



2024

The Muirhead Outreach Project

MUIRHEAD IMPACT

REPORT



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“

I love being a part of MOP. I look forward to meeting with 'friends' on a Friday for a cuppa & catch up. It's part of my life now where I feel safe & heard.

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”

MUIRHEAD PARENT

1. Introduction

"Keeping families together through challenging times".

Our vision is for all families to overcome difficulties then go on to have healthy relationships and positive experiences.

A small, early intervention charity, supporting families to repair and rebuild relationships.

We aim to help minimise the impact trauma has on families and help them break the trauma-cycle. We give them a foundation on which they can build, either on their own or with the help of specialist support. We help families rebuild and repair relationships and give them tools to create sustainable, life-long change.

Our aims are:

- Parents and children will have improved well-being.
- Parents and children will have improved self-esteem.
- Parents and children will have an increased sense of belonging
- Parents and children will have an increased sense of achievement.
- Families will have more positive experiences.
- Families will have more resilience.
- Families will be less isolated.
- Children will display fewer concerning behaviours.
- Some families will be alleviated of poverty.

All newly referred families work through an 8-week foundation period where they learn about family routines, communication, emotions, attachment and needs and how to effectively de-escalate. During this period, we work with the family as a whole – both parents and child (and anyone else that may stay in the home). We realise that sustainability means making changes for everyone in the home and, as a result of our inclusiveness, quality of life improves for all members of the family.

After the foundation period of work, pet therapy, teen art well-being group and parent groups and workshops become available to the family. This gives them a chance to continue their development and for us to maintain a connection with the family. These groups help provide the families with a sense of belonging, important social connections, a sense of achievement and a sense that life can be good! Our support continues throughout the school holidays where families can join us on family days or take a break at our beach side caravan.

2. Values

Our values are important in ensuring our community is getting the support they deserve.

Our values show how we treat our families and colleagues and expect to be treated in return. They help us to align with other organisations who have similar values and ensure sustainable change for the families we support..



Safe

We aim to create an ethos of care where everyone has the right to be in a secure and safe environment. We ensure families are safe from harm, neglect and exploitation and aim to reduce the impact of trauma.



Nurture

We give families the tools to repair, maintain and nurture themselves and relationships. We nurture our staff by having a caring work environment where their health and well-being are paramount.



Inclusion

Families are at the centre of our support. They have a voice in their care. We work in partnership with them and other organisations to create an ethos of inclusion and ensure people feel valued.



Understanding

Using empathy and compassion we show understanding by never judging, listening and appreciating different perspectives and giving families the tools to achieve this.



Connection

We aim to help improve family relationships that then have a wider positive impact on developing relationships out-with the family unit. We build these connections through partnership working and our Foundation Work.



Transparency

We work with an open, honest and respectful approach. Transparent communication fosters a collaborative culture, where everyone has a voice and secrets are abolished in favour of honesty and openness.



Community

As social beings, understanding other people opens up the possibility of seeing and understanding situations from different perspectives. In this sense, we favour the processes involved in building a community that creates empathy and values.



Sustainability

Our work makes long-term changes for families which allow them to go on to conduct a full, rich life; finding meaning, and flourishing. Our charity must be equally sustainable and we must be able to continue to be here. We accomplish this through creating change and building a fundraising strategy.

3. Managers Report



2024 was the year we began working towards our new strategy,

Our intention in 2024 was to:

- Increase wages to match the experience, skill-set and qualifications of our staff as well as mirror those other professionals working at a similar level.
- Begin creating pop-up hubs.
- Deliver training to other professionals.
- Increase our partnership working with other organisations.

As always, life gets in the way and things turned out differently to our expectations.

What did happen was: we increased our staff by two and our board by three. Wages were increased slightly but challenges with funding meant we couldn't put them up to our desired level.

We worked with 53 families in 2024, a total of 186 individuals.

- 100% were satisfied or very satisfied with our support.
- 100% feel their children's wellbeing (happiness/mental health) has improved.
- 100% felt we'd helped them to be better connected with their family.

3. Managers Report



2024: Growing our support

We supported 53 families and rebranded our Foundation Work to: Connected Parenting: Rebuilding Foundations for Family Well-being.

We further made changes that we did not anticipate happening until 2025. As our team has grown, we needed more space. We took over the unit next door to ours, to create an office space and in the process of turning our old office into a permanent premises for our MOP Family Centre.

Our MOP Pop-up hubs are slowly taking form, as is the training package for professionals. We held 7 family fun pop-ups over the summer holiday and three over the October holidays.

We have extended our services, bringing in a counsellor and art/play therapist on a sessional basis.

We worked with
70 adults and
116 children.

- 100% felt they'd had more achievements.
- 100% felt they'd had more positive (happier/fun) experiences.
- 100% felt their family felt stronger and more able to cope.

3. Managers Report



2024: Rebranding and growing

We have facilitated parent well-being sessions which have gone a long way to improving the mental health of the parents we support.

We continued our Teen art well-being group but took stock of feedback from families around our other services and stopped our after school play group. This will be replaced in 2025 with our family STEM group. We also held our parents groups and incorporated in-reach from outside agencies, visiting weekly with information and support for our families that is outwith our expertise.

We also managed to secure funding for our new caravan. This was purchased and we held the grand opening in June. The new caravan has central heating, meaning it can be used year round and more families can benefit. We are very grateful to SPIFOX, New Park Educational Trust and Robert Barr Charitable Trust for their significant donations to this.

We had 55 families referred to us in 2024.

- 100% felt their children displayed fewer concerning behaviours.
- 92% felt less lonely.
- 92% felt their wellbeing (happiness/mental health) improved.

3. Managers Report

Expanded our team by 2 new staff members, 3 new board members, 1 art & play therapy sessional worker & 1 Sessional counsellor

11 families completed our Connected Parenting: Rebuilding Foundations for Family Well-being (formally known as Foundation Work)

12 families received continuing support

4 Family fun days, 7 family fun pop-ups & 3 Art & STEM family groups

2 Community fun & fundraising events

38 parents groups

14 families had holidays in our caravan (as the new one was not available until July 2024)

3 children through dog therapy, 3 children through play/art therapy & 4 adults into counselling.

38 teen art well-being groups

Opened up a new office. Our old office is being transformed into the MOP Family Centre!

Held 4 Adult well-being sessions

Fundraised to purchase a brand new caravan

How we supported families in 2024

“The really isn't enough words to explain how much Mop means to our family. Being part of Mop community gives us hope, optimism and makes us feel empowered. Mop has helped to improve my mental health which in turn allows me to be a better parent. I no longer feel isolated and instead of being overwhelmed when problems occur we are better at dealing with them and accepting help when we need it.

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MUIRHEAD PARENT

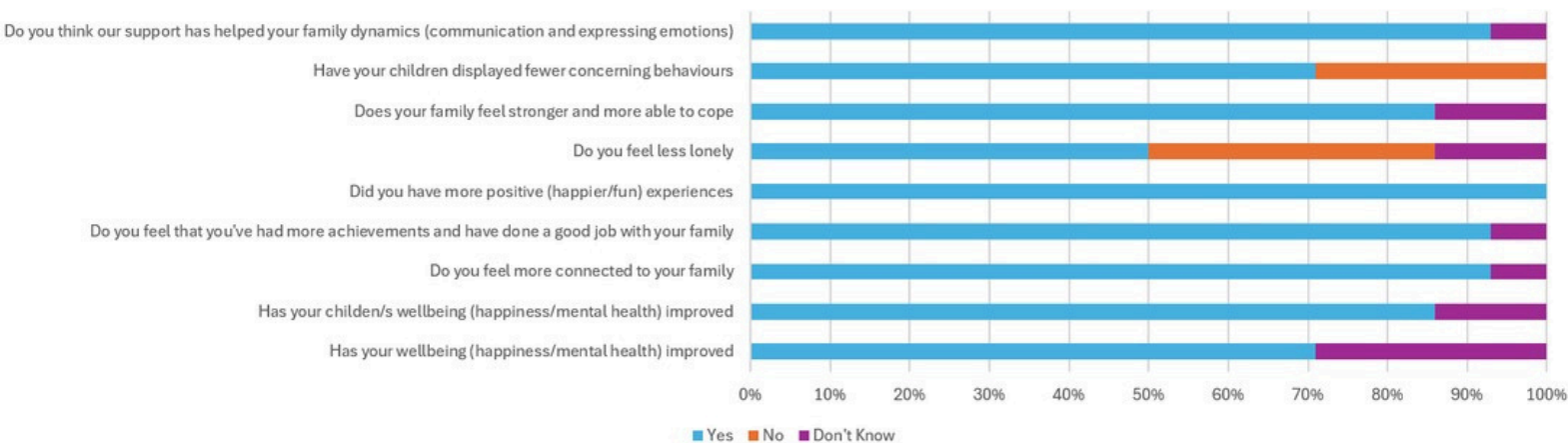
Initially, our families had an average score of **38** on the Warwick-Edinburgh Mental Well-Being Scale. After completing our 8-week course, their average score rose to **46**. For context, the Scottish average is 48.9, and three of our families surpassed this benchmark. The lowest starting score was 26. A clinical improvement is shown by an increase in 7 points. Our families had an average increase of **8** points.

On average, our families experienced a **5.3** point increase from their pre/post FW scores, reporting greater confidence and improved parenting skills.

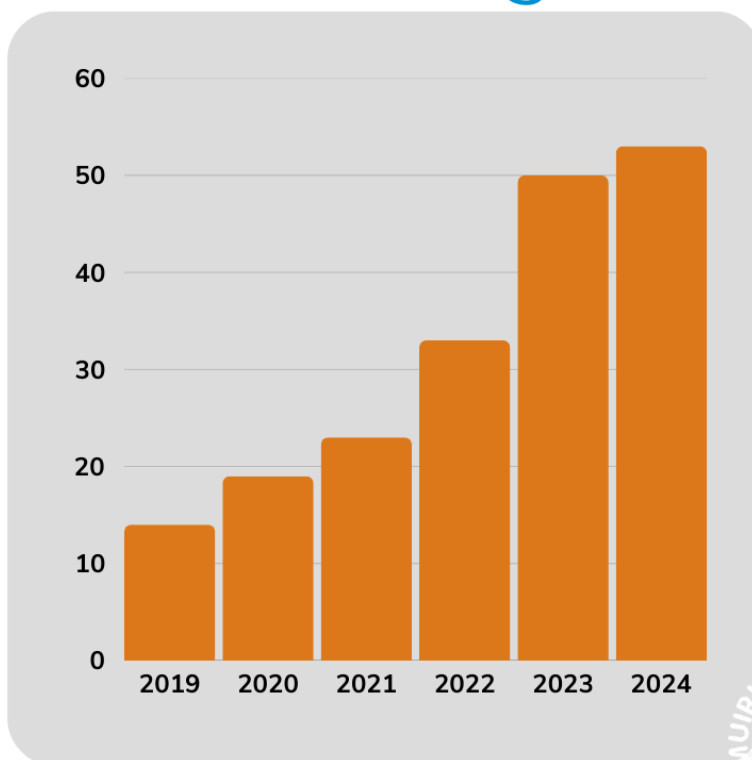
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3. Managers Report

MOP 2023 Feedback Responses



Number of families supported over the last 6 years



4. Fundraising Report

2024 was a strong year of fundraising for Muirhead.

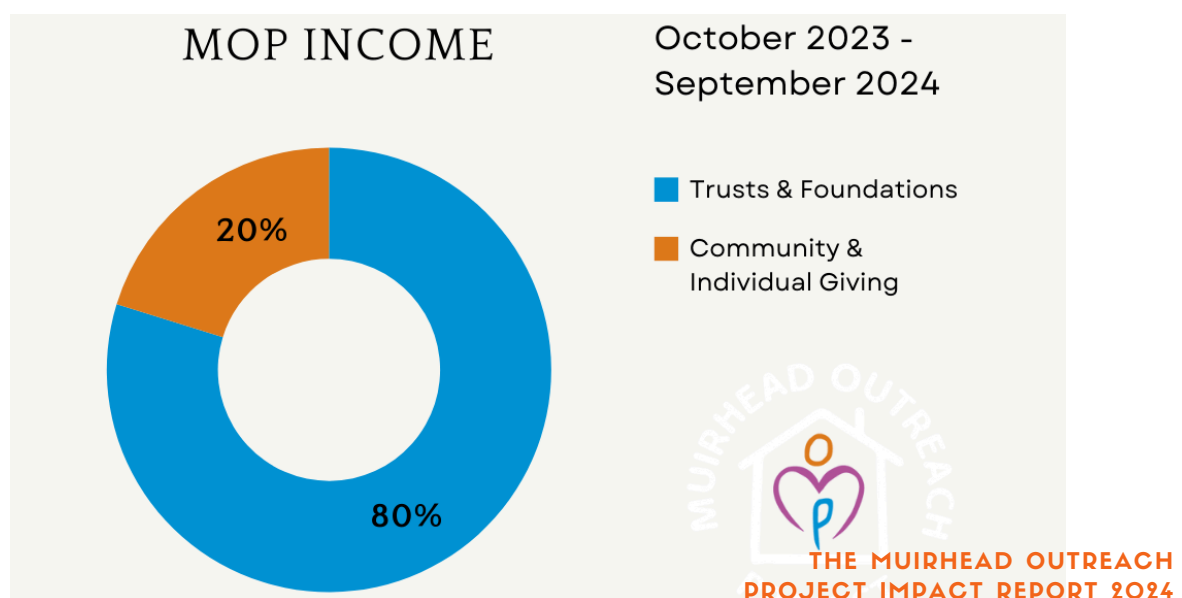
2024 continued to be steady for Muirhead. Whilst our successful bids were much fewer than 2023 (a 36% decrease), multi-year funding kept us ticking over and we increased our income by 55%, exceeding our target by 63% (Target was £150,000, income was £244,408).

This is, however, an anomaly as we raised an extra £60,000 over core costs, in order to purchase a new caravan at Pettycur Bay.

	FY 2022-2023	FY 2023-2024	Increase	Current Income October 2024 – February 2025
Overall Donations	£156,706	£244,408	55%	£36,748

In 2024 £208,500 of funding was applied for, of which, 26% (£54,550) has been successful. Whilst slightly lower than 2023, it continues to be well within industry standard.

As in previous years, the majority of our funding has come from applications to Trusts and Foundations. We had a small income from the Rainbow Run and our family fun day - which made those events break even - and were lucky to be supported by Leviton and NCM Fund and Corporate Services, as their charity of the year. Despite the impact of the Cost of Living Crisis, we have managed to increase our community/individual giving to from 5% to 20%, which is great news in terms of diversifying income.



4. Fundraising Report

In 2024 we had encouraging support from the community with donations and sponsorship coming in regularly.

We were thrilled to have the support of our Chair of the board and the family of our support worker, Carolann, in holding Curry nights at Reya. Together they raised over £800 for us!

We were delighted when NCM Fund & Corporate Services contacted us as their charity of the year. They raised a brilliant amount from their Ben Nevis hike which was then matched by their board! We are very grateful for the £4400 raised by them.

We were thrilled to be invited along to the Fife Council Apprenticeship Awards where we received £3524. The original amount was kindly matched by Kingdom Maintenance, meaning we received such a generous amount.

We're very grateful to Fife Dog's Trust for their continued support and the amazing donation of lucky dip bags this Christmas. We also received a generous donation from the Bitwise group.

Our Virtual Christmas Donation bucket was a success again in 2024, raising over £3000. We are so grateful for all the generous, anonymous donations. This year we were pleased to be the recipients of a generous donation from Trend Technologies.

The Rainbow Run at Gilvenbank Sports and community hub was bigger and better in 2024 and we hope to improve on it again this year, along with our family fun day & Bake-off, being held in Studio8.

We're very thankful to the businesses that donated vouchers and goods to us. Wonderworld Kirkcaldy, Fife Ice Arena, Craigtoun Park, Asda, Devine Cakes and Fife Sports & Leisure Trust.

We continue to be supported by Leviton and The Rotary Club of Glenrothes. We are so grateful for the fact they continue to champion us in various ways, from donations and fundraising to volunteering for us.

Thank you does not do justice to how grateful we are for all the support we receive.



Muirhead Income

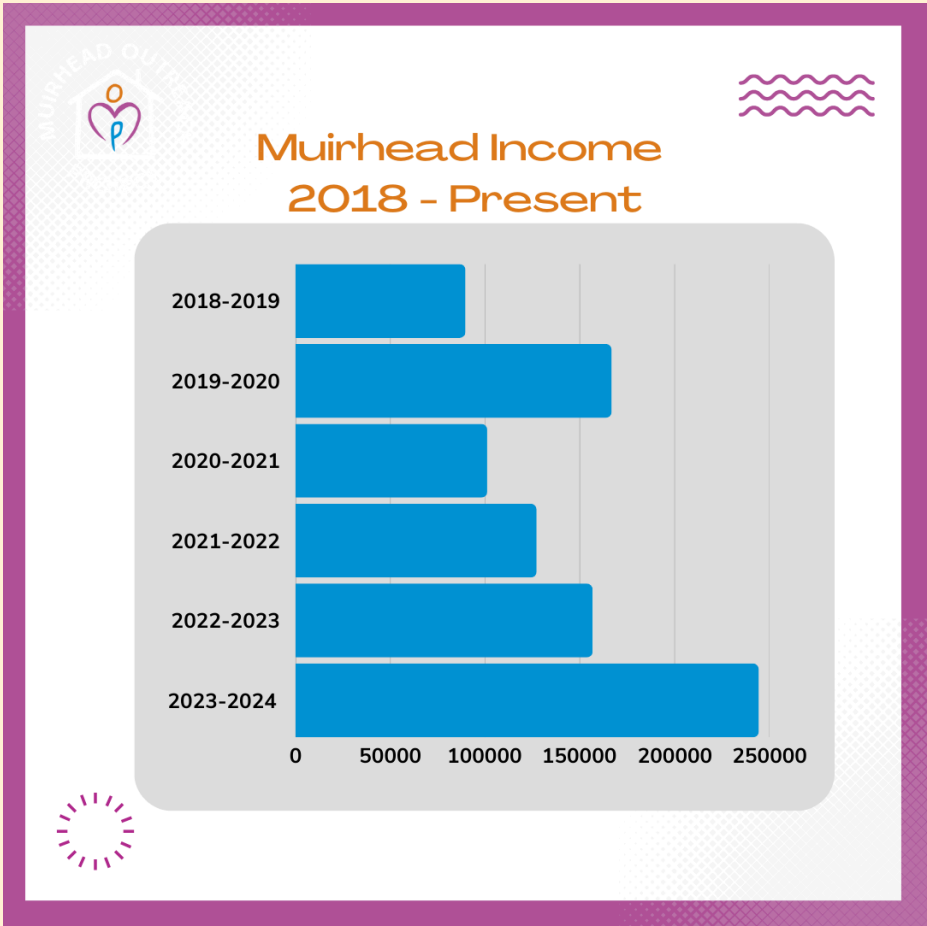
In summation, 2024 was an another good year for Muirhead, in terms of fundraising. The Rainbow Run was a massive community success, which we will continue to build on, hopefully further diversifying our income. We had strong support from the community, who frequently donated and garnered sponsorship. We were fortunate to be charity of the year for two organisations and to be nominated as FCAA recipients.

This year we will have extended accounts as we are pulling them in line with the standard financial year. Our accounts will run from October 2023 - March 2025. We are currently working on our updated constitution. We will continue to grow our reputation of delivering a good support package to families experiencing difficult and challenging times.



43%

Of 2025's fundraising target has been achieved but this is a 6 month target as opposed to the usual 1 year. As of April 2025 our accounts will be in line with the standard accounting year and we will have a new target.



5. Finance

Finance Report

FINANCE REPORT for YE 30.09.24

BANK

At 30th September 2024, we had £136,071.69 in the Muirhead bank account.

ACCOUNTS

The accounts for the period to 30th September 2024 are showing a net profit of £27,336.48. This is an increase compared to the same period last year and is due to an increase of income of £83,104.31 partly offset by an increase in expenditure of £55,767.83.

	<u>PE 30.09.2023</u>	<u>PE 30.09.2024</u>	<u>Difference</u>	<u>Ref</u>
Income – Unrestricted donations	66,587.59	49,690.78	- 16,896.81	1
Income – Restricted donations	90,700.20	190,284.00	99,583.80	2
Other Income	0.00	417.32	417.32	3
				4
Total Income	157,287.79	240,392.10	83,104.31	
Direct Expenditure	28,358.12	72,466.31	44,108.19	5
Overheads	105,145.46	116,805.10	11,659.64	6
Total Expenditure	133,503.58	189,271.41	55,767.83	
NET PROFIT/(LOSS)	23,784.21	51,120.69	27,336.48	

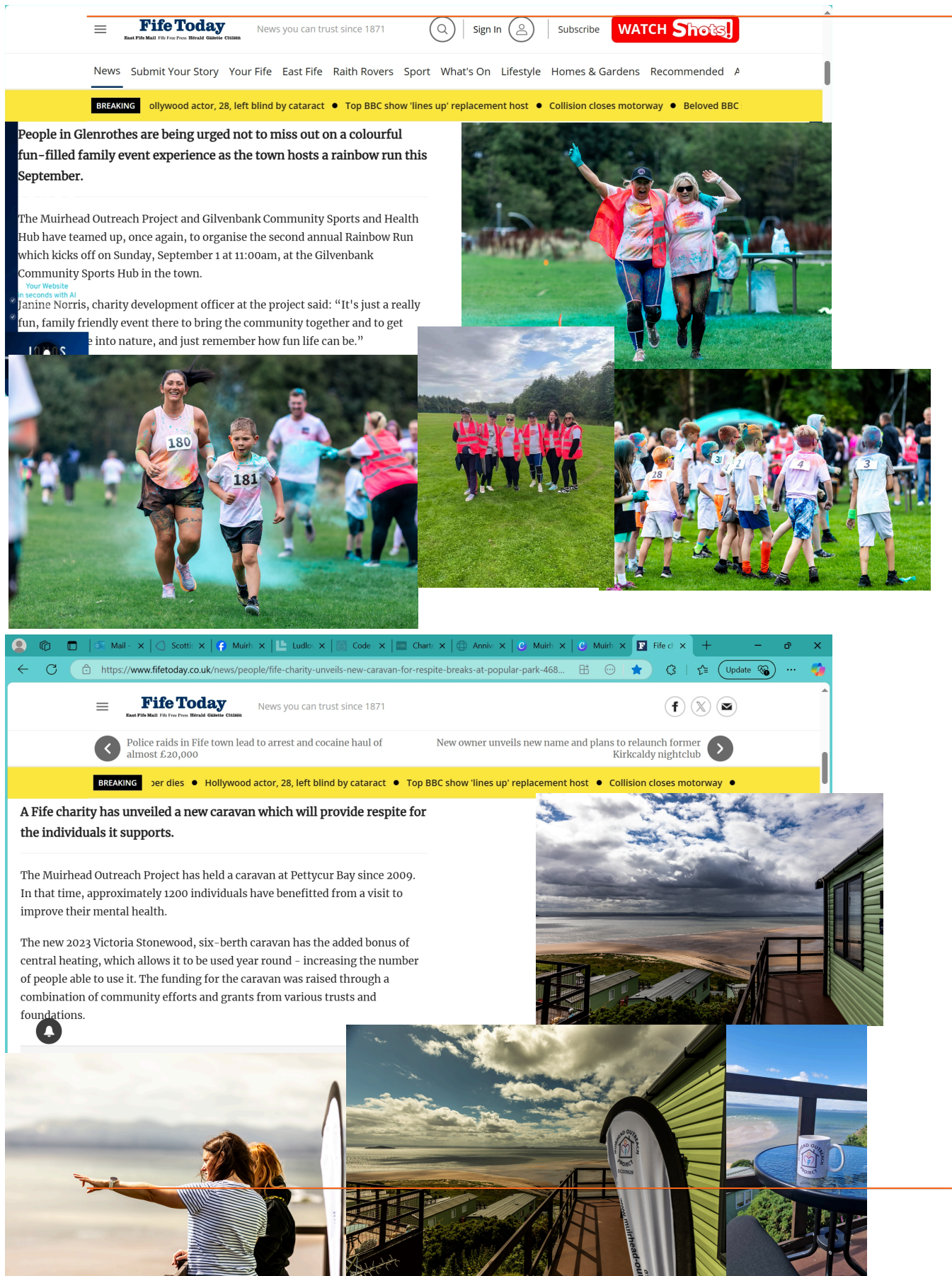
- 1 Unrestricted donations in PE 30.09.24 were £49,690.78 (2023 : £66,587.59) meaning there was a decrease in unrestricted funds in the year of (£16,896.81).
- 2 Restricted donations in PE 30.09.24 amounted to £190,284.00 (2023: £90,700.20) which is an increase in the current year of £99,583.80.
- 3 Additionally PE 30.09.2024 detailed £417.32 of other income. The combination of various revenue streams gives an overall increase in donations/funding of £83,104.
- Direct expenditure increased by £44,108 PE 2023 and PE 2024. This can be broken down into the following movements:

£46,285	- Increase in 2024 on Caravan Costs	
£1,926	- Increase in 2024 on fund raising and donations costs	
(£5,100)	- Decrease in 2024 on Gifts	
(£2,186)	- Decrease in 2024 on Activities	
£1,769	- Increase in 2024 on Support at Home	
£132	- Increase in 2024 on Cost of Sales Goods	
£1,282	- Increase in 2024 on Cost of Food	

- 6 There was an increase in overhead expenditure of (£11,659) in 2024. The more significant movements are noted below:

(£5,439)	- Decrease in Staff Salaries	
£3,341	- Increase in Rent, Rates, Electric and premises running costs	
(£122)	- Decrease in Professional, Consultancy, Legal & Accting Fees	
(£644)	- Decrease in Computer Support Costs	
£1,562	- Increase in Web Site Fees	
£743	- Increase in Mileage	
£2,737	- Increase in Corrections	
£1,552	- Increase in Training Costs	
(£1,834)	- Decrease in Sundries and Other Categories	
£9,763	- Increase in Premises Expenses	

6. Muirhead in the News in 2024



7. Family Days 2024

Families enjoyed 4 family days in 2024, including, our Bake-off family fun day, the Deer Centre, Fordell Firs and a trip to the Panto to see 'Ya wee Dickie McWhittington'. We also held 7 summer family fun pop-ups and 3 Art & STEM sessions at Hallowe'en.

Easter Eggs, selection boxes and Advent Calendars were provided by local businesses; The Rotary Club of Glenrothes, Asda and William Matthew & Son Contractors. The family days were funded by Cash for Kids.



Bake-off Family Fun Day



Deer Park & Fordell Firs



Pantomime

Muirhead have had a very positive effect on our family. The foundation work has helped us to communicate effectively and de-escalate situations. This has made family life much less stressful and doing the work (and homework) has helped us to build even stronger bonds as a family. Each of us have improved mental health has and our children's confidence and self esteem has also improved. I have been using the counselling service and it already feels like it is having a life changing impact, my mental health has improved and that benefits all my family.



We would like to thank all of our supporters and funders in 2024.

ABC Foundation
Asda Glenrothes
Cash for Kids
Craigtoun Park
D'Oyly Carte Charitable Trust
Devine Cakes
Fife Council – Apprenticeship Awards
Fife Council – Local Community Planning
Fife Dog Training
Fife Ice Arena
Fife Sports & Leisure Trust
Fife Voluntary Action – Mental Health & Well-being for Adults
Fitton Trust
Foyle Foundation
Garfield Weston
Henry Smith Charity
Kelly Family Charitable Trust
Kingdom Housing Community Initiative
Kingdom Maintenance
Leviton
Miss E C Hendry Charitable Trust
National Lottery – Improving Lives
NCM Fund & Corporate Services
Robert Barr Charitable Trust
Sir Iain Stewart Foundation
SPIFOX
The Robertson Trust
The Rotary Club of Glenrothes
Trend Technologies
Volvox Trust
W Matthew & Son
Ward Family Charitable Trust
WM Mann Foundation
Wonderworld Kirkcaldy
Woodward Charitable Trust



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