

*Our vision, mission and values*



# Our mission

Hello, we're Friends of ANCHOR.

We are a charity, dedicated to supporting people in the north of Scotland who are affected by cancer or a blood disorder.

Friends of ANCHOR's support is freely available to everyone, every day, and also extends to patient families and clinical staff. Our daily presence in Aberdeen's ANCHOR Unit, and our connection to patients and hospitals across the region, mean we're in the unique position to go above and beyond core clinical care with person-centred, practical support. Working hand-in-glove with the NHS, we take care of those 'big little things' — whether it's a listening ear, a home comfort or a smiling face — and our staff and volunteers are there when they're most needed.

Our commitment to funding cutting edge equipment and research, alongside this wellbeing offering, keeps the developing needs of patient care at the forefront of what we do. People will always be at the heart of Friends of ANCHOR, and our work is only possible thanks to our dedicated volunteers, fundraisers and supporters. Since our launch in 1997, Balmoral Group remains our core supporter — covering the charity's admin costs and ensuring 100% of donations go to the cause. This '100% in' approach is integral to our ongoing mission of compassion, care and hope.



## Our vision

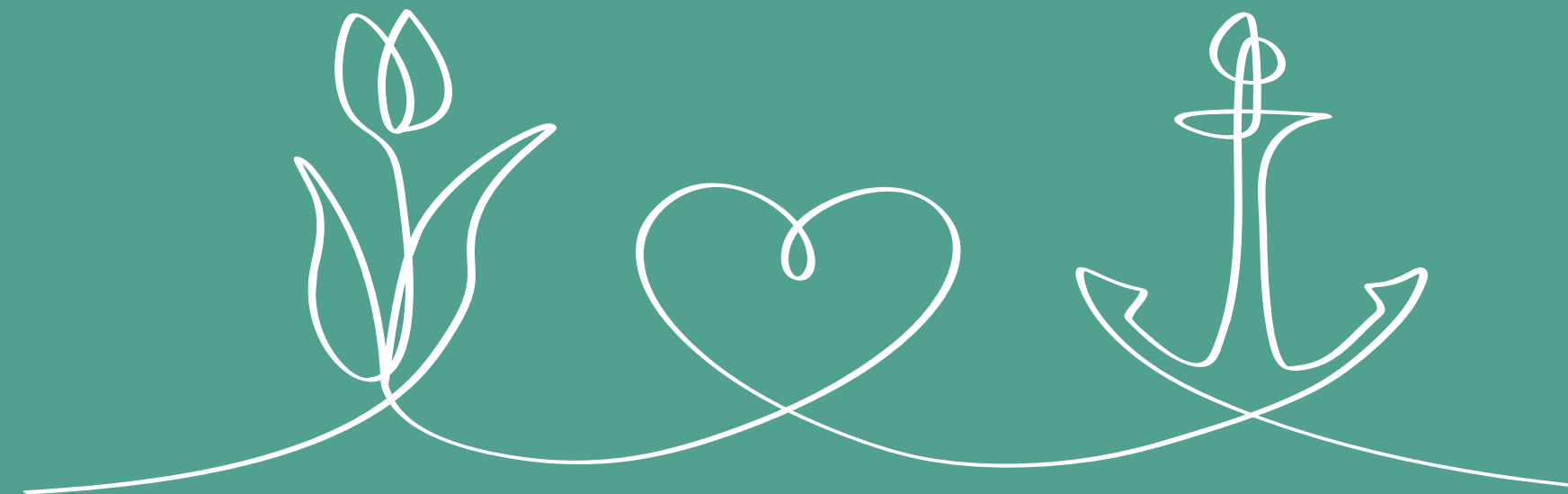
Making a positive impact in the lives of those affected by cancer or a blood disorder in the north of Scotland, through compassion, care and hope



## Our values

Our brand values are the true and essential aspects of Friends of ANCHOR, developed by the ANCHOR community.

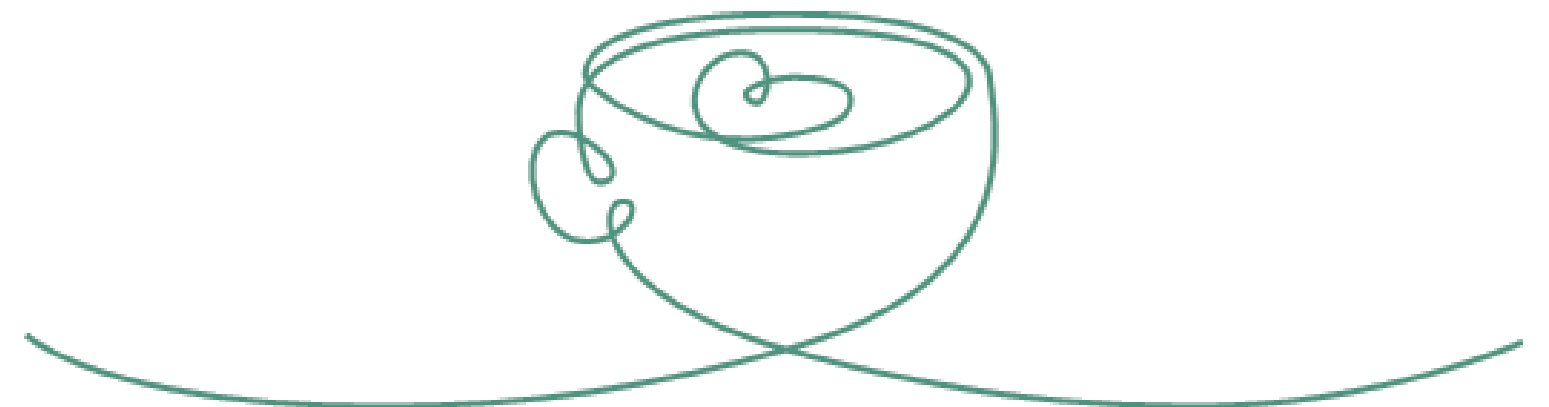
These tenets are key in helping new staff, volunteers and fundraisers understand what's most important to Friends of ANCHOR



# Our values

THE 'BIG LITTLE THINGS'  
EMPOWERING OTHERS  
ALWAYS APPROACHABLE  
ROOTED IN OUR COMMUNITY  
100% IN

**The 'big little things'**  
are important, and always worth caring about



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## Empowering others through funding, support and confidence boosts



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with smiling faces and red t-shirts



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**Rooted in our community**  
and inspired by local support

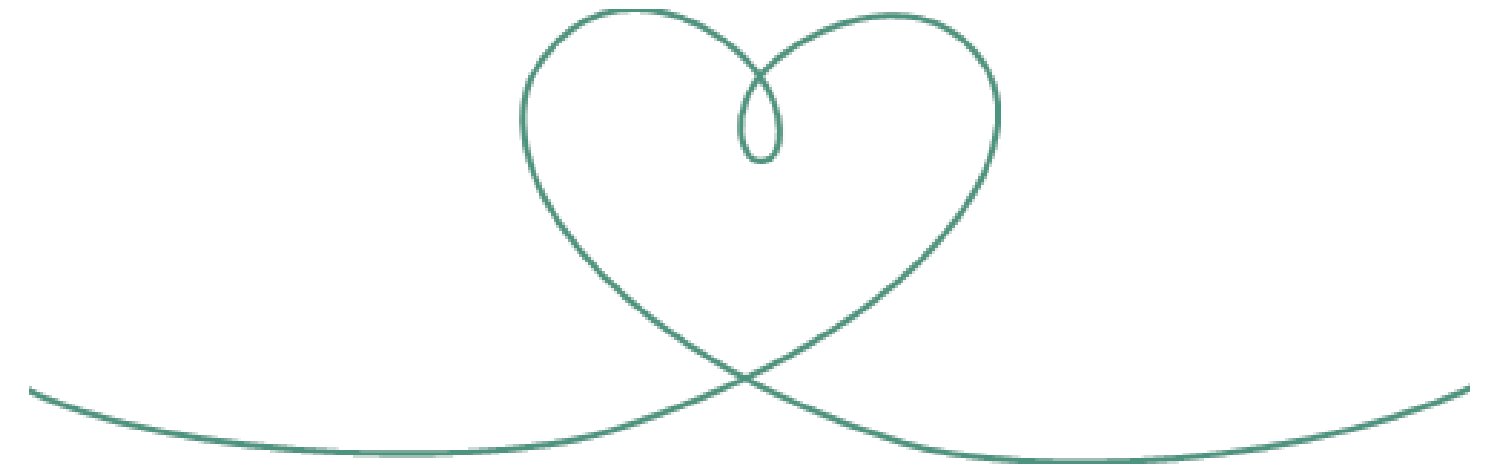




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**The 'big little things'** ...are important, and always worth caring about

**Empowering others** ...through funding, support and confidence boosts

**Always approachable** ...with smiling faces and red t-shirts

**Rooted in our community** ...and inspired by local support

**100% in** ...and always ready to do more