

Making an impact

Impact Report 2018/2019

STEP

BY

STEP

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We offer a relaxed and friendly place where those affected by cancer can get the emotional and physical support they need.

We're proud to work in collaboration with a range of local authorities and other charities to ensure those affected by cancer are able to gain access to our wellbeing services across Scotland. Our wellbeing services include counselling, massage, reflexology, podiatry, and stress management workshops.

Founded by oncologist Sir Kenneth Calman, in 1980, we remain a strong, values-based organisation. We believe in:

- Putting people affected by Cancer at the heart of all that we do
- Taking care of the wellbeing of those affected by cancer
- Treating everyone with kindness and respect
- Ensuring professionalism and excellence

We value the time and effort of everyone who volunteers and works with Cancer Support Scotland. Without them we would not be able to achieve our vision and charity goals. All staff and volunteers within Cancer Support Scotland work collaboratively, are non-judgemental, have the ability to adapt, and strive to achieve excellence.



We're

looking

up

This year has been a pivotal period of transformation for Cancer Support Scotland.

We have taken great steps to ensure those affected by cancer have a say in our future direction. We are proud of the commitment and focus our volunteers and staff have shown in delivering much-needed support for those affected by cancer and their families.

Over the past year, Trustees and I have been working to drive forward good governance, through a representative Board of Trustees who enhance the strategic direction of the charity. I am delighted we were able to welcome two medical professionals: Jane Law (Sarcoma Nurse Specialist) & Dr Brendan McCann (Oncologist at the West of Scotland Cancer Centre) to the Board of Trustees along with George Walker. In December 2018 the Charity wished our Interim CEO, Madaline Alexander, well as she emigrated to Australia. Madaline was key to the service delivery within the charity. Following a rigorous recruitment process, with help from Aspen Recruitment, we were delighted to welcome Rob Murray as our new CEO in December 2018. Rob joined us from Changing Faces where he was their Head of Scotland.

We are grateful to our donors, who continue to show their support for Cancer Support Scotland. Given the challenges we faced this year, we have taken steps to secure the financial position of the charity. To ensure our financial stability in the future and meet the growing demand for our services, we have restructured the organisation and focused investment in our Fundraising team.

We faced an unexpected issue when we discovered dry rot at the Calman Centre, a B-Listed building, which houses our offices, drop-in services, therapy and counselling rooms. The building is fully operational and we aim to ensure minimal disruption to services when remedial works begin.

Early in February, we undertook a strategic review. As part of this we carried out a survey of service users (past and present), clinicians, and the general public who experienced cancer in their lives. The valuable insights gathered have shaped our strategic objectives for our services for the future and we will be launching our 3 year strategy in 2020 to mark our 40th Anniversary.

Those affected by cancer are at the heart of everything we do at Cancer Support Scotland. I am pleased we continue to work collaboratively with local authorities and other charities to deliver our charity's aims.



Jack Ogston, Chair



JIM'S STORY



When I arrived at The Calman Centre, at Gartnavel, for the first time, I remember the space was immediately calming.

After a cup of tea and initial chat with a volunteer, I registered to use the services. It's funny that, at the outset, I was convinced that I didn't need the complementary therapies – but I really did.

I trusted the staff and my 1-2-1 Counsellor, as well as the friendly therapists. I knew I was in the right place.

I had 5 sessions with my counsellor, a reiki session, and took part in the five-week stress management workshop.

The sessions helped me to get my head around my diagnosis and come to terms with my new future, living with cancer.

The wellbeing support also gave me the time out I needed from the stress of it all. It was a really positive experience.

I was only two years into a new marriage when I was diagnosed, so I'm looking forward to building on the special friendship I have with my wife, who was a great carer to me.

The services of Cancer Support Scotland have allowed me to re-fashion my future-life with confidence. I'm finally realising my ambitions.



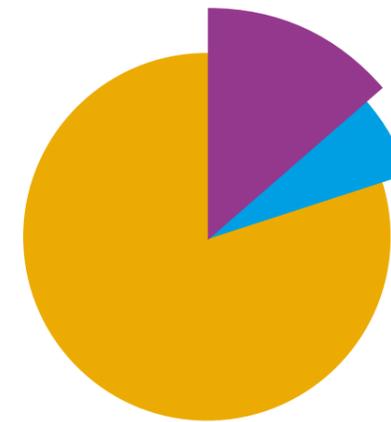
Total appointments offered:

6,672

OUR SERVICES

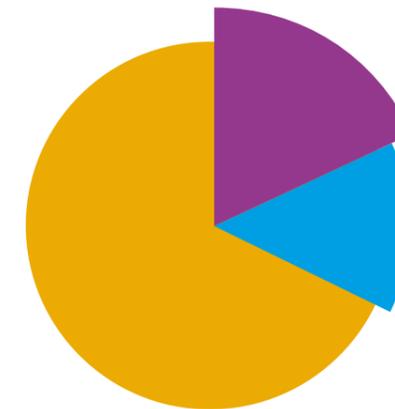
Every day, we hear positive stories from the people using our services. We understand the impact cancer has on people's lives and that everyone's experience is different. That's why we offer free counselling and wellbeing services, individually-tailored and delivered by staff and volunteers, who are specially-trained and highly experienced in supporting people with cancer.

Relationship



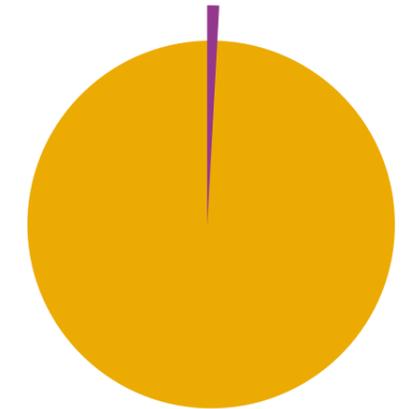
Counselling

64% People with cancer
11% Carers
5% Family members



Complementary Therapy

64% People with cancer
18% Carers
14% Family members



Podiatry

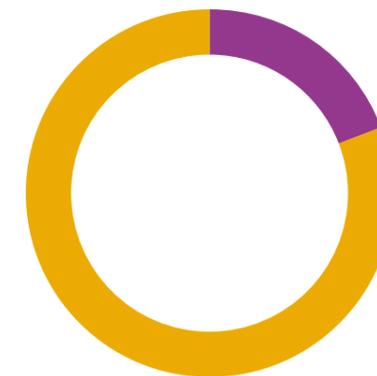
99% People with cancer
1% Carers

Gender



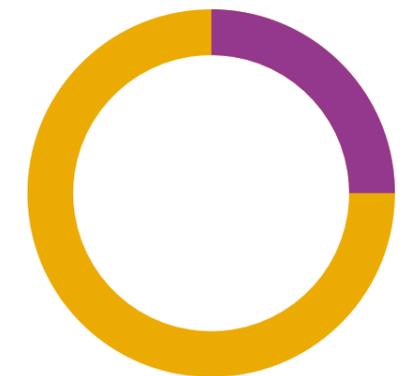
Counselling

75% Identify as female
25% Identify as male



Complementary Therapy

81% Identify as female
18% Identify as male



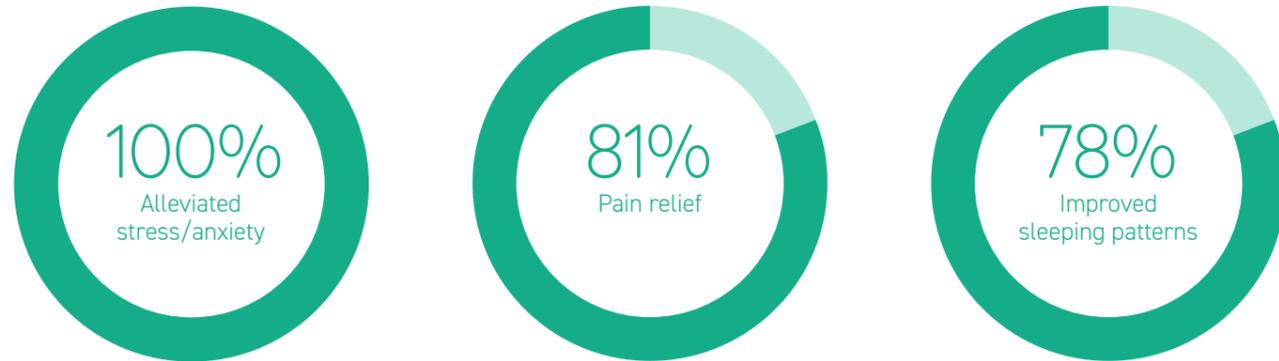
Podiatry

75% Identify as female
25% Identify as male

Complementary Therapy

We believe in taking a holistic approach to supporting people affected by cancer. Our Complementary Therapy provides people with the space where they can completely relax and have time to reduce anxiety and ease their pain. 100% of our service users reported feeling less stress and anxiety following the therapy. 81% say they benefited from pain relief. And 78% reported improved sleeping patterns.

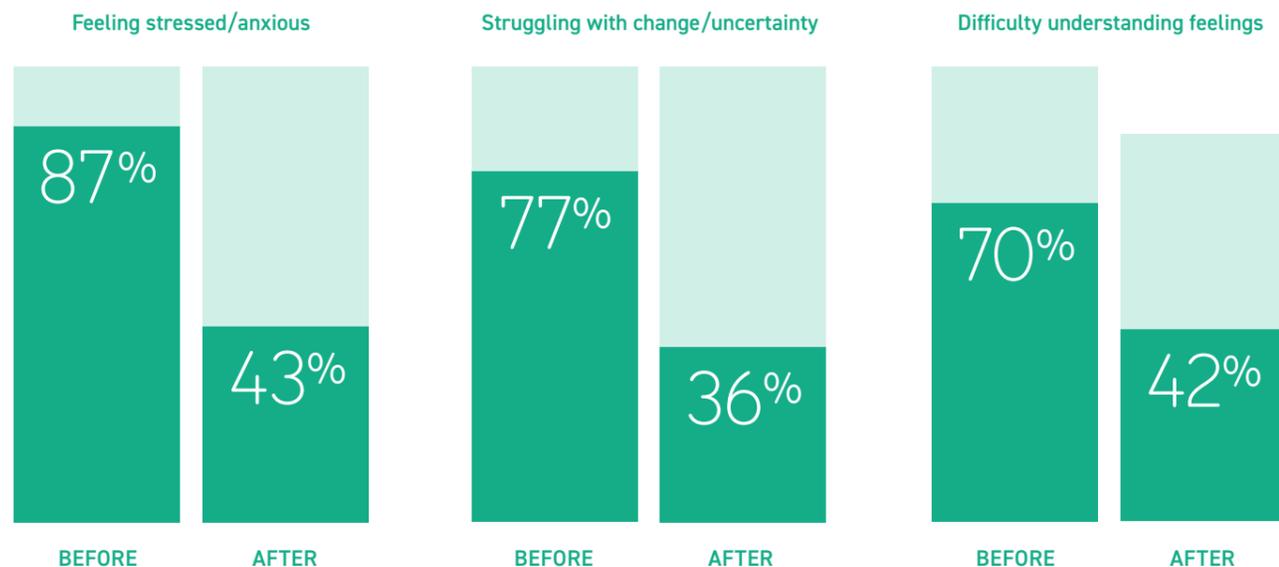
Complementary Therapy sessions: **3,233**



Counselling

One in three people with cancer will experience a mental health problem, such as depression or anxiety. Yet, more than half of people with cancer receive no support or advice from health services about managing their mental health. We asked our service users about the type of emotional support that would help them. Two thirds said one-to-one counselling. That's why we offer counselling for free. Our research shows that after our counselling, people feel less stressed and anxious, better able to cope with uncertainty following a diagnosis, and more able to understand their feelings and problems.

Counselling sessions: **2,456**

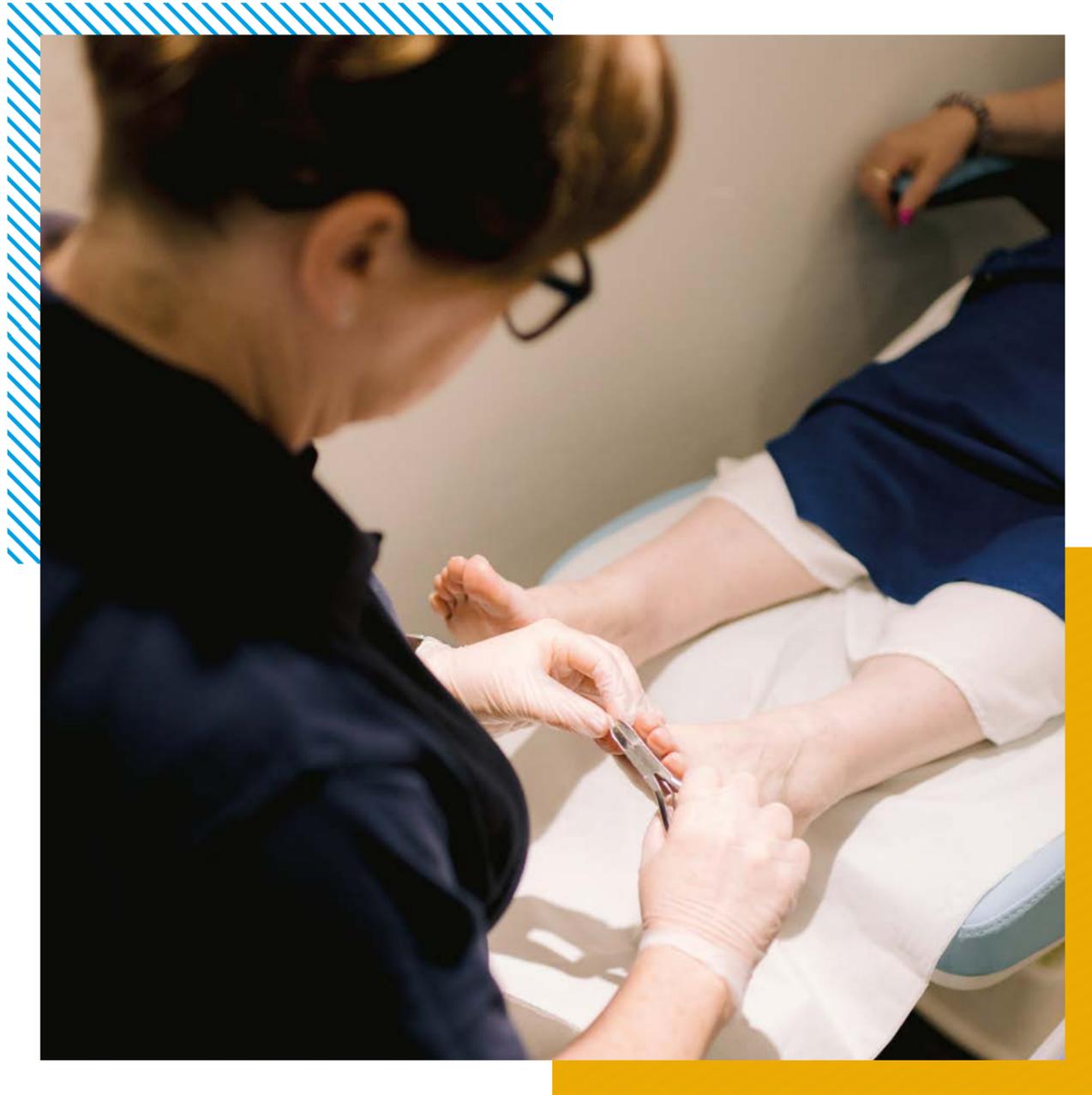


I'm a different person than when I embarked on my first treatment
JIM

Having a **friendly** person to talk to has made all the difference. Accessing counselling here has been the most important resource I've used during my cancer journey.
ANONYMOUS

Brilliant service. I don't know what I would have done without it. I would have struggled with coping with day-to-day living, sleeping and stress.
ANONYMOUS

It's an **oasis** of help and support. The podiatry gives you a wonderful sense of worth and normality.
STEPHEN



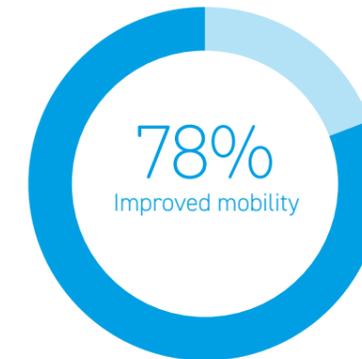
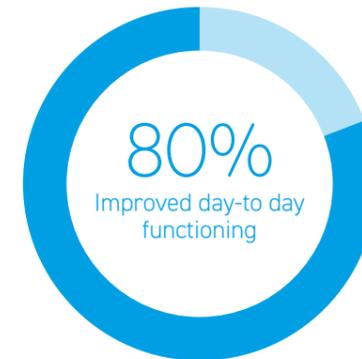
Podiatry

We are finding the demand for our podiatry service grows year on year because the side effects from cancer treatment are extremely painful and can affect mobility.

Some side effects from cancer treatment may appear superficial, however, others can lead to significant pain and discomfort, or even infection, and toenails can become weak and brittle during chemotherapy.

Podiatry sessions:

783



Stress Management

Stress can increase feelings of anxiety, fear, anger, sadness, and frustration. That's why it's important for those affected by cancer and their families to acknowledge stress and take positive steps to reduce it wherever possible.

Our individual stress management sessions help people identify what aspect of life is causing the most stress and teaches techniques to help people better manage their emotions.

Stress management sessions:

200

77% Attendees rated their stress level as a 4 or 5 (5 being 'extreme').

BEFORE STRESS MANAGEMENT

25% Attendees rated their stress level as a 4 or 5 (Only 2% marked it as 'extreme').

AFTER 5 SESSIONS OF STRESS MANAGEMENT

Volunteer hours donated:

7,655

OUR VOLUNTEERS

Our dedicated volunteers are enabling us to achieve our mission of providing emotional and physical support to anyone affected by cancer including family, friends and carers.

We want our volunteers to feel part of our vision and values. Our goal is to create a meaningful, rewarding, and fun volunteer experience, that is both inclusive and accessible.





OUR PARTNERS

Thank you to all our partners who work with us to give advice and support to the people who matter – those living with cancer or supporting a loved one with cancer.



OUR SUPPORTERS

Thanks to the generosity of corporates, trust and foundations, and individuals, we are able to fund vital counselling and wellbeing services. We would like to thank every one of our supporters and take this opportunity to mention a few below.

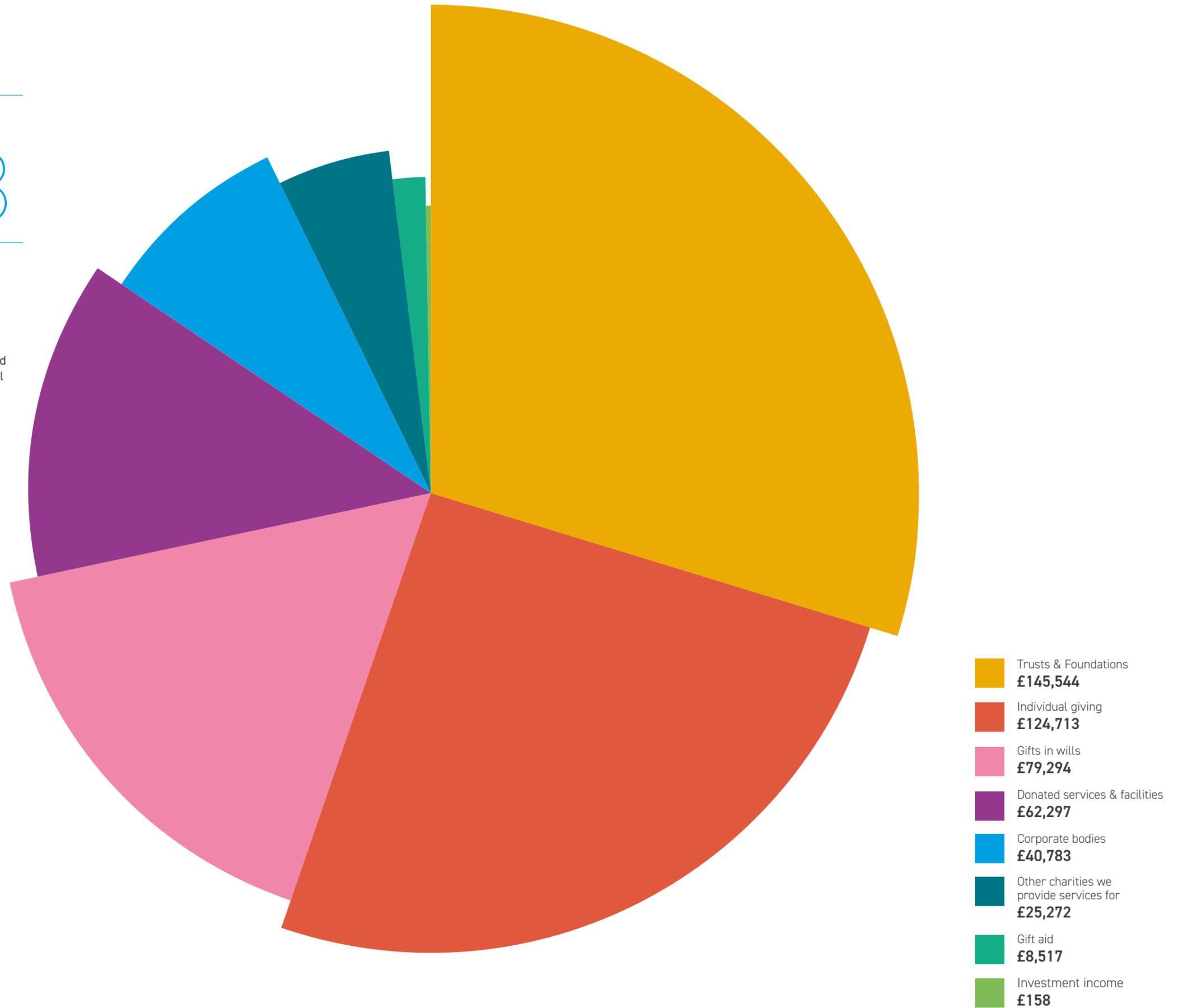


Total income for 2018/2019:

£486,578

2018/2019 Income

At Cancer Support Scotland, we don't receive support from the NHS or Scottish Government funding. We rely on income from fundraising, to provide those affected by cancer with six free appointments for our wellbeing services. Thanks to you, we raised £486,578 this year. Visit cancersupportscotland.org to see our full financial statements in our Annual Report and Accounts.



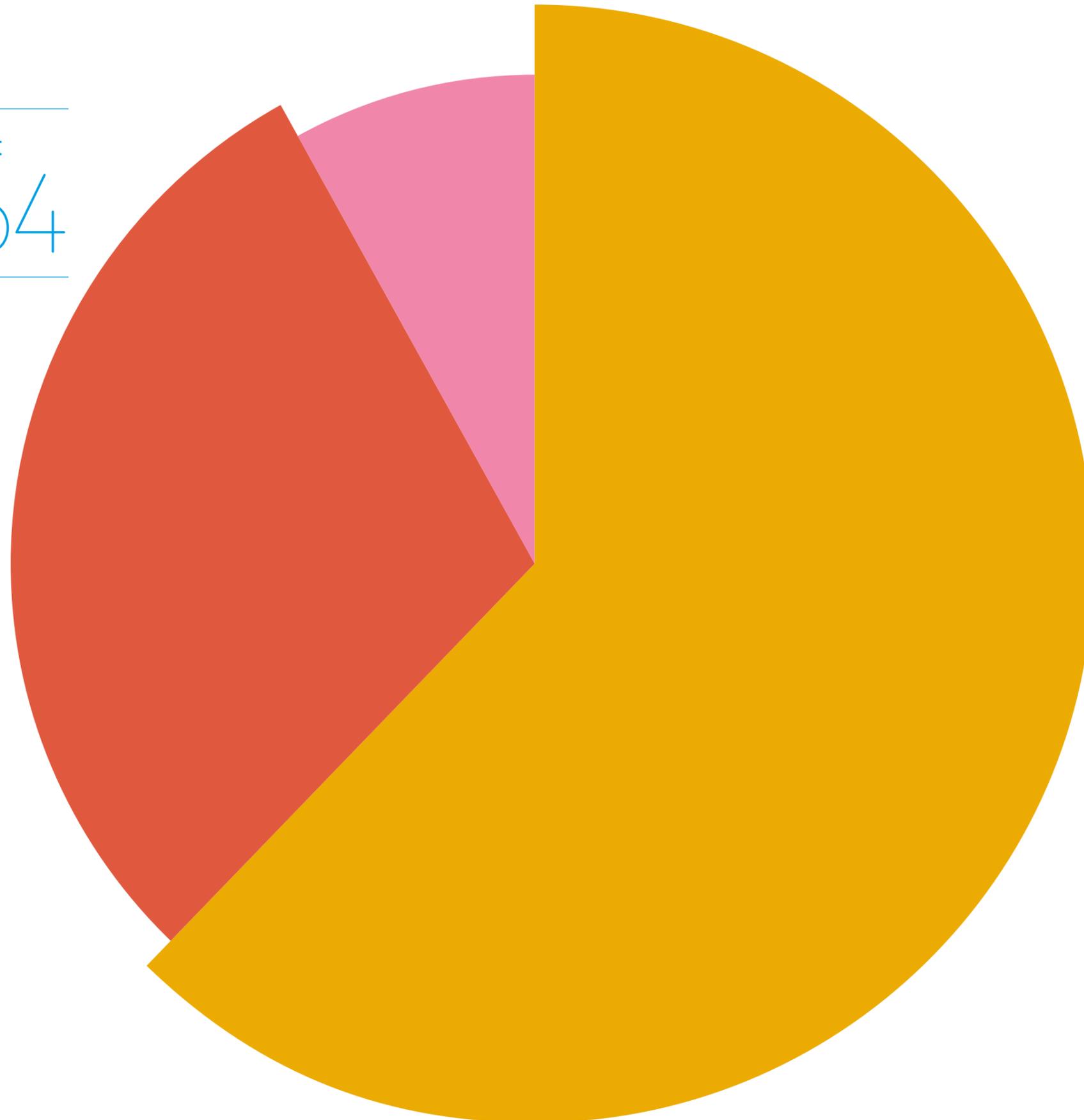
Total spending for 2018/2019:

£635,064

2018/2019 Spending

During the financial year 2018/19 we spent a total of £635,064. £396,591 of this was spent on charitable activities, £188,417 on raising funds, and £50,056 on other expenditure. For every £1 we spent on fundraising, we raised £2.58. But we know we can do better. To ensure greater success in the next financial year we are working towards raising £3, or more, for every £1 spent.

The deficit of £148,486 during 2018/19 is addressed on page 5. We are working to ensure 2019/20 is a more financially successful year.



WORK UNDERWAY

We're proud of our achievements during the past year. From our #WearTartan Awareness Day to our increased service delivery.

But we also made some commitments last year that we didn't quite get right, so we want to tell you why.

Our Services

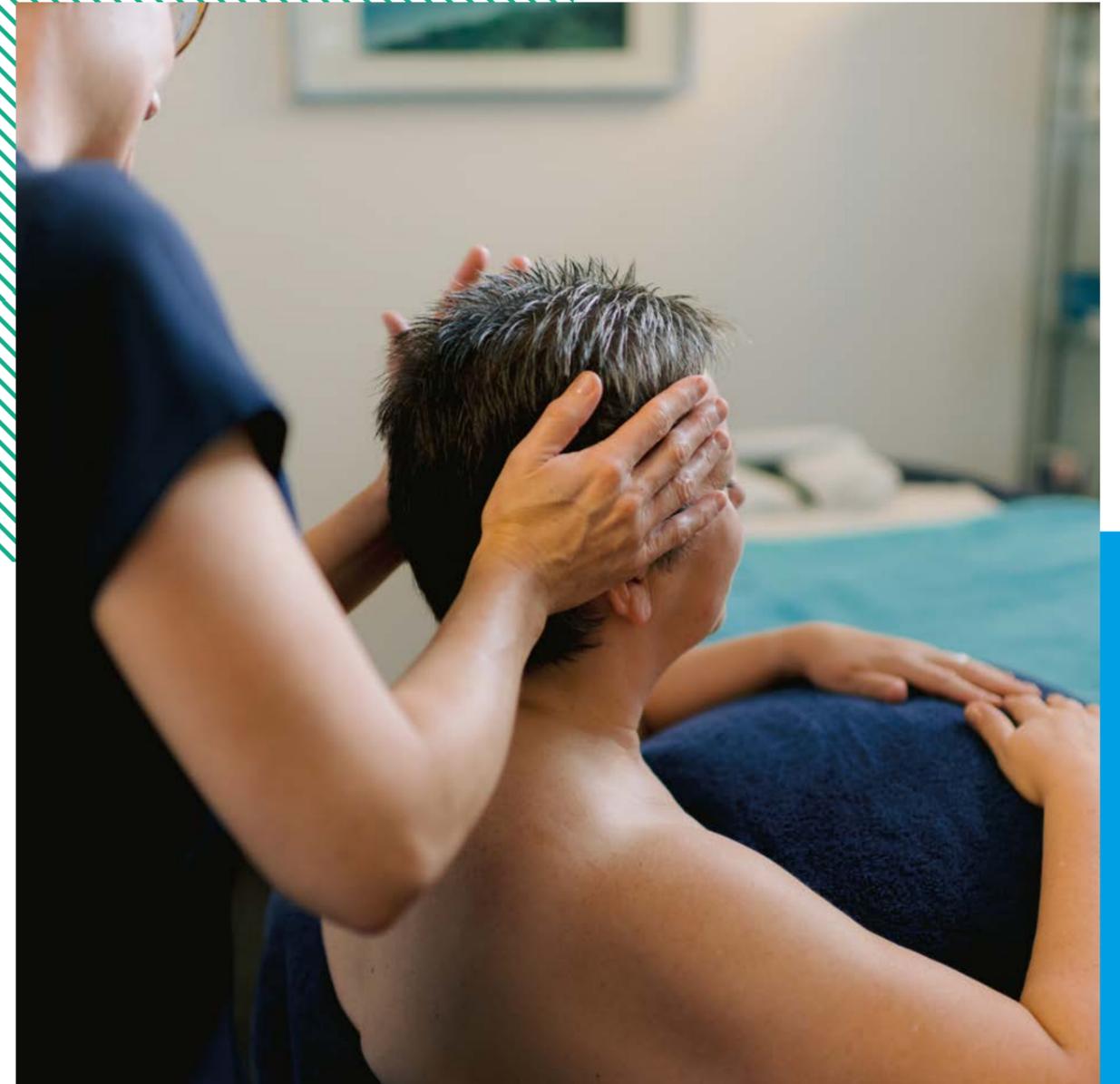
During 2018/19 we said we would "reduce waiting lists and improve awareness of our services to allow more people to access our support". We have made great efforts to reduce our waiting lists and improve the awareness of our services. Complementary Therapy waiting times have reduced to under 2 weeks and counselling waiting times to under 10 weeks. There is still much to achieve, and we are working on ways to make further reductions to support more people.

Our People

Last year we said we would "constantly develop the skills of our staff and volunteers, to be able to deliver the best possible care and support". A review of how we support our volunteers and staff, resulted in a restructure of the charity, as well as the development of new policies, role descriptions, and ways of working. There's a long way to go until the transformation is complete, but we've made a promising start.

Our Fundraising & Communications

Our Strategic Review, early in 2019, identified the core areas we wanted to see improve and were necessary to enable us to fund more services and inform people. We strengthened our fundraising and communications capacity, reconsidered our stewardship strategies and built a cohesive fundraising and communications team with complementary skills and experience. We have made significant progress on this front in the last six months and are in a stronger position to meet our goals. Our priority across all fundraising streams is to cultivate meaningful relationships with those who provide the generous support that sustains our services year on year.



FUTURE PLANS

2020 marks our 40th anniversary. As well as announcing our next strategy at the beginning of the year, we'll be rolling out our new visual identity.

We have a lot to celebrate about the past 39 years, and to honour that effectively, we now have to change shape and step up collectively to embrace the opportunities the future will provide.

Those affected by cancer were at the start of our journey right there in the living room of Sir Kenneth Calman, and they will remain at the heart of our decision making for years to come, as we continue to provide high quality support to the wellbeing of those affected by cancer.

During 2019/20 and beyond, we will be focusing our attention on going back to our roots and to achieve this we will:

- Transform our wellbeing services ensuring they are sustainable, accessible to those affected by cancer, part of a framework of interventions and effectively evaluated
- Develop a digital strategy to identify how we can best use digital to achieve our aims as well as support a properly integrated and evaluated organisation
- Develop a staffing structure aligned to future priorities, a culture which has our core values and competences at its heart and ensure we foster development in staff and volunteers
- Develop a clear three year sustainable funding strategy with a clear donor support programme in place
- Develop a new visual brand which will have people affected by cancer at the heart of it. This brand will be bold and modern whilst respecting our heritage
- Continue to strive for the very best governance within the board, ensuring we have all the skills and experiences needed to support the charities growth and legal responsibilities
- Continue to work closely with our key partners within the health and education section, in particular our ongoing commitment to supporting the Scottish Government's Cancer Strategy of *Living Life Beyond Cancer*.

18,365
Active website users

3,565
Facebook followers

369
Instagram followers

259
LinkedIn supporters

2,294
Twitter followers

AMBASSADORS THANK YOU

Thank you to all those who volunteer their time as a Board Trustee, Ambassador, or Patron.

TRUSTEES

1st May 2018 – 30th April 2019:
Mr Jack Ogston (Chair)
Mr Gary Sutherland
Mr Craig McDermid
Mr Donald McKinnon
Ms Kylie Forrest
Mr Paul Thomson (Resigned 1 Feb 2019)
Mr Craig Mackie (Resigned 11 Oct 2018)

TRUSTEES

Appointed 19th February 2019:
Mr George Walker
Dr Brendan McCann
Mrs Jane Law

PATRONS

Professor Sir Kenneth Calman
The Lord Provost of Glasgow

AMBASSADORS

Laura Boyd
Emma Cameron
Susan Calman
Judith Ralston

INTERIM CHIEF EXECUTIVE OFFICER

February 2018 – December 2018
Mrs Madaline Alexander

CHIEF EXECUTIVE OFFICER

Appointed December 2018
Mr Rob Murray

MEMBERS OF FINANCE & RISK SUB-COMMITTEE

Mr George Walker (Chair)
Mr Jack Ogston
Mr Gary Sutherland

MEMBERS OF SERVICE SUB-COMMITTEE

Mr Craig McDermid (Chair)
Dr Brendan McCann
Mrs Jane Law

MEMBERS OF FUNDRAISING SUB-COMMITTEE

Mr Gary Sutherland (Chair)
Mr Craig McDermid

 Cancersuppscotland

 cancersupportscotland

 CancerSuppScot

The Calman Centre
75 Shelley Road
Gartnavel Campus
Glasgow G12 0ZE

Registered Charity in Scotland SC012867

