



# Impact Report 2023

*Raising funds for charity  
through open gardens*

Scotland's  
**GARDENS**  
Scheme  
OPEN FOR CHARITY

[scotlandsgardens.org](http://scotlandsgardens.org)

# CONTENTS

What we do	2
Garden opening statistics	2
Where the money goes	3-5
<i>Supporting our core charities</i>	3
<i>Supporting garden owner charities</i>	3
<i>Supporting gardeners in Scotland</i>	5
<i>Supporting our volunteers and garden owners</i>	5
Sharing good gardening & charity news	6



Garden Owner, Frances Tait



Paul Hodge-Neal, Balhary Walled Garden



QNIS Nurse Elaine Wilson at our 2023 conference  
© Malcolm Ross



SGS team at Scone Palace Garden Fair 2023



## WHAT WE DO

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.

Scotland's Gardens Scheme was established in 1931 to raise funds for the Queen's Nursing Institute Scotland, supporting district nurses before the NHS. Today, we support three core charities:



Our garden openings also support charities and causes chosen by our garden openers, with over **240** causes supported in our 2023 season.

Our small staff team supports our volunteers throughout Scotland to develop, promote and support our annual programme of garden openings.

## GARDEN OPENING STATISTICS

### In 2023:

- ☀️ Over **1000** volunteers and garden openers supported open days, providing their time, skills and passion for gardening
- ☀️ Around **500** gardens opened their gardens to the public
- ☀️ Around **77,000** visitors were welcomed to garden open days



Garden owners John & Frances Dent, Westgate, Dundee

## WHERE THE MONEY GOES

Garden owners may decide to donate all funds raised to Scotland's Gardens Scheme and its core charities, or they may choose to donate up to **60%** of funds raised to a charity or good cause of their own.

**In 2023:**

### Supporting our core charities

**£66,000**

was raised for Scotland's Gardens Scheme core charities

**£20,000**

each donated to Maggie's, Perennial and the Queen's Nursing Institute Scotland

**£6,000**

further donation to be determined at the AGM

Over **£230,000** donated to charities chosen by garden owners

### Supporting garden owners charities

**242**

charities and good causes received funds from Scotland's Gardens Scheme in 2023.

## Charities supported through our 2023 garden openings:

**£17,164** for Maggie's (in addition to core charity donation)

**£8582** for Marie Curie

**£7752** for Highland Hospice

**£6189** for Alzheimer Scotland - Action On Dementia

**£5504** for Macmillan Cancer Support

**£5383** for St Salvadors Scottish Episcopal Church: Edinburgh Food Bank

**£4934** for Scotland's Charity Air Ambulance

**£4844** for Strathcarron Hospice

**£4517** for British Limbless Ex-Service Men's Association

**£4118** for Royal National Lifeboat Institution

**£3931** for Bauer Radio's Cash for Kids Charities (Scotland)

**£3498** for Trees for Life

**£3288** for Parkinson's Disease Society Of The United Kingdom

**£3273** for Fighting For Sight Aberdeen

**£3246** for Leuchie House

**£3210** for Corsock & Kirkpatrick Durham Church Of Scotland

**£3160** for East Lothian Foodbank

**£2826** for Deveron, Bogie and Isla Rivers Charitable Trust

**£2808** for Gifford Horticultural Society

**£2752** for Rio Centre Organisation

**£2562** for Medecins Sans Frontieres

**£2549** for Cancer Research UK

**£2479** for Perennial

**£2159** for Independence from Drugs & Alcohol Scotland

**£2140** for The Forget-Me-Not Club

**£2098** for Tynninghame Village Hall and Community SCIO

**£1992** for Loch Arthur Camphill Community Limited

**£1951** for Children's Hospices across Scotland

**£1927** for Lynton Day Centre

**£1775** for Rhu & Shandon Community Centre

**£1741** for Scottish Refugee Council

**£1647** for Kirkmahoe Parish Church of Scotland

**£1621** for Biggar Community Action Group

**£1608** for British Red Cross

**£1602** for Siobhan's Trust

**£1547** for Crossmichael Community Trust SCIO

and many, many more donations to charities and good causes around Scotland

*"A donation such as yours is a blessing for a small church in a deprived area, as ours is. It enables us to make a material difference to our community in a way that would be otherwise impossible."*

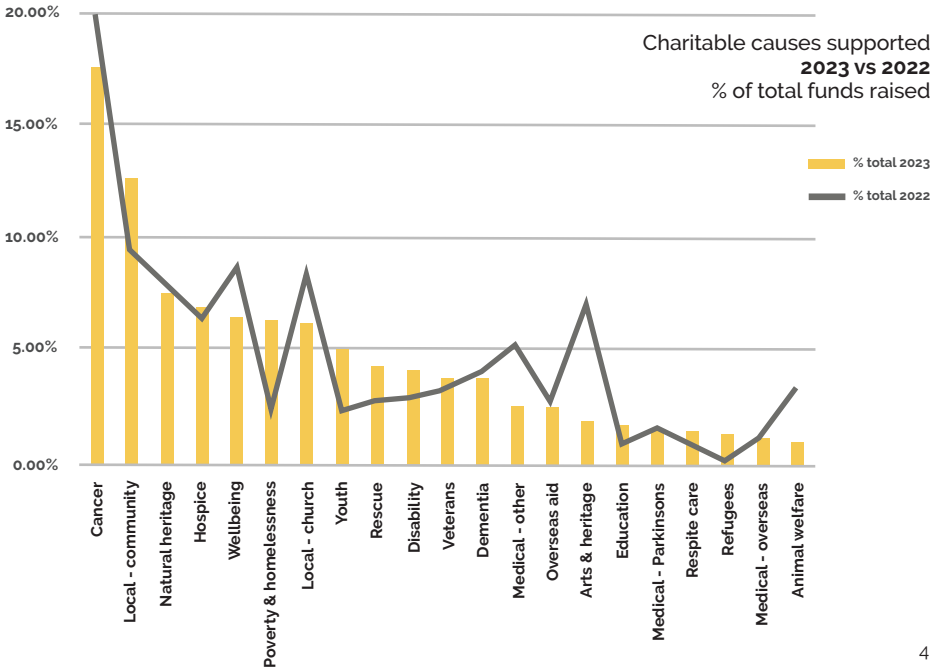
St Salvador's Scottish Episcopal Church Community Food Initiative, Edinburgh. Supported thanks to the owners of Redcroft and Riccarton Mains gardens in Edinburgh.

*"We did amazing things with the cheque we received last year including popular and well-attended holiday clubs during school breaks. Over 100 families enjoyed hearing about a variety of animals and why we need to plant trees, make ponds and grow vegetables and flowers."*

Rio Community Centre, Forgan. Supported thanks to the owners of Willowhill garden in Fife.

*"Funding will help local children enjoy and experience fun activities at the weekend with their befriender. We are able to give young people the chance to escape from their chaotic home lives and be part of a regular routine with a safe and trusted adult role model."*

Befriend A Child, Aberdeen. Supported thanks to the owners of Bruckhills Croft garden in Aberdeenshire.



## Supporting gardeners in Scotland

Scotland's Gardens Scheme donated

**£12,000**

to support horticulturists in Scotland

- Our new Scotland's Gardens Scheme Cattanach Bursary Scheme gave **£8,200** for bursaries to support people working and training in horticulture in Scotland
- 14** bursaries were awarded to individuals
- We donated **£3,500** to the National Trust for Scotland for their Lead Gardeners meeting, supporting professional development of garden staff
- We gave **£300** to support the Grow Careers event for student horticulturists

## Supporting our volunteers and garden owners

- We held **4** early-season regional meetings for volunteers
- We delivered **8** online sessions including training opportunities and our Garden Club winter talks
- Head Office team support for our volunteers and garden owners included:
  - Advice on a range of topics
  - Insurance for garden open days
  - Provision of materials to support garden open days
  - Promotion of our garden open days, charitable causes and gardening inspiration

We welcomed around **120** garden owners & volunteers to our September conference at Dumfries House



Our 2023 Conference © Malcolm Ross

# SHARING GOOD GARDENING & CHARITY NEWS

We strive to:

- ☀️ raise awareness of charity open days to maximise attendance and fundraising
- ☀️ share the good gardening practices of our garden openers and inspire others
- ☀️ raise awareness of the impact of funds raised and the work of our core charities



Fife volunteers at St Andrew's Autumn Plant Sale

We created and distributed our annual guidebook of open gardens, which remains popular with our key audiences and has a print run of **8,500**



## Print

- ☀️ **60,000** copies of our National leaflet distributed
- ☀️ Over **10,000** garden opening posters displayed across Scotland
- ☀️ National and local press releases, resulting in **58** recorded press items plus TV and radio appearances

## Online Reach

Over **17,000** followers on social media with a reach of over **350,000**

**295,000** website sessions

**83** public e-newsletters to **12,500** subscribers





## OUR THANKS

We are very grateful to **Rathbones Group Plc** for continuing to support the costs of producing our annual guidebook, as a core sponsor of our charity.

### We would also like to thank:

Emma Mason PR

The Professional Gardeners' Trust

### Our 2023 conference sponsors:

Gillespie Macandrew

Green Thumb

Mclaren's Nurseries

Saffery

### Our guidebook advertisers:

Bennybeg Plant Centre

Garden Solutions

Lycetts

Mozolowski & Murray

Munro Greenhouses

New Hopetoun Gardens

RBGE

RHS

Skene Enterprises

Sofas & Stuff

## RATHBONES

Incorporating  
Investec Wealth &  
Investment (UK)

Scotland's Gardens Scheme  
23 Castle Street  
Edinburgh EH2 3DN

info@scotlandsgardens.org  
0131 226 3714

Charity No. SCo49866

