Cruse Scotland Impact : Key Highlights Across 2026

Cruse Scotland
Bereavement Support

What Has Been Achieved

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

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

6,205 adult counselling sessions were delivered across Scotland. Helping people struggling with bereavement access therapeutic support and benefitting from significant improvements in their health and wellbeing.

"Without the counselling service I would still seriously be considering ending my life. I now have focus and a more positive outlook. Thank you." (Counselling client)

"The anonymity of a voice call gave me both the space and safety to express my feelings, helping me to navigate the toughest initial stages of grief." (Helpline client)

967 early support sessions delivered. Enabling people to access support earlier in their bereavement and to talk about their grief at a crucial time.

2,802 web-based GriefChat conversations gave people another way to access support, allowing them to talk to someone about their bereavement when they needed it.

475 sessions delivered to children and young people. Allowing them to have dedicated support to explore and express their grief in ways that worked for them.

"The service offered by Cruse Scotland was excellent from start to finish. Very compassionate interactions throughout. All interactions were supportive and carried out by experienced facilitators." (Support Group Member)

AND THE DIFFERENCE WE MAKE WAS FELT.

84% of clients who accessed bereavement counselling support felt that their health and wellbeing had improved thanks to the support they received.

"The Counselling helped me realise that I could still have a purposeful life. Also, made me feel that I had a place in society and that I was reacting totally normally to my experience of grief."

Volunteers Contribution

Our client services are delivered by our volunteer workforce

203 Cruse Scotland volunteers located in local communities across Scotland from Orkney to Dumfries

19,045 hours of volunteering delivered across the year

89 volunteers trained into new roles

"I am often asked why I choose to volunteer for Cruse Scotland. My answer is that it is an amazing charity with a genuinely lovely and supportive group of staff and volunteers."
(Sandra, Counsellor)

"Volunteering strips everything away and leaves you with the most beautiful thing in the world: true human connection, and in my experience, from one person who has lost to another."
(Jo, Helpline Volunteer)

Support Groups

In addition to individual support, Cruse Scotland provided a varied range of group support in many areas. Clients have found them beneficial in helping them cope with their loss.

- 4 Therapeutic Support Groups in Glasgow
- Monthly Drop-In Bereavement Support Group in Dalkeith
- 2 Early Support Groups
- Walk and Talk Groups in Fife, Dundee and Angus
- Creative Steps Group in Moray





"Grief is hard to talk about but being with others in a very informal setting has really helped. There has been a huge benefit to my mental health in the walking aspect alone and I've met some lovely people as well."
(Walk and Talk Group Member)

Lewis Leap

In partnership with Lewis Leap charity, we launched the Lewis Leap Sudden and Traumatic Bereavement Support Service. Since it's launch, 111 specialist support sessions have been delivered by Cruse Scotland.

I just kept replaying what had happened to my Mum over and over in my head like it was someone else's awful story. I don't know how I would have moved forward without this support. Slowly I have been able to rebuild my life and even returning to work has helped me to be me again."
(Cruse Scotland client)

Engagement

Cruse Scotland's impact reaches beyond those who use our services. Through training, information and lived experience, we help workplaces and communities better understand bereavement, talk more openly about grief and support those who are grieving.

- 62 training sessions delivered to workplaces on a range of bereavement and loss themes
- 47 online group training courses provided for individual attendees
- 11.2% increase in social media followers
- 41.5% increase in website traffic

Sharing stories from clients and volunteers has helped us reach new audiences, open conversations about grief and increase engagement across our digital channels. Engagement is not simply about how many people we reach. It is also about listening to the experiences of people who know our services from the inside. We also strengthened our collaboration with the University of Edinburgh through Journeys of Grief research and continued development of My Grief My Way website.

Our Client Voices Group, made up of 17 former clients, helps shape and improve our services through lived experience and feedback. Additionally, we launched Volunteer Voices, connecting volunteers with Trustees to share ideas and perspectives. Together, these voices help us listen, learn and improve, ensuring lived experience and those delivering services continue to shape our work.