

IMPACT REPORT
2025-2026

AYRSHIRE CANCER SUPPORT
We're here for you

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Opening Statement from our CEO and Chair

THANK YOU for reading this Impact Report, which outlines our achievements for 2025-26; a year which saw considerable change for Ayrshire Cancer Support. We're indebted to many people for their generous and committed support, and for helping us achieve continued success for local communities.

I came into post in June 2025 and was immediately impressed by the support offered to anyone affected by their own diagnosis, by the diagnosis of a loved one, or for those bereaved by cancer. We support any cancer type, at any stage, and at any age; this makes us unique within local cancer service delivery, and of huge value to the local people who are navigating the challenges that cancer inevitably brings.

Our patient transport service continues to be of crucial importance to people across Ayrshire communities who would otherwise be unable to access treatment. The drop-in centres in Ayr and Kilmarnock are safe and non-judgemental environments, and the therapeutic services are incredible examples of professional, comprehensive, holistic and individualised care and compassion.

I'm delighted to be leading an organisation punching well above its weight in terms of impact, and I sincerely thank our donors, supporters, volunteer and staff teams whose dedication goes above and beyond on a daily basis.

Karen McIntyre, Chief Executive

We've had much to celebrate in 2025/26 particularly with the opening of our Ayr Centre; a space which has been transformed to reflect the professionalism of our staff and volunteer teams who deliver such a broad range of services from it. I have been delighted to welcome a range of visitors, from donors to dignitaries, corporate supporters to colleagues in health and education, to visit the centre and better understand our service offer.

We know that people are living longer with cancer which is good news, however, it also brings its own challenges. As a Board of Trustees we are continually striving to tackle these challenges, and to address equity of access to services, to ensure not just strategic direction, but to be continuously ambitious, ahead of trends and future-proofed.

Our reliance on voluntary funding means that we work hard to build long-term relationships, and to build in as much stability for the organisation as possible. This is a continuous challenge, and I am grateful to the many individuals, businesses and organisations who give so kindly. Additionally, I am fortunate to work alongside an experienced Board of Trustees who provide good governance, unique insight and a range of professional experience which keeps us effective and resilient.

Ian Welsh OBE, Chair


WELCOME
WELCOME



About Ayrshire Cancer Support

Cancer changes lives – before, during and after treatment. However you are affected by cancer, there are so many ways that we can help.

Ayrshire Cancer Support is here for anyone in Ayrshire affected by cancer, regardless of diagnosis, age, stage in cancer journey or level of need. We support people with their own diagnosis, the diagnosis of a loved one, or if they are bereaved by cancer.

Our services are professional, individualised, holistic and comprehensive. We provide drop-in centres in Ayr and Kilmarnock; patient transport from anywhere in Ayrshire; counselling; complementary therapies; specialist groups, courses and workshops; Children & Young People services; patient information and Cancer Support Specialists.

Our values are care, compassion and kindness, and we strive to weave these values into everything we do.

Our centres in Ayr and Kilmarnock offer a warm welcome within a relaxed, non-clinical space; support starts from the very first point of contact.

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

Our vision is to ensure that our services are inclusive, and accessible for anyone in Ayrshire affected by cancer. We can only do this with the input of our staff team, an incredible group of over 200 volunteers, our Trustees and our generous supporters, all of whom contribute so generously to the delivery of our services, allowing us to continue our vital work.

Our Free Cancer Support Services

Emotional support and practical assistance to deal with the many impacts of a cancer diagnosis

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

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

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

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

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.

Groups, Courses & Workshops
A range of opportunities to learn, connect with others and share experiences.

Children & Young People (CYP) Services
Specialist one-to-one, whole family and peer support for CYP affected by or bereaved from cancer.

Evening Support Options

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

Kyle Chemotherapy Unit Tea & Information Service

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

Respite Accommodation

By working in partnership with Gillian's Saltire Appeal, we are delighted to be able to take enquiries and referrals for respite breaks at The Moorings – a two-bedroom apartment located on the Largs seafront.

In-patient Complementary Therapies

Hospital ward visits are undertaken by our complementary therapist to help alleviate the symptoms of cancer for those who are currently receiving treatment in hospital.

Support you can trust, from specialists who care as deeply as they understand. We provide a high standard of professional care - before, during and after treatment.

Our Year in Numbers

A Summary: April 2025 - March 2026

32,499
total patient/client contacts

16,522
patient transport journeys

15,977
care services contacts

2,513
drop-in attendances across our Kilmarnock and Ayr Centres

2,866
sessions with counsellors, therapists and CYP Service Lead.

1,483
support Sessions Delivered by Cancer Support Specialists

99
in-patient hospital complementary therapy hours

6,975
contacts at the Kyle Chemotherapy Unit Tea and Information Service

2,041
attendances at support groups, courses and workshops

69%

attending through our adult support services.

2,041

attendances at a range of

28

different support groups, courses and workshops.

31%

attending through our children and young people support services.

907

referrals in to our support service

91% adult referrals (26 years and older)

9% children & young people referrals (25 years and under)

42%
South Ayrshire

37%
East Ayrshire

21%
North Ayrshire

69%
of referrals were for people with a cancer diagnosis

19%
of referrals were for someone affected by cancer.

12%
of referrals were for someone bereaved by cancer

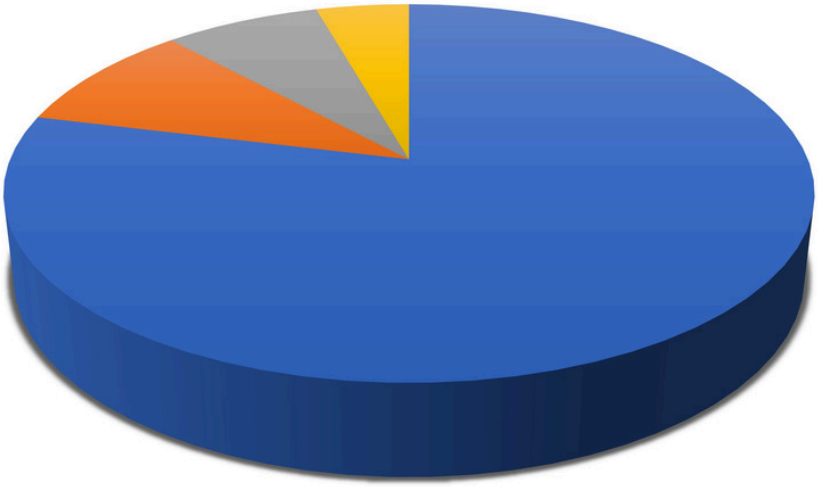
Our Impact - Patient Transport

16,522
patient transport journeys

99%
of patients rated our transport service as excellent

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

79% of journeys are to the Beatson West of Scotland Cancer Centre in Glasgow.



Beatson	13,028	78.9%	Crosshouse	1,543	9.3%
Ayr/Ailsa	1,223	7.4%	Other	728	4.4%

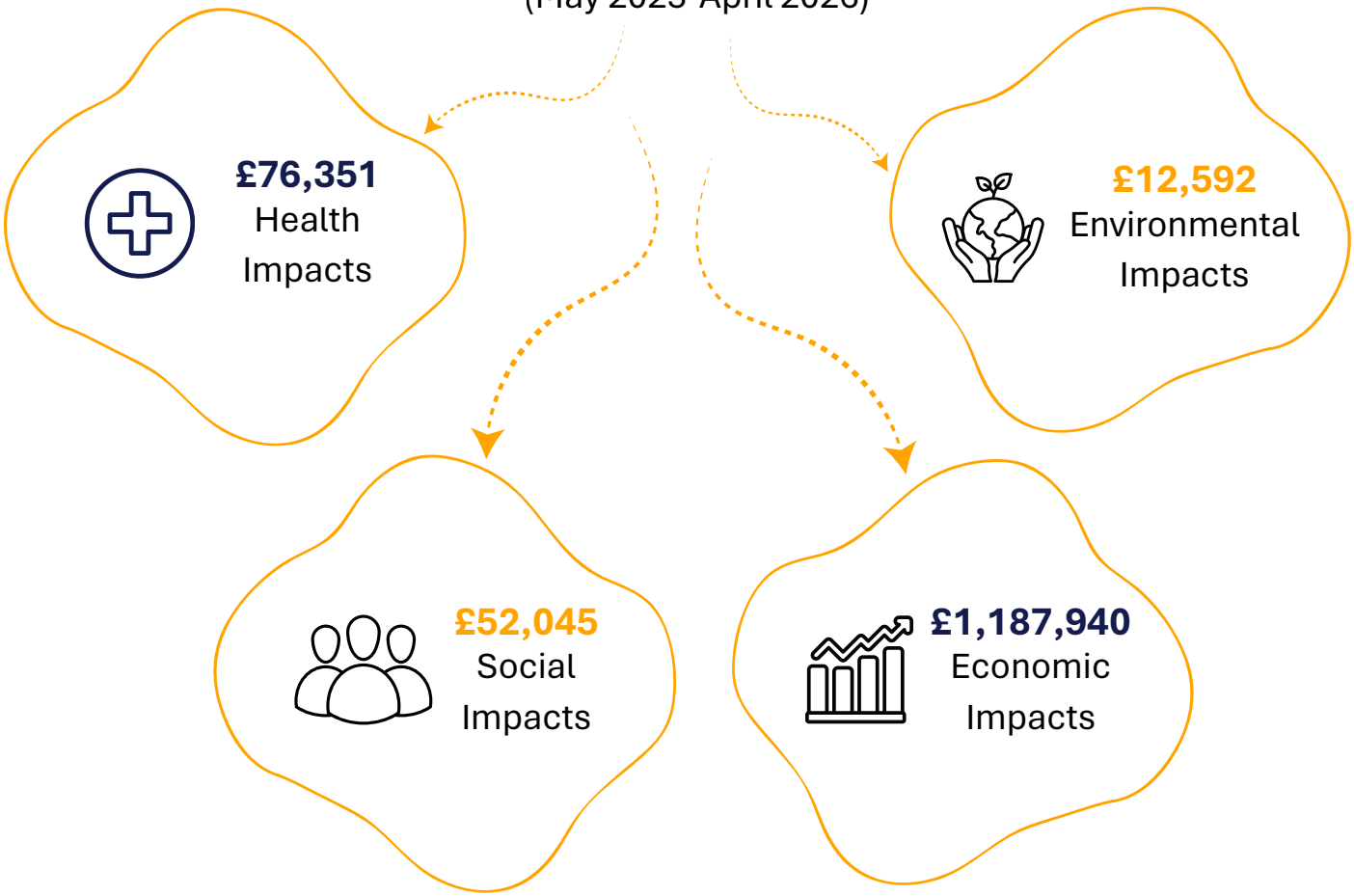
(Other hospitals and ACS Centres)

Getting from Ayr to The Beatson would have been very stressful. Cancer treatment is scary enough without worrying how to get there.

“Can't put in words what it means to have this service”

£1,328,927

annual social value in our community
(May 2025-April 2026)



Our Impact - Care Services

Holistic, comprehensive, individualised and professional support. Our team combines clinical experience with genuine understanding.

Counselling

1,044

sessions with counsellors across our adult and CYP services.



> **I was reluctant to take the offer of counselling but it was so helpful. Paul was exactly what I needed. Straightforward and honest. I felt safe sharing with him and was able to speak freely and felt listened to. He helped me immeasurably.**

The top three ways people reported counselling helped them are:

- Reduced stress
- Given new ways of coping
- Improved mood

Complementary Therapies

1,505

sessions with complementary therapists across our adult and CYP services.

98%

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

84%

of clients reported increased feelings of wellbeing



> **Dawn was exceptional. Great listener, had understanding and worked wonders. Massage treatment greatly improved my physical and mental well-being.**

The three most popular complementary therapies accessed were:



Massage



Reflexology



Reiki

Drop-in

Your support starts when you walk through the door, no booking required - just drop in for specialist advice and support.



2,513
drop-in attendances across our Kilmarnock and Ayr Centres

55%
from people with a cancer diagnosis

The top reasons for visiting our drop-in centres are:

32%
to seek support in the drop-in space

21%
to find out more about ACS services

15%
to attend a complementary therapy appointment

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



A listening ear



Emotional support



Information on ACS services

Children & Young People Service

201

individuals assessed by our CYP Service Lead to review the support needs of them and their family

estimated over

60

counselling session delivered to young people

116

creative therapeutic support sessions delivered in our centres and schools

ACS has been supporting our family for four years. In that time my child has adapted to life without a parent and currently has a grandparent with cancer. There are times we have difficulties and require additional support from ACS, the support offered to us is person centred and inclusive. We always feel our needs are being met and we feel listened to during difficult times. ACS CYP service is fundamental to my child's learning and understanding of grief.

638

attendances at CYP groups, courses, workshops and events

James' Story

Finding support through cancer and bereavement

When James' wife, Gillian, was diagnosed with metastatic breast cancer, their lives changed dramatically.

Gillian began receiving support from Ayrshire Cancer Support in 2018. As her husband, James was alongside her throughout her cancer journey, experiencing first-hand the practical and emotional challenges that come with a cancer diagnosis.

In 2023, James also began accessing support from ACS himself. Sadly, Gillian died in December 2023.

Following her death, James continued to find support through ACS and now regularly attends the fortnightly Bereavement Café, where he has found a safe and supportive space to talk, reflect and begin to navigate life without Gillian.

For James, having access to both practical and emotional support has made a significant difference.



"ACS has provided both myself and my late wife with practical and emotional support."

"The emotional distress of living with and losing someone to cancer has been greatly eased by the support services offered by the staff and volunteers at ACS."

“By providing a safe outlet for expressing my feelings, fears and emotions, [ACS] has allowed me the time to learn different coping strategies.”

James’s experience highlights that the impact of cancer extends far beyond the person diagnosed. Families, partners and loved ones can also need support as they navigate uncertainty, treatment, and sometimes loss and bereavement.

For James, ACS has provided a place where he can seek that support, at a time when he needed it most.

His advice to others experiencing bereavement is simple:

“Be there for your loved one, listen to their wants, needs and fears and reach out for support when you need it.”

James’s story is a powerful reminder of why accessible, compassionate support matters. Through the generosity of our supporters, Ayrshire Cancer Support can continue to be there for people like James and their families - throughout cancer and beyond.

“Be there for your loved one, listen to their wants, needs and fears and reach out for support when you need it.”

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


AYRSHIRE
CANCER
SUPPORT
We're here for you
MAKE IT HAPPEN
AYRSHIRE CANCER SUPPORT
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



44
years from our longest serving volunteer



214
amazing volunteers



22,397
hours donated by our volunteer drivers

82%
of volunteers who completed our volunteer survey plan to keep volunteering with ACS over the next year.

81%
of volunteers rated their overall satisfaction as 10 on a scale of 1-10.

Volunteering with ACS has been one of the most rewarding experiences I've ever had. Knowing it's making such a difference to each and every passenger and their family is totally brilliant. It's great knowing my gift of time is making such a difference.

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

Our Support Service Delivery 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 chair their Patient Information and Services subgroup; and are represented on their CYP subgroup. We are also part of the Psychological Therapies and Support Framework Working Group and feed in to national Scottish Government cancer policy - representing the voice of patients and families in Ayrshire.

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 chair, 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
- Myeloma UK
- Look Good Feel Better
- Macmillan Cancer Support
- Ayrshire Hospice

We are delighted to have been able to introduce a new peer support group in partnership with the Ayrshire Hospice.

The monthly ‘Living With’ group is a volunteer-led group for people living with a life-limiting cancer. It offers a safe space for individuals to connect with others who share similar experiences, speak openly and support one another.

The group runs monthly and location will rotate between Ayrshire Cancer Support’s centres in Kilmarnock and Ayr, and Ayrshire Hospice’s Living Well Hub in Ayr.

Our Fundraisers & Supporters

A heartfelt thank you 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. We are blown away by your generosity.

Community groups, organisations and corporate supporters continue to support us through a variety of in-aid-of events including charity Golf Days, Ladies Lunches, Race Days, and Business Brunches to name just a few.

Over the past year we have been amazed and humbled with individuals taking on some incredible fundraising challenges for Ayrshire Cancer Support including, but not limited to, Arch to Arc, a Kilimanjaro climb, the Tour De 4 Cycling Challenge, all four Scottish Kiltwalks, marathons, skydives, a Land's End to John O'Groats cycle and a Boxing Day Walk from the Beatson West of Scotland Cancer Centre to Ayr

These efforts not only bring in crucial monetary contributions but also raise awareness of cancer and our charity's services and values.

An extraordinary act of kindness

We are hugely grateful to the Livingstone Family, who donated an incredible £100,000 to support our patient transport service, helping people across Ayrshire get to their vital cancer treatment.

Alistair Livingstone commented, "As a family we have supported Ayrshire Cancer Support via our Eureka Solutions business for several years and hopefully the new owners will be able to continue that support. We are fortunate enough to be able to afford this donation as we retire. We wish ACS all the best for the future and hopefully we have enabled them to continue doing what they do best."



This donation goes a long way to ensuring we can keep supporting those who rely on us every day. Thank you to the Livingstone Family for this extraordinary act of kindness.

Our Corporate Partners & Sponsors

We are proud to work alongside businesses from a diverse range of sectors, creating mutually beneficial partnerships that not only support our organisational goals but also generate vital funds for people affected by cancer across Ayrshire.

We would like to extend our sincere thanks to every company that has chosen to support Ayrshire Cancer Support over the past year. The generosity, commitment and community spirit shown by our corporate partners continues to inspire us and play a crucial role in enabling our services.

Whether through long-term partnerships, event sponsorship and participation, employee volunteering, fundraising initiatives, donations, or the provision of products and professional services, our corporate supporters make a lasting difference.

Their contributions help us strengthen local communities and ensure that individuals and families affected by cancer receive the support they need, when they need it most.

Chat for Charity

A Warm Cup with a Cause!

October 2025 saw the launch of Ayrshire Cancer Support's new campaign Chat for Charity, a community-driven fundraising initiative which took place across Ayrshire and invited all residents to make a meaningful difference in their community by having 'a warm cup with a cause' in support of Ayrshire Cancer Support.



Throughout the day on Friday 24 October 2025, participating cafés, restuarants and hotels across the region joined together for a powerful purpose and donated a percentage of their hot drinks sales to our charity.

We were thrilled to have over 65 venues participate in 2025, including speciality coffee roastery Rocket Monkey who developed their own bespoke, limited-edition coffee blend in collaboration with Ayrshire Cancer Support. Every bag of the unique blend sold will have a portion of the proceeds doneted directly to our chairty.

A huge thank you to Rocket Monkey and to all venues who generously participated in, and continue to support our Chat for Charity campaign.

Our Funders

A sincere thank you to our grant funders who have supported us over 2025-2026 including:

BBC Children in Need
The Motability Foundation
The Crane Charitable Fund
Stephen & Margaret Mary Young Charitable Trust
Screwfix Foundation
The Souter Foundation
The National Lottery Fund
Spifox
Kells Trust
Mr & Mrs William Donald Memorial Trust
Gordon Fraser Charitable Trust
MV Hillhouse Trust
The Hospital Saturday Fund
South Ayrshire Council
Tesco Stronger Starts
VASA
Margaret H McInnes Trust

The wide range of vital services we provide costs over £3000 per day. Donations from trusts, grants and foundations help us be there for those affected by cancer, every step of the way.



The Rainbow Project

Support that grows with them – for every young person affected by cancer.

We are thrilled to have been awarded £300,000 in funding from The National Lottery to develop our services supporting children and young people. 'The Rainbow Project' will deliver high quality emotional, practical and social support to children, young people, and their families who are dealing with the impact of a cancer diagnosis.

Our Family Support Practitioner will provide tailored one-to-one support, while also helping to deliver and grow our family and young people's group activities, bringing compassionate support to families affected by or bereaved through cancer.

Our Cancer Support Specialist will provide high-level drop-in support, assessing incoming referrals to develop personalised support plans, liaising closely with clinical teams, and facilitating many of our support groups and activities, ensuring people affected by cancer can access the right support at the right time.



We are incredibly grateful to The National Lottery Community Fund for making both of these important roles possible.

"Coping with cancer is hugely challenging for anyone, but for children and young people it can be particularly difficult. Our one to one and group work supports young people in their preferred setting and helps to build resilience and connect them with peers in similar circumstances" Craig Blackwood, Director of Care Services.

Ayrshire Cancer Support Shop for Good

Every item you donate, and every purchase you make, helps fund vital support for those affected by cancer. Your generosity in our shop goes straight back into our services - and makes a real difference.

Over the past year we are delighted to have been able to make our retail donations hub a regular occurence at Ayr Racecourse.

Taking place on the second and fourth Thursday of each month, the Hub provides a more convenient drop-off point for those wishing to make donations of stock to be sold in our shop on Newmarket Street.

In addition, we continue to promote our online eBay stores, selling a range of pre-loved items.

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.

34,241
items sold through our shop

4,800 kg
of unsold items recycled

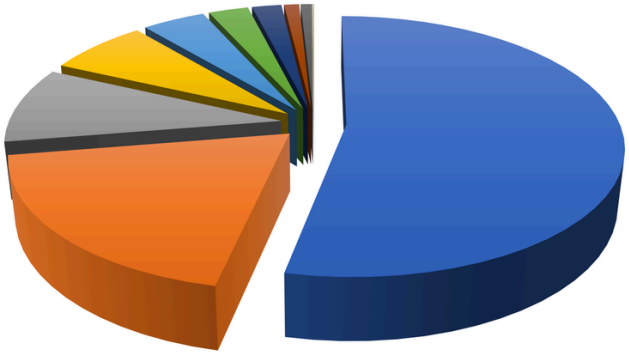
£141,252
income from donated goods



Financials 2025-2026

How we raised our money

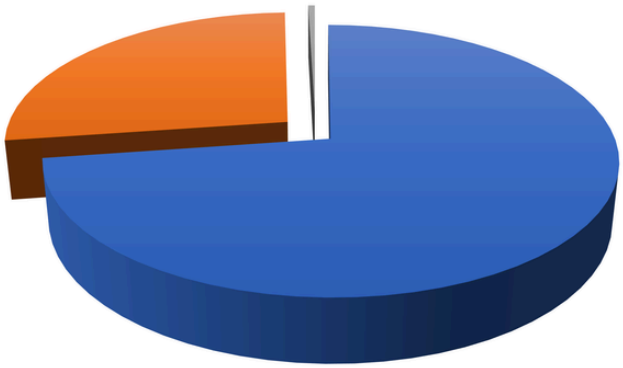
A range of income stream brought in a total of £1,490,720



General Donations & Fundraising	£795,390
Grants & Contributions	£284,209
Retail Income	£141,252
Corporate Partnerships	£103,942
Gift Aid Claims	£65,486
Client Donations	£41,535
Investment Income	£30,598
Collecting Cans	£15,637
Legacies	£11,880
Miscellaneous/Other	£791

How we spent our money

Total expenditure over the year was £1,391,979, of which 73% was spent on charitable activities.



Charitable Activities	£1,012,378
Raising Funds	£373,472
Other expenditure	£6,129

A full set of accounts is available on Companies House.

Local Donations. Local Impact. Local Change

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.

Single Donations

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

If you would 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 long-term 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.

Thank You

AYRSHIRE CANCER SUPPORT
We're here for you

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

View our LinkTree here:

compassion care & kindness
delivered with integrity

The Queen's Award for Voluntary Service

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