

Annual report and accounts 2018/19

why...

we hear you



Celebrating 25 years of listening in 2019

01373 455255 wehearyou.org.uk

We Hear You is a Charitable Incorporated Organisation (CIO) Registered Charity No. 1156001



Anne Montague
Chair of Trustees



Melissa Hillier
Director

The WHY team:

Staff

Melissa Hillier
Director

Cath Wilkins
Clinical Manager

Gwen Rogerson
Senior Counsellor

Gemma Wilkes
Fundraising and
Communications
Manager

Karen Duffton
Office Manager

Ruth Knagg
Fundraising Manager –
Grants & Philanthropy

Barbara Gonzalez
Counsellor
(from February 2019)

Eleni Constanti
Counsellor

Ruth Gait
Counsellor

Helen Sprawson-White
Fundraising Officer

Lottie Ardeshir
Volunteer Coordinator
(from March 2019)

Frances Milliner
Administrative Assistant
(from January 2019)

Lucy McMahon
Communications Assistant

Trustees

Anne Montague
Chair

Peter Lennard
Treasurer

Dr Joachim Ryan
(from Dec 2018)

Eleanor Tucker

Hannah Coffee-Wort
(from Feb 2019)

Jamie Gallagher

Lesley Braithwaite

Philippa Spencer
(until Oct 2018)

Wayne de Leeuw
(until January 2019)

Freelance counsellors

Celina Parkin

Cinzia Altobelli

Helen Enright

Heather Mora

Jane Dempsey

Jason Tarr

Jo Cox

Kate Bartlett

Katy Berwick

Lisa Drake

Matthew Jenkins

Maura Brivio

Oren Harper

Penny Old

Peter Darby-Knight

Welcome to our Trustees' Annual Report and Accounts for 1st April 2018 – 31st March 2019

It's been another year of record growth for WHY as we celebrate our 25th anniversary in 2019. In December 2018, we reached a milestone: WHY now provides more than 100 sessions every single week to children and adults affected or bereaved by cancer or a life threatening condition across Somerset, Bath and North East Somerset and Wiltshire.

Thank you to everyone who has helped us do it – here's to the next 25 years of **We Hear You!**





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We Hear You (WHY) provides the psychological support that is so vital when a diagnosis of a life threatening condition turns life upside down. Although patients' medical needs are well met by the health services, their emotional needs are not. The impact spreads far beyond the individual diagnosed to their partners, carers, children and other loved ones.

Our free, professional one-to-one counselling service is available for adults at ten different venues and with children and young people at nine venues, some of which are in schools. **WHY** also offers online counselling for people who find it difficult to reach one of our venues or who have caring responsibilities that keep them at home. Group therapy is offered specifically for those living with and beyond cancer in two venues. Some of our counsellors put specialist training into practice to offer art and creative therapy.

Highlights of the Year

- 2018-2019 was another year of record growth
- Income topped £400,000 for the first time ever
- By April 2019 we were offering more than 100 sessions each week - a total of 4,300 in 2018
- Referrals increased by 18% year on year. Demand has more than doubled over the last five years
- Over 92% of those who used WHY's service found the counselling 'very helpful' or 'helpful'
- A new community face-to-face counselling service opened in Yeovil
- New face-to face services for children and young people launched in Bath, Street, Yeovil and Midsomer Norton
- Three counsellors joined the permanent staff team enabling a more flexible approach to delivering counselling sessions and the provision of a telephone assessment to each person who refers themselves
- Group counselling for people living with and beyond cancer ran in both Frome and Bath
- A one-year trial of creative therapy began for people who find talking about their situation difficult in a traditional counselling scenario.
- A 28% increase in community income included a new Guinness World record set for the most people to row 500m on a single indoor rowing machine in a 24 hour period – at 678 people who also raised £7,700 in the process
- Social enterprise, The WHY Gallery, became an independent entity and ran its first 6x6 exhibition

why...

we hear you

2018 in figures

536

referrals led to more than

4,300

counselling sessions for



people affected by cancer or a life threatening condition

aged between

4 and 84

across



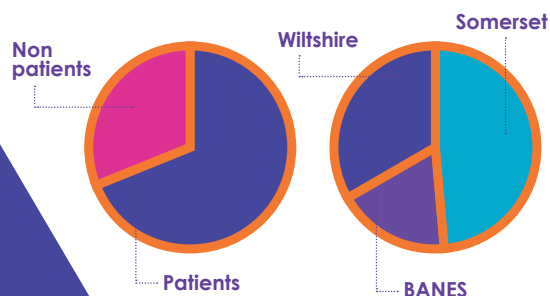
locations...



...and 3 counties

Weekly cost:

£4,400



Our counsellors



"I am very proud to have been the Clinical Manager at We Hear You since February 2017. Clients come to us at any stage of their journey, when the time is right for them. This may be at diagnosis or many years after treatment or a bereavement. We offer a safe confidential space where the client can really take their time to explore and make sense of what has happened to them. We understand that there can be a whole array of different and difficult feelings and emotions involved. The feedback we get from our clients is amazing. Again and again we hear how important this space has been and how much it has supported our clients. It is wonderful that we have been able to grow and now have 20 fully qualified and very experienced therapists working at WHY who are all passionate about the work we do."

Cath Wilkins, Clinical Manager

"I have worked at WHY since 2015 offering counselling to children, young people and adults, face-to-face and online. I work in schools in Frome and at the RUH in Bath.

Coming to counselling can really improve the daily life of those who come, as they find a warm and welcoming place to talk about and experience their feelings openly and find new ways to live with their situation."

Ruth Gait, Counsellor



"I have worked at We Hear You as a freelance group facilitator since January 2018.

It is truly a privilege to work with group participants at We Hear You. The group dynamic adds a therapeutic depth that is not present in individual counselling. It is a wonderful thing to experience group members supporting each other and developing friendships that will last long after the therapy groups have finished."

Jason Tarr, Counsellor

The counsellors at WHY 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).

Our counsellors support people through what many describe as the most traumatic times of their lives. This inevitably has an impact on their own emotional wellbeing. Our team have regular professional supervision with a specially trained colleague. Professional supervision is a space to allow counsellors to manage the emotional impact of their work and ensure they are engaging in best practice from a clinical point of view, as well as an opportunity to explore ethical issues or concerns.

How we measure our impact

In order to measure the impact of our counselling service on client wellbeing, we use the CORE Outcome Measure, a clinically validated assessment tool used widely across psychological therapies and cited in over 100 academic publications.

"The CORE-OM is a 34-item generic measure of psychological distress, which is pan-theoretical (i.e., not associated with a school of therapy), pan-diagnostic (i.e. not focused on a single presenting problem) and draws upon the views of what practitioners considered to be the most important generic aspects of psychological wellbeing health to measure."

www.coreims.co.uk



In 2018, the average improvement as measured by the CORE O-M was 75%

Of course, this data, although useful, only tells part of the story. We're also grateful to the many clients who have taken the time to complete our evaluation form, sent between one to three months after counselling has ended.

"I was 'spinning like a top' as I started my sessions. I found it hard to concentrate and make clear, logical decisions. Gradually through the sessions I gained perspective, more comfortable with my emotions and feel that I have emerged far more in control of my life – and happier for it. Thanks."

We added to our team of employed counsellors in 2018, to allow greater flexibility in responding to demand and to provide support to our Clinical Manager and Senior Counsellor. Ruth and Eleni joined us having already been part of WHY's freelance team and Barbara joined in February 2019, thanks to the renewal of our multi-year grant from BBC Children in Need.

An MSc Health Psychology student from the University of Bath conducted in-depth research during the summer term of 2018 with a number of people who had WHY counselling and are living with and beyond cancer. Conclusions were that the counselling had a positive impact on participants' lives and they expressed a desire to contribute more to helping the service. A need was identified for further awareness campaigns around 'normality' after cancer and recognition that a cancer diagnosis is not an isolated event in an individual's life.



Expansion of our children's service

In 2017, as featured in our 2017/18 annual report, WHY was chosen as one of Global's Make Some Noise campaign charity partners. Make Some Noise is the charity arm of Global Radio and is committed to helping disadvantaged children and young people across the UK by funding small charities and grass roots organisations to apply local knowledge and provide services where they're most needed. They pledged to raise £37,800 for WHY during Make Some Noise Day in October 2017. The overall total exceeded £3.5million and WHY eventually received **£76,100**, more than double the amount pledged.



In October, we were delighted to learn that our multi-year grant from BBC Children in Need had been renewed, with £125,700 awarded over three years to help us provide our services to children and young people.

This combination of funding has secured the future of our existing in-school services in Frome, Trowbridge and Westbury and our community services in Frome and Street. We were also able to add a new in-school service in Frome at Oakfield Academy and sessions in the community in Yeovil, Bath and Midsomer Norton.

The Children in Need grant also enabled us to add to our team of employed counsellors and Barbara Gonzalez joined us in February 2019 to work on in-school and community services for children, with a wealth of experience of working with children and adults and a special interest in creative and art therapy.



"I saw a counsellor when my uncle was ill and then he died. I saw her for about eight weeks. When my uncle was ill I felt sad and scared that he would die. I talked to Ruth about what was happening and how I felt. I used to get the play dough and make emotions out of it, so we had red bits for anger, white bits for happiness and blue bits for sadness. I would put the bits into a bowl, choosing how I felt, over time the red bits got less."

Isaac

Fresh approaches

Demand for our traditional face-to-face counselling continues to be high: we received a record 536 referrals in 2018. With one in two people in the UK expected to be diagnosed with cancer at some point in their lifetime¹, the impact of cancer is universal and a service like ours, supporting anyone affected without time restriction, more vital than ever.

We have added online and group counselling to our services in recent years to diversify the support we offer to people affected by life threatening conditions. Drawing on strengths within our team and knowledge of the therapeutic benefit of applied creative activity, WHY began to offer art therapy and drama therapy as part of our core services for adults in 2018.

“Art therapy is a type of psychotherapy that combines the use of art materials with talking as a method of expression and communication. The process of creating images and other artwork with the support of a therapist can help people to acknowledge, explore and address their emotions. Sometimes it can be difficult to express complex feelings using words and art can provide another way to think about things. New meanings and understanding can emerge as the art work provides an external focus, which can be reflected on as sessions progress.”



Creative therapy

Thanks to our collaboration with drama therapist Peter Darby-Knight, WHY now offers some sessions for people to gain a fresh perspective on their feelings and their situation through guided character work, games, movement and improvisation and working with images and objects. We look forward to sharing more information about this new area of work as it develops.

Group counselling

Our group counselling, funded by Macmillan Cancer Support, is entering its third year and continues to form a valuable part of our service. Aimed at people living with and beyond cancer, our groups provide an opportunity to share experiences with others who have or have had cancer, with opportunities for peer support and emotional healing in a safe and supportive space facilitated by two professional counsellors:

“You have normalised my feelings. You have provided a safe environment for me to share my fears and not be judged.”

Group counselling participant, 2018

MACMILLAN
CANCER SUPPORT

¹British Journal of Cancer 2015

Community fundraising

We're going on a bear hunt...

Our younger supporters enjoyed a musical bear hunt in Frome and took home a furry friend donated by Build-a-Bear and a did a sponsored 'toddle waddle' in Frome with their grown ups.



Charity of the Year

WHY was chosen as charity of the year in no fewer than three Sainsbury's stores, leading to a packed schedule of bucket collections, raffles and tombolas at stores in Frome, Bradford-on-Avon and Midsomer Norton throughout the year.



Because it's there...

In September our Fundraising and Communications Manager Gemma and Clinical Manager Cath were part of WHY's team for the 2018 Three Peaks Challenge with our partners at Global Adventure Challenges, tackling Ben Nevis, Scafell Pike and Snowdon in a single weekend. The team raised £14,000 overall and inspired a team of 27 people to sign up for August 2019.

As always,
a huge and
heartfelt
thank you

to everyone
who fundraised
for WHY in
2018/19 and to
our amazing,
dedicated
volunteer team
who help us
to make it all
happen.



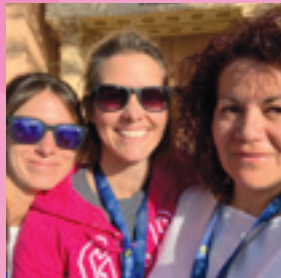
Record breakers!

Perhaps the crowning achievement of 2018 was Team Clark's world record-breaking rowathon. 678 people aged 16 to 73 participated in a continuous 24-hour relay on an indoor rowing machine, beating a Guinness world record and raising more than £7,700. Rachel Clark and her brothers Daniel and Matthew take on challenges in memory of their mum Shirley, who died of leukaemia in 2011 and have so far raised more than £25,000 for WHY, with more to come in summer 2019.



Festive fundraising

The weather was much kinder to us for our second annual Santa Dash and 130 runners looked ridiculous for a good cause. We also held our first Christmas Fair in Frome Town Hall, with tree decoration by Fundraising and Communications Manager Gemma's daughter Lilly.



Snow and sand

Spring 2019 saw two teams take on two very different treks. Our Fundraising Manager Ruth, Jon and Sally trekked across Norway and Sweden on husky sleds, camping in sub-zero temperatures and raising £12,600, while WHY trustee Hannah, along with friends Ruth, Nicole and Charlene, travelled to Morocco to trek the Sahara desert and raised more than £20,000. Much of the money raised came from 'The Ball' a truly lavish black tie event at Orchardleigh in February 2019, attended by more than 300 guests.

Community fundraising

Walking in a Winter Wonderland

We exchanged our annual black tie ball for a more informal 'WHY Winter Wonderland' party at Orchardleigh Estate in November 2018. More than 200 guests came, got stuck into a hog roast, danced, played the casino and raffle and raised almost £7,000.



Only One of Me

In October 2018, we celebrated the publication of 'Only One of Me', Lisa Wells and Michelle Robinson's beautiful picture book for children facing the loss of a parent. The creative team all waived royalties for the project, meaning that WHY continue to receive half of all proceeds from sales. Following a crowdfunding campaign, WHY also received copies of the book to distribute.



365 miles for WHY

We kicked off our anniversary year in style with the beginning of Rachel Clark's personal challenge for 2019, '365 miles for WHY'. Come rain or shine, Rachel is running a mile outdoors (no treadmills) every day from 1st January to 31st December 2019. She was joined by more than 100 slightly bleary-eyed runners at 11am on New Year's Day and has rarely been without company, as our amazing community rally round to run with her.



Rachel Clark with WHY founder Jill Miller and her family

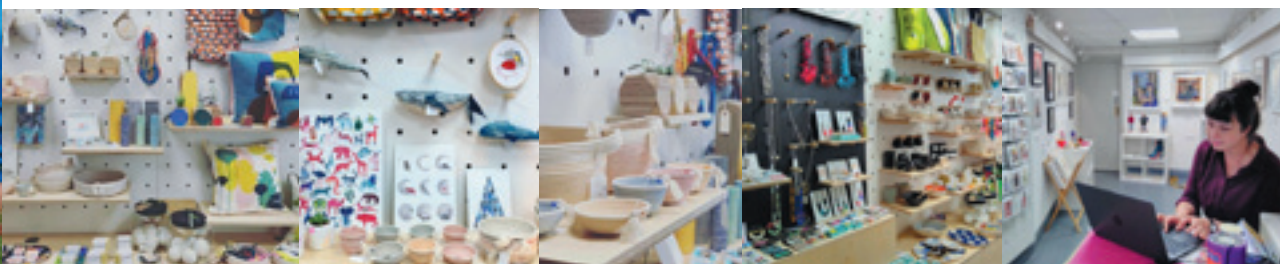


The WHY Gallery became fully independent of the parent charity, registering as a limited company in April 2018. It now pays £300 per month to WHY to cover associated overheads and will tax effectively transfer profits annually.

June 2018 saw the inaugural 6x6 exhibition: an exciting collection of new, original work donated by artists both local and national. Shown at The Silk Mill in Frome, all the work measured 6 x 6" and was available to purchase at £40. A total of £1,865 was added to the usual monthly sales at The WHY Gallery and it is set to become an annual event.

A different type of event, the Frome Art Fair, was booked in for May 2019. The art fair runs across the biggest three venues in Frome over a full weekend. Artists are charged per size of exhibition space rather than paying a commission as they do in the regular gallery.

March 2019 saw an extensive refurbishment of The WHY Gallery making the space much lighter and feel more inviting. Monthly shop purchases are increasing as a result.



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 2019

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

Malcolm Gordon FCA
AIMS Accountants for Business
57 Taunton Road
Bridgwater
Somerset TA6 3LP

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 2019, 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.

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. 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 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 – As WHY grows it is now spread over two sites and has increasing demand for appropriate counselling. Therefore

loss of office space and counselling space is now a higher risk and is reviewed at each Board meeting with longer term housing needs being investigated.

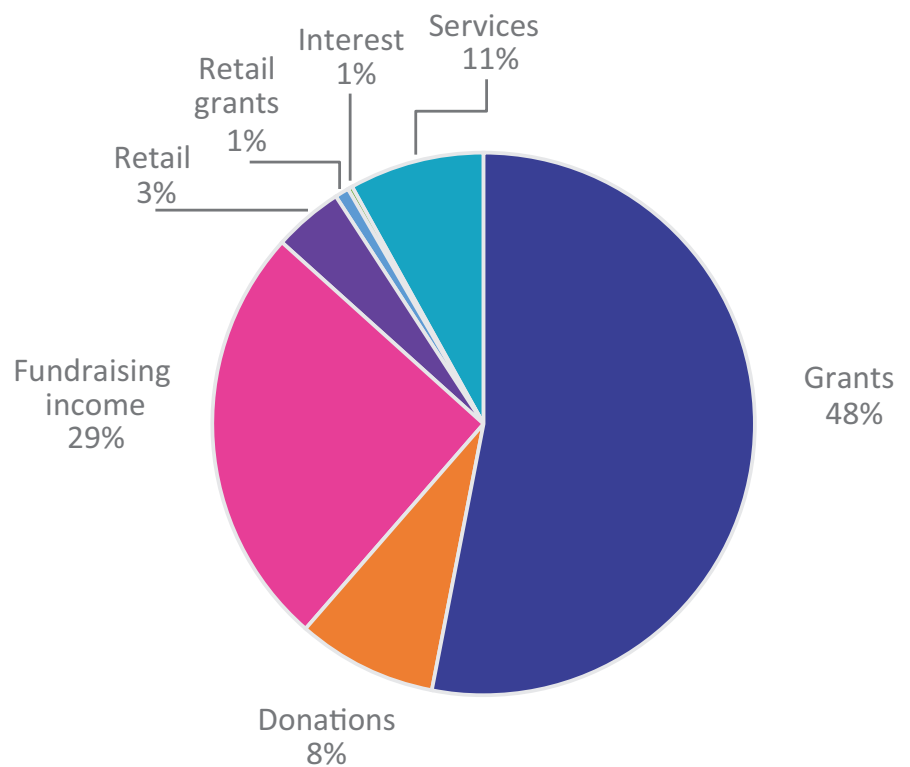
Retention of knowledge and expertise – we endeavour to facilitate staff to achieve a high level of job satisfaction thereby enabling them to feel fulfilled, supported and provided with career development.

Financial Review from the Treasurer

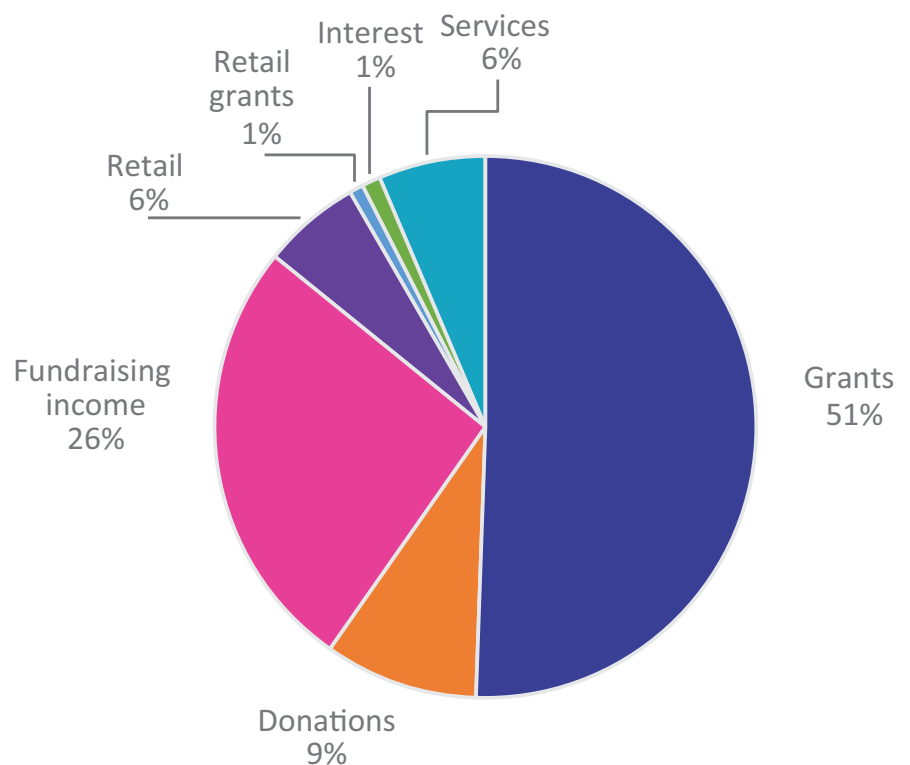
A huge thank you to everyone who has raised funds for the charity over the last year, and to the trusts and grants that have supported us.

Our income topped £400,000 for the first time – at £447,938 (2018/19) from £365,565 (2017/18). Our expenditure of £396,913 resulted in a surplus of £51,025 for 2018/19.

2018



2019





Principal Funding Elements

Fundraising from the local community as well as corporate support delivered £158,175 of unrestricted funds, an increase of 28%. Income from trusts and foundations increased to £226,709 (2017/18 £194,444), a 17% increase.

There was a rise in our expenditure from £323,606 to £396,913, of which £28,992 was the cost of sales and admin charges for the WHY gallery, with the remainder spent on expansion of our service.

Reserves Policy

Our reserves at 31st March 2019 of £182,989 (2018 £131,964) are comprised of £68,978 designated costs, restricted funds of £64,757 and general funds of £49,254. 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 £186,831 (2018 £143,617) 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 on-going business planning and budget approval process.

The net contribution to reserves this year brings the level of free reserves into the trustees' recommended range of a minimum free reserve of £88,000 and a maximum of £175,000.

Peter Lennard

Treasurer

Achievements and Performance Overview

2018 – 2019 has been busier year on year once again. Group therapy for those living with and beyond cancer continued and take-up of online counselling proved an ever more popular option.

New services were opened during the year: a community service for adults in Yeovil to complement the specific service we already provide to patients of Yeovil District Hospital; community services for children and young people in Yeovil, Bath and Midsomer Norton.

We are extremely grateful to everyone who has fundraised to enable us to deliver another year of record numbers of counselling sessions, and reach more children, young people and adults affected by cancer or other life threatening conditions within the three counties we operate in. The number of sessions offered is now over 100 per week.

We Hear You is the only charity in this area providing free, professional psychological support to those affected by cancer and life threatening conditions and we rely on the support and contributions of our communities to continue our work.

All the counselling provided by the charity is free and people refer themselves for our support, often signposted by hospital health professionals, friends, hospices or GPs.

The impact of cancer and other life threatening conditions can affect people at any point, and WHY does not have a time limit on its service, enabling us to provide support when it is most needed, whether that is at diagnosis, during and after treatment or many months or years later.

The psychological impact of cancer is often overlooked, and whilst people's medical needs are met their mental health is often not taken into consideration. At WHY we understand how your emotional wellbeing needs to be supported and cared for as much as your physical health.

Our counsellors are fully qualified and experienced in working with cancer and bereavement, giving our team a unique insight to enable us to support our clients.

We see adults at 10 different venues, (as well as online counselling) across three counties, offering up to 16 counselling sessions per person. We also offer a children and young persons counselling service at nine different venues, one of which is a hub serving 16 primary schools).

In 2018/2019 financial year We Hear You offered over 4,310 counselling sessions across its service to children, young people and adults. The charity saw a continuing trend in the increase in referrals to 536, an 18% rise on the previous year.

60% of the adults that received counselling last year were patients but only 2% of children and young people were patients. The remaining 40% of adults and 98% of children and young people came for counselling because a loved one was affected. Many of them had caring responsibilities.

90% of clients were affected by cancer and 10% by another life threatening condition such as heart disease and motor neurone disease. A third of those we supported last year had been bereaved.

Continuing our previous experience, women predominantly took up our service (79% amongst adult clients). WHY is undertaking a study to research why fewer men use our support, and what type of therapy and support would appeal.

Expanding Adult Support

A new community service was launched in Yeovil to complement the service that has been running in Yeovil District Hospital purely for their patients. This means that other affected family members are now able to be seen in the same town. With the community service for children and young people also in place, WHY is almost at the point of offering the same consistent service in each area we operate.

Online Support

Online counselling continues to be part of the core service WHY offers and is particularly valued where either someone has caring responsibilities that keep them at home or where a rural location makes transport an issue.

Referrals

WHY continues to see a rise in demand for its service. This year there was an 18% increase in the number of people contacting us to use our service and continued longer term funding is enabling us to meet this demand with our expanded sessions. The charity provides over 100 sessions per week.

Our client evaluation forms showed that over 87% of those that use our service were 'very satisfied' and 13% were 'satisfied' and 88% of respondents found the counselling provided 'very helpful'.



Financial Statement

Independent Examiner's Report

On the unaudited accounts to the trustees of We Hear You for the year ended 31 March 2019

The charity's trustees are responsible for the preparation of the accounts, and you consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Act") and that an independent examination is needed.

It is my responsibility to:

- follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Act
- state whether any particular matters have come to my attention.

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Act have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Malcolm Gordon FCA

AIMS Accountants for Business

25th September 2019

57 Taunton Road

Bridgwater

Somerset

TA6 3LP

We Hear You

Statement of financial activities For the year ended 31 March 2019

	2019 £ Group	2018 £
Incoming Resources		
Grants	226,709	194,444
Donations	40,873	30,126
Fundraising Income	117,302	92,758
Retail	26,330	14,905
Retail grants	3,750	3,000
Interest	5,065	1,870
Services	27,909	28,462
Total incoming resources	447,938	365,565
Less cost of generating funds		
Fundraising	93,939	69,843
Retail	36,085	23,177
Total cost of generating funds	130,024	92,960
Net resources available for charitable expenditure	317,914	272,605
Charitable Expenditure		
Counselling service	262,460	226,915
Governance costs	4,429	3,731
Net incoming/outgoing resources for the year	51,025	41,959

We Hear You

Statement of financial activities For the year ended 31 March 2019

Resources expended	Staff Costs	Other Costs	Support Costs	2019 £ Group	2018 £
Cost of generating funds					
Fundraising	42,064	31,408	20,467	93,939	69,843
Retail	21,262	14,823	-	36,085	23,117
	63,326	46,231	20,467	130,024	92,960
Direct charitable expenditure					
Counselling	62,348	111,107	89,005	262,460	226,915
Governance	4,429	-	-	4,429	3,731
Total	130,103	157,338	109,472	396,913	323,606
Breakdown of support costs					
	Services	Fundraising			
Cost group					
Admin & telecomms	35,446	6,255		41,701	29,021
I.T.	2,989	1,495		4,484	3,214
Financial & legal	15,740	2,778		18,518	13,731
Buildings & utilities	11,727	5,863		17,590	11,553
Communications	24,976	4,407		29,383	17,592
Provisions & general	-1,873	-331		-2,204	7,275
Total	89,005	20,467	-	109,472	82,386

We Hear You

Balance sheet

At 31 March 2019

	Note	2019 £ Charity	2019 £ Group	2018 £
Fixed assets				
Tangible assets	2	1,197	11,158	3,347
Current assets				
Cash at bank		12,591	20,986	57,410
Cash at building society		228,795	228,795	154,165
Cash in hand		70	1,217	1,218
Receivables		90	90	40
Other Debtors		2,929	450	450
Prepayments		1,307	1,695	1,660
Stock		3,121	3,421	2,317
Less sundry creditors and accruals		248,903	256,654	217,260
Falling due within one year	3	(67,452)	(69,823)	(73,643)
Net current assets		181,451	186,831	143,617
Long term liabilities				
Less sundry creditors and accruals falling due in two to five years	4		(15,000)	(15,000)
		182,648	182,989	131,964
Reserves				
	5			
Fund designated for contingencies		67,428	68,978	48,717
Other restricted funds		64,757	64,757	26,346
General fund		50,463	49,254	56,901
		182,648	182,989	131,964

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 17 October 2019 and signed on their behalf by



Peter Lennard, Treasurer

We Hear You

Notes to the accounts for the year ended 31 March 2019

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 £1200, 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 retail division which operated the Good Gallery, subsequently rebranded the "WHY Gallery". On 1st April 2018, the assets and liabilities of the retail division were transferred to a new subsidiary company WHY Gallery Ltd.

We Hear You

Notes to the accounts for the year ended 31 March 2019

2 Tangible fixed assets

	Gallery Refurbishment	ICT Infrastructure	Total Tangible Assets
Cost or revaluation			
At 1 April 2018	-	14,208	14,208
Additions less (disposals)	9,961	-	9,961
At 31 March 2019	9,961	14,208	24,169
Depreciation			
At 1 April 2018		10,861	10,861
For the year Disposals		2,150	2,150
At 31 March 2018	0	13,011	13,011
Net Book Amounts			
At 31 March 2019	9,961	1,197	11,158
At 31 March 2018	0	5,497	5,497

3 Creditors: Amounts falling due within one year

	2019 £	2018 £
Creditors: Amounts falling due within one year		
Accounts payable	1,307	12,959
Sundry creditors and accruals	8,297	3,939
Payroll liabilities	3,430	1,831
Deferred Income	56,789	54,914
	69,823	73,643

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

4 Creditors: Amounts falling due after more than one year

	2018 £	2017 £
Loan and repayable grant (retail)	15,000	-
	15,000	-

We Hear You

Notes to the accounts for the year ended 31 March 2019

5 Reserves

	Designated £	Restricted £	General £
1 April brought forward	48,717	26,346	56,901
(Deficit)/Surplus for the year			51,025
	48,717	26,346	107,926
Increase in to Designated Fund	20,261	-	(20,261)
Transfers to Restricted Fund		38,411	(38,411)
	68,978	64,757	49,254

The designated fund is an estimation of the likely closure costs in the event of a winding-up or other contingency. 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 12 members of staff and 15 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 business of the We Hear You Gallery was transferred to a new wholly owned subsidiary company (WHY Gallery Ltd.) on 1st April 2018. The trading and Balance Sheet of the subsidiary company for 2018-2019 was as follows:

	2019 £		2019 £
Summary Profit & Loss Account		Summary Balance Sheet	
Turnover	26,330	Fixed Assets	9,961
Grant	3,750	Stock	300
Interest Received	15	Cash & Bank Balances	9,542
Cost of Sales and Administrative Costs	(28,992)	Due from/(to) We Hear You	(2,929)
Management Charge from We Hear You	(3,600)	Other Debtors	838
	(2,497)	Other Creditors	(2,371)
		SSEF Loan & Repayable Grant	(15,000)
		Total Net Assets	341
		Share Capital	2
		Profit & Loss Account	339
			341

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.

Asda	James Tudor Foundation
Aviva Community Fund	Keyford Precision Engineering
Barclays	Macmillan Cancer Support
Bath Boules	Marston foods
The National Lottery Community Fund	Martin Electrical
Bradford on Avon Town Council	Masonic Charitable Foundation
Brock Charitable Trust	Medicus Health & Podiatry
Body Basics	Mill on the Brue
BBC Children in Need	Mulberry
Build a Bear	Nationwide Building Society
Crestmoor Training	Netitude
February Foundation	Norseland
Festival Medical Services	NPV Plumbing & Heating
Forest Marble	Persimmon Homes
Frome College	Pink Ribbon Foundation
Frome Medical Practice	Planet Gold
Frome Rugby Club	Radstock Co-Operative
Garbanzos	Redrow Homes
Global's Make Some Noise	Red Berry Recruitment
Gracewell Homes	Sainsburys
Greggs Foundation	Santander
Godminster Cheese	Selwood Academy
Goodwills Local	St James Place Foundation
Jack Lane Charitable Trust	St James Trust



- St John's Foundation
- St John's C of E First School
- Street Parish Council
- Somerset Community Foundation
- Somerset Social Enterprise Fund
- Souter
- St Catherine's Church womens group
- The Archangel
- The Fence Club
- The Kathleen Laurence Trust
- The Rose Garden
- The Sangha House
- The Southern Co-operative
- Thermaglaze
- TSB
- Wainwright
- Walter Guinness Charitable Trust
- Wiltshire Area Board

Pro bono support

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

- Bianca Goss Photography
- Compugraphic
- Frome Cricket Club
- Frome Town Council
- Hello Communications
- Malcolm Gordon FCA
- Netitude
- Orchardleigh
- Peter Darby-Knight

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



Who we support

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



Where we offer sessions

- Frome
- Bath (RUH and central venue)
- Bradford-on-Avon
- Midsomer Norton
- Trowbridge
- Warminster
- Street
- Yeovil
- In various schools
- Online
- Group counselling

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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