Twitter Thread by SPFL Trust

SPFL Trust
@SPFLTrust

What a year it's been. It hasn't been easy for anyone in 2020, but we've seen @spfl clubs and community trusts across Scotland step up to support those in need.

Let's have a little thread to celebrate 12 months of extraordinary commitment.

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We kicked off the year with Football Fans in Training.

#BeYourOwnHero /2

https://t.co/UQl9nDzOxu

> Hero: a person who is admired for having done something very brave, or having achieved something great. #BeYourOwnHero pic.twitter.com/KZ6p0u0dNi
>
> — SPFL Trust (@SPFLTrust) January 10, 2020

Alison wasn't actually a @PartickThistle fan (albeit she kinda fell for the Jags with help from her partner). This was her story... ■■

#BeYourOwnHero /3

https://t.co/xTB8XQIIb7

> \u25b6\ufe0f Watch | Alison is our latest FFIT hero. She admits she wasn\u2019t even a football fan, but loved the support and camaraderie of our programme. It helped encouraged her to lose four stone!
>
> \U0001f501 RT to share
>
> \U0001f44a\U0001f3fc #BeYourOwnHero pic.twitter.com/wWDdsiOesp
>
> — SPFL Trust (@SPFLTrust) January 18, 2020

Also in January we revealed that @JamTarts would join our @JoyofMovingUK programme, becoming the third club in Scotland to deliver the project to primary schools, across Edinburgh. ■■

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https://t.co/O9EjNJHhxf

In Feb, we revealed @CashBackScot is to fund a new SPFL Trust project with five @spfl clubs / communities trusts to tackle anti-social behaviour.

Off the Bench will feature:

■■ @DundeeFCCT
■■ @falkirkfcf
■■ @bighearts
■■@community_mfcct
■■ @SMFC_CF

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https://t.co/AhG1XIBM99

At the start of March we launched our Impact Report on #FestiveFriends for 2019 after gathering data and stories from participating clubs. The big news...

■ A 43% rise in participation

Read the report, below...

[Spoiler - wait till you see 2020!]

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https://t.co/TPoFaFBaLh

> #FestiveFriends \U0001f4c8 | We're happy to reveal that participation in our Festive Friends project rose by 49% in 2019.
>
> Thank you to 35 @spfl clubs who held events - you made a big difference to many isolated people.
>
> We've published our impact report today \u25b6\ufe0f https://t.co/zrvaPybFmC pic.twitter.com/b6vH5pUnis
>
> — SPFL Trust (@SPFLTrust) March 3, 2020

By mid-March we were facing a pandemic, but community trusts and @spfl clubs stood up for their communities.

We launched #TrustedToSupport (search the hashtag!) to highlight some amazing work.

Here's @FoundationCFC's CEO @polishturnstile. ■

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https://t.co/Z5xuUCsyTv

> \U0001f5e3\ufe0f | @FoundationCFC chief executive @polishturnstile talks to us about the 'Football for Good' project that is providing meals for families affected financially during COVID-19.
>
> Find out more about #TrustedtoSupport \U0001f449 https://t.co/veWppGyLHe pic.twitter.com/EBpNlRcE4i
>
> — SPFL Trust (@SPFLTrust) April 24, 2020

We kept our #TrustedToSupport hub up to date with latest news from clubs.

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https://t.co/jcUUdqbyac

> We've checked the new #TrustedToSupport hub and are amazed by all the community initiatives taking place across Scottish football at the moment.
>
> \u26bd\ufe0f\ufe0fhttps://t.co/61ZySmzuWX
>
> A big shout out to all the clubs & charities doing an amazing job!!!
> \U0001f64c\u2764\ufe0f#MoreThanFootball@SPFLTrust pic.twitter.com/Gppj6F4Vsi
>
> — Big Hearts (@bighearts) April 3, 2020

In the North East @AFCCT & @AberdeenFC delivered one of the most ambitious campaigns. @bowie_liz discusses #StillStandingFree. ■

#TrustedToSupport /9

https://t.co/3pvXO5Vjjb

> \U0001f5e3\ufe0f @AFCCT CEO @bowie_liz tells us how important it is to combat both social isolation and food poverty during the COVID-19 crisis.
>
> Find out more about #Trustedtosupport \U0001f449 https://t.co/veWppGyLHe pic.twitter.com/dEawomY9MI
>
> — SPFL Trust (@SPFLTrust) April 16, 2020

In Paisley, @SMFC_CF really leapt into action. Manager Jim Goodwin made weekly house calls as part of a huge campaign. The Buddies really were #TrustedToSupport ■■■■

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https://t.co/QzpD4NjQVc

> \U0001f5e3\ufe0f | @SMFC_CF chief executive Gayle Brannigan talks to us about the importance of giving back to the local community during COVID-19.
>
> Find out more about #TrustedtoSupport \U0001f449 https://t.co/veWppGyLHe pic.twitter.com/s4saPj8WxB
>
> — SPFL Trust (@SPFLTrust) April 27, 2020

Here's what @bighearts were up to during the first wave of Covid-19... ♥■

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https://t.co/g0gZbBvmfW

> #TrustedToSupport \U0001f4ac Our General Manager Craig on @bighearts response to Covid-19 & how the charity deliver support to those most in need. https://t.co/ZwGEyvEppa pic.twitter.com/2CARbvrPsX
>
> — Big Hearts (@bighearts) May 24, 2020

■ We're going to publish a Covid-19 Impact Report in January, but for now you might want to catch up with some of the detail in our 2019-20 Annual Impact Report.

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https://t.co/7aPE8gNW6N

> Our #TrustedToSupport campaign highlighted all the amazing work being carried out by associated trusts and clubs during COVID-19. \U0001f637
>
> \u2705 Mental Health
> \u2705 Fitness
> \u2705 Education
> \u2705 Social isolation
>
> Find out more \u27a1\ufe0f https://t.co/JUcJKG9QX4 pic.twitter.com/r3JxXQVSed
>
> — SPFL Trust (@SPFLTrust) November 2, 2020

In June we were able to reveal a genuinely remarkable moment in Scottish football: the biggest single personal charitable donation.

James Anderson was cast into the light for his generosity - it wasn't going to be the last moment like this, either!

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https://t.co/9fWNkW0tWm

Here's our CEO Nicky explaining more, talking to @SkySportsNews & @ScotlandSky.

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https://t.co/dVBYEGPSJ3

> SPFL TRUST
>
> James Anderson has made a donation of over \xa33 million to the @SPFLTrust.
>
> Nicky Reid from the SPFL Trust confirms the donation is without any pre-condition relating to SPFL structure or governance. pic.twitter.com/R1os5Brouu
>
> — Sky Sports Scotland (@ScotlandSky) June 10, 2020

Within a couple of weeks we revealed a second donor (anonymous) bringing forward a package worth £1.25m.

This enabled us to launch a new Community Covid-19 crisis fund for @spfl clubs who have an associated charity (31) with £10k available.

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https://t.co/f6dGbhI7Of

> Today we announce a NEW donor - introduced to us by James Anderson - has made a \xa31.25m funding commitment to the SPFL Trust.@spfl club associated charities (28), may now apply for a \xa310,000 grant from a new Community Covid-19 Crisis Fund.

> Read on \u27a1\ufe0f https://t.co/3HJVDBrEuX pic.twitter.com/POGEj059RO
>
> — SPFL Trust (@SPFLTrust) June 26, 2020

Keep up here... we then confirmed that every one of the 42 @spfl clubs were awarded a £50,000 grant.

Incidentally, @AberdeenFC, @CelticFC, and @KilmarnockFC gifted their grant to their club charity.

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https://t.co/zFUR6K4ih2

> We are pleased to tell you that all 42 @spfl clubs have now received their Covid-19 Crisis Fund grant, following James Anderson's donation to support Scottish football and its communities.
>
> Applications continue to come in following Friday's Community Covid-19 Crisis Fund news. pic.twitter.com/0WcNQm2ZEA
>
> — SPFL Trust (@SPFLTrust) July 1, 2020

Here's something to make you smile from @parsfoundation - free football for the kids... ■■

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https://t.co/a4zRwTU8qs

> \U0001f6a8What a great week! \U0001f3c1
>
> Nearly 100 children from the local community attended our FREE week long football camp, only possible thanks to the James Anderson donation via the @SPFLTrust \U0001f44f
>
> It's been a tough time lately, but great to see so many happy faces on the pitches \U0001f60e pic.twitter.com/QglH1uZLv5
>
> — The PARS Foundation (@parsfoundation) October 16, 2020

■ In late July we revealed a SIXTY PERCENT increase in participation in our #442Reading Challenge with @SLIC1991 & @bordnagaidhlig!

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https://t.co/scLK4hMzCK

Next up we were busy dusting down Football Fans in Training to bring it back after lockdown restrictions curtailed season 2019-20.

Here's @RaithRovers launching the course at Starks Park with @RaithRoversCF

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https://t.co/52c55Od357

> FOOTBALL FANS IN TRAINING IS BACK | FFIT is Europe's leading healthy lifestyle programme, powered by football clubs in a number of different countries across the continent.
> The programme was created by the @SPFLTrust and is funded in Scotland, by @scotgovhttps://t.co/nfxT9pQWEj pic.twitter.com/QXyco8fviT
>
> — RRFC Official (@RaithRovers) September 8, 2020

In Sept, @NSPLG_Scot launched a major new public awareness campaign, United To Prevent Suicide, @TalkToSaveLives.

Our CEO Nicky sits on the leadership group.

They key thing here is that it's OK to talk about suicide - talking can save lives. ■

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https://t.co/m72i4x9aSJ

We welcomed a new chair, @ber_malone in October.

"Our charity has a proud record of working with partners to enable children, families and individuals to improve their lives, connect with their communities."

/21

https://t.co/ucFAME9fA0

The same month we also launched the #442Reading Challenge for 2020-21. Here's @hibsincommunity with words of encouragement from @HibernianFC manager Jack Ross - who himself is a children's author!

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https://t.co/rVWh9ee9zK

> \U0001f4da The #442Reading Challenge returns, in association with @SPFLTrust & @SLIC1991.
>
> \U0001f4d6 Head Coach and children's book author, Jack Ross spoke of the importance of reading from a young age.
>
> \U0001f517 https://t.co/gNs8sDRyCK pic.twitter.com/ZyKyN5mVw3

— Hibernian Community Foundation (@hibsincommunity) October 8, 2020

We also opened The Book Room for players to tell us about books they love reading with their kids.

Here's @OfficialQosFC's Wullie Gibson and his lad...

#442Reading

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https://t.co/NjAg6dqc8M

> We're in the book room this evening with @OfficialQosFC. \U0001f600
>
> Doonhamers player, Wullie Gibson & his son, tell us about their favourite story. \U0001f4d8
>
> Find out more about #442Reading \u26bd https://t.co/U3TjtX0GYE pic.twitter.com/SE09EMy8mF
>
> — SPFL Trust (@SPFLTrust) November 12, 2020

■ We revealed the launch of the new look Challenge Cup for 2021-22, to become the SPFL Trust Trophy.

Revealing the news now enabled us to release a further tranche of funding to clubs, community trusts and community departments.

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https://t.co/yl82fBz8mn

This gave us a good opportunity to update everyone on how clubs, community trusts and community departments have been spending the grants they've been awarded this year.

More of that in the first half of 2021...

/25

https://t.co/4g0sh1347W

And then came Christmas...

Kindness has never meant more.

#FestiveFriends at Home was launched...

/25

https://t.co/jUySBv8MOt

> Christmas is going to be very different this year, so we're launching Festive Friends at Home. \U0001f384
>
> More @spfl clubs & trusts than ever before will be making over 2,400 surprise doorstep visits.
>
> Kindness at Christmas has never meant more. \u2764\ufe0f
>
> More \u27a1\ufe0f https://t.co/ZoRX2B6wFM pic.twitter.com/jooZNXoTf3
>
> — SPFL Trust (@SPFLTrust) December 1, 2020

A record 37 clubs have made more than 2,400 deliveries, as a result of our donors, enabling us to release £87,800 to fund the biggest ever #FestiveFriends programme.

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https://t.co/jnXuTClMMY

> A record \xa387,800 has been committed to this year\u2019s campaign thanks to previously announced funding from James Anderson and our anonymous donor. \U0001f384
>
> That means we are able to more than DOUBLE the number of people that clubs can support. \U0001f381
>
> Learn more \u27a1\ufe0f https://t.co/t4vANMDZ5c pic.twitter.com/5KS4IvYhlG
>
> — SPFL Trust (@SPFLTrust) December 4, 2020

Here are just some of the smiles from the thousands of doorstep visits clubs and community trusts made across the country...

Whatever you do in 2021, be kind - here's to being together again.

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https://t.co/FiU3PDnXrg

> It's been our biggest Festive Friends ever! 37 community trusts & clubs across Scotland have delivered 2,400 Christmas gift boxes to those most in need of compassion and friendship. \U0001f381
>
> Kindness at Christmas has never meant more. \u2764\ufe0f
>
> Take a look back \U0001f384 https://t.co/t4vANMVzWK pic.twitter.com/sUjpq5XJmZ
>
> — SPFL Trust (@SPFLTrust) December 30, 2020