



Our Impact

2024 – 2025





Compassion In Distress

At 35 years old, Jennifer came to Lifelink's Distress Brief Intervention (DBI) service following the sudden and traumatic death of their fiancé, who had died by suicide only two weeks before their wedding. Jennifer was left devastated by this loss. They described being caught in cycles of traumatic images and overwhelming grief, unable to sleep, and fearful of facing each day. Although supported by close family, they needed a safe and consistent space outside their circle to express what they were going through.

Within 24 hours of referral, our DBI practitioner made contact. Early conversations focused on helping Jennifer regulate intense distress - introducing supportive breathing techniques, encouraging self-care such as yoga, and providing practical resources. These small steps offered some stability during a time of extreme shock.

Over the following weeks, Jennifer attended regular sessions where they could share their grief openly and begin to make sense of what had happened. Together with their practitioner, they explored the different emotions of bereavement, from anger to confusion, and developed personalised coping strategies to navigate painful milestones such as the planned wedding date, the funeral, and their fiancé's birthday. Meaningful rituals, such as walking on the beach with friends on what should have been their wedding day, became ways of honouring their loss while also moving gently forward.

Jennifer responded positively to these supports, practising yoga regularly, journaling, and engaging with reading that resonated with their experience. Over time, they began to reintroduce aspects of daily life, from attending social events to considering a phased return to work. They also reached out to longer-term specialist services, building a network of ongoing support beyond DBI.

By the end of the intervention, Jennifer described still feeling moments of sadness and loss, but with greater confidence in their ability to cope. They had plans for travel, reconnected with friends, and were looking ahead with a sense of possibility. From a Thank You card, in their words.



This is a card I never imagined myself writing. These last 6 weeks have been the darkest and most overwhelming of my life. And yet somehow, I'm still here. Words cannot express how deeply grateful I am for your support, wisdom, and belief in me. You have held me in a place of utter devastation, allowed me to feel the most terrifying emotions, and encouraged me to find strength I never thought existed.



This journey reflects the impact DBI can have at moments of profound distress - providing compassionate, consistent support that helps people regain a sense of control and reassuring them that even in the most overwhelming circumstances, recovery is possible.

Lifelink's DBI team supports those at their most vulnerable in whatever way suits them best from meeting face-to-face (both at Lifelink venues and in the community) to telephone and virtual appointments. Last year, **over 2,500 people** found safety, stability and hope when they needed it most through this service.





Looking Ahead

For people like Jennifer, services like Lifelink play a vital role. We continue to build a stronger and more robust organisation, so that we can continue to provide that support for many years to come.

As we step into 2025/26, our focus is on strengthening our organisational culture, embedding sustainability, and expanding the reach of our services so we can continue to meet the growing and changing needs of the people we support.

In 2025, we introduced Culture Champions, a new way of celebrating and sustaining the values that shape who we are as an organisation. Through themed champions, regular surveys, and open conversations, we are making sure staff voices are not just heard, but are acted upon. Investing in culture is, at its heart, an investment in our people. When our teams feel supported, valued, and connected, they can bring their best selves to the work that truly matters - delivering high-quality, compassionate support to those who need it most.

We are also taking bold steps in our commitment to environmental and social sustainability. The world around us is changing rapidly, from rising costs to growing environmental pressures, and our commissioning partners rightly expect us to play our part. That's why we're relaunching our Green Team, delivering our first Carbon Calm and Carbon Footprint Workshops, and aligning our work with the UN Sustainable Development Goals. At Board level, Callum Blackburn will champion sustainability, and we'll soon appoint a dedicated Sustainability Lead to embed this work across the organisation.

Our workplace wellbeing offering, Lifelink Workwell, forms a central part of our future. Beyond generating unrestricted income that allows us to reinvest in staff, facilities, and communities, Lifelink Workwell delivers vital mental health and wellbeing support directly into workplaces across the UK. From accredited courses to tailored mental health, wellbeing, and neurodiversity employer programmes, Workwell helps build healthier, happier teams while addressing workplace wellbeing at its core. Lifelink Workwell will continue to expand its reach, strengthen employer partnerships, and develop new ways to demonstrate impact

Our Lifelink Workwell Training Academy continues to grow as a hub for learning and skill development. From CPD-certified courses and bespoke employer programmes; to Scottish Mental Health First Aid (SMHFA), Applied Suicide Intervention Skills Training (ASIST), and Neurodiversity Awareness programmes, we equip individuals and organisations with the knowledge and confidence to support mental health and wellbeing. We're also delivering Professional Development Awards (PDAs) under the SQA framework, helping to build a skilled workforce while supporting individuals to deepen their expertise and confidence.

Our therapeutic support is expanding too. With the development and launch of a private fee-paying Counselling Service, where we will offer short, medium, and long-term therapy. We're particularly committed to addressing gaps in long-term counselling and neurodiversity focused support, ensuring people who need sustained therapeutic care can access it in a meaningful and consistent way.

Rooted in culture, committed to sustainability, ambitious in training, and innovative in therapy, we were proud at Lifelink to have been shortlisted in Social Enterprise Scotland's Health & Social Care Awards 2025. These commitments keep us as a compassionate, consistent presence in communities, delivering support with care and creativity, and helping people to become healthier and happier wherever they live, work or learn.



Our Impact

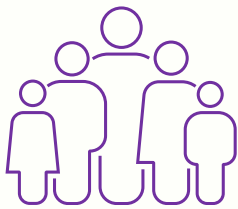
We help young people and adults strengthen their mental health, overcome stress, and build resilience so they can reach their full potential and contribute fully to their communities.

Our approach reduces stress-related health issues, and pressure on healthcare services, and supports long-term improvements in wellbeing and quality of life across local communities.

Our Client Support team answered 12,146 incoming calls, provided a Listening Ear Service to over 2,475 young people and processed 10,753 referrals for one-to-one counselling services. 98.4% of all calls were answered within 20 seconds.

Our Services are offered in-person, by telephone and video. **Over 70% of clients continue to opt for in-person appointments.**

Over 120 team members contributed to the impact we made between 1 April 24 to 31 March 25



Supported over

19,800

young people & adults



9,812

One-to-One
Counselling
Sessions



7,568

Wellbeing
Class
Attendees



2,510

Distress Brief
Interventions

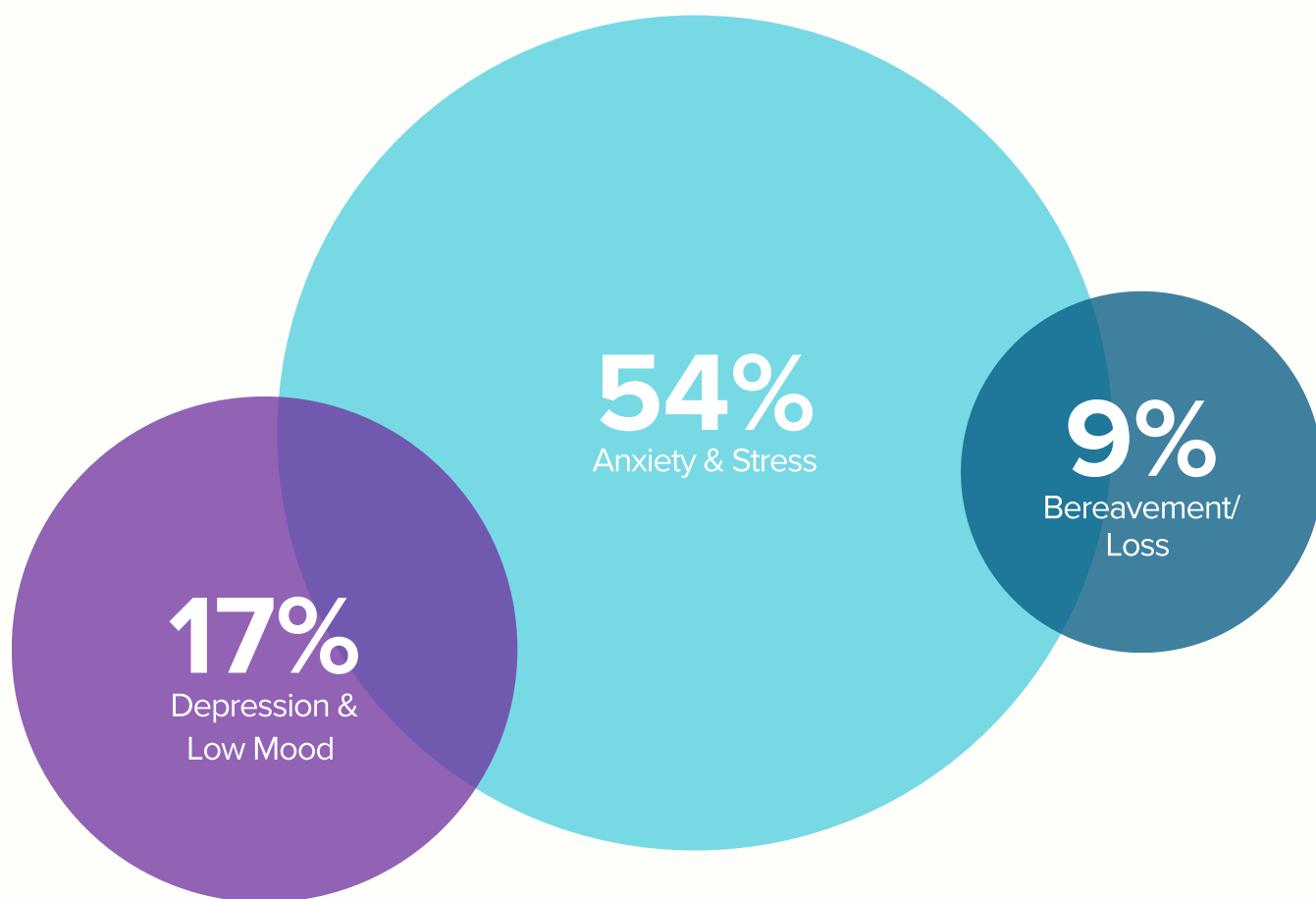
Helping people struggling to cope with everyday stress, anxiety, depression, and issues that are impacting their lives

An average of 6 sessions, helping them manage their stress and mental health

Delivered through 974 classes within communities & schools via virtual & face-to-face

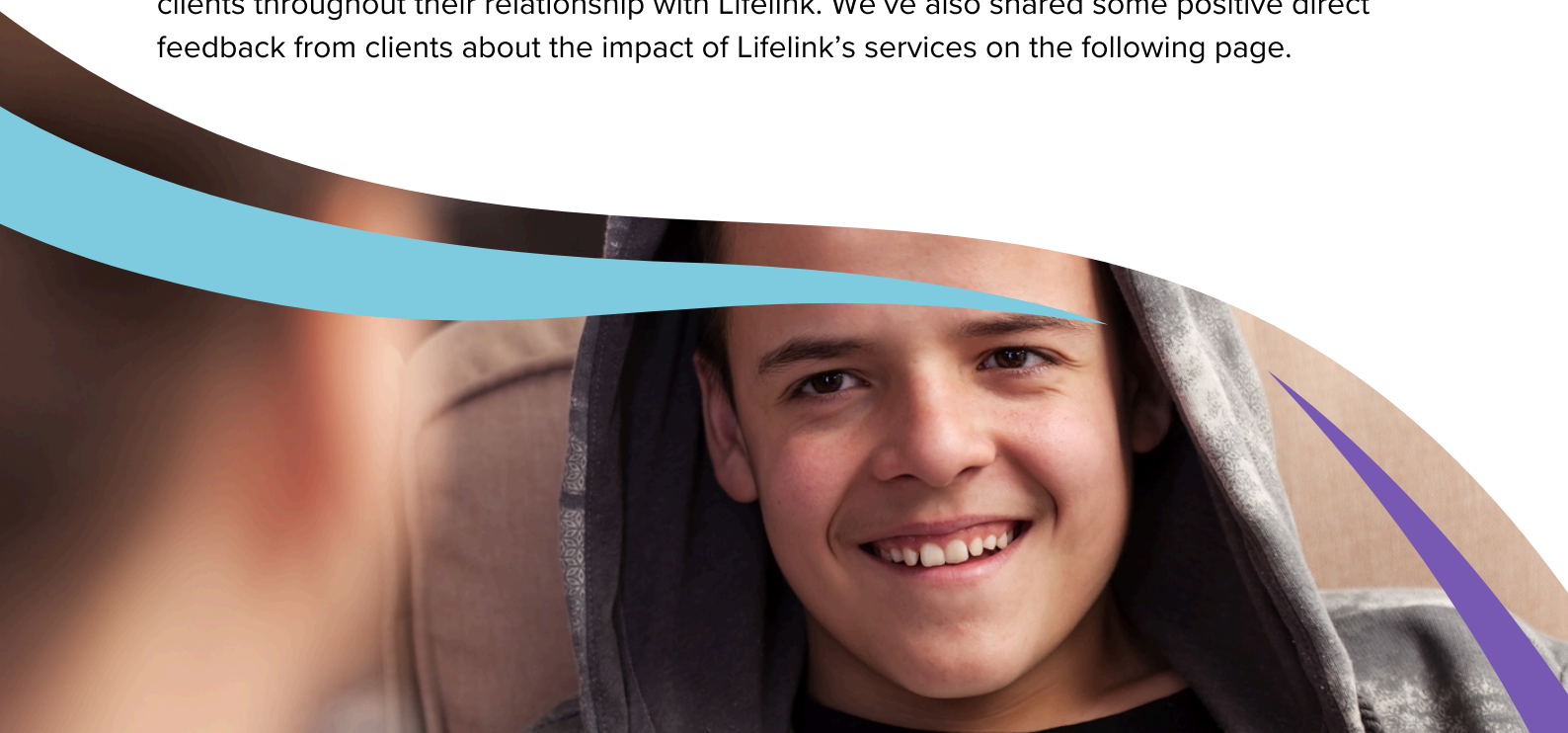
Individuals supported during times of critical need

Across all our adult services, the top presenting issues were:



Contributory factors related to interpersonal relationships, self-esteem, work or academic pressures and trauma or abuse. In school and youth services, the top presenting issues were anxiety, stress, family issues, and interpersonal relationships.

Significant CORE (Clinical Outcomes in Routine Evaluation) score improvements were seen across all services - CORE is a clinical method for evaluating the mental wellbeing of our clients throughout their relationship with Lifelink. We've also shared some positive direct feedback from clients about the impact of Lifelink's services on the following page.



Building Resilience Wellbeing Class

“

You created such a supportive space — I felt really listened to. I left the session feeling stronger and more in control of how I handle stress.

”

Menopause and Me Wellbeing Class

“

This seminar needs to be available to everyone in Scotland. I just feel so much more in charge of how I am feeling and I am not scared anymore to share it, or moan about it. Thank you to Lindsey for your kindness to us all.

”

Counselling for Young People

“

After attending counselling, I have been a lot happier, and things are looking brighter. I'm feeling a lot more confident opening up and speaking to people doesn't scare me as much now.

”

Adult Counselling

“

My Lifelink counsellor gave me a whole new perspective to look at life with and gave me the tools to challenge my way of thinking. It also helped me gain a whole new level of confidence and has had the most positive impact on my mental health.

”

“

My counselling sessions helped me unravel my thoughts and organise them in a way that I could understand where I was struggling. Particularly, the listening aspect - having someone listen and ask questions helped me to understand some root issues.

”

Kirsty's Journey

Kirsty's journey with Lifelink began in 2020, when she joined as an Administrator within the Client Services Team. At the time she was on furlough from her career in the hospitality sector, and what began as a temporary role soon developed into something much more meaningful.



As hospitality businesses reopened, Kirsty faced a choice: return to her former career or remain with Lifelink. Having found a strong sense of purpose in her work and valuing the goals of Lifelink, she chose to apply for an Assistant Manager position. Although the decision to leave hospitality was a hard one, it offered her the opportunity to grow in a role that aligned with her personal values.

During her two and a half years as Assistant Manager, Kirsty's responsibilities broadened considerably. She managed the Client Services Team, worked with the assessment team, and also supported school contracts. Kirsty also began delivering wellbeing sessions in the community - a new experience that challenged her to step into public speaking and gave her the confidence to facilitate groups for the first time.

In 2023, Kirsty progressed to the role of Service Manager. This position (where Kirsty remains today) brought her into new areas of the organisation, contributing to contract tenders, supporting the development of new services, and overseeing the development of key Lifelink Workwell relationships with private sector organisations. Being invited into these processes gave Kirsty a sense of ownership and demonstrated the trust placed in her to help shape Lifelink's future direction.

Alongside her role development, Kirsty has participated in a wide range of professional learning. Training programmes such as ASIST, Train the Trainer, and 'decolonising therapy' which have supported her personal and professional growth.

However, the everyday guidance of senior colleagues and clinical staff has had the most impact on her development. These experiences have helped her develop a more balanced approach to management - one that prioritises compassion alongside decision-making.

Reflecting on her journey, Kirsty values the opportunity to be part of a service rooted in her own community. Having lived in Glasgow all her life, she feels proud to contribute to work that directly supports people she knows and cares about. Kirsty's ability to adapt, grow, and embrace new challenges reflects the commitment to positive impact that defines Lifelink.



I'm from Glasgow. I've lived in Glasgow my whole life. The number of people that we touch that I've known personally throughout my life, friends, family, and people I grew up with in my community - that's massive.

I struggled with my own mental health when I was younger, and the scariest thing is picking up the phone and speaking to somebody when you're 17 or 18 years old. You're full of anxiety and you're a teenager and you don't really know what's going on and what the world is - it's a really valid time to be anxious. Picking up the phone and speaking to a stereotypical doctor's receptionist is horrible, like it's a horrible thing to do, but the customer service team and Lifelink are the polar opposite of that, because they're so compassionate and empathetic.

I think that's something that's really important to me, is making sure that everybody gets that empathy and that compassion, that's the first step.



Kirsty's journey shows the way that Lifelink empowers staff to grow in their professional role while also making a lasting impact within their community.



A Culture **Evolution**

Evolution Power Tools, a Lifelink Workwell client, wanted to strengthen how it supported employees' wellbeing. They found the key gap to focus on was around supporting neurodivergent colleagues.

The company had previously set up wellbeing champions and had begun exploring the links between absence and mental health - but they knew that all managers needed more knowledge and confidence to recognise where neurodiversity adjustments were required and how to implement them. In addition, upskilling their managers would enable them to offer better peer support to each other too.

“Too many businesses treat neurodiversity as a tick-box exercise, we wanted to do better.” Lisa Avins, their engagement and wellbeing manager explained.

With so many options in the market, it was important to find the right solution – but after meeting Lifelink Workwell at a Men's Mental Health conference, Lisa felt an immediate connection; **“It's so important to work with an organisation you feel a connection with. From the very first conversation, I knew Lifelink Workwell were the right partner.”**

Lifelink Workwell delivered face-to-face neurodiversity awareness training for Evolution Power Tools' managers at their offices in Sheffield. The session blended practical knowledge with real conversations around neurodiversity - even tackling difficult topics like suicide in a way that felt supportive and energising.

Following the training, managers expressed a renewed passion for supporting their teams and fostering a more inclusive workplace. As a direct result of Lifelink Workwell's session, several managers have now proactively initiated one-to-one conversations with team members to better understand their individual support needs.

The positive effects of the training have continued to ripple through the organisation. One colleague, diagnosed with ADHD, shared their personal experience during a company lunch, sparking open and meaningful discussions about neurodiversity across the business. In addition, staff have begun training to deliver workplace neurodiversity assessments, enabling extended support not only for employees but also for their families.

“

Don't just think of neurodiversity support, or wider mental health and wellbeing support simply as a tick-box exercise, but to make it part of your overall strategy and plan.

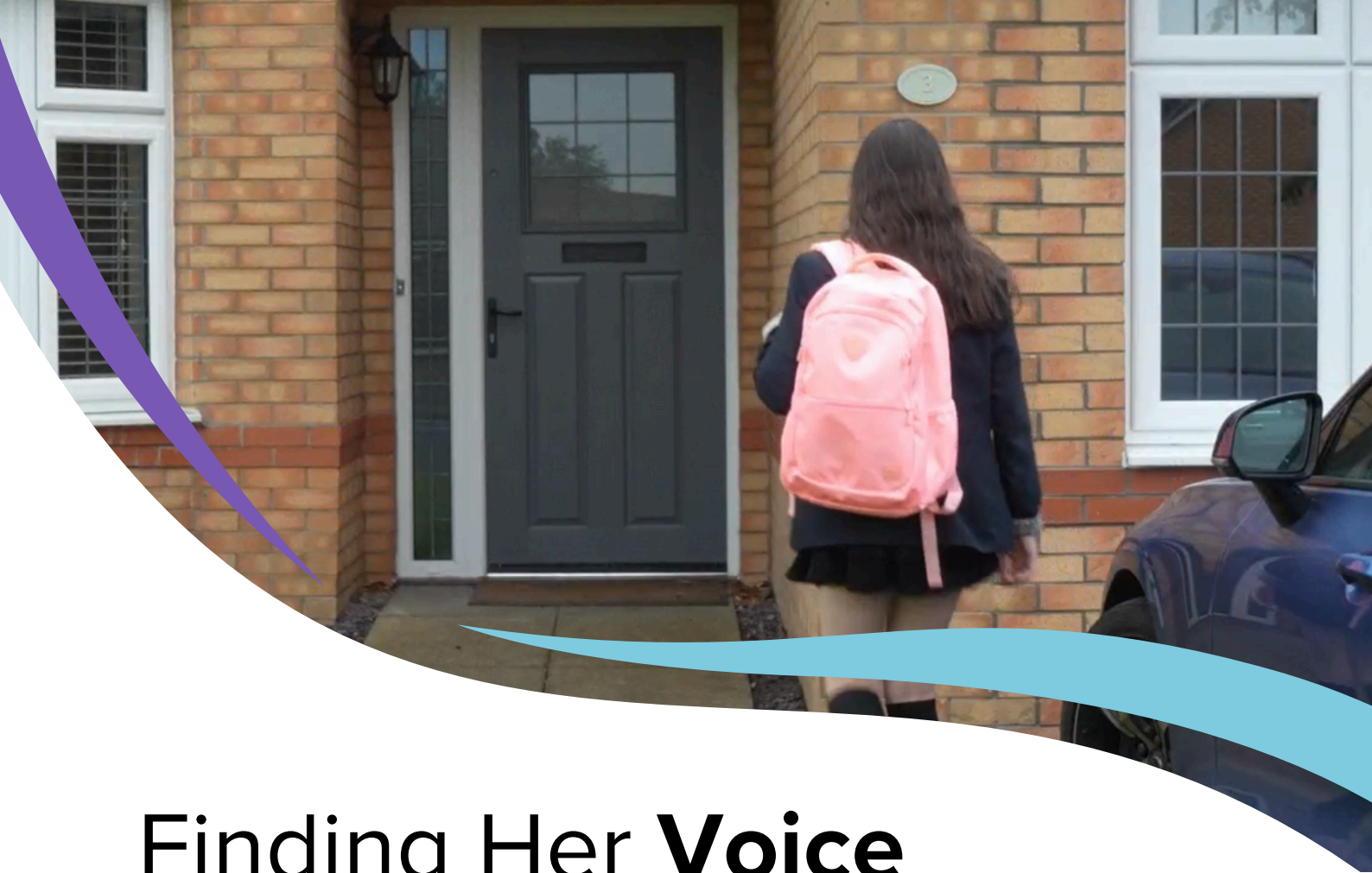
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Lisa Avins



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At Lifelink Workwell, we're not a one-off training provider but an ongoing partner that helps organisations to continually improve their wellbeing support. Each intervention is provided with aftercare, supporting any questions that team's may have to build a true partnership through continued support.



Finding Her **Voice**

When 13-year-old Amelia was referred to Lifelink's school counselling service, she was struggling with low mood, anxiety, and feelings of isolation. A recent shift in her friendship group had left her feeling unwanted and unsure of who she could trust. At times, Amelia had even expressed that she no longer wanted to be here, overwhelmed by emotions she couldn't seem to manage.

In her first counselling session, Amelia's CORE-YP score (a clinical measure of mental wellbeing) reflected a significant level of distress. She often felt unable to talk to others and believed her problems were too much to cope with. Exploring these feelings in counselling helped her to recognise a pattern - when she felt anxious or hurt, she would withdraw from her friends in the hope they would reach out. When they didn't, it reinforced her fears of not being cared for.

Together with her counsellor, Amelia began to understand the cycle of her emotions using a simple metaphor. **She described her feelings as "water in a bottle" - always filling up until it was almost overflowing. She would sometimes "open the lid" to release a little pressure by sharing with someone she trusted but quickly close it again when she felt ashamed or embarrassed.**

To help Amelia express herself, her Lifelink counsellor suggested starting a diary.

Each night, Amelia would write down how she felt, using her diary as a 'safe place' to be read by her mum or step-mum, who would respond with supportive notes in return. This created a private space for communication that felt secure and understanding.

As her confidence grew, Amelia began learning to challenge her anxious thoughts through a reflective exercise called THINK - asking herself, "Is this thought true? Is it helpful? Is it kind?" These simple questions helped her to recognise when her fears weren't based in reality, and to respond more calmly.

By her final session, Amelia described feeling more in control of her emotions. She shared her thoughts more openly with her parents, communicated more clearly with her friends, and felt reassured by their positive responses. Through consistent support, self-reflection, and small daily actions, Amelia rebuilt her sense of trust and belonging.

Her story highlights how Lifelink's early intervention and gentle, structured support can transform lives by allowing young people to understand their emotions, rebuild relationships, and develop lifelong tools for emotional resilience.

[Watch Amelia's story here - Finding Her Voice: Amelia's Story](#)



We're Here

Whether it's a one-to-one conversation, a group wellbeing class, or specialist support for young people, Lifelink is here for anyone who needs space to pause, reflect, and rebuild their emotional resilience. Our services are designed to meet people where they are - in schools, workplaces, communities, and online.

We offer free **one-to-one counselling** for adults living in the Glasgow City Council area, giving clients space to explore and manage their feelings in confidence. Our website allows for quick referrals by completing a short form and Glasgow city GPs can also refer clients directly.

Free **online wellbeing classes** run throughout the year, covering topics from stress management to building self-esteem and practical tools for everyday wellbeing.

Our counsellors also work directly with **young people** through Glasgow's Youth Health Service and in **schools** across central Scotland, ensuring early support when it's most needed.

Beyond community services, we collaborate with partners to create health and wellbeing promoting environments within **custodial and residential settings**, extending our reach to those who often face the greatest barriers to wellbeing.

And through Lifelink Workwell, our corporate wellbeing arm, we support employers in building **mentally healthy workplaces** across the UK. Learn more at lifelinkworkwell.org.uk.





**Our vision is that people are healthier and happier
wherever they live, work or learn.**



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