

ANNUAL REPORT



PEEK

POSSIBILITIES FOR EACH AND EVERY KID

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WELCOME FROM ALEX

01



**ALEX
JOHNSTON**

PEEK Chair

On behalf of the PEEK Board, I'm delighted to present our annual report and financial statements for 2024/25. It has been a remarkable year as we continue to evolve and respond to the growing needs and hardships. We continue to positively impact the wellbeing, life chances and communities of the children, young people and families we support. I want to say thanks to our amazing team for the compassion and care they show every day towards our children, young people and families. They regularly go over and above for people in our communities across Glasgow. In places where the trusted red hoodie of our team is welcomed with open arms.

Poverty and inequality continue to blight our families and their communities. And in some places, hardship has worsened. Food continues to be a big part of our work. We continue to help children and families who were struggling to afford the basics like food, heating and clothing. As sad and disturbing as this is, it tells us that PEEK is needed more than ever. We remain steadfast in our commitment to our children, young people and families.

This year, I got to realise my ambition to have a day in the Peekachew van and serve food at National Play Day 2024. Hundreds of people from different places and backgrounds came together to play in the sun. On a glorious day, we brought local people, new Scots, partners, funders, volunteers, local businesses and Team PEEK together to have fun and celebrate all things play and creativity.

It was the highlight of the summer and the perfect ending to our summer programmes.

I want to say thanks to the Team and Board for their hard work, flexibility and dedication this year as we managed the launch of our new brand and website and our Chief Executive, Michaela Collins MBE going on maternity leave. You have all responded brilliantly to a period of transition. Thanks to The Marketing Department for their excellent work on our new and dynamic brand and website. Congrats and much love to Michaela, Courtney and Orla. A massive thanks goes to our Board member, Nancy Clunie, for coming out of retirement as a Head Teacher to be our Acting Chief Executive. She has expertly guided us through the year.

This is my final year as a PEEK Board member, where I step down as Chair at the next AGM in September 2025. The last 12 years have been a labour of love. I might be leaving PEEK, but PEEK isn't leaving me. PEEK has changed me as a person, and for the better. I'm proud to have played my small part in PEEK's journey over the last 25 years. I pay tribute to our vice-Chair, Jackie Gilmour, who's also retiring from the Board after over 12 years. She has been a constant source of inspiration and admiration since my first day.

To all our friends, supporters and funders, thank you for all you do. We couldn't, and wouldn't want to do it without you.

To all our children, young people and families, you will always have a friend in the trusted PEEK red hoodie.

Here's to the next 25 years.



MICHAELA COLLINS, MBE

PEEK CEO

This annual report covers a monumental year of change for PEEK. In 2024/25, we reached 2148 children, young people and families despite ongoing challenging financial circumstances. 1 in 3 children in Glasgow are living in poverty.

At PEEK, we believe this is 1 too many and we have focused all our efforts on reducing the impact of poverty on everyday life, supporting people to break cycles of poverty and influencing change at a policy level. As an organisation, we have continued to listen to the voices of our families and ensure our programmes are people-led, place-based and relationship-focussed.

Delivering high-quality programmes and demonstrating our impact has never been more crucial. Through our Wellbeing programme, we have continued to deliver practical support to families, reducing the impact of the cost-of-living crisis by providing immediate help to children and families who were struggling to afford the basics like food, heating and clothing.

In 2024/25, we spent around £35,490 providing this essential support. This year, we have worked with over 30 cross-sector partners. Without them, we could not improve life chances and deliver positive outcomes.

We are excited to be working in partnership with NHS Scotland to launch the HENRY programme in Glasgow. The HENRY programme is designed to help families engage in healthier eating and lifestyle habits and tackle childhood obesity whilst supporting holistic wellbeing.

PEEK is continuing to work in partnership with Glasgow City Council and Glasgow Building's Preservation Trust on 'PEEK into Whitevale', our capital build project which will see The Whitevale Baths become our future home.

I extend my thanks to every partner who has worked with us collaboratively to deliver change in communities. PEEK's expenditure continues to go over £1million per annum to operate.

This year, we have continued to invest our own resources into our programmes as grant funding becomes even more challenging and competitive. Every penny and pound is invested wisely. Our biggest expenditure continues to be our staff team, who directly deliver the programmes in the community.

Our next biggest expenditure of £77,638 was directly spent on food costs to ensure children and families are fed during school holidays, at sessions and through our mobile food truck PEEKACHEW.

£25,521 was spent on venue hire, particularly during school holidays. We spent £16,562 on providing respite holidays, residentials, trips, events and outings to help create lifelong memories. £12,193 spent on crisis grant support for families. £9651 was spent on quality arts and play materials and equipment. By investing in our young people and parents, we spent £4,449 on training, certification, awards and accreditation helping to improve life chances.

We would like to thank our funders and corporate partners for your ongoing investment in our organisation. The financial and pro bono support allows us to work towards our vision and mission, where children, young people and families are free from a life of poverty.

In 2024/25, we continued to invest time and resources into implementing our 5 year strategy and have delivered against our four strategic areas. We underwent a rebrand with a new logo and website, ready for taking us into the next chapter of celebrating 25 years of changing the lives of children, young people and families in Glasgow.

Team PEEK are the beating heart of the organisation, they continue to meet challenges and crises head-on and are always there to support our children and young people and their families. The team continue to innovate and work creatively to meet the needs and wants of our communities. Their passion is palpable, and they really demonstrate our values of Compassion, Dignity, Excellence, Integrity and Respect. The famous red hoody continues to be a beacon of light in our communities and to wear the uniform is aspirational for many in our communities.

Team PEEK would like to pay our deepest respects to both Dean Clearie and Kory McCrimmon's families. Dean and Kory were amazing young men who had a lifelong connection with PEEK, and they are both sorely missed by the team.

I would like to say a personal thank you to our board of directors for their support throughout the last year. Each one of them is so committed to the organisation and continues to strive for excellence by steering us through a very challenging landscape whilst remaining steadfast.

A special thank you to Nancy Clunie, who stepped into the role as Acting CEO during my maternity leave. You made this change for everyone easy due to your passion and commitment. This year sees two of our longest-serving board members, Alex Johnston (Chair) and Jackie Gilmour (Vice-Chair) step down from their governing roles.

PEEK would not be in the great standing it is today without both amazing individuals who have dedicated blood, sweat and tears to the organisation and their roles and made Team PEEK what it is today. We are eternally grateful for your leadership, and your legacy will continue.

And lastly, to our Friends of PEEK, the public who believe in the power of PEEK, who continue to donate, attend our events and follow and share on social media. Thank you for the unwavering support.

POSSIBILITIES FOR EACH AND EVERY KID



VISION

For children, young people and families to be free from a life of poverty and inequality.

MISSION

To work with children, young people and families to improve life chances.

1,822

Sessions delivered

2,600

Hours delivered

21,509

Meals issued

37,495

Fruit issued

59

Trips and residentials



168

Corporate volunteers

65

Young volunteers

2148 CHILDREN AND YOUNG PEOPLE
AND 2100 PARENTS/CARERS
ENGAGED

13 GLASGOW COMMUNITIES

OUR PEOPLE

OUR TEAM & BOARD

We are dedicated to being a supportive employer and creating positive employment practices. Our goal is to assist our team members in achieving a healthy work-life balance whenever possible, as we believe that a happy and healthy team is vital to our success.

In 2024, we welcomed two new team members to enhance our projects across the board. This expansion features a new Development and Fundraising Manager. The purpose of this role is to diversify PEEK's income streams, to help us become more self-sustainable. Whilst we still rely on grant funding, we are now building other income streams such as corporate partnerships, community fundraising and individual giving. We also appointed a new Head of Operations.

Additionally, we brought back one of our former volunteers in an apprenticeship role. During their time with us, they worked across our Play and Create Programmes, gaining valuable insights into our initiatives. They said, "The positive impact this experience has had on me is that I have learned a lot of new skills and improved skills that I wasn't as confident in. From working across all the different programmes at PEEK, it has helped me to have a better understanding of everything that goes on behind the scenes".

We take pride in the fact that 40% of our team members come from a volunteering background, and we hope to continue this trend.

Regarding our Board, two long-standing members, Alex (our Chair) and Jackie (our Vice Chair), will be stepping down at the end of 2025. We are grateful for their invaluable support over the years, and we know they will always remain connected to our organisation.



We have a long-standing presence in the communities that we work in, and have built strong, trusted relationships over 25 years. This well-earned trust creates a safe and welcoming environment where families feel confident accessing our programmes and support.

At PEEK, we proudly maintain a city-wide presence, in neighbourhoods that face a variety of socio-economic challenges, including poverty, health disparities, unemployment, low-income jobs, social exclusion, immigration issues, and elevated crime rates.

Participant Insights:

- **100%** of the children, young people, and families in these areas are classified as levels 1 and 2 on the Scottish Index of Multiple Deprivation (SIMD).
- **50%** of the families we work with come from ethnic minority backgrounds.
- **12%** of families have additional support needs.

We are committed to securing sustainable investments to support families throughout their lives.

Our four programmes take the 'Ways to Wellbeing Approach' based on the 5 Ways to Wellbeing model used by the NHS, as a pathway for families to access the support they need, meeting their individual needs at every stage of family life.

In the past year, we have adopted a holistic approach, supporting not only children and young people but also their parents and carers.

One of our new exciting sessions includes community growing allotments in the heart of Calton, where we host our weekly Family Garden Workshops. We will continue this approach, building on our experiences and successes to further benefit the community.

Our four strong programmes are focused on reducing the impacts of poverty and creating opportunities for children, young people, and families. We are now progressing towards a wraparound approach, integrating PEEK's Ways to Wellbeing into everything we do. This will enable us to create tailored pathways for our families to access a range of PEEK services across all programmes, regardless of where they first engage with us.

PLAY PROGRAMME

09



Our Play Programme brings year-round play opportunities to community spaces and schools across Glasgow. With the help of our Play Rangers, we create safe, inclusive, and fun environments where children, young people, and families can explore, connect, and grow through the power of play.

OUR PROJECTS

- Active Play
- Holiday Club Provision
- Street Play
- Play in Schools

100%

Of families would recommend PEEK



OUR PROJECTS

10



ACTIVE PLAY

Delivered in primary schools, Active Play helps children and teachers build key movement skills while having fun with games, sports, and activities. It's all about keeping things inclusive, energetic, and engaging!

20 Play Schools



STREET PLAY

Our Play Rangers bring free play opportunities to playgrounds, streets and open spaces across Glasgow. We help families reclaim their communities for play, creating inclusive spaces where kids can explore, imagine and connect.

18 Street Play sessions per week



Celebrating diverse cultures and promoting awareness at Street Play sessions, through awareness and national days!



PEEK PLAY DAY

12

In the summer of 2024, we hosted our largest Play Day event to date, welcoming over 2,000 children, young people, and families for a fun-filled day out, made possible through our many partners and volunteers.

The event was made extra special by our friends at EPH Creative, who provided photo props and opportunities throughout the day, along with alternative carnival games.

The day's activities included a vibrant array of workshops, from arts and crafts to music and dance, all designed to inspire creativity and imagination. Children had the chance to explore new skills and express themselves in an environment brimming with encouragement and joy.

After discovering us on social media, EPH Creative chose to support a charity that supports creativity and assists children and families in Glasgow.

Reflecting on the collaboration, EPH Creative founder Rosie remarked, “PEEK felt like the perfect partner. Not only is PEEK based in Glasgow, but they also work with children and families while championing play and creativity, which aligns perfectly with our mission at EPH Creative”.

We are also thankful for the dedication of 20 young volunteers and additional corporate volunteers from Morgan Stanley, Howden, Keepmoat, and Landsec. A special shout-out to Braveheart Catering and Scrان Academy for their invaluable assistance with the event's catering. Finally, it all wouldn't be possible without support from Glasgow Life and Glasgow City Council.



CREATE PROGRAMME

13



Our Create programme provides all the tools for children and young people to express themselves. Through arts and crafts, dance, theatre, photography, and more, participants explore their creativity and are empowered to address issues that matter to them and their communities.

OUR PROJECTS

- Dance
- Create in Schools
- Holiday Club Provision
- Photography
- Theatre
- Visual Arts



UNCRC

We've been working with P6 and P7 classes, helping them gain an understanding of children's rights through play and creativity. The students engaged in interactive workshops designed to bring the principles of the United Nations Convention on the Rights of the Child (UNCRC) to life. Through art, storytelling, and collaborative games, the children explored topics such as equality, education, and freedom of expression. These activities not only enriched their knowledge but also empowered them to think critically about their role in advocating for their rights.

**100% OF KIDS AND FAMILIES
PARTICIPATING IN PEEK CREATE
ACTIVITY RATED IT 5 STARS**

FEB MID TERM BREAK

In 2024, we formed a partnership with St. Patrick's Primary School. Over two exciting days, we welcomed 70 kids and adults each day for a continuous adventure filled with play, creativity, delicious lunch from PEEK-A-CHEW, and a splash of pure PEEK magic.

"This has been so relaxing, I looked at it and thought it was just for kids and thought it was weird we were to join in. But I could sit here all day, it's been magic" – Parent.

THRIVE PROGRAMME

15



For young people aged 11 – 25 years, our Thrive Programme is a gateway to new opportunities. From volunteering and community drop-ins to holiday programmes and school projects, we help young people build their confidence, develop transferable skills, and discover their potential.

OUR PROJECTS

- Advice and Support for Young People
- Community Council
- Drop-in
- Holiday Club Provision
- Multi-sports
- Thrive in Schools
- Volunteer



YOUTH COMMUNITY DROP-IN

16



Our Youth Community Drop-in sessions offer a safe, welcoming environment for young people aged 11–18 to try new activities, usually held in local parks. Whether it's games, sports, cooking, art, or just chatting, there's something for everyone. Our team is there to listen, support, and provide guidance when needed. At Ruchazie Youth Drop-in, we had a record number of people attend, 50 in total.

One young person, aged 13, who has autism and finds social interaction difficult, began attending drop-ins more frequently in 2024. Initially shy and quiet, he only spoke with a few staff members and needed reassurance before joining our summer holiday programme. Over four weeks, he participated in every session, including trips to places like Kelburn Castle and Kelvingrove. These outings helped boost his confidence and gave him space to connect with others his age. His parent noted that, while he previously had few friends, he now has a strong peer group, including some classmates, which has helped ease his return to school and given him a more positive outlook.

He's now more confident in communication and has developed stronger bonds at home too, as his parents shared, "it's like having a different boy in the house".

By week three, staff observed real growth; he was initiating conversations and engaging more with peers. The programme culminated in a successful joint session with another local group, helping to break down community barriers and promote new friendships.

WELLBEING PROGRAMME

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Our Wellbeing Programme helps families to lead healthier, happier lives through food provision, financial advice, and mental health support. We focus on creating positive lifestyle changes, healthier home environments, and stronger communities – ensuring families feel supported at all times, even when not participating in PEEK activities.

OUR PROJECTS

- Advice and Support for Parents
- Antenatal Classes
- Cooking Workshops
- Community Garden and Growing
- PEEKaboo Play Cafe
- Winter Warmer

WELLBEING OVERVIEW

18



121 Support

Our Wellbeing team is available to assist families with any additional support they may require. If they are unable to address specific needs directly, they will guide families to another organisation that can provide the best possible assistance.

52

Crisis Grant Applications

14

Ipads & Laptops distributed

33

Maternity Packs

Vouchers

We have been fortunate to receive funding that allows us to provide families with access to vouchers for local supermarkets and shops.

£25,490

Food & Fuel Vouchers

£5,200

Cash for Kids Vouchers for young people

Winter Warmer

Our annual Winter Warmer campaign provides PEEK families and schools with access to new, warm winter jackets and shoes. This initiative helps children maintain healthy lifestyles by staying active during the chilly winter months.

742

Jackets

150

Shoes

2,204

Gifts

5 DAY RESIDENTIAL

In September 2024, we took 12 children to Ardvullin in the north of Scotland for a week-long getaway. The group enjoyed horse riding, beach visits, local exploration, and the stunning Highland scenery, plus a visit to the Ben Nevis Range, and we were lucky enough to have the perfect weather for it.

When we set off on the bus to Hopscotch House, the atmosphere was buzzing with excitement. The children chatted, laughed, and sang songs together. One young person, however, remained noticeably quiet during the journey, engaging only occasionally with our team.

By the final evening, everything had changed. During a lively game of Among Us (a murder mystery-style game) we played together, that same young person, now fully immersed in the fun, ran around laughing, sharing ideas, and connecting with others. It was a special moment that showed how much confidence he had built since those early hours on the bus.

Being part of a group of peers from across Glasgow helped him develop important social skills and offered him a valuable break from his everyday environment, space to grow and just be a kid.

His mum later shared, “This holiday came at the perfect time. We’re going through so much as a family, and we couldn’t be happier. I was worried at first, but now I can see he’s had the best time. Thank you for thinking of us”.



A NEW FAMILY PROJECT

In 2024, we collaborated with the NHS through the Henry Programme to support families in giving their children the healthiest possible start in life. Our wellbeing team received training to become Henry facilitators. Now fully prepared, they are ready to deliver 8-week courses, workshops, and resources we support:

- Weaning, starting solids, and good nutrition
- Emotional well-being and parenting skills
- Healthy eating habits and oral health
- Active lifestyles

This equips parents with the skills and confidence to foster healthier lifestyles for their children. One parent said, “Thank you for creating a space for us to come together and be supported. It means so much to me when you both believe me and validate my approach with my child. This group has been my rock for the past 8 weeks, I don’t know what I’m going to do every Tuesday now”.





At the beginning of 2024, we embarked on a five-year partnership with Morgan Stanley to enhance four key programmes: Play, Create, Thrive, and Wellbeing.

With the Thriving Futures initiative, we aim to fulfil our mission of supporting families affected by poverty. Each year, we will provide support to children, young people, and families in Glasgow, specifically focusing on the areas of Calton, Gallowgate, and Sighthill.

Our long-standing collaboration dates back to 2017 when we began working together at St. Martin's Primary School, formerly known as St Stephen's and St Kevin's Primary School.

Morgan Stanley has not only provided financial assistance but has also gone above and beyond to support our families through fundraising events, clothing drives, and volunteering at our sessions. This collaboration extends beyond mere funding.

We are excited to see what the future holds as we collaborate with Morgan Stanley to make a meaningful difference in the lives of many. Together, we will strive to build thriving futures for our communities.

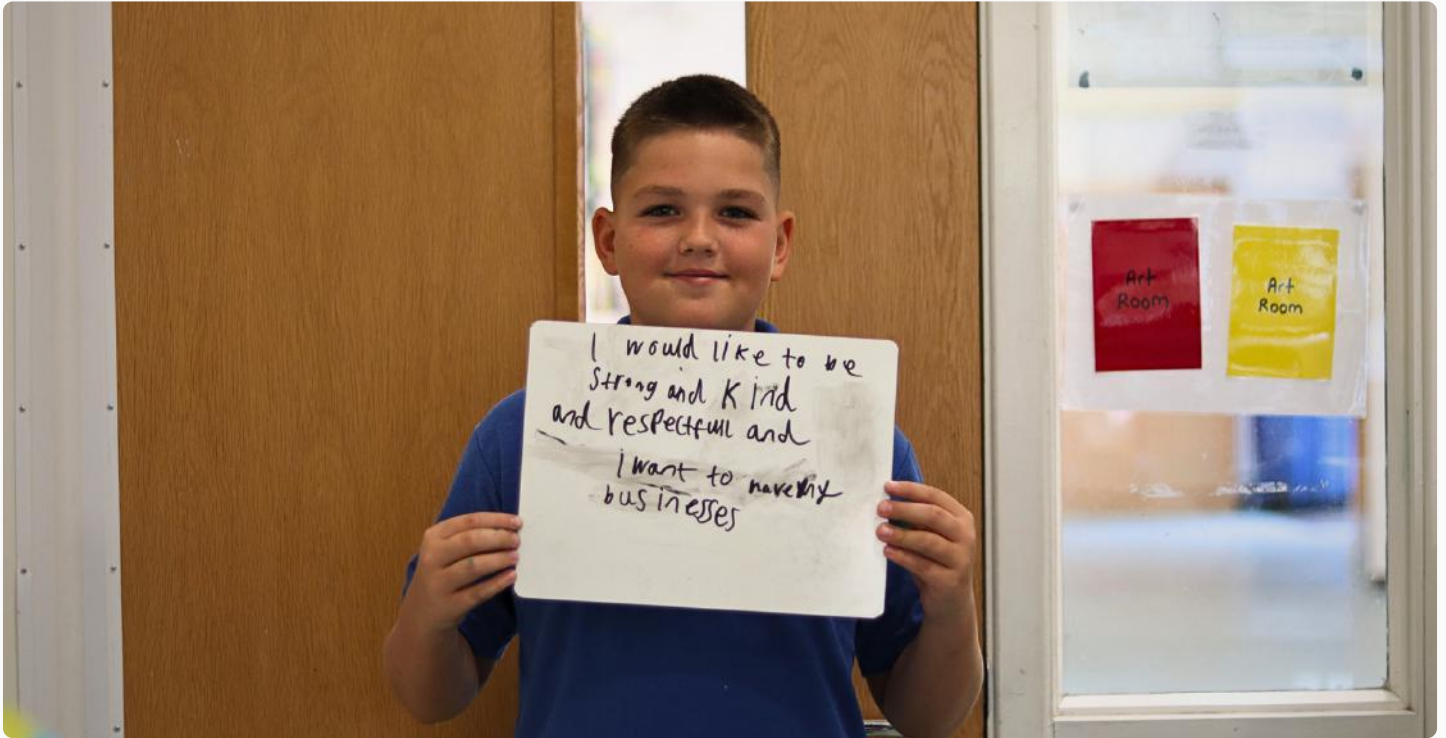
PEEK THRIVE VOLUNTEER CELEBRATION

In October 2024, we hosted our PEEK Thrive Volunteer celebration at the Morgan Stanley offices. This event brought together our young volunteers, along with their friends, families, and supporters. Each young person received certificates for successfully completing the volunteer training, officially becoming our #PEEKThrive role models and volunteers. Additionally, we honored five remarkable individuals with special recognition awards.

As the evening drew to a close, the young volunteers departed feeling inspired and valued, eager to take on new projects. We are incredibly proud of their achievements.



WHAT OUR PARTNERS SAY



"We work with PEEK through our delivery across Barrowfield and Dalmarnock and we have a great relationship with them. Delivering programmes, sharing practice, learning and concerns we can tackle together. Our work in the East End of Glasgow is enhanced through this partnership and provides young people and families with a widened support network. We love working with PEEK as they bring fun and excitement to the sessions we deliver together as well as an understanding of the challenges faced within communities", Alister Neil, SSF Regional Manager.

"I have had the privilege of working in partnership with PEEK delivering their antenatal programme for several years now! The wonderful team create such an inclusive and supportive environment for new and pregnant parents at this crucial stage in parenthood and early childhood. The ongoing support provided through play cafes after engaging parents in the antenatal period is an integral next step to ensure parents and babies have the best start with the full support of PEEKs Wellbeing Team!", Lisa, Birth and Baby Space.

“Tony and Kieran from PEEK spoke to us last year about a project they were involved in and were keen to involve our school. Imagine a Man sounded like a great project to be involved in, so we agreed. The sessions took place in school and the group was a mixture of Primary 5, 6 and 7 pupils. From the start Kieran and Tony built great relationships with the pupils and delivered engaging sessions. The pupils got so much from the project, and we have seen the benefits of it continue through the school year. The pupils have increased confidence and stronger more positive relationships with their peers. Kieran also delivered staff training on one of our in-service days, which we really enjoyed, and all got a lot out of. We would like to be involved with the project again as it was such a positive experience for our pupils”, Faith Sinclair, Depute Head Teacher, Dalmarnock Primary School.

“I am so glad we are doing this, I have been wanting it for ages. PEEK are part of this school now and I am so excited about what’s to come”, Headteacher, St Patrick’s Primary School.

“I really enjoy coming here, which is why I keep coming back, and I bring new people with me each time”, Morgan Stanley Corporate Volunteer.



A VISIT FROM SCOTLAND'S CHILDREN AND YOUNG PEOPLE'S MINISTER

We had the wonderful opportunity to meet Natalie Don-Innes, the Scottish Government's Minister for Children and Young People, during Living Wage Week. We discussed our experiences as a Living Wage employer and emphasised the importance of funding in supporting our team, who in turn support our children, young people, and families. Since the age of 16, every member of our team has been paid a Living Wage, a commitment we view as essential for creating a fairer society.

GLASGOW INFLUENCERS VISIT PEEK AT HALLOWEEN 2024

On Halloween 2024, Jess and Zoe, hosts of the A Lot on Your Plate Podcast, visited Alexandra Parade Street Play to experience PEEK first-hand. Just a few months earlier, they had made a generous donation of **£2,278**, which they raised during their celebration event. To express our gratitude and showcase what PEEK is all about, we invited them to join us for our Halloween party at Ally Parade, where they experienced some of our play magic and volunteered on our food truck.

PRESS COVERAGE:

[Glasgow Times - Glasgow North East ward speak out ahead of General Election, June 2024.](#)

[Greenock Telegraph - NHS GGC to introduce HENRY programme for Inverclyde families, August 2024.](#)

[Glasgow Times - Inside the TikTok viral Glasgow Hallowe'en house, October 2024.](#)

[Scottish Business News - Buchanan Galleries and PEEK unite to support Glasgow kids with warm clothing this winter, November 2024.](#)

[Glasgow Times - Call for warm clothing donations to help Glasgow children in need this winter, November 2024.](#)

[Glasgow Times - Donate coats and boots for Glasgow kids at Buchanan Galleries, November 2024](#)

[Third Sector News - Charity launches annual Winter Warmer Appeal to support families in Glasgow, November 2024](#)

[Glasgow Times - 'Social media is glamourising crime for youngsters in Glasgow', December 2024](#)

OUR NEW LOGO & WEBSITE

In the summer of 2024, we commissioned an external marketing firm to revamp our logo and website. The brief was straightforward: our previous logo was ineffective, difficult to read, and did not accurately represent our mission.

After years of growth, we recognised it was time for a transformation. Our old logo, which featured a community tree, no longer aligned with our vision. It became challenging to read when scaled down and failed to capture the full extent of our expanding programmes. With an increase in sessions, partnerships, and our growing influence, evolution was essential.

Our new logo is sleek, modern, and distinctly ours. It showcases a custom font and a transparent design that allows colours and shapes to emerge, symbolising that community is central in all that we do.

We are committed to investing in our future. Our new website is far more efficient, easily updated and user-friendly for both funders and families. This enhancement will simplify our fundraising efforts and keep our content current.

During the **first 90 days** of our website being launched, we have seen remarkable engagement across various website pages. See the results below.



WEBSITE TRAFFIC
5,400 visitors

That's a +217% increase in previous months based on our old website!



DONATIONS
£2,385

We can now track donations with greater ease, and our new pages provide clear calls to action, offering people straightforward ways to support or contribute.



CHARITY PARTNERSHIPS
3

New businesses have reached out to us through our new website, seeking to support or fundraise for our cause.

UPDATED LOGO



This year, we have continued to invest our own resources into our programmes as grant funding becomes even more challenging and competitive. Every penny and pound is invested wisely.

Our income sources are as follows:

- Donations and Legacies - £76,808
- Other Trading Activities - £69,178
- Charitable Activities - £1,069,008

Expenditure

Our biggest expenditure continues to be our staff team, which comprises 50 individual members from our core team, sessional staff, freelancers, and part-time team members, who directly deliver the programmes in the community, this costs £1,021,907.

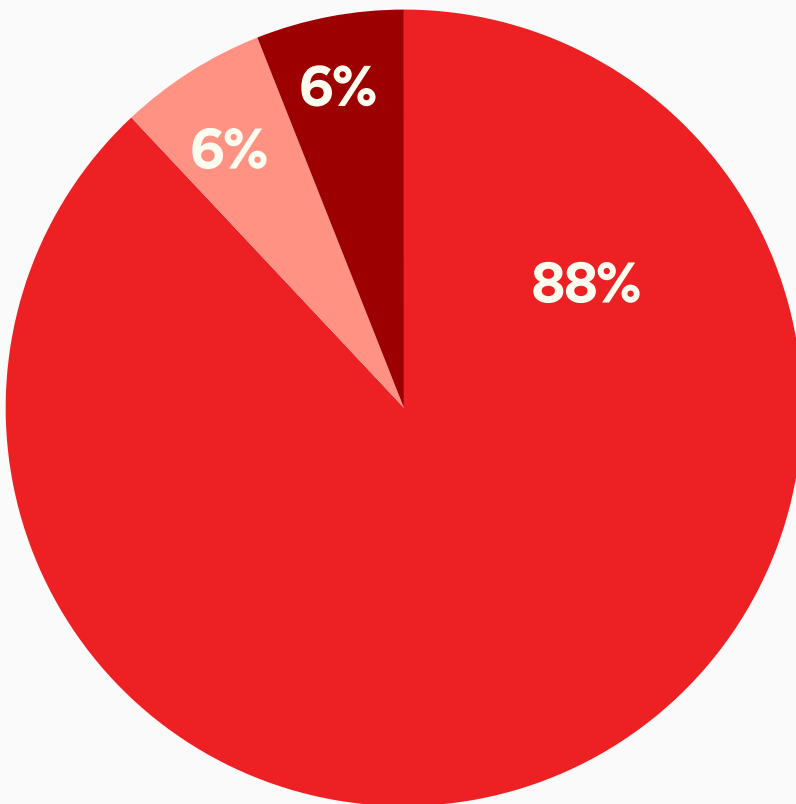
Delivering high-quality programmes and showcasing our impact has never been more vital. Through our Wellbeing programme, we have continued to offer practical support to families, alleviating the effects of the cost-of-living crisis by providing immediate assistance to children and families struggling to afford essentials such as food, heating, and clothing. In 2024/2025, we spent £100,680 on Food and Wellbeing.

To sustain our programme delivery and support our families, we have allocated funds across the following categories:

- Governance, Utilities and Support Costs £86,747
- Outings and Travel - £44,491
- Fundraising - £27,103
- Hall Hire - £25,521
- Materials and Marketing - £25,271
- Travel - £24,298
- Training and Awards - £8,080

INCOME

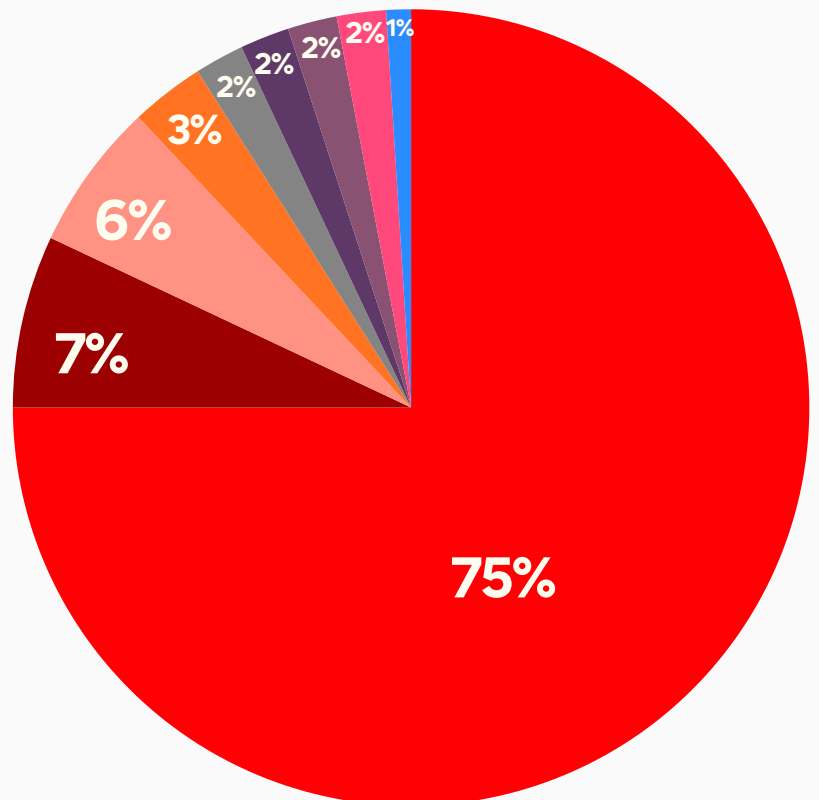
£1,214,994



- Charitable Activities
- Donations and Legacies
- Other Trading Activities

EXPENDITURE

£1,351,552



- Salaries, NI, Pension and Training
- Food and Wellbeing
- Governance, Utilities and Support
- Outings and Travel
- Fundraising
- Hall Hire
- Materials and Marketing
- Travel
- Training Awards

Fundraising Ball - £15,102

In March 2025, we celebrated in style with a birthday fundraising ball, surrounded by some special friends and supporters.

Kiltwalk - £15,720

Thanks to our supporters and corporate teams from Howden and Morgan Stanley, who took on the Glasgow and Edinburgh Kiltwalk in 2024.

Tough Mudder - £3,000

Our team, along with their friends and family, embarked on a mission to raise additional funds for our summer programmes and participated in Tough Mudder. Thank you for your support!

Christmas Market - £2,118

In 2024, we hosted our very first fundraising Christmas Market at Dockyard Social, featuring local creatives and businesses as stallholders.

Halloween House - £2,000

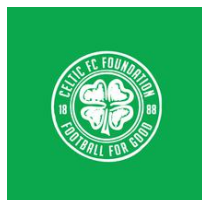
A local family in Dalmarnock decorated their garden with Halloween decorations and, noticing the influx of visitors, decided to turn this opportunity into something positive. They wanted to give back to the community, so they established a donation station to support PEEK.



THANKS

30

We would like to express our heartfelt appreciation to all our funders and supporters for their trust in PEEK, which empowers us to deliver our services and to the funders who have supported PEEK and who have chosen to remain anonymous. In the past twelve months, we have secured funding from:



DEAN CLEARIE

31

We are deeply saddened by the news of Dean Claire's passing and extend our heartfelt condolences to his family.

Dean grew up coming to PEEK as a young boy and then joined our young volunteer programme when it first launched. Dean volunteered at every opportunity and, due to his dedication and commitment achieved many awards for his volunteer contributions.

In 2018, we received the Queen's Award for Voluntary Service, thanks in large part to the over 500 hours of volunteering contributed by Deanie during his time with PEEK. Dean then went on to share all his passion and love of life with other community groups across the East End - a man loved by many.

Dean will be forever Team PEEK, and he will be sorely missed by everyone in the East End. He really was a legend.



GET INVOLVED

At PEEK, we empower children, young people, and families to break free from the cycle of poverty and enhance their life opportunities. For over 25 years, we have collaborated with Glasgow communities, providing essential support from childhood to adulthood.

In the areas we support, **one in three children lives in poverty**, highlighting the urgent need for lasting change that requires a collective effort. Support PEEK and you will be truly making a difference to the lives of families in Glasgow!

As an individual:

- Join our lottery
- Make a donation
- Leave a gift in your Will
- Volunteer your time

Through work:

- Build a partnership
- Fundraise
- Donate through payroll
- Book in our food truck and team building services

With friends or through your school, group or club:

- Take on a challenge
- Host a fundraising event
- Book a session to learn more about PEEK

You can also contribute through pro bono or in-kind support, whether by offering expert services or providing essential goods, which helps us allocate more resources to those who need them most.

Additionally, donating auction prizes, such as exclusive experiences or high-value items, is a powerful way to support our mission while enhancing your brand visibility.

Let's join forces to create a lasting impact together.



