



THE
DISTILLERS'
CHARITY

IMPACT REPORT 2022

INCORPORATING THE YOUTH ACTION FUND



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THE WORSHIPFUL
COMPANY OF DISTILLERS

An Introduction to The Livery

The Worshipful Company of Distillers is a Livery Company of the City of London, which was granted a Royal Charter in 1638. Sitting at the heart of the drinks industry, enhanced by its heritage and traditions, the main objectives of the Guild are to support philanthropy and to foster fellowship within the Livery.



Chris Searle, Master

Former senior industry executive with nearly 40 years in the drinks industry with IDV, Allied Domecq and Bacardi. Master of the Worshipful Company, and chair of the Court of Assistants.



Chris Searle (second from right), Master of The Worshipful Company of Distillers, with Wardens (left to right) Dan Szor, Lorne Mackillop and Nicholas Carr

Welcome to The Distillers' Charity Impact Report 2022

The Distillers' Charity was founded in 1955 as the philanthropic arm of the Worshipful Company of Distillers, a City of London Livery company. Historically, our charitable work has focused on two important areas: Vocational Training and Education to develop the next generation of talent in the spirits trade and City and Livery Giving that works towards our mission of transforming the lives of young people.

In 2021, the charity, with the support of the Scotch Whisky industry, established the One of One Auction Series of rare and collectable Scotch Whiskies with the purpose of funding work that empowers 16- to 25-year-olds in Scotland to create positive and lasting change in their lives.

The Distillers' Charity is very grateful to the Scotch Whisky companies whose support for the auction led to a total of £2.4 million charitable funds being raised in December 2021. The auction's success enabled the charity to launch the Youth Action Fund focused on changing the lives of young people who face significant challenges in reaching their potential. To deliver a strong impact, we recruited Inspiring Scotland, a venture philanthropy organisation, to help us identify where our charitable funds could make a profound and lasting difference.

The Distillers' Charity is very grateful to the Scotch Whisky companies whose support for the auction led to a total of £2.4 million charitable funds being raised...

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In this report, you will read about The Distillers' Charity's work in 2022, including the Youth Action Fund's impact, and some very personal stories, following our first year's work together with our six charity partners. We will also spotlight the significant growth in Distillers' Vocational Training and Education, as well as our ongoing City & Livery work supporting people in the trade who are in need and our commitment to helping young people to stay safe around alcohol across the United Kingdom.

We wish to acknowledge all those, of which there are many, who have volunteered their time and talent over the course of the last year. Our work could not succeed without them.

I'm proud to be part of an industry that, through its collective charitable endeavours, is supporting young people to achieve their ambitions and strengthening our communities.

Grant Gordon OBE
Chair of The Distillers' Charity

Our Purpose

The Distillers' Charity is governed by its board of trustees, who are responsible for setting the organisation's grant-making strategy and securing resources to support our philanthropic mission.

The Charity's original purpose and aims, as with those of many Livery companies, lie in developing talent and knowledge in young people focused on education and vocational training in the distilling industry.

Building on this foundation, The Distillers' Charity has developed into a grant maker with a broad mission to transform the lives of the most disadvantaged young people by helping them develop their confidence, resilience and skills so they are ready for life and work.

The Charity is funded through its bi-annual Distillers One of One Auction Series, as well as the support of the Livery members and other fundraising.



Our Grant-Making

The Distillers' Charity's work to support our mission is carried out through the following three distinct grant-making programmes



Youth Action Fund

The Youth Action Fund is supported by the proceeds of the Distillers One of One Auction Series to transform the life chances of young people in Scotland aged between 16 and 25. The Fund's portfolio of charities and impact monitoring is managed by Inspiring Scotland. From the Fund's inception in January 2022, working with The Distillers' Charity, Inspiring Scotland curated a portfolio of six charity delivery partners, each bringing deep expertise and experience in achieving sustainable employability outcomes with young people from disadvantaged backgrounds.

INSPIRING SCOTLAND

Inspiring Scotland is a social enterprise that has pioneered venture philanthropy in Scotland. The organisation has worked with hundreds of charities since it was established in 2008 and has helped change the lives of hundreds of thousands of people.

City & Livery Giving

Working with The Lord Mayor's Appeal in the City of London, City and Livery Giving reflects the Worshipful Company's role as a Guild. The Fund aims to improve the lives of young people, support members of the distilling industry experiencing hardship or mental health issues, and help young people stay safe around alcohol.

Vocational Training and Education

Distillers' Vocational Training and Education provides support for the next generation of young talent in the distilling industry, promoting diversity and inclusion. It provides bursaries and scholarships, and offers mentoring, advanced learning seminars, networking opportunities, and access to industry knowledge to provide a holistic support package.

The Youth Action Fund

Established by The Distillers' Charity, the Youth Action Fund aims to transform the life chances of people, aged between 16 and 25, in Scotland who are facing significant barriers to reach their potential, and empower them to create positive change in their lives and their communities.

To achieve its goal of supporting young people, The Distillers' Charity commissioned Inspiring Scotland to produce a detailed Scoping Report in 2021, researching the context and needs of the hardest to reach young people, effective practice that existed, as well as gaps and opportunities to make a transformative difference. This led to establishing a set of key principles for the Fund to help guide where it could make the most difference and to draw up a portfolio of organisations with whom to work.

Youth unemployment in Scotland, at 7.5%, is nearly double the rate for the overall working population, putting added pressure on the most disadvantaged young people struggling to join the world of work. The charity established early on a picture of where the greatest need exists, the barriers young people face, and where the Youth Action Fund could make a difference.

Inspiring Scotland identified that many of the young people that are unemployed face challenges with a broad range of issues: 27% of those supported by the Youth Action Fund cited mental health as a barrier to employment, while 25% of those felt disadvantaged by learning challenges, and 10% considered limited literacy and numeracy to be their biggest restriction, compounded by the two-year disruption to education caused by the Covid pandemic. Poverty affected 8% of those supported by the Youth Action Fund, and five of the individuals helped had previously suffered from homelessness.

The Youth Action Fund key principles

- ▶ **Holistic focus on outcomes** for individual young people informed by data tracking soft outcomes, progression milestones and employability outcomes.
- ▶ **Collaboration with leading charities** working together, under the management of Inspiring Scotland, offering long-term, sustained partnership with resources committed for delivery, innovation and impact.
- ▶ **Geographic spread** reflecting the working footprint of the Scotch Whisky industry, including urban and rural areas.
- ▶ **Industry engagement** providing the funding support via the biennial One of One Auctions, and employment opportunities for beneficiaries.

Working with The Distillers' Charity, Inspiring Scotland curated six leading charities to achieve the goals of the Youth Action Fund: Aberdeen Foyer, Action for Children, FARE Scotland, Street League, ENABLE Works and the Alcohol Education Trust. The charities are engaged as delivery partners in the Youth Action Fund sharing best practice, with the constant aim of making their work – and the outcomes – as impactful as possible. Further details on the charities are featured in this report.

To ensure the hardest to reach young people can benefit, the partner charities undertake outreach work using a wide and open referral system.

Pacing interactions appropriately is vital in building trusted and consistent relationships between beneficiaries and their youth workers and advisors, as well as ensuring the support is personalised and tailored to the needs of each beneficiary.

Impact to Date

From start up in January 2022, 249 employability outcomes were reached. Programmes supported by the Youth Action Fund were active in 26 of Scotland's 32 local authorities in 2022 with the charities reaching some of the country's most deprived urban areas, as well as young people in need in rural communities. In terms of the ultimate goal of delivering a successful employability outcome for each beneficiary engaged, for the young people with whom it worked in 2022 – more than 50% of those supported have already progressed into further education, training, volunteering or employment.

To ensure maximum effectiveness, Inspiring Scotland's Matrix system records the experience of each individual young person supported by the Fund from the initial engagement through to a successful outcome and

beyond. The team carefully monitors and records soft outcomes, progression milestones, and ultimately the employability outcomes and tracks how they are sustained by each young person.

The Fund's outstanding partner charities have invested in staff and innovation and are working collaboratively to deliver life improvements through employability for their beneficiaries. Aiming to help those hardest to reach requires patience; programmes may not succeed first time – young people's lives are also not always linear. By standing alongside each individual young person, our charity partners are ensuring that they are supported through the ups and downs of their personal development.

The first year of the Youth Action Fund has demonstrated that, through the support offered, young people are happier, more resilient, confident and independent, and gain qualifications to find their purpose and achieve an employability outcome.

Key Performance Indicators

The Youth Action Fund charities track their beneficiaries' progress with a common set of measures via the Inspiring Scotland Matrix as follows:

Soft Outcomes:

Increased Resilience, Aspiration, Motivation, Self-Belief, Personal Responsibility, and Improved Wellbeing.

Total achieved in 2022:

2293

Progression Milestones:

Work Placements, Financial Management Training, Improved Literacy and Numeracy, Mentoring Undertaken, Alcohol Awareness Training.

Total achieved in 2022:

1240

Employability Outcomes:

Securing Employment, Apprenticeships, Training Placements, Education or Structured Volunteering.

Total achieved in 2022:

249

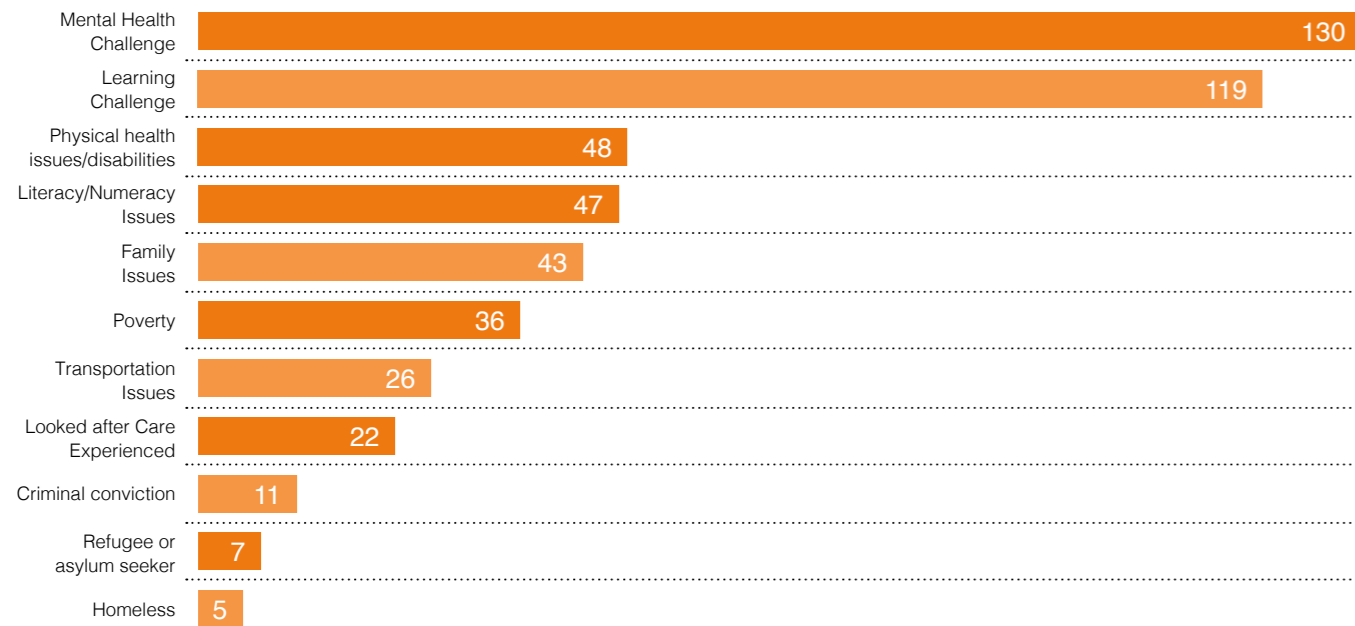
The Youth Action Fund 2022 in Numbers

The following statistics have been recorded by Inspiring Scotland's Matrix system, which records the experience of each individual young person supported by the Youth Action Fund from initial engagement through to successful employability outcome and beyond.

Barriers to employment faced by Youth Action Fund beneficiaries

The Matrix recorded what the 478 young people engaged by the portfolio charities considered to be barriers preventing them from finding employment.

Barriers to employment by type reported by beneficiaries



Our work with beneficiaries

478

young people were engaged for support by Youth Action Fund charity partners

26

local authority areas in Scotland receiving Youth Action Fund services

25%

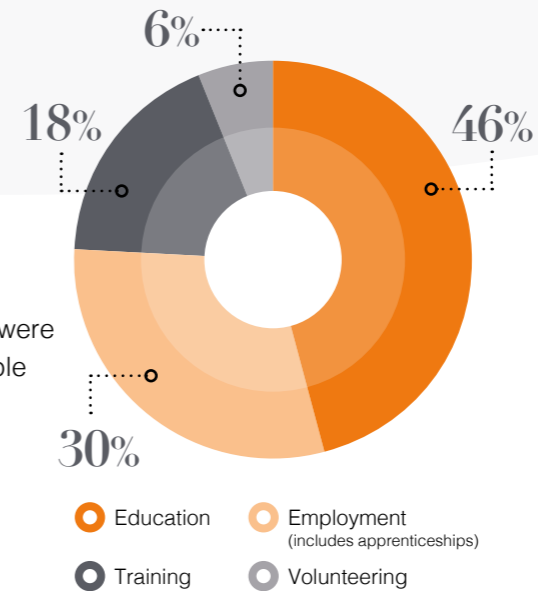
of the Youth Action Fund beneficiaries are from the 10% most deprived communities in Scotland

(Scottish Index of Multiple Deprivation 2022)

Total Employability Outcomes in 2022

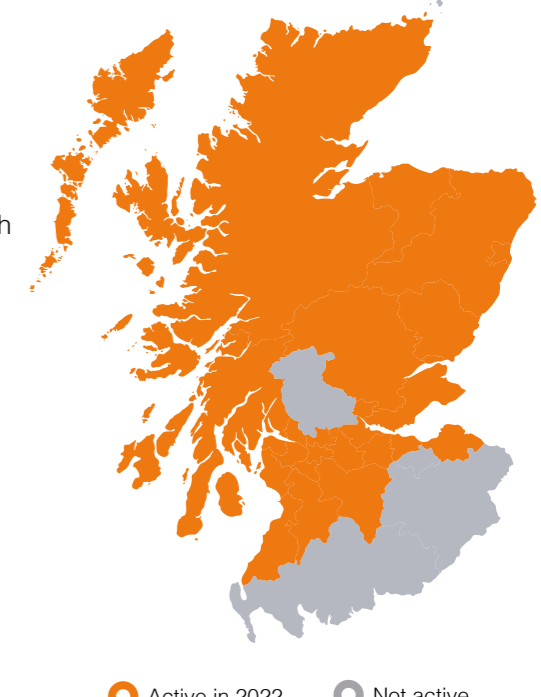
249

employability outcomes were achieved by young people supported by the Youth Action Fund



Geographic Reach

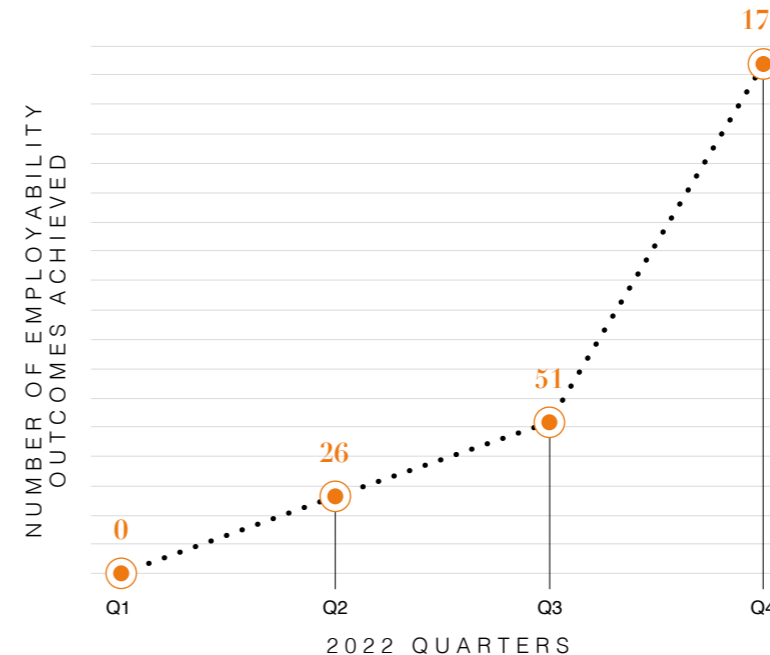
Programmes supported by the Youth Action Fund were active in 81% of Scotland's local authority areas with the charities reaching young people in some of the country's most deprived urban areas, as well as those in need in rural communities.



Growth In Quarterly Outcomes

The average time it takes for a young person supported by the Youth Action Fund to achieve an employability outcome is 6-12 months.

The graph below outlines the growing rate of employability outcomes achieved per quarter in 2022.



Aberdeen Foyer

Aberdeen Foyer supports people facing homelessness, unemployment, mental health issues and poverty. The charity believes everyone has a right to a positive future and aims to help people towards education, work and a stable place to live.

Working in the city of Aberdeen and Aberdeenshire, the charity supports more than 1600 people a year, with help from The Distillers' Charity, to secure tenancies, acquire the skills and experience they need for work, and develop positive mental health and wellbeing. Its services include housing, training, and counselling support.

Be it one-to-one or in groups, the charity has always believed in starting with people's strengths, to build their confidence, develop their talents and make changes to their lives. They also believe that helping people to move into work makes a positive contribution to their wellbeing as well as that of their families and communities.

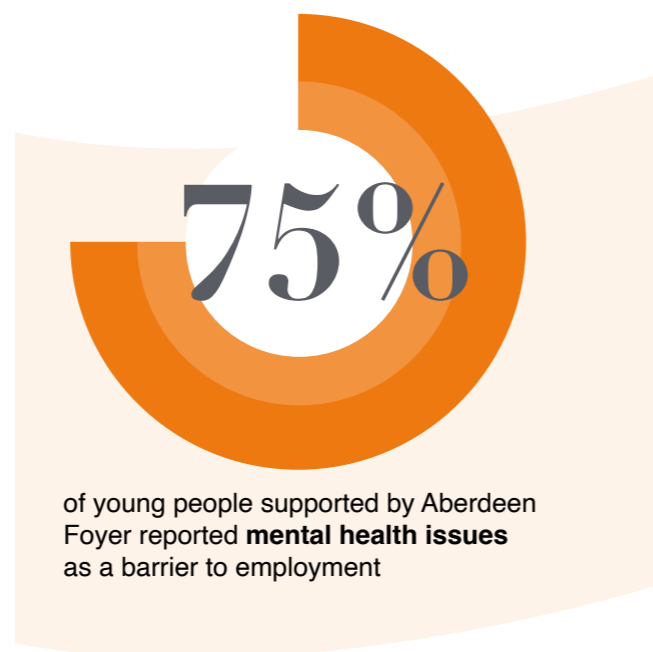
Funding from the Youth Action Fund is helping the charity take a long-term approach to shaping and designing services that are relevant to and built on the needs of young people so they can overcome the barriers that they're facing today.

Be it one-to-one or in groups, the charity has always believed in starting with people's strengths, to build their confidence, develop their talents and make changes to their lives.



Ashley McCorquodale, Team Leader at Aberdeen Foyer, says: "We have 11 development coaches who together work with around 80 young people at a time to ensure safe housing, deal with health issues, and open pathways to learning and employability. Many of the young people we work with have extremely difficult mental health issues or have experienced drug and alcohol issues."

"The Youth Action Fund is helping provide services for young people aged 16-24. During a discovery period, the development coach will find out about the young person, identifying their ambitions and goals, and building a trusting relationship. Then, around the four-week mark, they create a plan together, outlining short-term goals for example getting on public transport for the first time or long-term objectives such as returning to school, or gaining additional qualifications and getting a job."



Aydn, 19, says: "When I came to Aberdeen Foyer, I wasn't in the best part of my life. I only wish I'd had a better mindset when I was taking all the support. I was in a homeless shelter after losing my job after moving from Brighton to Aberdeen – I had hit rock bottom." Through Aberdeen Foyer, Aydn received help with housing and managing expenditure, and was encouraged to enrol on The Prince's Trust Get Into Work course and to start driving lessons, for which the charity sourced funding. "There's a real community here and there were lots of little battles that the charity would fight for me. I am now working towards obtaining my driving licence, at college and working part-time, and I just got my own flat a couple of months ago where I'm living with my girlfriend and two cats."



Action for Children

Action for Children delivers crucial services across Scotland, providing practical and emotional care supporting young people. Working towards a vision that every child and young person should have a safe and happy childhood, the charity helps around 20,000 of the most disadvantaged young people in Scotland every year.

Young people are identified through the Scottish Index of Multiple Deprivation and include care-experienced young people, young offenders, those who are homeless or experiencing mental health or physical issues, and those who have low levels of educational attainment and are suffering from a lack of opportunity.

Through the support of the Youth Action Fund, Action for Children are focusing on vital programmes that help get young people become job-ready. Not only do the programmes support people to get the practical skills they need, they also build relationships with potential employers, creating opportunities for young people, enabling a pathway to a more positive future and real job opportunities. An example is the charity's industry-recognised training programme Youthbuild helping young people secure opportunities in the construction industry.

In its first three months as part of the Youth Action Fund portfolio, Action for Children has supported young people to achieve

70 recognised qualifications

Tony Scally, National Lead for Employability at Action for Children Scotland, says: "Through third-sector collaborative working, Action for Children works with fellow charities in the Youth Action Fund portfolio, referring young people onto programmes run by the other charities to achieve greater geographical reach and less duplication of work across the board.

"Around 5% of young people are unaffected by any change to the economy. If, in an upturn, jobs become available, you will always have about 5% who remain excluded because they don't have the skills to access these jobs. If you hear news of thousands of job vacancies, why aren't thousands of unemployed young people taking those jobs? It's because there's a mismatch of skills. What we are doing is to give young people the skills, qualifications and experience to take up some of those jobs. Without that support, you'll be left with that 5%.

"The labour market has changed significantly – through the introduction of home and blended working, fewer large employers and more SMEs, less stable contracts for young people and certain sectors such as hospitality and care now struggling to attract trained staff – and our services and support have evolved and adapted to meet the aspirations of young people."

Even if jobs are available, you will always have about 5% who remain excluded because they don't have the skills to access these jobs. We work to change that.



Based in Glasgow, Youthbuild is a construction-based programme which is delivered over a four week period. It works to tackle the underlying issues that might be preventing young people from entering and sustaining employment, and supports them to gain qualifications and experience, and secure employment in the construction industry



John was placed into care at the age of eight and still remembers being taken away from his family.

For three years, he moved from home to home, continually switching schools which had lasting effects on his mental health, education and relationships. John finally settled at Kibble Education Centre and his youth worker referred him to Action for Children for employability support when he turned 16 years old.

Thanks to the Youth Action Fund, John was able to join the charity's Intro to Care programme where, with help from his worker, he participated well and completed the programme. John now plans to become a paramedic with a place to study health and social care at college next year saying: "I cannot believe how far I have come."

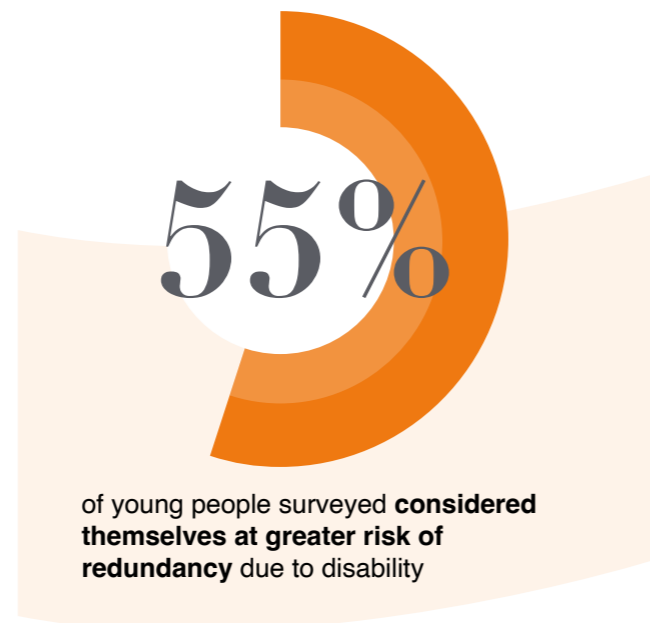
ENABLE Works

ENABLE Works delivers services to people with additional support needs, and their families, around the UK. The organisation's vision is that every person with a learning disability should have the choice and control to live independently in the community.

The Disability Employment Gap is a Government measure used to understand the difference between those who are disabled and working compared to the non-disabled working population. At 32.8%, Scotland has the highest Disability Employment Gap in the UK. Of the 23,584 adults known to local authorities with learning disabilities, 4.1% are in employment. Disabled young people have experienced the largest fall in employment rates since 2002. 55% of young people surveyed felt they were at a greater risk of redundancy due to employment judgements based on their disability. If a young disabled person leaves school with no positive destination, they are four times more likely to be unemployed at 25.

ENABLE Works provides employment and skills to help people with disabilities, or other barriers to employment, access the world of work. The organisation also engages with employers to challenge perceptions and help foster more inclusive workplaces. ENABLE Works' **Stepping Up** employability programme is being delivered in schools across Scotland and the service footprint has been expanded with support from the Youth Action Fund to include assistance in North Lanarkshire, Moray and the Western Isles. The programme helps young people explore their aspirations, achieve work experience and secure a positive employability outcome when they leave school. Over the past decade, Stepping Up has supported 98% of those engaged in the programme to achieve a positive progression.

ENABLE Works Director, Ashley Ryan, said: *"The employability journey starts at a young age, so initiatives that only begin as a young person is transitioning from high school cannot deliver the same impact and outcomes as support that encourages them to build aspirations for the future throughout their schooling. This is where Stepping Up makes such a difference and, thanks to the Youth Action Fund support, we are now reaching over 1,000 young people every year, with ever more schools and local authorities asking us to work with them too."*



Disabled young people in Scotland have experienced the largest fall in employment rates since 2022.

“ ”

Reece, 16, from North Lanarkshire has additional support needs and struggled to engage with his peers and school work.



With no firm plans in place, Reece left school. However, with the help of ENABLE Works' Stepping Up employment programme, funded by the Youth Action Fund, his confidence grew exponentially. Reece began volunteering with the British Heart Foundation, participating in group sessions and even leading group tasks and discussions. He is now working towards a career in retail management. ENABLE Works supported Reece through his application, interview, and acceptance of paid employment at a local bakery. Looking back, Reece says: *"The programme and support changed my life."*



Employability Opportunities for Young People

Collaborating with the spirits industry to develop workplace opportunities for young people is at the heart of the Youth Action Fund.

ENABLE Works has been working in partnership with Diageo Shieldhall to assist them to develop their equality, diversity and inclusion through training, resulting in opportunities for those with a range of support needs to join the company's workforce.



FARE Scotland

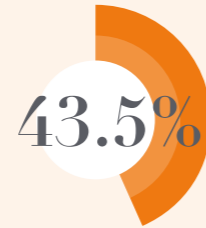
FARE Scotland is a voluntary organisation working in some of the most disadvantaged communities across Central Scotland with the aim of transforming lives and helping people have a positive impact on their community.

Based in Easterhouse in Glasgow, the organisation aims to support people of all ages. The Scottish Government's Labour Market Statistics highlighted that, between October 2021 and September 2022, an estimated 31,800 people aged 16 to 24 were unemployed in Scotland.

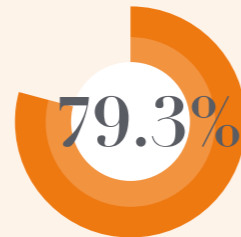
FARE Scotland works closely with young people who are still in school but struggling with their environment to help identify alternative ways of learning, and improve their skills and work readiness with support from the Youth Action Fund.

In collaboration with Glasgow Fort shopping centre, FARE has developed an on-the-job programme focused on improving young people's employability skills in the East End of the city. Working closely with retailers and hospitality venues in the area, the initiative provides placements and on-the-job training so young people can develop their abilities and unearth their potential.

The organisation's other projects include modern apprenticeship programmes, fitness classes, and other courses with the common thread running through them to further the progress of young people and families living in areas of deprivation through employability.



of young people **from the most deprived areas in Scotland** achieve at least one Scottish Higher when leaving school



versus young people in affluent areas

After only three months of investment from the Youth Action Fund, FARE engaged



FARE's relationship with local employers allows the charity to continue to provide the young people with support in the workplace as they embark on their new careers.



Daniel was among those to benefit from the charity's work in 2022 and enrolled on FARE's five-week Customer Service Programme after being referred by his support worker. He lives in supported accommodation and was at a loss as to how to enter the world of work.

As part of the course, Daniel undertook a work experience placement with Wagamama restaurant and, as a result, was offered a paid position with the restaurant. He says: *"If I could, I would love to come back and do the course again. It has changed my life, and given me confidence in myself. I have met new friends for life and gained new skills and qualifications that will help me in the future."*

Nicola Gray, Employability Keyworker for FARE, explains: *"When he first started, Daniel was really lacking in confidence and would constantly say he wasn't going to be any good at tasks. His default was to talk himself down. When we were practising interview skills, Daniel almost gave up due to his severe anxiety."*





Street League

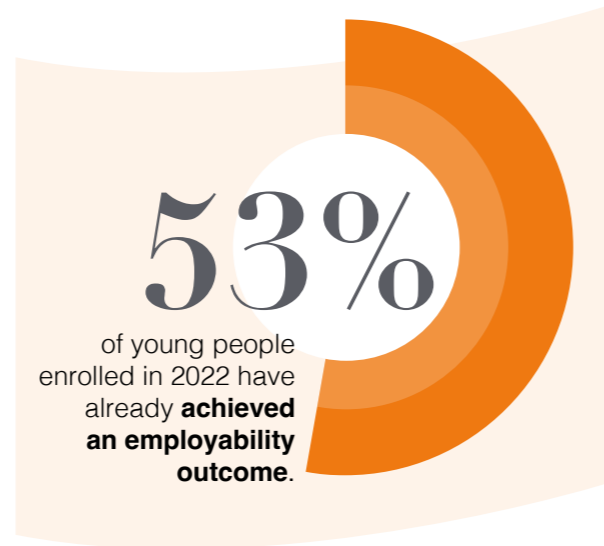
Street League supports young people providing help in some of the most disadvantaged communities in Scotland – using the power of sport. It encourages young people to get active, make positive life decisions and supports them to overcome personal barriers that may be preventing them from finding employment.

Working across much of Central Scotland, the aim is to inspire and equip young people with the confidence, motivation, skills and qualifications they need to succeed in the world of work using Street League's long-established relationships with schools, local communities, and employers.

Steven Jardine, Head of Operations for Street League in Scotland, explains: "The message to young people is that the opportunity is out there: they can get fit, have a bit of fun but also build up their skills and gain qualifications, with the ultimate aim of moving into work, college, an apprenticeship or training.

"In order for a young person to progress, we believe it should be their choice where they want to go. We spend a lot of time breaking down their barriers so we can understand what their interests are so we can help them find a suitable pathway. The support from the Youth Action Fund has increased our reach into local communities including targeted rural areas in Scotland often where there are limited transport links and fewer prospects for work.

"We measure our success by working to strict KPIs. All our teams work in delivery pairs to provide sustainable opportunities, and each team is targeted to enrol suitable young people into the programme each year, and to



then get 50 per cent of those into a positive employability outcome. Over the course of 2022, we are currently sitting at 53% conversion rate, which is very encouraging at this early stage.

"Once a young person completes Street League, the door doesn't close – we track them for 12 months after leaving and run an aftercare programme."

...the aim is to inspire and equip young people with the confidence, motivation, skills and qualifications they need to succeed...



Stephanie, 24, is from a rural part of Scotland, isolated from the opportunities in more populated areas. She struggled during lockdown after experiencing a difficult period of bereavement, and her confidence and mental health were at an all-time low when she enrolled in Street League's new Academy programme in Angus.

Despite never having had an interest in sport, Stephanie stepped out of her comfort zone to participate in every activity which improved her physical and mental wellbeing, putting her in a better headspace to start planning her future. During the programme, Stephanie undertook two work placements – one in retail and one at a luxury golf resort – which helped her decide to focus on pursuing a career in business management. She enrolled on the Business Management and Administration course at her local college in August 2022 and has already secured an unconditional offer to progress onto the Advanced Certificate later this year.

Stephanie says: "Street League believed in me when I doubted myself and helped me get the skills I needed to succeed. I'm really grateful for the help and support they gave me."

Employability Opportunities for Young People

The Youth Action Fund collaborated with McLaren Packaging, One Of One Auction sponsors, to offer employment opportunities to Street League beneficiaries.

Michael McLaren says, "As a family business rooted in Inverclyde and with operations across central Scotland, it is our role to create opportunities to develop and nurture the next generation of talent required to support the ongoing shared success of the Scotch Whisky industry in the broadest sense.

"We firmly believe in equality and that everyone deserves an opportunity in life regardless of their circumstances or background. To this end, we are working with Street League, who provided opportunities to the youth of today, in order to raise interest and develop skills required across a range of functions."





The Alcohol Education Trust in Scotland

The Alcohol Education Trust (AET) is a national charity that supports schools, parents, carers, health educators and professionals supporting young adults to ensure that young people of all abilities are equipped with the resilience and life skills to make safer choices around alcohol and other substances.

AET's work in Scotland is an integral part of The Youth Action Fund, by training the staff in partner charities who support young adults at risk of unemployment or who lack training, who are also more vulnerable to alcohol and substance misuse. AET trains staff and provides resources to enable them to support those they mentor around alcohol misuse and cannabis.

AET's work in Scotland draws on the "train the trainer" model whereby the charity trains staff at partner organisations over a period of 1-2 years. It builds on the success of AET's 16+ Alcohol and other substances Workshops and Toolkit for vulnerable young adults which is delivered nationwide.

AET Chief Executive Helena Conibear says: *"The model is based on evidence that suggests that professionals who work with young adults are trusted by them and know them better than almost anyone."*

369 Staff of organisations

focused on young people in Scotland were trained throughout 2022 by the Alcohol Education Trust

INCLUDING

121 staff from charities

funded by the Youth Action Fund.

AET's work in Scotland draws on the "train the trainer" model whereby the charity trains staff at partner organisations over a period of 1-2 years



The Alcohol Education Trust works with all charity partners funded by the Youth Action Fund. Among those to benefit is Street League, whose co-ordinators are trained by AET to share important information with young people on issues around alcohol and other substances.

Steven Jardine of Street League said: *"Through our collaboration with the Alcohol Education Trust, as well as other organisations in the portfolio, we have managed to upskill our staff. AET have trained our staff in alcohol and drug awareness so that we can provide the necessary and required information to young adults so that they can go on to achieve their aspirations."*

"So, instead of the AET trying to train the young adults, we have found it is far more effective to train those professionals' who are working with them day to day in the right approaches with the knowledge and tools and activities that enable conversations."

"The programme started as a response to the fact that vulnerable adults who either leave care or are at risk of homelessness tend to be at much greater risk of alcohol and drug problems later in life, because of the trauma they have experienced. We found that people in such a situation experienced great benefit from the stepping stone we provide whereby the life coaches and staff who work with them, on seeing signs of alcohol and drug use, were able to intervene and make a positive difference. Often, that intervention has prevented a vulnerable adult from becoming at risk of losing their homes."



City & Livery Giving

City and Livery Giving is one of the distinctive ways in which The Distillers' Charity seeks to achieve its mission of making a difference to young people, including those in the distilling industry and its associated trades. The aim is to help them achieve their full potential and make a positive contribution to their communities.

Our City and Livery Giving focused on three areas of particular need in 2022, supporting members of the drinks industry who are suffering from hardship or mental health issues, while also working to help young people stay safe around alcohol. The Fund also plays a full part in the wider Livery movement, engaging wholeheartedly in the life of the City of London, its governance and institutions, and supporting The Lord Mayor's Appeal for "A Better City For All".

These principles and aims have been realised through key partnerships, which continued during 2022, with our support for The Drinks Trust, The Alcohol Education Trust and, as an increasingly active and prominent member of the Livery community in the City of London, the Lord Mayor's Appeal for Future Youth Zone. In all these areas, the vision remains the same: to make a difference to young people, to help them fulfil their potential and improve their life chances, and to make a positive contribution to our communities.



The Drinks Trust

Since its foundation in 1886, as one of the many benevolent societies established in that era, the Trust has provided support, care and assistance to people in the drinks and hospitality trade who are experiencing hardship. The Trust is The Distillers' Charity's longest standing grantee, helping fulfil our historic role of caring for those in the industry who are most in need.

The current fuel and cost-of-living crisis has affected and continues to impact people in the industry, including many of the youngest members of the workforce. The Distillers' Charity helped in 2022 by giving support for hardship grants to financially support those working in the industry, who have fallen on particularly difficult times. The Trust also supported people by giving them the opportunity to undertake Foundation courses to help them expand their skills.

Ross Carter, Chief Executive at The Drinks Trust, said: "It's incredibly important to us to be funded by The Distillers' Charity and by the drinks industry itself. Our main goal and core work – to support the workforce in the drinks industry – has never changed."

In 2022, The Drinks Trust helped more than

4500 colleagues facing hardship,

while

1290 individuals accessed its wellbeing services

"We provide assistance and support, which can be of vital importance, in three main forms: financial assistance to anyone suffering financial hardship, services and resources to support people's wellbeing, and helping those new to the industry with free training."





The Alcohol Education Trust

The Distillers' Charity maintained our decade-long commitment to investing in the Alcohol Education Trust (AET) nationally. The Trust is the foremost national organisation equipping professionals and parents to support young people with the knowledge, skills and resilience to reduce the misuse of alcohol, use of other substances and negative risk-taking.

The AET provides teachers, professionals, charity workers and those working with young adults most vulnerable to alcohol and other substance misuse with the training, knowledge, skills and resources to necessary to support them. This includes tailored resources on alcohol and cannabis for young adults at risk of homelessness or unemployment in residential and supported settings.

The digital hub www.life-stuff.org provides young adults with invaluable tips and guidance as well as where to go for help and support on issues such as gaming and gambling, money worries, vaping, cannabis as well as alcohol and drink spiking.

UK-wide in 2021/22, more than

21,000

vulnerable children and children with additional learning needs were supported in

298

 new settings through activity packs tailored for young people.

Future Youth Zone

In partnership with the Lord Mayor's Appeal, the Fund has supported Future Youth Zone in Barking and Dagenham for the past three years, since it was founded. Future offers a safe and fun place for young people to find their route to healthier, happier, and more aspirational lives. It is having a positive impact on its young members, their families and their communities.

Lizzie Alabaster of Future Youth Zone, said: "Future Youth Zone opened in May 2019, with The Distillers' Charity supporting our work at Barking and Dagenham in East London through The Lord Mayor's Appeal as a founding partner.

"The centre allows young people to participate in activities that help them build relationships with friends and trusted adults. This allows them to feel inspired and ambitious and to take part in activities they wouldn't normally be able to try for just £5 membership each year, and 50p per session.

"The Barking and Dagenham group has some great success stories to tell; for example, some young people who have never cooked or made food in their lives have gone into our training kitchen and learned how to make healthier meals for their families.

3500

 young people

benefited from Future Youth Zone's work in Barking and Dagenham gaining confidence, skills and friendships to help them realise their ambitions.

"Other young people might be shy, reclusive and isolated without any friends; with Future Youth Zone they gain friends and enough confidence to sing and perform on stage.

"We also play a vital role in offering free hot meals for every young person over winter and for just £1 at other times of year. This is in response to families struggling to look after their young person and feed them, who can rely on the affordability of meals at Future Youth Zone."



Vocational Training & Education

Providing training in a particular craft was a fundamental reason for Livery Companies coming into being nearly a thousand years ago when groups of craftspeople joined together to pass on skills, set standards and create the qualifications needed to support future generations into work.

Thanks to funding from The Distillers' Charity, this vital work in our industry continues to expand today. In 2022, The Distillers' Charity more than doubled the value of grants awarded to students to enable them to fulfil their potential.

The Worshipful Company of Distillers has for many years supported a programme of educational support, initially to help members of the drinks trade to acquire knowledge and appreciation of spirits, and increasingly to encourage new entrants to the industry. Recently, The Distillers' Charity moved to provide a broader range of training and more practical support, especially to young talent and those of limited means, to help them progress in the distilling trade.

With support from its members The Livery has adapted to meet the needs of the modern industry with initiatives including mentoring, work experience and seminars. To ensure this support is as accessible as possible, our communications have been updated to make sure the opportunities reach a wide audience of budding distillers and entrepreneurs. Through social media, informal networking and one-to-one sessions, we have reached out to under-represented communities to make our work more diverse and inclusive.

Building on long-standing partnerships with qualification providers that have received support from the Livery over the years, stronger connections were forged with The Institute of Brewing and Distilling in London (IBD), the International Centre for Brewing and Distilling (ICBD) at Heriot-Watt University in Edinburgh, and the Wine and Spirit Education Trust (WSET).

Work Experience

Working in a real business before starting on a career is really valuable but places are increasingly hard to obtain.

With many new businesses among our members, this enabled us to help Amelia Webb, a student at the Heriot-Watt BSc course in brewing and distilling, who benefited from Distillers' Vocational Training and Education support when she spent some time at the Summerhall Distillery in Edinburgh. *"The team made sure I was able to observe and help with all aspects of their business which gave me a fabulous grounding for entering my fourth and final year of studies,"* says Amelia.



Mentoring

In 2022, a successful pro-bono mentoring initiative was launched to ensure knowledge was shared and new talent nurtured. A matching committee was established to find the right fit between mentor and mentee and by the end of the year, 23 carefully selected connections were up and running. One of the first to start was Elias Peters, who benefitted from mentoring by Liveryman Marcus Pickering of Pickering's Gin; this helped him to apply successfully to become Head Distiller at a new craft distillery in Nairobi, Kenya. *"The programme helped me find my direction and saved me 10 years of mistakes,"* says Elias. *"It's so rare to get such a leg-up in life, and to gain experience from people who have infinitely more experience and knowledge than you do at a young age. The mentorship broadened my horizons massively and taught me to think in ways I would never have thought of before."*

Mentor and WCD member Dr Gordon Steele says: *"What has surprised me most about the whole project is how enjoyable and satisfying it is. As mentors, we listen and try to understand someone's issues and give them advice based on our own past experiences. But it's about much more than that – it's about seeing them change and flourish; the joy comes from watching someone regain their enthusiasm and motivation as they rediscover what first attracted them to the distilling industry."*

...The Livery has adapted to meet the needs of the modern industry with mentoring, work experience and seminars.



34 bursaries awarded to students

22 students attended the **Business of Spirits** seminar

2 work experience placements facilitated

23 mentorship connections were made and sustained

Eighty students benefited from **Distillers Vocational Training and Education**

Vocational Training & Education *continued*

Business of Spirits seminar

The Vocational Education and Training Committee delivered the second annual Business of Spirit seminar at the IBD in London in October 2022. Seasoned professionals explained the core elements of brand building and business development to 22 enthusiastic IBD Certificate and Diploma students. Due to the success of the seminar and feedback from students, the programme is being rolled out across the country in partnership with all the Livery's education partners.

Jerry Avis, chief executive of IBD, said: *"The IBD has developed a really positive relationship with the Worshipful Company of Distillers centred around professional development. Up until now, it has all been about the technical production of consistently excellent spirits. With this partnership we've been able to pilot some more education initiatives to fill in the missing link. What is the magic that turns a liquid into a world-beating brand? This seminar has done a great job of filling that gap. It's been really exciting to hear about the projects that some of those candidates are developing and the Business of Spirits has been a great way to provide the extra support needed to help them succeed in the industry."*



THE
DISTILLERS'
CHARITY

Governance

The Distillers' Charity was established in 2021 by the Worshipful Company of Distillers as the successor to the former charitable trust of the same name, founded in 1955 through a donation by The Distillers Company Limited in the name of Reginald Macdonald-Buchanan.

The Charity is the philanthropic arm of the Worshipful Company and is governed by a board of trustees, of which the majority are nominated by the Court of the Company. A wholly owned subsidiary of the Charity, Distillers' Ventures Limited was established in 2021, in order to carry out the business activities related to The Distillers' One of One biennial series of auctions and associated fundraising.

Board of Trustees



Geoffrey Bush DL

Former Diageo senior executive including chair of The Diageo Foundation, and lead trustee for the Youth Action Fund.



Grant Gordon OBE - Chair

Philanthropist and social entrepreneur and former chair of William Grant Foundation. Member of the charity's Finance Committee and Honorary Court Assistant at The Worshipful Company of Distillers.



Leslie Davey

Brand Director at Edrington with over two decades experience in the drinks industry, and lead trustee for communications.



Kenny MacKay

Past Master of The Worshipful Company of Distillers with 40 years of experience in the Scotch Whisky industry, sits on the Youth Action Fund committee.



Paul Hick

Retired international consumer goods marketer, chief executive and chairman. Treasurer of Distillers' Charity and Chair of the Finance Committee.



Richard Watling

Former senior executive in the drinks industry, Past Master of The Worshipful Company of Distillers and lead trustee for Vocational Training and Education.



THE DISTILLERS
ONE OF ONE

Distillers One of One Auction Series

The inaugural Distillers One of One Auction was held in December 2021 at Barnbogle Castle on the outskirts of Edinburgh. The One of One Auction was the third charity auction of Scotch Whisky organised by The Worshipful Company of Distillers following previous auctions held in 2013 and 2018.

The vision for the new Distillers One of One Auction Series, developed in partnership with Sotheby's, was to create the pre-eminent charitable auction for Scotch Whisky with two clear aims:

- ▶ To make a strong social impact in Scotland transforming lives of disadvantaged young people
- ▶ To showcase excellence in craftsmanship, and the rarity value of Scotch Whisky to a global audience

Led by the Auction's Founders and Members, 37 companies from across the length and breadth of Scotland committed their talent and resources to creating unique, never-to-be-repeated lots, which were donated to the Auction.

The generosity of the Scotch Whisky industry donors, our sponsors and the buyers who attended the event (in person or via telephone bidding) raised £2.4 million on the day for The Distillers' Charity.

One hundred percent of funds raised were committed for charitable purposes, principally to the Youth Action Fund to help young people to be ready for life and ready for work. The success of this collective industry endeavour was further boosted by sponsors who added their support to the event.

Looking ahead to the next One of One Auction, to be held at the prestigious Hopetoun House on Thursday 5th October 2023, we are delighted that companies from across the breadth and depth of the Scotch Whisky industry will once again be donating lots of exceptional rarity and value. The One of One Auction, with the collective philanthropic expression of the Scotch Whisky industry at its core, is highly anticipated by both the world's leading whisky enthusiasts and collectors alike.

One of One Auction Founders, Members and Sponsors

We would like to thank the following organisations for their support of the One of One Auction, whose generosity has enabled The Distillers' Charity to create the Youth Action Fund to improve the life chances of young people in Scotland.

Founders

Bacardi (*John Dewar & Sons*)
 Bladnoch
 Bowmore
 Brown-Forman
 Campari Group
 Diageo
 Holyrood Distillery
 International Beverage
 Pernod Ricard
 The Glenturret
 The Last Drop Distillers
 William Grant & Sons

Members

Bruichladdich
 Gordon & Macphail
 Isle of Raasay
 Kilchoman
 Loch Lomond
 The Borders Distillery
 The Glenmorangie Company
 The Scotch Malt Whisky Society
 Tomatin

Sponsors:

Blyth & Blyth
 Simpson's Malt
 Glencairn Crystal
 JC Ribeiro
 McLaren Packaging

Distillers' Ventures Limited (DVL)

DVL manages the One of One Auction and related fundraising activities.

DVL Board of Directors



Beanie Geraedts-Espey

Managing Director of The Distillers' Ventures Ltd, and former joint Managing Director at Last Drop Distillers Ltd



James Higgins

Legal Director at William Grant & Sons brands business and a member of the Court of Worshipful Company of Distillers.



Jonathan Driver - Chair

Managing Director at William & Grant and Sons. A leading authority on whisky and Past Master of The Worshipful Company of Distillers.



Kenny MacKay

Trustee representing The Distillers' Charity on the Distillers Ventures Limited Board.



Impact Report Summary

The Distillers' Charity is here for the long-term, building upon our roots as a Livery charity, with a deep commitment to philanthropy.



Our mission is to help transform the lives of young people focusing on the hardest to reach



Our programmes are carefully researched, designed and monitored, and outcomes evaluated to maximise learning and effectiveness



Our partnerships with best-in-breed charities are making a lasting and measurable positive impact on the lives of young people



Our Livery members' donations in both time and money underpin all aspects of our philanthropic work



Our trusted ties with the Scotch Whisky industry are a cornerstone foundation in supporting our common purpose in strengthening our communities.

We extend, once again, our sincere gratitude and appreciation to each and every one of our donors and volunteers for their support for this work.

If you would like to share any feedback regarding this report, or other aspects of our work, please get in touch with us at info@distillerscharity.org

The Distillers' Charity, March 2023



THE DISTILLERS
ONE OF ONE
2023

05.10.23

The Worshipful Company of Distillers and The Distillers' Charity are delighted to announce that the Distillers One of One auction will be returning for a second edition on Thursday 5th October 2023. Hosted in the resplendent Hopetoun House, widely considered to be one of Scotland's finest stately homes, this will be a unmissable showcase of rare and remarkable Scotch Whisky.

The Distillers' Charity and Sotheby's are partnering once again to host a second auction of ultra-rare and unique Scotch whiskies and experiences. All hammer proceeds will be donated to charity, principally to the Youth Action Fund, which aims to transform the life chances of young people in Scotland.



Sotheby's





THE
DISTILLERS'
CHARITY

IMPACT REPORT 2022