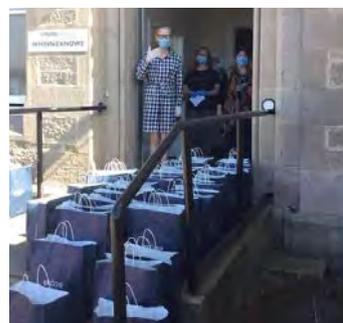


CROSSREACH

Care you can put your faith in





CrossReach is a leading and well-respected provider of social care for over 10,000 people in Scotland of all ages who find themselves facing challenging circumstances at any point in their life.

Multiple issues affect hundreds of thousands of people day in, day out. Depression and anxiety, loneliness, discrimination and poverty, to name just a few.

We have been responding to these ever-changing needs for over 150 years, constantly innovating and pioneering life-changing work.

“ We could not have done it without the faithfulness of our many supporters, who responded so generously to our emergency appeal, upheld us in prayer and found many other ways to show us they cared.

2020 has been an extraordinary year – one none of us are likely to forget. Yet, despite the unending challenges presented, the equally extraordinary CrossReach workforce rose to the challenge, turned itself inside out and continued to care. Continuing to show love in action we:

- found new ways of keeping our service users in touch with their loved ones.
- ensured people who depend on our support were able to access the services needed.
- set up buddy systems in our community services.
- sent out hundreds of activity and learning packs to children.
- helped deliver virtual visits in prison settings.



- continued offering drug and alcohol recovery services – and celebrated success.
- turned our school into a food distribution centre, while delivering lessons online.
- redesigned the whole counselling service, through virtual technology.

We were there, every step of the way, for those made most vulnerable by an unpredictable pandemic and we could not have done it without the help of our many supporters. Thank you.

As we look to the future we know that with your help we can continue can make a difference, whatever that future holds.

Rev Thom Riddell, Convener and Viv Dickenson, CEO



Rev Thom Riddell

The effects of the pandemic on the health and social care workforce have been recognised by the Scottish Parliament and resources made available to care for the carers, but we can't just leave it there. It is hugely important that we in CrossReach take the steps needed to support the workforce who have served with incredible loyalty and commitment over the past year.

Viv Dickenson, CEO

Connected through the pandemic

With the long awaited easing of COVID-19 restrictions, families and friends with loved ones in our Care Homes are enjoying longer times together and greater personal interaction



We may be emerging from the battle with a global pandemic, but the work of CrossReach has and continues to make a positive difference in people's lives. Over the past year our teams have gone more than that extra mile to ensure they could continue to support the people who rely on them. This has been humbling to witness as it has often come at a personal cost.

If the past year has taught us anything, it has certainly taught us about the power of connection and you will see that thread running through many of the stories.

Rev Thom Riddell



Over **550** individual birthday celebrations in our **17** residential care homes



Quality of care and support

100%
good and above

Supportive wellbeing

85%
good and above

56 services inspected by the Care Inspectorate



1,700 employees in 2020



SSSC employees registered **1,100**



Repurposing Roles

Repurposing support and roles to keep our staff and the people we support safe.



CrossReach Guild Video

Dundee Toy Recycle Appeal

1600 people in Dundee chose our Tayside Support Services initiative to be the winner of The Courier Christmas Charity Appeal.



Countryfile Ramble for BBC Children in Need

Aiming to raise an amount equal to the combined age of the rambling mates; Abi, Ashleigh, Scott, Tyler and Nathaniel, The Bungalow's residents and staff smashed the target on their 4 mile ramble.



Donation of Computers

Working in partnership with North West Glasgow Voluntary Sector Network (NWGVSN), CrossReach Glasgow Recovery services are delighted to be receiving 12 donated PCs that come complete with internet access and built-in camera.



Community support

Cameron and Daniel sold their old toys to raise money to buy chocolates and biscuits for the residents and staff of St. Margaret's House.

Adult Care Services

We support adults experiencing challenges from all walks of life. We help people experiencing mental health issues, learning disabilities, substance use, homelessness, and more. For someone going through a difficult time, CrossReach is in your corner.

Transformation, hope and a future

Having lived on the streets for 14 years and finding himself 'half dead' in hospital, CT is now in a place where he could be ready to take on his own tenancy.



“ I now have goals in my life and support from friends and family which I could not have before. Now I can now reach out for help freely, speaking about my problems and not hiding away using drugs as a way of forgetting the past. The only way is up from here. With further help from Cunningham and my family the sky's the limit.



A moment of sunshine in the midst of the pandemic

12 students graduated from the Recovery Volunteer programme along with one previous graduate who has gone on to achieve an SVQ 2.

“ I was in addiction with alcohol for nearly two years and went through the CrossReach 12 week programme at the CrossReach Residential Recovery Service (CRRS). I went into Move On accommodation with CrossReach and am now in a flat of my own. I heard about the programme from staff and other volunteers and asked about them how they became volunteers. They told me that I'd get a chance at the end of the 12 week programme and so when staff approached me about it I thought I'd give it a try.



“ I'd done social care before but I wanted to give a wee bit back as I know how much the service relied on volunteers for taking people to appointments. [The training] helped to build the confidence that I lacked [and] the people I'm helping now know I've been through the programme. Give it a chance. Give it a try. Look at me and where I've been, this could be you in a couple of months.

William (Recovery Volunteer graduate and volunteer team member at Allarton)

Hot tub - Bungalow

Thanks to a very generous donation from a previous service user's family, the people living at The Bungalow (a service supporting individuals with complex health needs) are experiencing and enjoying the documented benefits of hydrotherapy: relaxation, stress and pain relief and reduction of muscular tension.





The 'small' things

Things that may seem small and relatively insignificant, can lead to the surprises that provide a real sense of worth and wellbeing. Willie really enjoyed the annual Christmas speech given by Her Majesty The Queen and he wanted to tell her. Supported by staff to handwrite his letter, he posted it off and almost forgot all about it until... he received a formal response, sent from Windsor Castle. His smile and salute say it all.



Our CrossReach Residential Recovery Service supported 62 people to abstinence in 2020 - reconnecting families, accessing permanent accommodation, improving mental health and fostering a recovery community.

264 individuals supported through substance use or homelessness in a residential setting in 2020



298

individuals received support with mental wellbeing, 2020/21



77%

of the people we support are now managing their mental health better than before.

74% have developed stronger, positive relationships, meaning they are less isolated and have people to turn to when they're struggling.

77% have more trust and hope.



Children and Family Services

We help children and their families to build on their own strengths and resilience to overcome and achieve the outcomes important to them. Everyday, CrossReach is walking alongside children and families.

Brought together through reading

We know the pandemic's impact on the wellbeing and mental health of children is yet to be fully understood. However, it's clear that for children who were already facing the enormous challenges and struggles that come from having a parent in prison, COVID-19 restrictions have been particularly devastating. Staff at our HMP Polmont Visitor Centre have been working tirelessly to find creative, safe and meaningful ways to support children to maintain and strengthen their relationships when they have a parent that is in prison. Give A Book (charity) provided books that allowed a child at home and their parent in custody to read the same book over video calls.





One mum in prison said

“ I absolutely love reading with him on the Video Call, it's something different to do.

Brought together through reading



Creative fun and community engagement

Jack, a pupil at Erskine Waterfront Campus, used his skills in creative writing, sense of adventure and his natural wit to author and publish his very first book. Readers were introduced to and taken on an adventure with Dugless the dog as he searched for the lost city of Ballikinrain.



Jack sold his book to raise funds for local charities.

Sometimes it's okay to not be okay

The Scottish Tech Army (STA) podcast team invited our Workplace Counselling Coordinator, Julie Reekie, to participate in a conversation with STA volunteers about the impact the pandemic is having on mental health.

Conversations about mental health can help build self-awareness and create safe spaces to share ideas about ways to cope. They are a way to normalise the range of feelings that can occur during a period of major change. Mental health has been pushed to the foreground of society's attention and there is an opportunity to share ideas and become more innovative in our approach to mental wellbeing.



To hear the full podcast:





Residential Care and Education Annual Report

We are so proud of everything our Children & Young People achieved throughout 2020 that we just had to share it with you!
Here is our Residential Care and Education Services Annual Report.
Happy reading!



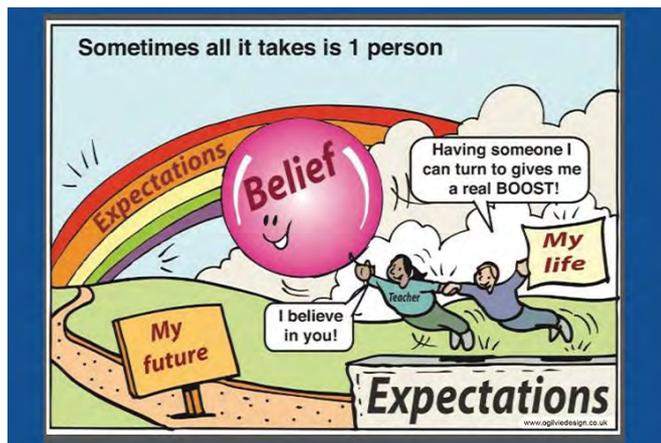
Annual Report 2020

Keeping the Promise

We believe our children and young people deserve to be included and be part of their local communities and a new chapter has begun in our long-established care and education for young people.

The recent closure of Ballikinrain Residential School, north of Glasgow, marks the final step in a seven-year transition towards family-style living in local communities.

Many former pupils have told us that the support they have had from CrossReach has had a life-changing impact on them, giving them opportunities which they would not otherwise have had. We are delighted that our work in this area continues and that we now have the appropriate accommodation in place to allow today's youngsters to feel part of the communities where they live, and where they will be surrounded by the love and support they need to prepare them for later life.



“ As it was a year ago today we went into lockdown. I'd like to show my appreciation for the Mallard.

Aiden was in his final year at school. Yet his world was turned upside down. Providing him with respite was so good for him. He needed something stable in his life again. I saved this picture of him to show how happy he was when I told him he's going to the Mallard again. That was the beginning of May last year.

So thank you all for everything that you do.

Alison – mother of Aiden



Keeping the promise

Children and Families Supported (2020/21)

East **2844**

West **2493**

North **1752**

2500 individuals and families received counselling (2020/21)





Services to Older People

We work with older people and their families to identify, shape and tailor services which support and enhance the wellbeing of each individual person - including support to realise their dreams and aspirations.

For care home residents throughout the COVID-19 pandemic, we have had a particular emphasis on protecting health, and maintaining connections with loved ones.

Sundown Stories

What do you see when you look at me? An adventurer in India with a pet tiger? A tomboy climbing a lamp post? An RAF uniformed clad dog lover?

In partnership with Dawn Irving from the Capital Theatre Group and as part of the *Sundown Stories personal reminiscences project, residents of The Elms specialist dementia care home captivated our imaginations by sharing some of their earlier life experiences.

From the content and richness of these unlocked memories, stories were specifically crafted to calm anxiety or distress as daytime turns into night.

Narrated by actor Adam Robertson, each video is set in a different area of the Festival Theatre and King's Theatre in Edinburgh and is for anyone who enjoys a relaxing story.



Sundown Stories

Coronavirus could not stop the celebrations

Celebrating the people we support is an ongoing part of every-day life within our Care Homes and despite the challenges faced in 2020, the staff teams were determined that this would continue. Whilst candles may not have been blown out and large groups of visitors could not be accommodated, celebrating birthdays and anniversaries was non-negotiable!



“ We didn't think we would be able to see mum, except for a Skype given the Covid-19 restrictions. The staff, however, pulled out all the stops to mark the occasion and, following the latest social distancing guidelines, arranged a rota to allow not one but three separate birthdays to be celebrated over the course of the day. It was so good to be able to see mum albeit from a safe distance with appropriate masks supplied by staff, and also to catch up with the staff themselves who have become an extended family since mum moved there.

Son of Mrs Mackay, a resident in Whinnieknowe Care Home.



Haud Close Together

No restrictions to the creativity of Heart for Art

In other circumstances we would have created a bespoke exhibition of art created by the artists of CrossReach's Heart for Art but - we are living in a pandemic so creative solutions had to be found!

In partnership with Longniddry Parish Church's Elcho Artspace online gallery, Heart for Art showcased 30 beautiful and diverse images created by its artists. The Moderator of the General Assembly of the Church of Scotland admitted to being "lost for words" at the quality of the work and at the impact this service is having on the lives of the people who attend the classes and their carers.

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Rt Rev Dr Martin Fair on Heart for Art

Everyone knows me
and I know them - they
know what suits me

Resident - South Beach House

The staff are great,
excellent. I feel well
looked after

Resident - Well Hall

Wellbeing

People who work in social care, by their very nature are often the type to put the needs of others first. We've seen this time and again over the past year and we're very proud of the services that CrossReach has continued to provide but we want our employees to look after themselves as well as others.

During the pandemic, we have introduced many new virtual initiatives and at the heart of this is the wellbeing of our employees.

Regardless of where staff are working – residential services, community settings, day services, offices or (back bedrooms in their homes for a while yet for some) we want to ensure that those employees who need support with their wellbeing have a route to be able to access the support they need.

We have been very impressed with the number of staff that have come forward and offered to take up the new volunteer roles of Wellbeing Champions – roles we know can make a real difference.





We know that there is a huge amount of information out there and it can be daunting to find what is needed, especially when someone is struggling mentally, physically or in some other way.

The friendly face of a colleague who can listen and knows what might help them best and where to access that support, can make that key difference to their colleague's wellbeing. Following our formal launch on 21 April 2021, we look forward to embedding this new initiative across all services.



Wellbeing Champions

Anya's Story

At the start of COVID-19 Anya was furloughed from her job and wanted to do something good to do with her spare time. Cunningham House, a CrossReach homeless service, was looking for relief workers and even though Anya had no care experience they welcomed her in. When a senior support worker role came up with the Rankeillor Initiative, a CrossReach homeless prevention service, the management team chose to invest in Anya, supporting her with the right training and guidance.

“ My experience at CrossReach has been so worthwhile. It's an organisation I would highly recommend to anyone interested in working in the social care sector or looking for the type of support CrossReach offers.





Staff stories

“ Adapting to the new normal and creating new ways to have fun despite of closures such as adventure days in the summer. This was harderst during winter. It has been challenging, frustrating but also new and exciting.

Caroline's Story

Caroline Ewen, the newly appointed manager of Bellfield care home in Banchory, came from a background in retail and hospitality before taking the opportunity to begin a new career in social care. Coming to CrossReach Caroline found it to be uniquely supportive in developing her own skills and interests.

“ I wanted to find out about dementia and CrossReach sent me on a range of courses so I'm now a Dementia Ambassador. I've also had full support to get an SVQ 4 in Healthcare and Management.

Caroline is now looking forward to shaping the service and bringing in new ideas.

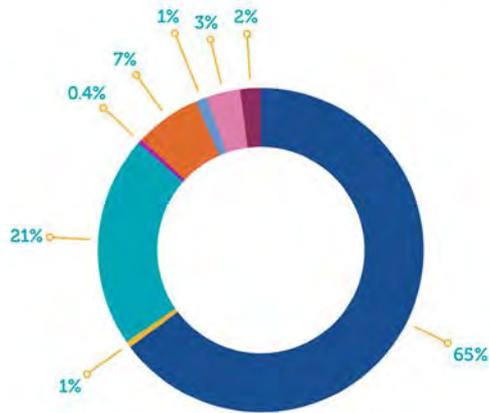






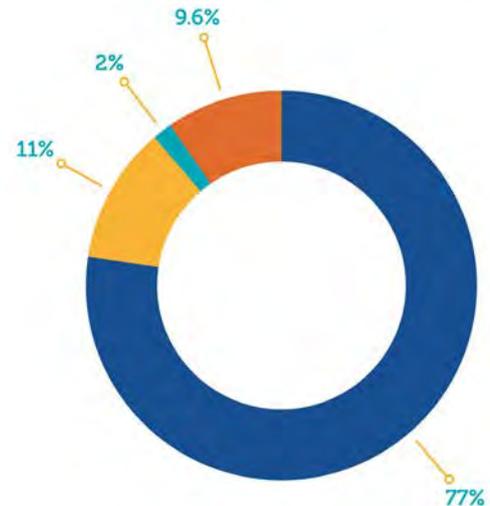
Finance

CrossReach incoming resources 2020



- Local Authorities - £28,518,000
- Self Funders - £9,284,000
- Grants - £2,882,000
- Ministries and Mission Fund - £1,500,000
- Fundraising - £890,000
- Other Income - £488,000
- Investment Income - £274,000
- Legacies - £182,000

CrossReach outgoing resources 2020



- Staff Cost - £36,005,000
- Premises - £5,293,000
- Supplies and Services - £4,486,000
- Transport - £752,000

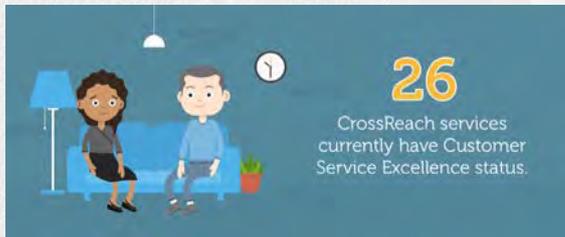


Customer Service Excellence

Customer Service Excellence is a Government Standard for quality accreditation. The standard tests in great depth, areas that research has indicated are a priority for customers. There are 5 criteria to the Customer Service Excellence assessment namely:

- Customer Insight
- The Culture of the Organisation
- Information and Access
- Delivery
- Timeliness and Quality of Service

After the initial in-depth assessment for the Award there is an annual review assessment to ensure our quality and customer service still merits the award Annual assessments which have been able to take place in 2020 have been conducted virtually.



The breakdown of the service areas who have Customer Service Excellence is:

Children & Family Services **1 Service**

Adult Care Services **4 Services**

Services to Older People **15 Services**

Corporate Services **1 Service**



Fundraising

It has only been possible to provide the breadth and range of all our services across Scotland with the support of wonderful people like you and the generous giving of your money, your time, your volunteering and your prayers. We are incredibly grateful for the generosity of CrossReach supporters.

2021 has so far proved to be just as challenging as 2020 in many ways. Once again, we have been overwhelmed by your response to our appeals. Thanks to you, the Christmas appeal raised over a staggering £36,000. And thank you, the Spring Appeal (featuring the story of Tracy) has, at time of publication, raised over £43,000. Your giving has made a life-changing difference. All money donated is having a big impact on the essential care we provide. Love in action is possible because of your support.

Our 2021 Lenten Prayer Share initiative saw dozens of individuals submit prayer videos highlighting what they were thankful for and praying for. This new community initiative has been a marvellous addition to our Easter preparations and reflections.



Helen & Graeme Wright - Fundraising Champions

Meet Helen and Graeme Wright, gym owners from Buckie. They approached CrossReach during the winter of 2020 to ask if they could host a fundraising challenge in aid of CrossReach. The Everest Challenge was born, where, over 40 days, teams of volunteers jumped the equivalent of the height of Mount Everest, a staggering 29,000 feet!

This remarkable challenge raised over £4,000 for CrossReach, but they have not stopped there, undertaking other challenges for CrossReach, including the Virtual Kiltwalk. To mark this magnificent dedication, we have made the Wrights our first CrossReach Fundraising Champions.



Wright's Mount Everest Challenge

“

CrossReach helped in ways I didn't think I could be helped.

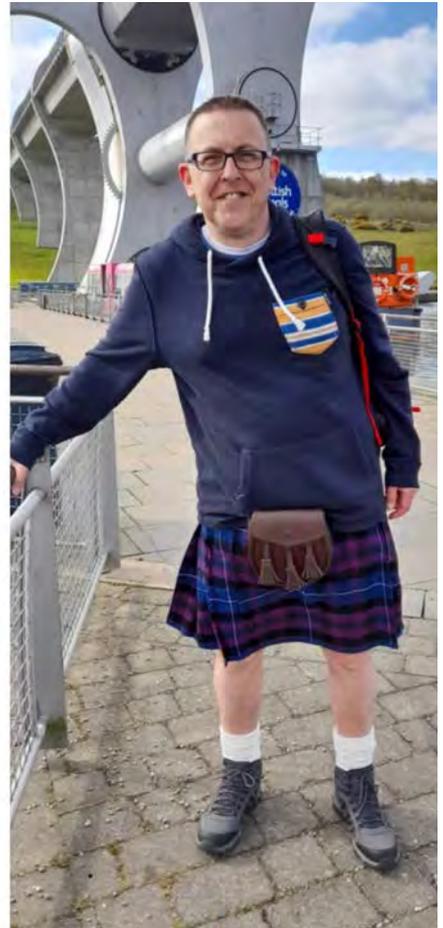


Meet Tracy

And finally, thank you also to those who have walked, run, jumped and pushed up for CrossReach over the past year. We salute your efforts and thank you on behalf of those people you have supported.



Prayer Share



CROSS REACH

Care you can put your faith in

www.crossreach.org.uk



CrossReach1869



CrossReach



crossreachcare



The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No. SC011353

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