



PEEK

POSSIBILITIES FOR EACH AND EVERY KID

ANNUAL

REPORT

2023/2024

Our Vision:

Children, young people and families are free from a life of poverty and inequality.

Our Mission:

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

Our Values:

Compassion

Dignity

Excellence

Integrity

Respect



Table of Contents

03.
Welcome
from Alex

05.
Introduction
from Michaela

07.
Introduction:
Strategy and Outcomes

09.
Delivering High-quality
Programmes:
Our Programmes
Antenatal Classes
Children's Rights
Holiday Programmes
PEEK Theatre
Volunteers
Adult Drop-in

23.
Demonstrating our Impact:
Strategic Outcomes
Improving Relationships and
Connections - Photography
Improving Wellbeing - Winter
Warmer
Improving Life Chances - Q&A
with Reiss
SalesForce
Our Recognition

31.
Investing in our People:
Our Team
Our Board
Our Families

35.
Investing in our Future:
Office Move
Fundraising
Finance
Become our Friend

Welcome from Alex

On behalf of the PEEK Board, I'm delighted to present our annual report and financial statements for 2023/24. This has been another impressive and challenging year for PEEK. Our impact has been impressive, and we have seen great progress in achieving our strategic outcomes of improved wellbeing, life chances, and relationships and connections. However, our vision of a world where children, young people and their families are free from a life a poverty and inequality remains a stubborn challenge.

If anything, things have got worse for many of our families. Many of them continue to experience crisis and the continued growth of our wellbeing programme is indicative of this. Our commitment to our families remains steadfast and 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. Once again, you should be very proud of the impact you have achieved this year.

Others think so too. This year I was lucky to be able to attend the Glasgow Times Community Champions Awards in the Glasgow City Chambers where PEEK won the Health and Wellbeing Award. As a PEEK Board member for over 10 years, it's easy to become complacent about awards and awards ceremonies. That night I learned a valuable lesson in complacency and recognition from one of our young people. This was his first awards ceremony and as we went on stage to collect our award, he told me this was the best night of his life! I watched him soak it all in and realised what this moment meant to him.

We all deserve some recognition and a round of applause, and I'll never take it for granted again. Thank you, Reiss.



I also want to say thanks to my fellow Board members at PEEK. You make my work as Chair so much easier and more enjoyable. Time and time again you go the extra mile and inspire others through your volunteering. I'd particularly like to shout out and say congratulations to Jackie Gilmour and Nancy Clunie on their retirement from their respective roles in education and health. I can only imagine what a loss you must be to both sectors and I give thanks for your continued commitment to PEEK. Sadly, we said goodbye to the amazing Marie Nicol as she retired from our Board. Her warmth, compassion and cheery smile will be missed by all at PEEK.

To our funders and supporters, thanks for all you do. We are so proud to work with you and I'd like to say a massive thanks to our friends at Morgan Stanley for your amazing 5-year investment in PEEK. We look forward to working with you over the next 5 years and to making a positive difference to the children, young people and families of PEEK.

Finally, to our children, young people and families, PEEK is here for you and will forever remain your happy place!

Alex Johnston, PEEK Chairperson.

Introduction from Michaela

1 in 3 children in Glasgow are growing up in poverty, with their families unable to afford basics like food, heating and clothing never mind the essentials of a happy healthy childhood – play, creative arts and recreational activities.

The ongoing cost of living crisis has contributed to deepening poverty in Glasgow, with a significant impact seen in the health and wellbeing of our children, young people and families. In the Calton Ward where PEEK is based, 743 children are living in deep poverty. We believe this 743 children too many. Child poverty is not inevitable, and PEEK is playing our part in reducing the impacts of poverty on our children, young people and families through our campaigns such as the Winter Warmer Appeal.

PEEK has continued to ensure our people-led, place-based and relationship-focussed approach is at the heart of our decision-making and delivery of our award-winning programmes which all have an early intervention and prevention focus.

Our PEEKaboo project re-introduced antenatal classes supporting parents to be informed of their rights and to make informed choices within the crucial 100 days of their child's life. Our Play Programme further expanded into new nurseries and schools and we have developed new community partnerships embedding play in the heart of communities. Our Create Programme re-introduced free music tuition and dance classes. Our Thrive Programme 'Your Choice' project in partnership with Govan High School and Police Scotland won the Youthlink National Youthwork Awards for 'Early Intervention and Prevention'. Our Wellbeing Programme also won the Glasgow Times 'Health and Wellbeing' Award in recognition of our support to families and communities.

In 2023/24 we continued to invest time and resources into implementing our 5 year strategy and we have delivered against our four strategic areas which you will read more about throughout our annual report.



PEEK is continuing to work in partnership with Glasgow City Council and Glasgow Building Preservation Trust on the development of The Whitevale Baths - our future home.

In a year that saw multiple, overlapping challenges and crises, 2023/24 tested TEAM PEEK like never before. As always, I continue to be proud of their passion and commitment to create change in the lives of our children and young people and their families. They truly embody our values of Compassion, Dignity, Excellence, Integrity and Respect. They are real-life superheroes in red hoodies.

We couldn't deliver our programmes without our many partners who have worked alongside and supported us throughout the last year. I would like to extend my greatest thanks to all of them.

A special thanks to Morgan Stanley who we are excited to renew our partnership for the next 5 years through our Thriving Futures project.

Thanks to 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.

Michaela Collins, MBE, PEEK CEO.

Strategy & Outcomes

This report will be structured around our strategy for 2026, focusing on our four main development areas. We are committed to doing our best to develop each community with the resources at our disposal, considering the wellbeing of our children, young people, and families.

Our strategy is implemented through four main areas and our annual report will follow this structure:

Delivering High-quality Programmes

We will use our knowledge and resources to ensure that we deliver a long-term impact on our communities to deliver our strategic outcomes.

Throughout this section of the report, you will see some of our key projects highlighted starting from sessions offered to our youngest participants to adulthood. Each project is delivered as part of our four main programmes, Play, Create, Thrive and Wellbeing.

Demonstrating Our Impact

We will develop a strong and dynamic monitoring and evaluation system to accurately document our activities transparently, honestly, and innovatively. We will also establish a team to utilise social media to raise awareness about our projects.

Our impact will be demonstrated through achieving the following strategic outcomes:

- Improve Relationships and Connections
- Improve Wellbeing
- Improve Life Chances

Investing Our People

We will invest in our changemakers – our people, including our board, team, and our volunteers.

This section will show, how we have invested in our team, our board and our communities.

Investing in Our Future

We will continue to invest in our infrastructure to make everything we do more effective and efficient, including embracing digital transformation.

The final section of this report will highlight how we are investing our money and what we are doing to make our operations run more efficiently. And finally how you can support PEEK and our communities, making a lasting impact on the lives of children, young people and families.



Our Programmes

At PEEK we offer local children, young people, and families a range of possibilities through our multi-award-winning programmes Play, Create, Thrive, and Wellbeing. Our sessions are free and open to families of all ages, from pre-birth to adults.

From the earliest stages, babies can join our PEEKaboo Play Café project, which seamlessly transitions into Street Play and our Creative sessions, eventually progressing to Youth and Volunteering opportunities. This year, we have also introduced adult-only sessions, ensuring lifelong engagement and support.

At PEEK, we aim to deliver high-quality programmes in the community working in streets, community centres, and in schools.

We wholeheartedly believe in a holistic approach to support. This means not only supporting children but also their parents and caregivers. This comprehensive support is crucial in creating an environment for everyone involved right down to supporting families with essentials including food, clothing, fuel and information on their rights.

This continuum of care and engagement underpins our commitment to improving life chances.

Our projects

Play:

- Active Play in schools
- Children's Rights in schools
- Holiday Programme
- Street Play
- Play Provision in schools

Create:

- Children's Theatre
- Community Arts
- Creative learning in schools
- Dance
- Junior Theatre
- Photography
- Visual Arts
- Youth Theatre

Thrive:

- Community Champs
- Community Council
- Early Intervention
- Youth Drop-in
- Volunteering

Wellbeing:

- Adult Wellbeing
- Antenatal
- Cooking Workshops
- PEEKaboo Play Café

We delivered

3,197
hours

2,117
sessions

62
trips

We had

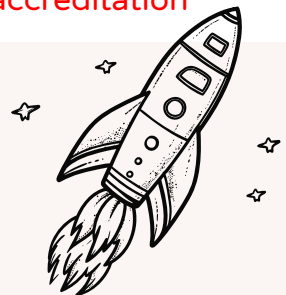
38,752
attendances

3,600
individuals

2,100
families

Our families achieved

532
awards and accreditation



Antenatal Classes

In 2023, we launched our new antenatal classes, to provide expecting parents with essential skills and knowledge about pregnancy, childbirth, and postnatal care. The average cost to attend an antenatal class in Glasgow is £200, making it difficult for people with lower or no disposable income to afford these classes. PEEK prides itself on offering all our sessions for free.



“

It is an absolute privilege to work with PEEK! The families we work with gain so much from our antenatal classes together. It is wonderful to be able to create a safe space for our families where they can ask in-depth questions about their upcoming birth and be able to take the time to answer those questions and discuss any concerns. The staff do such an excellent job of ensuring the families' needs are cared for and to create a bond and relationship whilst families are expecting their baby so they have a trusted and supportive relationship already formed by the time the baby arrives! – Lisa Crabb, Birth and Baby Space.

”

100% of families learned valuable information and felt more aware of their rights during pregnancy which helped them feel more prepared for childbirth!



Children's Rights

Our Children's Rights Project at Dalmarnock Primary School has successfully helped the children understand their rights in a more in-depth manner. The project was designed to combine play and arts to provide children with a fun and engaging way to learn about their rights. As a result, the children have formed stronger connections with their classmates, teachers, and team PEEK. They have also learned about each other's backgrounds and cultures, including some children who come from refugee backgrounds. One of the highlights was when the children designed posters and paraded around the school to advocate for their rights.

100% of children reported that they felt educated on their rights through our UNGRC block.



“

PEEK has made a significant impact in the lives of children, parents, and teachers. We have worked on a programme tailored to the needs of our school. Our children studied children's rights using a playful approach with PEEK and were so positive about what they had learned, our staff also picked up helpful tips to help make engaging follow-up lessons about children's rights. PEEK has helped our P7 pupils prepare for the transition to high school, and I know that many families stated that they felt this helped prepare their children for the next stage in school life. We are delighted to work with PEEK and look forward to continuing our partnership in years to come. Charles Neil – Head Teacher Dalmarnock Primary School.

”

We have delivered sessions on Children's Rights, Active Play, Theatre, Dance, Transition, Early Intervention and Creative workshops to:

17 schools and 5 nurseries

10 Glasgow wards



Holiday Programmes

During the school holidays, PEEK offers a variety of cost-free activities for children, young people, and their families. The Holiday Programmes are offered across Glasgow based in St Anne's and St Martin's Primary School.

Understanding that many families have limited disposable income, these activities provide an opportunity for families to relax, connect, and enhance their wellbeing. Some of the outings have included trips to the zoo, beaches, the local park, and historical Scottish sites.

Given that **98% of children and young people attending PEEK are entitled to free school meals**, food is a central component of our Holiday Programmes. We provide families with free breakfast, lunch, dinner, and healthy snacks. This approach helps alleviate the effects of poverty and food insecurity. **Throughout the year, we delivered 38,963 meals.**

"As a single parent working during the school holidays throws a spanner in the works but with PEEK providing a holiday programme the worries are taken away. I know my child is looked after socially and mentally as they are safe, fed and nurtured by amazing staff. Honestly PEEK is a god send and we LOVE it." - Parent.

98% of children and young people reported making new friendships and connections by attending PEEK.

PEEK

Theatre

Our PEEK Create actors and musicians worked hard throughout the year to prepare for their end-of-year Christmas show. Throughout the last quarter of 2023, the children and young people learned lyrics, lines, and choreography to perform the Jack Skeleton panto for their friends and families at the Christmas show for the community of Barrowfield.

Our rockstars performed the tunes they had learned over the year and they blew us away. Some of them had never even played guitar until now.

It shows that with hard work and commitment, you can learn anything.

"I wrote my own songs and now I'm in a band, how cool." - Child.

98% of children and young people reported feeling happier by attending PEEK.



Volunteers

Our Young Volunteer Project provides young people aged 14 to 18 years with the opportunity to gain skills and experience working with children, as well as an insight into third-sector roles and opportunities. Our project and support equip them with the right tools to transition from school to further education and employment.

Throughout the year, we had **64 new volunteers** join us, contributing **2133** hours of their time to support our children and families. Most of our volunteers attend school in addition to volunteering, so for us, this shows their dedication and support to PEEK.

One young volunteer said, *"The reason why I wanted to volunteer is that - my dream job is to work with kids and this will give me some experience in that."*

Another young person continued and said, *"I want to give back to PEEK, as they have been there for my family at our highest and lowest points."*

One of the young persons M even won the Gold Duke of Edinburgh Award for volunteering their time at PEEK.

With each hour spent, they gained valuable skills and experience, creating a sense of purpose and community. The impact of their efforts was felt across sessions, with parents praising their efforts to the kids loving having their fun energy around.

Youth Drop-in

Our PEEK Thrive Drop-in sessions offer a safe space for young people to come together, socialise, and have fun. These sessions take place three evenings a week in Ruchazie, Bridgeton and Dalmarnock and the sessions include sports activities, cooking and outdoor games. The participants particularly enjoy making tacos together. The young people have developed strong connections with our team and look forward to attending each week. Our Ruchazie evening session has grown significantly, with around 40 people attending each evening.

"I used to go drinking with my pals but it's better to just come here and get a game of football and a bit of scran and then go up the road. It keeps me out of trouble and less agro from my ma." - Young Person.

One new participant, J, has eagerly embraced our sessions and formed a remarkable bond with our team, coming out of his shell in the process. J's enthusiasm has had a positive impact on our evenings, as he shares stories, suggests new activities, and encourages others to participate. His transformation is truly inspiring and reflects the supportive environment we strive to create.

Our PEEK Thrive Drop-in sessions are more than just a place to hang out, they form a community where everyone feels valued and listened to. We believe in the power of connection and the positive impact it can have on young lives. As we continue to grow and welcome new participants, we are dedicated to nurturing an inclusive environment where every young person can thrive.

Adult wellbeing

We learned through deeper connections with the parents attending our Holiday Programmes and Street Play sessions, just how hard it is for them to have any time for themselves. As adults, and especially as parents, when was the last time you did anything for yourself that wasn't catching up with a friend or getting a coffee? We wanted to give our parents something to look forward to, which is why we introduced our adult-only sessions. Sessions included making:

- Lamps
- Soap
- Christmas Wreaths
- Christmas Gnomes
- Blankets
- Trinket Trays

Parents are able to access valuable information and support when the kids are not around, making it a more dignified approach, aligned with our values.

120 food boxes

65 fuel top ups totalling to **£4690**

21 families received a crisis grant fund

14 laptops/tablets

4 families received a respite holiday

“

“By joining forces, The Wellbeing Hub and PEEK are not only expanding our reach and resources but also creating a more comprehensive and holistic approach to supporting the health and wellness of the community. Our combined efforts will continue to help individuals in the community access a wider range of services and activities that can promote physical, mental, and emotional well-being.” - Lee-Anne Erskine, Director The Wellbeing Hub.

”

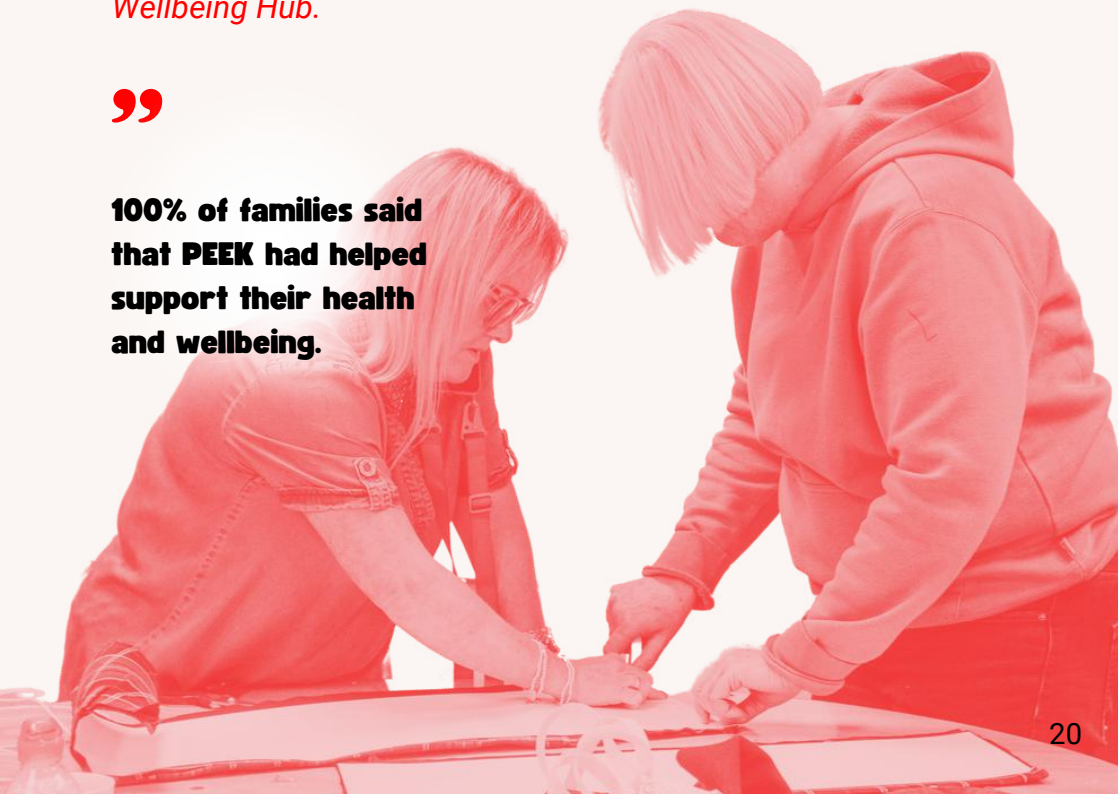
100% of families said that PEEK had helped support their health and wellbeing.

188

hours of one to one support given to adults

144

food vouchers distributed totalling £5130







Strategic outcomes

To illustrate our impact, this section of the report will be structured around our strategic outcomes and how these criteria are met.

Improve Relationships and Connections:

We aim to support children, young people, and their families in overcoming barriers that prevent the development of healthy and happy relationships.

Improve Wellbeing:

We are committed to improving the wellbeing of children, young people, and their families. By providing them with the necessary tools and resources, we ensure they have the opportunity to achieve better mental and physical health and empower them to make informed decisions.

Improve Life Chances:

Our efforts are directed towards creating positive futures for children and young people. By addressing and mitigating the obstacles they face, we work to improve their life chances, ensuring they can achieve their full potential and thrive.

100% of children, young people and families recommend PEEK!

Improving Relationships and Connections: Photography

Our PEEK Create Photography Project provides a space for young people to come together, create connections and explore something new using professional cameras. Young people have been focusing on street photography and portraits, utilising natural light in the evenings. Two of our home-schooled students have expressed the benefits they gain from participating.

G and A developed a strong and life-changing friendship. When they first met, they were thrilled to find someone else with autism, who sees the world the same way they do. They became best friends instantly.

“

“We are home-schooled so never get to be around others our age. This is the only club we go to, so it’s the only space we can make friends.” – Young person.

”

During the summer, our young photographers had the chance to explore their city, capture photos, and form lasting bonds that will stay with them for a lifetime.





Improving Wellbeing: Winter Warmer

During the cold winter months especially in Scotland, the days can feel long and somewhat gloomy. PEEK is committed to providing the best support for our families' needs. In December 2023, we were able to take families on trips and host local community events for families to come together, eat and even see Santa Claus and his reindeers.

Thanks to the support from **Hub West Scotland** and **Speirs Gumley**, we were able to help more children and families than ever before through our annual Winter Warmer Appeal, providing warm clothing, essential support and Christmas gifts.

Through our partnership with **Clyde Cash for Kids** and **Celtic FC Foundation** we distributed £13,384 in individual grants to families to purchase new warm winter jackets, wellies and essential items.

We are grateful for the generous contributions from **Glasgow Spirit of Christmas**, the public, companies, and individuals. Every year, the public exceeds our expectations with their generosity.

1,300

jackets

250

wellies

135

families received food shopping vouchers worth £5220

170

kids received £50 vouchers via Clyde Cash for Kids and The Celtic Foundation

2,300

gifts

Barrowfield Community Christmas show night in partnership with West of Scotland Housing





Improving Life Chances: Q&A with Reiss

What did you like about attending PEEK as a young person?

I started coming when I was 13 years old. It gave me something to do, and it was fun. I loved attending the Bridgeton Drop-in sessions as I got to play football, I was always the best. That's where I found out about the volunteer programme and wanted to sign up right away.

Why did you sign up for the volunteer programme?



I saw how fun PEEK was, and I knew I wanted to do that when I got to 14. I want to be a Police Officer when I'm older, it's been my dream since I was 4 years old so I thought it would be good to volunteer for my CV and it's also good for the community to give back.

I always remember my first ever session, I was late, but it was my best session ever. It helped my development; it trained me in better time-keeping and management. When volunteering, I really enjoyed working on the food truck that's my fave.

Why did you decide to become a Sessional Worker at PEEK?

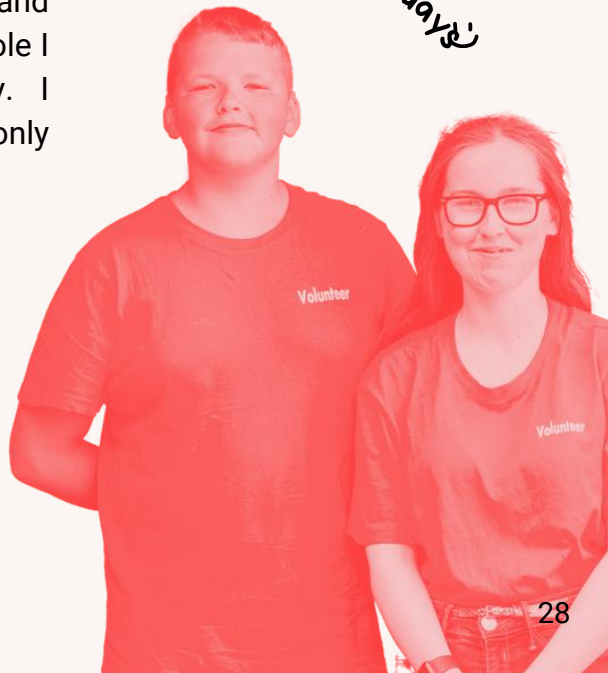
I enjoyed volunteering at PEEK and that's when I decided I wanted to become a Sessional Worker, again to give back to the community and help out. I volunteered for 2 years and when I found out I got the role I was surprised but happy. I wasn't expecting it as I'm only 16, and it's my first job.

I'm proud of myself.

My plans for the future are to apply to the Police when I'm around 21 years old after gaining more work experience. I hope to secure a full-time job at PEEK.

Reiss contributed 189 hours to volunteering in one year and has since become a Sessional Worker at PEEK.

The volunteer days!



Salesforce

In early 2023 we introduced our new CRM system Salesforce to PEEK, putting a considerable investment into demonstrating our impact. Throughout, the year our team have been implementing Salesforce for monitoring and evaluating purposes.

Salesforce allows us to streamline our data collection processes, ensuring that we can track progress and measure outcomes more effectively. Our team has undergone extensive training to become proficient in using Salesforce, which has already had a huge difference in how demonstrate our impact.



Our Recognition

Our team is thrilled to be acknowledged for their dedication to our mission and vision of improving the life chances of children, young people and families.

Awards:

- Glasgow Times – Health and Wellbeing Award 2023
- Scottish Sport Futures – Social Impact Award 2023
- Youth Link Scotland – Inclusion and Prevention Award 2023

Press Coverage:

TFN - Glasgow charity set to benefit from Wonka farce, March 2024.

Glasgow Times - Stark warning from East End charity as families face difficult xmas, December 2023.

Glasgow Times - Cost of living: Glasgow charity 'keeping families going', November 2023.

Glasgow Times - Can you donate winter coat? Call for donations to help tackle poverty, November 2023.

Daily Record - Brave groups tackling youth violence in Scots communities honoured with special awards, June 2023.

Scottish Construction Now - East End charity goes egg-stramile to support families during Easter break, April 2023.

Our Team

We are committed to being a supportive employer and promoting good employment practices. We strive to help our team members achieve a healthy work-life balance when possible as we believe that a happy and healthy team is essential to our success.

To show our commitment to investing in our people and ensuring that they feel supported at work, we conducted a salary scale review for all core team members and implemented a 5% cost of living increase for them. We also extended support to our sessional team members by ensuring they receive the Real Living Wage.

We also introduced 4 new members to our team to support our project across the board. This included a new Community Artist, Family Support Worker, Young Support Worker and Youth Worker.

In 2023, we introduced numerous new policies aimed at supporting the physical and mental well-being of our team members, ensuring support is given at work and when at home. **We are particularly proud to have introduced our Neonatal Care Leave Policy supporting families at a really vulnerable time.**

By prioritising the wellbeing and development of our team members, we are not only enhancing their quality of life but also driving the long-term success and sustainability of our organisation. At PEEK, we will continue to build a supportive, inclusive, and thriving workplace for all.



Our Board

Investing in our Board of Trustees stands as a primary objective in our organisational strategy for 2021 - 2026. The board plays a vital role within our organisation, they hold a diverse range of backgrounds, and expertise, with first-hand experiences of poverty and inequality. With their skills, knowledge, and unwavering support for PEEK, our board members act as ambassadors for our vision, mission, and values.

To enhance our Board's effectiveness, we regularly engage in:

- Conducting Board effectiveness reviews
- Pursuing development and training opportunities
- Enacting proactive succession planning for board members

This will ensure they possess the necessary skills and knowledge to effectively lead the organisation, support our team and feel supported in their own development.



Our Families

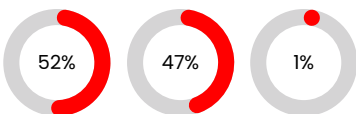
PEEK has a city-wide presence, concentrating on important areas like Barrowfield, Bridgeton, Calton, Drumchapel, Dalmarnock, Gallowgate, Sighthill, Govan, and Ruchazie. These areas have various socio-economic challenges, such as poverty, health disparities, joblessness, low-income work, social exclusion, immigration, and high crime rates.

100% of PEEK's children, young people, and families who live there are classified as 1 and 2 on the Scottish Index of Multiple Deprivation (SIMD) and we are dedicated to securing lasting investments to assist families throughout their lives.

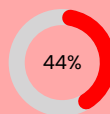
In the past year, we have introduced new sessions aimed at adults only, supporting the whole family's wellbeing. We will continue this approach, building on our learning and successes.

We will continue to build partnerships both locally and nationally so that our children, young people and families are supported in all aspects of life, including physical, emotional and financial wellbeing.

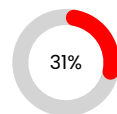
Children and Young People's Data



Male Female Non-
binary



Ethnic
Minorities
Backgrounds



Additional
Support
Needs

Office Move

In August 2023, we relocated our offices to the heart of Bridgeton, bringing PEEK closer to our communities in Calton, Barrowfield, and Gallowgate, and making it easier to reach our sessions in Sighthill and Govan. The new office's proximity to local schools has allowed families and young people to drop in for advice and support from PEEK. Plus we love seeing their faces around the community.

Having control over our building enables us to open and close as needed, providing us with the flexibility that was lacking in our previous location. Our new open-plan office space allows our team to work closely together, from the delivery team to senior management.

With 24/7 access to the building, and storage units we are now able to run sessions, such as Community Council, Antenatal, Music Workshops, and Photography, directly from our office. This move has greatly improved connections with the community.

Overall, the move to Bridgeton has been transformative. It has not only enhanced our operational capabilities but also strengthened our bond with the community.

We aim to settle here for a few years with our main goal being to take over the Whitevale Baths located at the Gallowgate. In this space, we will be able to run sessions directly from the building's specially designed rooms and art studios.

The Whitevale Baths, situated in the Gallowgate area, is a historic site where PEEK was previously active in the early 2000s. Our relationship with the Whitevale Baths and the Gallowgate neighbourhood dates back 24 years, and we are looking forward to returning there in the future.

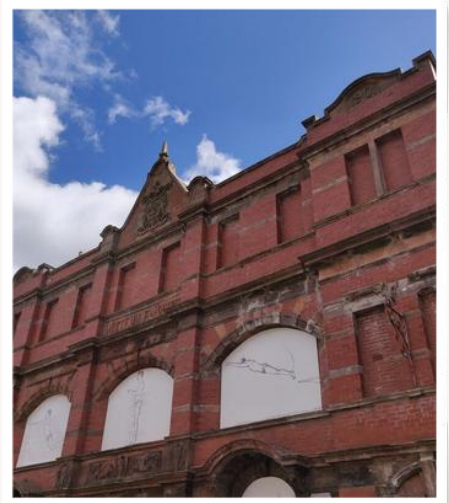


BEFORE



AFTER

OUR FUTURE HOME



Fundraising

PEEK is incredibly grateful to have secured funding and in-kind support from numerous partners and funders throughout 2023 and 2024 and would like to extend our thanks to them:

Andrew & Mary Charitable Trust

Bentley Advancing Life Chance Fund

Clyde Cash for Kids

Clyde Gateway

Creative Scotland

Cruden Foundation

GCVS

Glasgow City Council

Hugh Fraser Foundation

Inchyre Trust

Inspiring Scotland

JSMMCN Charitable Trust

Landsec

Meals & More

Morgan Stanley Foundation

Mugdock Charitable Trust

National Lottery Community Fund

NHS Scotland

Rank Foundation

Rozelle Trust

The Celtic Foundation

The Consider Ask

The Percy Bilton

The Robertson Trust

The Wood Foundation - YPI

Virgin Money Foundation

West of Scotland Housing
Willowacre Trust
Young Start
Youth Link Scotland
Youth Scotland

PEEK would also like to acknowledge financial and in-kind support from the following:

DFS Foundation
HubCo Scotland – Hub West Scotland
Key Signs
Marriott Communications
Scottish Equity Partners
Speirs Gumley
Veitchi Group

Earlier this year, we established a five-year partnership with our long-term supporter, **Morgan Stanley**. This new partnership is in support of our four main programmes: Play, Create, Thrive and Wellbeing through the Thrive Futures Project.

We are honoured to have received £137,673 this year through individual giving, legacies and fundraising. Our amazing supporters donated personally; raised funds through challenges like the Kiltwalk and Tough Mudder; fundraised in their workplaces, schools and communities and attended PEEK events. Thank you.

Could you support PEEK? We'd love to hear from you! – get in touch on info@peekproject.co.uk or 0141 554 3068.

Finance

Income: £1,270,031

In 23/24, the majority of PEEK's income came from grant funding. The remaining 15% of income came from individual giving, fundraising and commercial income generated from schools buying in PEEK programmes to complement their curriculum.

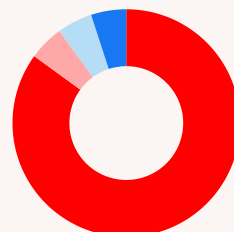
PEEK is working hard to diversify our income streams by engaging with our communities. PEEK is continuing to build on individual giving and other fundraising streams like events, corporate partnerships and campaigns as well as capitalising on our in-house skill and resource.

Grants – 85%

Individual Donations & Legacies – 5%

Other Fundraising – 5%

Commercial – 5%



Expenditure: £1,373,617

In 23/24, PEEK's largest expenditure was understandably on staff salaries, pension, NIC and training given that all of our programmes are delivered by our skilled team of core and sessional staff, with the support of our young volunteers. PEEK's headcount for 2023/24 was 47 team members.

Our next biggest expenditure was on food and wellbeing spending £122,875 directly on food costs to ensure that children, young people and their families are fed during school holiday programmes and through our food truck PEEK-A-CHEW. We also provided food vouchers, fuel top-ups and access to crisis grants in times of need to reduce the impact of food insecurity.

We spent £36,893 on wellbeing support for families in 2023/24. This included crisis grants and household items such as cooking appliances, beds, and baby items.

We spent £25,307 on providing opportunities to create lifelong memories for children, young people and families through respite holidays, trips, events and outings. We also spent £14,637 on high-quality materials for all programmes such as cooking equipment, play and art materials.

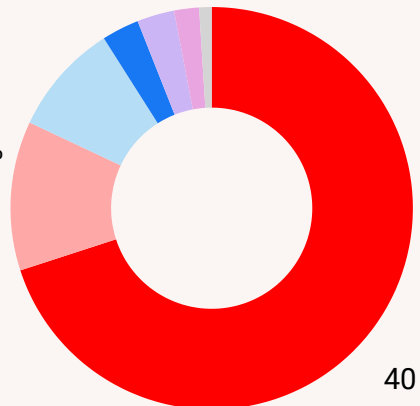
Investing in our young people through training helps us achieve our outcome of improving life chances. We spent £12,657 on training, certification, awards and accreditation for children and young people.

As an outreach organisation, we go to where our children and young people are and utilise community venues to deliver programmes. We spent £26,285 on venue hire including hiring of school premises to operate our holiday programmes. We also aim to reduce barriers for children, young people and families accessing PEEK through transport provision and we spent £24,290 on this.

In 2024, PEEK ended the year with an accounting deficit of £102,586. However, this deficit was mainly due to the timing of when grant funding was received. To cover this shortfall, PEEK used unrestricted income to directly fund our programmes for 2024/25. This decision was made in response to the challenging economic conditions and funding cycles of grant programs.

PEEK maintain a bank balance equating to 3 to 6 months running costs per our reserves policy and at year-end, our bank account held sufficient reserves (4 months).

- Salaries, Pension, NIC & training – 70%
- Food & Wellbeing – 12%
- Governance, Utilities & Support Costs – 9%
- Materials & Marketing – 3%
- Outings & Travel – 3%
- Fundraising – 2%
- Training & Awards – 1%



Become our Friend

One out of every three children in *YOUR CITY* is experiencing poverty, highlighting the stark reality. Our supporters have shared how fulfilling and meaningful their contributions to PEEK have been.

The backing from partners, funders and businesses like yours plays a crucial role in advocating for our communities' needs.

By working together, we can improve life chances.

Becoming our Charity of the Year

Let's create a powerful impact through joint campaigns, fundraising events, and awareness drives that not only benefit PEEK but also align with your company's values and social responsibility goals.

Pro Bono and In-Kind Support

Lend us your expertise and services, whether it's legal advice, marketing assistance, or providing essential supplies. Your contributions in these areas help us to allocate more resources directly to the children and families in need.

Auction Prizes

By donating high-value items or unique experiences for our charity auctions, you can draw attention to your brand while supporting our fundraising efforts.

Money Donations

Go directly toward our initiatives, ensuring that we can continue to offer our vital Play, Create, Thrive and Wellbeing programmes.

Individual Fundraising

Participate in marathons, sponsored walks, mountain climbing, and holding cake sales all for our great cause.

Bank Transfer:

Account Name - PEEK POSSIBILITIES FOR EACH AND EVERY KID

Bank Name - Bank of Scotland

Sore Code - 80-07-78

Account Number - 00441822

Reference - Donation + Name

Follow us



peek.scot



PEEK - Possibilities for
Each and Every Kid



peek.scot



PEEK_Scot



PEEK - Possibilities for
Each and Every Kid



peek.scot






SCAN!
ME!

For more information, get in touch: info@peekproject.co.uk

Text PEEK at 70470 to donate £10, £20 or £30



Contact us

-  0141 554 3068
-  info@peekproject.co.uk
-  82 Orr Street, Bridgeton, G40 2QF



PEEK

POSSIBILITIES FOR EACH AND EVERY KID

Scottish Charity no. SC030814, Company no. 273704