



IMPACT REPORT 2022-2023



**AYRSHIRE
CANCER
SUPPORT**
We're here for you



**AYRSHIRE
CANCER
SUPPORT**

We're here for you



**AYRSHIRE
CANCER
SUPPORT**

Children & Young People



**AYRSHIRE
CANCER
SUPPORT**

New Ayr Centre

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Impact Report Opening Statement from our Chief Executive Officer and Chair

Welcome to Ayrshire Cancer Support's Impact Report for 2022-2023.



2022 was Ayrshire Cancer Support's 40th year of providing support services to people living with cancer throughout Ayrshire and we are pleased to report, that despite some remaining impacts of Covid 19 (C-19) and the subsequent cost of living crisis, the past year has been a very positive one in terms of operational activity and support provided to the people of Ayrshire.

Over the past year, we were able to restart many services following the reduction of C-19 restrictions, introduce new services, and increase the number of patients transported per car back to our pre-pandemic level of three patients which helped us meet the increased demand placed on our patient transport service. We have forged ahead with our new Ayr Centre 'Make it Happen' campaign, and are pleased to report significant progress in the efforts to transform it into the region's only dedicated support centre for children, young people, and adults affected by cancer in Ayrshire.

We are delighted to mark several achievements over the year, including officially receiving the Queen's Award for Voluntary Service crystalware and certificate, presented to us by the Lord-Lieutenant of Ayrshire and Arran, Sheriff Iona McDonald OBE at a special event in our Kilmarnock Centre in November 2022.

Like most other service charities, we face a higher demand for our free services while simultaneously being faced with rising costs. We continue to review our outgoings, including energy costs, and have completed the Carbon Champions Programme to ensure we are well placed to support national Carbon Reduction Goals and contribute to the global transition to Net Zero.

Our aim for the future is to continue serving the people who need us. We will do this through the continuity of existing free services and the development of new areas where necessary, and by keeping our core values of compassion, care, and kindness at the heart of everything we do. For your collective support in helping us achieve our goals, we thank you.

David McCall
Member Director/Chairperson

Sandra McCall
Chief Executive Officer



About Ayrshire Cancer Support

Ayrshire Cancer Support is here to provide practical and emotional support for people affected by cancer in Ayrshire, including cancer patients, their families and carers, and people who are bereaved through cancer.

As Ayrshire's leading cancer support charity, we are proud to offer a diverse range of free support services including: patient transport, professional counselling, bereavement support, complementary therapies, support groups, drop-in facilities, bespoke support options for children and young people, and the provision of informative and educational literature about cancer, its treatment and prevention.

We provide support from our drop-in centres, in hospital wards across Ayrshire, and where necessary, at home.

We continue to work in partnership with NHS Ayrshire & Arran, with whom we hold a Service Level Agreement in relation to the delivery of our services, and the supervision of our professional counselling staff.

We are governed by a Board of Directors, the composition of which is monitored on a regular basis to ensure Board Members have the necessary skills and expertise required to govern the charity. Within our staff team, specific cancer-related roles are held by professionally qualified staff to ensure the safety, confidentiality, and accountability of the services we provide.

Our staff team is small, and for every one member of staff, we have ten volunteers supporting the delivery of our services. We appreciate the roles our volunteers hold and recognise the value of their contribution in the delivery of our services.

We are organisational members of the Scottish Cancer Coalition, the Counselling and Psychotherapy in Scotland Agency (COSCA), Voluntary Health Scotland, and the Health & Social Care Alliance Scotland, amongst others.

We sit on the Psychological Therapies and Support Framework Implementation Steering Group and utilise this Framework, developed to provide a structure to define the services which should be available to all those affected by cancer (16 years and above), and those identified to have specific psychological support needs, within our organisation.

We are committed to help deliver the Scottish Government's recently launched 10-Year Cancer Strategy and Three-Year Action Plan and will continue to work in collaboration with the NHS, our Health and Social Care Partnership Directors, and other service providers as required to achieve this aim.

Our key values:

**compassion, care & kindness
delivered with integrity**







Caroline Wright, Complementary Therapist



Our Free Services

All our services are free to access and are available to anyone affected by cancer in Ayrshire.



Drop-In Centre

A relaxed and comfortable space where no appointment is needed. It allows people to engage with our services or simply to have a coffee and chat with a professional, a volunteer or other visitors who may have similar experiences.



Counselling

To help people come to terms with their own illness or the illness of a loved one. Face-to-face, video, and telephone options are offered.



Bereavement Support

To help people who are bereaved through a cancer diagnosis.



Support Groups & Workshops

Facilitated in our centres to provide a range of peer support, and to help cancer patients and their loved ones learn new skills and techniques.



Specialist Appointments

Providing advice and information around oncology and palliative care to cancer patients and their families.



Specialist Cancer Information

Available from our centres and on our website.



Hospital Transport Service

From home to hospital and back for patients undergoing cancer treatment or cancer related appointments.



Children & Young People Service

Providing bespoke support activities for children and young people aged 5 and older, and their families.



Complementary Therapies

Including massage, aromatherapy, Reiki, deep relaxation and facial reflexology to help alleviate stress and anxiety and the symptoms of cancer and its treatment.



Hospital Ward Visits

Undertaken by our complementary therapists to help alleviate the symptoms of cancer for those who are currently receiving treatment in hospital.



Kyle Unit, Ailsa Campus, Hub

Providing refreshments and support information on Ayrshire Cancer Support services to oncology patients and their families.



Children & Young People Service

We offer a range of free support options for children and young people aged 5 to 25 who are affected by their own or someone else's cancer diagnosis, or who have been bereaved from cancer.



Services include one to one counselling – in our centres or in school, as well as more creative approaches, using play and therapeutic art activities to help children and young people express themselves and talk about what is happening in their life.

We want to support individuals to develop their resilience and find ways to manage their emotions, to allow them to be able to make sense of their world and find ways of taking the next steps in their life.

“Ayrshire Cancer Support has been a vital service that has allowed our son to participate in events with children and families in similar circumstances. The outdoor group provided fun and laughter for Jack, enabling him to be free from the stresses and worries associated with cancer. Jack was treated with respect and his individuality was supported by caring and considerate people. There was the opportunity to share quality time with other families experiencing difficulties.”

Jacqueline and Jack McConnachie, CYP Outdoor Group participants



The Queen's Award for Voluntary Service

Ayrshire Cancer Support received the most prestigious and highest honour available to volunteer groups at a special presentation on 15th November 2022 by the Lord Lieutenant of Ayrshire and Arran, Sheriff Iona McDonald OBE.

Many civic dignitaries joined our staff, volunteers and supporters to witness the Lord Lieutenant present the prestigious award in our Drop-in Centre in Kilmarnock.

The Queen's Award for Voluntary Service is the equivalent of an MBE for charitable organisations and aims to recognise outstanding work by local volunteer groups who benefit their communities.



**The Queen's Award
for Voluntary Service**

The MBE for volunteer groups

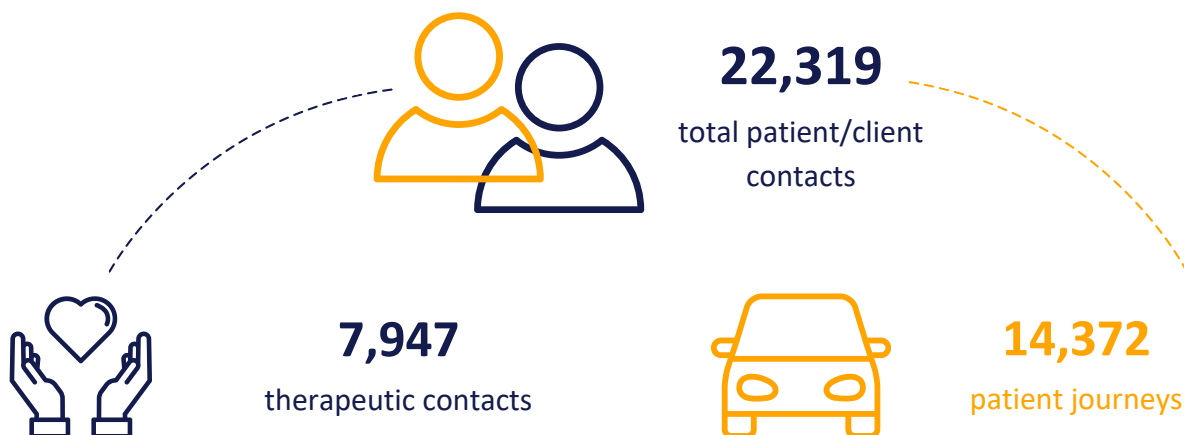
Receiving the award was a great honour for everyone connected with Ayrshire Cancer Support, in particular our volunteers. Without our team of volunteers none of what we do would be possible.

"ACS has helped those with cancer for more than forty years. Not just those with a cancer diagnosis, but friends and families. The Queen's Award is a massive way of saying thank you to the staff and volunteers. I think it is well deserved for countless people over the years."

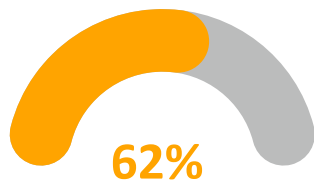
Alan Tattersfield, ACS Volunteer



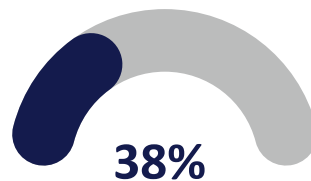
At a Glance: Our Year in Numbers



Client Referral Type



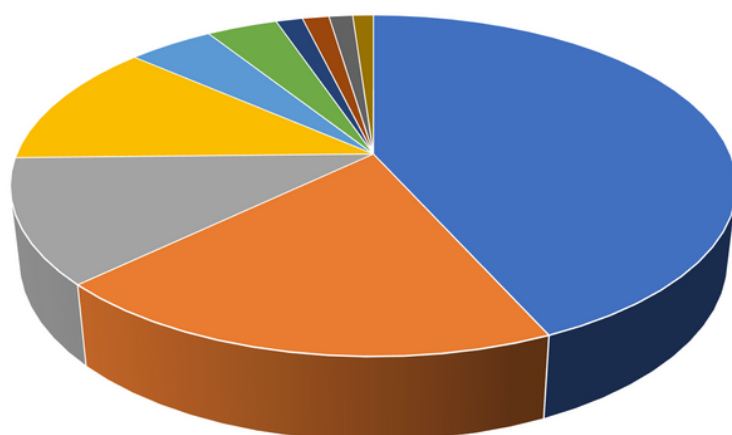
of people we support are people with a cancer diagnosis



of people we support are family members, carers or friends

Referral Sources

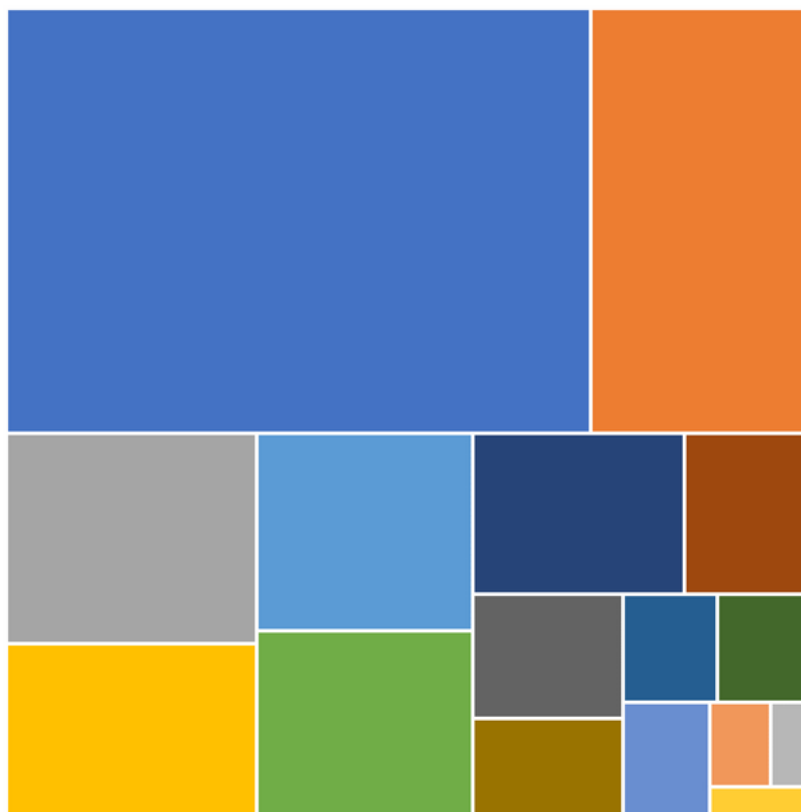
Anyone can get in contact to arrange support. The most popular ways are people arranging support themselves or Clinical Nurse Specialists arranging support on their behalf.



Self	43.3%
Clinical Nurse Specialist	19.5%
Carer/Family Member	11.8%
Internal/Other	11.8%
Community Connectors	4.6%
Drop In	3.8%
Hospice	1.4%
Mental Health Team	1.4%
GP/District Nurse	1.3%
School	1.1%

Cancer Type Referrals

We support people affected by all cancer types.



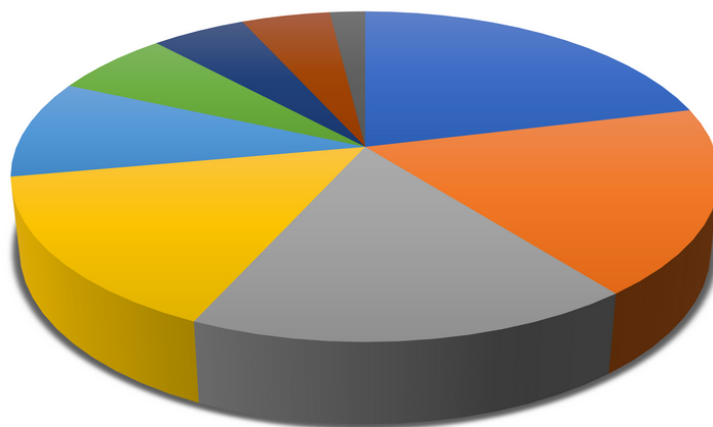
Breast	38.0%
Other	14.3%
Lung	8.1%
Bowel	6.8%
Gynaecological	6.5%
Haematological	6.3%
Prostate	5.2%
Pancreatic	3.1%
Brain	2.9%
Oesophageal	2.3%
Melanoma/Skin	1.6%
Head and Neck	1.6%
Gastric/Stomach	1.6%
Kidney	0.8%
Neuroendocrine	0.5%
Thyroid	0.5%



At a Glance: Our Year in Numbers

Support Groups & Workshops

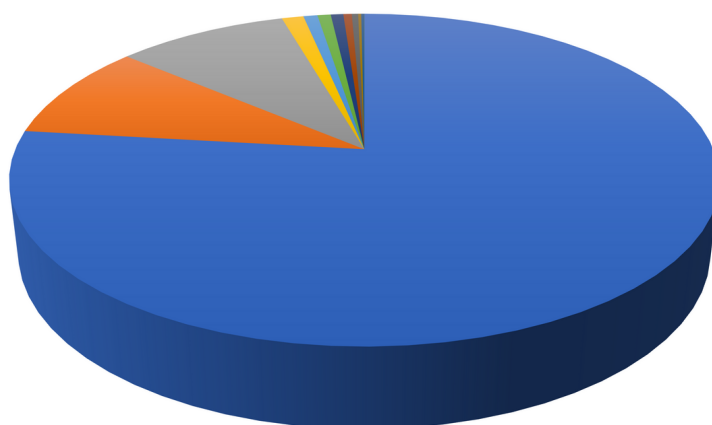
We offer a range of specialist support groups and workshops for children, young people and adults.



Prostate Cancer Group	21.2%	Capacitar	18.3%
Children & Young People (CYP) Outdoor Group	17.3%	Look Good Feel Better	15.4%
Facial Relaxation Group	9.6%	CYP Arts & Crafts Support Group	6.4%
Relaxation	5.1%	Relaxation Class	4.8%
Boxercise	1.9%		

Patient Transport Journeys

The most requested hospital destination was the Beatson West of Scotland Cancer Centre with over seven out of every ten journeys being made there.



Beatson	76.84%	Crosshouse	9.35%	Ayr	9.31%
Irvine Central	1.18%	ACS Centres	0.77%	Glasgow Royal	0.72%
Queen Elizabeth	0.68%	Other	0.46%	Golden Jubilee	0.35%
Stobhill	0.17%	Inverclyde Royal	0.15%	Cumnock	0.01%



Client Feedback

"I found this to be an invaluable service during my treatment. It took away the additional stress and worry of how to get to my treatment, where to park and getting there on time. In addition, I found chatting to the drivers during the journeys provided a much needed distraction from my treatment and its side effects.

Thank you!"

"The service is amazing. I couldn't have managed my radiotherapy without it. The organisation of it was stress free and the drivers were all friendly. "

58%
of clients who
responded on our
feedback questionnaire
used our transport
service
**more than twice per
week.**

77%
of clients who
responded on our
feedback questionnaire
received their
counselling sessions
face to face

"The help I received was incredible. I was very depressed when I began the sessions. The caring, kind and considerate counselling helped me come to terms with the grief I had. I am very grateful."

"The service has been a lifesaver, the difference the counselling has made to me is immeasurable. I feel whole again"

"Excellent service, I'm so pleased to have found you and even though it was a while since my diagnosis & treatment, I still gained a lot of benefit, physically & mentally"

"Fantastic service, I felt very alone in my journey and going to the centre made me feel less isolated"

"Excellent service, absolutely felt like a million dollars after treatment."

96%
of clients who
responded on our
feedback questionnaire
found complementary
therapies to be either
helpful or very helpful



Dawn's Story

"In May 2020 our world changed forever when my son was diagnosed with a brain tumour age 18.

It was found to be grade 3 incurable cancer and as the haze of neuro-surgery and oncology treatment plans kicked in, emotionally the rollercoaster began.

I was trying to be strong for my child but inside I was drowning, no-one knew what to say or how to talk to me, it can be a lonely place when a cancer diagnosis suddenly comes into your life either personally or to someone you dearly love and especially when the prognosis is not good. For me this was happening to my child, the most unbearable reality I could ever envision.

I'm not sure how I plucked up the courage or the thought to call ACS one day but thankfully I did and I asked for help. For me that was in the form of counselling, I wasn't sure if it was just available for cancer patients but quickly that was squashed and I was reassured this service was very much for those supporting a loved one too.

From the first person I spoke to on the phone merely taking my details I felt heard, I was paired up quickly with a counsellor, someone who could listen and not feel awkward, they couldn't fix me, my family or Jay but it was a place to share my emotions, my fears, my pain, with no judgement, no need to hide anything, no need to put on a strong front.

Compassionate caring, it gave me a safe space, a time for me as I tried to hold everything else together, you don't ever forget who was there in those moments.

My older son was also thankful of this service when sadly Jay physically couldn't go on and devastatingly passed in 2021 age 20. Jay was and is an inspiration to us and with his energy and hope we found focus in holding The Jay Walk last year, raising funds for the new Ayr centre reaching an unbelievable total of £91,206. The first centre in Ayrshire to also provide support to children and young people which felt right to become founding sponsors of, in Jays name. Counselling can be expensive so for ACS to provide this as one of their funded services, is massive, providing a lifeline of support to many and now thankfully for all ages. We will always have a connection to this amazing local charity it will forever be part of Jay's never-ending story."

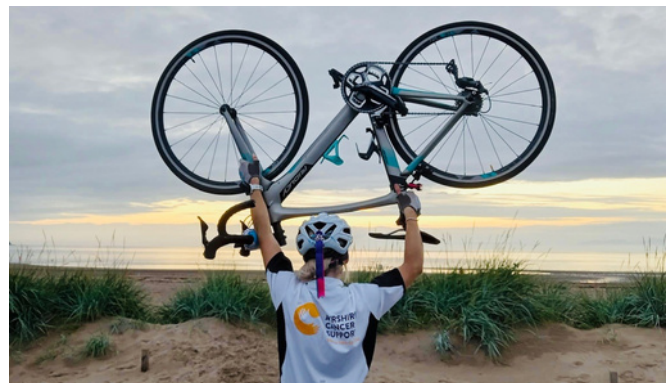




Jay and his mum Dawn Kennedy, Founding Sponsor of our Ayr Centre and The Jay Walk







Our Supporters

Over the past year 40% of our income came from general donations and fundraising. We rely on the generosity of our local community to ensure we can continue to offer our services at no cost to the people of Ayrshire.

Our vital income needs continue to grow in response to the growing demand for our services. Our loyal and dedicated supporters help us generate the necessary funds to provide our services free of charge.

A heartfelt thank you to everyone who has donated, hosted a fundraising event on our behalf, challenged themselves, and/or supported our own events, all with the shared vision of being able to support every person affected by cancer in Ayrshire.

A special mention and thank you to the Kennedy family and The Jay Walk.

We are honoured to have been a part of The Jay Walk journey and to have had the privilege of sharing Jay's story to help others. We say a heartfelt thank you to Dawn Kennedy, Bryan Kennedy, Blair Kennedy, and Gail Nisbet, who after originally pledging to raise £15,000 to sponsor a Complementary Therapy Room at our new cancer support centre in Ayr, handed over a cheque for £91,206 raised by The Jay Walk.

The family has now sponsored a Complementary Therapy Room, the Young Persons Counselling Room, and the Therapeutic Garden all in loving memory of their son and brother, Jay Kennedy.



Our Volunteers

We are incredibly grateful to our team of approximately 200 volunteers who dedicate their time and commitment to ensure our vital services continue to be free of charge. Our most sincere thanks go to all our volunteers.

Our volunteers help across all areas of the organisation and without them, the level of work we undertake would be greatly reduced. We have a wide variety of volunteering roles across service provision, income generation and governance.

Our volunteer drivers dedicated over 21,900 hours to our patient transport service over the past year, ensuring cancer patients can access essential treatment at hospital. Our drop-in volunteers meet and greet clients in our centre, providing information about the range of support we offer. Our volunteer gardeners maintain our therapeutic garden at Kilmarnock, admin volunteers assist with our office processes and volunteers provide some of our therapeutic services, both in our centres and within hospitals across Ayrshire.

Income generation is aided by our retail volunteers, with over £86,000 being brought in through our shop over the past year and over £100,000 being raised by our eBay volunteer to date. Our volunteer fundraisers provide support across Ayrshire, can collecting, attending events, being Ambassadors for the charity, and through volunteering with the Beith Group.

Our voluntary Board of Trustees continues to provide ongoing support, guidance and leadership on the governance of our charity.

To show our commitment, and to ensure we are providing the best possible experience for our volunteers we are working towards our Investing in Volunteers (IiV) Accreditation - the UK quality standard for good practice in volunteer management.



Our Partners and Sponsors

In addition to our partnerships with NHS Ayrshire & Arran, The Scottish Cancer Coalition and the Ayrshire Cancer Forum, we also work in partnership with many local companies, across a wide range of industries who support us in a variety of ways including sponsorship of events, support with services, fundraising, and/or signposting people to our free services.

In return, we can provide specialist support and information to employers and their staff around cancer and its treatment.

Our reputation in the local community is outstanding, with no other cancer charity offering the full range of services we provide across Ayrshire.

More companies are now engaging in local charity partnerships as they recognise the benefit to their employees and their families.

Below is a selection of our corporate partners and supporters:



Our Funders

A sincere thanks also to our grant funders for 2022-2023: South Ayrshire Council, Archibald Taylor Trust, Stephen and Mary Margaret Young Trust, North Ayrshire Council, East Ayrshire Council, National Lottery Improving Lives, Bank of Scotland Foundation, GSK Foundation, Hugh Fraser Foundation, Arran CVS, The Robertson Trust, Carrick Futures (administered through Foundation Scotland), Gillian's Saltire Appeal, Cargill Trust, John Scott Trust and other funders who have chosen to remain anonymous.

With the incredible support from our funders, we can continue to ensure that everyone who needs to access our services can do so.



Strategic Objectives

Our aim is to improve the quality of life of those living with cancer in Ayrshire. Our ambition is to continue to achieve this through the strategic objectives, launched within our 3-year plan 2022-2025.

Services

- Strive for excellence for cancer patients and their families.
- Create new support services for children and young people.
- Open a new, purpose created support centre in Ayr.
- Continue to raise awareness of the free services we provide for those affected by cancer throughout Ayrshire.
- Keep raising our profile across Ayrshire and beyond to the hospitals we serve with our patient transport service, to continue to be regarded as the leading cancer support provider in Ayrshire.

Finance

- Maximise our revenue streams of legacy giving, regular giving, individual giving, high net worth giving, community fundraising and events, corporate giving, retail, trusts, grants and foundations in the post-pandemic period.
- Continue to develop our digital strategy and online experience.

People

- Invest in staff resources in critical areas of cancer services and income generation.



The Future

Our main aim over this coming year will be to progress our capital build project while continuing to raise sufficient funds to continue to deliver all our services free of charge.



We plan to continue serving our clients through the continuity of existing services and the development of new areas where necessary, in particular for children and young people. We will continue our partnership working with our clients, the Scottish Cancer Coalition, the Ayrshire Cancer Forum, NHS Ayrshire & Arran, and other health professionals and organisations. We seek to build collaborative working with the Health & Social Care Partnerships in Ayrshire to deliver the Scottish Government's 10 Year Cancer Plan. We strive always to be here to help those affected by cancer in Ayrshire.

To continue delivering our services free of charge and with ever-increasing revenue and capital requirements income generation will remain a strong focus.

Following the purchase of our new building in Ayr, our focus over the past year was to make the building wind and watertight and fit for purpose to begin delivering services. These works allowed us to deliver therapeutic support services such as counselling and complementary therapies, alongside specialist services for children and young people, while we continue to raise the necessary funds for the complete refurbishment and rebuild works necessary to create our bespoke, purpose-built space for children, young people, and adults affected by cancer.

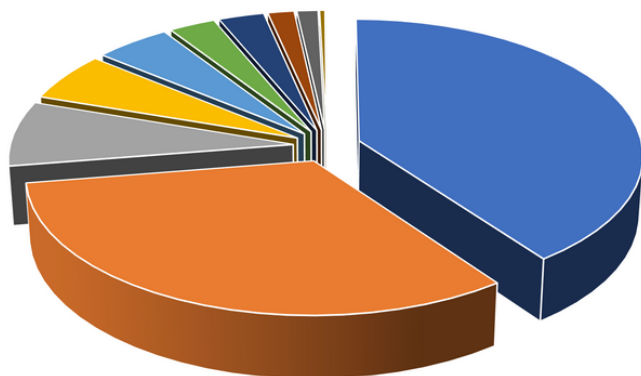
Our project has made significant progress and we hope to go out to tender soon, and for building works to begin in the financial year 2024-25.



Financials 2022-2023

How we raised our money

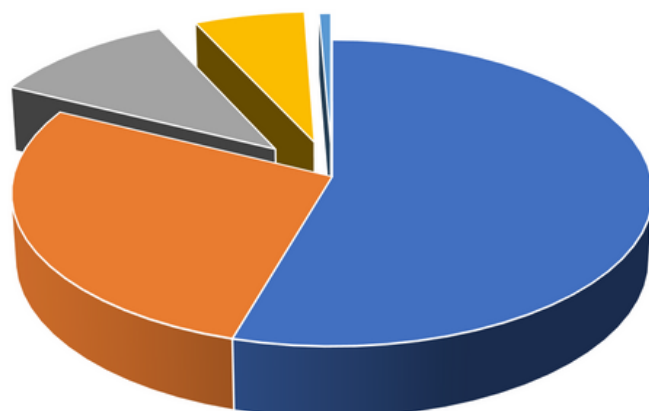
A range of income streams brought in a total of £1,505,823



General Donations & Fundraising	£601,827
Grants & Contributions	£489,586
Legacies	£115,925
Retail Turnover	£86,616
Client Donations	£72,518
Gift Aid Claims	£44,475
Corporate Donations	£43,361
Investment Income	£24,961
Collecting Cans	£20,063
Employment Allowance	£5,000
Beith Group	£1,165
Miscellaneous	£193
Insurance Claims	£133

How we spent our money

Total expenditure over the year was £1,083,741



Direct Service Provision	£590,893
Service Support Costs	£301,827
Costs of Generating Income	£115,579
Retail Running Costs	£68,192
Governance Costs	£7,250



Give the Gift of Hope

Thanks to the generosity of people like you, Ayrshire Cancer Support is able to provide the care and support that can help change the lives of people affected by cancer in Ayrshire.

Your gift, however big or small, will help us pay for our patient and family support services. Not only will it allow us to continue our vital work, it will help us do more.

We make donating easy, simply pick the option you find most suitable.

Single Donations

Easily donate through fast and secure payments via credit/debit card.



If you would prefer to make a single donation straight to our bank account this can be credited to:

Account Name: Ayrshire Cancer Support
Account No: 20235814
Sort Code: 82-65-31

If choosing to donate in this way please email us at accounts@ayrshirecs.org to let us know so we can thank you appropriately.

Monthly Donations

Support Ayrshire Cancer Support long-term with a regular monthly donation.



If you would rather make a monthly donation via standing order, please let us know and we can send you our Monthly Standing Order form along with a pre-paid and self-addressed envelope.

Thank You



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**The Queen's Award
for Voluntary Service**

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