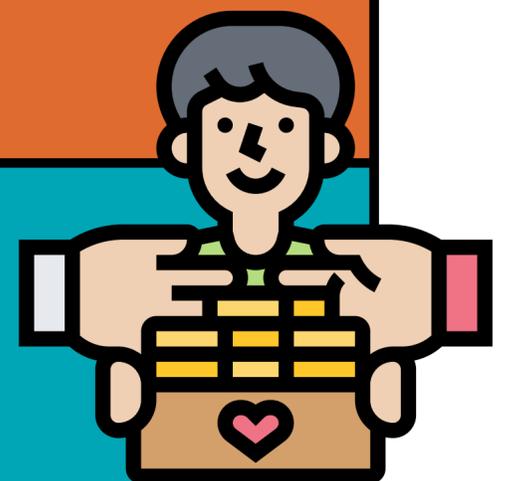


DIY FUNDRAISING PACK

**EVERYTHING
YOU NEED TO
KNOW ABOUT
CROSSREACH**



**THE IMPACT
OF YOUR
FUNDRAISING**



**GUIDE TO DIY
FUNDRAISING**

EVERYTHING YOU NEED TO KNOW ABOUT CROSSREACH

CrossReach is one of Scotland's largest social care providers, delivering life-changing support since 1869. As the social care arm of the Church of Scotland, we support over 30,000 people annually, including children and families facing trauma, mental health challenges, and addiction. With a strong presence across Edinburgh, our services include counselling, therapeutic children's homes, supported accommodation, and dementia care.

We work to ensure every individual has the opportunity to thrive—emotionally, physically, and socially—regardless of their circumstances. Rooted in compassion and expertise, we're committed to building stronger, more resilient communities across Scotland.

Social issues covered by CrossReach:

1

Mental Health

We provide support through counselling, therapy, and mental health services to improve well-being.

4

Disability

We work to improve the quality of life for individuals with disabilities, offering support and services that promote independence and well-being.

2

Dementia

We offer services to support older adults, including residential care, day care, and assistance for elderly people.

5

Addiction

We provide support for individuals struggling with addiction, offering counselling and rehabilitation programs to help people recover and rebuild their lives.

3

Homelessness

We help individuals find stable housing and support them through the transition process.

6

Additional Needs

We offer support for care-experienced children and those with additional support needs, a specialist school, residential houses, short-breaks, family counselling, and assistance for families facing crisis situations.

OUR HISTORY

The history of CrossReach stretches back 150 years to the formation of the Church of Scotland Committee on Christian Life and Work in 1869.

Throughout this time CrossReach and its predecessor bodies have worked in communities all over Scotland and beyond, providing social care for those most in need. The services provided have been as numerous as they are varied and have adapted to respond to the needs of the time.



CROSSREACH IN THE COMMUNITY

**We are a Scotland wide charity,
reaching the most vulnerable across a
variety of communities. From the
Islands and Highlands to the central
belt, we support over 28,000 people
annually in our 70+ service**



WHAT FUNDRAISING FOR CROSSREACH CAN PROVIDE

£5



could help fund a weeks supply of tea & coffee in one of our counselling services

£10



could buy a cooking pot & utensils to use over an outdoor campfire for outdoor learning

£25



could allow a child affected by their parent's substance misuse to take part in activities to build self-esteem and confidence.

£50



could cover the cost of a 1-hour counselling session for someone at rock bottom who doesn't have the means to pay for the support they need.

£100



enables a new mum to leave her baby safe in the hands of our trained creche workers while she has her counselling sessions

£500



enables someone in recovery from addiction to access the counselling support they need to succeed.

Case Study 1

Laura's Journey to Healing and Strength

When Laura, a mother of two, started counselling, she was emerging from psychiatric care and facing the weight of trauma, anxiety, and a premature birth. Over 19 sessions with our Bluebell Counselling, she found a safe space to prioritise her needs, process grief, and rebuild confidence.

Initially reluctant to focus on herself, Laura gradually embraced self-care and emotional expression. A turning point came when she felt ready to move her daughter into her own room—symbolising her growing strength. Tools like brown noise and calming imagery supported her journey.

Despite ongoing struggles with guilt and asking for help, Laura made profound progress—her distress levels dropped from severe to mild, and she reported greater emotional stability, stronger family relationships, and increased confidence in her parenting.

Her own words capture the impact best:

"I feel ready to end therapy. Today feels like the right day."

"This has been one of the most helpful therapies I've had."

Laura's story highlights the life-changing impact of compassionate, person-centred counselling.

Case Study 2 Harry's Story

Harry is just 8 years old, yet his childhood has been profoundly shaped by violence and fear. Growing up in a home overshadowed by drugs, alcohol, and domestic abuse, Harry's early life was chaotic and dangerous. By the age of 4, he had already witnessed a stabbing in his home. His father's violent behaviour and his mother's inability to seek help left him living in constant fear. As his parents' relationship fell apart, Harry became emotionally volatile, distrustful, and even violent towards his peers.

When it became clear that Harry was unsafe at home, he was placed into foster care. But the trauma he carried was deep, making it difficult for him to adjust, leading to further instability. What Harry needed was more than just a roof over his head—he needed a place where he could heal and rebuild trust.

Harry found that place at CrossReach. Here, compassionate staff provided him with the stability, structure, and care he so desperately needed. Through patience, play, and shared activities, Harry began to feel safe enough to open up. Slowly, the walls he had built around himself started to come down.

Today, Harry participates in house activities, builds real friendships, and is thriving in an environment designed to nurture his potential. His journey from fear and distrust to hope and healing would not have been possible without CrossReach's work.

Case Study 3

Leila's Story: Journey of Safety and Self-Worth

When Leila, a mother of two, referred herself to counselling with support from her Health Visitor, she described feeling emotionally overwhelmed—particularly towards her five-year-old. Her youngest was 2.5 years old. Parenting had become increasingly difficult, especially after having her first child during the COVID lockdown, which left her isolated and emotionally drained.

Therapy began with a safety plan and building a support network. Her counsellor worked closely with the Health Visitor, who arranged a doctor's appointment and a home visit, leading to help with reapplying for more suitable housing. Leila was placed on the internal risk register to monitor her well-being and ensure her children's safety.

In sessions, Leila explored the roots of her rage and guilt, often centred around her older child. Anxiety and the long-term effects of lockdown had left her unable to attend groups or socialise. Counselling offered a safe, empathetic space to unpack deeper wounds—low self-esteem, unresolved trauma from immigrating as a teen, strained family ties, and the emotional toll of leaving her father behind.

She disclosed frequent intrusive thoughts of self-harm, though with no intent to act. Her initial CORE-34 score of 26 reflected high distress. Living conditions added to her stress: a single room shared with her partner, children, and extended family, all using one kitchen and bathroom. Despite this, Leila remained committed to change.

"Increased courage, self-knowledge, self-compassion. Space to care for my needs. In tune to how I am feeling more."

Case Study 4 Finding Peace After Birth Trauma: Emily's Story of Healing and Confidence

Emily, a full-time secondary school teacher and first-time mother, was referred to Bluebell by her Health Visitor. At the time, she was caring for her five-month-old daughter, Ada, born prematurely due to preeclampsia. The sudden and medically complex birth experience left Emily traumatised. She frequently experienced flashbacks of her newborn in an incubator, haunted by the image of her "wired baby." These intrusive memories were coupled with intense guilt—she feared that her work stress had contributed to her condition and Ada's early arrival.

Counselling began by establishing a supportive and structured environment. Together with her therapist, Emily set clear therapeutic goals: to process her birth trauma without becoming emotionally overwhelmed, reduce anxiety, and build confidence in asserting her needs. Emily began to reimagine a more balanced life. She started incorporating small but meaningful acts of self-care—enjoying a warm coffee or taking pleasure in an evening skincare routine. These moments helped her reconnect with herself and the present, easing her anxiety.

With each session, Emily's confidence grew. She began to set small but firm boundaries, such as adjusting the baby's room temperature despite family opinions. These steps empowered her as a parent and as an individual. She no longer felt guilt for accepting help and found peace in knowing that some things—like her birth experience—were beyond her control.

My baby girl is so joyful and I'm bonding with her so easily. I didn't imagine how counselling could really help me—but it did!"

GUIDE TO DIY FUNDRAISING

Why fundraise for CrossReach?

1

Make a real difference in your community

CrossReach supports people facing homelessness, addiction, mental health challenges, and isolation — all across Scotland. DIY fundraising means your efforts directly help those most in need, close to home.



2

Fundraise Your Way

DIY fundraising gives you the freedom to use your own talents, passions, and creativity. Whether you love baking, crafting, running, or organising events, you can make a difference in a way that's meaningful to you.

3

Involve Friends, Family, and Community

DIY fundraising is a great way to bring people together. Whether it's a family activity, a school challenge, or a neighbourhood event, you can create positive change as a group.



4

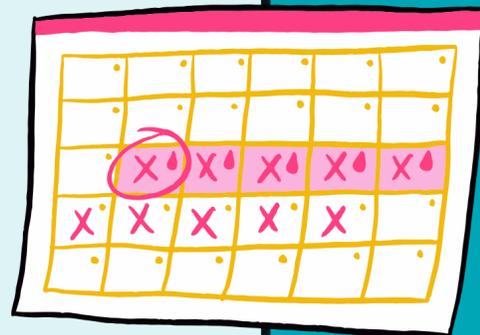
It's Fun and Rewarding

From bake sales to sponsored walks, DIY fundraising can be enjoyable, fulfilling, and even a bit of an adventure! It's a great way to challenge yourself while helping others.

5

It Fits Your Schedule

Unlike organised events, DIY fundraising can be done on your own time — making it ideal for busy lives, families, or individuals who want to make a difference at their own pace.



6

Raise Awareness as Well as Funds

Every fundraiser is an opportunity to tell others about the vital work CrossReach does — spreading awareness of issues like poverty, mental health, and social care, and inspiring more people to get involved.



GUIDE TO DIY FUNDRAISING

A Step-by-Step Guide

1

Choose an event or idea

Have a look through our ideas on the next page Find a particular idea that interests you or come up with your own.



2

Build a team

Get your friends, family, sports teams, community groups involved to help out.



3

Plan the details

Decide on a date and time to hold your fundraiser. See what resources are available to you and what you still need to make the event happen. Get in touch with our fundraising team for resources such as collection boxes and leaflets.



4

Promote your event

Spread the word about your fundraiser - get creative and use social media, school notice boards and newsletters. Reach out to local business for their support - can they donate materials, merchandise, etc.

5

Enjoy it!

With all the organising done and dusted, it's time to engage with supporters and enjoy the day. Embrace all your hard work and have fun!



6

Share results & celebrate

Get in contact with our fundraising team to let us know how the event went. Share photos, advice and learnings - be loud and proud about the funds you raised for a vital service! Take the time to look back on what you have achieved. Recognise the difference the funds raised from your event will have on those in your community.

DIY FUNDRAISING IDEAS

Bake or Craft Sale

Get creative and host a day for homemade crafts and baked goods to showcase and sell with donations for purchase.



Host a Quiz Day

Charge a small entry fee per team, ask local businesses for prize donations and incorporate other methods of fundraising such as tombola's or raffles.

Garden Party or Afternoon Tea

Depending on the weather, organise an outdoor or indoor event in the community - advertise the day, serve treats and collect donations.



Bring & Buy Bootsale

Invite people to bring in unwanted items to sell – clothing, books, toys, etc. Sell items at affordable prices and donate the proceeds. It's eco-friendly and builds community connection.

Birthday Fundraiser

Let your friends and family know that this year, you'd love them to donate to CrossReach instead of buying a gift. Post this on social media, in messages, or on your party invite.



CrossReach Information Day

Use our resources to tell people about the work CrossReach does. Host a lunch, invite a CrossReach representative and bring awareness to the social issues in your community that we support.

OTHER WAYS OF FUNDRAISING

Take on a Challenge

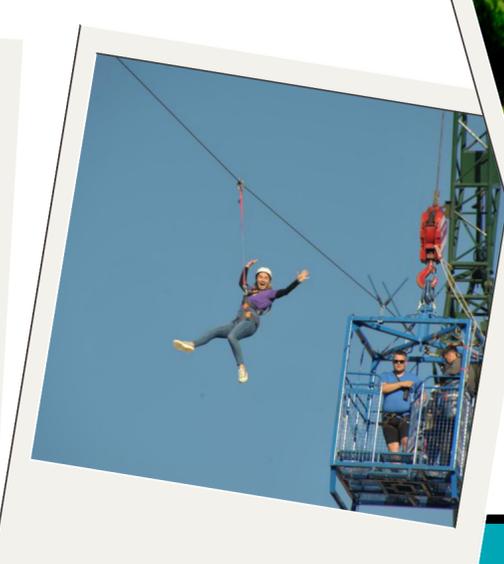
CrossReach has a great portfolio of different challenge events that you can be a part of! From the Kiltwalk to Edinburgh Marathon Festival to Inflatable Runs, all at various distances, we have something for everyone of every ability!

Why not get your friends and family on board, build a team and take on a challenge together. Whether you want to run, walk, cycle, abseil or do your own thing, setting a challenge is a great way to have fun and raise funds for our vital work while doing it.

If you would like to know more or avail of one of our charity places on one of these events, get in touch with our fundraising.

 0131 657 2000

 fundraising@crossreach.org.uk



HOW TO DONATE FUNDS RAISED

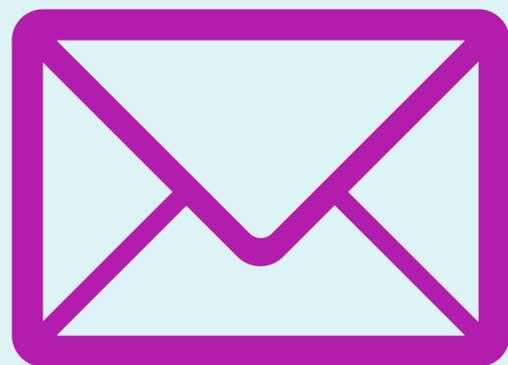
Now that all the hard work is done, it's time to put those vital funds raised to use within our CrossReach services. You can make your donation by bank transfer using the details below:



Bank Name:	CrossReach
Sort Code:	80-41-21
Account Number:	00227186
Ref:	Spring Fling

You can also send a cheque or cash to the following address and we will process it.

**Fundraising and Engagment,
Charis House,
47 Milton Road East,
Edinburgh,
EH15 2SR**



All funds raised and donated will go directly to our services who need it most to continue to support those already using the services as well as to expand and reach those who need us.

CONTACT CROSSREACH TO GET INVOLVED

CROSSREACH

Care you can put your faith in.

Kali Thompson

Events and Community Officer

- 📞 07350421723
- ✉️ kali.thompson@crossreach.org.uk
- 🌐 www.crossreach.org.uk
- 📍 47 Milton Road East, Edinburgh, EH15 2SR

 The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No. SC011353



Together, we
enhance lives,
change lives
and save lives.

CROSSREACH

Care you can put your faith in.

Katie Flockhart

Donor Relations Manager

- 📞 07350421701
- ✉️ katie.flockhart@crossreach.org.uk
- 🌐 www.crossreach.org.uk
- 📍 47 Milton Road East, Edinburgh, EH15 2SR

 The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No. SC011353



Together, we
enhance lives,
change lives
and save lives.

CROSSREACH

Care you can put your faith in

Join us.

Give hope.

Be the change.

**Email fundraising@crossreach.org.uk
to get involved today!**



The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No: SC011353



CROSSREACH

Care you can put your faith in

Extra Resources



The Church of Scotland
Social Care Council

Operating as CrossReach, Scottish Charity No: SC011353

Mental Health

We provide expert support to over 28,000 people across Scotland facing challenging situations or at breaking point. Our unique whole-family approach gives hope to families impacted by mental health, dementia, disability, poverty, and homelessness to name a few.

DID YOU KNOW?

CrossReach supports over 2000 people each year through expert one to one counselling

We have specialists supporting people through abuse, trauma, addiction, depression and anxiety

We are seeing more people with severe levels of trauma than ever before

It costs over £2.3m per year to run our counselling services, providing over 18,000 sessions

We operate 13 Mental Health services across Scotland including Glasgow, Edinburgh, Moray and Inverness

We believe there is no health, without mental health



Addiction & Recovery

CrossReach provides specialised support is for individuals and their families at any stage of their recovery journey, offer support for those facing homelessness as well as those impacted by the Justice System.

Recovery Services



Support is available for individuals at any stage of their recovery journey, offering confidence building, coping skills, and relationship improvement. Confidential support at Beechwood House (Inverness), CrossReach (Glasgow), and Simpson House (Edinburgh) to address substance use and related challenges

Residential Rehabilitation



Safe and structured rehab programs which provides transitional housing with structured activities, education, and work placements. There is also home support which helps individuals stay in their homes by providing practical support and social activities

Sunflower Garden



Services like Sunflower Garden provide specialist counselling and art therapy assist children and young people affected by family substance dependency

Homeless Move On support



Transitional housing services (Cale House, Cunningham House, and others) provide assistance with health, relationships, budgeting, and housing applications

Care and Education

We have provided residential care and education for children and young people for over 50 years and we know that with the right support, they can heal, grow and succeed.

Last year we supported over 140 children and young people in reaching their full potential

Erskine Waterfront Campus: Helps young people with additional support needs reach their full potential in a nurturing environment

Children's Houses: Providing a stable, caring home for children and young people. Our homes include emotional support & well-being support, helping children and young people develop resilience and confidence

Supporting young people transitioning into adulthood. GO2 provides tailored mentoring and life skills support to help young people gain independence and confidence for their future



Building brighter futures, together

Disability

We provide expert support to over 30,000 people across Scotland facing challenging situations or at breaking point. Our unique whole-family approach gives hope to families impacted by mental health, dementia, disability, poverty, and homelessness to name a few. **We are here.**

In 2024, CrossReach supported over 500 people with disabilities at our range of services for children, young people and adults

We provide specialist educational support to children with learning difficulties, at our Erskine Waterfront Campus

Our little Marvels group in Glasgow gives children with disabilities and their parents, space and time to bond and grow together

Our Threshold services in Glasgow and Edinburgh provide day opportunities and support at home to adults with a learning disability

We see ability, not disability



Older People

At CrossReach we have been pioneering the care of older people for decades, with particular emphasis on dementia care.

We provide specialised care for individuals with dementia through a range of services designed to improve quality of life and support both the individuals affected and their families.

**Approximately
90,000 people in
Scotland are
living with
dementia.**

What we offer:

- Residential Care
- Day Services
- Art Therapy
- Support for Families
- Community Based Support
- Specialised Programmes &
- Initiatives



“ I feel safe
I feel able to do what I want ”

In addition to residential and day services, CrossReach has implemented several initiatives to enhance dementia care.



Heart for Art

We know from research and our own experience that creativity stimulates conversation, aids concentration and even improves memory retention. With pencil or paintbrush in hand, we see people with dementia expressing themselves freely and finding new ways to communicate.



Dementia Ambassadors

We were the first social care provider in Scotland to appoint a Dementia Ambassador in every one of our care homes and services for older people. These ambassadors promote best practices, support colleagues, and serve as points of contact for families and carers.



Dementia Clinics

We host dementia clinics in all our dementia care homes and services. They are run by our specialist dementia team, who are on hand to offer advice to staff, answer questions and provide training for families on caring for a loved one with dementia.



Playlist for Life

An activity that uses music from a person's life to keep them connected to themselves and their loved ones. Music has a unique ability to bring back feelings and memories, manage mood and emotions, strengthen relationships, and reconnect families.



Namaste

A programme which focuses on sensory stimulation, from the gentle touch of a hand massage or being surrounded by bubbles, to using aromas that stimulate memories or aid relaxation.



**CrossReach operate 17
Older People services
all across Scotland**

Oomph! Exercise Classes

We partner with a social enterprise called Oomph! to provide exercise classes to music for residents with dementia, aiming to improve mobility, communication, mental well-being, and confidence.

When memories fade, love remains -
CrossReach is here with care that never forgets.