

We Hear You Impact report 2022/23

why...

we hear you

Cancer
Counselling



wehearyou.org.uk

01373 455255

info@wehearyou.org.uk

Welcome

to our impact report for 2022/2023

Lucy Kitchener, Chief Executive Officer
Anne Montague, Chair of Trustees



Lucy Kitchener



Anne Montague

This year, we opened new services in Swindon, Salisbury, and Devizes, extending our reach and providing support to even more people. In-person, one-to-one counselling continues to be at the heart of our service, alongside a suite of services designed to reach people in the way that suits them best.

WHYgrow, our monthly gardening group for bereaved adults, has been fully subscribed throughout the year, with significant future interest. Our WHYtogether joint counselling continues to be a popular and valuable service for couples and other pairs of adults who wish to attend counselling together. We have also seen a steady but gradual increase referrals for Men We Hear You, our in-hospital counselling service at the Royal United Hospital in Bath for male cancer patients, who are traditionally underrepresented in uptake of talking therapies. We expanded our support for school-aged children with a 'helicopter' service wherever a need was identified, making counselling available to young people in need of support who might otherwise be unable to access our services.

Towards the end of 2022, for the first time, we welcomed two student counsellors to our clinical team, and we are hopeful this will help us meet the growing demand for our services, simultaneously providing opportunities for counsellors in training to gain high quality experience with our specialist team.

We continue to work hard on generating sustainable income to ensure our services can remain free for those who most need them. An important part of this is WHYinwork, a package of support, training and consultancy for employers and healthcare staff. We also delivered counselling to people affected by brain injury through a successful partnership bid with Headway for National Lottery funding.

We're delighted to report a busy year for community fundraising and a positive response from the communities we serve. From our Frome Festival pop-up café in June, to the return of Winter Wonderland in November and our busiest ever December with grottos, family activities and a very successful series of 'Breakfast with Santa' events. It was a busy itinerary and fantastic to leave behind some of the restrictions of recent times.

This year also saw a large team of skydivers, a trek across Iceland and many marathon runners working hard to fundraise for WHY. Our success with trusts continues and we are pleased to report funding from St James Place, and Macmillan, which support delivery of our core service.

We thanked and said goodbye to two trustees in 2022, Dorothy Goddard and Jo Ryan. And we welcomed Tony De Jaeger and Darren Irwin onto the board of trustees.

2022/23 has been a year demanding flexibility and tenacity – for finding new and alternative ways of doing things; with enthusiasm and dedication to our mission.

Lucy Kitchener

Anne Montague

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2022/23 in numbers



490
adults



151
children and
young people

were offered **5,675** sessions of counselling and emotional support

Total people WHY
supported in 2022/23:

641

of
whom



Patients 33%



non-patients 32%



bereaved 35%



56%

Somerset



24%

BaNES



20%

Wiltshire

The CORE outcome measure

All adults who access our service complete a CORE (Clinical Outcomes in Routine Evaluation) Outcome Measure. Used widely by individuals and organisations that provide psychological support, the CORE questionnaire poses 34 multiple-choice questions, providing a quantitative snapshot of an individual's emotional wellbeing, functioning and risk. Clients complete the questionnaire on their first and final sessions with us. Alongside the narrative feedback we're always grateful to receive, the CORE questionnaire is a useful tool for measuring the impact of accessing our service. Children and young people complete an adapted version of the CORE if aged 12 and over, or, if younger, their parent/teacher completes an SDQ (Strengths and Difficulties) questionnaire on their behalf.

In 2022/23, the average improvement in wellbeing for an adult client at We Hear You was **44%** and for young people was **42%**.

Corinne's story

Corinne attended our eight-week WHYbemindful course in 2022

I'd been through cancer and finished treatment. I was in a very bad place mentally. It started with being very anxious; more than anxious, panicky and that sort of thing. All through the treatment and at the end. It was the end of the treatment and I didn't feel safe. I had huge anxieties, I was constantly contacting the Macmillan nurses to seek reassurance, because I still had, in my mind, symptoms. In my mind I thought the cancer was still there. They said 'no, it's been removed, we've treated you. As far as we know, everything is fine', but I just couldn't...



I'm quite a naturally anxious person and an overthinker. I did try some meditation before, without any guidance, to calm my brain down when it was overactive, but it never worked, I didn't have any guidance and I didn't know what I was doing. I only tried it two or three times and I didn't think I benefitted because I didn't know what I was doing and it just didn't work. So I'm just absolutely overwhelmed by how, having had the guidance and the course, has changed my life. It's just so powerful; it's really difficult to explain. Absolutely amazing course, I'm extremely grateful and I'm still doing it now.

I was on holiday in France for two weeks and I didn't do much, I did think about it (mindfulness) but I didn't do much. I think there's a lasting effect when you've been doing it for a while, but I think I needed to restart. I started again and it's amazing, very beneficial, straight away. Calm, peace and joy, in the little things. I used to fill my brain with podcasts, only because I was really anxious and worried, so I thought if I listen to something. But now I don't need to do that; I really love the quietness, the little gifts of life, listening to the birds enjoying the sunshine. I don't need noise so much, I can just enjoy the peace.

It's very refreshing, I don't know how to explain it really. I think because my mind is not so anxious, I enjoy the present moment. It feels good when I do it. If I feel really tired, mentally or physically, I just do the 20-minute body scan meditation and I instantly feel so much better, more relaxed, more grounded. I also do the pause, from time to time, asking myself how I'm doing, how are my thoughts, what am I thinking, how am I feeling, that sort of thing.

And I really like...before going to appointments, obviously quite an anxious time, I usually make the effort to go a bit early, stay in the car park and then even three minutes is enough to do a short meditation, like the seeing practice, and that's really useful, I feel so much calmer. It has a benefit on the conversation afterwards, with the GP or whoever I'm seeing. I'm more grounded, much calmer and it goes better. I like to do the seeing practice – when you're out in the garden and it's just a sense of inner peace which is wonderful.

I was just amazed by what it gave me. I just want to say a big thank you. I'm ever so grateful and I always will be, it's given me tools not just for after treatment, it's given me tools for life.

Testimonials 2022/23

'Before I started my sessions my head was in a huge muddle having had lung cancer. I think I had underestimated the huge impact it had on me, not only physically but mentally. Talking...every week was so cathartic, to be able to openly talk about some seriously dark demons I had tucked away, without being judged was life changing for me. I have now started a new journey in my life, it's not going to be easy but I now know I am a lot happier and have begun to respect and value myself more.'

'Asking for help is never easy, that's the first step you must take to getting back on track, it's ok to laugh, cry and be alone, but it's equally important to let others know how you feel, let them help if they can, taking is much easier when the person listening is non judgmental and will not take sides, I've learned to love myself more, I've always been a happy go lucky lady, now I'm more comfortable taking about things that bother me which I wouldn't of spoken about before, make time for yourself is as important as making time for others. I'm going to miss my meetings, however I've got the correct tools in my box to fix what ever comes my way. Thank you.'



'WHYgrow helped me channel the heavy energy of grief, and the love I have for my late husband, into something that keeps on living, into the cycle of nature that never dies, and as such it gave me a lot of calm. I loved being in the safe, secluded Walled Garden, where we observed the changes of seasons, they change and evolve like the grief. It's a beautiful thing.'

'I would absolutely recommend the services from WHY to anyone who is struggling with the mental health, particularly after a cancer diagnosis. I am due to have my fourth tumour removed and now I have experienced one to one counselling and a WHY outdoors 6 week course I feel that I am in a much better frame of mind to approach my upcoming surgery. It feels invaluable, the help I have received, particularly from my counsellor, who was able, after my having many years of counselling with other services, to actually get me to look at the fundamental starting points, in my life, of where my problems truly started. I finally was able to start to take the lid off the 'can of worms' and look to the very bottom of the root of the issues, which I now realise shaped my whole way of thinking, about everything in my life, including and probably especially, my attitude towards my cancer diagnosis. They enabled me to see, that yes, actually, my life is important and of worth.'

Fundraising 2022/23

Running the Bath Half Marathon...in wellies

Our front cover star Sam Landrigan likes a challenge...and running the Bath Half for WHY just wasn't enough for this seasoned runner! So Sam put on a beekeeper's suit, veil and wellies (and A LOT of blister plasters) in October 2022 and broke the Guinness World Record for a half marathon in full beekeeper's attire...



“The run on the day was pretty warm in the suit - funnily enough the feet only started hurting at about mile nine. Friends and family have been incredibly generous and I've raised £1360, which will be matched by the company I work for, Galliford Try. I'm overwhelmed by the generosity and I'm so glad that I've raised just over £2,700 for such a great charity.”

Piano 'practiseathon'

Practice makes perfect, as the saying goes...and when you add fundraising for WHY, we think this group of piano students can feel pretty good about themselves! Teacher Helen Ottaway set them a challenge in June 2022: practise every day for a month, ask for sponsorship to keep motivated, and show off their improvement at a concert at the end. All participants noticed an improvement to their skills, and they raised just over £1,000 for WHY!



500 miles for Granny



Well done to Kai, Jack and Evie, who set themselves a summer challenge and walked 500 miles in summer 2022 as a tribute to their Granny, Gill, who was living with terminal cancer. Sadly, Gill died in September, but she saw her grandchildren smash their target. The fundraising page for the challenge continued to receive donations in her memory and raised more than £3,500.

The apple doesn't fall far from the tree...

Jack and Evie's mum Nicole has completed a skydive and a Sahara trek for WHY in the past, and regularly donates her amazing cakes and afternoon tea to our annual silent auction.



Other highlights

Jumble sales and more jumble sales... ● The WHY Tribe busk and gig their way to £8,961.75 (see back cover) ● Goodwills Lasting Power of Attorney scheme ● a pop-up cafe at Frome Festival ● Breakfast with Santa ● and two Santa Dashes in Frome and Keinton. Thank you!

Putting our new CEO to the test - Northern Lights trek 2023



Our CEO Lucy Kitchener headed north in March 2023 to tackle a three-day trek across Iceland. She was in excellent company, joined by Carys Dunstan and our Fundraising Manager Ruth Knagg. And, not least through a serious commitment to hosting jumble sales, plus a 'curry and ceilidh' night at the Silk Mill in Frome, they raised an incredible £11,000!

Thirteen - lucky for some



James Weller from our charity partners Thatcher and Hallam Solicitors was one of thirteen skydivers in 2022, seeing the world from a new and terrifying angle and raising just under £9,000 between them. James also took on the Bath Half Marathon in 2022 and was part of Rachel Clark's Guinness World Record attempt in 2021.

Donna conquers Ben Nevis

In September 2022, Donna conquered her fear and tackled Ben Nevis for WHY.

"I did it!! It was the hardest thing I've ever done, but I'm so proud that I made it. We were so so lucky with weather conditions, we even briefly had views at the top! Huge thanks to everyone that sponsored me!"



Thanks from us too - Donna's friends and family helped her raise £400.

The Santa Dash on tour



Apart from some unavoidable virtual Santa Dashing in 2020, our annual festive 4km fun run has always had its roots in Frome, home of WHY HQ. However, the growing membership of #TeamWHY further afield in Keinton Mandeville inspired us to take the dash on tour in December 2022!



While Frome put on a good show of a white Christmas, Keinton stayed dry and rather less slippery. But as always with this fabulous, fun event, a great time was had by all, many mince pies were consumed, everyone looked pretty silly and lots of money was raised for WHY.

Clinical service review

Cath Wilkins, Clinical Service Manager



Demand for our services, and an increase in waiting times to more than four months meant that, for the first time in WHY's history, we were forced to close our waiting list for new referrals, from late July to early September 2022. We believe that we are continuing to see the post-pandemic impact that cancer patients and their families are feeling and in many instances the work is more complex that it has been in previous years.

We worked hard during the waiting list closure to redeploy resources in areas of greatest need and released funding to increase overall counselling sessions. The team worked incredibly hard to get our waiting list back under control so that our clients were not waiting too long to start their counselling and we were successful in bringing waiting times back within our designated acceptable range of two to four months.

The autumn and winter of 2022 saw us opening new clinics in Wiltshire in Devizes and Salisbury, and a new Macmillan-funded clinic in Swindon, via Bath and North East Somerset, Swindon and Wiltshire Integrated Commissioning Board.

In January 2023, we welcomed two student counsellors to WHY for the first time. This serves a dual purpose; the provision of high-quality training placements for the next generation of counsellors and psychotherapists, and extending the reach of the services that we provide in Frome at a reduced cost to the organisation. Susannah and Tamara are both approaching the end of training and come to WHY with significant experience. They are supervised and managed by members of our employed counselling team.

Our groups and courses have continued to flourish. In 2022, we offered our WHYoutdoors and WHYbemindful courses to bereaved adults, as well as patients. We also completed the first year's cycle of WHYgrow, our therapeutic gardening group for bereaved adults, run in collaboration with the Walled Garden at Mells.

March saw our first WHYoutdoors 'seasonal day' for graduates from our WHYoutdoors course to come together and reconnect with nature, and with each other. It was very well received and we look forward to extending this programme into 2023/2024.

Finally, our WHYtogether couples' counselling continues to be popular with the people we support, allowing couples or linked adults to work through their journey with cancer or a life-threatening condition together. Two further members of our counselling team have undertaken training in couples' counselling, meaning we can offer WHYtogether in more of our locations.

Finances

| | 2023 | 2022 |
|---|------------------|------------------|
| Income | | |
| Donations and legacies | £138,464 | £74,735 |
| Grants | £228,625 | £233,476 |
| Interest | £4,154 | £2,896 |
| Counselling services | £40,665 | £34,507 |
| Other trading activities | £109,087 | £48,875 |
| Charity total | £520,995 | £394,489 |
| Group total including subsidiaries | £570,923 | £449,569 |
| Expenditure | | |
| Direct fundraising costs | £109,393 | £83,884 |
| Counselling costs | £295,014 | £241,770 |
| Support costs | £152,534 | £150,767 |
| Charity total | £556,941 | £476,421 |
| Group total including subsidiaries | £653,104 | £533,126 |
| Deficit | -£ 35,946 | -£ 81,932 |
| Deficit including subsidiaries | -£ 82,181 | -£ 83,557 |
| Total funds at year end | £128,762 | £210,943 |



Ruth Knagg
Fundraising Manager (Grants and Philanthropy)

As the earlier pictures testify, a return to face-to-face fundraising and challenge events meant that community donations recovered well this year and we were delighted to receive a very generous legacy for the first time.

Grant receipts were slightly down this year. They enabled us to offer extra counselling sessions in the short term to meet some of the people

on the waiting list. We also utilised restricted funds in reserves to meet some of the increased demand for our service. WHY accepted loan funding for a social enterprise within the group that will trade counselling services. Income in this form will take longer than anticipated to build up.

Overall group income was 27% up on last year at £571k. The associated expenditure was up 23% year on year, leading to an anticipated deficit. Reserves at £129k are still within trustees' recommended range of £110k - £230k.

The We Hear You team

Lucy Kitchener - Chief Executive Officer
Cath Wilkins - Clinical Service Manager
Gwen Rogerson - Art Therapist/Assistant
Clinical Service Manager
Karen Duffton - Finance Executive
Ruth Knagg - Fundraising Manager -
Grants and Philanthropy
Gemma Wilkes - Fundraising and
Communications Manager
Cinzia Altobelli - Clinical Supervisor
Lottie Ardeshir - Volunteer Coordinator
Chris Barker - WHYbemindful facilitator
Anna Barnett - Counsellor
Mark Besley - Office and Finance
Administrator
Katy Berwick - Counsellor
Maura Brivio - Counsellor
Ruth Carter - Counsellor
Alexandra Chapman - Counsellor
Tamara Charles - Trainee Counsellor
(voluntary)
Rachel Clyburn - Art Therapist
Jo Cox - Counsellor
Susannah Cram - Trainee Counsellor
(voluntary)
Vicky Crossland - Counsellor
Peter Darby-Knight - Dramatherapist
Lisa Darby - Fundraising and
Communications Administrator
Esther Dawney-New - Counsellor
Jane Dempsey - Counsellor
Jessica Dolfus - Counsellor
Ruth Gait - Counsellor
Barbara Gonzalez - Counsellor and
Nature-based Services Manager
Chris Hawkins - Counsellor

Caroline Hukins - Counsellor
Rachel Jackson - Counsellor
Ron Kann - Telephone Assessment Advisor
Gemma Mason - Counsellor
Lucy McMahon - Communications Officer
Frances Milliner - Clinical Coordinator
Penny Old - Counsellor
Celina Parkin - Counsellor
Jason Tarr - Counsellor
Tracey Vaughan - Counsellor
Helen White - Fundraising Officer
Molly Whittock - Clinical Administrator

Board of Trustees

Anne Montague - Chair
Rachel Notley - Treasurer
Cara Burr
Tony de Jaegar
Wayne de Leeuw
Darren Irwin
Dr Dorothy Goddard (until November 2022)
Dr Joachim Ryan (until October 2022)
Tessa Warry

Acknowledgements

Asda Frome
Avanti Park School
B&NES Council Community fund
B&NES Council Contain Outbreak
Management Fund
Bath & North East Somerset, Swindon and
Wiltshire Integrated Care Board
Bath Boules
Bojangles
Brock Charitable Trust
Brympton Parish Council
Centurion Hotel
Charities at Christmas -
Keinton Mandeville committee
Cheese & Grain
Clarks
Connor Construction
Cordero Lounge
Cotswold Wedding Company
Edward Gostling Foundation
Events Horizon
Forrester Sylvester Mackett
Frome Community Lottery
Frome Earwax Clinic
Frome Inner Wheel
Frome Rugby Club
Frome Town Council
Fun Casino Fun
Garbanzo's Event Hire
Goodwills Local
Harlows
Hayesdown School
Homelets of Bath
Keystone HR
Lisa's Army
Macmillan Cancer Support
Marston Foods
NHS Charities Together via RUHX
North Wootton Masons

Oakfield Academy
Orchardleigh Estate
Phoenix Hairdressers
Helen Ottaway and students
Pink Ribbon Foundation
Redrow Homes South West
Rook Lane
Selwood Academy
Selwood Housing
Seven Stars, Winsley
Skydemon
Somerset Community Foundation
Somerset Russetts Village Band
Somerset Social Enterprise Fund
Souter Charitable Trust
St James Place Foundation
St James' Trust
St John's Foundation
Starr Fitness
Thatcher + Hallam
The Fence Club
The National Lottery Community Fund
University of Bath
Vallis Commodities
WHY Gallery
WHY tribe
Wilkes Engineering & Machinery
Yeovil Town council



Who we support

Patients
Family members
Friends and loved ones
Colleagues
Children
Young people
Families
Couples
Bereaved people

We rely on voluntary donations from the people who use our service, local businesses, community groups and grant-making trusts.

If you'd like to support We Hear You or find out more about our services, please get in touch.

We Hear You (WHY)
14-15 North Parade
Frome
BA11 1AU

01373 455255
info@wehearyou.org.uk
wehearyou.org.uk



The WHY tribe musician's collective celebrate raising £8,961 in October 2022 after seven months of gigging and busking.

