovering the history of Highland dress**

Our donation:  
£83,047 over 2 years

The relationship between National Museums Scotland and William Grant & Sons extends back decades. The company had made substantial donations towards the extension and refurbishment of the National Museum of Scotland in Edinburgh, the most popular visitor attraction in Scotland. In 2015, our new Foundation continued this legacy with a grant towards the new Fashion and Style gallery.

Building on this renewed relationship and our shared interest in Scotland's cultural heritage, we began to explore how our funding could make the biggest difference in future. Together, we identified research as an activity where our support would be particularly valuable.

Despite its extensive collection of Scottish textiles and clothing, the museums believed there was still much

to be learned about the real story of one of Scotland's most iconic products, tartan, and its relationship to the traditions of Highland dress. So, our new two-year grant has enabled the museums to appoint Rosie Waine as a research fellow with the fascinating task of exploring this unique cultural archive.

"This is probably the best publicly owned collection of this material in the world," says Rosie, who joined the museums in May 2018 fresh from completing her PhD.

Several of the items of clothing which Rosie has studied will feature in this summer's major exhibition, *Wild and Majestic: Romantic Visions of Scotland*.

"There's a perception that Highland dress has been a fixed tradition that dates back centuries. But the material record shows how it's changed over time. This fellowship allows me to take a rigorous research stance on the topic. I hope to better inform the public about its history and lay the groundwork for future scholars to draw on the treasures in this very special collection."



Violinist Nicola Benedetti leads a masterclass for young musicians from Sistema Scotland's Big Noise orchestras



## Toonspeak

**Creating opportunities for the next generation of Scottish talent**

**Our donation: £30,000**

Alan Govan, Manager at Toonspeak, believes a society where only the most confident or connected young people get involved in the arts would be dull! “Deepening the pot with more voices creates diversity and is important for a rich and meaningful cultural landscape.”

This is what Toonspeak seeks to achieve. The Glasgow-based charity works with professional artists to challenge and inspire young people to create their own drama, theatre and music. One of its latest projects is the Noize Factory in Barmulloch in North Glasgow, where young people get involved with industry-standard music production.

With over 30 years of work in some of the west

of Scotland’s most disadvantaged communities under its belt, Toonspeak knows the arts is a hugely powerful tool for self-improvement and self-discovery for young people. It seeks to remove every barrier – physical, financial and psychological – to get them involved.

Our unrestricted grant, made in 2018, was particularly valuable as many grants they receive are restricted for specific projects and often don’t contribute to overheads. “Money that can be applied to keep the core of the organisation strong is vital and means our projects are more secure. Unrestricted funding makes us feel trusted as an organisation and is enormously powerful.”

Jasmine’s journey with Toonspeak has been transformative. Sneaking into her first session aged 10, she’s overcome adversity to become a professional artist. Aged 15, she followed her new interest into a college acting course. Now

© Kevin Main



a freelance drama artist and youth development worker, Jasmine is employed by Toonspeak and co-directs their new Young Company. She attributes Toonspeak as the source of her confidence, having been a vital safe space for her when growing up. She’s also done a stint as the chair of their Board!

## Grants paid: Scottish Culture & Heritage

National Museums Scotland  
**£41,947**

The National Piping Centre  
**£40,000**

The Prince’s Foundation – Future Textile project  
**£40,000**

Knockando Woolmill Trust  
**£36,000**

Toonspeak  
**£30,000**

Screen Education Edinburgh  
**£30,000**

National Library of Scotland  
**£27,900**

The Cabrach Trust  
**£25,500**

Craft Scotland  
**£25,000**

Dumfries & Galloway Arts Festival  
**£21,000**

Scottish Schools Pipes & Drums Trust  
**£20,000**

National Theatre of Scotland  
**£20,000**

Fruitmarket Gallery  
**£20,000**

Other solo piping competitions  
**£16,600**

Bothy Project  
**£15,000**

Sistema Scotland  
**£15,000**

V&A Dundee  
**£15,000**

Piping Live!  
**£15,000**

Hospitalfield  
**£11,600**

The Cumnock Tryst  
**£10,000**

Glasgow Barons  
**£10,000**

Impact Arts  
**£10,000**

Glasgow Print Studio  
**£9,000**

Bernat Klein Foundation  
**£7,750**

Upland – Modern Makers  
**£7,250**

Scottish Arts Club Charitable Trust – Scottish Portrait Awards  
**£5,000**

University of Edinburgh  
**£5,000**

A further £25,704 was expended on small grants and activities to support the organisations funded.

## Funding Partnerships

Glasgow Barons use music to build community cohesion and confidence in Govan

Across all of our giving themes we have developed partnerships with other funders who share our interests. Working with others in this way accelerates our learning and enables us to benefit from their reach, scale and expertise. It is also efficient – helping us manage a multi-million pound portfolio and reducing duplication of effort by fund-seeking organisations and grant-holders.

This year, we are delighted to have worked with the following funders for the first time:

### The Health and Social Care

#### Alliance Scotland (the ALLIANCE)

£209,529 of our funding is being distributed through the Alliance's Self-Management Fund to projects helping people live well with long-term conditions.

#### Architectural Heritage Fund

AHF will use £200,000 over two years to make grants tailored to the immediate needs of groups seeking to revitalise Scotland's built heritage.



### Corra Foundation

We have contributed £100,000 to The Listening Fund, a pooled fund with Corra and three other funders enabling youth-focused organisations to better listen to young people and act on what they hear.

### Robertson Trust

We made a £20,000 contribution alongside other partners to commission Frameworks Institute to design strategies and tools to help shift perceptions and attitudes to the care system and people with care experience.



In addition, the following funders continue to manage grants made with our funding awarded in previous years:



for Youth Opportunities projects



for piping and drumming tuition



for maternal mental health projects



for dementia friendly community projects



for black and minority ethnic women's projects

# Employee-led Giving

The Foundation values the commitment of William Grant & Sons employees to support the causes they care about. So, in addition to its grant-making in Scotland, the Foundation supports the charitable interests of the company's employees wherever they are in the world.

It does this through two schemes: Matched Giving and Local Giving. Both have grown year on year since the Foundation was set up in 2014. The number of employees whose donations or volunteer time were matched during 2018 grew by 9 per cent.

## Local Giving

We delegate a budget to William Grant & Sons company locations for donations to local charities. The employees at each site decide which causes to support.

## Matched Giving

We match money raised or donated by individual employees for their own chosen charities. We also make a donation to match every hour an employee volunteers in their own time.

## Matched Giving: Valuing volunteering



Dublin-based Celine Weldon has a passion for radio – she's even studying radio production in her spare time outside her busy role in global marketing for William Grant & Sons' brands. In the run-up to Christmas 2018, she volunteered as a presenter on Ireland's Christmas FM, bringing yuletide cheer into homes around the country and raising money for good causes. The Foundation matched the hours she committed by donating £670 to their chosen charity, Temple Street, the National Children's Hospital in Dublin.

"I volunteer as it's a great opportunity to make a real difference to a charity," says Celine. "A colleague encouraged me to apply for Matched Giving. As a result I got a significant top-up to our 2018 Christmas fundraising appeal. This will go towards lifesaving equipment for critically ill babies and children."

## Matched Giving

Total donated

**£151,590**

(2017: £148,089)



Employee  
contributions  
matched (by value)

Fundraising  
**67%**

Volunteering  
**13%**

Personal donations  
**12%**

Payroll giving donations  
**8%** (UK only)



supported  
**209**  
charities



**313**  
employees

Local Giving  
**£143,850**

(2017: £142,235)

Donated to charities local  
to William Grant & Sons sites  
in UK, US, Mexico, Colombia,  
Singapore and Taiwan.



# Expenditure 2018

Our grant to Craft Scotland is funding a training programme to equip makers with the skills to create a sustainable craft career and business

## Grant-making

Health & Social Causes	£682,529	
Natural & Built Environment	£539,275	
Scottish Culture & Heritage	£555,251	
Youth Opportunities	£445,410	
Employee-led Giving	£295,440	
Strategic Investment grants	£150,000	
Other donations	£60,400	
<b>Total grants and donations</b>	<b>£2,728,305</b>	<b>(2017: £2,193,097)</b>

## Foundation running costs

Staff, office, admin and governance costs	£153,204	
Communications	£8,687	
Learning and evaluation	£8,865	
Foundation Scotland – grant-making services, Youth Opportunities	£16,433	
Charities Aid Foundation – payroll giving & donor services	£12,650	
<b>Subtotal</b>	<b>£199,839</b>	<b>(2017: £183,726)</b>
<b>Total expenditure</b>	<b>£2,928,144</b>	<b>(2017: £2,376,823)</b>

## Other donations

These include small grants and the value of William Grant & Sons products and in-kind donations given to support fundraising events. Miscellaneous donations of £2,000 or more are listed below:

Rockefeller Philanthropy Advisors

**£10,000**

Girvan Town Team

**£6,000**

The Hunter Foundation

**£5,000**

IFB Research Foundation

**£5,000**

Pluscarden Abbey Appeal

**£5,000**

# About the William Grant Foundation

**Our vision: A Scotland where everyone has the opportunity to thrive.**

**William Grant & Sons** is an independent family-owned distiller headquartered in Scotland and founded by William Grant in 1887.

The company has committed to set aside 1 per cent of pre-tax profits generated each year for donations to charitable causes. The William Grant families established the William Grant Foundation in 2014 as a non-profit association to manage and direct these donations, since when it has donated over £9 million.

Members of the William Grant families elect a Management Committee which oversees the work of the Foundation. Decisions about grants and

donations are delegated to four giving groups. Each group is allocated a share of grant-making funds to support organisations and initiatives in Scotland reflecting a specific theme linked to the Foundation's vision.

The four themes, which have remained unchanged since 2014, are:

- Scottish Culture and Heritage
- Natural and Built Environment
- Health and Social Causes
- Youth Opportunities

The groups' work is facilitated and supported by three members of staff based at William Grant & Sons' Bellshill offices.

A portion of the Foundation's funds is also allocated to

support good causes selected by employees of William Grant & Sons wherever they are in the world. This Employee-led Giving constitutes a fifth strand of the Foundation's activity.

As a family-owned business, William Grant & Sons has always taken a long-term view to support its people, its communities and its business. The William Grant Foundation is building on a long history of philanthropy by the company and reflects an enduring commitment to helping Scotland thrive.

**Foundation staff (left to right):**

Audrey McCracken, Foundation Assistant

Nick Addington, Chief Executive

Elaine Gibb, Partnerships & Learning Manager

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The William Grant Foundation is a non-profit association which manages and directs charitable donations from William Grant & Sons Ltd. The Foundation is not a registered charity.



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