

## About us

Cruse Scotland is the country's dedicated bereavement charity, helping people understand, process and navigate their grief.

Our listening and counselling services are available and free to everyone, no matter their age, beliefs, background or relationship to the deceased.

We help bereaved children, young people and adults by offering: Information and advice, a national helpline and webchat service, one-to-one counselling and listening, specialist support for children, young people and families and group support

## Our Vision

A compassionate Scotland in which the impact of bereavement and grief is properly understood and supported.

## Our Values

**Compassionate:** We are respectful, warm, kind and here when people need us most. We offer people the time and space to talk when they are ready.

**Professional:** We are experienced, committed and operate to the highest standard throughout the organisation. Our services are based on best practice, research, and feedback.

**Inclusive:** We value and develop our diverse team and strive to understand and respond to the needs of all communities across Scotland to make sure no one goes through grief alone.

**Collaborative:** By working as a team and collaborating with others, we can help build a more empathetic, bereavement-friendly society in Scotland.

**Dedicated:** Our passion, knowledge and dedication help people live with their grief, one day at a time.



## Our Strategic Goals

**Sustainability:** to enable sustainability by diversifying our income stream & resource model; to assess and reduce the environmental impact of the organisation.

**Bereavement support:** to deliver more effective services to more bereaved people.

**Positive bereavement health:** to promote bereavement support in communities through education & training.

**Diversity & Equalities:** to better understand and address inequalities & diversity issues affecting Cruse Scotland and our clients.

**Influencing:** to ensure the experiences of bereaved people influence policy & practice in Scotland.

## Our Key Enablers

**People Strategy** – This strategy will set out how Cruse Scotland will attract, retain, and develop staff and volunteers to accomplish our strategic goals.

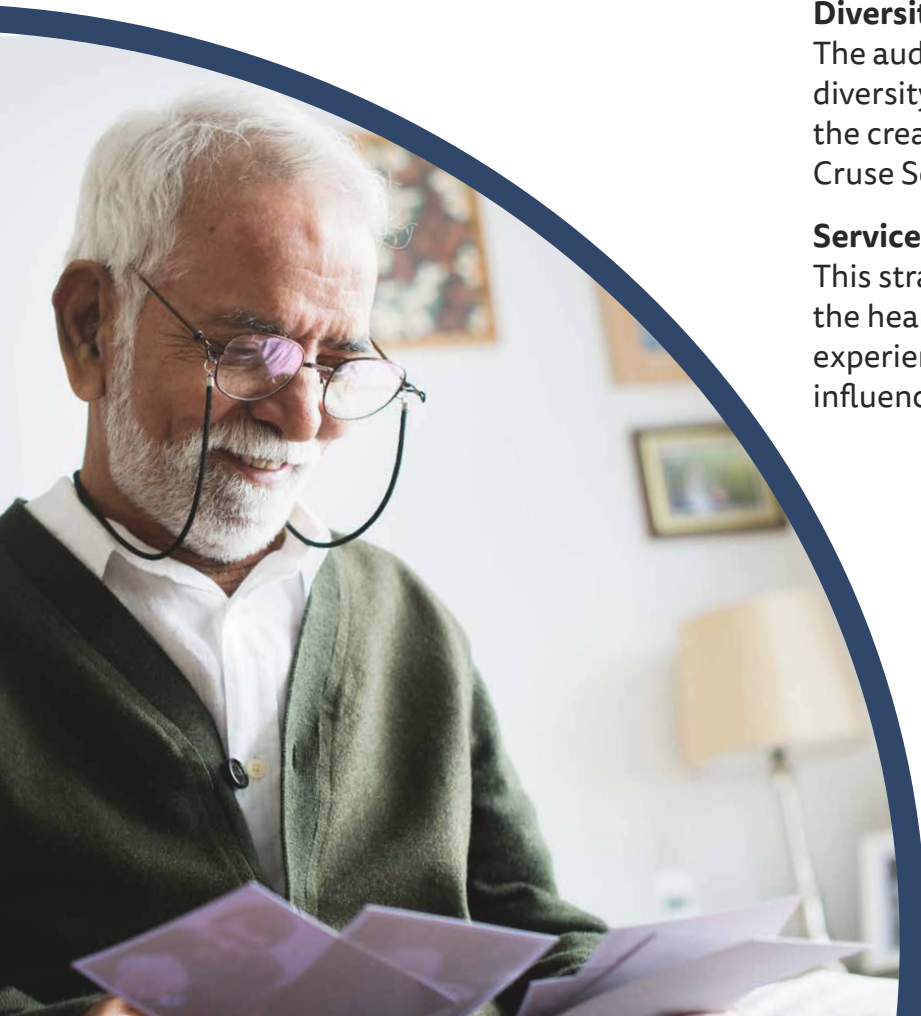
**External Training Development Plan** – This will set Cruse Scotland’s plans to grow its training services, which equip individuals and organisations to understand, and cope, with the impact of bereavement and grief.

**Communications and marketing plan** – This will help raise awareness of our charity, its services and the impact of bereavement and grief.

**Environment Audit & Plan** – The audit will help Cruse Scotland understand the impact that its services have on the environment and will inform how we reduce the charity’s carbon footprint.

**Diversity & Equalities Audit & Plan** – The audit will provide a holistic view of diversity, equality, and inclusion, allowing the creation of a strategy that will ensure Cruse Scotland’s service are truly open to all.

**Service user Engagement strategy** – This strategy will ensure service users are at the heart of Cruse Scotland’s activities, their experience will help shape our services and influence policy matters.



**Registered Office:**  
Cruse Scotland Bereavement Support, Suite 4/2,  
Great Michael House, 14 Links Place, Edinburgh EH6 7EZ.

Cruse Scotland is a company limited  
by guarantee, no. SC218026 and a registered  
Scottish charity, no. SC031600.