

# Annual report and accounts 2019/20

**why...**

we hear you



**Dedicated to our founder Jill Miller 1944 – 2019**

**01373 455255 [wehearyou.org.uk](http://wehearyou.org.uk)**

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

# The WHY team:



Anne Montague  
Chair of Trustees



Melissa Hillier  
Director

Welcome to our Trustees' annual report and accounts for 2019/20. As we end what has been a busy and hugely successful year for WHY, we are moving into unsettling and unprecedented times with the outbreak of the Covid-19 pandemic. Over the last few years, we've worked hard to increase our financial and IT capacity. Thankfully, this has meant a relatively smooth transition to delivering the majority of our counselling services online or via phone, alongside home working for our staff. However, our busy calendar of community fundraising activities, accounting for around half of our income, is suddenly empty. Like many charities, we'll need to find new approaches in both the short and medium term to replace this lost income.

Despite the difficulties we face, it really has been a fantastic year at WHY and we're delighted to be able to share the details with you in this report.

This report is dedicated to our amazing founder Jill Miller, who sadly died in October 2019. Without Jill's concern for others in her own time of crisis, there would be no WHY and we owe her so very much.

Melissa Hillier, Director  
Anne Montague, Chair of Trustees

## Staff

### Melissa Hillier

Director

### Cath Wilkins

Clinical Manager

### Gwen Rogerson

Art Therapist and  
Assistant Clinical Manager

### Gemma Wilkes

Fundraising and  
Communications  
Manager

### Ruth Knagg

Fundraising Manager –  
Grants & Philanthropy

### Karen Duffton

Office Manager

### Barbara Gonzalez

Counsellor

### Eleni Constanti

Counsellor

### Ruth Gait

Counsellor

### Helen Sprawson-White

Fundraising Officer

### Lottie Ardeshir

Volunteer Coordinator

### Frances Milliner

Administrative Assistant

### Lucy McMahon

Communications Officer  
(from July 2019)

## Trustees

### Anne Montague

Chair

### Peter Lennard

Treasurer

### Dr Joachim Ryan

Eleanor Watson

### Hannah Coffee-Wort

Jamie Gallagher

(until February 2020)

### Cara Burr

(from March 2020)

## Freelance counsellors

### Celina Parkin

Cinzia Altobelli

Helen Enright

Heather Mora

Jane Dempsey

Jason Tarr

Jo Cox

Kate Bartlett

Katy Berwick

Matthew Jenkins

Maura Brivio

Oren Harper

Penny Old

Peter Darby-Knight

Theresa Brockway

Rachel Clyburn

Vicky Crossland

Matthew Thacker

Sarah Weaver

Tracey Vaughan



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**We Hear You (WHY)** provides vital emotional support for people coping with a life-threatening diagnosis. The people we support often tell us that the psychological impact of their situation was equal to or even greater than the physical. It can be difficult to open up to loved ones, who are deeply affected themselves, for fear of increasing their distress. Our counsellors meet people on their own terms, without judgement or opinion, and accompany them on their unique journey, helping them to process the difficult feelings that are provoked by a life threatening diagnosis.

Our free, professional one-to-one counselling service is available to children and adults across Somerset, Bath and North East Somerset and Wiltshire. Specialisms in the team mean that we're able to offer drama therapy and art/creative therapy alongside traditional one-to-one counselling.

Following on from our group therapy pilot, funded by Macmillan, we've diversified our offering to include nature-based courses for people living with and beyond cancer.

## Highlights of the Year

- Our supporter Rachel Clark ran a mile every day in 2019 with her '365 for WHY' challenge and raised more than £20,000.
- Sessions increased to 120 per week, at a cost of £5,280.
- WHY won Charity of the Year at the Bath Life Awards 2020.
- 2019/20 saw the largest community and corporate fundraising total in our history - £211,923.
- Our overall income increased to £495,684, up from £447,938 in 2018/19.
- We made three short films about WHY with Red Goat Productions.
- A number of our counsellors undertook training to deliver WHYtogether, a new couples' counselling service.
- WHY held its first conference in October 2019, with founder Jill Miller in attendance, exploring the journey and successes of WHY over its first 25 years.
- Following a successful trial of drama therapy and art therapy, these now form part of our core services for both children and adults.





# Jill Miller

## 1944 - 2019

**Our founder** Jill Miller was diagnosed with breast cancer in 1993. Although she received the physical care she needed, she found she had an urgent need for 'someone to accompany me on the most terrifying journey of my life. To stay close and gently encourage me to visit every dark corner, every pot-hole, climb the rock-face and still be there with me'. The support of her friend Julia offered just that, and became a lifeline.

Once Jill recovered, she resolved to help others in a similar situation. We Hear You, then called Positive Action on Cancer, started as an additional phone line in Jill's home, providing support for women with breast cancer.

Jill was Founder CEO of Positive Action on Cancer until 2008, succeeded by director Mary Taylor and by our current director Melissa Hillier in 2015.

We're so grateful to her for her passion, energy and commitment and proud to continue her work. Thank you for everything, Jill.



'When Jill was diagnosed with breast cancer in 1993 she found a counsellor who, in her own words, 'made it possible for me to survive the fear and live alongside my cancer'. She knew that's what was needed and made it her mission to ensure that same support was there for other people affected by cancer. Thanks to her vision, tenacity and determination WHY has been able to support thousands of patients, carers and family members through the experience of cancer and beyond.'

**Anne Montague, Chair of Trustees**

"Jill understood long before the research proved her right that the psychological impact of cancer can be harder to cope with than the physical effects. Thankfully, the rest of the world is catching up with Jill's understanding that emotional support is so vital – to the whole family. How utterly inspirational that Jill was thinking of other people and set up a charity to put this support in place precisely at the time that she herself was "swinging from hope to insurmountable, earth-shattering terror". We could not be more proud of Jill's amazing vision and legacy to the community."

**Ruth Knagg, Fundraising Manager  
(Grants and Philanthropy)**



# Our service

The last year has been particularly interesting for the counselling team with the implementation of some exciting new systems and services. We spent over two years resourcing and designing a bespoke client database and are delighted to be using this secure and easy-to-use system, which allows us to manage waiting lists and record client information more easily and efficiently.

2019/20 also saw our WHYoutdoors pilot take place. It was such a resounding success and had such fantastic feedback that we have set about training our team to expand provision in the future.

We have also seen the development of WHYbemindful, an eight-week mindfulness course, due to begin in April 2020. Finally, we have trained six of our counsellors in couples' therapy and in December 2019 launched WHYtogether, a service for couples or two linked adults to explore the impact a life threatening condition may be having on their relationship. In addition to all of this, we continue to offer our core one-to-one service to adults and children throughout Somerset, Wiltshire and BANES and I never cease to be both moved and motivated by the incredible feedback we receive from clients about the impact the counselling has had on their lives, both in the long and short term.

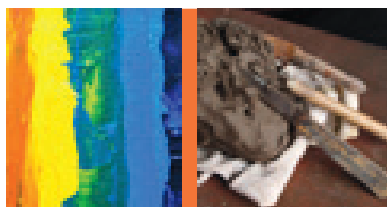
**Cath Wilkins**, Clinical Manager



## Creative therapies at We Hear You

"I am proud to have worked as part of the Creative Therapies service at We Hear You since January 2019. This is a service available to children, young people and adults, both face-to-face and now online. Creative therapy emphasises the nurturing of personal growth and change. As adults we rarely have the opportunity to be creative or behave spontaneously. Creative therapy enables us to get in touch with these old skills. This can help us learn more about the parts of ourselves left unexplored, as well as supporting us to better understand our life experiences and the challenging situations we can find ourselves in."

**Peter Darby-Knight**, Dramatherapist



"We Hear You has two art therapists on the clinical team which means art therapy is offered to children, and adults too, in three of our venues. Art therapy provides the opportunity for non-verbal communication through the use of art materials, like paint and clay. The therapist and client work together to understand the meaning of the artwork that is created, which can provide new awareness of experiences and emotions. Art therapy can be fun and relaxing, taking the pressure off clients who find it difficult to put their feelings into words. When illness and bereavement is hard to come to terms with, art therapy provides a flexible space for self-expression and exploration."

**Gwen Rogerson**, Assistant Clinical Manager and Art Therapist

## WHYoutdoors

In June 2019, we joined up with Bristol-based ecopsychology specialists, Natural Academy to offer a six-week course in nature connection for wellbeing in Tickenham, North Somerset. WHYoutdoors was developed and facilitated by Michéal and Rhonda who each have extensive experience of therapy and wellbeing interventions for people living with and beyond cancer.

WHYoutdoors aims to resource participants with the skills, knowledge and experiential awareness of how their relationship to nature can be a supportive resource going forward and, importantly, how this relationship can be reciprocal.

Over six Wednesdays, seven participants explored the Five Pathways to Nature Connection\*. This process saw them develop a closer relationship to nature, deepen their own self-awareness and share their experiences with peers making meaningful connections.

As a result, participants reported 84% overall improvement to their wellbeing and nature connection. For many participants, the experience was deeply impactful.

"A truly wonderful, enlightening and beautiful experience...it has changed my life."

"The facilitators took us on an exploration of ourselves using nature as a tool which was so simple yet life changing for me."

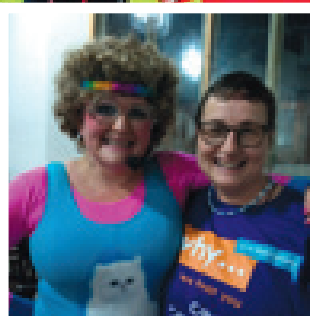
After a very successful pilot, more WHYoutdoors courses are scheduled for 2020 and Natural Academy will be training WHY counsellors to deliver the course in future. We are very excited about the positive outcomes that this cutting edge area of therapy and wellbeing can bring to our clients.

Originally researched and developed by Derby University

## Social prescribing

In response to requests from the people we support, and thanks to a partnership with Yeovil District Hospital, we offered our first Nordic Walking course for people affected by cancer in 2019.

We also offered free swimming sessions in Street and 'Mojo Moves' feelgood immersive dance aerobics for women, thanks to a grant from the Tampon Tax via Somerset Community Foundation.



"I've been totally inspired by it. Simple things like listening to the rain, two years ago I would have been sat at the laptop and I wouldn't have even noticed it, I wouldn't have taken the time to go out and stand in it, which I would now because it's priceless. It was a gift to have the time to be outside, be peaceful, be alone in good company, I couldn't wait to get there every week."

**WHYoutdoors participant**



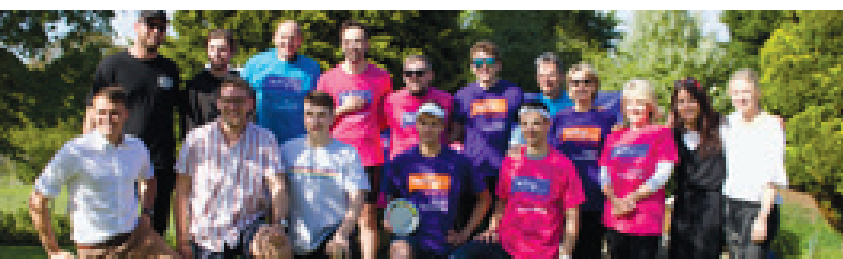


# Community fundraising

Not content with smashing a world record, our incredible supporter Rachel Clark decided on a year-long personal challenge in '365 for WHY'. Rachel ran a mile every single day in 2019, come rain or shine (and there was plenty of both!). She invited people to join her for a mile throughout the year - anyone who did run was asked to wear a WHY t-shirt and make a donation to WHY. As usual, her drive and charisma was pretty infectious and by the final mile on New Year's Eve 2019 at Frome Rugby Club, more than 5,000 people had run a 365 for WHY mile with Rachel, including runners who joined virtually from Australia, Mexico and Canada, a memorable Glastonbury Festival mile and running with most of Frome's schools and community groups. The fundraising total topped £20,000, most of Frome now seems to own a WHY t-shirt and WHY benefitted from a huge upsurge in visibility and goodwill. Thank you so much for everything Rachel, you don't do things by halves and we LOVE it!

## 365 for WHY

## The Muskiteerz



Nick accessed WHY's service when he was diagnosed with testicular cancer aged just 21. Since his recovery, Nick and his friends 'The Muskiteerz' have completed the Stourhead triathlon in 2018, the Tallinn Ironman in August 2019 and challenges including climbing the height of Mt Everest on a revolving step machine, a 24-hour burpee challenge and a 24-hour rowing relay. We appreciate every single person who fundraises for us, but they really did go the extra 112 miles (cycling), 26 miles (running) and 2.4 miles (swimming)!

◀ "I'm ending this phenomenal challenge on an absolute high, what an honour to present the huge cheque to the WHY team in the company of Kym Whisstock, Jill Miller's daughter. I am truly overwhelmed and humbled by your continued support, your continued generosity and your continued belief in what I do and what I ask others to do.

Work hard, be kind and amazing things will happen. For Kym's mum and my mum, in their memory forever."

**Rachel Clark**

"The Muskiteerz is a collective of adventurers, athletes and photographers, who want to inspire and encourages others to spend more time being active and in nature. Through their adventures and challenges, they focus on building new friendships and deepening existing ones, whilst raising awareness and money for causes close to their hearts. The Muskiteerz are proud to support the work of We Hear You and to date, have raised just over £10,000 for the charity."

**Will Slynn, The Muskiteerz**

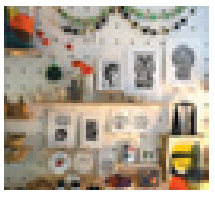


# Three Peaks

And we thought we had a big Three Peaks team in 2018...our 27 cover stars took on the epic Three Peaks challenge in June 2019, climbing Ben Nevis, Scafell Pike and Mount Snowdon in a single weekend, led by fitness instructor Alice Starr. There were many blisters, a lot of rain and a broken arm (poor Ali!), but they smashed it! The team raised more than £30,000 for WHY, funding 681 counselling sessions for someone affected by cancer or a life-threatening condition.

"As it was WHY's 25th anniversary I wanted to get at least 25 people on the team, which we did. It's the most emotional challenge I've ever done and the weather was not kind to us - pouring with rain, hailstones and just awful weather, some of it in the pitch black with only a head torch. But as my teammate Kerry said, it's nothing compared to going through months of chemo and we're all so proud to have raised a fantastic amount of money for WHY."

**Alice Starr**



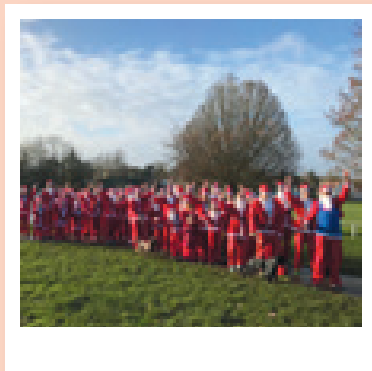
## The WHY Gallery

The WHY Gallery became an independent social enterprise in April 2018 and has enjoyed two fantastic years. The first Frome Art Fair in May 2019 was a great success, with three local venues showcasing the work of the local community of artists and a silent art auction in March 2020 raised £1056.

The gallery had a makeover in March 2019 to make the shop lighter and more welcoming and it continues to offer an opportunity to discover beautiful art and buy unique gifts by local designers and makers, with all profits coming to We Hear You.



Laura Holden and Rosa Mohn,  
The WHY Gallery



## Festive fundraising

Our third Santa Dash was fuelled by bacon and sausage sandwiches, thanks to a generous donation from Penleigh Butchers. We're not sure if it made them go faster but it was a popular addition! 100 Santas ran the 4k course and raised £1800.

We also hosted our second Christmas Fair at Frome Town Hall at the end of November, joined by many local businesses selling Christmas gifts, Santa in his grotto and Frome Town Band playing Christmas carols, officially kicking off our Christmas.



# 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 2020

## 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 2020, 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.

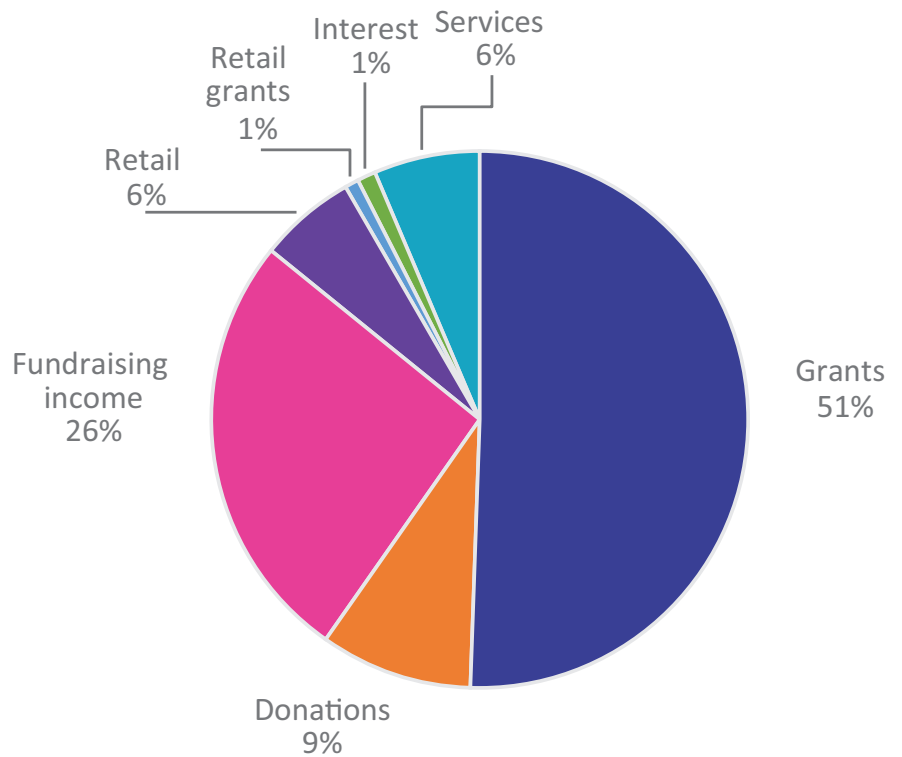
Retention of knowledge and expertise – we endeavour to facilitate staff to achieve a high level of job satisfaction thereby enabling them to feel fulfilled, supported and provided with career development.

### Financial Review from the Treasurer

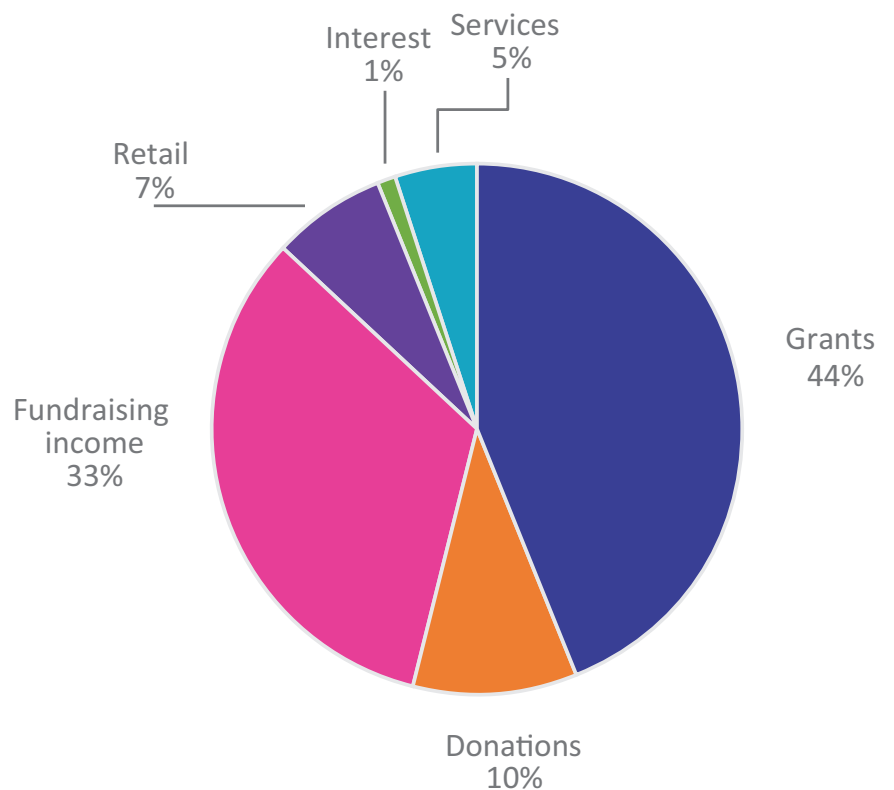
A huge thank you to everyone who has raised funds for the charity over the last year, and to the trusts and foundations that have supported us. Many thanks also to those who have supported WHY in the difficult times from March 2020. I am pleased to report that WHY has managed its resources so that most of the service has been able to continue online.

Our income was close to £500,000 at £495,684 (2019/20) from £447,938 (2018/19). Our expenditure of £499,254 resulted in a small deficit of £3,570 for 2019/20.

## 2019



## 2020







## Principal Funding Elements

Fundraising from the local community as well as corporate support delivered £211,923 of unrestricted funds, an increase of 34% in the year. Income from trusts and foundations was £218,972, marginally down on last year.

There was a rise in our expenditure from £396,913 to £499,254, the majority of this increase being on expansion of our service.

## Reserves Policy

Our reserves at 31st March 2020 of £179,419 (2019 £182,989) are comprised of £75,827 designated costs, restricted funds of £82,559 and general funds of £21,033. 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 £184,458 (2019 £186,831) 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 level of reserves is within the trustees' recommended range of a minimum level of reserves of £100,000 and a maximum of £224,000.

**Peter Lennard**

Treasurer

## Achievements and Performance Overview

We are extremely grateful to everyone who has fundraised to enable us to deliver a new record of 5,040 counselling sessions this year, and reach more children, young people and adults affected by cancer or other life threatening conditions within the three counties that we serve. The number of sessions offered reached 120 per week towards the end of the financial year.

We Hear You is the only charity in our area providing free, professional psychological support to those affected by cancer and life threatening conditions, yet we receive no central government funding. All the counselling provided by the charity is free and individuals refer themselves directly to us. The impact of cancer and other life threatening conditions is far-reaching and not limited by time, therefore WHY does not place a time limit on accessing its service.

The psychological impact of cancer is often overlooked, or at best not sufficiently met by overstretched statutory services. At WHY we understand that your emotional wellbeing needs to be supported and cared for as much as your physical health.

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 adults at 12 different venues (plus online counselling) across three counties, offering up to 16 counselling sessions per person. We also offer a children and young people's counselling service at 11 different venues, including four in-school services.

The charity saw a continuing trend in the steep increase in referrals to 746, a 33% rise on the previous year.

45% of the adults that received counselling last year were patients but only 8% of children and young people were patients. The remaining 55% of adults and 92% of children and young people came for counselling because a loved one was affected. This represents an increase of 11% over the last two years and we're glad to see more carers and loved ones accessing the support we offer.

83% of adult clients were affected by cancer and 17% by another life threatening condition such as heart disease, Alzheimer's or MND, compared to 10% of clients in 2018/19. For children and young people, the ratio was similar, with 80% of under-18s needing support because of a cancer diagnosis.

34% of adults we supported last year had been bereaved, the same percentage as in 2018/19.

Once again, we saw significantly more women than men (73% amongst adult clients). Our MSc Health Psychology placement student Anna Massie from the University of Bath undertook a piece of research into the reasons behind lower uptake of our service by men, which will be published in 2020 and which we'll use to inform new approaches.

## Service expansion

### Online Support

Online counselling continues to be part of WHY's core service. In addition to meeting

the needs of those who can't travel to our face-to-face locations due to their health or their caring responsibilities, our experience of working in this way helped us to make a smooth transition to remote counselling when the Covid-19 pandemic restrictions came into force.

### Referrals

In 2019/20 there was a 33% increase in the number of people contacting us to use our service. The service expansion undertaken this financial year is clearly needed, but with two multi-year grants coming to an end in 2021/22, WHY will need to secure significant new funding sources to maintain this level of service.

### Measuring our impact

We continue to use the CORE Outcome Measure at the beginning and the end of counselling. As the form is widely used across talking therapies, it provides an opportunity 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](http://www.coreims.co.uk)

Our clients' CORE scores indicated a 49% improvement in emotional wellbeing on average in 2019/20.



# Financial Statement

## Independent Examiner's Report

### On the unaudited accounts to the trustees of We Hear You for the year ended 31 March 2020

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 March 2020

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.

15 October 2020

1 Vestry Court  
Vestry Road  
Street  
Somerset  
BA16 0HY

# We Hear You

## Statement of financial activities For the year ended 31 March 2020

	2020 £ Group	2019 £ Group
<b>Incoming Resources</b>		
Grants	218,972	226,709
Donations	47,879	40,873
Fundraising Income	164,044	117,302
Retail	33,106	26,330
Retail grants	-	3,750
Interest	6,322	5,065
Services	25,361	27,909
<b>Total incoming resources</b>	<b>495,684</b>	<b>447,938</b>
<b>Less cost of generating funds</b>		
Fundraising	109,682	93,939
Retail	40,457	36,085
<b>Total cost of generating funds</b>	<b>150,139</b>	<b>130,024</b>
<b>Net resources available for charitable expenditure</b>	<b>345,545</b>	<b>317,914</b>
<b>Charitable Expenditure</b>		
Counselling service	345,314	262,460
Governance costs	3,801	4,429
<b>Net incoming/outgoing resources for the year</b>	<b>(3,570)</b>	<b>51,025</b>



# We Hear You

## Statement of financial activities For the year ended 31 March 2020

Resources expended	Staff Costs	Other Costs	Support Costs	2020 £ Group	2019 £ Group
<b>Cost of generating funds</b>					
Fundraising	56,652	28,465	24,521	109,638	93,939
Retail	22,476	17,981	-	40,457	36,085
	<b>79,128</b>	<b>46,446</b>	<b>24,521</b>	<b>150,095</b>	<b>130,024</b>
<b>Direct charitable expenditure</b>					
Counselling	86,914	149,855	108,545	345,314	262,460
Governance	3,801	-	-	3,801	4,429
<b>TOTAL</b>	<b>151,614</b>	<b>178,400</b>	<b>133,066</b>	<b>499,210</b>	<b>396,913</b>

### Breakdown of support costs

Cost group	Services	Fundraising			
Admin & telecomms	37,431	6,605		44,036	41,701
I.T.	3,885	1,942		5,827	4,484
Financial & legal	14,689	2,592		17,281	18,518
Buildings & utilities	12,699	6,350		19,049	17,590
Communications	38,692	6,828		45,520	29,383
Provisions & general	1,149	203		1,352	-2,204
<b>Total</b>	<b>108,545</b>	<b>24,521</b>	<b>-</b>	<b>133,065</b>	<b>109,472</b>

# We Hear You

## Charity and Group Balance sheet At 31 March 2020

	Note	2020 £ Charity	2020 £ Group	2019 £ Charity	2019 £ Group
<b>Fixed assets</b>					
Tangible assets	2	2	9,961	1,197	11,158
<b>Current assets</b>					
Cash at bank		85,524	88,781	12,591	20,986
Cash at building society		197,072	197,072	228,795	228,795
Cash in hand		70	100	70	1,217
Receivables		1,231	1,231	90	90
Other Debtors		2,449	450	2,929	450
Prepayments		9,475	9,892	1,307	1,695
Stock		1,999	2,102	3,121	3,421
		<b>297,820</b>	<b>299,628</b>	<b>248,903</b>	<b>256,654</b>
Less sundry creditors and accruals falling due within one year	3	(112,188)	(115,170)	(67,452)	(69,823)
<b>Net current assets</b>		<b>185,632</b>	<b>184,458</b>	<b>181,451</b>	<b>186,831</b>
<b>Long term liabilities</b>					
Less sundry creditors and accruals falling due in two to five years	4		(15,000)		(15,000)
		<b>185,634</b>	<b>179,419</b>	<b>182,648</b>	<b>182,989</b>
<b>Reserves</b>					
	5				
Fund designated for contingencies		72,247	75,827	67,428	68,978
Other restricted funds		82,559	82,559	64,757	64,757
General fund		30,828	21,033	50,463	49,254
		<b>185,634</b>	<b>179,419</b>	<b>182,648</b>	<b>182,989</b>

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 15 October 2020



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 £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 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 2020 (Group)

### 2 Tangible fixed assets

	Gallery Refurbishment	ICT Infrastructure	Total Tangible Assets
<b>Cost or revaluation</b>			
At 1 April 2019	9,961	14,208	24,169
Additions less (disposals)	-	-	-
<b>At 31 March 2020</b>	<b>9,961</b>	<b>14,208</b>	<b>24,169</b>
<b>Depreciation</b>			
At 1 April 2019	-	13,011	13,011
For the year	-	1,197	1,197
Disposals	-	-	-
<b>At 31 March 2020</b>	<b>-</b>	<b>14,208</b>	<b>14,208</b>
<b>Net Book Amounts</b>			
At 31 March 2020	9,961	-	9,961
At 31 March 2019	9,961	1,197	11,158

### 3 Creditors: Amounts falling due within one year

	2020 £	2019 £
<b>Creditors: Amounts falling due within one year</b>		
Accounts payable	14,552	1,307
Sundry creditors and accruals	7,912	8,297
Payroll liabilities	-	3,430
Deferred Income	92,705	56,789
	<b>115,170</b>	<b>69,823</b>

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

	2020 £	2019 £
Loan and repayable grant (retail)	15,000	15,000
	<b>15,000</b>	<b>15,000</b>



# We Hear You

## Notes to the accounts for the year ended 31 March 2020

### 5 Reserves

	Designated £	Restricted £	General £
1 April brought forward (Surplus)/Deficit for the year	68,978	64,757	49,254 (3,570)
	<b>68,978</b>	<b>64,757</b>	<b>45,684</b>
Increase in Designated Fund	6,849	-	(6,849)
Transfers to Restricted Fund		17,802	(17,802)
<b>31 March carried forward</b>	<b>75,827</b>	<b>82,559</b>	<b>21,033</b>

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 13 members of staff and 20 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 2019-2020 was as follows:

	2020 £		2020 £
<b>Summary Profit and Loss Account</b>		<b>Summary Balance Sheet</b>	
Turnover	33,106	Fixed assets	9,961
Donations	110	Stock	103
Interest Received	2	Cash and Bank Balances	3,288
Cost of Sales and Administrative Costs	(36,174)	<i>Due from/(to) We Hear You</i>	(2,449)
Management Charge from We Hear You	(3,600)	Other Debtors	866
	<b>(6,556)</b>	<i>Other Creditors</i>	(2,982)
		SSEF Loan & Repayable Grant	(15,000)
		Total Net Assets	<b>(6,213)</b>
		Share Capital	2
		Profit and Loss Account	(6,215)
			<b>(6,213)</b>

# 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  
Andrew Parker  
Ariel Atom  
Asda  
Band in a Barn  
Barbers  
Bath & North East Somerset, Swindon and Wiltshire CCG  
Bath Boules  
Battens  
BBC Children in Need  
Bojangles  
Brock Charitable Trust  
Center Parcs  
Chalcroft Charitable Trust  
Charltons Timber Store  
Cleaning Enterprise Ltd  
Combe Grove  
Cooper & Tanner Frome  
David Mitchell Photography  
DB Max Race Timing  
Events Horizon  
Festival Medical Services  
Flow Lymphoedema  
Frome College  
Frome Medical Practice  
Frome Rugby Club  
Frome Running Club  
Fuad Rahman  
Garbanzos

Gitte Morten  
Global Make Some Noise  
Godminster  
Goodwills Local  
Gracewell Homes  
Greggs Foundation  
Harlows  
Harris & Harris  
Hindhayes School  
HL Audio  
Jack Lane Charitable Trust  
Land & Mineral  
Lettings R Us  
Macmillan  
Marks & Spencer Frome  
Marston foods  
Matravers School  
Michelle Robinson  
Mobile Photo booth  
Montgomery  
Mulberry  
N and Group  
Norseland  
Persimmon Homes  
Peter Green Chilled  
Pink Ribbon Foundation  
Quartet Community Foundation  
Radstock Co-Operative  
Red Goat Productions



Redrow Homes  
 Sainsburys  
 Samuel William Farmer's Trust  
 Selwood Academy  
 Seven Stars  
 SkyDemon  
 Somerset Chamber of Commerce  
 Somerset Community Foundation  
 Somerset Cool  
 Somerset Deli  
 Somerset Social Enterprise Fund  
 St Catherine's Church Group  
 St James' Trust  
 St Johns First School  
 St John's Foundation  
 Starr Fitness  
 Street Salvation Army  
 Sun Chemical  
 Tesco  
 The Cotswold Wedding Company  
 The D'Oyly Carte Charitable Trust  
 The February Foundation  
 The National Lottery Community Fund

The Walter Guinness Charitable Trust  
 Thermaglaze  
 Tonys fish and chips  
 Travel Counsellors  
 Walton Pre School  
 Wells Soup  
 Wykes

### Pro bono support

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

Compugraphic  
 Frome Cricket Club  
 Frome Town Council  
 Hello Communications  
 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
- Colleagues

## Where we offer sessions

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



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

First Floor  
Frome Town Hall  
Frome, BA11 1EB



 01373 455255

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 [www.wehearyou.org.uk](http://www.wehearyou.org.uk)

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