

IMPACT REPORT **2024-2025**





Contents:

Opening Statement from our CEO and Chair	4
About Ayrshire Cancer Support	5
Our Free Services	6-7
You Helped Make it Happen	8
The Impact We Make	10-16
Our Year in Numbers	17
Yvonne's Story	18
Our Volunteers	19
Our Service Partners	20
Our Supporters	21
Our Corporate Partners & Sponsors	22-23
Our Funders	24
ACS Shop for Good	24
We SaidWe Did	25
Financials	26
Give the Gift of Hope	27







Opening Statement from our CEO and Chair

Welcome to Ayrshire Cancer Support's Annual Impact Report for 2024-2025 and a sincere thank you to everyone who has supported us, and who continue to support us, in providing free vital services to local people affected by cancer.

Within this past year we are delighted to have completed the renovation and extension of our Ayr centre; we have recruited a Cancer Support Specialist, ensuring people are matched with the most appropriate level of support, and we have launched new Universal Prehabilitation Workshops in partnership with Macmillan, new offerings of late-night support, and a new Retail Donation Hub in partnership with Ayr Racecourse and Ashleigh (Scotland) Ltd.

We are also delighted to have been announced as Ayrshire Chamber of Commerce's Charity of the Year 2024, for which we would like to thank our whole team of staff, volunteers and supporters. The award is testament to all the effort that

goes into the provision of our free services and the appreciation our local community has for them.

I announced my planned retirement earlier in the year and I am delighted that a new Chief Executive, Karen McIntyre, commenced in role in June 2025. I have been incredibly privileged to serve this wonderful charity, and I leave in full knowledge that our compassionate, caring and kind staff and volunteers will continue to keep those affected by cancer at the very heart of what this charity does.



Sandra McCall
Chief Executive Officer

The Scottish Government Cancer Strategy for Scotland 2023-2033 identifies that the key driver for service is likely to be an increase in cancer incidence by one fifth by 2030. For Ayrshire & Arran, this forecasts 24,800 people living with cancer by 2030.

It is clear from these projections that the demand for our services at Ayrshire Cancer Support will only increase. The services we offer to children, young people, adults, their families and friends are a core part of a local person's journey with cancer and it is therefore even more important to sustain and grow our services.

I would like to express my grateful thanks to Sandra, as she steps down after 15 years' service and I am delighted to welcome Karen as the incoming Chief Executive.

A comprehensive handover programme has taken place to ensure continuity of service delivery and good governance. Our aim remains solidly on improving the lives of people affected by cancer in Ayrshire.



Professor Ian Welsh OBE
Chairperson



About Ayrshire Cancer Support

Professional, compassionate, comprehensive support for anyone in Ayrshire affected by cancer.

Ayrshire Cancer Support continues to be regarded as Ayrshire's leading cancer support charity, having provided cancer support services in the community for over 43 years. We are proud to offer a comprehensive range of free cancer support services from our drop-in centres, in hospital wards across Ayrshire, and where necessary, at home.

Our core values underpin everything we do and create a culture where people are at the heart of our organisation and services. Our vision is to remain Ayrshire's leading cancer support organisation and with the help of our generous supporters, our aim is to continue to be here for the local community of Ayrshire, at every stage of the cancer journey.

To provide clear direction for the next phase of our charitable objectives, and following extensive discussions and consultation exercises, we have updated and launched our Strategic Vision for 2025-2030, setting out how we aim to achieve our vision. This is available to view on our website.

We are governed by a Board of Directors, the composition of which ensures we have the necessary skills and expertise required to effectively govern the charity, and by NHS Ayrshire & Arran, with whom we hold a nonfunded Service Level Agreement in relation to delivery of our services and supervision of our care services staff.

Our staff team is small, but it is bolstered by a fantastic team of over 200 volunteers who support the delivery of our services.

We rely on the generosity of our supporters to continue our vital work. We would not be able to do what we do without our supporters, our staff, Board and volunteers.



Our Free Cancer Support Services

From the practical to the emotional ... support tailored to you and your loved ones.

Drop-in Centres

Our drop-in centres are available on a nonappointment basis, offering specialist support from our friendly team and the opportunity to find out more about our services.

Complementary Therapies

A range of therapies to help promote relaxation, improve wellbeing and relieve the symptoms of cancer and its treatment.

Children & Young People (CYP) Services

Specialist one-to-one, whole family and peer support for CYP affected by or bereaved from cancer.

Groups, Courses & Workshops

A range of opportunities to learn, connect with others and share experiences.

Counselling / Talking Therapies

Our experienced and professional counsellors provide structured one-to-one support to help manage feelings and emotions.

Patient Transport Service

A door-to-door volunteer driver transport service to help people attend hospital appointments or our centres.

Cancer Support Specialists

Experienced health professionals with experience working in oncology who can assess and support the needs of people affected by cancer and their families.

Patient Information Leaflets

A range of specialist information on cancer, and local and national support services.





Universal Prehabilitation Workshops

Prehabilitation, often referred to as prehab, involves preparing for cancer treatment or surgery before it starts. This can significantly accelerate your recovery from surgery, chemotherapy and radiotherapy, while also decreasing the likelihood of encountering additional complications during and after treatment.

Prehabilitation workshops provide an opportunity to connect with others and to learn how to support your physical health, improve your emotional wellbeing, reduce side effects of treatment and gain a sense of control.

Evening Support Options

To ensure our services are as accessible as possible, we now offer support sessions on a Thursday evening for counselling, complementary therapies and children and young people support groups.

Respite Accommodation

By working in partnership with Gillian's Saltire Appeal, we are delighted to now be able to take enquiries and referrals for respite breaks at The Moorings.

The Moorings is a lovely two-bedroom apartment located on the Largs seafront opposite the ferry terminal with views out over the Firth of Clyde. Anyone affected by cancer in Ayrshire is eligible to stay at The Moorings with immediate relatives/carers.

Tea & Information Service

Based in the Kyle Unit at University Hospital Ayr, Ailsa Campus, our tea & information hub is staffed by volunteers who offer refreshments to those attending and provide information on Ayrshire Cancer Support's services. The service is currently provided three days per week, on the Unit's busiest days.



You Helped Make it Happen!

2025 saw the official opening of our second purpose-built support centre in Ayrshire, the region's only dedicated complete support facility for children, young people and adults affected by cancer.

Our Make it Happen campaign began back in 2020, when it became evident there was a need for a dedicated cancer support centre in Ayr, offering the same facilities as our Kilmarnock Centre, and more. Without any free specialist services for children and young people affected by cancer in the area, we knew we needed to fill this gap.

We sold our existing centre on Wellington Square, Ayr and fundraising began to purchase our new building and carry out the necessary renovation work to transform this into a dedicated complete support facility for children, young people, and adults affected by cancer.



Similar to our Kilmarnock Centre, the Ayr Centre includes rooms dedicated to counselling, complementary therapies and support groups; however, in addition it has bespoke spaces for children and young people, including a children's sensory garden and equipment. The building has a warm and welcoming drop-in centre which can be accessed between Monday – Friday, 10am – 4pm.

We would like to thank everyone who has supported and contributed to this project, without whom the Ayr Centre would not have been possible. Everyone who has donated, become a Founding Sponsor, held a fundraising event, partnered with us, signed up to become a regular giver or who has given a grant towards our project has played a very important part in making this centre a reality.





The Impact We Make

We don't receive any government funding - every service we offer is made possible by the kindness and generosity of people like you. Thanks to your support, we can continue to be there for those affected by cancer, every single day.

Counselling



Sessions with counsellors

"It was amazing, I wouldn't be at this point in my life without Paul.

I didn't think I was a counsellor type person and every week I went I thought he'll not be able to help me this week but he always did.

I wasn't suicidal but I felt Paul "saved" me a couple times. Every time I left the office I felt lighter and more secure.

Can't thank him enough."

91%

of clients found counselling to be either very helpful or helpful

The top three ways people reported counselling helped them are:



Improved mood



Reduced stress



Given new ways of coping

Complementary Therapies



Sessions with complementary therapists



80% of clients reported increased feelings of wellbeing

96%

of clients found complementary therapies to be either very helpful or helpful

The three most popular complementary therapies accessed were:



Reflexology

50%



Massage

40%



34%

Myself and my Mum found the therapies amazing and Caroline was just wonderful at her job so kind and caring

Elaine was very understanding on the days I was feeling down.

There was no rushing the therapy, everything was very understanding

Patient Transport



18,128

patient transport journeys



59%

of patients utilised our transport service

more than twice per week



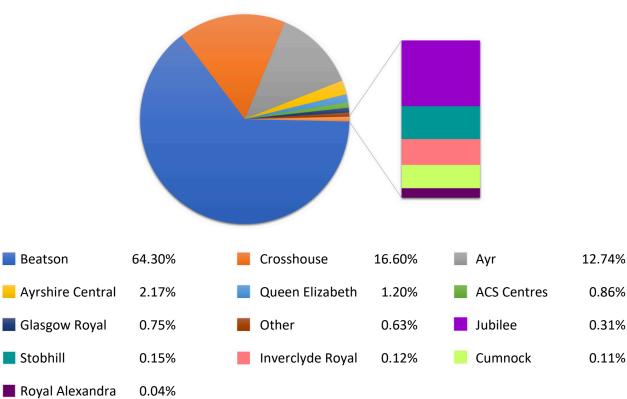


Not having to worry about how to get to hospital remains the most important reason people gave for accessing our transport service.

"Treatment days can be anxious, so knowing that someone was there to take me home was wonderful"

"I would not have received any treatment support or advice without it"

Six out of every ten journeys are to the Beatson West of Scotland Cancer Centre, Glasgow.





Drop-in



1,651 drop-in sessions recorded where a level of support was provided.

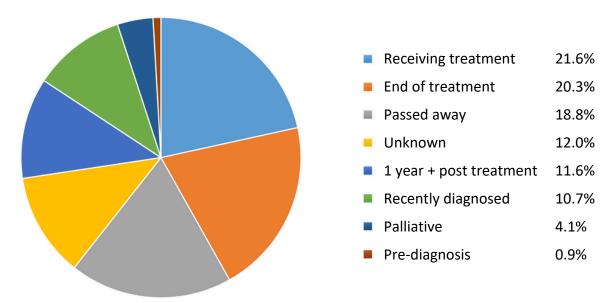
> of these recorded sessions were with a person with a

59%

cancer diagnosis

"It was great to be able to pop in and speak to a friendly face. I know the service is there, and that I can drop in and out if I need to."

At what point in the pathway is the person with the cancer diagnosis?



The three support options most commonly provided from our drop-in space are:



A listening ear



Emotional support



Information on **ACS** services



Support Groups, Courses & Workshops

74%

attending through our adult support services.



Attendances at support groups, courses and workshops.

26%

attending through our children and young people support services.

- Living Well with Prostate Cancer
- **Prostate Cancer Peer Group**
- Bereavement Cafe
- Fear of Recurrence
- Myeloma Support Group
- Navigating Loss & Grief Course
- Look Good Feel Better
- Gardening for Wellbeing
- **Breast Cancer Now Moving Forward**
- **Book Swap**
- Menopause & Cancer
- Sound Bath
- Prehab



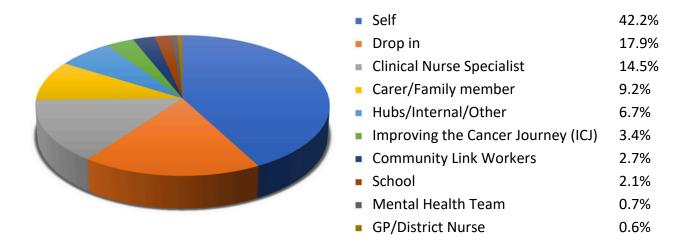


- **Peer Support Groups**
- Family/School Info Support
- **Pool & Picnic Float Session**
- Skiing & Tubing Day
- **Boxercise**
- NA Active Schools Fun Day
- **Fullarton Outdoor Family Day**
- Alpaca Trek Event
- Seasons for Growth



Referral Sources

People do not need to be referred by a health professional to access our services. 42% of our referrals in the last year were made as a self-referral.



Cancer Type Referrals

We support people affected by all cancer types.

Breast	32.1%	Brain	1.9%	Gallbladder (0.6%
Haematological	13.2%	Oesophageal	1.9%	Cancer of Unknown Primary (0.4%
Prostate	12.2%	Gastric	1.7%	Pseudomyxoma Peritonei	0.4%
Gynaecological	9.2%	Melanoma	1.5%	Penile (0.2%
Bowel	7.3%	Sarcoma	1.1%	■ Other (0.2%
Lung	5.7%	Pancreatic	1.0%	Neuroendocrine	0.2%
Head and Neck	4.2%	Liver	1.0%	Testicular (0.2%
Bladder	2.9%	Kidney	1.0%		

Children & Young People (CYP) Services



of our referrals are for people aged 25 and younger

> 'Ayrshire Cancer Support has been an invaluable resource for supporting families within our school community. Their professional and compassionate approach continues to provide essential emotional and practical support during challenging times. The service's commitment to care has made a meaningful difference to our families navigating the impacts of cancer.'

Principal Teacher in a local school

Of clients 25 years and younger who accessed one to one support:



91%

said they felt more able to cope with stress and anxiety.

said they are more able to talk about how they feel.





73% said they felt their general mood

had improved

This was a brilliant day out. My son and I had so much fun together and it was a lovely distraction from the worries we have at home.

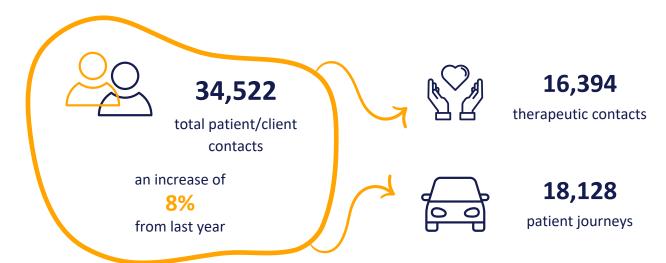
It was great to catch up with other families and to see all the children (and adults!) enjoying themselves.

Family living with cancer accessing peer support



Our Year in Numbers

A Summary: April 2024 - March 2025





3,614

Drop-in attendances to our Kilmarnock Centre



3,021

Sessions with counsellors, therapists and CYP Service lead.



820

Contacts with our cancer specialists



124

In-patient hospital complementary therapy hours



6,483

Contacts at the Kyle Chemotherapy Unit Tea & Information Service



1,507

Attendances at support groups, courses and workshops



New therapeutic referrals

64%

of referrals for people with a cancer diagnosis

36%

of people we support are family members, carers or friends

47% East Ayrshire

25% South Ayrshire

28% North Ayrshire



Yvonne's Story

"Since my original diagnosis of bowel cancer in December 2021 I have accessed the services of ACS. At that time I sought some counselling to help me navigate through a very difficult path and the lovely Sarah helped me realise I was doing the best I could in a rubbish situation. I was terrified when I was originally diagnosed with cancer that I would die and leave my family behind. At that time my son Alfie was 4. Fast forward to January 2024 and I am told the cancer has returned however this time it's terminal, and my prognosis is 2 to 3 years.

Panic obviously set in so I immediately contacted ACS again. I needed support to navigate all my feelings without upsetting my family. Again Sarah pulled me back from some dark places and we worked through my feelings and how I could make the most of my time I had left. At this point my husband Jim sought counselling support from Paul to work through his emotions and we sought support for Alfie from the Children and Young People Service.

The lovely Gill started working with Alfie following an outdoor day meeting where we embraced nature and relaxed in hammocks. Alfie is autistic and can be shy with strangers however Gill worked her magic and soon started to support Alfie within his school. The "magic bus" has helped Alfie work through some difficult feelings and he is now completing an anxiety programme to prepare him for what's ahead.



Gill has been a godsend in helping us to support Alfie and every time my results are worse she makes us all feel calm in our storm.

Ayrshire Cancer Support have not only supported me, Jim and Alfie, but my wider family too including my mum, sister, niece and nephew and without their support we would be in a scary place. My stepdaughters and my brother have been welcomed to seek support too.

I feel better knowing that even though I will die earlier than planned, my family will continue to be supported by a great bunch of people who deserve all the money in the world. I'm forever grateful to this amazing charity."

If you are affected by cancer, or anything shared as part of Yvonne's story, and need support, contact us (visit ayrshirecs.org or call 01563 538008).



Our Volunteers

Ayrshire Cancer Support is grateful to have a team of over 200 dedicated and passionate volunteers who selflessly devote their time to ensure we can continue providing our wide range of services at no cost to our clients and patients.

A heartfelt thank you to each and every one of our volunteers, past and present.

Research shows that volunteering is good for well-being and has tangible mental and physical health benefits, adding up when people volunteer regularly.

At Ayrshire Cancer Support we have a range of volunteering opportunities available, with induction and appropriate training provided for each role.



14

different roles held by our volunteers



43

years from our longest serving volunteer



amazing volunteers



20,977

hours donated by our volunteer drivers



I believe you get out of life what you put in. It most certainly works both ways helping others. Very rewarding for my inner self and feelings of a great purpose in life.



If you're interested in volunteering with Ayrshire Cancer Support please contact volunteering@ayrshirecs.org or call 01563 538008.

Our Service Partners

We work in partnership with a range of organisations, both locally and nationally, to help provide the optimal outcomes for those affected by cancer in Ayrshire and to deliver the relevant parts of the Scottish Government Cancer Strategy and Action Plan.

Nationally, we remain active members of The Scottish Cancer Coalition and of the West of Scotland Cancer Network, and we work in collaboration with the Scottish Government Cancer Policy Team, other cancer professionals, and other Third Sector providers of cancer care.

Locally, we have a long-standing, non-funded, Service Level Agreement with NHS Ayrshire & Arran, and our services are delivered in line with its requirements.

We share knowledge locally through the Ayrshire Cancer Network, which we facilitate, and we work in partnership with a range of other third sector organisations to enhance the range and quality of services available to those affected by cancer.

Over the past year we have been delighted to work in partnership with the following organisations to deliver a range of groups, courses and workshops from our centres:

- Prostate Scotland
- Breast Cancer Now
- The Beatson Cancer Charity
- Prostate Cancer UK
- Mveloma UK
- Look Good Feel Better
- Macmillan Cancer Support

Spotlight On: Prostate Scotland and **Prostate Cancer UK**

We have been working in close partnership with Prostate Scotland for over a year now and we are delighted to run Living Well with Prostate Cancer Courses in collaboration.

The course is part of Prostate Scotland's COMPASS project which aims to help men across Scotland navigate prostate cancer and disease through a range of support and well-being services.

Over the 6-week course men will hear from experts, meet others in a similar situation, learn about ways to manage side effects and aim to live well with prostate cancer.

Since the courses launched in Ayrshire, attendance at our prostate cancer peer support group has also increased. The group, facilitated by Ian Cassels, volunteer for ACS and Prostate Cancer UK, has seen a 205% increase in attendance over the last year.





Our Supporters

We deliver services thanks to the commitment and generosity of our local communities

Ayrshire Cancer Support does not receive any statutory funding. Again, this year, we have been moved by the extraordinary efforts of our local communities who support our service delivery.

We are fortunate to have so many dedicated individuals, groups and businesses who have raised funds. People who take on walks, marathons and all sorts of personal challenges, or who host their own events or attend one of ours.

In addition to crucial donations, their contributions also raise awareness of cancer. and how to access our services.

Our sincerest thanks to everyone who has donated, hosted a fundraising event, challenged themselves, or supported one of our own events all with the aim of being able to support every person affected by cancer in Ayrshire.

Spotlight On: Loudoun Gowf Club

We are incredibly thankful to have received support from Loudoun Gowf Club for the last 20 years now. The club, and their members, host a variety of fundraising activities for our charity including their renowned Annual Charity Gowf Days.

Over this time 'the wee club with a huge heart' have raised an incredible £362,963 for Ayrshire Cancer Support.

Liz and Sally, members of Loudoun Gowf Club, commented, "As a current volunteer driver (Liz), I know first-hand the value of the services that ACS offer to cancer patients and their families.

I (Sally) accessed services through ACS when I went through my own cancer diagnosis over 20 years ago, and they truly helped to save my life. Many members of the club



volunteer for the charity or have accessed the services themselves, so we are thrilled to organise so many wonderful fundraising events throughout the year.

We have been incredibly lucky to receive the support of Diageo, who have match funded our totals for 15 out of the 20 years that we have been fundraising for ACS.

The support that Ayrshire Cancer Support offer to the local community is invaluable, and we are incredibly grateful that we can give back in this way."



Our Corporate Partners and Sponsors

We work in partnership with companies across a wide range of industries, delivering clear business benefits and raising vital funds to support people affected by cancer.

We would like to thank all the businesses who have chosen to partner with, or support, Ayrshire Cancer Support. We continue to be humbled by the generosity of companies in our local community and beyond.

Whether support is provided through a formal partnership agreement, through sponsorship of an event, hosting a fundraising event or campaign, making a donation, or offering in-kind support by donating services or products, our corporate supporters make a meaningful impact in the local community and make a difference where it really counts.





Eureka Solutions Ltd

have supported Ayrshire Cancer Support for over ten years. Over this time we are extremely grateful to have been the beneficiary of their principal corporate fundraising activities. They have generously sponsored our annual fundraising ball, supported our own fundraising events, and hosted their own. In addition they provide a wealth of in-kind support, including donating our volunteer driver uniforms and magnetic car signage, elevating our patient transport service and providing reassurance for patients accessing the service.

Ayr Racecourse & Western House

have officially partnered with Ayrshire Cancer Support since 2018 and over this time we are incredibly thankful to have been the recipient of a wealth of donations raised, both monetary and in-kind. They are one of the Founding Sponsors of our new Ayr Centre, raising the funds required for our drop-in space. In 2023 Ayr Racecourse received the Racing Together Community Award for Raising Funds & Brand Awareness for Ayrshire Cancer Support, a testament to the dedication, commitment and support the team have for our charity.





























































BARCLAYS





Our Funders

A sincere thank you to our grant funders who help ensure that everyone who needs to access our services can do so.

Funders who have helped support our revenue activities in 2024-2025 include: The Motability Foundation, The Robertson Trust, Margaret McInnes Trust, MV Hillhouse Trust, The Mickel Fund, Pink Ribbon Foundation, Crane Charitable Fund, GSK Foundation, Hugh Stenhouse Foundation, Macmillan

Support Grants, Gordon Fraser Charitable Trust and South Ayrshire Charitable Trust.

Funders who have supported our capital project in 2024-2025 include: Edward Gostling Foundation and NHS Endowment Fund.

ACS Shop for Good

Over the past year we have carried out a significant amount of work to our charity shop on Newmarket Street.

This has resulted in improvements to the physical environment, with thanks to support from our corporate supporter Alpha Electricals and in an operational capacity where we have streamlined our standard operating procedures with the intention of maximising income and increasing awareness of the charity.

We have successfully implemented Gift Aid for retail donations which we hope will be a substantial growth area for income generation.

With thanks to our corporate supporters Ayr Racecourse, Ashleigh (Scotland) Ltd, and Jarvie Plant, the past year also saw the launch of our new Retail Donations Hub based in the grounds of Ayr Racecourse.

The Donations Hub will be utilised on specific days, allowing a more convenient

drop-off point for those wishing to make donations of stock to be sold in our retail store.

We continue to promote both of our online eBay stores, Ayrshire Cancer Support and Touch of Luxe.

All profits from our retail sales, both in person and online, go straight back in to delivering our vital free services for cancer patients and their families.



We Said...We Did

We are delighted to have achieved the objectives set out in our 2022-2025 Strategic Business Plan and look forward to implementing our new five-year Strategic Vision for 2025-2030.

What we said

Strive for excellence for our clients.

What we did

We continued to develop additional services and grew our group provision. We collated user feedback and utilised client surveys to inform, change and shape direction.

What we said

Create new support services for children and young people.

What we did

We created the post of Children and Young People Service Lead and developed a comprehensive range of specialist support options tailored to people 25 years and under.

What we said

Open a new, purpose created support centre in Ayr.

What we did

We completely renovated and refurbished our property which we opened to the public in Spring 2025. Our capital project was delivered on time and under budget.

What we said

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

What we did

We created the post of Cancer Support Specialist, recruited sessional practitioners to bolster our team, restructured our income generation team and introduced volunteer Ambassadors.

What we said

Maximise our revenue streams in the challenging, post-pandemic period.

What we did

We continued to nurture our relationships with grant organisations, researched multiyear funding; we increased our corporate supporters and launched a legacy campaign.

What we said

Continue to develop our digital strategy and online experience.

What we did

We partnered with a digital marketing company to review and refresh key aspects of our procedures and online presence.

What we said

Continue to raise awareness of our services throughout Ayrshire.

What we did

In collaboration with a digital marketing company we carried out a brand refresh and created new marketing materials to promote our services.

What we said

Keep raising our profile and continue to be regarded as the leading cancer support provider in Ayrshire.

What we did

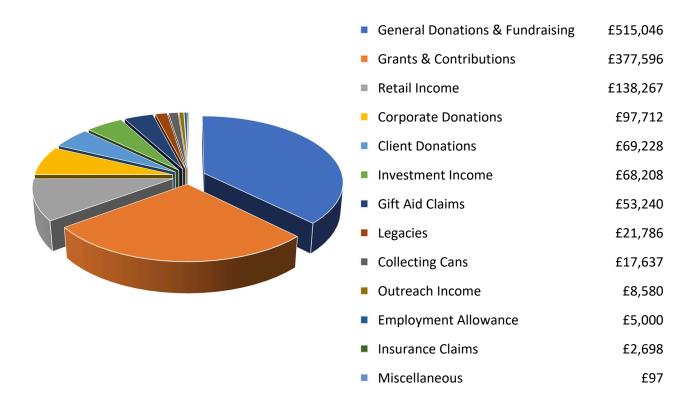
We maintained our non-funded Service Level Agreement with NHSA&A, raised our profile with the three Ayrshire Health & Social Care Partnerships and we worked collaboratively with other third sector providers.



Financials 2024-2025

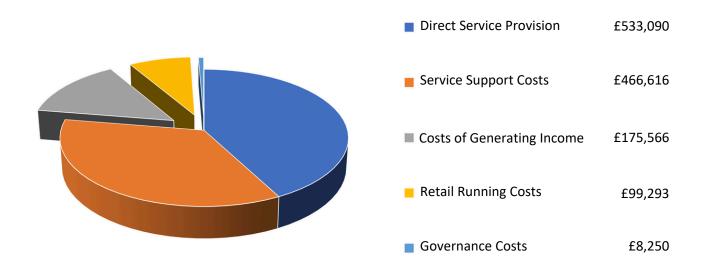
How we raised our money

A range of income streams brought in a total of £1,375,095.



How we spent our money

Total expenditure over the year was £1,262,815 - 78% of which was spent on provision of services.



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. Your committed support means that we can be there for anyone in Ayrshire affected by cancer.

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 prefer to pay by BACS, please use the details below:

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 longterm with a regular monthly donation via Direct Debit.



Donating via Direct Debit is the most efficient way for our charity to receive a regular donation.

Not only will it allow us to continue our vital work, it will help us do more.

If you would rather make a monthly donation via standing order, please get in contact.





Ayrshire Cancer Support 5 Dundonald Road Kilmarnock KA1 1EQ

7 Prestwick Road Ayr KA8 8LD

01563 538008 admin@ayrshirecs.org www.ayrshirecs.org

Registered in Scotland No. 110196 Charity Reg. No. SC016098

View our LinkTree here:











