



Cruse Scotland

Bereavement Support

Youth Philanthropy Initiative Pack

**Thank you for considering
Cruse Scotland for your
YPI business case**



Together, we can ensure that children, young people and adults get free bereavement support when they are struggling with grief

Cruse Scotland has been supporting bereaved adults, children and young people across Scotland for over 60 years.

Our services are delivered by our amazing, compassionate and caring volunteers.

We work with people of all ages, regardless of when the death occurred and the relationship to the deceased and offer a variety of services.

This includes:

- Freephone Helpline
- One-to-one counselling
- Early Support
- Support Groups
- Online GriefChat service.

What we achieved last year



6,776 bereaved people in Scotland were supported across our services.



9,038 calls were received by helpline. Helping people to talk about their grief.



6,205 adult counselling sessions were delivered across Scotland.



475 counselling sessions delivered to children and young people.



947 early support sessions delivered. Enabling people to access support earlier in their bereavement.



2,802 web-based GriefChat conversations gave people another way to access support.



The amazing difference £3,000 could make



Fund all our services for a day, providing transformational support and hope to many bereaved children, young people and adults.

Covers the cost of 300 Helpline calls from people in desperate need of additional support.



Fund 24 in-person support sessions for a child or young person that is tailored to each individual, their age and stage of grief.

Provides training for 10 new listening volunteers to provide support to people in the early days and weeks of their intense grief, supporting an average of 200 new clients each year.



Five reasons to nominate Cruse Scotland

1. Everyone experiences grief

Losing someone you care about can happen to anyone. Cruse Scotland helps people who are struggling after someone they love has died, making sure they don't have to deal with grief on their own.

2. We make a real difference

Cruse Scotland gives people someone to talk to and support when they need it most. Because our services are delivered by volunteers, funding goes further, with more of every pound directly supporting bereaved people.

3. We help people of all ages

Cruse Scotland supports children, young people and adults. This means your fundraising could help people your own age, as well as parents, grandparents and other family members.

4. Grief can be hard to talk about

When someone dies, it can be difficult to know what to say or who to talk to. Cruse Scotland helps people feel less alone and makes it easier to talk about grief and how they are feeling.

5. We can help people in Scotland

Cruse Scotland has been supporting bereaved people in Scotland for more than 60 years. By choosing Cruse Scotland, we can raise money for a charity that supports people in communities across the country.



**"My counsellor was amazing, kind, supportive and understanding throughout. It made a big difference to my wellbeing and I'm very grateful for all the support I received."
(Counselling client)**

Rebecca's story

In June 2024, I lost my dad to cancer. The death of my father irrevocably changed me as a person. In the days and weeks that followed, I felt numb and exhausted.

While navigating the initial stages of grief, I was incredibly grateful and lucky to have a wonderful partner, family, and friends to support me.

As time went on, I wanted to speak to Cruse Scotland to have an open and honest conversation with a counsellor about how to live with grief without constantly feeling anxious and overwhelmed.

I really appreciated Cruse Scotland's Counselling service as I felt as if I could freely speak about my inner thoughts and worries without feeling ashamed or judged.



Cruse Scotland helped me process my grief by allowing me to confront my own misconceptions about how I should properly grieve.

I struggled to look at photographs of my dad, read old text messages, or listen to his voice, and for a long time, I felt a great deal of shame about this. I felt guilty when I enjoyed a nice meal or laughed at a funny joke.

"I did not want to move on with my life as I felt like I was leaving him behind. I now realise that these feelings are entirely normal and are felt by many people who lose a loved one.

You do not have to 'move on' after losing a loved one. I will never get over losing my dad, nor do I want to.

**Together, we can
help people like
Rebecca during the
toughest time of
their life.**



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**Thank you so much for thinking of
representing Cruse Scotland in your
YPI business case!**

**As well as raising funds, you're helping raise awareness of the
support that IS available to people across Scotland.**

**If you wish to learn more about our charity please explore our
website or to connect with a staff member to support your YPI
business case reach out to fundraising@crusescotland.org.uk**



Cruse Scotland is a registered charity SC031600 and company limited by guarantee SC218026.
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