

Time to *care*

Impact Report 2025

Research completed by



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The Time to Care programme

When we launched Time to Care, 5 years ago, it was built on a simple belief: that small actions of connection can change someone's day, and sometimes, even someone's life.

This programme exists because human connection matters. For many older or vulnerable customers, the world can feel difficult to navigate. Loneliness, digital exclusion, or even the absence of a friendly voice can make everyday life harder.

Laauren Coogans
Time to Care Programme Lead



What makes Time to Care so powerful isn't just the difference it makes to individuals, but also the way it shapes who we are as a business. We've strengthened how we support vulnerable customers. We've deepened trust by showing what responsible business truly looks like. And our people have gained confidence, compassion, and a richer understanding of our customers' realities.

To our charity partners – Age UK, Age Scotland, Warm Welcome Spaces, Leuchie House, and all our local partners – thank you. Your expertise, your connection, and your trust in your communities make this work possible. Thank you for your guidance and challenge to ensure our support reaches those who need it most. We're proud to partner with you.

And to our volunteers – thank you for your time, your energy, and your heart. Your friendship calls, digital support, and everyday acts of kindness bring this programme to life. You show what compassion in action really looks like.

THANK YOU, for everything you do and for the difference you make.

Creating Connections

- Sky Befriending
- Charity partnerships
- 'Do Good Feel Good'
- Community Grants

Getting Connected

- Linking with Sky Up to bridge the digital divide
- Working with charity partners to provide older people with the support they need

Connecting Together

- Social events at Sky
- Community events
- Fundraising
- Team activities

2025 Impact Report

This report reflects on five years of growth, learning and impact.

It celebrates the dedication of our volunteers, the strength of our partnerships, and the countless moments of connection that sit at the heart of Time to Care.

Most importantly, it highlights how small acts of care, when sustained and supported, can build stronger, more connected communities.

Our year in numbers...

7352
volunteers

85
team days

66,613
volunteering hours

£176,035
raised by

889
fundraisers

Our year in numbers...

67
social events

3,350
guests

29,424
Befriending calls by

600
Befrienders

22,400
donations

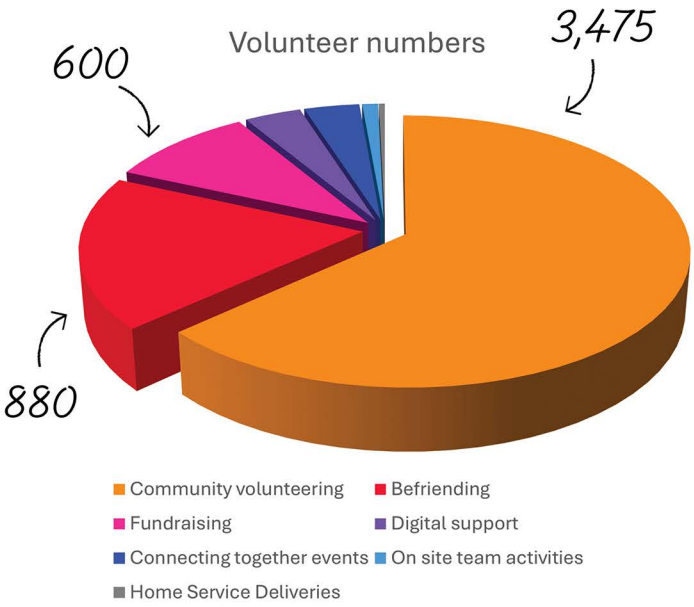
41
charity partners

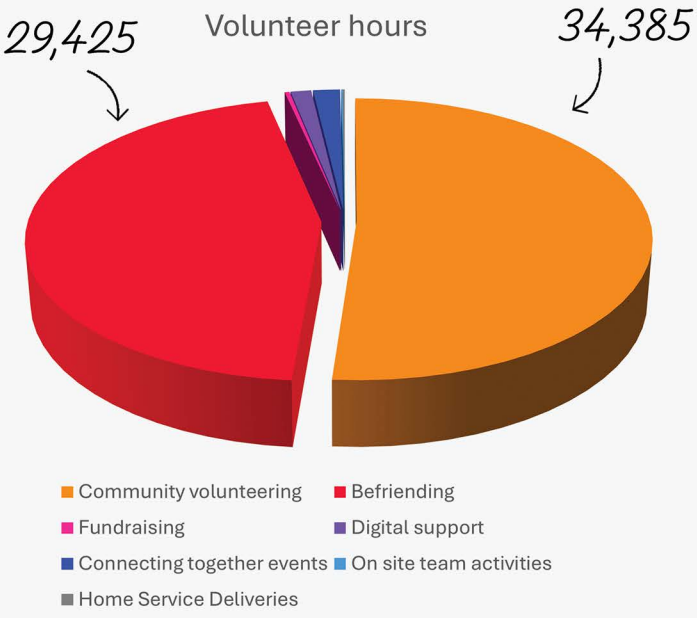
1M

in 2025 we reached
1 MILLION interactions since
the launch of Time to Care

2025 volunteer engagement

Volunteer participation is strongly focused on a small number of core activities. **Community Volunteering** sees the **highest level of engagement**, underscoring its central role in supporting local communities and services. **Befriending follows**, reflecting the continued need for social connection and one-to-one support. **Fundraising** also shows **significant involvement**, engaging, and plays a key role in sustaining and enabling a wide range of activities. Together, these areas represent the main ways volunteers contribute their time and effort.

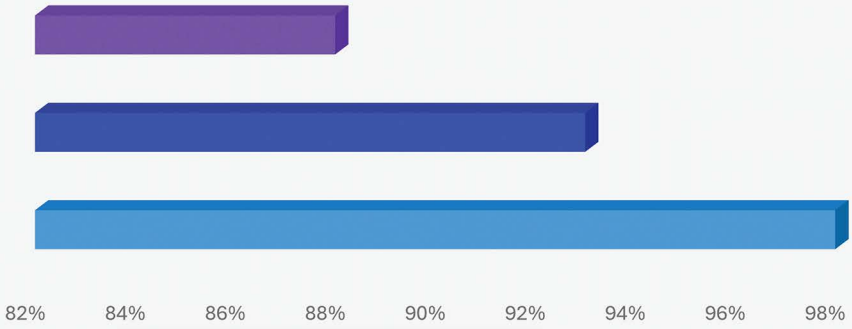




Community Volunteering accounts for the **highest number of hours delivered**, highlighting the scale and consistency of support provided across communities. This is closely **followed by Befriending calls**, demonstrating the significant time commitment involved in providing ongoing social connection and support. Together, these activities represent the core areas where volunteers are contributing the greatest amount of time and impact

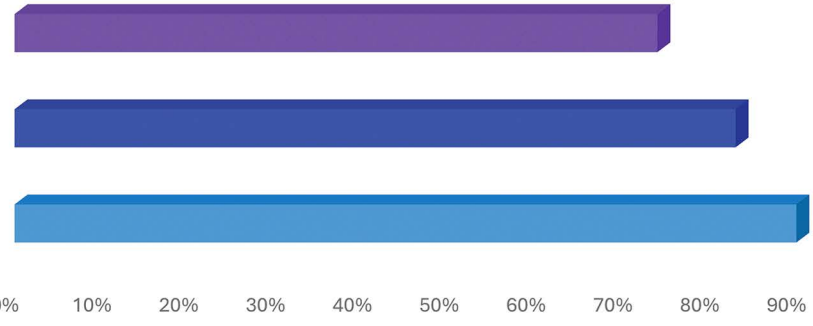
Impact of volunteering

Workplace volunteering delivers clear benefits for both individuals and organisations, creating a more engaged, confident, and motivated workforce. An overwhelming **98%** of volunteers report a **positive impact on their happiness and wellbeing**, while **93%** say volunteering has **increased their self-confidence**, supporting personal growth and resilience. Professionally, **88%** believe they have **developed valuable skills** through their volunteering experiences.









These **individual benefits translate directly into organisational impact**, with **91%** of volunteers feeling **proud to work for Sky**, **83%** reporting **increased motivation at work**, and **77%** saying they are **more likely to recommend Sky** as a place to work, demonstrating how volunteering strengthens employee engagement, loyalty, and employer brand.

Creating Connections: Befriending

Millions of people across the UK are suffering from loneliness and social isolation, severely impacting emotional wellbeing and physicial health.

Research shows that even just a few minutes of friendly chatcan make a huge difference, which is why we launched our dedicated Sky Befriending line in 2020.

Individual calls

Our Time to Care Befrienders are matched with an older person who'll they'll have scheduled hourly conversations with every week.
They're a listening ear, emotional support, and, at times,
a lifeline to someone who'd otherwise have no other form of social contact.

Supporting our LGBTQ+ community

We are currently trialling individual Befriending calls with the LGBTQ+ charities Out Together and The Hive, hoping to expand the service later this year, stretching into other areas of our networks.



Group calls

Using specialist software (Together.ly), we also facilitate regular group calls, that add an extra layer of support and friendship, allowing our supported individuals to share their hobbies and interests with others.

These provide a platform for them to build relationships with people, from all walks of life, they wouldnt otherwise have had the chance to meet.

Our group calls cover open discussions about:
Cooking | TV and film | Sports

We've seen some incredible results, with some of the supported individuals feeling confident enough to venture out in the community and join social clubs and activities.

> "I have no friends where I live because I'm in the middle of nowhere and I don't drive. I get so much from these calls, it's a blessing to talk to someone. The mental stimulation you get from conversation is so important."

> "I have grown-up children but I don't see much of them, they tend to do their own thing. I just love hearing people's voices. We've all become friends – if someone's been ill, we all ask after them."

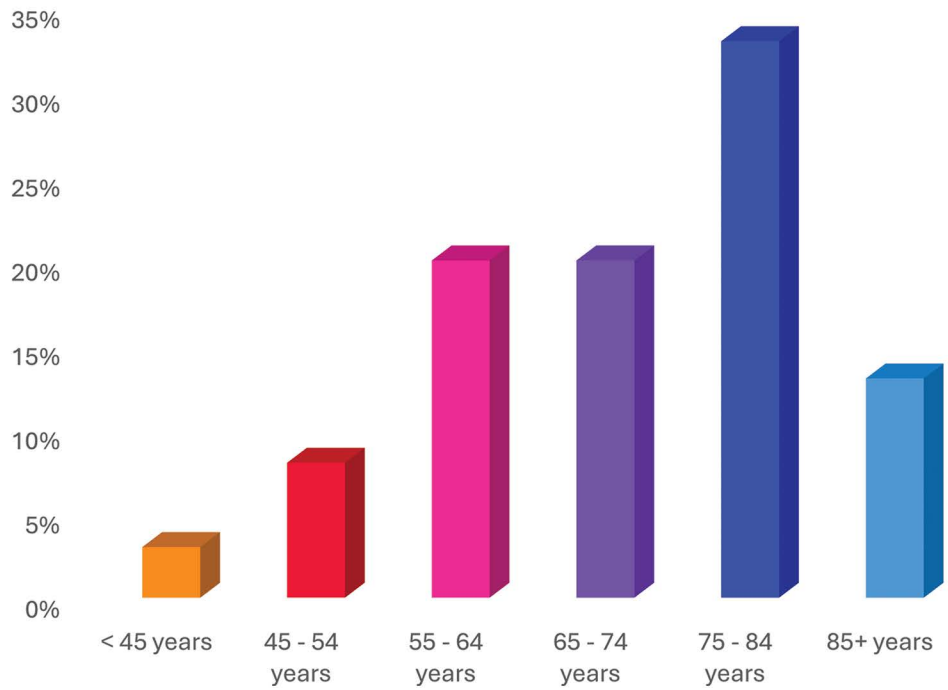
Scan to hear from one of our supported individuals.

Impact of Befriending service

In 2025, we achieved the Quality in Befriending Excellence Award.

> “Their Excellence report showed a service that goes above and beyond for its befrienders. There is a great range of online training and support available, and it is apparent that care is taken to be responsive to feedback and a culture of continuous improvement.”

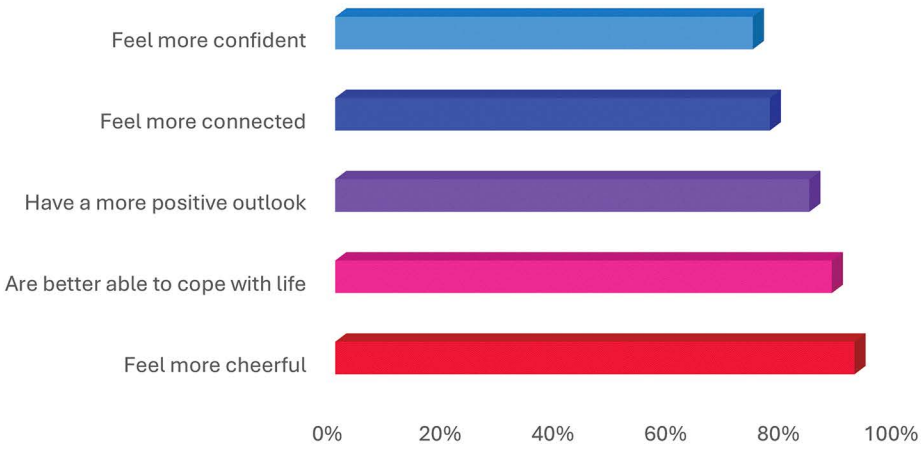
Customer demographic

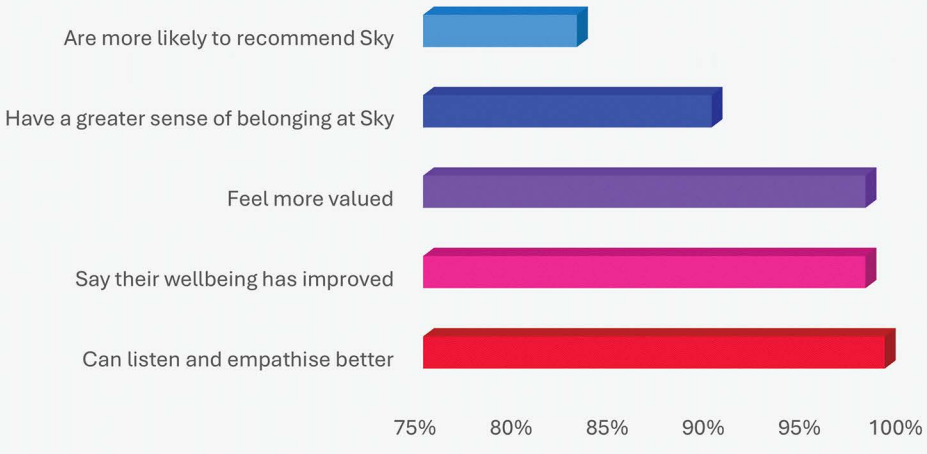


Impact of Befriending service

The Befriending service delivers clear benefits for both the individuals we support and the volunteers, creating a safe space and more engaged, confident, and motivated workforce. An overwhelming **92%** of individuals reported that they feel more cheerful, with 88% being better able to cope with life's ups and downs and 74% feeling more confident.









These **individual benefits translate directly into improved wellbeing and motivation in volunteers**, with **91%** reporting that they have improved listening and empathy, 90% report that their wellbeing has improved and 90% feeling a greater sense of belonging at Sky.



Meet Ian

Ian has been receiving calls from his Befriender for over 3 years.

He was made homeless, had a life-threatening illness and gradually lost his sight.

Before joining the Befriending service, his mental health had deteriorated and he became increasingly isolated, describing himself as a "bat in a cave".

He was referred for the Befriending service during a routine call to Sky and this has become a lifeline for him.

These conversations have acted as a catalyst for him to get out more and speak to new people.

> "It was my bright spot in a week of dullness, a ray of sunshine shining down for that hour. And that made the difference."

> "It's inspired me with the confidence to move on and move forward...I'm getting about a lot more than I was. I started to enjoy going out rather than being afraid of it"

Meet Wendy

Wendy has been receiving individual and group calls for over 6 months.

She lost her partner several years ago and, since then, she's lived alone and has become increasingly depressed.

Recently the victim of a violent robbery, her confidence has taken an even bigger knock.

Her Befriending calls have provided a lifeline to the outside world that is slowly allowing her to rebuild her life and confidence.

She also takes part in group calls which have evolved from lighthearted discussions about recipes into a mutually beneficial, multi-cultural support group where members feel comfortable sharing life experiences and giving each other advice.
Topics of conversation have ranged from curry recipes to bereavement.



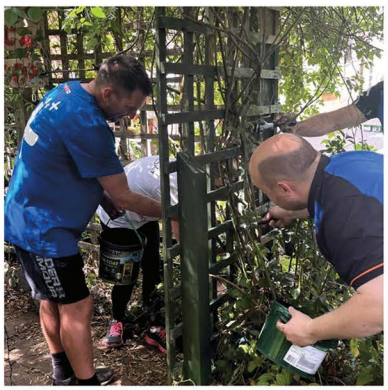
> "My Befriender has helped me through so much, she's been brilliant. She's so like me, it's a perfect match."

> "We've turned our cooking group calls into a support group for each other and I think that makes all the difference."

Creating Connections:
Supporting Community Groups

Time to Care has established many partnerships with community groups and provide support to a diverse range of causes across the UK who's purpose is to tackle loneliness and social isolation.

Volunteering | Skill Share | Community Grant Funds | Donations and Sponsorship
Weekly Sessions | Connecting Together events | Grant Funds | Fundraising












Community volunteering

Community volunteering brings people together to support local communities through practical help, shared experiences and meaningful connections.

As part of Sky's Time to Care programme, community volunteering gives teams the opportunity to make a positive difference while working side by side with local organisations and the people they support.

Activities are designed to reduce isolation, strengthen community connections and support wellbeing. Volunteering opportunities may include helping to run social activities, supporting digital inclusion sessions, assisting at befriending cafés, improving community spaces, or taking part in creative, intergenerational or wellbeing-focused projects.







How long can people volunteer for?

Sky colleagues can take part in half-day or full-day volunteering opportunities, making it easy for teams to get involved in a way that fits around work commitments.

Whether spending a few hours supporting a local project or a full day contributing to a larger community initiative, each opportunity is structured, supported and impactful.

Community volunteering through Time to Care offers teams a rewarding way to give back, strengthen teamwork and create lasting positive change for individuals, communities and charities we support.

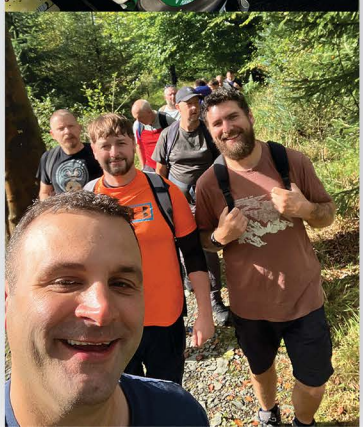












DO GOOD FEEL GOOD

Do Good Feel Good is a month-long, CSG-wide community campaign designed to uplift, inspire and bring us closer together.

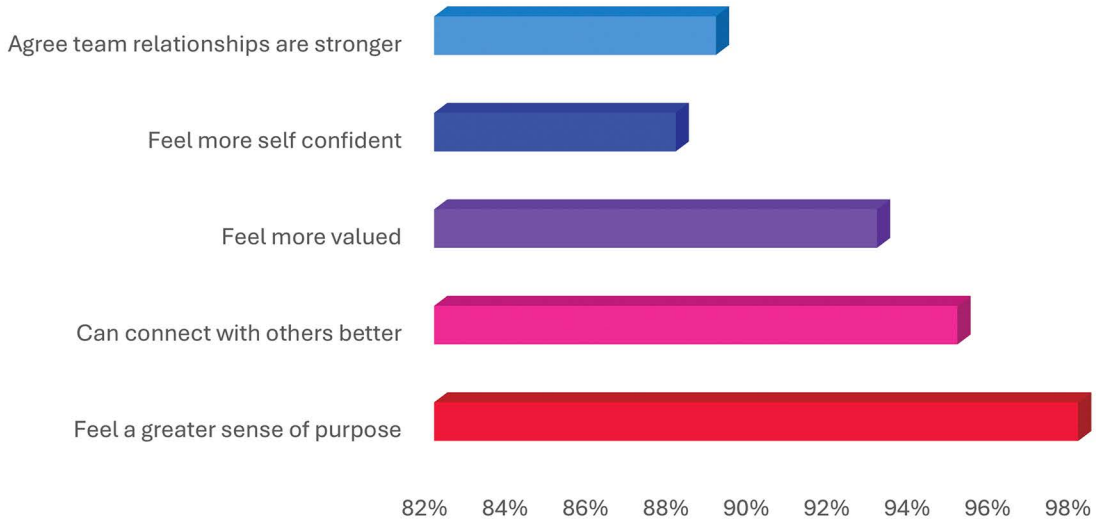
Throughout September, we invite everyone to get involved in engaging, interactive and collaborative activities that encourage meaningful action and time to care - for ourselves, our colleagues and our wider communities. Whether it's getting more active, building stronger social connections, supporting our charity partners, giving back locally or stepping outside your comfort zone to try something new, every action counts.

From volunteering in the local community and taking on fundraising challenges, to donating unwanted clothes or hosting on-site raffles to support local foodbanks, there are countless ways to get involved and make a difference.

The campaign shines a spotlight on the incredible efforts of our fundraisers and volunteers, promotes the physical and mental health benefits of staying active and connected, helps tackle loneliness, and delivers a genuine wellbeing boost - creating a month of feel-good moments that make us proud to work for Sky.

Do Good Feel Good Impact

Here's what volunteers have told us...



Adam Crennell, a Leader in Home Service, has told us why he thinks volunteering is important.



"When we're talking one-to-one, it's generally about performance and if somebody's under-performing, you have to have that difficult conversation. Whereas there's none of that happening here, it's just nice to put all that to one side to give something back. You get those endorphins from being outside, that warm fuzzy feeling of making somebody smile."

Weekly opportunities

We offer weekly volunteering opportunities, supporting many of our charity partners, including Give A Dog A Bone, Age UK and Sporting Memories.



SPORTING MEMORIES
REMINISCE • REPLAY • RECONNECT

“The involvement of Sky Volunteers and the support from the Time to Care team has been absolutely indispensable in helping us to establish our Sporting Memories activities in Leeds. The volunteers have been incredibly enthusiastic and effective in facilitating activities for the frailer older people we work with.”

Meet Elaine

Elaine works within the Accessibility team and volunteers weekly for Sporting Memories, a charity that helps older people to reminisce and reconnect through the power of sport and physical activity.

She absolutely loves attending every week and has shared what volunteering means to her and how it's helped to improve her performance.



> "When I first started, I was quite a quiet, shy person but now I feel I'm more confident in everything I do. I just feel like it's boosted me a lot. Things I would never ask before at work, I ask now. And if anybody else asks for help, I'm quite willing to help them. So, it's really changed me that way."

> "I'm a lot more patient with people and I let them talk at their own pace. I just let them talk through things instead of trying to put words in their mouth."

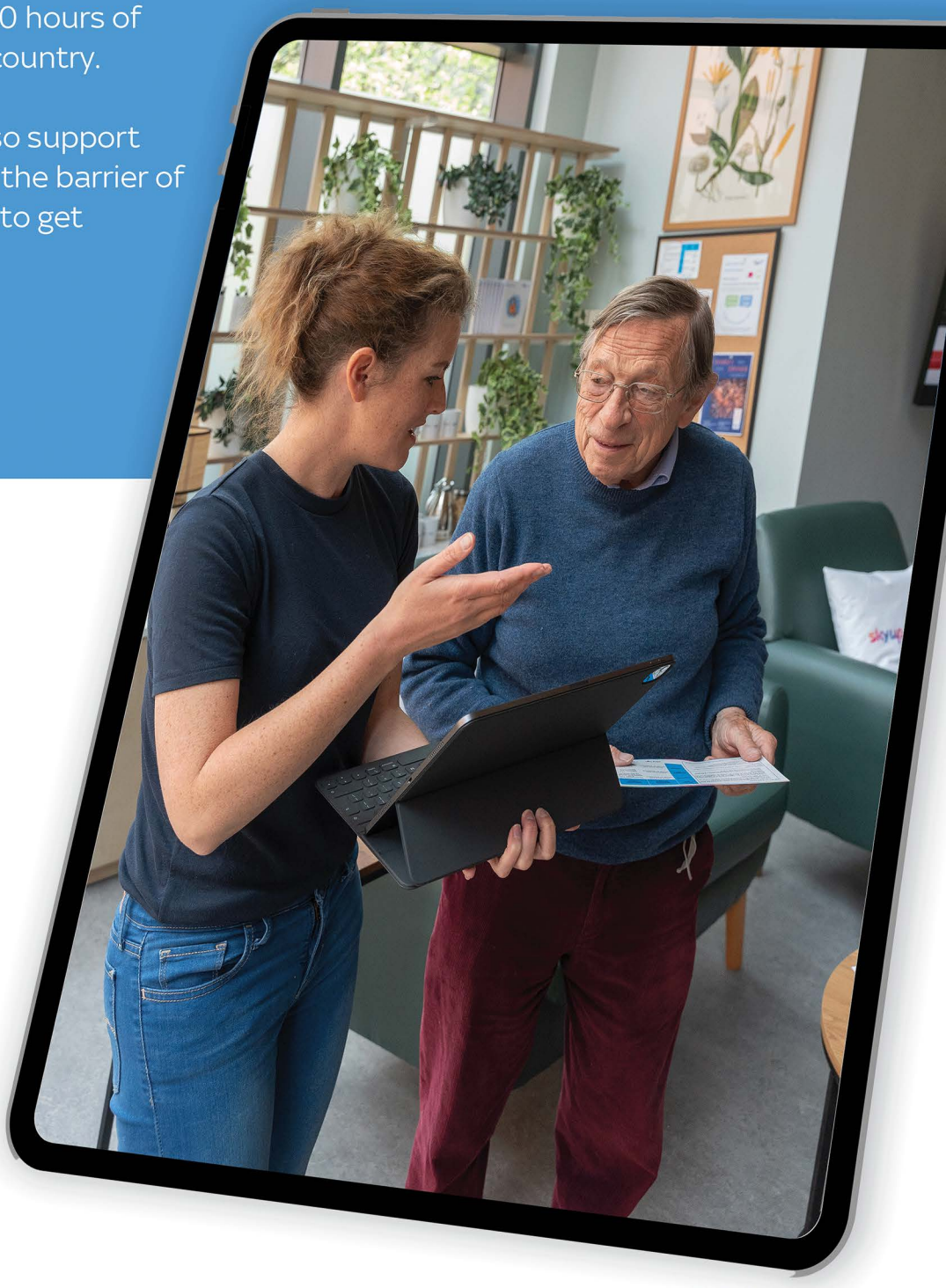
> "I think once you get to know people who have got dementia, you tend to understand them better and you know how they are likely to react to things."

Getting Connected

Working in partnership with Sky Up and our Time to Care charity partners, our Digital Champion programme aims to tackle digital inequity and isolation in the community, by helping older people to feel more confident using technology.

Our trained Digital Champions support the delivery of bespoke digital workshops, classes and drop-ins at local Age UK venues, community centres and at Sky Up digital hubs across the country. To date we have delivered over 3500 hours of digital support across the country.

Our colleagues in Exeter also support with home visits to remove the barrier of transport for service users to get technological help.



Leuchie
THE NATIONAL RESPITE CHARITY

age UK

Burmantofts
COMMUNITY FRIENDS

Nifty Fiftys

GLASGOW'S
GOLDEN GENERATIONS

Getting connected at Leuchie House

Additionally, our Home Service colleagues in central Scotland support our charity partner, Leuchie House, with home visits to set up technology for service users suffering from neurological conditions and empowering them to be connected to the wider world.

Leuchie House provides free respite breaks for people with neurological conditions. Set in a rural mansion, its rooms showcase assistive technology which guests can then try out at home.



Sky provided Leuchie House with iPads, mobile phones, Sky Glass TV, a conference room screen, and Sky TV in every guest room, plus £2,500 for assistive tech that guests can take back home with them.

Sky engineers have helped install smart devices in 25 guests' homes, helping with setup and troubleshooting, even making repeat visits when needed.

Voice-activated devices like Alexa and Fire TV Cubes help people with neurological conditions to live more independently, enabling them to control lights, TV, and opening or closing curtains.

> "One guest had an issue with their voice-controlled TV at home where they weren't able to switch it off and were having to sleep at night with the TV still on. Sky went out and had it fixed in 15 minutes...It really is life-changing for a lot of our guests."

Leuchie
THE NATIONAL RESPITE CHARITY



Sky engineer

Andrew works as a Broadband Engineer within the Sky Home Service team.

He's been helping the service users of Leuchie House, by supporting them with life-changing technology that they're able to install in their own homes.

Andrew, and other engineers, will set up smart plugs that can control when electrical items turn off and on, and also help them to become more confident when using smart devices, by using Siri, for example, to control them.

> "This lady was just over the moon, almost in tears, about how much of a difference this smart plug was going to make.
> Before that, if she'd been reading with the bedside lamp on, she'd have to wake up her husband, he'd have to get up and walk around the bed to turn it off. She was worried about him falling because he wasn't stable on his feet anymore."

> "I can actually do a bit more for my customers now because I've got more knowledge on the devices they've got.
> When you come across a vulnerable customer, it gives you more ideas on how to help them – like, this customer could probably do with using speech to change the channels, or change the volume.
> Whereas before maybe I didn't pick up on that so much."

Age Stockport Digi sessions

Phil*, one of our advisors, took part in digital volunteering with Age UK Stockport, supporting older people to build confidence with digital tools.

He wanted to use his skills in a meaningful way while also strengthening his future employability and confidence.

Through digital volunteering, Phil worked collaboratively with older adults, helping them learn new digital skills. The experience gave him a strong sense of achievement, reinforced his belief in Sky's values, and allowed him to apply his existing skills in a new and supportive environment.



> "The digital volunteering is very rewarding... there's a sense of accomplishment when you work together with service users on a task and you can see what they've learned."

> "It makes me feel a lot more positive in my ability to go out and share my skills and help people... it's been a bit of a confidence builder."



Connecting together events

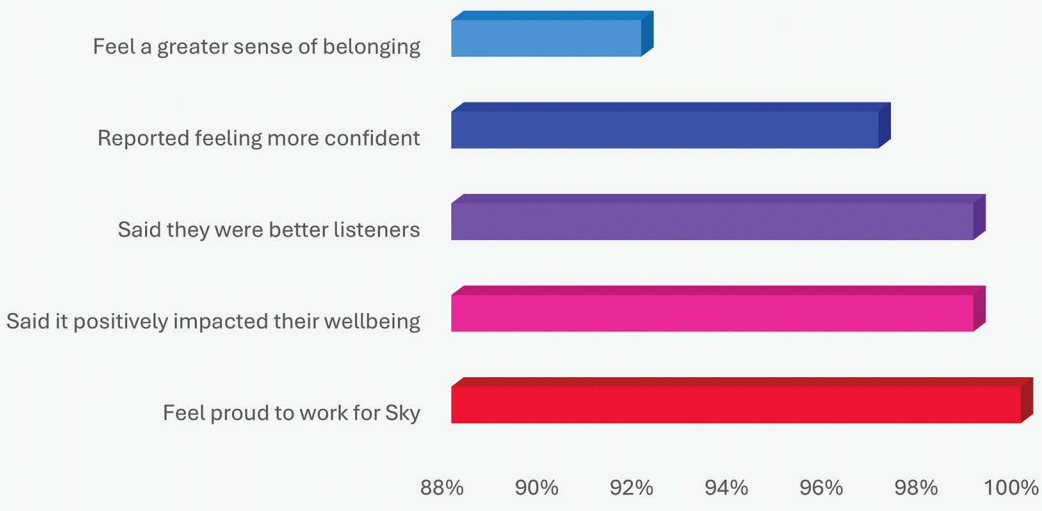
Through our Connecting Together events, we create meaningful moments that bring people together and give our charity partners an exclusive “Only at Sky” experience.

Each year, we host our much loved Time to Talk Tea Parties and Christmas Connection events, welcoming older people either onsite or in local community centres to celebrate, connect, and feel part of the Sky family.

In 2025, we hosted 36 connecting together events, marking occasions such as VE Day, Pride and World Culture Day.

9 Pride events | 7 VE Day events | 3 Multicultural Network events

Impact of Connecting Together events



VE Day

With music and entertainment, bingo and refreshments for all to enjoy, Sky volunteers helped to serve hot drinks and picnic boxes to over 150 guests, handed out bingo cards and pens and chatted with those attending. They also helped to set up and put all the tables and chairs away after the event.





Pride

Sky celebrated Pride, with 2 Pride On Tour float events that brought the party to 75 charity partner clients in Livingston and Leeds. We also hosted 7 in-community events with volunteers, catering, Sky 'WE' branded badges, t-shirts and bunting.

A standout moment was the arrival of our very own LGBTQ+ Sky Bus in Livingston, where music was played and a fabulous time was had by all of our guests.

Multicultural Network

We hosted three Multicultural Network events including two World Culture Day celebrations in Osterley and Livingston with Age UK Ealing and Spark service users, featuring shared lunches and cultural stands.

In August, Sky also marked South Asian Heritage Month by welcoming 40 Age UK Hounslow guests to Osterley for a South-Asian-themed event, where guests enjoyed lunch, Bhangra dancing and a Bollywood film.



Christmas connections

With dark nights, cold weather and soaring bills, Christmas can be a lonely and challenging time for those who've no close family or friends, or can't afford to celebrate.

Which is why we are went all out to make the festive season one to remember.

We brought together over 2,000 people to celebrate across 31 events, with winter parties, festive fayres, and Christmas meals across the UK.

For the first time, our VIP Team generously opened their Manchester, Leeds and Wembley lounges to host Christmas lunches in the community, giving elderly guests from Warm Welcome, Age UK Stockport, Sporting Memories and Age UK Birmingham the most magical experience.



Additionally we supported...

71 engineers helped Age Scotland and Social Bite deliver **3,500** essential items





9,994 gift donations, including **4,081 from TTC and 5,913 from sites**

£4,056 in festive fundraising, including Christmas Jumper Day





743 handwritten cards delivered to local care homes

> "A big thank you for this, the incredible event you held for us last week and also all the goodies! Our service users won't stop talking about their amazing day out at Sky and showing other people the pictures they took on the day. Truly grateful for all the effort and work you and the Sky team put into the day and in making a difference to our Befriending service users."

Ealing age UK

> "Thank you so much for the gift that you recently delivered to my home. A very nice man knocked on my door & I saw the Sky van. It was a real surprise, the best this Christmas. Have a lovely Christmas! Thank you once again."

Age UK beneficiary

Community Grant Fund

The **Time to Care Community Grant Fund** supports local Age UK projects across England, Wales and Northern Ireland, helping reduce isolation by creating meaningful, face-to-face connections for older people.

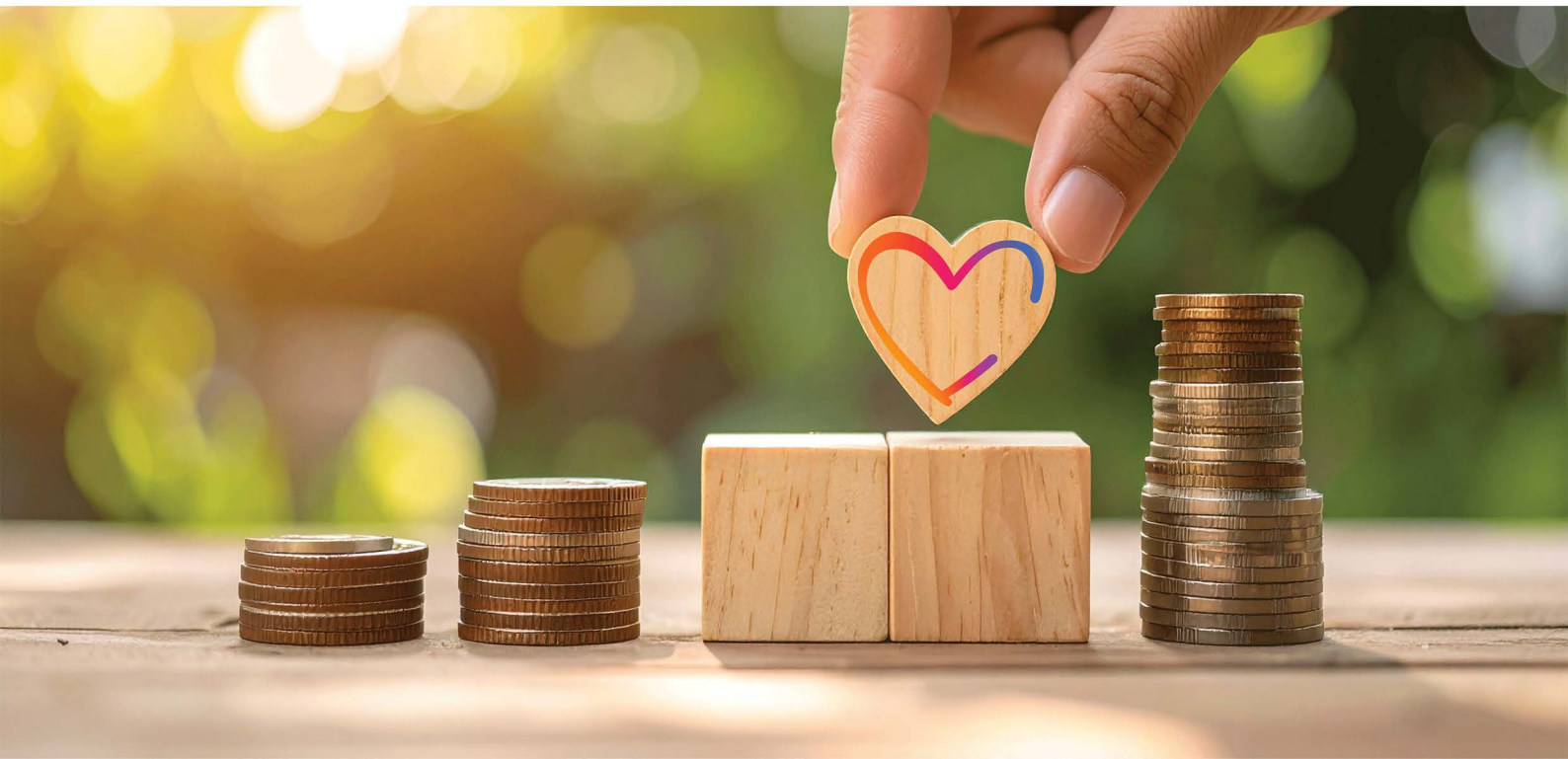
In 2025, the fund awarded **£80,000 to 43 charities**, with grants of £500–£2,500 enabling inclusive community activities that strengthen relationships and **keep older people connected.**

Digital inclusion was a key focus. At Age UK North Yorkshire and Darlington, funding supported weekly drop-in sessions using new laptops and learning resources, helping over 160 people build confidence with digital tools and online safety across 20 sessions since May.

Grants also supported befriending cafés and dementia-friendly spaces at Age UK Bexley, expanding volunteer capacity and activities such as singing, gentle exercise and crafts.

At Age UK Plymouth, funding enabled the Let's Get Physical programme, delivering two free six-week exercise courses for people aged 50+, including carers and those with disabilities, supporting both physical and mental wellbeing.

Additionally we donated **£33,000 to Age Scotland** which supported 112 community groups, **benefiting over 5000 older people**.



Bongio Centre (Glasgow)
Bringing different generations face to face to discuss their life experiences. The group members don't get the opportunity to meet people of a similar age to spend quality time.
This event allowed members to not only meet with other older people in the community, but it also allowed them to meet and share their fond childhood memories with the younger generations. This has helped the older generation create a bond with the younger generations that will have a long-lasting impact.



> "I was so excited to share my childhood memory, especially my favourite game called 'kabadii' with the young pupils and I was surprised by how the young reacted to this."



> "They had on absolute ball. Many of our members live on their own and don't go away for holidays or trips very often. To see them 'fighting' to get their names on the list for trips is heartwarming.
> They all enjoy the banter on the bus and 'compere' Bill usually has them singing all the way there and back. The social contact and new environment makes everyone happy and has them talking about it for weeks! Good for the soul."

Nan McKay

Nan McKay Community Hall (Glasgow)
Making memories to keep talking about. With the help of the grant, the group sent their members off to the Christmas Market in Edinburgh via a lovely guided tour of Holyrood, by previous First Minister Nicola Sturgeon.

Fundraising

Time to Care supports annual staff fundraising events, encouraging colleagues to take on personal challenges while raising money for causes they care about. From the Kiltwalk to mountain hikes and the London Marathon, staff are supported throughout their journey with fundraising guidance, practical advice, and covered registration fees when fundraising for charity partners.

This year, 889 staff took part, raising an incredible £176,035 for charity, with colleagues able to use their volunteer day to participat, making it easier than ever to give back and make a meaningful difference.



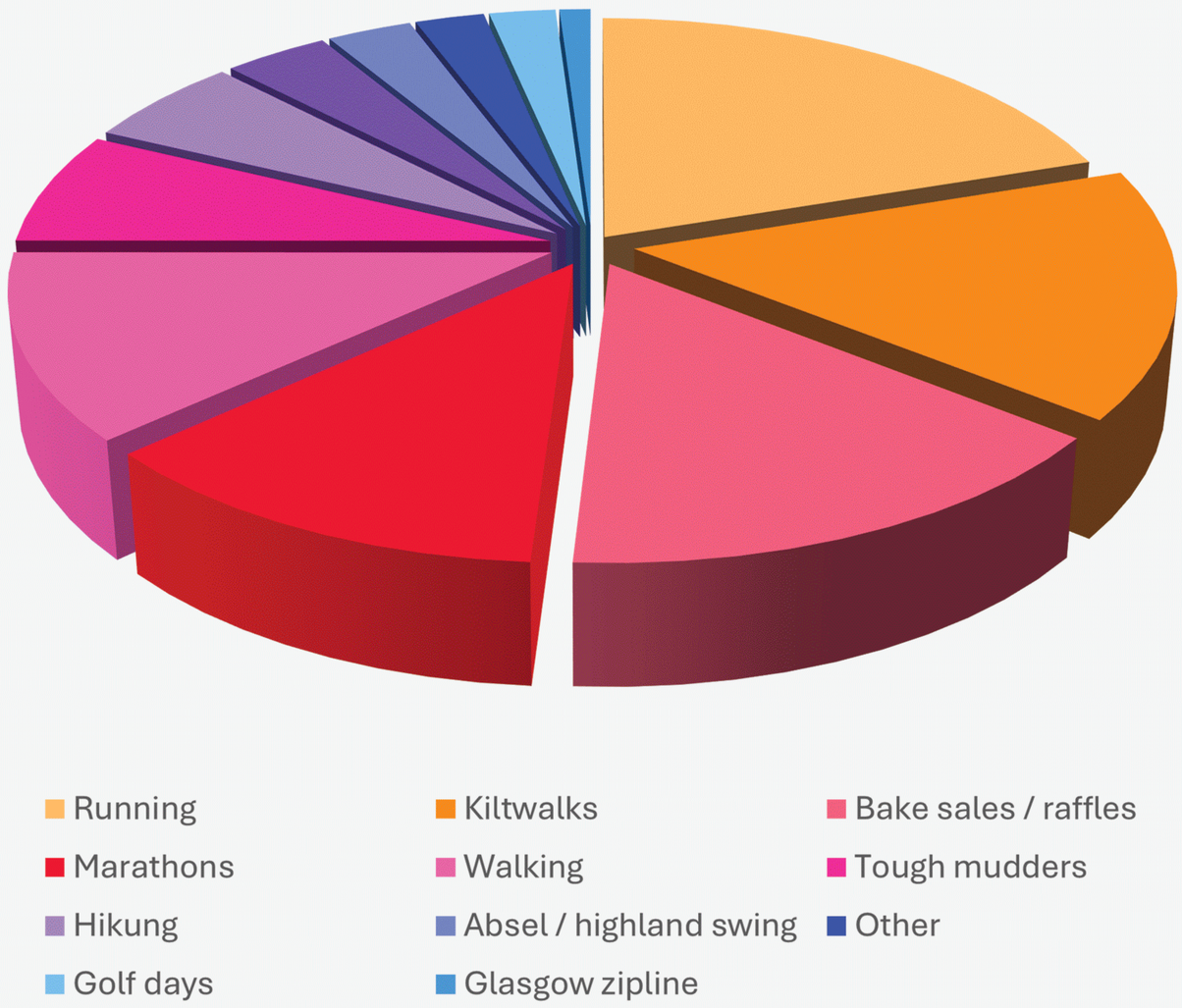
145 charity partners supported

97 fundraising events

> "It was really amazing to be part of this family fundraising event. The laughter boosted my mood, and I made memories with friends, colleagues and family. Everyone said how much this gave them purpose, drive & happiness."

Fundraising community impact

A total of 889 fundraisers raised an incredible **£176,035 for 145 charities**. The majority of funds came from running challenges **(£35,050)**, Kiltwalks **(£27,676)**, bake sales / raffles **(£27,058)**, and walking **(£20,644)**. Smaller events, such as the Glasgow Zip Slide, golf events, Abseils and other events also made a strong contribution, raising **£15,263** between them.







Benefits of participating in fundraising events

Fundraising opportunities deliver clear benefits for both individuals and organisations, helping to build a more engaged, confident, and motivated workforce. **100%** of participants reported a stronger sense of purpose, improved wellbeing, and greater connection with others. In addition, **98%** experienced increased self-confidence, while **88%** reported stronger team relationships.

The value of our charity partnerships

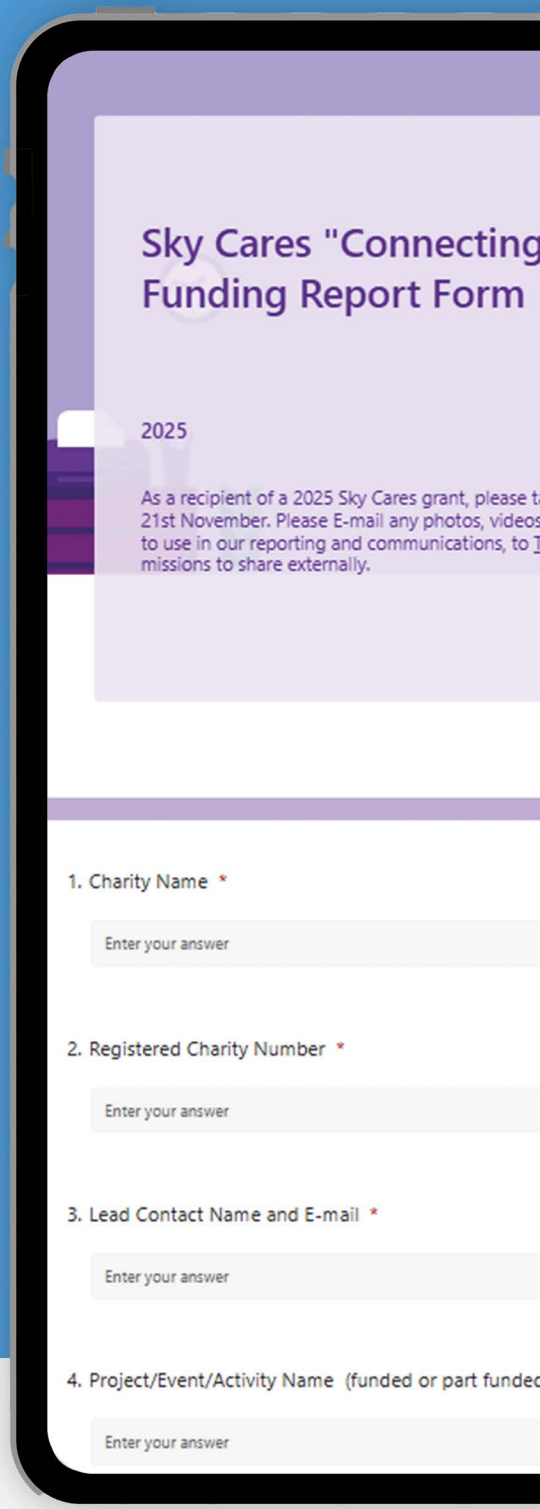
We asked our charity partners what our support has meant to them...

82% said the quality of their services had improved

72% said the range and types of support they offered had improved through working with Sky

76% said the partnership with Sky had helped to raise their profile amongst funders and other organisations

80% said they could reach more people as a result of Sky's support



SPORTING MEMORIES SCOTLAND
REMINISCE • REPLAY • RECONNECT

> "Sky have played no small part in helping us demonstrate the positive impact our activities can have on the lives of older people living with long-term health conditions and loneliness which in turn has helped us secure additional funding to broaden our work across the City."

Charities consistently describe Sky's support as standing out because of its genuine wraparound approach, offering help across multiple strands such as social events, digital volunteering, gardening, painting and fundraising.

Partners particularly value how proactive Sky is in suggesting events and types of support that would be most beneficial, rather than waiting to be asked.

This is matched by the approachability of the Time to Care team, who are seen as going out of their way to help and making charities feel supported, understood and confident in working with Sky





"The Time to Care team at Sky has an incredibly positive and meaningful impact on our charity. They consistently go above and beyond to support us, and their involvement makes a real difference to our operations and the overall experience we can offer to our members."

spark

"We absolutely love working with Sky and have been blown away by the support we have received in the last year. The willingness of your team to learn more about our work and to help in any way they can is astounding, and the kindness we receive is phenomenal. Sky is one of our most valued partners and we are so grateful to have them on board."

age Scotland



Time to Care supports the Warm Welcome campaign through a joined-up, multi-level approach that combines funding, practical support and meaningful connection.

We provided funding to the national campaign, alongside additional Big Give support that helped launch Warm Welcome's first Christmas appeal.

Locally, we build relationships with Warm Welcome spaces near our offices, offering hands-on help and a digital boost through free public Sky WiFi and donated devices.

We also help connect people to their nearest Warm Welcome spaces via our Befriending services, and fund events and celebrations that bring people together.

"Sky's Time to Care team are so great at listening to the needs of charities. There really is a sense that they're constantly looking for how they can use what's in the business to benefit partners. They operate with a deeper understanding of the charity sector; it feels less corporate and they are super flexible and responsive.

The local community spaces that we've connected them to are incredibly grateful for the ease with which Sky's support has been delivered to them. Someone's been listening to what they need and giving it to them. It's really supported their delivery on the frontline.

Ellie Palmer, Development Director, Warm Welcome campaign"

Supporting the Old Fire Station

We support The Old Fire Station in Leeds, one of Warm Welcome's community spaces, by providing proactive, no-strings-attached support that makes a real difference locally.

Our contributions have helped fund community events and provide food, creating a welcoming, warm environment for children and families who rely on the space.

Beyond financial support, we're open and collaborative in how we work, encouraging employees to volunteer and genuinely get involved on the ground.

This hands-on approach, has enabled The Old Fire Station to expand its impact and strengthen its role as a trusted Warm Welcome space in Leeds.



> "Sky have been really proactive in their support, offering to help and sending funds without strings to enable us to put on events and provide food. This is very unusual in the corporate CSR world. Sky are so open with their contributions, and provide volunteers who genuinely turn up to help and get stuck in. We are really proud to partner with them and hope this continues."
>
> **The Old Fire Station, Leeds**

Furniture donations

When Sky closed down 7 contact centres earlier this year, we were quick to offer the surplus office equipment such as TVs and furniture to community organisations in need.



"We were delighted when Sky agreed to come and volunteer in our home throughout the spring and summer months. They completely revamped our outdoor area, painted our fences, patios and even our planters. They worked tirelessly to remove weeds, plan flowers and improve the view from our residents' windows.

Yesterday Sky very kindly donated a 60inch TV to our home for used in our residents' new cinema room; as you can see, our residents were over the moon. We are beyond grateful and acts of kindness like this bring huge benefits.

Thank you Sky, from all at Heatherfield."

Our charity partners



























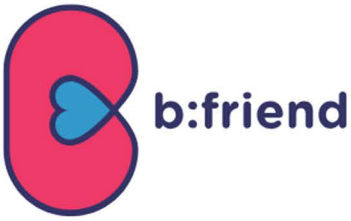






























Time to Care in 2026

Last year marked an important milestone in our journey. We reached one million community interactions, raised £176,035 through fundraising, and took meaningful steps forward with the launch of group Befriending calls and LGBTQ+ Befriending trials. These achievements reflect the commitment of our people, partners, and volunteers, and the trust of the communities we serve.

In 2026, our focus is on building momentum and deepening impact. We will continue to walk alongside people in the community, supporting more individuals in meaningful ways. With a long-term ambition to reach two million interactions by 2029, we aim to grow our reach and strengthen charity partnerships.

Supporting our most vulnerable customers remains a key priority. We will strengthen referral pathway, working with trusted partners such as Age UK and Age Scotland where specialist support is needed, while embedding learning from our pilots. This includes establishing LGBTQ+ Befriending calls and opening Befriending support to wider networks, ensuring more people can access connection and companionship.

We will also begin working as part of a National government sponsored working group to develop and role model best practice standards for Employer Supported Volunteering in Scotland. This will allow us to provide other corporates with guidance and tool kits to optimise the impact of their employee volunteering programmes and learn from our journey.

Our focus for 2026 is clear: greater reach, stronger partnerships, and deeper impact, guided by the voices and needs of the people we serve.

time to care