



clan
cancer support

Annual Report

2025

Supporting your community



Our Locations:

- 1 Aberdeen - Clan House
Outreach - Tillydrone,
Kincorth & Middlefield
- 2 Ballater (Retail)
- 3 Banchory (Retail)
- 4 Mintlaw - MACBI Centre
Outreach - HMP Grampian
- 5 Peterhead (Retail)
- 6 Moray - Elgin
Outreach - Forres,
Lossiemouth & Aberlour
- 7 Orkney - Kirkwall
Outreach - Isle of Westray
- 8 Shetland - Lerwick
Outreach - Isle of Whalsay

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CEO Welcome

from Fiona Fernie

“Behind every statistic in this report are stories of compassion, courage, and community. We are deeply grateful to everyone who has contributed to our mission this year.”

CEO Welcome

As I reflect on the last year, I do so with pride in how Clan Cancer Support has continued to deliver care, comfort and connection to people impacted by cancer across the north-east of Scotland, Moray, Orkney, and Shetland.

This has been a year of both challenge and progress. Across the region, the ongoing cost-of-living pressures and stretched health and social care systems have continued to affect individuals and families. In this context, the demand for our services has grown, with more people than ever seeking emotional, physical, and therapeutic support from Clan.

In response, we have worked hard to expand our reach and deepen our impact. Our wellbeing centres have remained welcoming spaces at the heart of communities, offering counselling, complementary therapies, support groups, and information. Our outreach and digital services have continued to reduce barriers for people in remote and rural areas, while new community partnerships have strengthened the local networks that make our support sustainable and relevant. In the last year, Clan has remained current, responsive and committed to our role in supporting the Scottish Cancer Strategy (2023-2033) in our endeavour to ensure cancer support is equal and accessible across our geography.

Financially, the external environment has remained challenging for the third sector, with increasing operational costs and shifting fundraising conditions. Recent government changes to employers' National Insurance contributions and the National Minimum Wage have placed additional pressure on businesses across the region, with many organisations facing higher staffing costs and reduced capacity to provide charitable or sponsorship support. Despite this, Clan

has remained resilient thanks to the generosity of our donors, the dedication of our volunteers, and the creativity of our fundraising events and corporate partners.

A particular highlight of the year was The BookBench Trail, which captured the imagination of communities and visitors alike as sculptures depicting an open book, popped up in our communities over the summer. The trail not only celebrated creativity, literacy, local pride and a sense of place, but also provided a joyful and visible way to raise awareness of Clan's work. It brought families, schools, and businesses together across the region, highlighting the importance of opening up and sharing your story - like so many of our clients do in our centres every day.

In May 2025, Clan was honoured with an invitation to Buckingham Palace in recognition of our ongoing contribution to communities across the north-east. Representatives from Clan attended a special reception in the Palace, hosted by His Royal Highness, King Charles, recognising the vital role of cancer support charities and volunteers in supporting wellbeing across the UK. This is a cause close to the King given the recent impact of the disease on his own family.

This invitation was a proud moment for Clan. It reflected the dedication shown daily by our staff, volunteers, and supporters and provided a wonderful opportunity to showcase the impact of our work on a national stage.

Clan is not one person. Clan is our staff, volunteers, supporters, and partners whose shared drive to deliver cancer support to the highest of standards ensures that no one faces cancer alone.



Clan overview

Clan was established in 1983 by a group of individuals who worked within the medical environment and recognised that a cancer diagnosis was hard on the patient and the family unit.

Clan established itself with monthly meetings at an office that was gifted to us, on Albyn Place in Aberdeen. These gatherings enabled people to talk about their cancer journey and how it was impacting them and their loved ones, with the charity on hand to provide vital listening support services.

The charity's first permanent office base was on Justice Mill Lane with its first employee, Freda Main, travelling across Aberdeen, Moray, Orkney and Shetland using the 'Clan Van' to deliver information and support services to people impacted by a cancer diagnosis.

Clan is now the largest commercially independent cancer support charity in the north of Scotland. The charity is based at Clan House on Westburn Road, where we have a dedicated centre for cancer support services supported by our five outreach centres across Aberdeen, Aberdeenshire, Moray, Orkney and Shetland.



Not everyone who comes to Clan has cancer. That's because the charity recognises the ripple effect created by the disease. It's felt by the individual who is going through the diagnosis, their friends, family, colleagues and neighbours. To be there for those people and to make sure that they're getting the support, advice and the care and the attention that they deserve is as important to us now as it was in 1983.

Our services include:

- **A Health and Wellbeing Service.** Access to this specialist advice can significantly help patients' preparation prior to and throughout treatment and optimise recovery; both physically and mentally. Support includes 1:1 assessments, group exercise classes, relaxation and peer support.
- **Complementary Therapies** – including lymphatic, oncology, and scar tissue massage, reiki reflexology and hypnotherapy. These therapies are recognised by the NHS to be beneficial in supporting cancer patients when used alongside their conventional medical treatments. They can help patients manage the harsh after-effects of invasive treatments such as chemotherapy and radiotherapy (e.g. nausea, fatigue, pain, and neuropathy due to nerve damage) and also offer psychological support for those experiencing anxiety, low mood and fear.
- **Drop-in, telephone and digital support** that allows anyone affected in any way by a cancer diagnosis to access support and advice without the need to make an appointment.
- **Clan's Children and Family Service** provides person-centred, age-appropriate support to help children and young people through their own cancer journey or that of parents, siblings, class mates and other loved ones. The team not only provides support to assist understanding of cancer and how it impacts young people emotionally and practically; they also provide support relating to pre and post bereavement and revisited grief.
- **Clan Accommodation** is our purpose built 27-room bed and breakfast facility for people travelling from across the UK to Aberdeen, to receive outpatient cancer treatment that is not available to them locally. Clan Accommodation is busier now than it has been at any point in the last two years. We hosted a total of 7,665 nights of accommodation in the past year - an increase of approximately 15% compared to the previous year.

celebrating our achievements



1st November 2024 – 31st October 2025

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 making 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.



INVESTORS IN PEOPLE®

We invest in people Silver

Having not sought accreditation since 2016, Clan was delighted that in June 2025, the organisation achieved the silver level accreditation for Investors in People and the Standard level accreditation for Investors in Wellbeing.

The Investors in People framework is an internationally recognised benchmark that assesses how effectively organisations lead, support, and develop their people. Achieving the silver level demonstrates that Clan goes beyond the basics of good people management, showcasing a strong culture of continuous improvement, leadership excellence, and staff engagement.

In addition, attaining the standard level for Investors in Wellbeing highlights Clan's dedication to nurturing a healthy, inclusive, and compassionate environment and one that prioritises the mental, emotional, financial and physical wellbeing of staff and volunteers alike.

Clan will continue to build on this success, using the valuable insights from the assessments to further strengthen its approach to people development and wellbeing, ensuring its team remains at the heart of everything it does.



Strategic update

Throughout 2024–25, Clan Cancer Support has continued to play an active role in shaping and influencing the wider cancer support landscape across Scotland. Our strategic activity has focused on ensuring that the voices and experiences of people impacted by cancer in the north and north-east are represented in national discussions, regional planning, and future service design.

Clan's work aligns closely with the priorities set out in the Scottish Government's Cancer Strategy 2023–2033, particularly around person-centred care, reducing inequalities, and enhancing support for people living with and beyond cancer. We continue to demonstrate the value of community-based, non-clinical support as a vital component of holistic cancer care.

As an active member of the Scottish Cancer Coalition and with our CEO's role as Chair of the North Cancer Alliance Partnerships Group, Clan contributes to shared policy positions and consultations, helping to influence national thinking on psychosocial care, access to support, and long-term recovery. Our input ensures

that the lived experiences of people in the north-east are reflected in local and national advocacy work. Through these engagements, Clan advocates for the recognition of community-based cancer support as an essential part of Scotland's care system, alongside calls for sustainable funding, closer collaboration with health and social care partners, and improved access to holistic wellbeing services.

Through this strategic engagement, Clan continues to strengthen its influence and ensure that compassionate, person-led support remains central to Scotland's vision for cancer care now and in the years ahead.

As demand grows and inequalities persist, the role of the third sector has never been more essential in Scotland's quest for improved cancer care. Clan intends to position ourselves as a leader in delivering person-centred cancer support, influencing policy, and addressing gaps in access across our geography. We will harness innovation, collaboration and community power to significantly improve quality of life during and beyond cancer treatment.



Our services

Clan continues to run a unique set of services at a local level including remote, rural and isolated communities, minimising the need for travel where possible and enabling clients to build strong networks through face to face, telephone or digital support. Our services are designed to build resilience and enable our clients to regain some control in different aspects of their lives, to rebalance aspects of choice and control that cancer has taken away.

Our services support many of the practical, physical and psychological challenges that comes with a cancer journey, including but not limited to pain, stress, fatigue and issues affecting sleep and self-confidence.

Peer support, counselling, signposting, transport, accommodation and a range of NHS aligned complementary therapies, such as oncology massage, lymphatic drainage massage, reiki, reflexology and general soft tissue massage all contribute to improving resilience within our clients.

We continue to develop our wellbeing services with a strong focus on client need and credible staff and volunteers supporting that need. Clan's continuous professional development of staff, counsellors, volunteers and complementary therapists, ensures excellence and best practice for our clients' benefit.

Clan has developed and delivers a two day Listening and Support training course designed to upskill and prepare all staff and client facing volunteers working in a support role, or who may indirectly find themselves in a support role as a Clan representative.

The training ensures that those in a support role are resilient and equipped to provide an empathetic listening ear to those who need it.

Over the past year, we've maintained a consistent number of clients compared to the previous 12 months. However, the number of support sessions delivered has increased by 17%. This growth reflects a rise in the complexity of the issues our clients are facing, which often requires more intensive and ongoing support.

We are now supporting a growing number of individuals living with neurodiversity, mental health challenges, and experiences of traumatic grief, alongside navigating a cancer diagnosis.

In response, we've taken proactive steps to upskill both our team and client-facing volunteers, ensuring our services remain responsive, informed, and equipped to meet these evolving needs. We are also strengthening multi-agency working and partnerships to ensure continuity of support for our clients.



Services update

Being accessible in your communities

Across Clan's geography we see the need for our services continually growing. We regularly assess community needs, medical research and socio-economic factors which may require us to adapt our service delivery for individual areas.

Moray

Our Moray service has delivered 1,400 drop-in appointments to people in Elgin over the last year, welcoming 290 new clients.

In a bid to reach more people impacted by cancer, in May 2025, we launched a fortnightly outreach based in The Fleming Hospital. The Aberlour outreach marks the third outreach to Elgin centre alongside Forres and Lossiemouth.



Orkney

Our Orkney centre has also seen growth over the last year with the team welcoming more than 100 new clients. The centre offers a programme of support groups which are driven by community needs. This year, following liaison with NHS colleagues, Clan Orkney launched a head and neck cancer support group.

This fortnightly group allows people impacted by these cancers to meet up for peer support with Clan staff and volunteers on hand to signpost and provide emotional support.

We've also identified a need for face-to-face support for young clients and families on Orkney.

Demand for the charity's Children and Family Services (CFS) in Orkney has more than doubled in the last year, prompting the recruitment of a dedicated role within the Kirkwall Centre.

Clan currently provides digital support to children and young people from age four to 21, living in Orkney.

Partnership with HMP Grampian

This year, Clan Cancer Support strengthened its outreach by expanding services into the prison community through a meaningful partnership with HMP Grampian. This collaboration has allowed us to offer tailored cancer support to both Scottish Prison Service staff and people in custody who are impacted by cancer – whether through a personal diagnosis or the diagnosis of a loved one.

Our team provides a range of support, including one-to-one telephone and in-person sessions, alongside the delivery of information workshops and training opportunities for staff. These services aim to improve cancer awareness, emotional wellbeing, and access to support at a time when individuals may feel particularly isolated or vulnerable.

Outreach into prison environments plays a crucial role in breaking down barriers to support. For individuals in custody, accessing cancer services is often challenged by logistical and emotional challenges. By bringing support directly into HMP Grampian, Clan helps ensure that no one faces cancer alone – regardless of their circumstances.

The outreach to HMP Grampian helps deliver on several key ambitions of Scotland's Cancer Strategy 2023-2033. Outreach to prison ensures support is brought to those for whom accessing services can be especially difficult – whether due to geography, deprivation, working patterns or the constraints of custody.

It directly addresses the strategy's ambition of Tackling Inequalities, particularly for people from deprived areas who are more likely to be diagnosed late and less likely to access screening or support services.

Finally, it aligns with the principle that mental health must be part of basic care, recognising that cancer care isn't just about medical treatment but also involves emotional, psychological and social support – areas where prison outreach can help bridge gaps.

The population HMP Grampian serves is from across northern Scotland covering multiple local authority areas including (but not limited to) Aberdeenshire, Aberdeen City, Moray, Highland, Shetland, Orkney and the Western Isles. Clan has already linked localised support back to the families of those in custody, living across the northern isles. With an estimated 500 people in custody and 300 staff members at HMP Grampian, Clan's outreach is proving beneficial already.

Collaborating for Carers

Quarriers Partnership

Clan's new charity partnership with Quarriers was launched in June, to help unpaid adult carers in Aberdeen who are supporting someone through a cancer journey.

The partnership coincided with Carers Week, an annual campaign in the UK to raise awareness of caring, highlight the challenges unpaid carers face, and recognise their contributions to families and communities.

It's estimated there are as many as 25,000 unpaid adult carers in Aberdeen with Quarriers currently supporting over 1,000 people in the city.

In the months running up to the launch of the partnership, Quarriers reported an increase in the number of referrals from carers supporting people with a cancer diagnosis, underlining the need for the partnership with Clan.

Quarriers continue to deliver a monthly drop-in service at Clan House in Aberdeen on the first Tuesday of each month, to provide advice, information and support to anyone who is caring for someone with cancer, with the aim of the partnership to provide a lifeline for those who find themselves taking on unpaid caring responsibilities.



Volunteering

Engagement, Growth and Impact

Over the past year, Clan's Volunteer Service has continued to grow and strengthen, with a focus on streamlining processes and improving communication. A refreshed and more informal engagement style has helped build stronger relationships with both new and long-standing volunteers. This approach has contributed to steady sign-ups across a variety of roles using the Sign Up Genius platform and has supported meaningful volunteer participation at events and in support roles throughout the year. The introduction of a quarterly interactive volunteer newsletter has further enhanced this engagement, offering updates, opportunities, and a platform for volunteers to share their own experiences – with each issue featuring a video interview from a Clan volunteer.

Clan has attracted a wide range of volunteers across all areas of the organisation with Clan onboarding 60 new volunteers in the past year, taking our total number of volunteers to 356. Challenges remain in recruiting for specific roles such as the Banchory shop and lead event volunteers, however we have bolstered our recruitment campaigns with social media advertising to target individuals for these roles.

A stand out moment this year was Celebrate Aberdeen, which brought together over 60 people – Clan's largest parade group to date. With board members, ambassadors, staff, volunteers, pipers, mascots, and clients all represented, the event served as a vibrant reminder of the power and diversity of the third sector. The celebrations continued afterwards at The Old School House, further strengthening the sense of community and commitment among all involved.

Clan's approach to volunteering aligns closely with the ambitions set out in Scotland's Volunteering Action Plan, particularly in promoting wellbeing, reducing barriers to participation, and creating meaningful volunteer experiences. By continuing to listen to and support our volunteers, we're helping to ensure volunteering remains inclusive, rewarding, and impactful – for both individuals and the wider communities we serve. One of the largest community volunteering impacts we seen this year was in June, where 70 event volunteers signed up to support Clan's Monumental Midnight Walk in Orkney which raised an amazing £44,000. Volunteers are truly the lifeblood of Clan and we could not raise the funds or deliver the services required, without them.



Income generation

The fundraising landscape throughout 2024 and into 2025 continues to be influenced by ongoing economic pressures, with households and businesses alike feeling the pinch. Despite these challenges, Clan's fundraising activity has remained resilient, thanks to a strong culture of innovation, diversification, and community engagement.

Our approach to adapting and evolving within a highly competitive environment has continued to pay off, with notable successes across all four of Clan's income streams. We have seen encouraging growth in several key areas, some outstanding one-off wins, and continued momentum in community-led and event-based fundraising.

Community support remains a cornerstone of Clan's income generation, with more individuals and groups choosing to connect with and fundraise for us. The trajectory of this income stream remains positive, reflecting both increased visibility of our work and the strength of relationships built across our communities.

Regular donations continue to provide a vital and steady source of income, while Clan's events calendar

remains a highlight of the year. Our signature events continue to draw remarkable participation and income, and we have successfully introduced new and refreshed fundraising initiatives to keep our offering dynamic and engaging.

It's also clear that challenging and endurance-based events continue to inspire participants and supporters alike – often producing some of our highest returns and greatest stories of determination and generosity.

While the environment remains demanding, Clan's fundraising team continues to demonstrate creativity, adaptability, and optimism. We are proactively seeking new partnerships, exploring digital and corporate fundraising opportunities, and building on our most profitable income streams to ensure we remain sustainable and strong for the future.

Our outlook for 2026 is one of confidence and ambition – continuing to innovate, diversify, and strengthen our fundraising foundations so that we can sustain and grow the vital services Clan provides to people affected by cancer across the north-east of Scotland.



The Baxter's story

Cara Baxter from Inverurie was 42 when she was diagnosed with bowel cancer. Within a matter of weeks her condition deteriorated and she was told she had months to live.

The news devastated both Cara and her husband Greig who were left with the heartbreaking task of telling their children who were aged just 12 and 10 at the time.

The colorectal team at ARI immediately contacted Clan to help the family navigate what was to come.

Within an hour of receiving the call, our head of cancer support services arrived at the hospital to meet Greig and Cara to provide support and guidance on breaking the news to son Sam and daughter Grace.

Greig and Cara felt the hospital environment was too clinical for the children to hear the news and they also didn't want the conversation to take place at the family home for fear of tainting it with memories of heartbreak and loss.

The parents decided to bring the children, along with their extended family, to Clan's Aberdeen centre. Clan staff concealed signage to the centre to not upset the children on arrival and closed off the drop in area to allow the family complete privacy.

Clan's transport service brought Cara from her ward in ARI to Clan House. It was there she took the lead in breaking the news about her health to

her young family, with Clan's Children and Family Services (CFS) team on hand to offer support.

In the months that followed both Sam and Grace received age-appropriate support from Clan's CFS team to help them process and navigate mum's diagnosis and what was to come.

Cara passed away on January 24, 2024.

Grace and Sam continued to be supported by Clan's CFS team alongside their cousins.

Greig also used Clan's Listening and Support service and attended Clan's Bereaved Dad's Group.

He said: "Clan has given all of us the opportunity to speak freely and open up. I think maybe in the past the kids weren't comfortable speaking in front of me in case they upset me. Clan has provided them with a place to have a one-to-one session where they could talk about and try and understand what happened."

"I think without Clan, things would have been a lot harder. I mean, it was very hard to go through, but without Clan's support and advice, I dread to think where we would be now."

Greig bravely shared his family's story at Clan's annual Ball in September 2025. The video generated £6,584 in pledges at the event, with £62,000 raised in total throughout the night.



Income generation

Glitzmas Brunch

raised over
£11,000

In November 2024, the popular Festive Brunch was successfully rebranded as the Glitzmas Brunch, resulting in a near sellout crowd of 178 guests and an impressive £11,000 raised – a significant increase from the previous year’s 120 guests and £6,000. We’re looking forward to returning to Union Kirk on Saturday 29th November 2025 with another sellout crowd anticipated.



Runs, Walks & Cycles

raised over
£75,000

Throughout 2025, we have seen 286 participants take part in our Runs, Walks & Cycles and their efforts have ensured that we have surpassed the budget of £75k. The notable highlight was the Aberdeen Kiltwalk raising just over £44,000!



Meldrum Golf Day

raised
£9,000

We were delighted to welcome 10 corporate teams to the Clan Golf Day on Thursday 4th September 2025 at the beautiful Meldrum House Hotel & Golf Club. It was a fantastic day filled with fun, laughter, and generosity – all in support of Clan. The event raised an impressive £9,000, making it a great success and a valued addition to our fundraising calendar.



Hollywood Ball

raised
£62,000

On Saturday 27th September 2025, Clan hosted its annual Hollywood Ball at Aberdeen’s Beach Ballroom, raising an outstanding £62,000. Guests from across the north-east walked the red carpet to enjoy a glamorous evening featuring a three-course meal and entertainment from Mark Cameron Dance, Ocean’s 3, Rebecca Morrice, and Glitz. The night also included both silent and live auctions, the latter hosted by Scottish comedian Des Clarke, contributing to an unforgettable evening of generosity and celebration.



Income generation

Fundraising highlights

In-House Quizzes

March 2025 saw Clan host the first of four in-house quizzes, led by local Instagram personality Aiberdeen Mannie. Both the March and June events were sold out, each raising over £1,000. All four quizzes have been generously sponsored by CNR, and continue to be a popular addition to our fundraising calendar.



Community Champions

Our Orkney ambassador and community fundraiser Marty Flett was awarded an MBE earlier this year for his outstanding fundraising achievements. Marty continued his dedicated support by hosting his annual Orkney Golf Day in June, raising £5,433.

In addition, long-time supporter Gary Summers hosted another hugely successful Barn Dance in June, raising an impressive £17,000 for Clan. Both Marty and Gary exemplify the incredible commitment and community spirit that drive Clan's fundraising success.

Monumental Midnight Walk

Also, in Orkney, the Monumental Midnight Walk made a triumphant return in June, attracting over 170 participants and raising an incredible £44,000 – a true testament to community spirit and generosity.

Skydive Challenge

In September, four brave fundraisers took to the skies for our Skydive Challenge, collectively raising over £3,375 profit.

Corporate fundraising

During 2025, Clan delivered a range of engagement and awareness activities with corporate partners and the local business community. Highlights included an engagement day with Altrad, multiple volunteer groups from Technip, ABB, and Wellvene supporting our retail team's distribution hub, and charity and awareness events with TotalEnergies and Marischal Square businesses. Clan also participated in wider networking to further strengthen relationships and raising awareness of Clan's work across the region.

Corporate fundraising is becoming an increasingly important income stream as organisations look to diversify their funding and build more sustainable financial models. With more businesses focusing on social responsibility and ESG (Environmental, Social, and Governance) goals, there are growing opportunities for meaningful, two-way partnerships.



Trusts and grants

Support from trusts, foundations, and grant-making bodies continues to play a crucial role in sustaining and developing Clan's services. Over the past year, this funding has enabled us to deliver core wellbeing and support services, invest in new projects and community initiatives, and strengthen our ability to respond flexibly to the needs of people affected by cancer. Our success in securing these funds reflects both the confidence funders have in Clan's impact and the strength of the relationships we have built across the charitable sector.

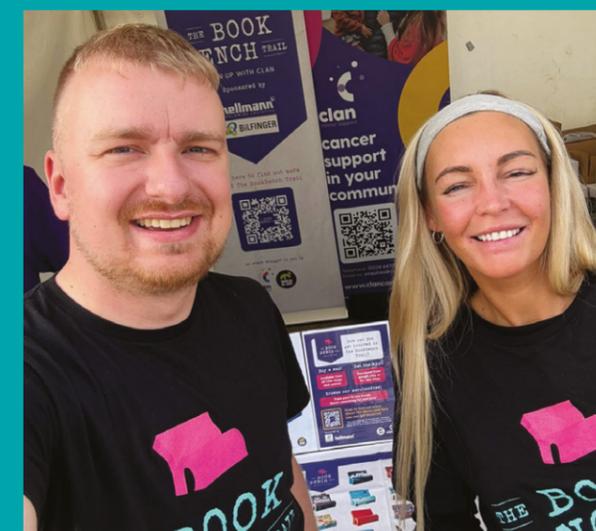
With thanks to the following funders for investing in Clan:

- o National Lottery Community Fund: Improving Lives (3 years)
- o Ina Scott Sutherland Charitable Foundation
- o Miss Violet M Lessel's Trust
- o John Gordon's Charitable Fund
- o Robertson Trust
- o James and Elizabeth Murray Charitable Trust
- o Aberdeenshire Health & Social Care Partnership
- o Lunar Foundation
- o Emerton-Christie Charity
- o Shetland Aid Trust
- o Prism The Gift Fun Amber River



Retail

2025 has been a year of growth and innovation across Clan's retail operations. In February, we welcomed a full-time Ecommerce and Retail Coordinator, strengthening our capacity to develop online and in-store sales. March saw the opening of our fifth shop in Banchory, specialising in baby and children's clothing, toys, and accessories.



Retail played a key role in community engagement through events such as The BookBench Trail, which inspired the launch of seven new merchandise items and featured at the Tall Ships event in July, raising both funds and awareness. Clan retail also participated in the Spring Market, generating over £200, with plans to return for the Christmas Market.

Our shops achieved several standout successes, including the sale of a vintage flute in Orkney for £4,000, a £1,000 picture auction in Ballater, and over £8,000 raised through Rosemount's popular "basement rakes." Online sales via Vinted and Gumtree have generated approximately £2,800 since March.

We continue to invest in our teams, with a new Shop Supervisor appointed in Peterhead and several new volunteers joining across our five shops. To better manage the growing volume of donations, a Storage Centre was introduced in May, with plans to move to a larger facility in November 2025.

Clan commercial

Clan's commercial activity continues to play a vital role in supporting the charity's sustainability and long-term growth. Through our Coffee Box, Christmas trees and tartan merchandise, we have continued to generate significant unrestricted income that directly supports our core services.

The Coffee Box

The Coffee Box continues to operate seven days a week, with all profits from trade going directly to support Clan's vital services. The kiosk is now managed by a team of five fully trained baristas, working on a rotational basis to ensure smooth day-to-day operations.

Between 1st September 2024 and 31st August 2025, the Coffee Box achieved a trading income of £35,521.10 from 6,149 transactions.

Earlier this year, the Coffee Box experienced an unfortunate incident when the generator used to power the horsebox was stolen, leaving us without power and resulted in a forced closure with resulting lack of income. The theft, which was widely covered in the local press, got an overwhelming response from the community with Clan receiving donations of cash, equipment, and corporate support to improve security. This demonstrated the strength of local goodwill towards Clan and reinforced the community's connection to this much-loved initiative.



Clan tartan

Clan's bespoke tartan range continues to perform well, with consistent demand for Clan tartan material used in the making of kilts, trews, and other traditional garments. The range remains a distinctive part of our commercial identity, allowing supporters to wear their connection to Clan with pride while contributing to the charity's income generation.

A key highlight this year was the introduction of OddBalls men's boxer shorts in Clan tartan – a fun and modern addition that has been exceptionally well received.

Looking ahead, Clan remains committed to expanding and diversifying the tartan range further. Plans are underway to explore additional products and partnerships that showcase the Clan brand, strengthen community engagement, and create sustainable commercial growth for the future.

Christmas Tree Recycling 2025

Clan's Christmas Tree Recycling Project offered supporters an easy and environmentally friendly way to dispose of their real Christmas trees while raising vital funds for the charity. For a small donation, Clan's team of staff and volunteers collected trees directly from homes across Aberdeen and surrounding areas, ensuring they were responsibly recycled.

This year, the project saw 208 trees collected, generating £2,707 in income, which included 59 additional donations from generous households.

The initiative was made possible through the fantastic support of our partners Hellmann Worldwide Logistics, Bilfinger, Keenan Recycling, and Aberdeen Leaflets who each contributed valuable gifts in kind, including leaflet printing, vehicles, fuel, and volunteers to help with collections.

Although adverse weather created some logistical challenges on collection days, the commitment and flexibility of everyone involved ensured the project ran smoothly. Overall, the campaign was a great success, combining environmental responsibility, community engagement, and fundraising impact as well as providing an excellent example of how local partnerships can make a real difference for Clan.

Based on feedback from partners and the results of our customer survey, we plan to repeat the Christmas Tree Recycling service in January 2026, with an expansion to additional postcodes and new areas. This is with thanks to our partners for providing access to a greater number of vehicles and enhanced collection teams. Feedback suggests the service is highly scalable, presenting a strong opportunity for growth in both reach and income.





The BookBench Trail 2025 marked Clan's third Wild in Art sculpture trail, following the success of previous trails which have collectively raised over half a million pounds for our charity. This year's project once again captured the imagination of the north-east, with 37 beautifully designed book-shaped benches bringing colour, creativity, and community spirit to towns and cities across five local authority areas, spanning more than 500 miles.

We selected the BookBench design because the open book perfectly represents Clan's listening and support services – a safe space where anyone impacted by a cancer diagnosis can open up and share their story. Each sculpture told a unique tale of hope, resilience, place, and creativity, designed by talented artists, schools, and community groups, and supported by thousands of visitors who explored the trail throughout the summer.

The trail culminated in the auction held at The Chester Hotel, where 37 BookBench sculptures were sold by auctioneer and BBC personality, Natasha Raskin Sharp, raising vital funds to help sustain Clan's services. The event was streamed live and attended both in person and online, drawing strong participation and enthusiasm from supporters across the region. The event raised £117,900. On the night, it was a bench designed by Johanna Basford, local artist famed for her adult colouring books, that achieved the highest sale price with her bench fetching £7,600 as it went under the hammer.

Delivering a trail of this scale is a significant undertaking, and Clan is deeply grateful to the 41 sponsors and trail affiliates who helped make it possible. Special thanks go to our headline sponsors Hellmann Worldwide Logistics and Bilfinger, our education partner Albyn School, and our logistics partner Freeland Freight Services. We are also indebted to the artists, supported by art consultant Fiona Chance, whose creativity and passion brought the benches to life, and to Clan's staff and volunteers, who delivered the project alongside their ongoing roles within the organisation.

The BookBench Trail also brought about a particularly special moment for Clan – a reunion with one of our original volunteers, Pam Keal, who helped establish Clan more than 40 years ago. Visiting Aberdeen from Leicestershire, Pam discovered one of the BookBenches in Duthie Park, recognised the Clan branding, and realised the charity she once helped to start was still thriving today. Pam and her husband Richard later attended the auction event, reminding us of the deep roots and enduring community spirit that underpin all that we do.



The BookBench Trail 2025 not only generated essential income for Clan but also provided a powerful platform to raise awareness, celebrate creativity, and share the stories of those whose lives have been touched by cancer. Every bench told a story and every supporter who took part helped us write a new chapter in Clan's ongoing journey.

Trail stats



Most collected sculptures:

Back to the '80s	1418
These walls are alive with stories	1236
On the Crest of a Wave	1221

Most voted for sculptures

AFC - The Celebration Sofa
The Perfect Getaway
On the Crest of a Wave

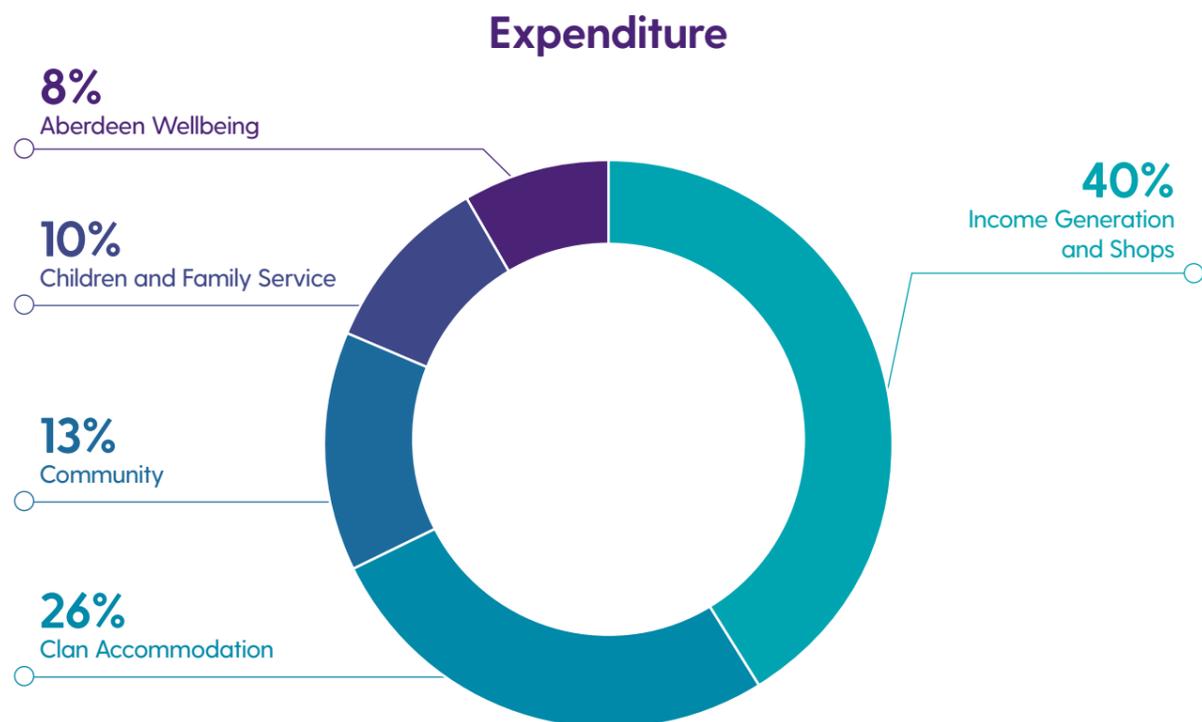
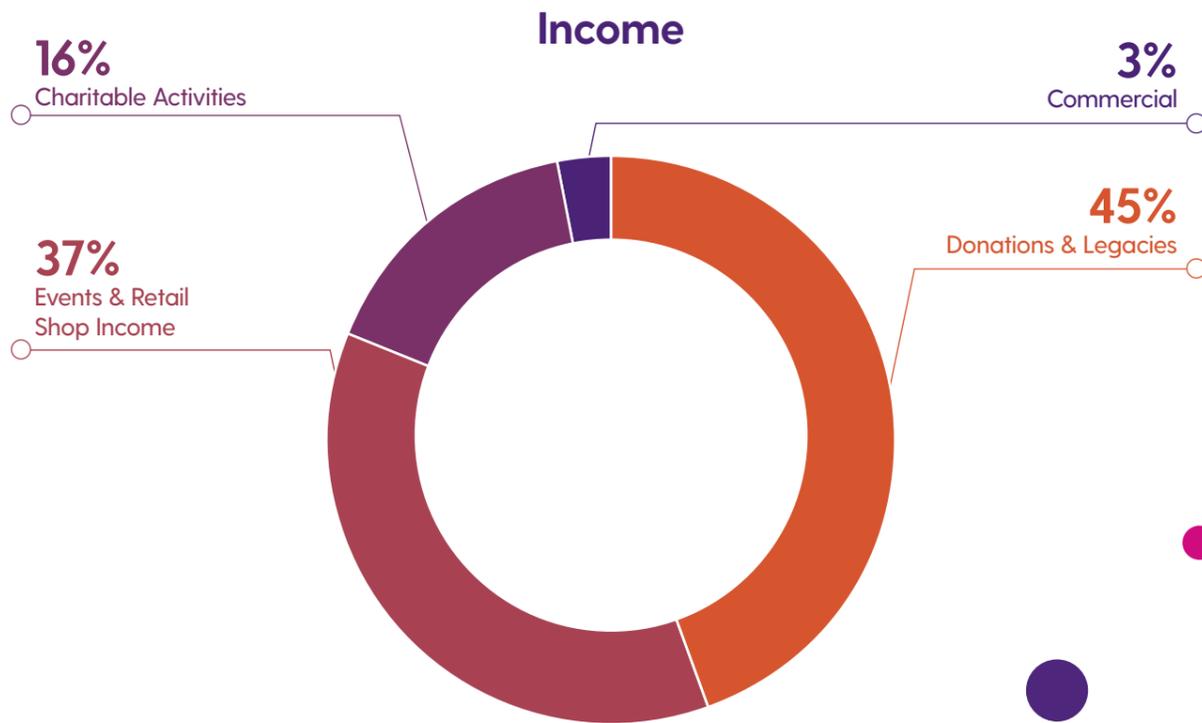
Most photographed sculptures

AFC - The Celebration Sofa
On the Crest of a Wave



Finance overview

October 2024 - September 2025



Thank you to all of our fundraisers, clients, funders and businesses who helped to support Clan in 2025!



Registered Charity No. SC022606

Annual Report 2025