



I Am Me Scotland

Impact Report

Changing attitudes and behaviours so that disabled and vulnerable people can feel safe within their communities

since 2013

2025-26



Table of Contents

Our Work

At I Am Me Scotland, we believe that sustainable change starts with empowering communities. Through education, training, and access to resources, we work with individuals with life experience to design and develop learning materials that create lasting change.

Letter from our Founder	3
Our Story	4
Our Team	6
2025-26 By-The-Numbers	8
The Difference We Make	10
Funding	17
Looking Ahead to 2026-27	21
Appendix	25





Letter from our Founder

I Am Me Scotland celebrated our 10-year anniversary as a charity in 2025. Founded as a community group in 2013, I Am Me Scotland began working in partnership with Police Scotland to raise awareness around discrimination and harassment faced by people living with a disability. In 2015, we officially became a charity, successfully scaling our operations and impact from local to national, now working across the 32 local authorities in Scotland, as well as having reach in England and Ireland.

While the I Am Me Scotland team remains small – composed of 3 full-time employees, 1 part-time employee, 7 volunteers, and 10 board members – we are excited to continue making an outsized impact across our communities. **Our I Am Me Scotland Learning Platform continues to provide free, accessible education resources to over 3,500 educators, health and social care partners, police officers and community members.** Together, we are helping combat not only disability hate crimes in classrooms, workplaces, and our communities, but also raising awareness of exploitation, discrimination and stigma.

2025 also marked the culmination of our 10-year initiative with Police Scotland, Keep Safe. Through our partnership, we successfully opened over 1000 spaces for people to go if they feel lost, scared, or vulnerable when out in the community. We also reached over 6,389 people – including 588 police officers, 4,448 staff members, and 1,353 ambassadors – to deliver training on reporting and addressing hate crimes within our communities.

From the beginning, we wanted to ensure that lived and living experience influences all of our work. This principle underlies everything we do, and informed the design of our latest initiative, Disability Friendly. Launched in June 2025, Disability Friendly is designed to foster more spaces where people living with health conditions and disabilities can feel valued, respected and included

within their communities. We worked with individuals with life experience to develop tools and resources aimed at fostering inclusion across Scotland. In just over a year, we have already helped establish 132 Disability Friendly places across Scotland and trained 731 staff and community members.

As we mark our 10-year anniversary as a charity, we are eager share the highlights from our work and map out where we are headed. We have reached so many people and communities through our partnerships and awareness campaigns over the last decade, but we know there is still more work to do. With hate crimes and exploitation becoming more pervasive in our communities¹, raising awareness and building capacity is becoming more critical than ever before. Our 2025-26 Impact Report details our initiatives and road map for the next three years to help make Scotland a place where everyone can feel safe. We have also partnered with transformcy, a sustainability consulting company, to calculate the social value we have created for our communities in 2025-26.

To all those who have engaged with our work over the last decade, thank you for helping foster inclusion in your communities.

To those just joining us, we are excited to bring you on our journey to build a more inclusive Scotland.

Yours truly,

Carol Burt-Wilson (MBE)
I Am Me Scotland Founder



Our Story

I Am Me Scotland began in 2013 as a campaign to raise awareness around Disability Hate Crimes. When we first launched, the Crown Office in Scotland had reported a minor increase in reporting related to prejudice against persons with disabilities, compared to the previous year's data². The Crown Office emphasised that this type of crime continues to be under reported compared to other forms of hate crime.

Although our work with the Crown Office and Police Scotland has helped to increase the number of people reporting incidents³, disability hate crimes continue to trail behind other types of hate crimes when it comes to prosecutions.

I Am Me Scotland has worked closely with Police Scotland, COPFS and Communities to create greater awareness around Disability Hate Crime over the last decade. This includes training packages for schools, workplaces and for new Police recruits. We supported the [#DontTolerateHate campaign](#) with Police Scotland to distribute more information around reporting channels for people who experience hate crimes and those who witness them. We also spotlighted [third-party reporting channels](#) for individuals who may not feel comfortable reporting directly to the police. **Given that most disability hate crimes happen in everyday places⁴ – like streets, shops, pubs, and on public transportation – raising awareness around how all community members can intervene and report disability hate crimes is core to our work.**



I Am Me Scotland hosted a Disability Friendly training at Silverburn.

Disability Hate Crime can be ‘any crime motivated wholly or partly by malice and ill-will (hostility and prejudice) based on actual or perceived disability’.

– Police Scotland, 2024

From the Disability Friendly Champion Network to the I Am Me Scotland Learning Platform, we are constantly working to embed ourselves in our communities and empower individuals to foster inclusive spaces. Whether you are an educator, health professional, a police officer, or a community member, I Am Me Scotland has resources available to assist with awareness and safe reporting.



Our Team

Carol Burt-Wilson (MBE)
Founder & Manager



Carol has a degree in CIPD Human Resource Management. She has 20+ years experience working in public, private and third sector organisations. She manages the strategic and operational management of the charity.

Mhairi O’Rourke
Project Development
Coordinator



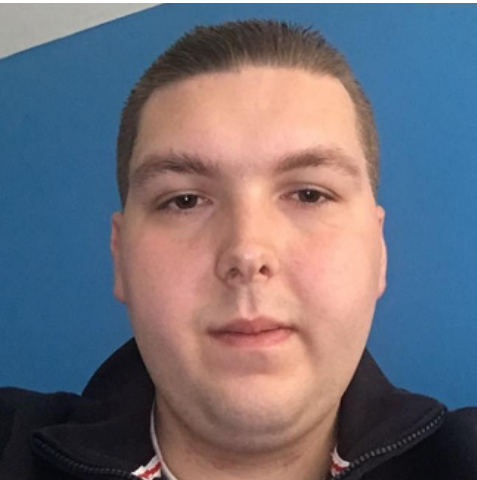
Mhairi is responsible for the development of the education programme. She has a qualification in Integrated Health & Social Care and has experience of working with vulnerable groups within different settings.

Aimee McLellan
Project Development Officer



Aimee is the development officer for Disabilities within the Charity. She delivers training and manages the admin for Disability Friendly. She has a Sports Science degree and has experience working with disability groups.

Kieran Kelly
Project Support Officer



Kieran provides administrative support to the team and utilises personal experience to develop autism awareness training resources for schools and organisations.

Our work is made possible with the continuous support of all our volunteers.

Sarah Reilly



Steven Holgan



Our Disability Steering Group Volunteers:
Margaret Brennan, Sandra Fernie, Marjory Jones, Kerry McInnes, and Catherine McKenzie





Our Trustees



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By-The-Numbers

In 2025-26, I Am Me Scotland created over **£5,736,178 in social value**. That is **£39** of social value generated for every **£1** invested in our work.

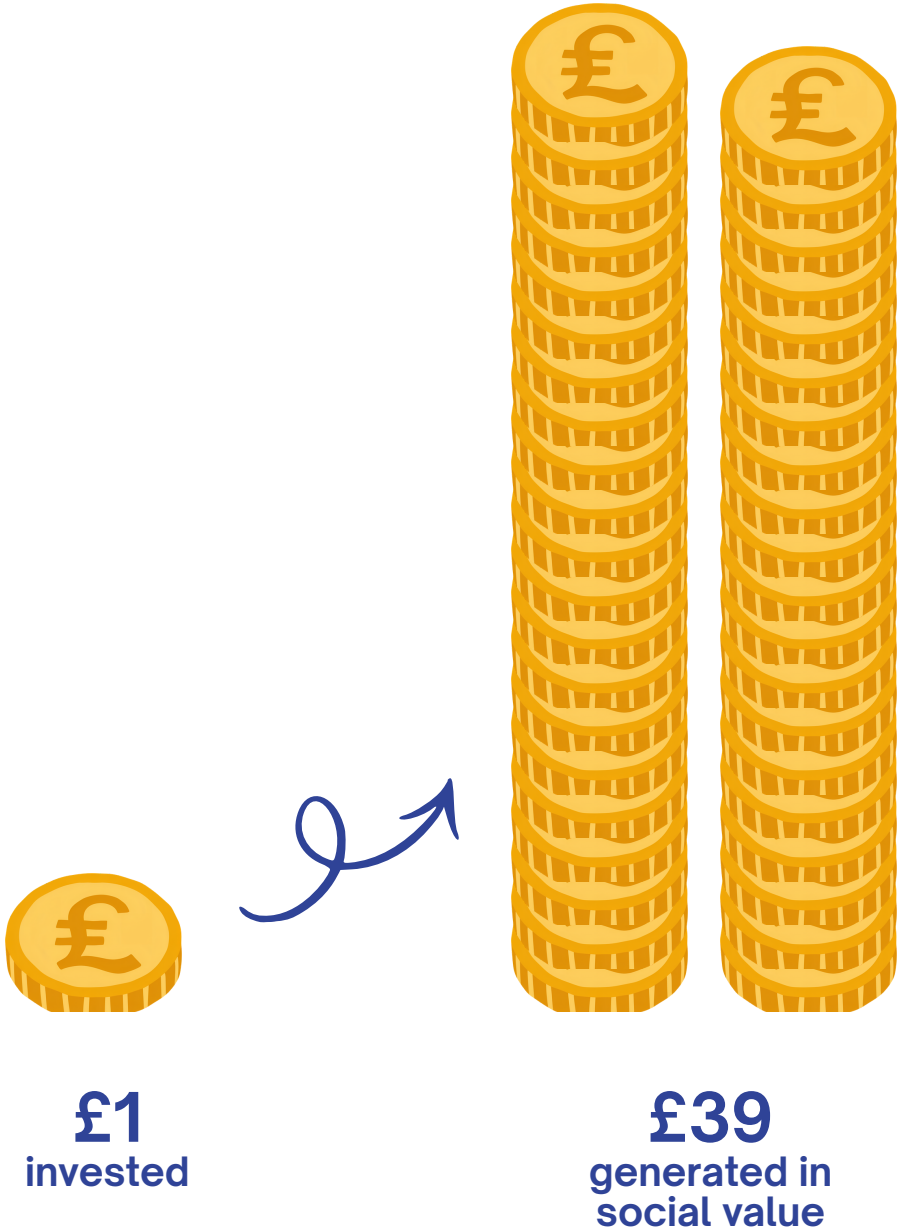
This year, I Am Me Scotland partnered with transformacy, a leading sustainability consultancy, to understand the economic value of the impact we have made in our communities. Together, we dove deep into our numbers, assessed participant engagement, and analysed hundreds of survey responses.

Calculating Our Impact

Using the WELLBY (Wellbeing-Adjusted Life Year) methodology, transformacy measured how participation in our programmes influenced people’s overall wellbeing and quality of life. This approach measures changes in wellbeing – such as increased confidence, stronger social connections, and improved life satisfaction – and translates these outcomes into an economic value. With support from transformacy, we were able to quantify the wider social impact of our work – and demonstrate the meaningful difference our programmes make for participants, their families, and their communities.

Please see *Appendix* for more insights into our methodology.

I Am Me Scotland’s Social Return on Investment (SROI)





By-The-Numbers

Our Highlights

34 local authorities covered, including 32 in Scotland, 1 in England and 1 in Ireland.	731 persons trained via Disability Friendly.		21 national awards, including the Queens Award for Voluntary Service.	9,721x lessons were accessed through the I Am Me Scotland Learning Platform.
1,298 Disability Friendly Contact Cards distributed to support persons living with disabilities during emergencies.	3,531 users registered to access free online education resources.			70 lessons available to teachers, police officers, and other professionals engaged with young persons.
132 spaces accredited as Disability Friendly.	392 schools and other organisations engaged.		149 films, animations and videos available on the I Am Me Learning Platform.	8 topics covered in our Learning Platform, such as Disability & Bullying/Hate Crimes and Exploitation Awareness.





The Difference We Make

Last year, I Am Me Scotland published our 2025-2028 Strategic Plan detailing our goals and actions to tackle emerging challenges and patterns in our sector. We set out to **CHANGE** attitudes and behaviours so that disabled and vulnerable persons in Scotland can feel safe.



The Difference We Make

Create a new disability initiative to help people feel connected with their communities.

After months of consultations, we were excited to launch our new Disability Friendly initiative in June 2025. Disability Friendly provides free and accessible training to organisations, so staff members receive relevant training to help recognise, accommodate, and support persons with disabilities.

Just over one year later, we are excited to share that 731 staff members have successfully completed training, with 132 organisations now part of our Disability Friendly Network.

Our Impact

£603,075

in social value by raising awareness on common barriers faced by persons with disabilities and how to create Disability Friendly spaces.





The Difference We Make

Harness strong partnerships to facilitate change in attitudes and behaviours.

Inspiring change is not easy. From day 1, we knew partnering with community groups and organisations was critical to achieving our mission. Our working partnerships enabled us to provide relevant training on disability hate crimes to over 3,531 police officers, teachers and health and social care practitioners.

Beyond supporting our partners with upskilling their employees, we also worked with Police Scotland to push campaigns surrounding Disability Hate Crimes to empower individuals across Scotland and inspire change within our communities.

Our Impact

£2,488,200

generated in social value by providing relevant training to partner organisations, like Police Scotland, Crown Office and Procurator Fiscal Service (COPFS), local Health and Social Care Partnerships (HSCPs), Glasgow Airport, shopping centres and football stadiums.



The launch of Disability Friendly, in partnership with Whiteinch and Scotstoun Housing Association, supported by organisations from across Scotland.



The Difference We Make

Advance society’s awareness of Disability Hate Crime.

Public concern and engagement around disability hate crimes is rapidly increasing across Scotland.

With the Hate Crime and Public Order (Scotland) Act 2021 coming into force on 1 April 2024, I Am Me Scotland published free training to equip frontline workers with the information they need to effectively identify, respond to, and support victims of disability hate crimes.

We also continued our outreach to young persons via our in-person trainings and social media channels, so we can change behaviours as early as possible. From newsletters and awareness campaigns, training and engagement to social media, we are actively working to meet young people and frontline workers where they are and deliver the training they need to raise awareness of and tackle disability hate crimes across Scotland.



Aimee with young people from PSYV Glasgow.

Our Impact

1,142,532

views for our online campaigns and other media platforms between November 2025 to May 2026.

“I Am Me Scotland provides very good resources for schools and works closely with businesses and communities to inform on many diverse issues but the biggest being the impact of Disability Hate Crime and the amount of support they offer to build confidence to challenge and report disability hate crime is second to none.”

– Community Member





The Difference We Make

Network with individuals and groups who have lived and living experiences.

Over the years, we have worked with persons living with disabilities, community partners, and organisations to build resources to raise awareness around disability and vulnerability.

In recent years, we engaged 892 persons across Scotland to develop and refine our Alcohol and Substance initiative, based on the NHSGGC Toolkit and developed in partnership with Renfrewshire Children's Services. To date, we are proud to share that the initiative has been accessed over 1,424 times by teachers, police officers, and health and social care practitioners across Scotland.

In the past year, we built the Disability Friendly network in partnership with people living with long-term health conditions and disabilities, alongside 12 national disability organisations. By centering people's lived experiences, the Disability Friendly network successfully delivers support services and training that is genuinely helpful, trauma-informed, and trusted by the most affected communities.

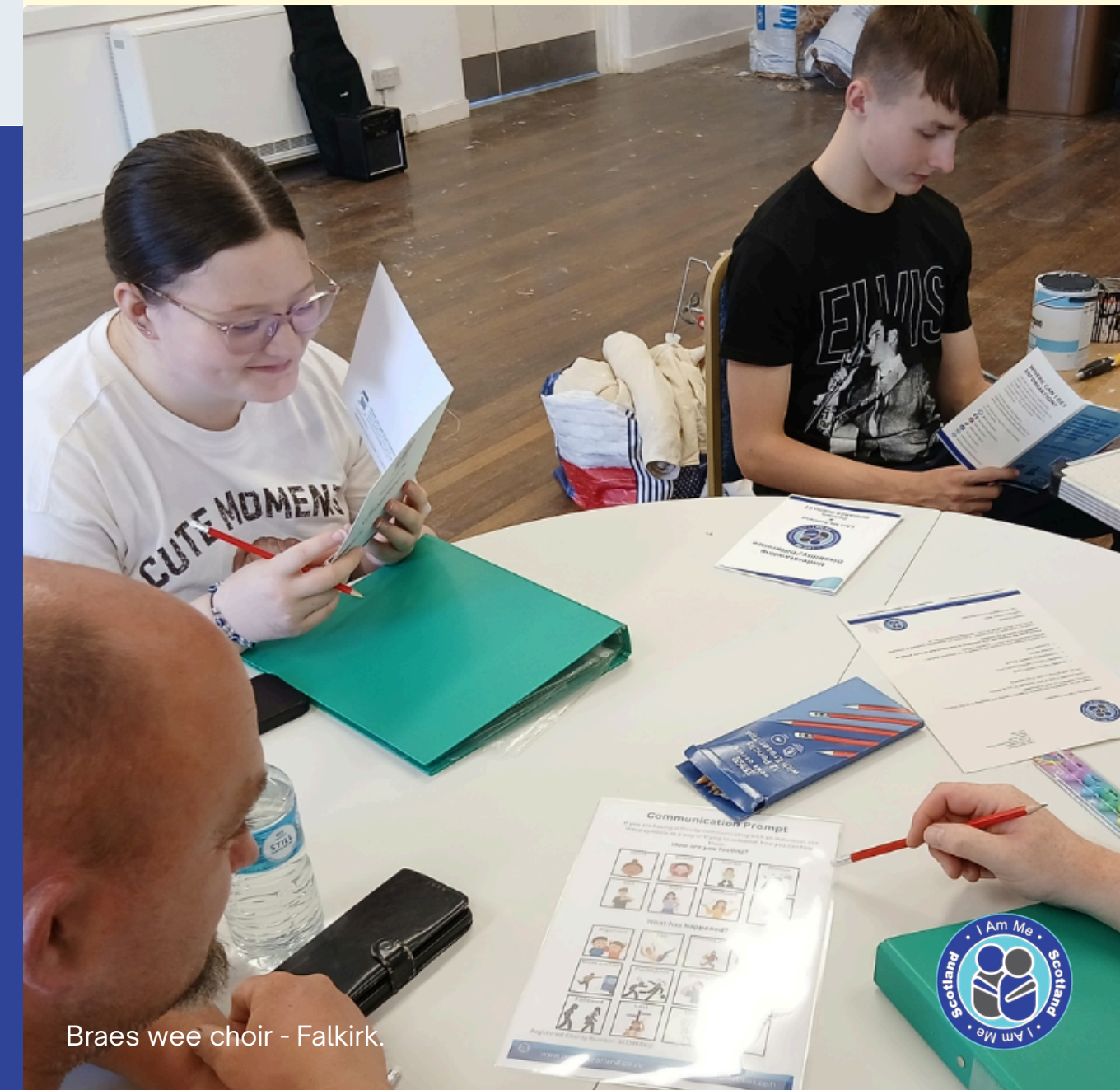
Our Impact

160

persons with lived and living experiences, alongside COPFS staff members and national disability organisations, engaged to co-create the Disability Friendly training package.

“This charity is completely focused on doing the right thing in the right way, ensuring disabled people lead their educational work and are empowered within communities. For a small team, they achieve phenomenal things.”

– Community Member



Braes wee choir - Falkirk.



The Difference We Make

Galvanise communities to work collaboratively to create a Scotland where everyone feels safe.

We launched the I Am Me Scotland Learning Platform in 2021 to reach more frontline practitioners – like educators, police officers, and social and health care workers – who are deeply embedded within and trusted by our communities. Through our learning platform, frontline practitioners can access over 70 lessons across a range of topics wherever and whenever they need. And with support from our partners, we have been able to make all our resources free and accessible to over 3,531 teachers, police officers, and other practitioners and carers who work with children and young people.

Our Impact

£2,913,075

in social value* through increased awareness and training on how to tackle bullying, exploitation, and harassment in schools, youth organisations, workplaces and community spaces.

*Note: This value encompasses the £2,488,200 generated in social value from police, educator and librarian training, along with £424,875 in social value from training for carers, parents and other groups.



Mhairi from I Am Me Scotland & Tam, Renfrewshire Child Protection Lead, joined the NPCC team to promote the safety of children and young people in Renfrewshire.





The Difference We Make

Educate and empower a generation of young people to challenge behaviour that may put a person at risk.

Our You Are Not Alone initiative, first launched in June 2024, engages young people across our partner organisations in building resources that raise awareness of exploitation. Whether it is in-classroom learning, Social Media content or newsletters, we are constantly innovating our resources and campaigns so they can reach and resonate with all age groups and backgrounds in Scotland.

In 2025-26 alone, we were thrilled to work with over 60 schools and organisations to shine light on the experiences on some of the barriers and exploitation faced by young people across Scotland.

[Click the link below to see the education resources we have available!](#)

[National Online Education Platform Guidebook](#)

Our Impact

£759,150

in social value by educating and empowering young persons in tackling bullying and disability hate crimes through in-classroom training.



With thanks to the children from Brediland and North Ayrshire who assisted with the development of the Anti Bullying Resource.

“I really enjoy using your platform in class to educate the children on the various topics. I particularly like the real-life videos from children and educators talking about real life issues, it helps to engage the children in class.”

– Educator at St. Charles’ Primary School





Funding

Funding isn't simply about keeping a charity running – it's about investing in the people, communities and positive change that charities make possible. Every pound invested helps turn ideas into action, support into opportunity, and ambition into lasting social impact.





Funding

I Am Me Scotland’s work is made possible by our sponsors and partners. Thank you for your ongoing support.

Renfrewshire Council

Renfrewshire Council provides I Am Me Scotland with invaluable staff and in-kind support. Renfrewshire Council provides 2 staff members and office spaces for the charity to operate. All resources are developed in Renfrewshire, working with Renfrewshire children, young people, and the wider community.

Crown Office and Procurator Fiscal Service

I Am Me Scotland is proud to have the Crown Office and Procurator Fiscal Service (COPFS) as one of our key partners. COPFS provides crucial support to our Board of Trustees throughout the year, while also collaborating with our team to develop resources and amplify our work across Scotland.

With thanks to all our partners





Funding

WE HAVE MORE WORK TO DO.

I Am Me Scotland is driving meaningful change in how young people understand disability, discrimination, bullying, hate crime, and exploitation. Through our **Online Learning Packages**, in-class learning, social media engagement and direct conversations, we are building confidence and awareness across Scotland’s younger generation. Yet the scale of need is growing, and our work must grow with it.

Recent national data shows a significant rise in the number of people identifying as disabled or living with long-term health conditions. By 2022, 21.4% of Scotland’s population reported a long-term illness, disease or condition - up from 18.7% in 2011⁵. Reports of mental health conditions increased even more sharply, rising from 4.4% in 2011 to 11.3% in 2022⁶, driven largely by a substantial increase among young people aged 16–25.

While greater recognition and reporting of disability is an important development, disabled people continue to face significant inequalities, discrimination and exploitation across many areas of life. In 2024-25, police recorded 8,538 hate crimes in Scotland, of which 12% involved disability-related prejudice⁷. Among disability hate crimes, almost half (47%) were directed towards people with cognitive impairments.

50.1%

of the 1,531 students participating in I Am Me Scotland’s in-classroom trainings reported that they have experienced bullying. This survey covers all trainings conducted between October 2019 and May 2024.

12%

of the 8,538 hate crimes reported between 2024-2025 in Scotland involved disability-related prejudice.





Looking Ahead to 2026-27

I Am Me Scotland will strengthen and expand our Disability Friendly network by deepening support for existing Champions and engaging new organisations and sectors across Scotland.

In 2026-27, we will focus on building a more connected, confident and inclusive community that empowers people, partners and places to embed accessibility and equality at their core.

We are thrilled to work with organisations and community groups across so many different sectors. From schools and communities through to law, I Am Me Scotland is helping to inspire attitude and behavioural change from within.

As we grow our footprint, we know it is more critical to communicate our work and impact in ways that resonate with different sponsors, sectors and stakeholder priorities. That is why we are evolving how we tell our story and innovating our programmes to engage professionals across education, legal and the public and private sectors. This way, we can create more meaningful pathways for participation, while helping organisations connect their people to causes that matter.

See our 2026-27 priorities on the following page.





Our 2026-27 Priorities

Expand the Disability Friendly initiative.

We are working to expand our Disability Friendly initiative to reach more individuals, families and communities across Scotland. By delivering tailored activities and strengthening our partnerships, we are aiming to remove barriers for community inclusion and ensure that more people can access opportunities in ways that meet their needs. We also aim to have the training accredited by CPD, providing organisations with a certificate for staff learning and development.

Work with young people to design a Disability Ambassadors programme.

I Am Me Scotland is looking to partner with young people to empower young persons in recognising and reporting incidents of bullying and hate crime safely. We believe in giving young people the tools and resources they need to create communities that are supportive, respectful and inclusive for all.

Continuing to expand the education resources, with the inclusion of British Sign Language (BSL), when possible.

We will continue to develop and strengthen our education resources, so they are accessible to a wider range of learners and educators. As part of this, we are embedding BSL as a standard feature across new resources, when possible, helping more young people engage confidently with our programmes.

Working with Crown Office and Procurator Fiscal Service (COPFS) to develop a training package and mock trial.

Building on our commitment to create sector-specific engagement opportunities, we are working in partnership with COPFS to develop a dedicated programme. This initiative will provide participants with practical insight into Scotland’s justice system, while creating meaningful opportunities for legal professionals to share their expertise and support community learning.

Measuring and reporting on the social impact and value to communities in Scotland.

As our programmes continue to grow, we are committed to strengthening how we measure and communicate our impact. By capturing both quantitative outcomes and personal experiences, we are providing a clear image of the social value our work creates for communities across Scotland.



Our 2026-27 Priorities

Securing sponsorship and investment to support disabled people across Scotland.

As the number of people living with disabilities and long-term health conditions continues to rise, we are seeking sponsors and funding partners to help address the discrimination, inequality and social exclusion many disabled people continue to face. Through meaningful investment in programmes and community-based support, sponsors can play a vital role in improving access to employment, reducing barriers to participation, and creating safer, more inclusive communities. By working together, we can help ensure that disabled people have the resources, opportunities and support needed to thrive and contribute fully to society.





Appendix

Summary

I Am Me Scotland may be a small team of 4, but we work rigorously to deliver social impact across all of Scotland. In 2025-26, we generated over £5.7 million in social value – an exceptional £39 for every £1 invested in our work.

Our impact is driven by three key pillars: 1) an innovative multi-partnerships structure to reduce overheads, 2) inclusive community engagement and 3) a large-scale reach across Scotland. This approach enabled us to create an outsized impact in 2025-26 alone, with 731 staff trained, 132 Disability Friendly spaces accredited, 392 schools engaged, and 9,721 lessons accessed.

Interested in making an impact?

Join I Am Me Scotland as a Sponsor or Partner. Together, we can improve lives, empower young people and build safer, more inclusive communities. [Click the button below to learn about how you can #MakeADifference and help create 39x in social value for every £1 of investment.](#)

www.iammescotland.co.uk



Aimee, Kieran, Carol & Mhairi with Lorraine Glass from Respectme.





Appendix

Methodology

Social value calculations and reporting were performed with support from an external partner – transformacy, a leading sustainability consultancy. I Am Me Scotland was responsible for internal processes and controls relating to data collection. transformacy was responsible for calculating social value impact and associated return on investment (ROI), and is not responsible for any omissions or inaccuracies of the data provided.

The figures presented in this report were calculated according to the Wellbeing-Adjusted Life Year (WELLBY) framework by MeasureUp, which aligns with the UK Treasury’s definition of social value.

Data Analysis

This report calculated social value generated from the following activities:

- Full-time and part-time employment
- Volunteering
- Training for staff of organisations signed up to Disability Friendly
- Training for workers through the I Am Me Scotland Learning Education Platform
- Training for students through in-person #MakeADifference activities

Proxy values were used to calculate social value generated in the number of students engaged per educator trained via our bespoke programmes.

Methodological Limitations

Use of proxy data. In cases where primary data is not available, this analysis relied on estimates from existing research and recognised sources. These proxy values provide a practical means of estimating impact, but may not be representative of the lived experiences of individual participants.

Duration of impact. Assumptions of 12 months have been applied regarding the duration of each outcome based on available evidence and professional judgement. Actual impacts may endure for a shorter or longer period than assumed, which may result in the social value being under- or over-estimated.

Stakeholder coverage. The assessment focuses on select stakeholder groups, such as workers trained and/or engaged through Disability Friendly, I Am Me Scotland Learning Platform and #MakeADifference activities. This limited stakeholder scope may result in the social value being under-estimated for 2025-26.

Learn More

For more questions on the data and methodology, please reach out to delivery@transformacy.com.





Appendix

¹ <https://www.gov.scot/publications/evidence-review-inequalities-challenges-experienced-disabled-people-scotland/pages/14/>

² https://bda.org.uk/wp-content/uploads/2017/03/BDA_Hate_Crime_Report-March_2015.pdf#page=18.06

³ <https://www.copfs.gov.uk/publications/hate-crime-in-scotland-2024-25/html/>

⁴ <https://www.copfs.gov.uk/publications/hate-crime-in-scotland-2024-25/html/>

⁵ <https://www.scotlandscensus.gov.uk/news-and-events/scotland-s-census-health-disability-and-unpaid-care/#>

⁶ <https://www.scotlandscensus.gov.uk/news-and-events/scotland-s-census-health-disability-and-unpaid-care/#>

⁷ <https://www.gov.scot/publications/hate-crimes-recorded-police-scotland-2024-25/>





Thank You!

With special thanks to National Lottery Strengthening Organisations
for funding this report.

I Am Me Scotland
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Created by **transformacy**, a leading corporate sustainability consultancy.

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