

Annual General Meeting

Saturday 21st February 2026

Edinburgh Office: 1 Anderson House, Breadalbane Street, Edinburgh EH6 5JR

EQUALITY | RESPECT | LOVE

AGENDA

12noon Arrival
Join for some food, connection and activities with our staff, volunteer and members.

1pm Annual General Meeting

1.05pm Chair's Report

1.15pm Minutes of the last AGM 26.10.24

1.20pm Review of the accounts for year ending 31.03.25

1.30pm Appointment of the Auditors

Seeking approval to reappoint Wbg Audit as our auditors

1.35pm Resignations & Elections of Board Members

Resignations:

- Sarah Blackmore: resigning 21st February 2026
- Ruth Wallace: resigned 31st October 2025
- Trevor Hillman: resigned 30th September 2025
- Stephen Ramsay: resigned 31st July 2025
- Carmel Jacob: resigned 22nd April 2025

Elections:

Members are asked to vote the following candidates onto the Board:

- Fiona Keegan
- Gemma Jones
- Alison Ruddy

A short summary of each candidate is provided at the end of this agenda.

1.50pm Member Q&A

2pm Any other business

2.10pm AGM Close

2.30pm Event Close

Board Candidate Biographies

Fiona Keegan:

First and foremost, I am a proud mum of four amazing children. I strongly believe that while every child is born the same, not every child is given the same start in life. This belief has long shaped my desire to be part of solutions that help ensure all children can enjoy their childhood and are given the encouragement, stability, and tools they need to succeed—both personally and professionally. Now that my family is a little older, I'm keen to turn those words into action.

Professionally, I am a senior marketing and business development professional with over 20 years' experience across higher education, commercial organisations, and entrepreneurship. I currently work as Marketing & Business Development Manager for Conference & Events at the University of Strathclyde, where I lead strategic planning, stakeholder engagement, income generation, and marketing activity.

Over the years, I've been involved in multiple businesses and have never been one to shy away from a challenge. I have frequently held full P&L responsibility and bring strong skills in governance, strategy, brand development, and collaborative leadership. I am experienced in navigating complex and sometimes difficult situations, with the ability to probe issues constructively, ask the right questions without being inflammatory, and exercise sound judgement—knowing when to say no, while offering clear reasoning and practical alternatives.

I hold an MBA and an MSc in International Marketing, both with distinction, which I completed alongside full-time work and motherhood. In addition, I am actively involved in the University of Strathclyde's 'Strathclyde Cares' mentoring programme, supporting Care Experienced students as they navigate higher education. I am deeply passionate about inclusive leadership, ethical governance, and contributing to a lifetime of equality, respect, and love for all children.

Gemma Jones:

I'm a proud mum of two, bookworm and eternal optimist for what could be rather than what is. Passionate about people and the right for all of us to have access to opportunity and an equal voice in setting agendas that impact communities.

I have over 20 years' experience in FTSE100 Financial Services companies in a number of roles and functions working to drive and embed people centred change in the UK and globally. In my current role as a Director of Financial Services in PwC (based in Edinburgh) I work with clients across the Investment and Insurance industries with a specific focus on ESG factors, including social. I was previously the Group Head of Sustainability at Aberdeen where I led the corporate social responsibility strategy to drive funding requests that support communities and evidence their impact. As well as ensuring we understood, and fulfilled, the relevant regulatory and reporting requirements and designing effective internal strategies to mitigate risk and align accountabilities and processes across the organisation. Something I continue to do with a number of clients today. I also have a background in reputational risk and managing communication strategies.

With a passion for connecting the need to support person-led growth with economic benefits for society as a whole I am committed to supporting the aims and objectives of Who Cares Scotland to ensure the voice of care experienced people is both heard, and understood.

Alison Ruddy:

I want to join the Board of Who Cares? Scotland because I believe every Care Experienced person deserves to feel heard, valued, and supported throughout their life.

After nearly 20 years in senior finance and leadership roles, I chose to reshape my career so I could use my skills to make a real difference. As well as being an ICAS chartered Accountant (former big four) I am also a qualified coach. Today I run my own business where I work with business leaders to deliver business strategy, executive coaching, and leadership consulting. I help organisations to build strong foundations for growth and empower their people to and to grow in confidence and resilience and achieve their potential without compromising on wellbeing.

My work as a coach has shown me how powerful it is when someone feels listened to and is understood and the impact of unlocking positive outcomes for their future.

If elected, I would bring compassion, independent judgement, and strong strategic financial and people leadership experience. Most importantly, I would always come back to one question: How does this decision improve the lives of Care Experienced people?