

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/UQI9nDzOxu>

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/xTB8XQIlb7>

Watch | Alison is our latest FFIT hero. She admits she wasn't even a football fan, but loved the support and camaraderie of our programme. It helped encouraged her to lose four stone!

RT to share

[#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](#)

■■ [@falkirkfc](#)

■■ [@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](#) | 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 <https://t.co/zrvaPybFmC> [pic.twitter.com/b6vH5pUnis](https://t.co/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>

[@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](#) <https://t.co/veWppGyLHe> [pic.twitter.com/EBpNIRcE4i](https://t.co/EBpNIRcE4i)

— 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.

<https://t.co/61ZySmzuWX>

A big shout out to all the clubs & charities doing an amazing job!!!

[#MoreThanFootball@SPFLTrust](#) [pic.twitter.com/Gppj6F4Vsi](https://t.co/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](https://t.co/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](#) ■■■■

/10

<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](https://t.co/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](https://t.co/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\u2014 <https://t.co/JUcJKG9QX4> [pic.twitter.com/r3JxXQVSed](https://t.co/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](https://t.co/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/f6dGbhl7Of>

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\u201c <https://t.co/3HJVDBrEuX> [pic.twitter.com/POGEj059RO](https://t.co/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](https://t.co/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/QqIH1uZLv5](https://t.co/QqIH1uZLv5)

— 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 [@scotgov](#)<https://t.co/nfxT9pQWEjpic.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. ■

/20

<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."

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<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/gNs8sDRyCKpic.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](https://t.co/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](https://t.co/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/jnXuTCIMMY>

A record £387,800 has been committed to this year's 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/5KS4lvYhIG](https://t.co/5KS4lvYhIG)

— 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/FiU3PDnXrq>

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/sUjpb5XJmZ](https://t.co/sUjpb5XJmZ)

— SPFL Trust (@SPFLTrust) [December 30, 2020](#)