

# NO LIFE HALF LIVED

5-YEAR IMPACT REPORT 2018/23





# Welcome

## OUR VISION:

Our vision at Chest Heart & Stroke Scotland is for a Scotland where people with our conditions can live their lives well. Full lives, with the right support, at the right time and in the right place for them.

## OUR MISSION:

Our mission is to create a community where people can support each other, secure the expert help they need and collectively advocate for the care that matters to them. We want a Scotland where No Life Half Lived is achieved through being led by people with chest, heart and stroke conditions and Long Covid and being informed by their families and carers, friends, colleagues and healthcare professionals. No Life Half Lived means we need to and will listen to people with our conditions and deliver well for them.

We will never underestimate the power of a cup of tea, a conversation started, a recovery begun.



# Chief Executive's Message

**On behalf of the 1 in 5 people in Scotland who struggle every day to live well after a heart attack or stroke or diagnosis of Long Covid or a chest or heart condition, we want to thank you. Your support has helped us to make sure that we have been there for the people who have needed us during the last five years.**

When we launched **No Life Half Lived** back in May 2018 we knew we were being ambitious and that is what we will continue to be. We set out our objectives to ensure that we can help as many people in Scotland as possible. It is about making a positive difference to their lives and making sure that no life in Scotland is half lived. We set out to achieve this with ambition and to be honest and accountable every step of the way. What we didn't expect and couldn't predict were the events of March 2020 and the impact of Covid-19 over the last three years particularly. These were extraordinary circumstances that we lived and worked through and they continue to impact on the way we live and work today.

The last five years have been volatile and unpredictable. The landscape has shifted and altered on so many different levels, it has been a time of momentous change. We have lived through a global pandemic, four prime ministers, the impact of Brexit, the loss of a monarch, a war in Ukraine and an economic crisis but during this time we have stayed true to our vision and mission. We were forced to make some of the most difficult decisions we have ever faced in order to secure the charity's long-term future.



The financial uncertainty early in the crisis meant we were forced to make significant cost savings and sadly we had to lose 84 valued colleagues through redundancy. Those difficult decisions were taken so that we could continue to deliver for people with our conditions with no reduction in service. We had to continue to be there for the people who needed us during these tough times.

Within this context I am especially proud of what we have achieved over the past five years, through our direct delivery of services for people affected by our conditions, our creative and innovative approach to partnerships and working processes, our strength when faced with difficult decisions and hard times and our commitment to raise precious funds at a time when it was impossible to run our fundraising events and keep our shops open. During this time, our colleagues, our volunteers, our supporters, our partners, and our customers have been a tremendous support to us, enabling us to remain committed to making sure the voices of those with our conditions have been heard across our charity and beyond to public policy and to Scottish Government.

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We have just completed planning for our next five-year strategy of No Life Half Lived and we continue to have a great task ahead but it's one we look forward to with increased commitment and vigour. I am confident that our talented and dedicated colleagues and volunteers will continue to rise to the challenge.

It continues to be an honour and a privilege to be Chief Executive of this fantastic charity and as we look forward to the next five years, I am incredibly grateful for the continued support of all our colleagues and Board of Trustees. But most importantly, I want to thank our supporters, volunteers, partners, and donors for sharing our values and commitment to No Life Half Lived in Scotland.



**Jane-Claire Judson**  
*Chief Executive Officer*



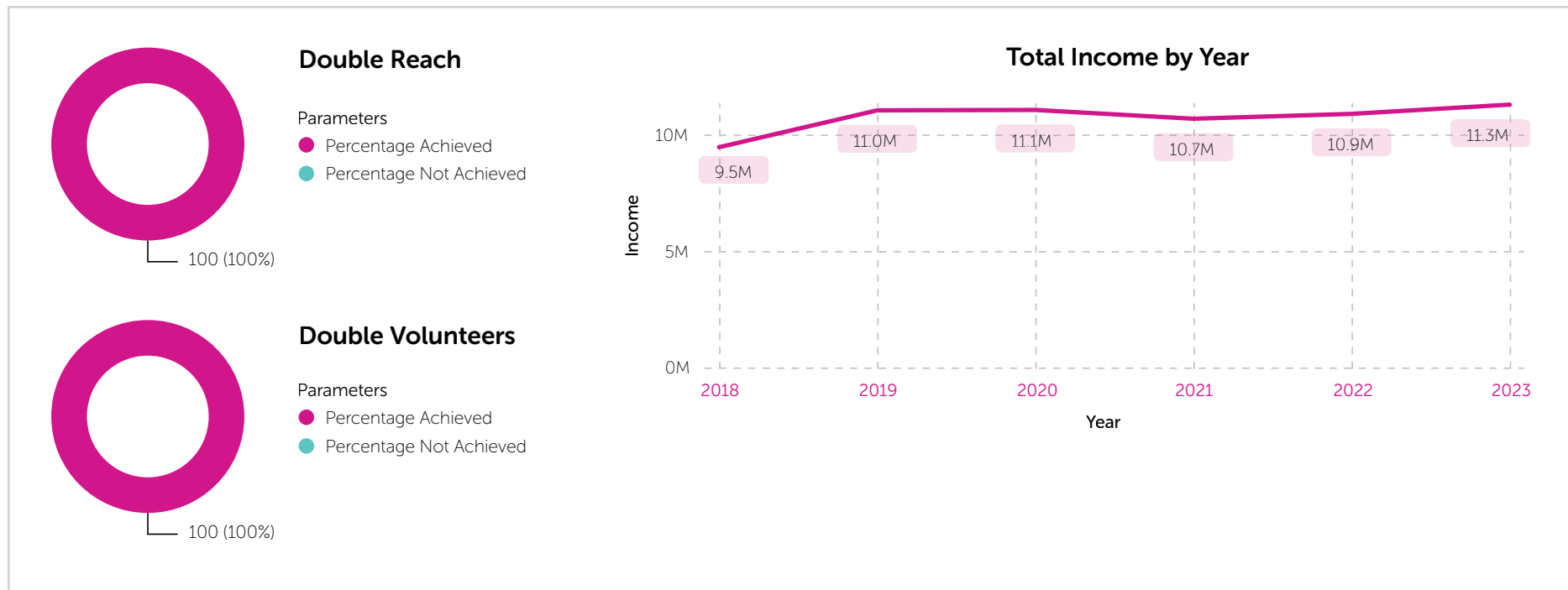
# An Overview in Brief

During the last five years, we have reached **over 600,000 people living with chest, heart and stroke conditions and Long Covid in Scotland through our services.**

There are still so many people in Scotland who need our help and we remain deeply committed to ensuring better outcomes for the one in five people in Scotland with our conditions.

Five years ago, we set three highly ambitious targets; to double our reach, double the number of volunteers who support the charity and to double our income.

**Below is what we have achieved as we worked towards these targets.**



# An Overview in Brief

We have doubled our reach following the launch of our **Hospital to Home** service and development of a brand new **Long Covid Support** service as well as our **Kindness** programme.

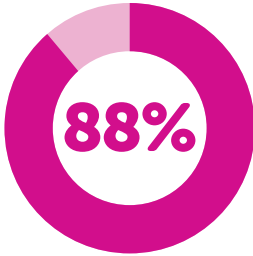
Over **600,000** people through our services across Scotland

We more than doubled our volunteer numbers, up to **6,500**

Every single year our volunteers bring a value of over **£2 million** to the charity, which is outstanding. Our volunteers continue to give their time, effort and skills to ensure that people with our conditions are not scared, alone and isolated at the most difficult times of their lives.

Doubling our income was ambitious and while we have not reached that during a very volatile five-year period, **we have maintained and maximised our income AND increased the money available for the delivery of our vital services.** We created and developed more efficient processes, ensured excellent cost control and kept our income stream coming in despite our normal income streams being affected – our shops being closed for a significant period of time, our fundraising events being cancelled and having to make the difficult decision to lose many of our valued colleagues through a redundancy process.

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of our charitable spend was spent directly on our services to help the 1 in 5 people in Scotland live as well as possible with their conditions, with the remaining percentage going towards the supporting work we do to make those services happen.

Over the last five years, the generosity and kindness of our customers, supporters and funders have raised almost

**£55 million**

These steps were taken to secure the survival of the charity and enabled us to maintain and increase our charitable spend so that we have increased our charitable spend over the last five years from **76%** to an incredible **88%** this year. This means **88%** of our income is now spent directly on our services to help the 1 in 5 people in Scotland live as well as possible with their conditions with the remaining percentage going towards the supporting work we do to make those services happen.

Both before and after the pandemic our shops have broken previous records for income and profit. Thanks to everyone who donated goods or bought from us, our retail team has increased their income over the last five years by **21%** bringing in more than **£22 million.**

# 2018 - 2023 Key Highlights

We currently have **39 shops** and an **online presence** as well receiving **an average of 200,000** bags of donated clothes and goods every single year.

Awareness of our charity and the work we do has grown significantly. More people than ever before have heard about Chest Heart & Stroke Scotland and have a positive perception of us. Our stakeholder base has broadened and deepened over the past five year. This has been evidenced through an external stakeholder engagement survey that revealed new levels of recognition amongst key stakeholders and an increased awareness of the services we deliver and the work we do.



**1<sup>ST</sup>** kindness volunteer programme launched in Scotland in response to pandemic - over 4200 volunteers recruited

Launched our **Hospital to Home** services to better support more people across Scotland affected by our conditions 

 Service created to support people affected by a new condition – **Long Covid**

Smashed pre-pandemic records for income and profit in our shops 

Maintained and then increased our % of charitable spend 

**99%** of our volunteers reported in our most recent survey that they felt well supported

# Achievements and Progress - Services

In 2019 we introduced our **Hospital to Home** services so that everyone in Scotland could get the help they need when they need it most. Through our Hospital to Home services, we provide **one-to-one and group support for stroke survivors and people living with heart or chest conditions, including Long Covid.**

*"No one should be left alone after a stroke like I was after they leave hospital. Joining a Chest Heart & Stroke Scotland support group made all the difference to me. Now I can talk to people who know what I'm going through and treat me like a human being."*

*Tony Pickering, 69, Glasgow*



Our **Kindness volunteer programme** launched during Covid-19 has developed to become a service so that more people can benefit from kindness calls as part of their recovery process.

Every day our kindness volunteers step in to provide weekly calls to people who might be isolated and alone or struggling to cope with the impact of their condition on their daily lives. These calls offer a chat and a friendly listening ear that make a huge difference to someone's life.

*"I was on my own when I got home. I used to speak to both my sister and my brother on the phone but they both passed away and I didn't really have anyone left to chat to. I'm limited to what I can do and I was completely on my own. Then Freya starting calling me twice a week. We have such a laugh and a joke and I really look forward to her calls, we've become great pals. Her calls have been so good for me, it cheers me up no end knowing there is someone at the end of the phone. I call her my wee sunshine, because she just brightens up my day! I don't know what I'd do without my calls with Freya."*

*Chris, 72, Fife*



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**In response to the impact of Covid-19 our service support was also extended to include a brand new condition – Long Covid.**

With support from the Scottish Government we launched our **Long Covid Support Service** for people struggling with the debilitating impact of the condition affecting every area of their lives. This has included a Long Covid support group to help people manage the symptoms of the condition, find support and talk to others who are also living with Long Covid. The group also enables participants to help shape how we will continue to help and support for people living with Long Covid in the future.

**In consultation with people living with Long Covid, since 2021 we have worked with NHS Lothian and Pogo Digital Healthcare** to design and develop an innovative new pathway and digital platform providing personalised digital health information and **12 weeks of regular advice** delivered by our Advice Line health professionals to people living in the Lothians. This award-winning pathway has completed its pilot phase reaching **over 230 patients** referred by **32 GP surgeries**.

In March 2023 phase 3 of the project was launched with a wider rollout of the service across Lothian, with the current goal to onboard **80% of Long Covid patients** in Lothian and make the system accessible to **95%**, through working with over **100 practices**. This pathway has received hugely positive feedback from politicians, clinicians and patients as a key innovative approach to supporting people in Scotland with Long Covid.

*"I welcome this collaboration and investment. This kind of digital innovation is just one example of the flexible way in which our NHS boards across Scotland are adapting to meet the needs of people with Long Covid."*

*Humza Yousaf, First Minister of Scotland*

*"The Long Covid digital pathway developed by Pogo Digital Healthcare, NHS Lothian and CHSS is a great example of how the NHS, the third and private sectors can work together to build a truly innovative solution to the challenges faced by people with Long Covid."*

*Tracey Gillies, Medical Director NHS Lothian*

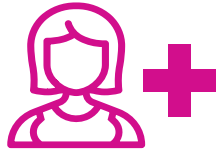
**In 2020 we launched our physical activity strategy aimed at supporting people already living with our conditions** to lead more active and healthier lives. Recognising that prevention is better than cure our physical activity strategy has been focused on raising awareness, encouraging partnerships and providing opportunities for all people to engage in leading a more physically active, healthier lifestyle. This strategy has reached over **1000** people through our walking groups, physical activity sessions and our Maryhill Hub, Glasgow.

# Achievements and Progress - Services

Our support and services for health professionals have been a key growth area for us over the last five years.

We support health professionals across Scotland by providing access to relevant, current and evidence-based resources and guidelines that will enable them to facilitate their learning through e-resources and face-to-face education delivery that are endorsed by Scottish Government.

Over **100,000** healthcare professionals helped with education and knowledge sharing opportunities



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# Resilience and Resurgence of Retail

Our retail offering of **39 shops** has performed incredibly well particularly after dealing with the closing, re-opening and restrictions imposed on the retail sector during the pandemic. When Covid hit, the shops were shut for over 7 months, our retail team were furloughed and our volunteers were unable to continue in their roles.

The impact of this cannot be overemphasised. It was a difficult time but during that time, our retail team showed resilience and resolution that revealed the strength of our retail offering, the commitment of our team and the dedication of our volunteers and customers.



**39**  
shops across  
Scotland



**219,000**  
Average number of bags of  
clothes and goods donated  
every year

Rising income since the pandemic:

**£1.4m → £4.5m → £6.6m**

**29% increase on the previous year**



Thanks to the hard work of colleagues and the incredible support of our stock donors, customers and volunteers, our retail team has bounced back increasing income and profit year on year of the last two years reaching a peak this year.

*"The shop was like a lovely little vintage shop! Friendly staff."*

*"I love coming to your charity shop. Staff lovely and always happy to help."*

*"My favourite charity shop in the area. There are always great finds to be had, and the shop is clean, organised and well laid out with friendly and helpful staff."*

# Amazing Supporters and Fundraising Heroes

Over the last five years, the generosity and kindness of our supporters and funders have raised over **£22 million**

In 2018 we launched our new fundraising proposition to speak more directly to our fundraising audience. This was focused on 'more than surviving' and tied to our No Life Half Lived ambition.

Over this period it has generated a more emotive way of communicating our cause and connecting with our audiences and has been driven through our direct communications with donors, supporters and through our fundraising events.

In 2019 we were delighted to introduce a brand new fundraising event - **the St Andrews Ball** – held in Edinburgh which has since been brought back to the market after the pandemic to build on its success. In the same year we also ran an appeal to support our services in Tayside which raised **£30,000 in 30 days**.

We are hugely grateful for the enormous generosity of our supporters over the last five years. This was largely driven by the fantastic ongoing support from our regular givers and the amazing response to our emergency appeals and virtual fundraising during Covid and participation of our community activities and events since the pandemic. This has also included commitment of our corporate partners and the inspirational trusts and foundations who have



supported our charity. Their continued belief in Chest Heart & Stroke Scotland and No Life Half Lived allowed us to deliver vital support when it mattered most.

**A big thank you to DM Hall, the Scotmid Cooperative, Rangers Charity Foundation, Davidson's Chemists, Capital Vending, RS Macdonald Charitable Trust, Northwood Charitable Trust, among many others during this period.**

Looking ahead, we are delighted our flagship **Forth Bridge Abseil** has returned this year. This much-anticipated event will take place in **October 2023** and raises **an average of £90,000** each year.

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**Clare ran the London Marathon for CHSS in memory of her colleague and head teacher Jane.**

*"I wanted to do something challenging in Jane's memory because she was always up for a challenge. I'd missed out on a place for the London Marathon, then I got an email to say there were charity places still available. It was very fitting and meaningful to run for Chest Heart & Stroke Scotland in memory of Jane."*



**Jo did the Kiltwalk in memory of her dad, John.**

*"Dad died unexpectedly, and we asked people to donate to Chest Heart & Stroke Scotland because yours was a charity close to Dad's heart. He'd always been a big supporter of what you do because he'd been affected by all the conditions CHSS supports. I wanted to do something more for CHSS and for Dad because we know every penny is put to good use."*



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# Value of Volunteers

**Volunteers are at the heart of everything we do. Whether helping customers in a shop, supporting people with our conditions through our services, keeping our fundraising events running, or providing input and skills to the running of the charity as a whole, our volunteers make a huge difference every day.**

Volunteers contribute to our work in so many different ways. We currently have **nearly 40** different volunteer roles working across our services, retail, fundraising and our support functions.

As Covid struck, our volunteer numbers grew in the response to the health pandemic and the call to help us to support the most vulnerable people most in need. We achieved the first and the biggest volunteer recruitment in Scotland at that time with **over 4200 volunteers** delivering **32,500 acts of kindness** that year in communities across Scotland.

The pandemic also meant we had to find ways to support our existing volunteers which was especially important within retail with our shops having to close leaving many volunteers unable to engage in the usual way for over a year. We have worked hard to ensure that our volunteers felt valued, supported and are continually recognised for the amazing commitment they show in giving their time, skills and experience to help the people we support. We conduct an annual volunteer survey and our volunteer satisfaction remains strong with **100% of our volunteers** saying that they would recommend Chest Heart & Stroke Scotland to a friend.

We are also delighted that in 2023, we were awarded the **Investors in Volunteers Award** for the fifth time (only the second Scottish charity to achieve this). This is something our Volunteering team work hard at in terms of supporting our volunteers, listening and giving a voice to our volunteers and ensuring that every volunteer's journey with us is positive.

Over **1600** regular active volunteers and



**4600** community connector volunteers



Around **150k+** hours contributed by volunteers each year

Our volunteers make an economic contribution or around **£2m** each year to our causes, and often much more

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**Glo, volunteer, now assistant shop manager.**

*"Volunteering has boosted my self-confidence and my self-esteem. I feel a sense of accomplishment that what I'm doing is worthwhile and valuable for my community. I'm so happy to be part of the great work this charity is doing. I feel great joy that even the smallest of tasks can make a real difference to people's lives."*



**Diane, former nurse, stroke survivor, volunteer.**

*"Becoming a volunteer has helped me focus on something other than myself and whatever is worrying me. There's such great personal satisfaction in feeling you are helping others. I also feel I'm giving something back to an organisation that does so much for stroke patients like me."*

**Ash Kasibante, retail shop volunteer, Partick.**

*"My volunteering experience wasn't what I expected. I didn't realise that I would be working with so many people and become friends with people of all ages and backgrounds. There is always someone around to chat to or to hang out with after work. Volunteering is really important to me and has given me a lot. I'm really committed to CHSS and hope to work with the charity for a long time to come."*



# Partnerships and Stakeholders

Over the last five years we have forged strong and effective working partnerships with public, private and essential sector stakeholders including the **Scottish Government**, **all NHS boards**, **third sector interfaces** and **health and social care partners**.

## KEY PARTNERS INCLUDE:

- Right to Rehab coalition
- Scottish Stroke Forum
- Strathclyde University
- Voluntary Health Scotland
- Royal College of General Practitioners
- Royal College of Occupational Therapists
- Chartered Society of Physiotherapy
- Royal College of Speech and Language Therapists
- Health and Social Care Alliance

We cannot achieve **No Life Half Lived** alone and these partnerships are key to informing our work, increasing our reach and delivering for people in Scotland with our conditions. Our work in communities across Scotland has continued to create active and effective partnerships with organisations including **Paths for All**, **Walking Football Scotland**, **Scottish Disability Sport** and **Movement for Health Coalition**.

Key corporate partners supporting our fundraising over the five years include **Scotmid Co-operative**, **Rangers Charity Foundation** and **DM Hall**.

This year we commissioned work to investigate and review our engagement with key external stakeholders, the general public and our internal stakeholders too and this has helped us to clarify our commitment to improving our approach to external engagement by increasing collaboration, partnership working, knowledge sharing and innovation for the next five years.



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# Making People's Voices Heard

## INFLUENCING THROUGH OUR CAMPAIGNS AND POLICY WORK

We have continued to make sure that we bring the voice and experience of people affected by chest, heart and stroke conditions and Long Covid direct to decision makers, influencing policy change nationally wherever possible. When we launched No Life Half Lived in 2018 we developed and delivered the first One in Five report, establishing our policy platform which stands today – the **Right to Rehab** for everyone with our conditions.

In 2019 we launched our first ever online campaign on Thrombectomy. Our **Bring Back Thrombectomy** petition was signed by over **4000** people and helped secure a commitment from the Scottish Government to develop a national service to offer the life-changing operation to stroke patients in Scotland. We now provide national training in thrombectomy to health professionals across Scotland.

We also committed to key campaigns alongside people with our conditions as Covid struck, beginning with **Scotland Against Coronavirus** which we launched within the first weeks of the pandemic. This was focused on encouraging people to share vital health messages and supporting their local communities. Our commitment to support people affected by Covid was consolidated with the launch of our **Long Covid Care Now** campaign successfully calling for a national Long Covid Support Service to care for people with Long Covid in Scotland.



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Following the pandemic, Chief Executive Jane-Claire Judson and Clinical Advisor, Dr Amy Small have provided evidence in the Scottish Government's Covid-19 Inquiry and Long Covid Inquiry to help guide plans for Scotland's longer term Covid recovery programme. We have also worked alongside the Scottish Government and other key partners to support the development of joint national initiatives so that the issues for people with our conditions are heard and where possible acted upon. This has included the production of the **Connected Scotland Strategy**, Scotland's first national strategy to tackle isolation and loneliness and build stronger communities, and **Scotland's Volunteering Action plan**.

We continue to work towards a Scotland where everyone gets access to rehab when they need it. And alongside other health charities and professional bodies we recently launched a revised **Right to Rehab** campaign to demand that access to rehabilitation is recognised as a human right in law.

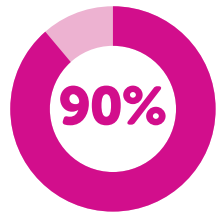
We would like to thank everyone who has supported us in our campaigns and helped us to deliver change on behalf of the One in Five people living in Scotland with our conditions.



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# Corporate Development

To make sure that we can help as many people as possible, the health and wellbeing of our colleagues is essential. And the mental and physical health of our teams has always been a key part of our strategy but recognising the unique toll the pandemic has taken on our people, we have introduced a new **Health and Wellbeing Strategy**. This strategy incorporates the eight areas of wellness and what these mean to our colleagues from a health and wellbeing perspective.



**90%** engagement in our latest colleague engagement survey – the highest ever

Like all other organisations, the Covid pandemic saw our charity pivot from office working to home working to a flexible hybrid way of working.

Our ICT team has supported our Advice Line to move completely to a remote call centre without a disruption to the service and the development and introduction of a new **Customer Relationship Management (CRM) system** for our Services team so that we can be more responsive to people's needs and better evidence our impact.

**82%** of colleagues felt that they could be their authentic self at work

**81%** of colleagues felt supported in their health and wellbeing needs and work/life balance

We have been strongly focused on equity, diversity and inclusion and ensuring this is part of our 'business as usual'. To ensure this we launched an **Equity, Diversity and Inclusion Group** to support representation across every part of our charity. As part of this work, in we were delighted to receive the Disability Confidence award recognising our commitment to raising the awareness of the definition of disability, disability accessibility and disability equality.

We also introduced a new **Participation and Engagement Strategy and working group** to embed co-creation across every aspect of our work - making sure that people with our conditions are at the very centre of our work from research, to development to delivery of everything we do.

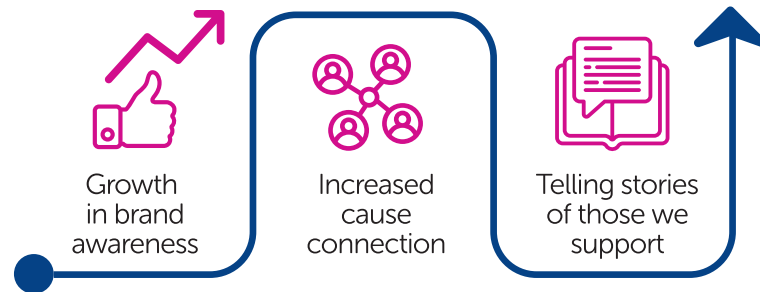


**People are at the centre of what we do**

# Awareness, Reach and Engagement

A recent external stakeholder review from YouGov highlighted:

- Increase in awareness of CHSS and a positive feeling about the charity across general public – 4x higher than previous review.
- Acknowledgement that provision of practical advice and provision of care are key priorities for the charity.
- Strong association with our rehabilitation and support that we provide from our external stakeholders.
- Recognised as a leading and successful partner with stakeholders.



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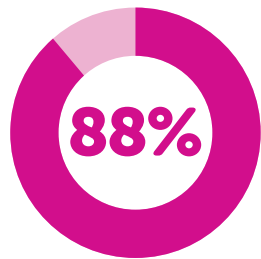
Over the last five years we have built trusted relationships with the media, securing over **1000** pieces of broadcast, print and online media coverage every year across broadcast, national, regional, local and specialist media.

Our focus on driving digital marketing is making significant progress with average email open rates and click-through rates being **81%** and **67%** ahead of target respectively and remaining higher than industry standards.

*"CHSS have shown just how important the voluntary sector is, and without them, people would be lost. I mean, the NHS chest heart & stroke services would fall apart without CHSS and the input of their volunteers."  
Public Sector Stakeholder*

# Financial Overview

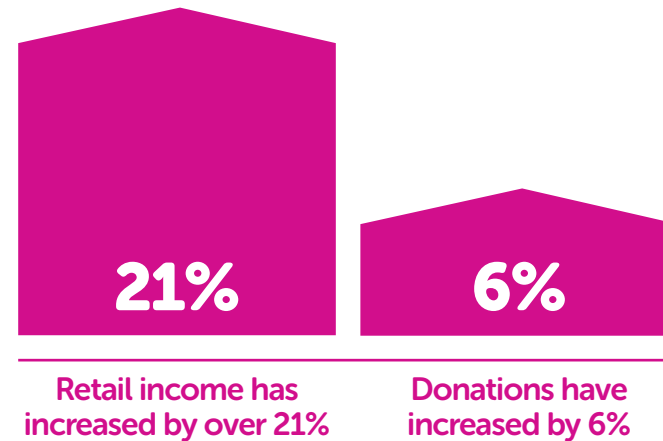
Every donation made and money raised helps to make a difference to the lives of those living after a stroke or heart attack or a diagnosis of a chest or heart condition or Long Covid.



Over five years we have grown our charitable spend to reach 88% which goes directly to our services so we can help the people who need us.

The difficult decisions made during the pandemic, the new processes and effective cost budgeting have been key to ensuring the survival and stability of the charity moving forward. Our overall income has remained stable despite the impact of Covid and has now increased this year by 2%.

## Financial Highlights



# We Are Here ...



... and will continue to be here for people like ...

*"Fiona at Chest Heart & Stroke Scotland made me feel so much better because when I asked her very specific questions, she told me I was right to ask them. She assured me she wasn't there to fob me off but to tell me what I needed to hear for my recovery. It was just what I needed."*

*Heather, 64, from Aberdeenshire*



*"Chest Heart & Stroke Scotland stepped into my life at the time when the NHS stepped back. I would not have recovered as well or looked forward to what life has in store for me if you hadn't been there to encourage, help and support me."*

*Margaret, 61, from Ayrshire*



*"Being involved with Chest Heart & Stroke Scotland has been brilliant right from the start. Without an organisation like yours, there is nobody else to fill in the gaps for people like me who suddenly find themselves in a totally new world."*

*Alastair, 62, from East Lothian*



*"I would not have the confidence I now have without Chest Heart & Stroke Scotland. With your help, I did a speech and language course and you let me meet other stroke survivors to exchange stories with them. But you also helped my family, too, and that means so much to all of us."*

*Esther, 52, from Perthshire*

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# Thank You

**To everyone who has supported us over the last five years.**

Support of any kind helps bring us one step closer to making sure that there is no life half lived for anyone in Scotland affected by chest, heart and stroke conditions and Long Covid. It means we can continue to support the people who need us at home and in their communities.

Even in the most difficult of times, we have been overwhelmed with the generosity of our supporters, the commitment and dedication of our colleagues and volunteers, and the continued contributions of our customers and partners.

Feedback and engagement across all our audiences is what guides us as we now look forward to the next five years of No Life Half Lived and what we can deliver and achieve for everyone who needs us.

**Find out more about our plans for 2023 – 2028 at**  
[www.chss.org.uk/aboutus](http://www.chss.org.uk/aboutus)

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Chest  
Heart &  
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Scotland



Chest Heart & Stroke Scotland

Hanover House  
80 Hanover Street  
Edinburgh  
EH2 1EL

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