



Scotland's
GARDENS
Scheme
OPEN FOR CHARITY

Impact Report 2022
Raising funds for charity

scotlandsgardens.org
Charity no: SC049866

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Welcoming guests to Humble Dean

OUR MISSION

Scotland's Gardens Scheme is Scotland's growing, giving and inspiring community of garden-lovers. Our mission is to raise funds for charity by encouraging, promoting and supporting garden openings, whilst making the experience inspiring, rewarding and enjoyable for all.

We aim to inspire people from all walks of life to connect, support and join in with what we do throughout the year and for generations to come.

We aim to be the partner of choice to open gardens for charity, ensuring inspiring, rewarding and enjoyable experiences for all.

OPERATIONAL OVERVIEW

Scotland's Gardens Scheme was established in 1931 to raise funds for the Queen's Nursing Institute Scotland (QNIS), supporting pensions and training opportunities for district nurses prior to the formation of the NHS. Today, we support three core beneficiary charities:

The Queen's Nursing Institute Scotland (QNIS)

Perennial (Gardeners' Royal Benevolent Society)

Maggie's Cancer Care Centres

Our core beneficiaries are chosen to align with our core values, supporting wellbeing and horticulture and our garden openings also support many charities chosen by our Garden Owners.



The charity has a small team of two full-time and two part-time members of staff. The team supports our 23 Districts and some 200 regular volunteers to develop, promote and support our annual programme of garden openings. Each year, our programme includes approximately 500 listings and during 2022 we distributed funds to over 220 charities.

2022 ACTIVITY

We were pleased to return to a more normal, post-pandemic world through most of 2022, although some garden openings and early season events were affected by Covid. It was a very great pleasure through the year to be able to bring our volunteer and garden owning community together, face-to-face, once again.

Although our Regional Meetings were curtailed due to Covid, we were nevertheless able to hold three out of the planned five, bringing District Teams together in Helensburgh, Angus and Peebles. We welcomed 50 volunteers to visit the then Duke of Rothesay's Birkhall Garden on the Balmoral Estate in July, then 150 garden owners, volunteers and friends of SGS joined us at Blair Castle for our first conference since 2018.

Through the season, our garden owners and volunteers worked together to raise over **£375,000** across Scotland, a fantastic sum and an increase of around **£70,000** over the previous year.



"The team supports our 23 Districts and some 200 regular volunteers."



New gardens opened; 2022:
Top: Tatyana Aplin welcomed visitors to her Berwickshire garden with star baking
Bottom: Glorious Delphiniums at Nigel Stanton's Garden in Conon Bridge

CHARITABLE IMPACT

Through our garden open days, together our volunteers and garden owners achieved the following:

Over **1200** volunteers supported open days, providing their time, skills, energy and enthusiasm.

Nearly **500** gardens opened their garden gates, welcoming and inspiring visitors.

We welcomed around **70,000** visitors to garden open days.

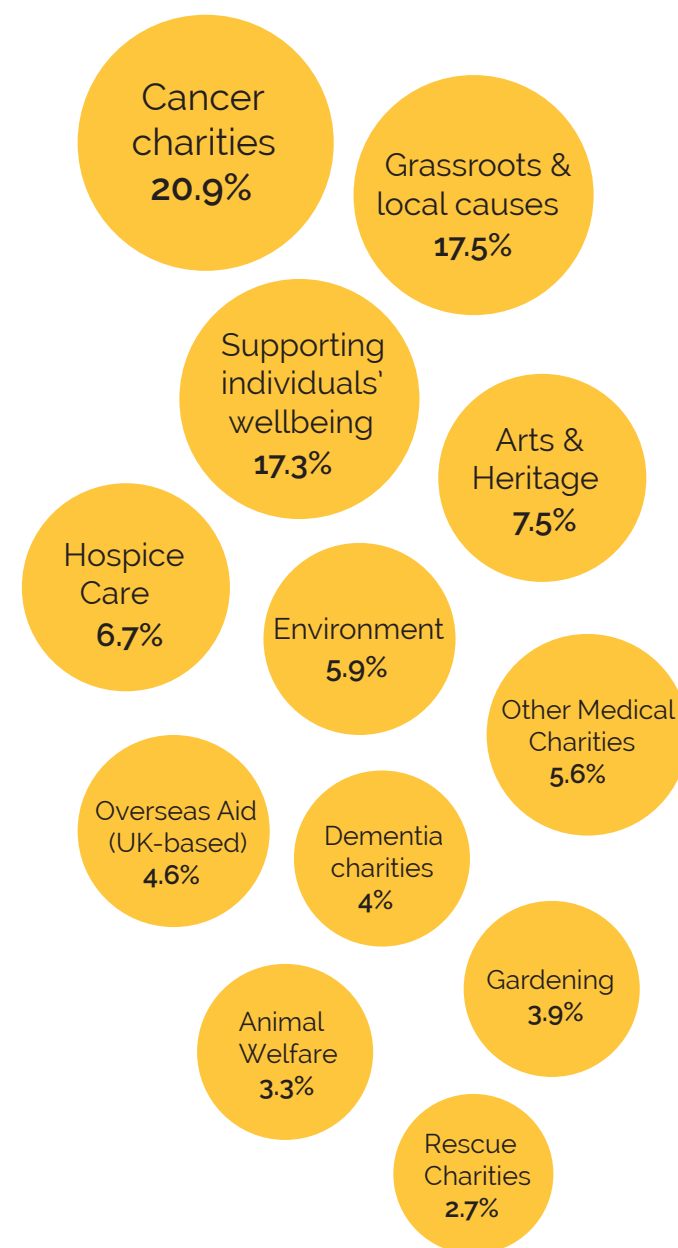
Over **£375,000** was raised by garden owners through their open days.

We donated **£16,000** each to our core beneficiaries, Maggie's, Perennial and the QNIS based on 2022 income.

Garden owners were able to give **60%** of funds raised at garden openings to their charity of choice, with over **220** causes supported in total.

WHERE THE MONEY GOES

Causes supported by garden owners:



Garden tour of Hercules Garden at Blair Castle at our September Conference

OUR GARDEN OWNER CHARITIES:

Garden owners are invited to choose their own charity to receive up to **60%** of funds raised through their open days and in 2022, just under **£215,000** was distributed to over **220** organisations by our District Treasurers around Scotland. These organisations vary from national charities to small, local causes but all funds raised are hugely important to their beneficiaries. The following stories are just a few examples of how funds raised by garden owners have made a difference.

£1000 was raised as a result of the Duns Village Open Day, to support a local charity, Abundant Borders, to help kick start their work with students from Berwickshire High School in Duns.

"Their support allowed us to provide outdoor clothing and equipment to 8 boys, so that they could come and work in the garden. Three boys are working towards modules for their NPA (National Progression Award) in horticulture and two are working towards the Grow & Learn Award, certificated by the Royal Caledonian Horticultural Society. The feedback from the school is that the boys are enjoying their experience and that gaining qualifications will be a big step for them."

Karen Birch,
Chief Officer from Abundant Borders

The Village Open Day organisers held a thank you evening for all the

volunteers and garden owners who worked so hard to make the day a success and presented Karen Birch from Abundant Borders with the cheque for **£1000**.

The owners of Woodfall Gardens in Galloway raised funds for a local primary school at their opening, supporting school trips for the pupils.

"On behalf of the staff and pupils at Whithorn Primary School Mrs Steele, Head Teacher would like to thank you for the very generous and kind donation of £741 from the Scotland's Gardens Scheme at Woodfall Gardens. This huge amount has helped our school funds tremendously. As we are such a rural school this will help pay for buses when we have excursions throughout the school year. Thank you once again."

School Secretary

£3285 was donated to Mary's Meals through four separate garden openings.

"The funds donated will make a huge difference to the lives of the children we support at Mary's Meals. It costs us just £15.90 to feed a child for a whole school year, so the funds raised by our supporters through the Scotland's Gardens Scheme will provide meals for hundreds of children for a year which is just amazing! We are so thankful for this wonderful support and it means a huge amount to the children we feed."

Mary's Meals Fundraising Officer

OTHER EXAMPLES OF CHARITIES SUPPORTED THROUGH SGS OPEN GARDENS:

£1114 for The Brain Tumour Charity

£1284 for Leuchie House Respite Care

£1364 for Euan Macdonald Centre for Motor Neurone Disease

£1467 for Shelter

£1469 for Scotland's Charity Air Ambulance

£1470 for Alzheimer's Research UK

£1585 for Forget-Me-Not-Club

£1631 for Helensburgh & Local Carers

£1860 for River Garden Auchincruive (Independence from Drugs & Alcohol)

£1757 for Perennial (in addition to core beneficiary donation)

£1763 for Strathcarron Hospice

£1956 for Children's Hospices Across Scotland

£1997 The Woodland Trust

£2029 for St Columba's Hospice

£2067 for Loch Arthur Camphill Community

£2228 for Horatio's Garden

£2408 for Médecins Sans Frontières

£2499 for Parkinson's Society

£2530 for British Red Cross

£2573 for Children's 1st

£3263 for Royal National Lifeboats Institution

£3805 for British Limbless Ex-Servicemen's Association

£4437 for Live Music Now Scotland

£4447 for Canine Partners for Independence, a charity which trains assistance dogs to support people living with disabilities

£4452 for Love Learning Scotland

£5541 for Alzheimer Scotland

£6263 for Macmillan Cancer Support

£7031 for Highland Hospice

£9198 for Marie Curie

£18,225 for Maggie's (in addition to core beneficiary donation)

And many, many more donations to charities around the country.



The Perthshire Team supported our stand at Scone Palace Garden Fair

OUR CORE BENEFICIARIES

Following our 2022 season, we made donations of **£16,000** each to our core beneficiaries, Maggie's, Perennial and the Queen's Nursing Institute Scotland. This is how funds raised by our Scottish Garden Openers supported our beneficiary charities in 2022.

Perennial

Perennial is dedicated to helping everyone who works in horticulture and their families when times get tough. They provide free and confidential advice, information and support to people working in, or retired from, horticulture and their families. Perennial supported **76** service users in Scotland in 2022.

37 of these were new to Perennial in 2022.

They helped people manage their finances, supporting **36** debt cases and **22** benefit claims.

75% of new service users in Scotland had experienced a life changing event in the last **12** months.

Of these **45%** had experienced ill health or an accident and **13%** had experienced a change in their financial circumstances or employment issues.

In addition, an estimated **1000** people in horticulture in Scotland accessed Perennial's information, advice and other services (physiotherapy helpline, legal helpline, financial management tool etc.)

Maggie's

Maggie's is a free service that supports anyone with cancer and their family and friends. Funding from Scotland's Gardens Scheme in 2022 helped Maggie's to keep their gardens across Scotland as beautiful outdoor spaces for all their visitors to enjoy, while promoting gardening as a form of physical and mental therapy for those undergoing treatment.

Maggie's encourages visitors to see gardening as an easy, fulfilling and yet gentle way to stay active and exercise with a real sense of purpose behind it; a valuable source of Vitamin D and a way to lift people's spirits, and a calming space away from the bustle of the hospital. Access to Maggie's gardens also improves the overall experience for both the patient and their family while in hospital.

Maggie's found that:

27% of visitors first come to Maggie's because of their outdoor space.

In subsequent visits, this jumps to **67%**, highlighting that people value the garden spaces and they are a key factor in return visits to Maggie's centres

74% of visitors found access to the garden very helpful and **97%** of visitors said that Maggie's had a positive effect.

Queen's Nursing Institute Scotland (QNIS)

Scotland's Gardens Scheme has been supporting QNIS for over 90 years and has a long, shared history. With the support of SGS, the QNIS continues to support, develop and inspire community nurses and midwives across the country to enable them to become leaders and changemakers within their own practices and communities. QNIS runs a development programme, part funded by SGS, which consists of a five-day residential workshop with masterclasses, small group learning and inspirational conversations with leaders from all over Scotland. The candidates are provided with monthly coaching sessions and two further workshops. Each Queen's Nurse has a development project to work on which clearly benefits the community within which they work.

"Throughout my Queen's Nurse journey, I have learned to advocate with clarity and have the courage to do so. Previously I may have just gone with the consensus, but I now express my thoughts and how I form my decisions. A recent example of this was having to disagree with partner agencies in relation to a child protection issue. I was clear on my position, the scope of my practice and limitations of my role. This allowed for a positive end outcome where the child's needs came first and remained safe."

THE SUPPORT WE GIVE TO OUR VOLUNTEERS & GARDEN OPENERS

Although we were able to resume face-to-face meetings and events, there has also been a continued use of video conferencing to deliver training, meetings and online events, and it is a great opportunity to bring together garden owners and volunteers from all around Scotland, welcoming people from Galloway to Shetland. We also send out a monthly e-newsletter to volunteers and garden owners.

Our online sessions included:

Induction sessions to welcome new people to our charity.

Online training opportunities, both live and recorded, to support volunteers to use our database for garden registration and financial reporting.

Our 'Garden Club' sessions through winter to provide opportunities for networking and learning, covering topics such as using peat-free compost and talks by Head Gardeners/Expert Gardeners. Talks were recorded and made available via our YouTube channel.



Humbie Dean in East Lothian opening monthly through the season

Our face-to-face events included:

Regional meetings for our District Teams at Kailzie Gardens by Peebles, Logie House at Kirriemuir and the Royal Northern Yacht Club in Rhu. Further meetings planned at Aigas House near Inverness and Dalswinton House near Dumfries, were sadly cancelled due to Covid.

Volunteer visit to Birkhall garden on the Balmoral estate, welcoming 50 guests.

Our conference at Blair Castle, welcoming 150 volunteers, garden owners, beneficiaries and friends of the charity.

Head Office Support

We also provide the following support:

Advice and help over the phone and online on a range of topics

Insurance for Garden Open Days



PROMOTING OUR GARDEN OPEN DAYS

An important part of our work is to raise awareness of our charity open days, share the good gardening practice of our garden openers and the benefits of funds raised. We shared news and stories through the following channels:

In Print:



5 Head Office and a number of local press releases resulting in **108** press coverage pieces.



Our 2022 Guidebook

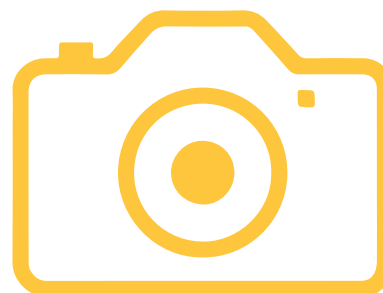
A range of signature yellow branded posters for garden open days across the country

Scotland's
GARDENS
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Our new national leaflet linked to regional landing pages on the website

Scotland's
GARDENS
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Campaigns:



Our photography competition reached over

40,000
people on social media

Online:



blog pieces published on garden owner generated topics.

82 public e-newsletters sent out in 2022 comprising:



National campaigns



Regional campaigns



District campaigns



7060 followers, with a reach of over **207,000** accounts



210 followers



4127 followers, with a reach of over **45,000** accounts



3081 followers

GARDEN OWNER QUOTE

Broomhill Villa Opening on 15 May,
from the owner Tatyana Aplin:

"We did our very best and worked hard. The weather was perfect! The baking of my generous girlfriends was SUPERB! We had 120 adults, 8 children and 4 dogs visiting! The oldest was 101 years old and the youngest 1 year 8 months old.

We made £1278 in total and had extremely positive feedback from our visitors.

Huge thanks to everyone involved: visitors, supporters, friends and my dear family without whom this day would never have happened!"

OUR THANKS

We are sincerely grateful to our 2022 supporters and sponsors:

Investec, our core sponsor who so generously supports the costs of producing our annual Guidebook

With thanks to:

Emma Mason PR

George Anderson

Ray Cox Photography

Brian Cunningham

Lizzie Schofield

Legacies & donations:

We are sincerely grateful to our 2022 supporters and sponsors:

We were extremely grateful to receive a legacy of £30,914 from the late Mrs Helen Tabor and a £10,000 donation from the Julia and Hans Rausing Trust.

Our thanks also to the following partners for advertising in our Guidebook:

Bennybeg Plant Centre & Jamesfield Garden Centre

The Caley

Discover Scottish Gardens

Garden Solutions

Green Thumb

James Byatt Garden &

Estate Cartography

Inchmarlo Retirement Village

Lycetts

Mclaren's Nurseries

Mozolowski & Murray

Munro Greenhouses &

Garden Buildings

National Garden Scheme

New Hopetoun Gardens

Royal Botanic Garden Edinburgh

Royal Horticultural Society

Scottish Field

ABOUT OUR CHARITY

President

HRH The Duchess of Rothesay

(NB – Following the accession of The Duchess to Queen Consort, all charity affiliations are under review)

Trustees

David Mitchell	Chairman (to April 2022)
Dougal Philip	Chairman (from April 2022)
Sarah Landale	Vice Chair
Peter Yellowlees	Treasurer
David Buchanan-Cook	Board Secretary
Jonathan Cobb	Trustee
Colin Crosbie	Trustee
Charlotte Halliday	Trustee
Stephen McCallum	Trustee
Helen McMeekin	Trustee
Emily Stair	Trustee (to November 2022)
Charlotte Hunt, BEM	Honorary Vice President

Staff

Liz Stewart	Chief Executive
Hazel Reid	Office Manager
Jessica Taylor	Communications Manager (from April 2023)
Daria Piskorz-Pronobis	Marketing Manager (until April 2023)
Marianne Spence	Volunteer Support Officer

Thank you to all our volunteers and
garden openers for making it happen!

Margaret Gimblett at Scone Palace Garden Fair





Contact Details

Head Office: 23 Castle Street,
Edinburgh, EH2 3DN

Telephone: 0131 226 3714
E-mail: info@scotlandsgardens.org
Website: scotlandsgardens.org
Charity no: SC049866

Inveresk Village Gardens
Front Cover: Whitburgh Gardens

With thanks to our core sponsor:

 **Investec**