

# Chief Executive's Report

This is my first opportunity to report on Home-Start Aberdeen's impact as the organisation's incoming Chief Executive. It's my pleasure to share the work of our team and I'm proud that I can now play my part in the delivery and development of our vital services and ensure that the voices of families continue to be put at the heart of everything that we do.

2022-23 was a challenging year for many families in Aberdeen. The lasting effects of the Covid-19 pandemic were exacerbated by the cost-of-living crisis, leaving families in hardship and feeling staff and volunteers worked hard to ensure that we deliver a robust, friendly and flexible support model that meets the needs of families across the city.

We know that around 1 in 5 children in Aberdeen live in poverty and that half of households experiencing poverty have dependent children in them. It's clear that Home-Start Aberdeen's services are as important as ever and we are proud to deliver these to families without charge. We continue to take measures to ensure that our services are accessible, local, and inclusive.

Our practical and emotional support was a lifeline for many, and we supported an increasing number of families with more complex needs last year. Families required longer-term support, often accessing multiple services provided by Home-Start Aberdeen to meet the range of needs they were experiencing. We remain dedicated to providing families with support and friendship and we strive to be there for every family who needs us, when they need us, for as long as they need us.

We were also delighted to continue our relationships with corporate partners, third sector providers and statutory services. The complex nature of family support in such a challenging economic environment has led to greater collaboration than ever before; drawing on relevant expertise and resources to deliver the best possible outcomes for families.

As we look forward to the year ahead, I would like to take this opportunity to thank our dedicated volunteers, employees, fundraisers and donors. Without you, Home-Start Aberdeen simply couldn't offer the level of support it does to the number of families and children it reaches. If you are reading this and are in a position to support our work, please do get in touch to find out how you could benefit families in Aberdeen.

Cameron McCready,

Chief Executive, Home-Start Aberdeen