News Release

21 November 2024

*For immediate use*

**Farmstrong Scotland receives charity status and calls for new trustees**

Farmstrong Scotland, the wellbeing charity for farmers and crofters, has recently secured charity status and is now looking for new trustees to join its board.

The peer-to-peer led programme has spent the last year developing its governance and structure, to ensure it is fit for purpose, as well as securing charity status to help with future fundraising.

Delivered through events, stories, videos, podcasts, webinars, tools and resources, the programme shares real-life stories and experiences, backed by research, scientific information and wellbeing experts.

To ensure it remains current, the charity is now looking to appoint three new trustees to its already-strong voluntary board, supporting a staff team, led by Programme Director Alix Ritchie.

In particular, they are looking for individuals with a good understanding of fundraising and partnerships, crofting, and wellbeing.

Chairman John Scott, a farmer from Ross-shire, said the board are looking for team players who are responsive, passionate about promoting the benefits of wellbeing improvements, and focused on positive solutions to challenges in the industry.

“We may be a new charity, but we have big ambitions to enable people in Scotland’s agricultural community to lead happier, healthier, and more fulfilling lives, creating more productive and sustainable businesses.

“We are looking for people who are passionate about supporting our most important asset, the people within our farming and crofting sectors. And individuals who understand how small steps can make a big difference so we can live well, to farm and croft well.

“This is an opportunity to bring your knowledge and expertise, to contribute to the direction of Farmstrong and help in the board’s decision-making. It gives a chance to gain experience at board level, to network and for personal and professional development.”

Meetings are held both in person and online, ensuring those who are in more remote areas of Scotland can still apply. The roles are wholly honorary with reasonable expenses paid.

Looking for new trustees is the next piece of the jigsaw in a whole array of activities carried out by Farmstrong this year.

It has just completed a month-long collection of hundreds of survey responses from Scotland's farmers and crofters, and is currently reviewing the findings to help guide future initiatives and events.

The organisation has been attending events throughout the year, holding its own Walk & Talk days around the country, partnering with other organisations for workshops on wellbeing and business, and hosting stands at many Scottish agricultural shows.

This has allowed the charity to reach as many farmers and crofters as possible to increase community engagement and share practical tools and information.

Programme Director, Alix Ritchie said: “Adding new trustees to the board will give a wider scope of opinions and help us in the journey to achieving our vision of having a resilient and thriving agricultural community, who feel supported and prepared to handle the challenges and changes farming and crofting often present.

“You don’t have to be directly involved in farming or crofting, but we do ask that you have a good understanding of the industry.”

Trustees are required to attend a minimum of two in-person meetings, two online meetings, and the annual general meeting (AGM) each year.

If you are interested in reading more about Farmstrong and what the roles entail, download the [trustee pack](https://www.farmstrongscotland.org.uk/news-events/could-you-be-one-of-farmstrong-scotlands-new-trustees) on the Farmstrong Scotland website.

**Notes to Editor**

Farmstrong Scotland is an initiative to help farmers, crofters and their families to cope with the ups and downs of farming and crofting by sharing things they can do to look after themselves and the people in their business. It is a peer-to-peer led programme, driven by scientific information and real-life stories, so together we can share, learn and support our wellbeing.

Farmstrong Scotland is a Scottish Charitable Incorporated Organisation (SCIO). Registered Charity No: SC053585.

The charity is supported by RHASS, the Movember Foundation and The NFU Mutual Charitable Trust, who supported the launch of the organisation.

Movember Foundation are matching every £1 raised by Farmstrong Scotland, to the sum of £350,000. Anyone wishing to donate or find out more about supporting the charity, can get in touch via hello@farmstrongscotland.org.uk

**Connect:**

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