

Annual report and accounts 2020/21

why...

we hear you



A year like no other

01373 455255 wehearyou.org.uk

The WHY team:



Anne Montague
Chair of Trustees



Melissa Hillier
Director

Welcome to our Trustees' annual report and accounts for 2020/21 – and what a year this has been – locally, nationally and globally. For our staff and clients, the ongoing Covid -19 pandemic has been a hugely challenging time. Like so many organisations, we had to pause our face-to-face support. However, thanks to increased IT capacity and training built up over recent years, the counsellors were able to move to working from home, delivering counselling services online or via the phone, to provide the support that our clients needed more than ever.

Although lockdown restrictions meant cancelling many of our planned community fundraising events, and we made the difficult decision to furlough part of the team, they came up with a series of new creative ways to raise money and we're also grateful for lots of support from our wonderful community. In addition, we benefitted from several Covid-19 related grants.

It has been, and continues to be, a time of great uncertainty for everyone and we are immensely proud of our team at WHY for the way they have worked to keep delivering support to people affected by cancer and other life threatening conditions. We have extended our service to support those impacted by Covid-19 and see this as being part of our long-term work. The past year has shown, more than ever before, what a committed and talented team we have and we are delighted to be able to share the challenges and successes of the past year with you in this report.

Melissa Hillier, Director
Anne Montague, Chair of Trustees

Staff

Melissa Hillier
Director

Cath Wilkins
Clinical Manager

Lottie Ardeshir
Volunteer Coordinator

Mark Besley
Office Administrator
(from November 2020)

Eleni Constanti
Counsellor

Karen Duffon
Finance Executive

Ruth Gait
Counsellor

Barbara Gonzalez
Counsellor

Ruth Knagg
Fundraising Manager –
Grants & Philanthropy

Lucy McMahon
Communications Officer

Frances Milliner
Clinical Coordinator

Gwen Rogerson
Art Therapist and
Assistant Clinical Manager

Helen Sprawson-White
Fundraising Officer

Gemma Wilkes
Fundraising and
Communications
Manager

Trustees

Anne Montague
Chair

Peter Lennard
Treasurer
(until September 2020)

Rachel Notley
Treasurer
(from September 2020)

Cara Burr

Hannah Coftee-Wort

Dr Dorothy Goddard
(from September 2020)

Dr Joachim Ryan

Tessa Warry
(from February 2021)

Eleanor Watson

Freelance team

Cinzia Altobelli

Chris Barker

Anna Barnett

Kate Bartlett

Katy Berwick

Maura Brivio

Theresa Brockway

Rachel Clyburn

Jo Cox

Vicky Crossland

Peter Darby-Knight

Jane Dempsey

Helen Enright

Matthew Jenkins

Ron Kann

Gemma Mason

Heather Mora

Angie Knorpel

Penny Old

Celina Parkin

Jason Tarr

Matthew Thacker

Tracey Vaughan

Sarah Weaver





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The free, professional support that We Hear You offers to anyone impacted by a diagnosis of cancer or any life threatening condition, including Covid-19, has never been more needed. WHY supports the person diagnosed and everyone connected to them; friends, colleagues, and family members, including children as young as four. It's a broad remit, because we understand that the impact is widely felt. And we place no time limit on accessing our free services, because we understand that the emotional impact can be felt for decades, whatever the individual story.

Although the pandemic prevented much of our face-to-face work for much of this year, our service has continued, and even expanded, to include a telephone service for people impacted by Covid-19 and a very successful pilot of mindfulness-based cognitive therapy. We look forward to incorporating discoveries made through necessity into our practice as we take hopeful steps in the direction of normality.

Highlights of the Year

- Thanks to several years of investment in infrastructure and training, WHY made a smooth transition to remote working in March 2020, preserving the majority of our service.
- Our incredible supporter and WHY ambassador Rachel Clark was recognised for her efforts by the Institute of Fundraising in May 2020, when she was named UK Volunteer Fundraiser of the Year.
- In June 2020, significant funding from the National Lottery Community Fund helped us adapt and develop our services to help people impacted by Covid-19.
- Christian Coates tackled a virtual triathlon during lockdown, swimming 21 miles, cycling 1084 miles and running 90 miles! And then he cycled the distance between Land's End and John O'Groats for good measure.
- The necessary expansion of telephone and online counselling was aided by a £13,770 grant from the Postcode Community Trust, a grant-giving charity funded entirely by players of People's Postcode Lottery.
- In April 2020, we launched WHYbemindful, an eight-week mindfulness-based cognitive therapy course for patients and supporters impacted by a life threatening diagnosis (more on p8).
- In response to the pandemic, we launched a new Covid telephone support service, offering up to four supportive conversations with a WHY counsellor, accessible within one week, for anyone struggling with the impact of a life threatening case of Covid-19

What people say about us

We ask everyone who comes to WHY for support to tell us about their experience, and we're grateful that so many people take the time to do so. Their stories give WHY a louder voice and help us reach more people in need of our service. They motivate and inspire our team, and they're also an incredibly powerful resource in helping us secure vital funding.

In addition to narrative feedback, we use the CORE Outcome Measure to provide impact data. CORE is a clinically validated assessment tool, used widely across a broad range of psychological therapies, that provides numerical data on an individual's wellbeing at the outset and conclusion of accessing WHY's service. In 20/21, the average improvement in wellbeing was 62%. Here are some of the testimonies we've received this year...

"We met over zoom because of Covid and this worked very well with no issues. Thank you for being available during the pandemic."

"I was unable to have face-to-face sessions due to Covid. I am very pleased that you convinced me to have telephone counselling as I was wary at the beginning. Eleni made me feel very comfortable."

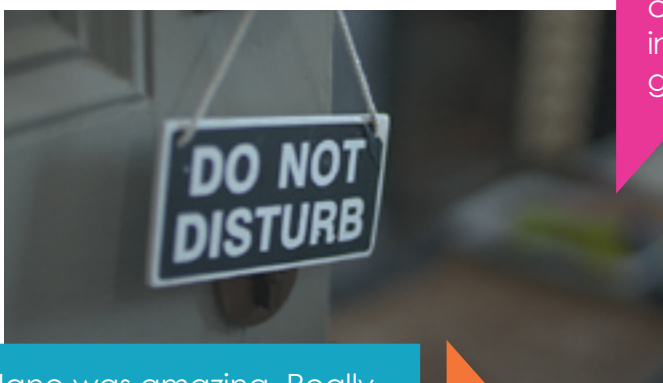
"They provided support, a sounding board and insight regarding my husband's diagnosis and death from cancer and the impact it had on me."

"The sessions were such a lifesaver. I was hit by the deaths of my two siblings in a matter of six weeks. It was a devastating blow. My counsellor was incredible; without her support I could not have got through it. She was incredibly kind and supportive and gave me hope in the darkest of times."

"Gwen helped me open up and trust her enough to share my feelings and emotions. I felt safe enough to talk about personal things. Also helped me let go of stuff I was holding on to."

"Jane was amazing. Really helped me identify issues and gave me ways to cope better. Jane was a regular, reliable support for me in a time where I felt I had nothing due to losing my mum and the Covid lockdown situation"

"It is incredible that WHY are available in my area. I feel so privileged ... which is a bit strange to say as they were the hardest times of my life so far. After a whirlwind diagnosis and treatment, I was psychologically lost and the depths of that were edging deeper but thankfully WHY were able to 'walk' beside me and navigate my new world with new fears and challenges. I am in a much better place now and have such gratitude towards WHY. Thank you so much."



Our service

The last year has been extraordinarily challenging for everyone and I am immensely proud that We Hear You were able to keep on providing our services without any interruption throughout all three lockdowns. We were extremely fortunate that we had been delivering one-to-one counselling via Zoom since 2016, so we had a relatively smooth transition to working remotely for our clients, and most of our team had already received the necessary training.

More thought was needed into how to deliver couples', children's and creative therapies remotely, but through extra training and group supervision we were able to get all these services online within the first few months of the year. For very small children we switched to working with and supporting their parents, but we were able to return to face-to-face work, with a separate resource box for each child, in autumn 2020 and then again after the third lockdown.

Not only did we maintain our services, we also launched and developed new ones. Four therapists completed their training with the Natural Academy and our WHYoutdoors service was launched. We also started our WHYbeyond courses online and ran three successful and transformative courses throughout the year (more overleaf).

Finally, we started delivering counselling in different languages with sessions being delivered in both Portuguese and Polish.

Cath Wilkins, Clinical Manager



WHYoutdoors

We featured our new **WHYoutdoors** nature-based therapy courses for people living with and beyond cancer in our 2019/20 report. The courses were run in partnership with Natural Academy in Bristol, where the first courses took place. Despite the need to move online during the first lockdown, four WHY counsellors have now completed training with Natural Academy to be able to run the courses independently. **WHYoutdoors** continues to be a successful and highly valued part of our service:

"This course has helped me learn how to cope and carry on after my journey with cancer. The amazing mindful techniques and being around nature and allowing nature in my life has given me a sense of calm and peacefulness I didn't think possible."

The first courses in Spring 2020 couldn't run, but a successful half day online workshop in May offered an opportunity to access the benefits of nature connection online. **WHYoutdoors** was able to return ahead of our other face-to-face activities as it's held entirely outdoors and our autumn 2020 courses ran in person.



WHYbemindful

In Spring 2020 we joined up with Chris Barker, a University of Exeter mindfulness graduate to provide eight-week mindfulness courses for those living with and beyond a cancer diagnosis or other life-threatening conditions, such as Covid-19. The course⁽¹⁾ had to be conducted online rather than in person because of the first lockdown.



“An unexpected benefit has been that attending the course while at home, the practices and mindfulness is not separate to home as it would be if I went to the town hall, and think this has made it easier to integrate the practices into my home life”

Whybemindful is a skill based psychoeducational program of meditation which develops capacity to observe non-judgementally and acknowledge sensations, emotions, and cognitions, thereby improving coping. Between 1999 and 2017 a review of 30 studies of Mindfulness for Cancer courses demonstrated small to moderate effects on anxiety, depression and stress, with some evidence to support improved quality of life, physical, or physiological / immune parameters⁽²⁾.



“Mindfulness has given me the tools I needed to deal with the negative thoughts that crowded my mind. I can now enjoy the present and take time to appreciate all that is positive in my life”

Whybemindful participants completed the Core-34 Outcome⁽³⁾ measure before and after the course. Analysis of results showed an average reduction in psychological distress of 10%. For 45% of participants, this means their symptoms moved below the threshold for a clinical diagnosis, resulting in a ‘low level’ or ‘healthy’ rating. The course supports both patients and carers:

“I was struggling to deal with the fact that all the medical interventions had finished but I still had thoughts and feelings which prevented me from leading a ‘normal life’. I now have a toolbox”

“Made me feel less guilty about concentrating on myself and putting myself first for a change, giving myself some space, also helped me to control myself and any feelings better”

Whybemindful courses run three times a year and no prior mindfulness experience is required. Recently, there has been an increased demand for places from those who have already received counselling but want further self-help mechanisms to support themselves in the long term.

(1) - Bartley, T. (2012). Mindfulness-based cognitive therapy for cancer. Chichester: Wiley-Blackwell.

(2) - Shaw, J. M., Sekelja, N., Frasca, D., Dhillon, H. M., & Price, M. A. (2018). Being mindful of mindfulness interventions in cancer: A systematic review of intervention reporting and study methodology. *Psycho-Oncology*, 1162-1171.

(3) https://www.coreims.co.uk/About_Core_System_Outcome_Measure.html

Community fundraising

The impact of the pandemic on charities like ours cannot be overstated and will be felt for a long time to come. We were proud to continue a majority of our service at WHY, but our community fundraising activities, which provide vital income, came to a complete halt overnight. Our brilliant Fundraising Manager Ruth Knagg managed to secure additional grant funding which made us more secure in the short term, but we're going to need our community fundraising activity more than ever as we negotiate a new normal.

We are exceptionally grateful for the continued support from our local communities and we all came up with some creative and innovative ideas for fundraising during a pandemic (see below!) but we still face significant challenges. We're ready for these challenges, but we can't face them without you - and we can't wait to return to a full calendar of events across Wiltshire, Somerset and BANES, doing what we do best to support WHY's invaluable services.

Gemma Wilkes
Fundraising and Communications Manager



The unstoppable Rachel Clark

Even a pandemic and a full national lockdown couldn't stop Rachel Clark. Following the success of the 2019 '365 for WHY' mile-a-day challenge, she galvanised the community to join her in a virtual reunion mile on 29th May 2020, raising more than £2,000 in online donations.

On the same day Rachel found out she'd been chosen as Volunteer Fundraiser of the Year at the prestigious Institute of Fundraising Awards. We couldn't be happier for her!



"I'm overwhelmed, to be honest! I was up against such high calibre charities and fundraisers who all deserved to win - just being shortlisted was incredible, but I really didn't expect to be recognised like this. Year after year the phenomenal support of the community is behind me - every time I think they'll run out of enthusiasm they prove me wrong."



Pop-up for WHY

The Somerset Collective chose WHY as the beneficiary of their summer pop-up, with 43 sellers of gifts, clothing, accessories and more donating 10% of profits to WHY over a weekend in July and raising a cool £725 (£50 arrived after the photo).

Face masks for WHY

Kelly Lewis and her mum made and sold hundreds of face masks and donated the proceeds to WHY, raising more than £1,000.

Going, going gone!

Online shopping had a better year than most of us in 2020, and our auction was no exception. Many thanks to the generous local businesses and individuals who donated prizes and helped us raise £5,146 in November 2020.

Jam or cream first?

We aren't judging, especially when the scones in question raise more than £700 for WHY! Thank you to Keren Hayden of local catering legends Events Horizon for donating half the money raised from cream tea deliveries during Small Charity Week 2020 to WHY. Thanks also due to Asda Frome and their amazing Community Champion Jackie for donating lots of the jam and cream needed to make all those cream teas.

Virtual festive fundraising

Our annual Christmas Fair and Santa Dash went online, turning these hyper-local events into national ones! We had Santas in Scotland and shoppers across the UK. We also acted as Official Agents of Santa and helped the big man answer some of his post.



Annual report and accounts

The Board of Trustees present their annual report and the Independent Examination by a qualified accountant of the charity for the year ended 31st March 2021

Governing document

We Hear You is a charitable incorporated organisation (CIO) adopted on 1st April 2014, amended by a special resolution of its members on 22nd January 2015. The charity is governed by its CIO constitution.

Aims, objectives and activities

We Hear You works across Bath and North East Somerset, Somerset and Wiltshire providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening condition.

Independent Examiner

Ryan Mundy BA (Hons) FIAB FMAAT
1 Vestry Court
Vestry Road
Street BA16 0HY

Bank

CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

When you ask **why...** we hear you.

we hear you

The objective of the charity is for the public benefit by provision of support through counselling for individuals who have been affected personally or through association by cancer and other life threatening conditions.

Appointment and training of Trustees

The members of the charity are the members of the Board of Trustees and their number must be not fewer than three and not more than twelve. The number of four-year consecutive terms of office that a member may serve cannot exceed two, thereby limiting continuous membership to an aggregate of eight years.

The appointment or election of trustees is determined by the Board of Trustees through open advertisement and interview. The Board seeks wide representation from the charity's many stakeholders and to cover the main areas of required expertise. A skills audit is undertaken annually to ensure that a diverse skill set is met. In the event of particular skills being lost due to retirement or new skills required, individuals are approached to offer themselves for election to the Board.

New trustees receive an induction from existing trustees and senior members of staff. Trustees are provided with a trustee information pack incorporating statutory information along with governance, management policies and procedures.

Governance and organisational management

The Board of Trustees met six times during the year ending on 31st March 2021, where they determined and approved the strategy and budget and reviewed the charity's performance. Trustees have delegated the day-to-day management of We Hear You to the Director who, with support from the team, is responsible for delivering the approved strategy.

We Hear You is an organisational member of the British Association of Counselling and Psychotherapy (BACP) and is bound by its Ethical Framework for Good Practice in Counselling and Psychotherapy (2018).

Public benefit

The Board of Trustees confirm they have had regard to the Charity Commission's guidance on public benefit and have complied with their duty under section 4 of the Charities Act 2011 when reviewing the charity's aims and objectives; and in implementing current and planning future activities.

The Charities Act 2011 sets out 13 different aims which are recognised as charitable purposes, and We Hear You meets two of those aims, in particular, the advancement of health and the relief of those in need by ill health or disability. We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives. In particular, all of the services provided to patients, families and carers are free of charge, and available to all members of the public in the area served by We Hear You and who meet the referral criteria.

Risk Management

The Board of Trustees have considered the major risks to which the charity is exposed and have established procedures including a risk register to identify, mitigate and manage those risks. All risks are reviewed regularly at trustee meetings, with regular training for staff and annual updates to the staff handbook and policies and procedures manual. Significant risks include:

Financial sustainability – we pursue diverse opportunities to generate income and continually look for new ways to raise sustainable income. We implement procedures for authorisation of all transactions, regularly review expenditure to provide up-to-date and relevant information, maintain control and mitigate fraud. The charity also sets a reserves policy which was updated in light of covid- 19 and it is regularly reviewed by the Board of Trustees.

Safeguarding – All counsellors have enhanced DBS checks. Safeguarding training is provided on a regular basis for all trustees, staff and counsellors. We have a safeguarding children and vulnerable adults policy which is reviewed and ratified annually, along with named safeguarding officers.

WHY space – Whilst office space has not been an issue in 2020/21 due to home working for most staff for much of the year, it remains a high risk due to uncertainties related to post-pandemic office requirements. As such it will remain on our review list and continue to be discussed at Board Meetings. It is the charity's aim to move from two offices into one larger premises at the appropriate time.

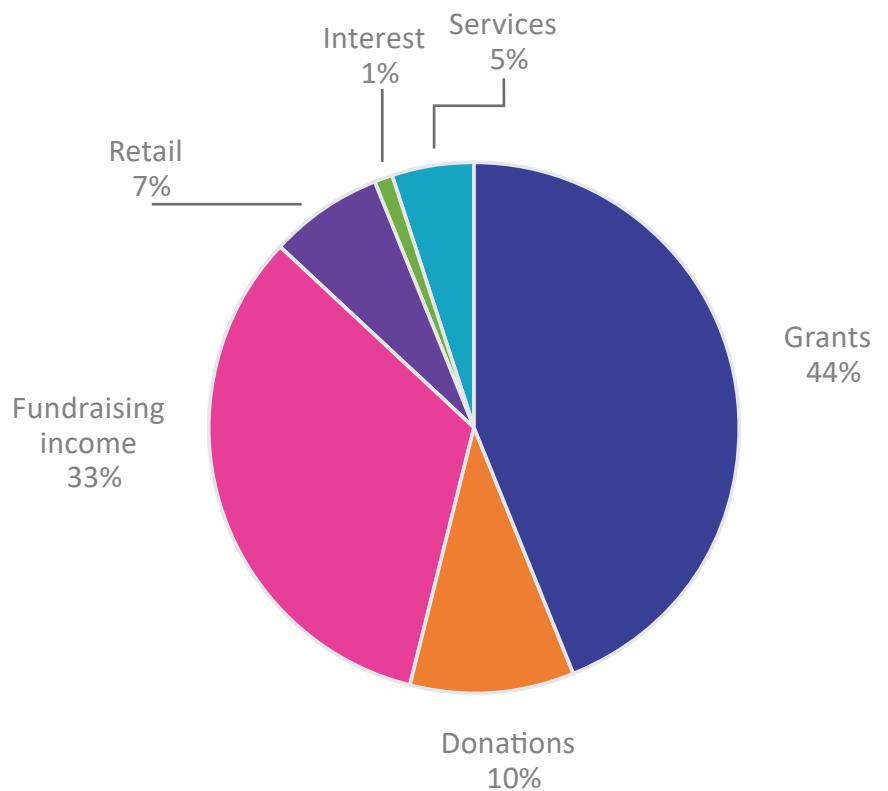
Retention of knowledge and expertise – we endeavour to facilitate staff to achieve a high level of job satisfaction thereby enabling them to feel fulfilled, supported and provided with career development.

Financial Review from the Treasurer

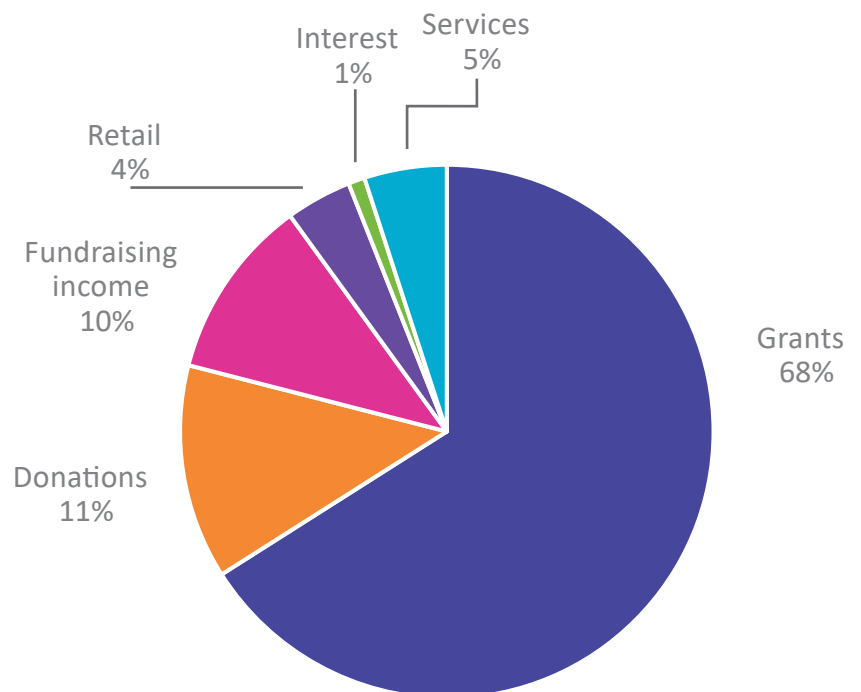
A huge thank you to everyone who has raised funds for the charity over the last year, and to the trusts and foundations that have supported us. We are extremely grateful to all of our supporters who have continued to assist us throughout the challenges of the last 18 months. I am pleased to report that WHY has managed its resources so that most of the service has been able to continue online.

Our income grew slightly against prior year at £558,067 principally due to Covid related grants. Our expenditure of £442,987 resulted in a profit of £115,080 for 2020/21.

2020



2021



Principal Funding Elements

Fundraising from the local community as well as corporate support delivered £114,655 of unrestricted funds, a decrease of 46% in the year. Income from trusts and foundations was £395,067, an increase of 80% on prior year. This swing in funding is a direct result of the Covid-19 pandemic and we expect that in 21/22 this will return to a greater emphasis on community fundraising. There was a decrease in our expenditure from £499,254 to £442,987, the majority of this decrease being driven by the provision of services online rather than in person and reduced salaries expenditure as the charity made use of the government furlough scheme where appropriate.

Reserves Policy

Our reserves at 31st March 2021 of £294,500 (2020 £179,419) are comprised of £152,970 designated costs, restricted funds of £81,765 and general funds of £59,765. The reserves policy at WHY allows for the event of a reduction of funding and the opportunity to fund work that meets our objectives if no grant can be found. As part of our reserves policy, all monies including restricted grants and donations received are ring fenced, kept secure and our net current assets of £309,500 (2020 £184,458) reflects the reserves policy and the receipt in advance of funds to allow us to continue projects into the next financial year. This reserves policy is reviewed annually, as part of ongoing business planning and budget approval process. The level of reserves is within the trustees' recommended range of a minimum level of reserves of £190,000 and a maximum of £280,000.

Achievements and Performance Overview

We are extremely grateful to everyone who has fundraised for us during this challenging year, and to grant-making organisations for their flexibility and generosity in response to the pandemic. The number of weekly sessions remained steady throughout the year at around 100 per week.

We Hear You remains the only charity in our area providing free counselling and emotional support to those affected by cancer and life threatening conditions. We receive no central government funding and rely on a combination of community fundraising, grants, trusts and legacies and the support of our corporate partners.

A life threatening diagnosis has an effect on the whole person, not just their physical health, and the impact extends to everyone connected to them. Our free service is available to anyone impacted by a life threatening condition, at any time: for some, the time to talk is immediately after diagnosis or at the end of treatment; others may find they need support years later. Whenever we're needed, we're here.

Our counsellors are professionally trained, experienced and adhere to the British Association of Counselling and Psychotherapy (BACP) or alternative professional body. As an organisational member of BACP, WHY is bound by its Ethical Framework for the Counselling Professions (2018). We see children, young people and adults across three counties, offering up to 16 counselling sessions per person. We saw a decline in referrals during the pandemic, but the recovery in referral numbers between lockdowns suggests that this dip in numbers is solely due to the extraordinary circumstances.

WHY offered 4,954 sessions overall in 2020/21. 42% of the adults that had counselling with us were patients, a similar percentage ratio to 2019/20 (45%). The low incidence of patients among the children and young people we saw in 2020/21, at 6% (8% in 2019/20) is also a continuing theme, perhaps because a majority (77%) are impacted by cancer, which is a rarer diagnosis in young people and there are other specialist organisations supporting young patients in our area.

90% of our adult clients this year were affected by cancer and 10% by another life threatening condition such as heart disease, Alzheimer's or MND, a return to the ratio seen in 2018/19 but a decrease on 2019/20, when the ratio was 83% to 17%.

For children and young people, the ratio was similarly weighted towards cancer, with 77% of under-18s needing support because of a cancer diagnosis and 23% affected by another life threatening condition.

21% of adults we supported last year came to us for bereavement support, a decrease of 13% on 2018/19 and 2019/20, where the number remained steady at 34%.

Service expansion

Our existing online service meant that we had the infrastructure and training in place to make a swift and smooth transition to a fully remote service in March 2020. Similarly, our newest service, WHYbemindful, was able to continue as planned by moving to Zoom.

Our service for children under 12 was forced to pause at the start of lockdown, as it was felt younger children would not be able to access the benefits of online sessions. However, support continued via telephone sessions with parents and carers. Between lockdowns one and two, face-to-face sessions for children resumed in some venues, with Covid safety measures in place, including individual boxes of toys and art materials for each child.

Our WHYoutdoors courses were able to resume face-to-face sooner than other activities and the two September 2020 courses went ahead with great success in Bath and Shepton Mallet.

Referrals

We saw a decline in referrals in 2020/21 compared to the previous year, with 531 people coming to us for support (746 in 2019/20). However, we experienced an immediate uplift in referrals whenever restrictions were lifted or reduced during, leading us to anticipate a return to pre-pandemic referral rates in 2021/22 or whenever life returns to normal. We're proud to have maintained a full service, but online provision has undoubtedly been a barrier to access for some of our clients and we look forward to offering a broader range of options.

Measuring our impact

We continue to use the CORE Outcome Measure at the beginning and the end of counselling. Widely used across talking therapies, enables us to benchmark our service against other organisations. We're also very grateful to the many people who provide us with feedback through our evaluation form or by providing a longer case study. www.coreims.co.uk

Our clients' CORE scores indicated a 62% improvement in emotional wellbeing on average in 2020/21.



Financial Statement

Independent Examiner's Report

On the unaudited accounts to the trustees of We Hear You for the year ended 31 March 2021

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 March 2021.

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of The Association of Accounting Technicians.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Ryan Mundy FIAB FMAAT

AAT Licensed Accountant
Mundy & Co.

12 October 2021

1 Vestry Court
Vestry Road
Street
Somerset
BA16 0HY

We Hear You

Statement of financial activities For the year ended 31 March 2021

	2021 £ Group	2020 £ Group
Incoming Resources		
Grants	316,923	218,972
Donations	60,633	47,879
Fundraising Income	54,022	164,044
Retail	18,560	33,106
Retail grants	8,500	-
Furlough and Grants	69,644	-
Interest	3,939	6,322
Services	25,846	25,361
Total incoming resources	558,067	495,684
Less cost of generating funds		
Fundraising	81,146	109,682
Retail	54,967	40,457
Total cost of generating funds	136,113	150,139
Net resources available for charitable expenditure	421,954	345,545
Charitable Expenditure		
Counselling service	303,463	345,314
Governance costs	3,411	3,801
Net incoming/outgoing resources for the year	115,080	(3,570)

We Hear You

Statement of financial activities For the year ended 31 March 2021

Resources expended	Staff Costs	Other Costs	Support Costs	2021 £ Group	2020 £ Group
Cost of generating funds					
Fundraising	54,770	5,516	20,860	81,146	109,638
Retail	17,874	37,093	-	54,967	40,457
	72,644	42,609	20,860	136,113	150,095
Direct charitable expenditure					
Counselling	83,616	122,401	97,446	303,463	345,314
Governance	3,411	-	-	3,411	3,801
TOTAL	159,671	165,010	118,306	442,987	499,210

Breakdown of support costs

Cost group	Services	Fundraising			
Admin & telecomms	29,415	5,191		34,606	44,037
I.T.	844	422		1,266	5,827
Financial & legal	18,203	3,212		21,415	17,281
Buildings & utilities	10,479	5,239		15,718	19,049
Communications	41,905	7,396		49,301	45,520
Provisions & general	(3,400)	(600)		(4,000)	1,352
Total	97,446	20,860	-	118,306	133,066

We Hear You

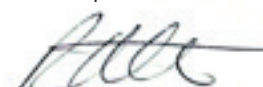
Charity and Group Balance sheet

At 31 March 2021

	Note	2021 £ Charity	2021 £ Group	2020 £ Charity	2020 £ Group
Fixed assets					
Tangible assets	2	2	7,960	2	9,961
Current assets					
Cash at bank		119,802	127,696	85,524	88,781
Cash at building society		286,389	286,389	197,072	197,072
Cash in hand		70	70	70	100
Receivables		945	1,120	1,231	1,231
Other Debtors		3,002	450	2,449	450
Prepayments and accrued income		4,194	5,232	9,475	9,892
Stock		1,511	1,856	1,999	2,102
		415,913	422,813	297,820	299,628
Less sundry creditors and accruals falling due within one year	3	(119,271)	(121,273)	(112,188)	(115,170)
Net current assets		296,644	309,500	185,632	184,458
Long term liabilities					
Less sundry creditors and accruals falling due in two to five years	4	-	(15,000)	-	(15,000)
		296,644	294,500	185,634	179,419
Reserves					
	5				
Fund designated for contingencies		152,970	152,970	72,247	75,827
Other restricted funds		81,765	81,765	82,559	82,559
General fund		61,909	59,765	30,828	21,033
		296,644	294,500	185,634	179,419

The trustees acknowledge their responsibility for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The accounts were approved by the trustees on 12 October 2021



Rachel Notley, Treasurer

We Hear You

Notes to the accounts for the year ended 31 March 2021

1 Accounting policies

1a. Basis of preparation

The financial statements have been prepared under the historic cost convention, in accordance with the Charities Act 2011 and the current Statement of Recommended Accounting Practice: Accounting and Reporting by Charities SORP 2015 (FRS102) (effective 1 January 2015). The accounts exercise the exemptions for small charities contained in section 1A of FRS 102 from 1 January 2016.

1b. Tangible fixed assets

The charity has very little need for any equipment as most facilities are hired as needed, and its purpose is mainly to channel funds to beneficiaries. Any items acquired which could be of use for more than one year are capitalised if their cost exceeds £1,200, and they are written off at 20% each year on the straight-line method.

1c. Income recognition in the SoFA

Grants and donations are only included when the charity has unconditional entitlement to the resources. Interest is credited when receivable and the amount can be measured reliably, which is normally upon notification of the interest payable by the deposit holder. Fundraising and similar income with associated expenditure is reported gross. The value of volunteer help received is not included in the accounts but is described in the trustees' annual report.

1d. Expenditure recognition in the SoFA

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources. Resources expended include attributable VAT which cannot be recovered.

1e. Funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees. Designated funds are funds set aside out of unrestricted general funds for specific future needs. Restricted funds represent money given to the charity for a specific purpose, so that the money cannot be used for any other purpose.

1f. Trading activity

The financial statements include the results of the charity's subsidiary company WHY Gallery Ltd.

We Hear You

Notes to the accounts for the year ended 31 March 2020 (Group)

2 Tangible fixed assets

	Gallery Refurbishment	ICT Infrastructure	Total Tangible Assets
Cost or revaluation			
At 1 April 2020	9,961	14,208	24,169
At 31 March 2021	9,961	14,208	24,169
Depreciation			
At 1 April 2020	-	14,208	14,208
For the year	2,001	-	2,001
At 31 March 2021	2,001	14,208	16,209
Net Book Amounts			
At 31 March 2021	7,960	-	7,960
At 31 March 2020	9,961	-	9,961

3 Creditors: Amounts falling due within one year

	2021 £	2020 £
Creditors: Amounts falling due within one year		
Accounts payable	8,778	14,552
Sundry creditors and accruals	1,102	7,912
Payroll liabilities	4,627	-
Deferred Income	106,766	92,705
	121,273	115,170

Deferred income represents amounts received in advance, which are deferred until criteria for in-come recognition are met.

4 Creditors: Amounts falling due after more than one year

	2021 £	2020 £
Loan and repayable grant (retail)	15,000	15,000
	15,000	15,000

We Hear You

Notes to the accounts for the year ended 31 March 2020

5 Reserves

	Designated £	Restricted £	General £
1 April brought forward	75,827	82,559	21,033
(Surplus)/Deficit for the year	22,143	(794)	93,732
	97,970	81,765	114,765
Increase in Designated Fund	55,000	-	(55,000)
Transfers to Restricted Fund	-	-	-
31 March carried forward	152,970	81,765	59,765

The designated fund is an estimation of the likely closure costs in the event of a winding-up or another contingency, plus funds the Trustees have specifically designated to cover the costs of general counselling. Other restricted funds are grants received which have been ring-fenced for specific purposes which had not been expensed by the Balance Sheet date.

6 Staff costs

The charity had on average 13 members of staff and 16 freelance counsellors and supervisors during the year, and the benefit of an unquantified amount of time from voluntary supporters. Trustees receive no remuneration as a consequence of their office.

7 Trading subsidiary

The trading and Balance Sheet of the subsidiary company for 2020-2021 was as follows:

	2021 £		2021 £
Summary Profit and Loss Account		Summary Balance Sheet	
Retail income	18,560	Fixed assets	7,960
Grant income	8,500	Stock	345
Donations	15	Cash and Bank Balances	7,894
Interest Received	-		
Other income	28,305	Other Debtors	1,663
Staff costs	(17,874)	Other Creditors	(5,004)
Other costs	(33,435)	Creditors	(15,000)
Profit for the Year	4,071	Total Net Assets	(2,142)
		Share Capital	2
		Profit and Loss Account	(2,144)
			(2,142)

ACKNOWLEDGEMENTS

A huge thank you to everyone who helped us to deliver our services and support: to families who have generously donated to WHY to remember a loved one; to individuals and companies who donated items for auction throughout the year; and to all our volunteers for their support, dedication and hard work which is so vital to the charity's success.

The following funders have given grants, donations and sponsorship to support our work this year for which we are enormously grateful.

Amy Yates	Frome Rugby Club
Asda	Frome Running Club
Avon & Somerset Constabulary	Global Make Some Noise
BATH & North East Council – Haycombe Bereavement Services	Goodwills Local
Bath & North East Somerset, Swindon and Wiltshire CCG	Hospital Saturday Fund
Bath Boules	Independent Age
BBC Children in Need	James Tudor Foundation
Becky's Gifts Frome	Kalindi Yoga
Brock Charitable Trust	Kathleen Hannay Memorial Charity
Charities at Christmas	Marks & Spencer Frome
Chalcroft Charitable Trust	Marston Foods
Charltons Timber Store	N and Group
Cherri's Totally Tropic	People's Postcode Trust
Chippenham Borough Lands Charity	Pink Ribbon Foundation
Clear Vision Accountancy	Radstock Co-Operative
Combe Grove	Redrow Homes
Co-op Radstock	Samuel William Farmer's Trust
Cosy Nook Books	Social Investment Business Reach Fund
Chris Barker	Somerset Collective
Edward Gostling Foundation	Somerset Community Foundation
Events Horizon	Somerset Social Enterprise Fund
Frome College	Souter Charitable Trust
Frome Medical Practice	St James' Trust
	St John's Foundation



Starr Fitness
 Street Parish Council
 Tesco
 The February Foundation
 The National Lottery Community Fund
 The Walter Guinness Charitable Trust
 Trug & Lettuce
 UK Government Furlough Scheme
 Walter Guinness Charitable Trust
 Wells Soup
 WHY Gallery
 Wiltshire Community Foundation
 Youth With a Future

Pro bono support

Thanks to the following companies for providing with services or resources free this year:

Frome Town Council
 Hello Communications
 Netitude

WHY simply cannot operate without all this amazing support. Thank you.



CHIPPENHAM
Borough Lands
 SUPPORTING THE COMMUNITY SINCE 1554



Who we support

- Patients
- Relatives
- Carers
- Friends and loved ones
- Young people
- Children
- Anyone bereaved by cancer or other life threatening conditions
- Colleagues

"The counselling gave me a private space to talk freely – something which I felt was absent in my life at the time. It helped me unravel some really painful feelings and it helped me start to look at my thoughts and feelings in a different way. It also just allowed me to expel some deep sadness which I had previously locked up."



We rely entirely on voluntary donations from our clients, local businesses, individuals, community groups and grant-making trusts.

If you would like to support our work or find out more about the emotional support we provide, please do get in touch.

why...

we hear you

Cancer Counselling

We Hear You

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