

THIRD  
QUARTER

# Anam Cara

## Client Testimonial

2018

### Who are Anam Cara?

Anam Cara work to empower women to improve their mental well-being, supporting them to become inspired, confident, strong, resilient women who are happy in their own skins.

Anam Cara work with women with low self-worth and low self-esteem. Women who may be using unhealthy coping mechanisms, including alcohol, drugs, food, or self-harming. Anam Cara ask that women who come to their sessions are ready to face their fears and are willing to commit to change.

Maria Martin founded Anam Cara and leads their work. Anam Cara are based in Midlothian, working across the Lothians and Scotland.

### What did I do for them?

Anam Cara were previously known as Pink Ladies First, and had ten very successful years of providing services and support in Midlothian.

“When I asked Kevin for help, I was so confused, unsure, unhappy, and frightened for the not only the future of the charity, but my own place in working to empower women. I was ready to throw the towel in. I needed sound support and someone with a calm, honest approach to guide me in finding out what I wanted for myself, my future and if there was a place in the charity for my vision and aspirations.”

**Maria Martin, Anam Cara, June 2018**

During the ten years, they built up a diverse funding base, established successful and productive relationships with local women and had a strong reputation with a range of professionals.

Following some changes in personnel, funding and motivation, Maria asked for some help. Unsure of what the next moves could be, for herself, the organisation and crucially for the women who relied on the support Pink Ladies First had provided, Maria wanted to evaluate all the options.

Third Quarter worked with Maria to look at different options for the future, which included difficult choices including potentially closing the doors.

Maria was then able to see clearly what was possible for the future, and took the decision, with the support of the Board, to rebrand, refocus and restructure, taking the best from the previous service and learning from the challenges of the past.

“Kevin gave me options that were flexible and easy to understand, it helped clarify what I needed to do for myself and the charity. With that, I regained my focus, made my decisions and with further support from Kevin, made plans to execute the process.”

**Maria Martin, Anam Cara, June 2018**

## What difference did I make?

“Kevin knows his stuff! I had every faith in the support and advice he gave me, I loved his warm person-centred, honest approach, nothing was an issue for him to explain or do.”

**Maria Martin, Anam Cara, June 2018**

Currently Anam Cara are delivering the first of their new, revised, refocused programmes with a strong group of women, who are all committed and ready to make a change in their lives.

“Kevin’s calming influence kept me steady as a rock when things were at their most overwhelming for me as the key decision maker.”

**Maria Martin, Anam Cara, June 2018**

In addition, Anam Cara have secured funding to support their more manageable model, budget and development plan. Maria is exploring new contracts, new funding and new opportunities to support women in different ways, and in different locations.

“I am enthusiastic, focused and certain we will succeed. I am happy for the first time in years and I find myself in a position to give the best I can to the women I work with and for.”

**Maria Martin, Anam Cara, June 2018**

Maria is now making solid plans for Anam Caras future, and is clear about her own role, her essential contribution and her own future.

Maria was ready to make some difficult changes to her own organisation, and she is now ready, and prepared, to make Anam Cara a success.

## Where can I find out more about Anam Cara?

Anam Cara are developing their new website, [www.anamcara.scot](http://www.anamcara.scot) and can be contacted by email [info@anamcara.scot](mailto:info@anamcara.scot) to discuss their services.

## Maybe I can help you too...

Please do get in touch with me if you think I can help you too...

"I'd work with Kevin again in a heart-beat. If you want to make changes, make a difference, make things happen for your third sector organisation, you better call Kevin."  
**Maria Martin, Anam Cara, June 2018**

Kevin Geddes  
Independent Consultant  
Third Quarter

Give me a call 07547727711  
Pop me an email [kevin@thirdquarter.co.uk](mailto:kevin@thirdquarter.co.uk)

You'll find more information about me, my work and my clients on my website



[www.thirdquarter.co.uk](http://www.thirdquarter.co.uk)

You can find me on Social Media too;



Twitter [@kevingeddes3Q](https://twitter.com/kevingeddes3Q)



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I look forward to hearing from you!