



## Annual Review 2021–22

Accessible version

[scottishbooktrust.com](https://scottishbooktrust.com)



Scottish Book Trust is a registered company (SC184248)  
and a Scottish charity (SC027669).

## Contents

Our mission and our approach .....	3
Chair’s report.....	4
CEO’s introduction .....	6
Our fundraising campaign.....	8
Academic research partnerships .....	9
Giving children the best start in life .....	11
Inspiring young readers.....	13
Digital storytelling .....	14
Nurturing Scotland’s writing talent.....	15
Sharing the joy of books.....	17
Awards and prizes.....	18
Looking forward 2022–23.....	20
Support us.....	22
Financial review.....	24
Our supporters .....	26
Our programmes .....	29

## **Our mission and our approach**

### **Our mission**

Our charity's mission is to ensure people living in Scotland have equal access to books. Everyone should have the opportunity to improve their life chances through books and the fundamental skills of reading and writing. Access to books and a love of books bring many important benefits, from family bonding and advancing children's learning, to unlocking creativity, helping employability and improving mental health and wellbeing. We want to support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and who need it most.

We also aim to ensure that Scotland's wide-ranging literary talent, both emerging and established, is nurtured and supported.

### **Our approach**

We are trusted experts on bringing the benefits of reading and writing for enjoyment to people all over Scotland. Our programmes are designed to support a love of reading from the earliest moments and beyond, through all life stages; it's never too early or too late to begin a journey with books. We deliver both universal and specially-tailored programmes, working with a range of partners including libraries, health visitors, schools and other organisations. We connect individuals and communities, bringing them together to share and enjoy the magic of books.

## Chair's report

I am delighted to be taking on the role of Chair of the Board for Scottish Book Trust, having been a trustee for a number of years and most recently Vice Chair. Our previous Chair, Keir Bloomer, stepped down due to other work commitments in November 2021 and we would like to thank him for all his hard work and invaluable support. We also appointed one new trustee, Professor Sue Ellis, with particular expertise in educational practice and policy.

Scottish Book Trust faced a challenging year again in 2021–22 due to the ongoing situation with the COVID-19 pandemic. However, due to well-developed digital capabilities and a committed and dedicated team, combined with local authority partnerships and national reach, Scottish Book Trust was able to continue to deliver on its mission, in many cases extending the accessibility, range and impact of our programmes.

Book Week Scotland 2021 delivered over 750 digital and in-person events across Scotland, engaging 130,000 people. Over 100 partners took part, including many library services with support from Scottish Library and Information Council (SLIC). 50,000 copies of our annual free book – a collection of true and personal stories from the people of Scotland, this year themed around Celebration – were given away.

The second year of our Reading Schools programme continued apace, focusing on system change in education by encouraging schools to create a whole-school reading culture. Over 100 schools signed up in the initial cohort, with many more in the pipeline, and our website resources section for teachers and librarians were well received, generating over 43,000 downloads of classroom, library and school resources.

Bookbug practitioners and families embraced the return of in-person sessions across Scotland, with our webpage for finding local sessions continually being one of the most popular and receiving nearly 40,000 page views.

In 2021–22, 12 writers took part in the New Writers Awards programme, and a further 10 writers started the programme in January 2022. Our annual New Writers Awards Showcase ran as a digital event, attracting over 20,000 views on Twitter. We received nine notes of interest from agents and publishers, while 22 titles by 19 New Writers Award recipients were published during this period.

We launched a major fundraising campaign, including our Christmas Appeal. With generous donations from the public, and in collaboration with British publishers, Local Authorities and Third Sector partners, we provided 100,000 free books to children and families using foodbanks over the festive season.

Commitment to diversity and equality deepened during this period. We undertook significant work around accessibility across our website and apps, and supported the Inklusion Guide, focused on events and accessibility.

We continued to develop services for those facing illness and older people. Working with Macmillan Cancer Support, we trained people living with cancer to make their own digital stories about what matters to them, and we also delivered a further year of Reading is Caring, designed to support people living with dementia and their carers.

We have endeavoured to deliver the highest quality and most impactful programmes of work, and are proud to have reached well over three million people in Scotland with our charitable services.

Andy Marchant, Chair.

## CEO's introduction

'The old is dying, the new cannot be born, and in that chiaroscuro, monsters appear.' – Antonio Gramsci

As we reel from one socio-economic, cultural and political challenge to another, those monsters are various. For us at Scottish Book Trust, the monster, as such, is one of ever-widening inequality and poverty.

Destitution, desperation, hunger and lives blighted by poor language development characterise a growing part of our population, with illiteracy and a lack of educational attainment limiting life opportunities for far too many of our fellow citizens. Around 300,000 families in Scotland live in poverty, even though – amazingly – someone is working in at least half of those households.

Meanwhile, as the Joseph Rowntree Foundation report in their deeply sobering survey Poverty in Scotland 2022: 'Nearly one in five households on low incomes in Scotland have gone hungry and cold this year, even before we enter the winter months. . . families across Scotland face the fiercest attack on our standard of living that most of us will have seen in our lifetimes.'

'Deep scars will be caused by hunger, cold and trauma,' they add.

This is 21st Century Scotland.

Given this prospectus, the work of Scottish Book Trust has never been more needed. While a measure of economic equality for all is clearly a long way off, we do know that good early language development is absolutely key to an individual's sense of themselves, their agency and ability to prosper in society.

Becoming literate in both the simplest and the most sophisticated meanings of that word is the sine qua non of being able to fully participate in a modern democracy. The health of that society absolutely depends on it too, in every sense – economically, socially and culturally.

That is why Scottish Book Trust has, over the years, created the world's best and most comprehensive early years programme, one that is offered both universally and in a highly targeted manner. It is also why we follow those children and families into school, creating programmes which support and train teachers to deliver classroom experiences which foster a love of reading and an excitement about books and authors that can also be enjoyed at home in the family. It is why we have given away 200,000 books to children and families using foodbanks, putting the pleasure of reading in their hands, with all the myriad benefits that come from a positive engagement with books.

Yet if 2022 has been challenging for us all, 2023 will be even more so. While demand for our services increases, funding for the arts is uncertain and in decline. This squeeze will be felt not just by us but across the arts, damaging Scotland's ability to invest in the people who make the nation.

We will, as ever, respond robustly to all these challenges, since we are absolutely committed to our mission, and to placing the supreme gift of reading and writing in everyone's hands. But, given the economic crisis, it is likely that we will not be able to continue to do so as comprehensively and impactfully as we'd like without the support of the Scottish public, and their willingness to donate to our charitable activities. With that in mind, I would encourage everyone who understands the importance and quality of what we do to visit our website and consider making a donation, so that, acting together, we can make Scotland a reading nation.

Marc Lambert, CEO.

## Our fundraising campaign

In 2021, Scottish Book Trust tightened focus on the very core of its mission – ensuring equal access to books for everyone in Scotland and reaching those most in need of support – with the launch of a nation-wide fundraising campaign.

With the ongoing effects of the pandemic and associated lockdowns, we knew that more children, families and adults than ever before were in need of our support.

Without books, children are missing out, and the effects of this last a lifetime. Expanding our public fundraising was a commitment we made, and continue to progress, in order to respond to the wider social and economic challenges families are facing across Scotland.

We were delighted to secure permissions and support from author Julia Donaldson, illustrator Axel Scheffler and publisher Macmillan, to use the iconic landscape illustration from *The Gruffalo* and a festive, snowy image from *The Gruffalo's Child* for our campaign creative. Our generous community of readers, writers, librarians, teachers, learning professionals and supporters came together to help Scotland.



Thanks to their support, we have distributed over 200,000 books to children like Isla and Jack, and families living in areas of deprivation, through food banks, community groups and other charities.



## Academic research partnerships

### Collaborating with partners to further our research work

An important part of our Research & Evaluation team's work is our academic research partnerships. We team up with universities in Scotland, and in the rest of the UK, to take a deep dive into the fundamentals of reading and writing.

For us, these partnerships are a great opportunity to learn from academics with expertise in education, psychology and literature. We focus on under-researched areas, with an emphasis on how findings might be practically applied. By working together with our academic partners, we aim to produce truly impactful research that can support everyone in Scotland to access the fantastic benefits of reading and writing.

In 2021–22 we worked on a number of exciting projects.

Reading for pleasure has a huge range of benefits for children, but too many children do not see themselves as 'readers'. The UK-wide ['Love to Read' project](#) worked with a group of teachers to co-design research-informed activities to help primary schools motivate children to read for enjoyment. This project was funded by the Nuffield Foundation and involved the University of Edinburgh, Royal Holloway, University of London and Aston University, Education Scotland and the National Literacy Trust, as well as an Expert Advisory Panel drawn from research, policy and practice in Scotland and England.

There is a wealth of evidence about the impact of readers seeing themselves reflected in books. However, the vast majority of books for children and young people feature white protagonists and are written by white authors. Our Live Literature school residencies were used as the basis for a research project where schools worked with authors of colour, funded by Glasgow University. This project involved two authors undertaking residencies in schools with diverse pupil populations, with each also mentoring an emerging author of colour. Early findings around increases in pupils' enthusiasm for, and confidence in, creative writing were presented at the Children's Books Ireland International Conference.

[Women of Words](#) is a PhD project examining systemic issues relating to the production, reception and consumption of women's writing in Scotland, funded by the Scottish Graduate School of Arts and Humanities (SGSAH) and in collaboration with the Universities of Glasgow and Stirling. Christina Neuwirth continued their work on this project, aiming to uncover whether women and gender minorities are at a disadvantage in the contemporary Scottish literary sector, why this is the case if so, and how we can move towards a more equal future.

There is a well-documented drop-off in numbers of young people reading for pleasure as they reach their teen years, but very little research that takes in teens' views on why this might be. Charlotte Webber continued work on her [PhD project](#).

[looking at tackling this drop-off](#). This research, funded by the Scottish Graduate School of Social Sciences (SGSSS) and in collaboration with the Universities of Edinburgh and Dundee, has been co-created with a youth advisory panel and involves interviewing teens across Scotland about why they do (or don't) read for pleasure.

# **Giving children the best start in life**

## **Bookbug Before Birth evaluation**

Our Bookbug Before Birth project began in 2019 to encourage parents to sing and talk to their babies before birth.

By working with practitioners across Scotland, including Family Nurse Partnership teams, we provided additional Bookbug resources to hundreds of young, first-time parents in our pilot year.

Thanks to donations, we were able to offer all Family Nurse Partnership teams across Scotland a picture book (The Snail and the Whale by Julia Donaldson and Axel Scheffler) to gift to families during pregnancy in 2021, as well as some Bookbug Before Birth information.

Our evaluation report summarises the impact of the project based on responses from a feedback survey that was circulated to practitioners in June 2021.

### **Key conclusions**

Responses to the survey indicate that the book gifting project:

- Encouraged and supported expectant parents to read to their baby during pregnancy
- Built confidence
- Supported conversations and relationships between the clients and the Family Nurses
- Promoted early attachment for partners and other family members.

91% reported that expectant parents responded positively to the gifting of the book and leaflet.

82% agreed that the project helped expectant parents to form secure attachments with their baby.

81% said that the gift encouraged expectant parents to read aloud during pregnancy.

‘My memorable moment is in regards to a lovely couple who were not keen to read or sing to their unborn baby when this conversation took place in pregnancy. Eventually Mum advised the Family Nurse that Dad did start singing to her bump when she was around 20.0 Gestation but asked her not to tell anyone as he felt embarrassed. The Family Nurse visited the family in hospital at the parent's request when their baby was born. The baby was a day old and when she became unsettled, Dad lifted her and sang the same song he had sang to his partner's bump for 20 weeks and very quickly she settled into her dad's chest. Dad was very proud and advised the Family Nurse that he had sang this song to her throughout

pregnancy. I share this story with all my clients as I also saw the benefits of singing to an unborn baby that day.'

– Family Nurse.

### **Working with mentors and artists**

In 2021–22, Scottish Book Trust commissioned five mentors and five artists, including a young emerging artist, to work alongside early years practitioners and families.

The artists developed a suite of specialist resources that support and enhance the principles of early book-sharing and music-making for use by the wider Bookbug community. The mentors gave support to Bookbug practitioners working with target groups of children and families through our Bookbug for the Home programme, addressing concerns around additional support needs and English as an additional language.

Artist Catherine Lindow [developed resources](#) to support families to make use of the crayons in their Bookbug bags, highlighting the benefits and fun for adults and children engaging in this activity together. She also created [a film](#) to empower other Bookbug Session Leaders to incorporate group drawing into their Bookbug Sessions.

## **Inspiring young readers**

### **Reading Schools national roll out**

In 2021, we continued the national roll out of Reading Schools to 17 local authorities.

[Reading Schools](#) is an accreditation programme that puts reading for pleasure at the heart of the school and supports them to build a positive reading culture. Schools can work towards core, silver and gold levels, with their accreditation lasting three years.

‘Reading Schools is a brilliant initiative that really celebrates all the good work already taking place in schools, highlights good practice, encourages collaboration and motivates practitioners and young people to widen their horizons. I would recommend Reading Schools without hesitation – and can envisage that it will gain even more momentum and recognition as more schools become involved.’

– Dr Janet Adam, Forth Valley and West Lothian RIC Literacy Lead.

### **Scottish Friendly Children’s Book Tour**

In 2021–22, Scottish Friendly Children’s Book Tour returned to in-person school events, blending this with a variety of virtual events featuring special guests and experts to tackle big topics such as Black History and Climate Change.

The Tour aims to bring the best authors to schools, libraries and public spaces across Scotland to bring books to life in classrooms and get children excited about books and reading.

In October 2021, author Alex Wheatle and Lois South from the International Slavery Museum [discussed](#) the transatlantic slave trade, racism, the heroic people who resisted and the young people who campaign for equality and social justice.

In March 2022, we were joined by Cressida Cowell, Waterstones Children's Laureate 2019–22 and the award-winning author of the How to Train Your Dragon and The Wizards of Once series in the spectacular setting of Stirling Castle for an inspirational event with both a live and virtual audience!

Special thanks to Scottish Friendly, for making the tours possible.

‘Our pupils learned so much and it was fantastic to chat about the context of Cane Warriors with experts. Bringing factual history to life via fiction! Awesome.’

– Arbroath High School.

## Digital storytelling

### Workshops to help people share their stories

Our digital storytelling workshops are helping people to share stories of what really matters to them.

We've worked with Macmillan Cancer Support and Scottish Adoption, helping people to create stories about their lived experiences with a view to improving the support and services offered by both organisations.

[Issy's story](#) is about 'remembering that we are the experts of our own bodies and that we have the power to direct our own care alongside the clinicians'.

'I think the power of these stories is in the personal detail. It's not just another cancer story or another story of a cancer journey. It's a story about the person who experienced cancer.'

– Participant.

'My story may help someone who feels similar to not feel as lonely, that it is not just them and that, although life may have changed in a way that they didn't choose, it is possible to move forward and to have a good life again.'

– Participant.

## **Nurturing Scotland's writing talent**

### **Scottish Book Trust New Writers Awards**

Our New Writers Awardees take part each year in a showcase to share their work with an audience made up of the general public and industry professionals. In 2021, our 12 awardees read their writing during an online showcase via Twitter and [YouTube](#). There were 20,289 online views of the showcase this year.

Samples of their work were also made available for almost 500 key contacts in the publishing industry.

'The New Writers Awards programme gave me a huge boost. It developed my author skillset through mentoring and a honed selection of workshops including website creation and performance skills. The time, expertise and money Scottish Book Trust invested in me and my writing fed my self-belief and it has continued to grow beyond the programme.'

– Hazel Knox, New Writers Awardee 2021.

'My development as a writer benefited hugely from the New Writers Awards and the programme certainly exceeded my expectations, which were already high. While I loved the varied nature of the full range of the opportunities and events included in the award, my particular highlights include:

- Mentoring programme – John Glenday dedicated a terrific amount of energy to editing my poems and ensured that we constructed a creditable collection. It was a joy to work with such an accomplished poets and I can confidently say that all my aims were met.
- Financial assistance – I didn't have full-time employment when I began the award so the stipend and grant for computer equipment allowed me to focus on my writing without money worries. I'm very grateful for this generosity.
- Reading showcase – the exposure provided by the showcase was very welcome. The broadcast and accompanying sampler were professionally produced and of a very high quality.

Finally, I need to salute all the staff at Scottish Book Trust who, throughout the award, have been warm, encouraging, professional and generally lovely. Thank you very much for this wonderful and enriching experience.'

– Tim Craven, New Writers Awardee 2021.

Total number of NWA publications to date: 141 titles.

Total number of awardees published to date: 74.

Number of awardees to date: 166 (including Gaelic, Callan Gordon and Next Chapter).

**22 titles published during 2021–22, by 19 awardees:**

- Where the Missing Gather by Helen Sedgwick
- Down by the Water by Lucy Ribchester/Elle Connel
- A Matter of Time by Claire Askew
- The Night My Dream Came Alive by Juliette Forrest
- Case Study by Graeme Macrae Burnet
- Pushing Water Uphill by Sylvia Hehir
- How to Burn a Woman by Claire Askew
- A Small Space by Lydia Harris
- 50 Words for Love in Swedish by Stephen Keeler
- Nothing Visible by Lydia Harris
- Brickwork: A Biography of The Arches by Kirstin Innes and David Bratchpiece
- The Last Days of Petrol by Bridget Khursheed
- The Inner Circle by Henry Bell
- The Soup of My Ancestors by Tracey S Rosenberg
- The Burning Boy by Nicola White
- The Nakedness of the Fathers by Samuel Tongue
- One Body by Catherine Simpson
- Hear No Evil by Sarah Smith
- The Pharmacist by Rachelle Atalla
- The Voids by Ryan O'Connor
- Miss Blaine's Prefect and the Weird Sisters by Olga Wojtas
- Still Life by Henry Bell and Angela Catlin

'In 2015, I was lucky enough to be the recipient of a Scottish Book Trust New Writers Award. Receiving this award was monumental to me and came at such a pivotal point in my writing. It provided me with a tailored package of support and offered me a nurturing environment in which to develop as a writer. Fast forward and my debut novel was released in May 2022. I will be forever grateful to Scottish Book Trust for the role they played in getting me there and for their endless enthusiasm and encouragement.'

– Rachelle Atalla, author of *The Pharmacist*.



## Sharing the joy of books

### **Book Week Scotland**

During Book Week Scotland, people of all ages and walks of life come together to share the joy of reading. Together with Scottish Book Trust's curated programme, our partners deliver hundreds of unique, exciting events and activities that celebrate the transformative power of reading. They are joined in this celebration by Scotland's authors, poets, playwrights, storytellers and illustrators to bring a packed programme of events and projects to life.

In 2021, Book Week's Scotland theme was Celebration – particularly fitting for celebrating its [tenth birthday!](#)

- 50,000 published and gifted copies of a new book of stories, Celebration, and free ebook and audiobook copies made available for all.
- 100% of partners said people enjoyed the events they attended.
- Censuswide research suggests that half of the Scottish population is aware of Book Week Scotland.
- Audiences could choose from over 800 events. This year our audience could attend events in lots of different ways including watching author events online, playing online games, and attending socially distanced events.

‘Book Week Scotland was an ideal opportunity to bring together a range of events and activities as part of an initiative for all ages and abilities which would otherwise have felt quite disparate.’

– Library Partner.

‘You motivated us to reach out to a local author and make a connection, and this has proved to be a very important connection for us as a recovery community, and one which will continue long beyond Book Week Scotland.’

– Partner.

## **Awards and prizes**

### **Bookbug Hero Award**

The recipient of the 2022 Bookbug Hero Award was [Ian Keane](#), Librarian and Bookbug Co-ordinator at Clackmannanshire Council.

The Bookbug Hero Award recognises someone working with Bookbug who has used the programme to make a real difference to the lives of the young children, families and communities they work with.

Ian was nominated by both colleagues and parents who described him as ‘great role model and advocate for Bookbug’. For over ten years, Ian has welcomed many families to Bookbug Sessions, co-ordinating the programme across five different library branches. His enthusiasm for Bookbug is genuine and contagious, and colleagues praised how he engages children with songs and books.

Our thanks also to Walker Books for making this award possible, which allows us to spotlight the fantastic work that our [Bookbug Co-ordinators](#) do across Scotland.

‘I was very surprised to win The Bookbug Hero Award. The idea expressed by the people who nominated me was that somehow, during Covid times, I had offered an anchor that helped bring a bit of stability to the week. However, the truth is they offered me an anchor, a light to cling to in darker times, I’ll forever be grateful to the attendees for recalling me to life. I think without Bookbug we have all been a lot poorer – it is a panacea for our times.’

– Ian Keane.

### **Learning Professional Award**

The recipient of the 2022 Learning Professional Award was [Julie Sutherland](#), Librarian at Forrester High School, Edinburgh.

The Learning Professional Award recognises a teacher or librarian who has had a powerful impact on the reading culture of young people and adults in their community.

Julie was praised by her colleagues for her unwavering enthusiasm, energy and personal interest in the young people in her school. In her role as Librarian, she provides engaging and fun opportunities for all students, bridging both the attainment gap and the poverty gap. Pupils describe Forrester High School library as a ‘safe space’ before and after school. Julie has been commended for treating pupils as individuals and taking the time to get to know their barriers to learning, their personal situations and their personalities, so as to provide a better service for them.

Our thanks to Browns Books for making this award possible and allowing us to highlight the wonderful work of learning professionals.

'I am absolutely thrilled to win the Learning Professional Award this year. It's hard to imagine the effect you've had on a young person, but they are the ones that make my day. They challenge and invigorate me and there is no better way to start the day than chatting to a bunch of teenagers, and it's thanks to them that I am receiving this award.'

– Julie Sutherland.

## Looking forward 2022–23

### **From 2022–23, Scottish Book Trust is focusing on the following**

#### **areas of work:**

Extend the scope and deepen the impact of our work to reach currently under-represented audiences. While driving increases in universal audience numbers, we will further extend audience diversity and impact.

Priorities include:

- Implementing the strategic plans developed by our EDI group to address employment, access and inclusion in under-represented groups, while continuing to develop programmes explicitly targeted at areas and audiences in most need
- Building on our popular digital services to reach a wider audience across the country
- Building on our work with other Third Sector partners, such as food banks, to provide free books to families in need
- Continuing to develop evaluation methods for assessing our programmes so that we can ensure that they are accessible, effective and make a genuine impact

To be the leading advocate in Scotland for the power, value and joy of reading and writing, empowering the people of Scotland and enhancing their lives. We will influence positive and sustained change in Scotland by advocating for the creative, personal, social and economic value and benefits of reading and writing.

Priorities include:

- Rolling out our new Reading Schools programme across Scotland, supporting the creation of a whole school reading culture, while championing reading and writing as creative cultural accomplishments in their own right which lead to other social, personal and educational benefits
- Continue to support new voices on their writing journeys through our Live Literature and Author Residency programmes
- Supporting wider arts and the Cultural Strategy as opportunities arise, through, for example, our Arts Alive programme
- Delivering Reading is Caring, an innovative new programme that uses reading to support the relationships and wellbeing of people living with dementia and the person who cares for them
- Investing in and developing our Bookbug for the Home targeted programme across Scotland, which brings the joy of songs, rhymes and stories into the homes of families who need our support the most

- Deepening our collaboration with universities and other partners to continue to grow Scottish Book Trust's expertise as a research and information hub for reading, writing, education and other reading-related issues
- Forging strategic partnerships in the UK and Europe that support and amplify our own advocacy, while administering the new EURead website, representing 22 European countries
- Proactively developing and managing key policy, funding and national network relationships

Design and implement structures and strategies to ensure Scottish Book Trust's future sustainability. We will develop a business model and deliver organisational improvements to secure the long-term future of Scottish Book Trust.

Priorities include:

- Building on our national fundraising campaign, prioritising unrestricted income so that we can invest more in reaching those most in need of our help
- Continuing to shape and integrate our communications, marketing and social media profile to clearly position Scottish Book Trust as an independent charity with fundraising needs, and to communicate meaningfully with our wide range of audiences
- Continuing to enable and empower our staff to develop the skills, expertise and experience that support continuous improvement in the delivery of our charitable programmes
- Leveraging our new website and powerful CRM system to improve data analysis, and the efficiency and effectiveness of our audience development to priority groups
- Increasing resilience through partnership by cultivating relationships with peer organisations

## Support us

### **Give the life-changing magic of books**

By donating to Scottish Book Trust, you are helping to ensure everyone in Scotland has access to books and the many benefits this brings.

For many children in Scotland, the only books they have are the ones they are given by Scottish Book Trust. Since the pandemic, the situation has worsened. Without books, children are missing out and the impact of this lasts a lifetime. Books bring families together, comfort children, and inspire joy. They help children understand the world, do well at school and open doors to the future. With the ongoing cost-of-living crisis, the demand for our work has significantly increased. Your donation will enable more people all over to Scotland to enjoy books, reading, and writing.

Scottish Book Trust delivers programmes and outreach work designed to support a love of reading in children, families and adults through all life stages. Your donations will help deliver more life-changing work. This includes creating specialised kits to support families to share stories, songs and rhymes with their children, sending tactile books to children with additional support needs, and gifting books to families who need them most through food banks and community hubs

### **Ways to support**

There are lots of ways that you can support people all over Scotland to reach their potential through reading and writing.

You can:

- make a [donation](#)
- [shop with us](#) and bring home Bookbug merchandise including soft toys, colouring books and stickers
- hold a [fundraiser](#) in your community, school or workplace
- join our book-loving community by becoming a [monthly donor](#)
- sign up to [The Book Club](#), hosted by our CEO, to share your love of books and reading with other like-minded people and support Scottish Book Trust
- leave a [gift in your will](#) and share your love of reading with the next generation

‘I’m a retired librarian who worked in school libraries and saw the pleasure and excitement children get from books. No child should be denied that!’

– Shonagh, Supporter.

‘Books are food for the soul. No child should go hungry. My own children and nephews adore being read to. I just can’t bear the thought that some children don’t get that. It shouldn’t be a luxury and should be available to everyone.’

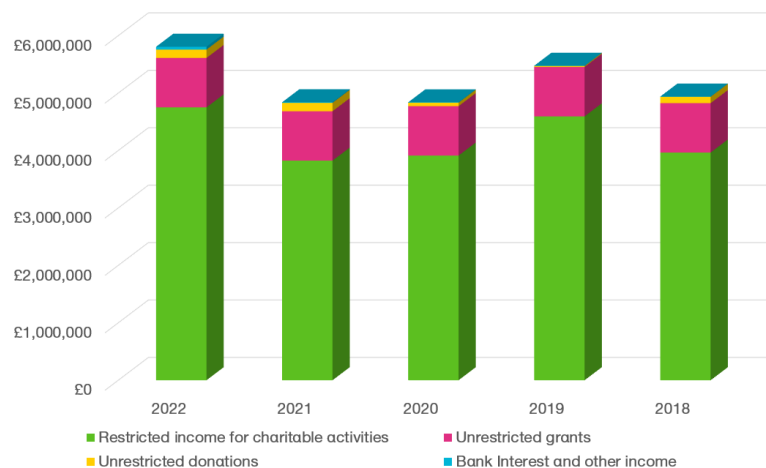
– Fiona, Supporter.

## Financial review

In the year to 31 March 2022, our total income increased from £4.8m (2021) to £5.8m. Our unrestricted income increased this year due to donations (including book donations from publishers) for our fundraising appeals. Our restricted funds reverted to pre-2021 levels, with increases to our Scottish Government grants for Early Years and Attainment. The majority of unrestricted income comes from Creative Scotland and remained unchanged from last year.

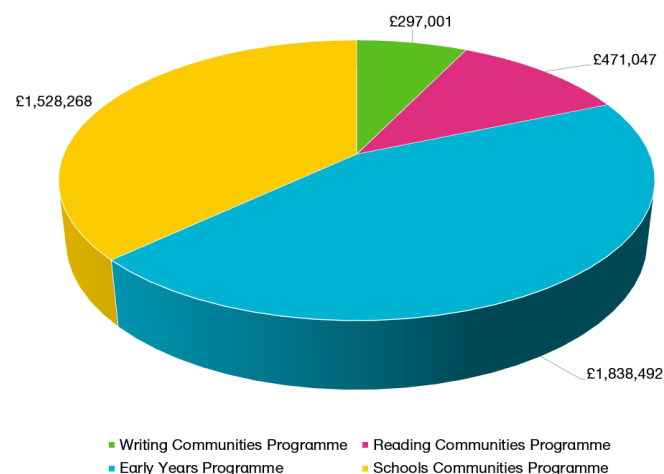
### Income comparison

Of the total income of £5.8m, restricted income of £4.1m funded a diverse range of programmes for all ages, across Scotland, and includes fundraised income from trusts, foundations and corporate donors, as well as private individuals.



### Restricted income split by programme 2021–22

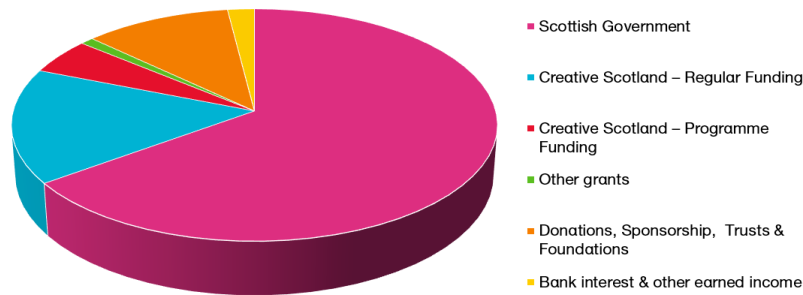
As well as funding direct programme staff costs, our restricted income of £4.1m funds the purchase of books, print materials and other resources required for the delivery of our programmes.





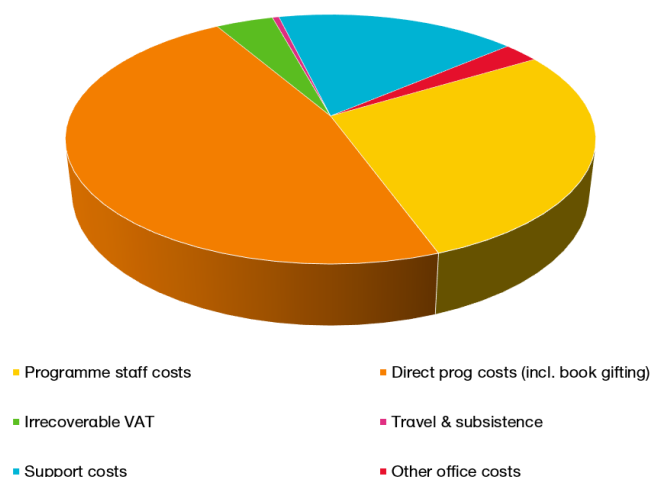
## **Funding split 2021–22**

Total funds carried forward at the year-end increased from £2.9m (2021) to £3.2m. The majority of these funds (£2.4m) are restricted to specific programmes and represent advance funding for purchasing books and other resources early in 2022–23 to ensure our programmes run to agreed delivery deadlines.



## **Expenditure split 2021–22**

Total expenditure increased by £1.2m to £5.5m. This increase relates to growth in programme activity due to Covid restrictions easing throughout the year, and also additional programme funding. Staff numbers were stable over the year with an average of 64 (62 in 2020).



## **Our supporters**

### **Thank you**

A warm thank you to all of you who donated to Scottish Book Trust year-round through our National Fundraising Campaign and our Christmas Appeal, supporting the families most in need across Scotland.

Thank you to the following organisations for your grants, donations, sponsorship and in-kind support:

- Scottish Government
- Creative Scotland
- Alanna Max
- Andersen Press
- The Appletree Trust
- Badenoch & Co
- Barrington Stoke
- Better World Books
- Birlinn
- Bloomsbury
- Bòrd na Gàidhlig
- Browns Books
- CALL Scotland
- Chicken House
- Child's Play
- The City of Edinburgh Council
- Cranachan
- Cyrenians
- Dekko Comics
- Dolly Parton's Imagination Library
- The D'Oyly Carte Charitable Trust
- The Dr David Summers Charitable Trust
- DWF Foundation
- Education Scotland
- Farshore
- Floris Books

- Flying Eye Books
- The Gaelic Books Council
- The Garfield Weston Foundation
- Gecko Press
- Hachette Children's Group
- Harper Collins
- Hugh Fraser Foundation
- Kingfisher
- Kiran's Trust
- Libros del Zorro Rojo
- The Literary Gift Company
- Little Door Books
- Little Tiger Press
- Luath Press Ltd
- Macmillan Cancer Research
- Macmillan Children's Books
- McCarthy Stone
- The McGlashan Charitable Trust
- The Mohn Westlake Foundation
- National Library of Scotland
- The Northwood Charitable Trust
- Nosy Crow
- Otter-Barry Books
- Oxford University Press
- Puffin Books
- Q Charitable Trust
- Quarto Kids
- Royal Bank of Scotland
- The Russell Trust
- Scholastic UK
- School of Life
- Scotland Street Press
- Scottish Adoption

- Scottish Friendly
- Scottish Library and Information Council (SLIC)
- Self Made Hero
- Simon & Schuster
- The Sir Iain Stewart Foundation
- Social Bite
- Two Hoots
- Usborne
- Walker Books
- Walter Scott
- The William Grant Foundation
- William Syson Foundation
- Wren & Rook
- Young Scot
- Youth Music Initiative

Plus library services, local authorities, cultural trusts, Book Week Scotland partners, Scottish Friendly Children's Book Tour partners, the Callan Gordon family and NHS Scotland for making our work possible.

Thank you also to the following people who supported Scottish Book Trust as members of The Book Club, including those who wish to remain anonymous:

Gordon Dalzell and Pamela Leslie, Marian and Mark Deere, Martin Adam and William Zachs, Robert Hill and Scott Lothian.

## **Our programmes**

- Arts Alive
- Authors Live
- Bookbug
- Book Week Scotland
- Bookzilla app
- Callan Gordon Award
- Digital Storytelling
- First Minister's Reading Challenge
- Ignite Fellowship
- Live Literature
- New Writers Awards
- Next Chapter Award
- Reading is Caring
- Reading Schools
- Read, Write, Count
- Scots Language Publication Grant
- Scottish Book Trust Awards
- Scottish Friendly Children's Book Tour
- Scottish Teenage Book Prize
- StoryCon
- The Bookbug Picture Book Prize
- Your Stories
- 50 Word Fiction

## **Trustees**

- Uditā Banerjee
- Keir Bloomer
- Morag Dunlop
- Professor Sue Ellis
- Hilde Watne Frydnes
- Pippa Johnston
- Andy Marchant

- Sandy Richardson
- Laura van der Hoeven

### **Chief Executive**

- Marc Lambert

[scottishbooktrust.com](http://scottishbooktrust.com)