



ANNUAL REPORT

Encouraging, Empowering, Enabling



2022-23

SC 023I08



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About Cairns

Cairns is an independent charity supporting adults. We were established as a charity in 1994 with the purpose of providing accessible counselling to the people of Aberdeen city and surrounding areas. We have a long-established, good reputation, and are recommended by many local GPs and other professionals. Offering counselling by donation makes us financially accessible to all. Any donation is completely voluntary and discreet, meaning those able and those unable to donate are treated equally.

OUR PURPOSE

The advancement of health through the provision of a counselling service in Aberdeen.

OUR AIM

It is our aim to support our clients, providing understanding and compassion without judgement or prejudice.

We are dedicated to offering help, to relieve suffering.

Through the provision of counselling we encourage, empower and enable our clients to live more fulfilling lives.



It gives me pleasure to report positively to this years AGM, after the years of reacting to external forces, this year has been one of development and forward planning. At Trustee level, Ann Thain has done sterling work in overhauling our financial reporting structure. As the issues with our bank account have finally been resolved, this has tightened financial governance, as well as making reporting at all levels much more transparent. We have continued with regular management meetings with Trustee involvement, supporting our management team, approximately every month, and I thank the Trustees for their hard work supporting Cairns. We are continuing to look for new Trustees to further strengthen the skill set available at this level, particularly in HR as well as in Corporate engagement. Linked to this, we are looking at how we can expand membership, and encourage members to become more actively involved in Cairns

Our office management team structure has continued to evolve to meet the increased demand placed on them. Our Service Manager post has been divided into two; a less than full time Chief Executive post, and a Counselling Services Manager post. I am delighted that Claire Moggach, our Service Manager, accepted the post of Chief Executive. We have recently appointed Leasha Esslemont to the post of Counselling Services Manager and we look forward to working with her. Nichola Duncan, our Office Manager has continued her excellent work developing Cairns infrastructure, including the roll out of donation stations which proved quite a struggle. Thanks also to Nikki, our administrator, for her hard work.

Our Finance team has continued to 'punch above its weight' in identifying grants and other income streams to keep us afloat, so thanks to Suzi and the rest of the staff who input into this vital work. Finances remain tight, particularly with a continuing drop in client donations, hence the need for donation stations to try and mitigate this. In addition, we have recognised the need to diversify income streams and have dipped into reserves to create a new post of Community Fundraiser and Communication Officer, and I am pleased to welcome Mike Jamieson to the post. To all who have supported us financially in this past year, we are indebted to your generosity and hope you can continue to support our vital work

Last but not least, I have to thank our staff counsellors and volunteers, without whom we would not be able to deliver the high quality support to those in need for which Cairns is justifiably recognised. We would be nothing without you, so again thanks. Your hard work has allowed us to offer just short of 5000 appointments this year. All in all, a challenging year, but one that shows that we are preparing as best we can to meet that challenge, now and in the future.

Dr James Repper
Chair of Trustees

Chief Executive's Report

2022-23 saw us fully settle into a delivery model that allows us flexibility and accessibility. Following the previous two years of challenges delivering face to face counselling, we have seen a steady increase in the number of clients who are requesting this more traditional type of appointment. It has become standard that we offer telephone and video appointments and will remain accessible to those unable to attend in person.

2022/23 Projects at a glance:

Digital appointment system

We have seen the benefits of our investment in a new client appointments system, allowing for automated reminders and easier reporting on service activity. This has been positively received by our staff and volunteers and is proving to be an asset, helping us streamline our digital systems.

Recruitment of volunteers

The recruitment and retention of volunteers remains a priority to enable us to support our community and respond to the demand for counselling. We routinely provide placement opportunities to post graduate counselling students from four training establishments and this year expanded this to five. In 2022/23 we received requests from 35 students and successfully supported 17 into a placement with us. We also had an additional 3 qualified counsellors join us as volunteers during this period.

Organisational review

Following covid-19 and the unplanned but rapid response to alter our counselling delivery model, this year also saw us take stock of those changes, assess where we are, and consider where we want to be as a service. It was clear that there needed to be some restructuring to strengthen the foundations and support future development of the service. The first actions of this organisational review are with staffing. The existing Service Manager role has been divided into two defined roles of Counselling Services Manager and Chief Executive. The existing Funding Coordinator role is to have the community fundraising element removed from it to allow for more dedication to corporate opportunities and applications to funders. As a result, the new role of Community Fundraiser and Communications Officer will provide more hours to develop community engagement and support.

Staff review and appraisal

In addition to the development of new roles, we have also invested in our existing staff team. We have implemented a new appraisal and review programme, increased opportunities for continuous professional development and conducted a pay scale and salary review. Continuing to secure diverse and recurring income streams will allow us to continually review salaries accordingly.

Service Manager's Report

Diversification of income

As financial demands upon the service increase, and donations remain lower than previously experienced, it is an ongoing challenge to balance income against expenditure as you will see from our treasurers report. Donations from clients are invited and previously supported around 10% of our running costs. This year we have received donations which amounts to only 1.15% of our costs. While this is an improvement on last year it remains a concern that the financial input from our clients is no longer able to support service activity at the same level.

We are responding to this challenge by developing a wide range of income sources which will remove our reliance upon any one source and reduce financial vulnerability. A significant factor in this will be the recruitment of a Community Fundraiser and Communications Officer.

Looking forward

As we enter 23/24, our focus turns to the preparation for change and adjustments to the staff structure. It is a time of consolidation where we are focussed on strengthening the service at its foundation to provide stability. At the heart of our service is the delivery of counselling to those who would otherwise not have access. We know for certain that our service is in demand, well respected and delivers good outcomes for our clients. As is the nature of third sector organisations, there is uncertainty in many aspects. Whether it be the ongoing challenge of securing funding or the recruitment and retention of volunteers. We pride ourselves in providing a rewarding and supportive environment where volunteers can develop both professionally and personally.

Our service delivery model is dependent upon the donation of time and skills from all our volunteers. Their input allows us to provide an efficient and effective way for the service to support as many people as we can. We in turn have provided our counselling volunteers with clinical supervision and CPD to ensure their counselling practice and professional development is supported.

Finally, I would like to give thanks to all who support the work of Cairns. Whether financially, or through the generosity of time and skills, all this input ensures Cairns can continue to grow and offer support to those in need as we look forward to another year of activity.

Claire Moggach
Chief Executive

Referrals and Appointments

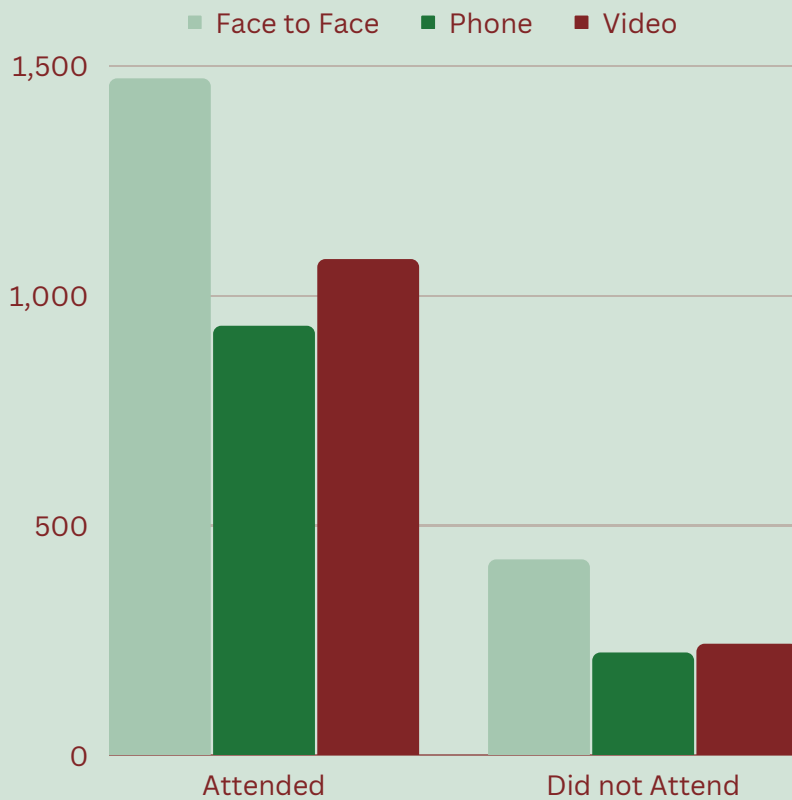


844
new referrals

349 started
counselling



2022-23 saw the full return of face to face sessions

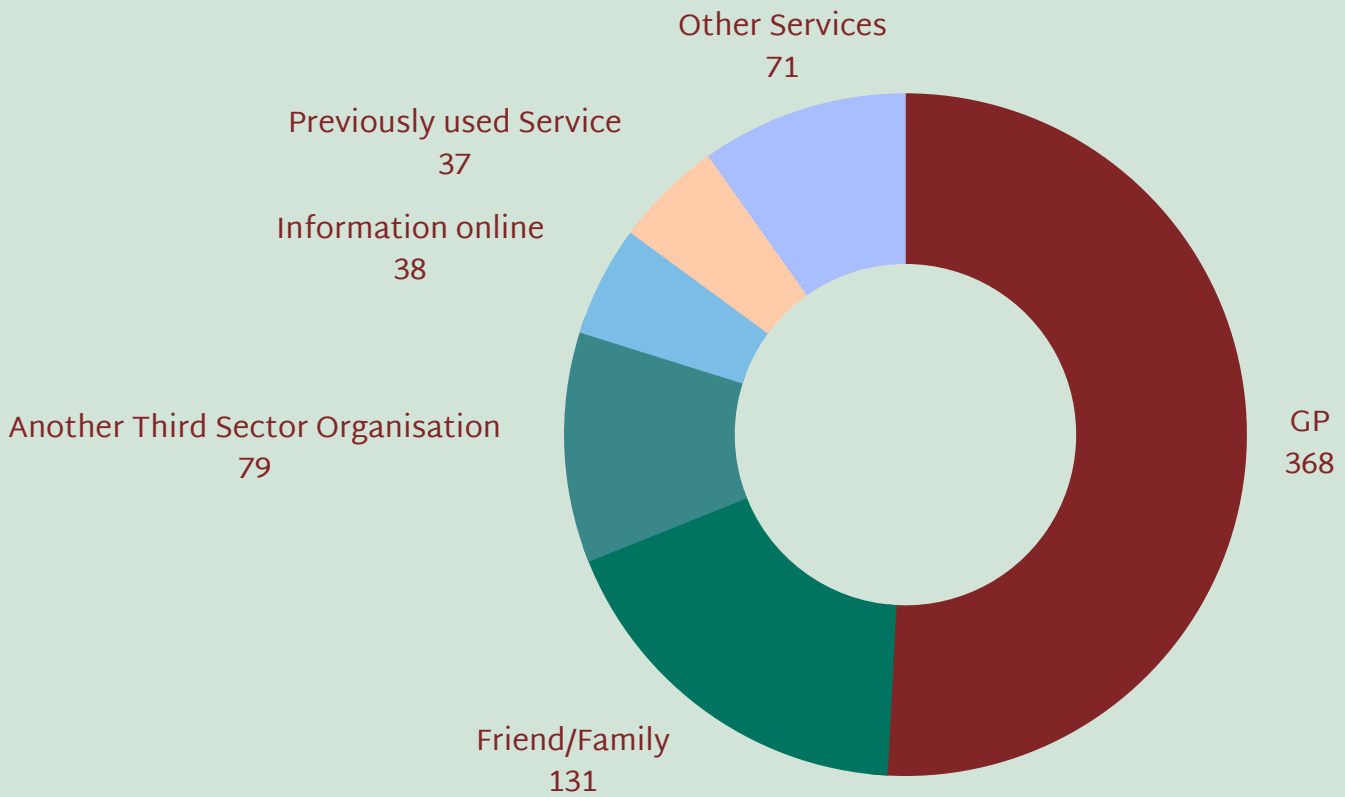


463 supported
through the year

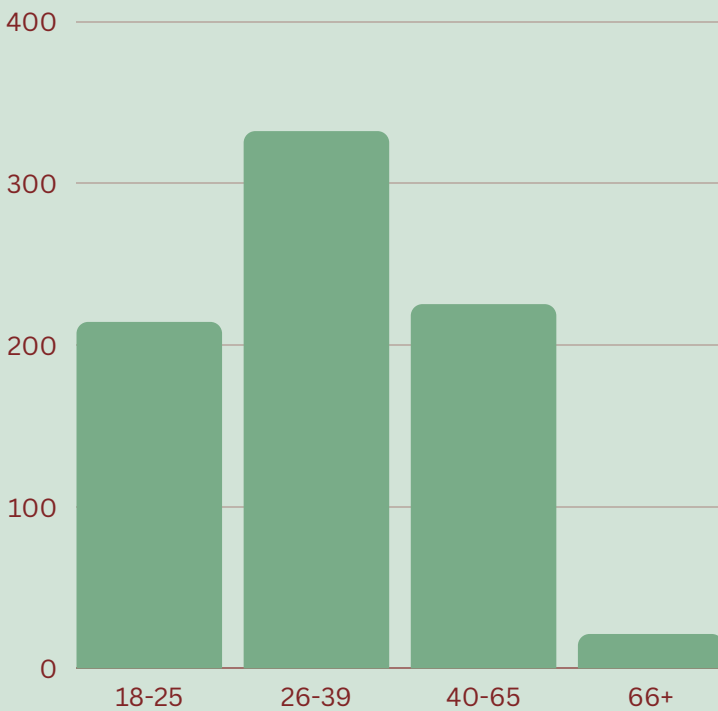
4994
appointments
made

Referrals and Appointments

How Clients Found out about Cairns



Clients Age Range



Of the clients referred, 67% identified as female; 30% identified as male; 1.5% identified as non-binary; and 1.5% preferred not to say or define.

Referrals and Appointments

Focussed Support Sessions

The funding we received from The National Lottery Community Fund allowed us to develop and deliver a new type of support within the service. All clients who referred themselves to the donation based service are offered these sessions, while they wait for counselling to begin. The sessions started in May 2021, after the completion of training appointments were offered with our support volunteers.

During the year 73 sessions were arranged, 56 were attended and 22 clients gave feedback.

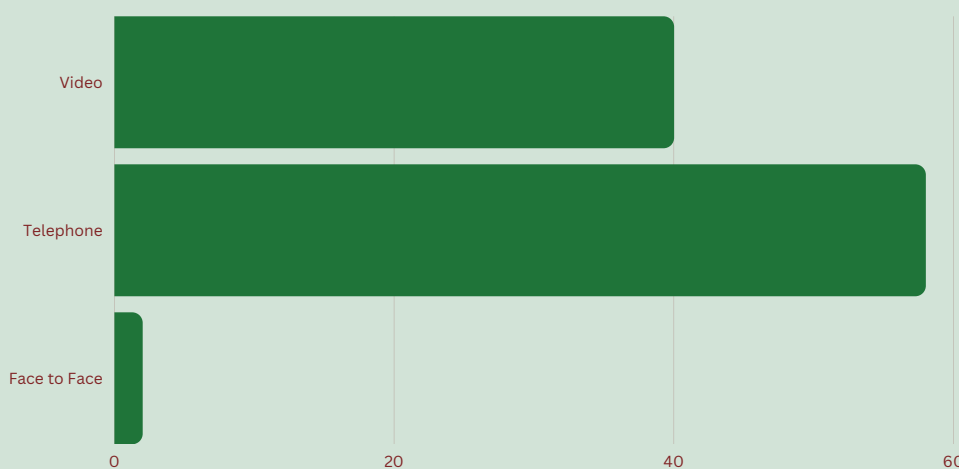
- 19 found the sessions helpful, 2 neutral, 1 not helpful
- 15 said the sessions were better than expected, 5 expectations fully met, and 1 expectations were somewhat met.
- Just one person said their expectations were not met



Types of Appointments

2022 - 23 saw the full return of face to face appointments. These have steadily increased as clients and staff felt more comfortable having in-person sessions, and continue to show recovery. Keeping the option of phone or video appointments ensures our service has the flexibility to support client needs.

It is expected that this hybrid approach to the delivery of counselling will continue for the foreseeable future.



Issues Presented

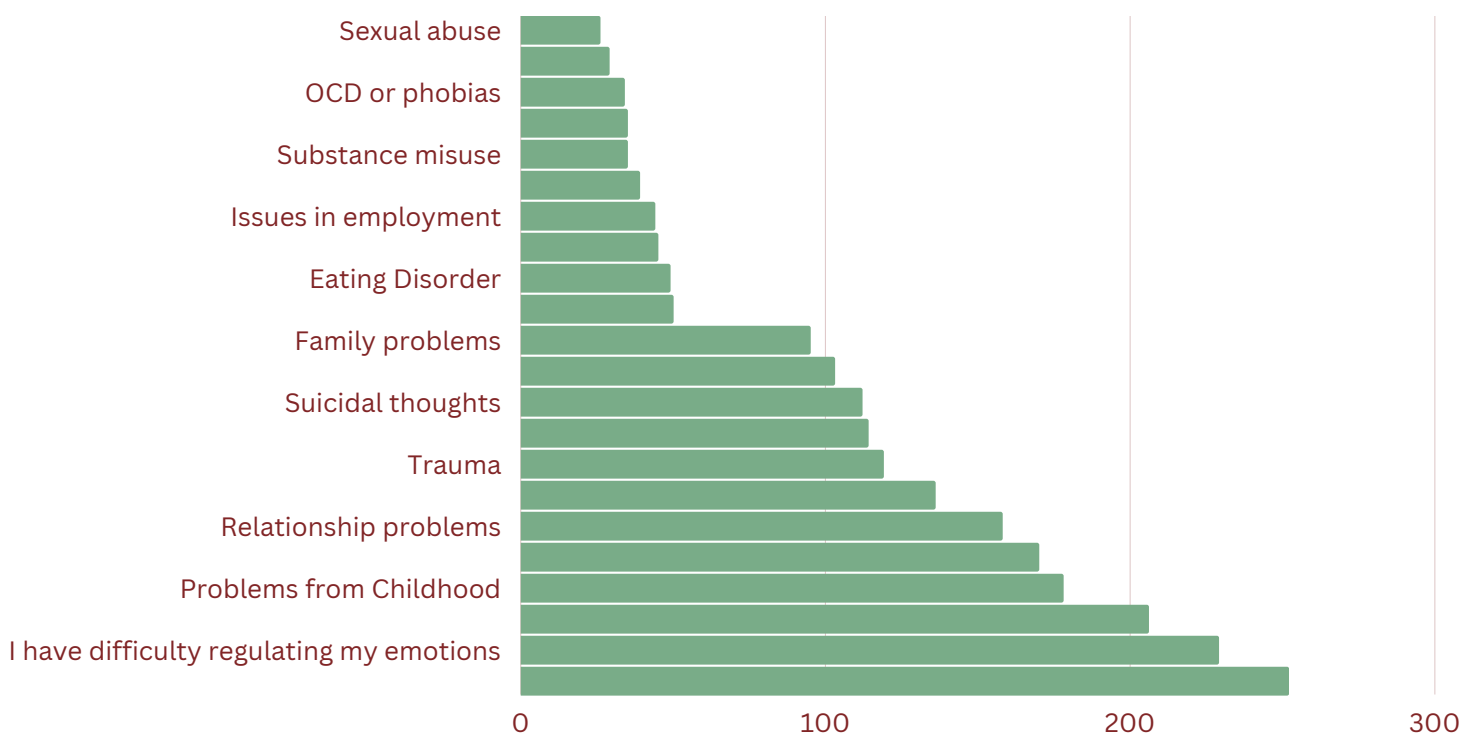
Our clients often initially contact the service for support because they are experiencing difficulties or are distressed. This can be an immediate issue, or a long-standing one that is now coming to the fore and affecting their lives. The underlying causes are varied, and it is often the case that people may not be certain exactly what the problem is.

Cairns has no restrictions on addressing the types of issues that someone might be facing. Clients are able to focus on all or just some of what might be distressing them. We collate the issues that are presented so that we get a better understanding about the problems that counselling is required to address.

The three most common issues presented by clients were Anxiety; Depression; and Low Self Esteem



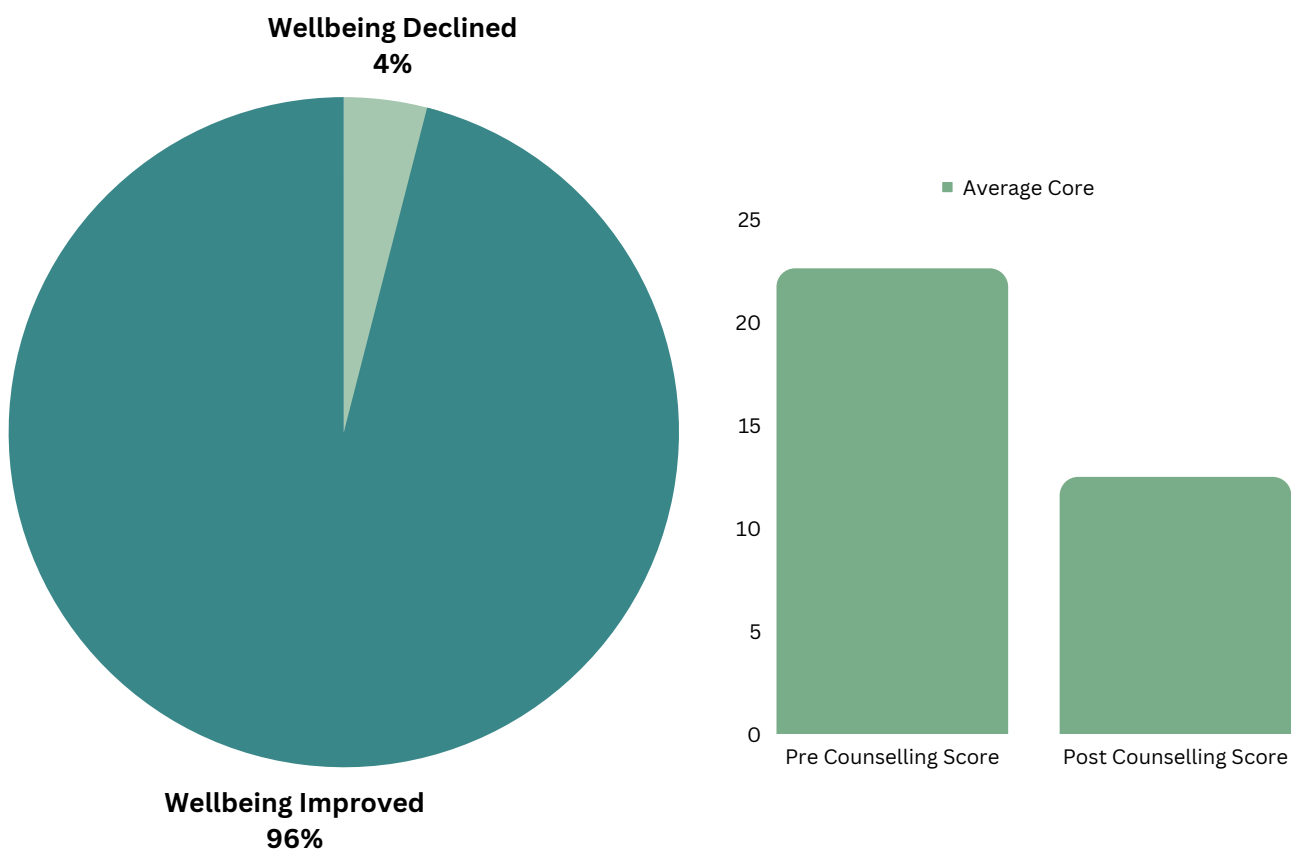
Other issues presented by our clients are shown below, however it is important to bear in mind that this list is not exhaustive. Many people who access our support are taking medication prescribed to help with symptoms. This is most often in the form of anti-depressant or anti-anxiety medication.



Evaluation of Service

Clients are given a Core 10 questionnaire to complete at the time of referral, and again after the counselling sessions are completed.

The highest score possible is 40, the lowest score 0, with the clinical cut off score considered to be 11. The higher the score the more severe the problem is deemed to be. The score also provides a way of identifying risk. We received 74 returns at the end of counselling.

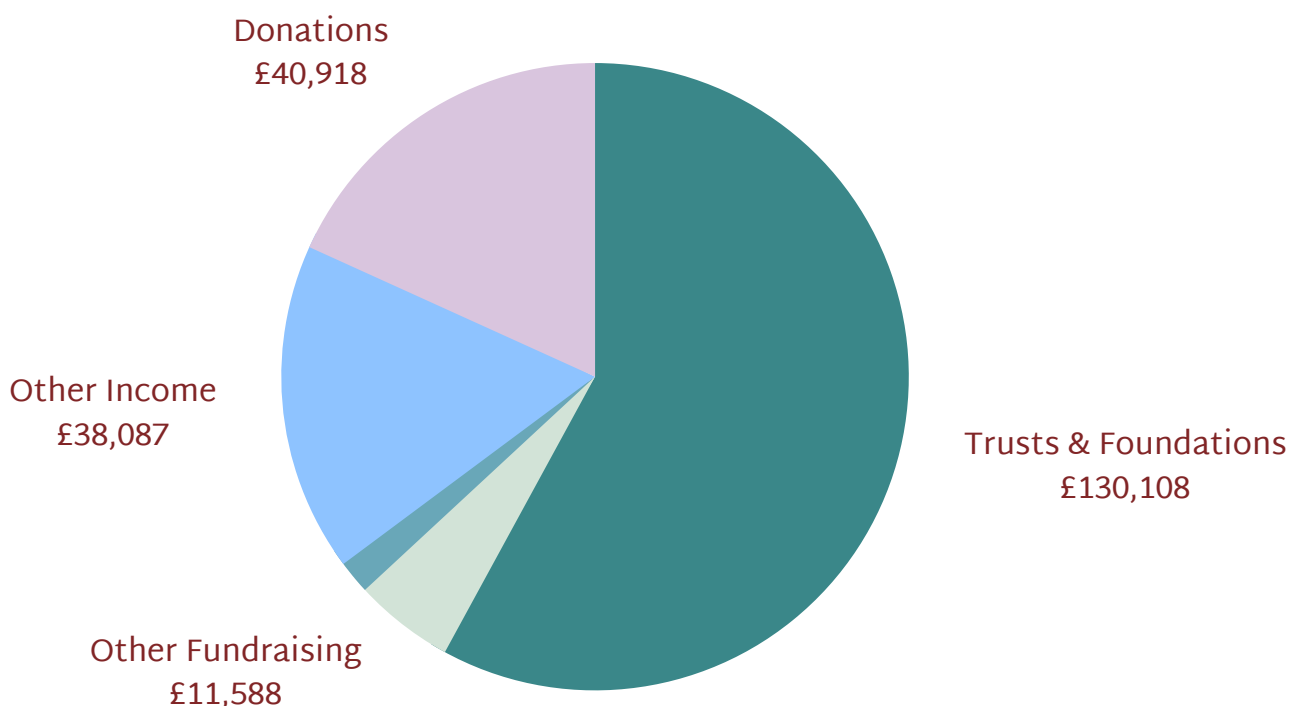


Funding Report

In 2022-23 (April 2022 – March 2023), Cairns Counselling raised £130,108 through funding applications submitted by our Funding Coordinator. We could not run our counselling service without the support of our Trust & Foundation, statutory, corporate & community partners and we are extremely grateful for their generosity.

Special thanks to our multi-year donors who are instrumental in supporting Cairns Counselling to achieve our long-term ambitions:

- Bank of Scotland Foundation INVEST – £27,878 annual pledge 2022-2024.
- Aberdeen City Health & Care Partnership - £27,443 annually.
- Northwood Charitable Trust – £20,000 annual pledge 2022-2024.
- Robertson Trust – £15,000 annual pledge 2020-2022.
- Presbytery of North-East & Northern Isles – £7,500 annually.
- Jennie S Gordon Memorial Foundation – £6,000 annually.
- Tabhair Trust – £5,000 annual pledge 2021-2023.
- Caroline J Spence’s Fund – £5,000 annually.
- Kelbie Trust – £250 annually.



We introduced a donation station at Migvie House, to allow for card payment donations for clients, and are providing more options for online donations to boost this income stream.

Financial Overview

Income:

1 April 2022 to 31 March 2023 **£224,549**

- Donations **£40,918**
- Grants **£130,108**
- Receipts from Fundraising Activities **£11,588**
- Investment Income **£3,848**
- Income from Other Charitable Activities **£38,087**

Expenditure:

1 April 2022 to 31 March 2023 **£227,051**

- Staff Costs **£147,773**
- Professional Fees **£5,130**
- Administrative Costs **£9,093**
- Accommodation and Facilities **£44,234**
- Training and Supervision **£4,945**
- Costs from Other Charitable Activities **£12,007**
- Fixed Assets **£3,869**

Statement of our Policy on Reserves

It is not the policy of Cairns to accumulate reserves but to deploy funding received to meet the charitable purposes, while maintaining sufficient reserves to cover at least 3 months of operating costs. Cash reserves at the end of the year amounted to £180,314 of which £145,604 was unrestricted. This represents around 10 months operating costs. The high level of reserves is primarily a result of the timing of receipt of funding, with significant funding received in the 2022-23 financial year that relates to increased costs expected in 2023-24.

Details of any Deficit

There were no funds in deficit at the end of the year.

Donated Facilities and Services

A substantial part of the counselling service is delivered through the work of volunteers who give their time freely in the interests of supporting those in need, building up their counselling experience or as part of University course placements.

Thank You to our Supporters

Thank you to everyone who has raised money for or made individual donations to Cairns Counselling over the last year. The generosity of our supporters enables Cairns Counselling to continue offering a high-quality counselling service that can be accessed by anyone in need of professional counselling support.

Thank you to the funders who have supported us this year:

Statutory Funding – £26,644.
 Communities Mental Health & Wellbeing Fund Round 2 – £9,479.
 Hospital Saturday Fund – £7,563.
 Edward Gostling Foundation – £5,673.
 Hugh Fraser Foundation – £3,000.
 Bank of Scotland Foundation (10% grant uplift) – £2,788.
 Hope Trust – £2,500.
 The Meikle Foundation – £2,000.
 Lady Eda Jardine Charitable Trust – £2,000.
 Aberdeen Student Show – £2,575.
 Violet Murray Lessels Trust - £1,500.
 Lisa Godini – Walking Challenge - £1,019.
 Yorkshire Building Society Foundation – £1,000.
 National Emergencies Trust – £1,000.
 Acciona Community Fund – £1,000.
 Arnold Clark Community Fund – £1,000.
 Shell Community Grants – £1,000.
 Midstocket Parish Church – Music @ Midstocket Concert - £500.
 Verden Sykes Trust – £500.
 Ross & Liddell Community Bursary Programme – £500.
 James T Howat Charitable Trust – £500.
 Asda Foundation – £500.
 People's Postcode Trust/Localgiving – Magic Little Grants – £500.

Thank You to our People

Cairns Counselling is a Scottish Incorporated Charitable Organisation and we could not provide this counselling service without the fabulous support of our large group of volunteers and small staff team.

Our staff team is led by Claire Moggach and the staff counsellors are Denise Mair, Dee Masson and Kathy Bond.

The staff counsellors are supported by Nichola Duncan, Office Manager, Suzi Will, Funding Coordinator and Nicki Crawford, Administrative Officer



The service could not function without our wonderful volunteer counsellors. We have a mixture of very experienced counsellors, and those who are working towards their professional qualification.

Our volunteers this year included: Abigail, Adrian, Becca, Claire, Dariusz, Donna, Elena, Emma, Francesca, Gary, Gill, Iman, Jan, Joanne, John A, John P, Julie, Karen B, Karen C, Lynda, Lynn, Maria, Marianna, Michelle, Peter, Rebecca, Rhea, Stephanie, Stewart, Sue, and Terry.

Cairns Counselling is governed by a board of Trustees led by Chairman, Dr James Repper. The Trustees include Anne Smith (Secretary), Rev Muriel Knox, Dr Ruby Watt, Rev Maggie White, Rev Kenneth Petrie, Mr Bill Whibley, Mr Ian Beaton, Mrs Ann Thain.

Making a Difference

Feedback From Clients 2022-23

97.4% would recommend our service to others (90.5% very likely, 6.5% likely, 1% neutral)

62% of clients reported feeling more like themselves

66% of clients reported feeling more self aware

58% of clients reported feeling more confident

11% of clients reported reducing or removing medication

63% of clients reported feeling they have better communication with others

81% of clients reported feeling better equipped to deal with future challenges


12% of clients reported that they had been able to return to work

54% of clients reported having better relationships with others

32% of clients reported feeling more effective at work

Looking Ahead


As we look forward to next year, we will be implementing actions after the review of our strategy and organisation to ensure the service is able to continue to achieve its aims and purpose. Key activities will include:




**Restructure of Service
Manager role-
Chief Executive
(Strategy Development)**



**Recruit
Counselling Services
Manager**



**Recruit Community
Fundraiser and
Communications Officer
(diversify income)**



**Development of
Volunteer Counsellors
to expand service delivery**



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