



# Annual Report

2020

# Supporting your community



## Contents

<b>Welcome</b>	<b>4</b>
<b>CLAN Overview</b>	<b>6</b>
<b>CLAN Values</b>	<b>8</b>
<b>One CLAN</b>	<b>10</b>
<b>Here for you during COVID</b>	<b>11</b>
<b>Income Generation</b>	<b>14</b>
<b>Light the North</b>	<b>20</b>
<b>Finance Overview</b>	<b>22</b>

# Welcome

*from Dr Colette Backwell*

**When we produced the Annual Report for 2019 a year ago, none of us could have imagined being plunged into a global pandemic only a matter of weeks later. The COVID-19 pandemic, the associated restrictions and our response has shaped everything we have done during 2020.**

While it was not the year we wanted or anticipated I have been humbled by and proud of the phenomenal resilience and commitment of the CLAN staff, along with their spirit of kindness and selflessness that is synonymous with CLAN's support.

I want to take this opportunity to thank each one of them for their contributions, whether by working throughout the pandemic to keep our services and fundraising going or by making a vital contribution to CLAN's financial position by being on furlough.

CLAN's COVID journey began on 12th March when a routine meeting with colleagues in the NHS highlighted that the virus was spiralling in other European countries and that the UK was only a few weeks behind. We took the hard decision to close our centres immediately to protect vulnerable cancer patients and those who work for CLAN while we prepared to respond. Virtually overnight, we lost over 70% of our anticipated income for the year.

On the closure of CLAN's centres on Friday 13th March, we immediately switched to home working for staff and delivering cancer support services by telephone. Within a few weeks, we delivered a range of online and digital services and a hugely popular Sunday night sofa quiz. We simultaneously carried out the risk assessments and ordered the PPE and other supplies required to operate safely and with confidence that we were protecting staff and clients.

In the following months, we built on these early innovations to deliver a virtual cancer support services programme that provided nearly 5000 client contacts to around 950 clients, including 2607 telephone calls and 739 professional counselling sessions.

CLAN's Children and Families Service supported over 200 clients during this time on 1113 occasions. Our volunteers in Elgin provided 166 individual round trip journeys for cancer patients attending Aberdeen Royal Infirmary appointments.



CLAN Haven remained open throughout to provide accommodation for cancer patients attending a hospital in Aberdeen for treatment, with a short closure in early summer to convert the rooms into self-contained units, allowing patients to shield or isolate as required.

With continued demand for our services, we needed a campaign to inspire the public to get behind us and give whatever they could to help CLAN. The Here for You Appeal was born and quickly garnered the general public's attention, local businesses and global music star Emeli Sande who performed an acoustic rendition of her hit single 'Next to Me.'

With events across the UK cancelled or postponed, CLAN's events were not immune, and we cancelled our annual ball and CLAN Lunch while we moved 'Light the North' to 2021.

Thankfully, following a successful year in 2019, we started 2020 in good financial shape. Government support in the form of the Job Retention Scheme and various grants, coupled to the income generation team's success in developing a range of online and virtual fundraising events, means that we can confidently say that CLAN has survived 2020.

The CLAN team emerges from this most challenging of years stronger than ever with ambitious plans for new hybrid cancer support services and fundraising initiatives. We hope that the national vaccination programme will free us up to build on and expand the range of wellbeing services provided to cancer patients and their families across the north of Scotland. Our message to anyone facing a cancer diagnosis is that CLAN is still here for you.

It has been a truly challenging year for us all, but I am humbled by the strength and resilience of our team. CLAN will emerge stronger than ever from this, and our message to people facing a cancer diagnosis is that CLAN is still here for you.

# CLAN Overview

**CLAN is here for anyone affected by a cancer diagnosis. We provide emotional and practical support to people affected by cancer across the north-east and Northern Isles through eleven community centres.**

For over 37 years, we have developed specialist knowledge and understanding of how a diagnosis of cancer impacts, not just the person diagnosed, but also their wider circle of family and friends. Our range of free, person-centred services are delivered using qualified and experienced counsellors, therapists and also by our support volunteers, all focused on improving the wellbeing of our clients.

CLAN has continued to be a lifeline for many people facing a cancer diagnosis throughout the pandemic by launching a telephone support service, counselling sessions, offering new online services and continuing to support our younger clients and families. We have also ensured that people who live out with Aberdeen can attend cancer treatment at Aberdeen Royal Infirmary by providing transport and a safe place to stay at our Haven bed and breakfast service.

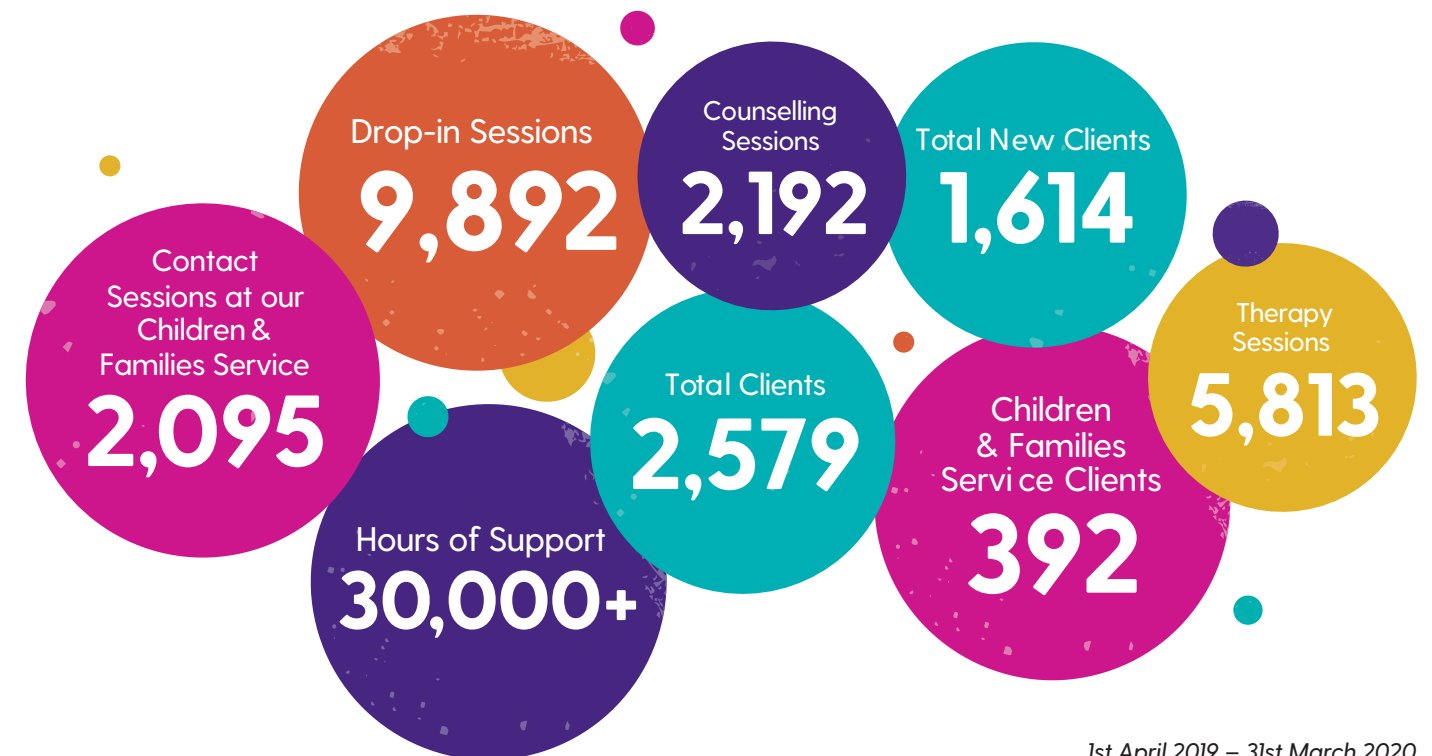
CLAN helps people to live with and beyond a cancer diagnosis, but we need your support to continue to be here for them. You can help someone impacted by cancer and donate to CLAN today.



## our services include:

- 11 CLAN wellbeing and support centres and outreach bases in the heart of local communities across north-east Scotland, Moray, Orkney and Shetland.
- Vital wellbeing support, practical support and information.
- Complementary therapies aimed at reducing the pain and stress and anxiety that can accompany a cancer diagnosis.
- Emotional support and professional counselling and social and wellbeing activities throughout our CLAN in the Community network.
- A home-from-home at CLAN Haven in Aberdeen. 27 ensuite bedrooms providing purpose-designed bed and breakfast accommodation for cancer patients and carers travelling to Aberdeen for treatment.
- A dedicated, trained and confidential support team for children, young people and families. CLAN's Children & Families Service works with individuals or family units to support positive family communication, build resilience and support children.
- A Telephone support service to ensure that people affected by cancer can get the support they need regardless of where they are.

## celebrating our achievements



1st April 2019 – 31st March 2020



# CLAN Values



Our values underpin everything we do and the way that we support each other and our clients. Not only are we committed to make CLAN a welcoming environment for clients, we want to be a great place to work for our staff and volunteers. All staff and volunteers live by these values and help each other to give the best possible support to clients.

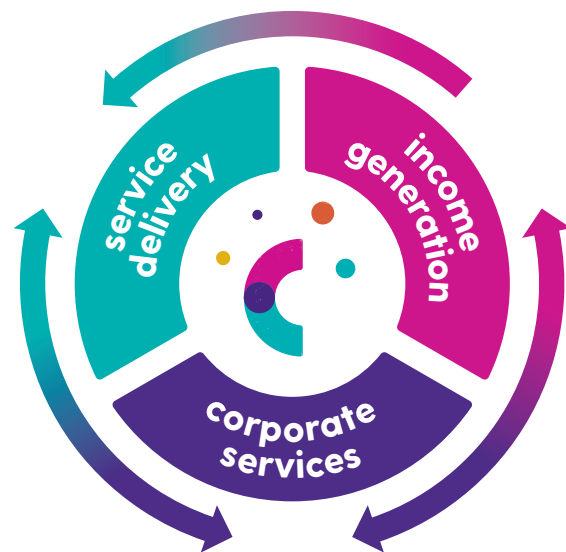


# One CLAN

The concept of 'One CLAN' was introduced in 2016 to highlight the importance of teamwork and interdependency across all of CLAN's professions and teams



## #oneclan



### service delivery

Counselling, Wellbeing Services, Emotional Support, Support Groups, CLAN Haven, Community Base

### income generation

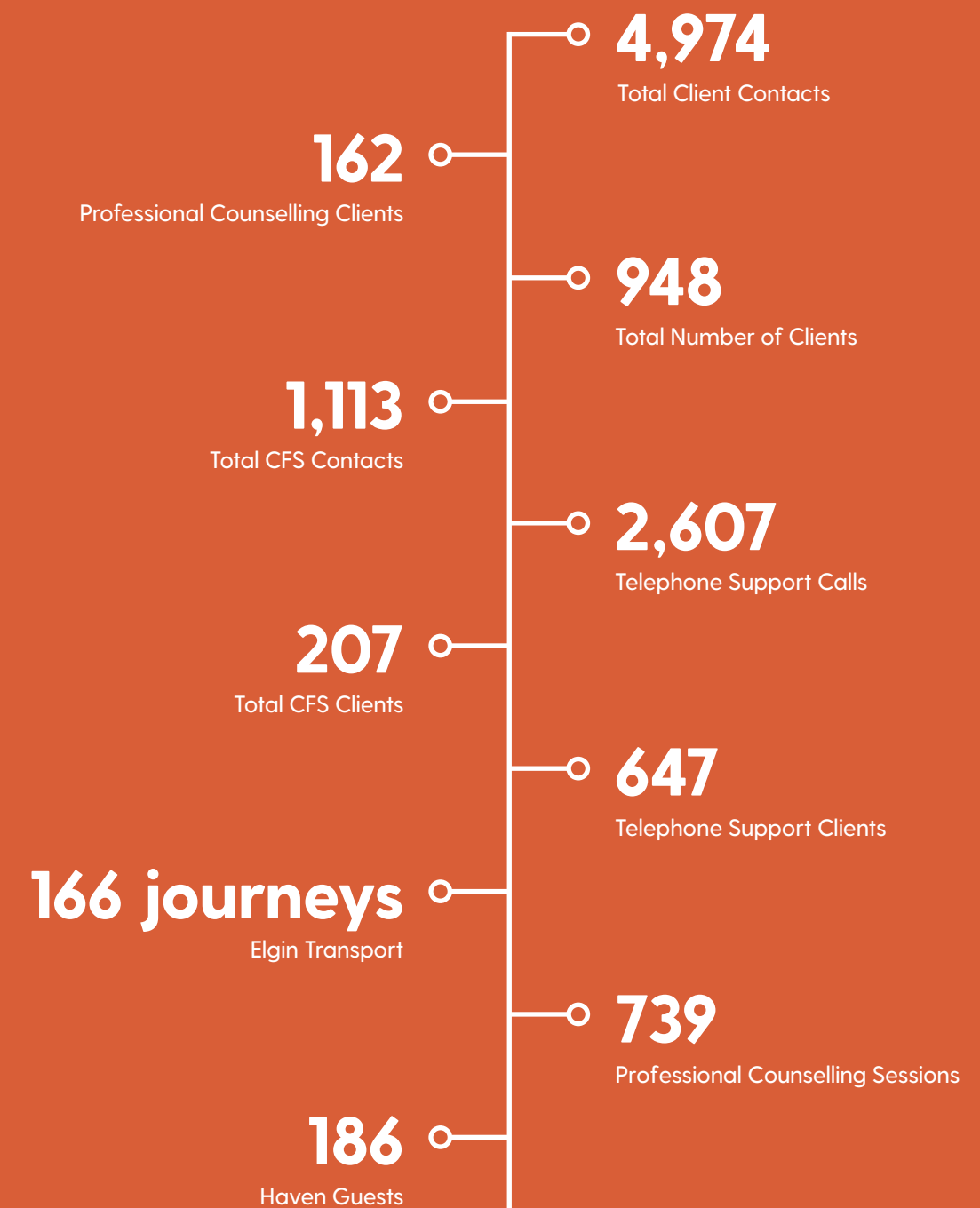
Fundraising, Shops, Donations, CLAN Haven

### corporate services

Finance, HR, Facilities, Marketing, PR & Communications

# Here for you during COVID

16th March 2020 – 31st December 2020





# Our Services

**We offer a range of services at a local level, minimising the need for travel and enabling our clients to build strong networks locally.**

Our services can help clients manage stress, fatigue and issues affecting their sleep, including relaxation and gentle exercise, confidence building, skin, hair and wig care, and a range of complementary therapies.

With the ongoing disruption due to Coronavirus, we have invested in providing support online and by telephone. We pivoted our services from the outset of the pandemic and began delivering online support, telephone support, and telephone counselling services. This ensured that we could continue to be there for our clients facing such uncertain times while dealing with a cancer diagnosis while our centres have been temporarily closed.

Through this, we continue to develop our wellbeing services, with a strong focus on client need and living well before, during and after a cancer diagnosis. This continuous development includes CLAN's professional development of staff, counsellors and complementary therapy teams, ensuring the highest standard and best practice for our clients' benefit – today and in the future.

## Elgin Transport Story

From April to December  
our volunteers drove

**17,267** miles

Our volunteers, David and Martin, were pivotal in helping clients continue to get to and from cancer appointments even during the lockdown period. Together with our Area Manager, Tracy, the driver's coordinate pick-ups across Morayshire to take people to Aberdeen, Raigmore and Dr Gray's for appointments, radiotherapy and chemotherapy.

Tracy Sellar, CLAN Cancer Services Area Manager, said: We are so grateful to David, Martin and our other volunteer drivers. Without transportation, we offer people would have to spend hours on buses and trains, which often made a day-trip impossible. This service also recognises that the

client group that requires transport can be in the 'vulnerable' category. Therefore, public transport increases their anxiety around the potential risk of infection.

“”

**Meeting consultants and undergoing radiotherapy and chemotherapy can be very worrying, so we are lucky to have our drivers who make life that little bit easier.**

## Children & Families Service

CLAN's Children & Families Service (CFS) provides a range of support services to children affected by a cancer diagnosis and their families. The uniqueness of this service relates to our approach to whole family support.

It is often not the child who has cancer, but a family member, which is why CLAN provides support across the whole family. Support is provided in a setting that suits the child's needs, whether at school, at home, or in CLAN's centres. When this has not been possible, due to the Coronavirus outbreak, the team have met by phone or online with clients. We have also set up two Facebook groups, one for older children and one for the entire family, to support one another in an informal online setting.

Our services range from individual-based therapeutic activities, whole family support, and information and advice for families and the range of professionals who engage with them. Children, young people and their families can visit CLAN House, government guidance allowing, which has dedicated space for young people both in a 1-to-1 setting and as a group.

Support is provided before, during and after cancer treatment and can be accessed via a referral pathway which includes health and social care practitioners, education services, other charities, and support services as well as self-referral.

Our team provides a confidential and accessible service working in partnership with other agencies. The bereavement support available to children and their families impacted explicitly by cancer is unique and not provided by any other organisation across our geographical reach.

The team specialise in delivering intervention, focussing on a family systems approach, person-centred therapeutic support, advice to professionals, pre and post bereavement work and group work opportunities for children and their families/carers. CLAN's children and families service also offer advice and guidance on accessing cancer-related information appropriate to a child's age and stage of development.

The Children & Families Service team comes from various professional backgrounds, including education, counselling and social work.

## The Haven

CLAN Haven is a 27-bedroomed bed and breakfast facility with a large kitchen and a comfortable, spacious lounge. The Haven is available to anyone affected by cancer attending or accompanying a friend or relative to, Aberdeen hospitals.

Between 1st April 2019 and 31st March 2020, CLAN Haven provided 9,246 bed nights for 543 people visiting Aberdeen for treatment.

Our guests are predominantly from Shetland, Orkney, the Highlands and sometimes further afield. The Haven provides a practical solution for those accessing cancer treatment far from home, allowing clients to live independently while being close to ARI medical facilities. When undergoing radiotherapy or chemotherapy, cancer patients may need to stay with us in the Haven for up to six weeks.

The bright and comfortable bedrooms are all en-suite with cooking facilities, Smart TV, phone, tea/coffee making facilities and Wi-Fi access. We have a mix of single and twin rooms and two specially adapted rooms for those with disabilities on the ground floor.

Apart from a brief closure to reinforce safety and to make the facilities covid secure, the Haven has been there for our clients throughout the pandemic to ensure they had a safe place to stay while undergoing treatment.

Our team work tirelessly to ensure that guests have everything they require and that their support needs are cared for during a challenging time away from home and family. Our Haven team creates an inclusive homely environment for everyone staying with us.



# Income Generation

14



The Coronavirus is the most formidable challenge CLAN has ever faced with a 70% drop in income overnight and the closure of all of our wellbeing centres. While we have had to postpone our major fundraising events, our clients still needed our support.

The lockdown separated families and friends and restricted access to face to face cancer support services which is why we changed our support model to provide telephone support, online resources and counselling sessions delivered by telephone.

Within a week of CLAN's centres closing, we provided over 500 telephone support calls, counselling sessions and maintained contact with our Children and Family clients.

That is why CLAN launched the 'Here for You' Appeal to encourage people across the north-east to give whatever they could to ensure that CLAN could

continue to support people affected by a cancer diagnosis. The appeal was launched with a video of CLAN staff and volunteers calling for support from the general public and was followed by a special live rendition of 'Next to Me' by Emelie Sande helping us to get national press coverage. The appeal focussed on the value CLAN brings to clients and featured the stories of clients Graham, David and Keith.

The appeal received the backing of Serica Energy, the Cormack Foundation, Conrad and Lesley-Anne Ritchie and over 300 individual donors from across the north-east and Northern Isles.

The support from local businesses and the general public ensured that CLAN could weather the storm at the height of the pandemic to continue delivering our vital cancer support services.

## David's Story

**In late 2019, David's wife Jodie was diagnosed with bowel cancer. The cancer was so aggressive that there was very little chance for her to recover and regain any strength. Between the day of her diagnosis and the time that she passed away, it was only 53 days.**

David said: "My biggest concerns were being there for Jodie and trying to remain as positive as possible, but also of having two little boys, and both with different needs.

"I didn't really know about CLAN, but after a nurse recommended I visit, I went straight from the hospital. I struggled to even tell the receptionist why I was there. One of the volunteers spoke to me, gave me a cup of tea and I was introduced to Tina from the Children and Families team.

"I really just wanted help with how I would speak to my oldest son Jamie. One of the things Jamie and I both found was that you feel like you're the only one. We didn't know anyone in the village we live in that was going through what we were, and none of his friends had lost a parent. To get involved with CLAN was really important for him to see that there are other people going through the same thing.

"The only person I would normally have spoken to about how I felt about anything was Jodie, and certainly not a stranger. When I did come to CLAN and spoke to volunteer Ann Marie, it was someone who understood. I can't say enough about how much she's helped me."

15





## Income Generation

# clan online auction

Raised over  
**£13,000**



With our annual ball's absence, we wanted to bring part of the event to our supporters by launching an online auction. Featuring over 60 items, we gave people the chance to win some incredible prizes in time for Christmas while helping to raise funds for those affected by a cancer diagnosis. Local companies from across CLAN communities generously donated prizes to match every budget!

We had a fantastic response from the public. The online bidding got our supporters' competitive spirits going, and they helped raise over £13,000 for CLAN. 13 was undoubtedly a lucky number for our events this year!

# golf day

Raised over  
**£13,000**



In September, one event that did resemble its pre-pandemic self was our annual golf day! Thanks to the generosity of our sponsors CNR International Ltd, our participants and Meldrum House Country Hotel and Golf Course, we had a full line up of teams safely golfing for CLAN!

We even had none other than Manchester United footballing legend, Ryan Giggs, to show his support while staying at the hotel. We were delighted to be able to host this event in-person and raised over £13,000!

# my clan walk

Raised over  
**£13,000**



The CLAN Walk went digital in 2020! The CLAN walk usually sees over 300 walkers taking to the trails around Crathes Castle but since we couldn't gather in quite the same way we moved the event online and challenged our supporters to take to the streets and parks throughout August.

One of our regular walkers Ross was delighted he could still take part in the walk. Ross said: "When I first heard about My CLAN Walk, I was desperate to sign up! Since my mum passed away, together with my brother Fraser and my dad Mike, I have taken part in the CLAN Walk every year, and with all that's happened over the last few months, it's more important than ever to support CLAN. CLAN is a fantastic charity that did so much for my mum and I that is why I am challenged myself by walking over 100 miles for CLAN!"

Thanks to the support of people like Ross, the walk raised over £13,000 for CLAN!

# clan shop

Raised over  
**£404,000**



CLAN's four retail stores continue to provide income to help provide CLAN services. In the year to 31st March 2020, collectively the CLAN shops generated £404,221 of income. In addition to this, the shops have been a vital source of income when we have been able open in accordance with COVID restrictions matching or surpassing income from previous years.

With the increased focus on climate change and sustainable clothing, our retail stores provide the perfect outlet for those looking to do their part to reduce their impact on the climate. The pre-loved clothes provide a climate conscious shopper with a wide selection to stay fashionable, eco-friendly and support people affected by cancer. We set up four donations hubs in response to COVID to ensure that we could still collect public donations safely and securely.

CLAN's charity shops raise the profile of CLAN in the community and provide volunteering opportunities allowing people to support CLAN in a fun and fast-paced environment.

## Income Generation

# sofa quiz

Raised over  
**£15,000**

At the beginning of lockdown, confined to our homes, routines in flux and our usual social activities cancelled we wanted to bring some entertainment to people's homes while raising money for CLAN. Every week, our Sunday Sofa Quiz led people through three exciting rounds that pitted households or families up against one another to see who could top the leaderboard. It became a regular favourite for our supporters and undoubtedly gave us all something to look forward to each week.

The quiz's popularity made it a regular feature throughout the rest of 2020 and will return in 2021. To date, the quiz participants have helped to raise £15,248.26 for CLAN.

# regular giving

Raised over  
**£12,000**

CLAN receives an incredible amount of financial support from people all across the UK, many of whom have benefited from one or more of our support services during their or their loved one's cancer diagnosis. Their support is provided through one-off donations, fundraising events and also through regular monthly or quarterly donations. From the 1st of April 2019 to the 31st March 2020, over 75 people supported us with a regular donation, which provided CLAN with £12,143 of income.

From the bottom of our heart, and to each and every one of you, thank you for your ongoing support!

# trusts and foundations

Raised over  
**£320,000**

During the 2019 – 2020 financial year, CLAN received over £320,000 of vital income from grant making organisations in support of the wide range of services we provide to those who reach out to us during their cancer experience.

We would like to thank all our funders for their invaluable support, including the following:

- o AUSA RAG
- o Brownlie Charitable Trust
- o Children in Need
- o Christina Mary Hendrie Trust
- o Crerar Hotels Trust
- o Garfield Weston Foundation
- o Gordon Fraser Charitable Trust
- o Hugh Fraser Foundation
- o Ina Scott Sutherland Charitable Foundation
- o John Gordon's Charitable Fund
- o National Lottery Community Fund – Grants for Improving Lives
- o Robertson Trust
- o Tom and Thelma Wilson Trust
- o Westfield Health Charitable Trust

We were also grateful to receive over £29,000 of funding for a refurbishment of the drop-in facility at CLAN House in Aberdeen, which will allow us to further enhance the levels of comfort and privacy for our clients.

The project was due to begin in March 2020 but was delayed as a result of the Covid-19 pandemic. We hope to have the improvements completed in early 2021, and we thank the following Trusts and Foundations for their support of the project and their understanding of the delay:

- o Albert Hunt Trust
- o Barrack Charitable Foundation
- o Edward Gostling Foundation
- o Martin Connell Charitable Trust
- o Miss Violet Murray Lessels Trust
- o National Lottery Community Fund – Awards For All
- o NHS Grampian Endowment Fund
- o W M Mann Foundation
- o Yorkshire Building Society Charitable Foundation



# Light the North

**Like many of our events in 2020, Light the North was postponed due to the Coronavirus outbreak. However, the team have been hard at work to bring the trail to life in Spring 2021 working together with 76 schools, 50 artists and 50 sponsors.**

The lighthouse trail will feature over fifty 2.5m tall lighthouses spread throughout the north-east and Northern Isles designed by artists across the UK and beyond. The 'Light the North' lighthouse trail will take people on a cultural tour of the north-east, Moray, Orkney and Shetland, letting them discover and engage with the region like never before.

CLAN's Head of Income Generation and Business Development, Fiona Fernie, said: "We made the difficult decision to postpone Light the North in April to ensure the safety of artists, volunteers and the general public taking part in the trail. The lighthouse trail is such an interactive event, and we want people to get out and enjoy all that the north-east and Northern Isles have to offer to support the local communities that CLAN operates in."

"We are so excited to be reigniting our plans to not only raise money to support people affected by cancer but to produce the most significant and inspiring art sculpture trail the north-east and Northern Isles has ever seen."

Our event partners, Wild in Art, have been behind some of the most popular art sculpture trails across the world for over ten years. Following on from the Wild Dolphin Trail's success and, more recently, the Oor Wullie Trail, the trail will feature over 50 lighthouse sculptures designed and created by some of the UK's most talented artists to help 'Light the North.'

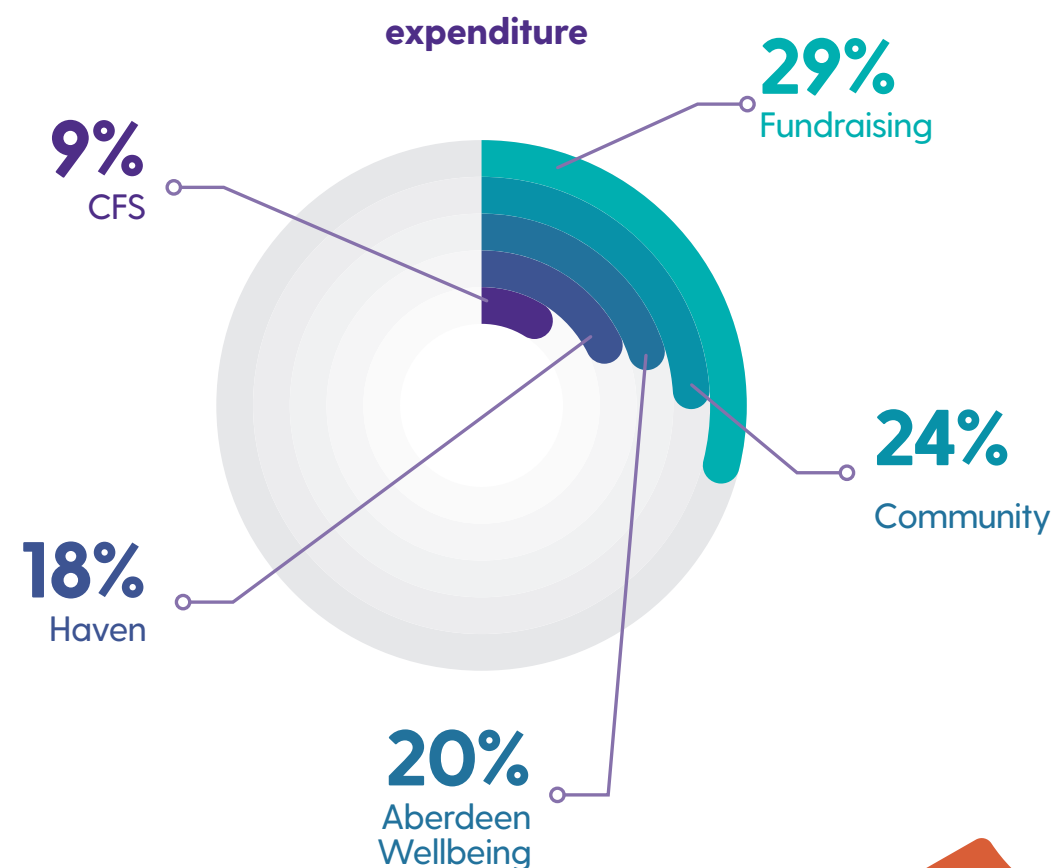
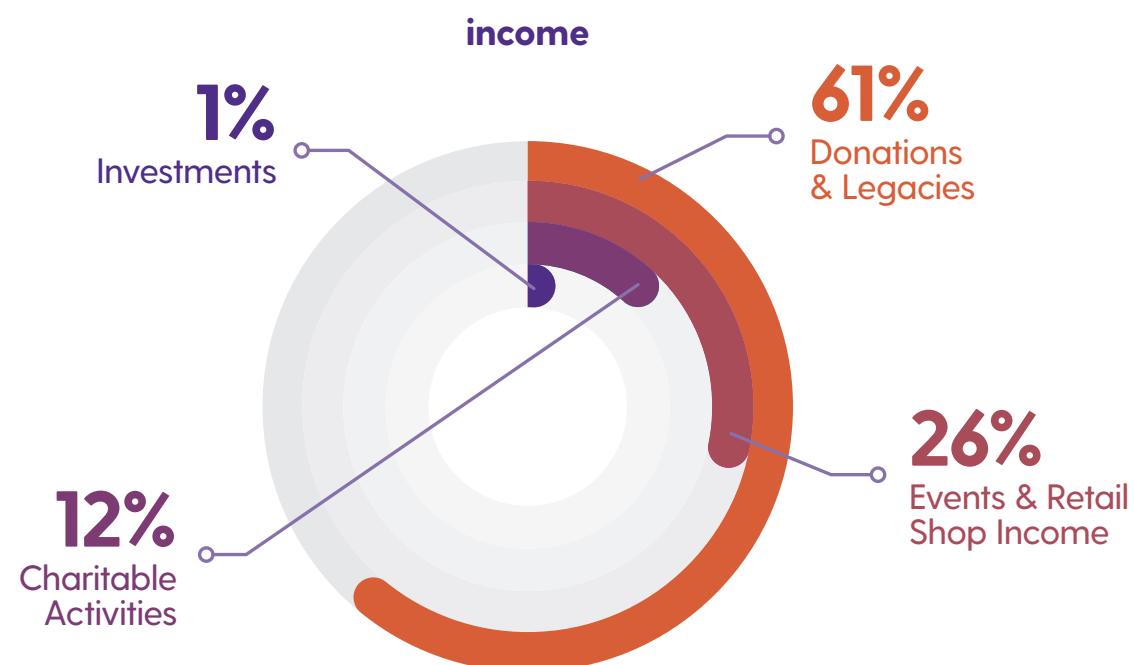
To keep up to date and to find out more about Light the North the lighthouse trail, please visit [www.lightthenorth.co.uk](http://www.lightthenorth.co.uk)





# Finance Overview

22



Thank you  
to all of our  
fundraisers,  
clients, funders  
and businesses  
who helped to  
support CLAN  
in 2020!

23



# Annual Report 2020