

# Trustees' annual report and accounts

why...

we hear you

Cancer  
Counselling



Garston Vets, Three Peaks Challenge September 2021

2021/22

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

01373 455255

[info@wehearyou.org.uk](mailto:info@wehearyou.org.uk)



# Welcome

**Welcome to our Trustees' annual report and accounts for 2021/22. With ingenuity, resilience and adaptability, we continue to meet the needs of our community.**

Face-to-face counselling resumed across many of our venues through spring and summer 2021, alongside telephone and online counselling. Our WHYoutdoors courses continued to help people harness the value of nature connection, and a new WHYwalkandtalk service offered an opportunity to receive counselling while out walking (or sitting) in nature. We also launched WHYinwork, using our expertise and knowledge of the issues commonly affecting the people we support, providing training workshops, wellbeing days, bespoke counselling services and consultancy to help employers help their staff and retain their talent.

Despite the pandemic's significant impact on our community fundraising, our fundraising and communications team remain motivated and determined, and we were delighted to welcome back our dedicated and much-missed team of community volunteers in summer 2021. Our success with trusts and grants continued in 2021/22, and we were fortunate in securing continuation funding from the National Lottery to support geographical expansion of our services.

Our ambassador Rachel Clark marked a decade of fundraising with twelve monthly challenges in 2021, including breaking a Guinness World Record in September (more on p5).

Our social enterprise, the WHY Gallery, reopened and welcomed back customers (p12). Following the success of this now well established income stream for WHY, we secured a social investment loan to start up a new social enterprise offering paid-for counselling, and recruited an operations manager who will make that a reality in 2022/23.

Demand for our core service has increased, especially since summer 2021, and we are experiencing a gradual rise in the number of people waiting to receive support. Reducing waiting times remains our highest priority in 2022/23.

In November, the WHY team moved into new offices in central Frome. Our team has grown, and job roles have adapted to the needs of the charity.

In January 2022, we said a fond farewell to our CEO, Melissa Hillier and welcomed Lucy Kitchener on board as WHY's new Chief Executive Officer in March.

This past year has shown what amazing progress we can make to support more people affected by cancer and other life-threatening conditions, despite constant uncertainty. Strategic planning once again becomes our norm and we look forward, with positivity, to 2022/23.



Anne Montague



Melissa Hillier



Lucy Kitchener

**Anne Montague, Chair of Trustees**

**Lucy Kitchener, Chief Executive Officer**

**(from March 2022)**

**Melissa Hillier, Chief Executive Officer (until January 2022)**



# 21 22



## Contents

The WHY team	4
Highlights of the year	5
Our vision, mission and values	6
What people say about us	7
Our service	8
Fundraising at WHY	10

## Trustees' annual report and accounts

Reference and administrative details	15
Governance and organisational management	16
Financial review from the Treasurer	17
Achievements and performance overview	18
Statement of trustees' responsibilities	19

## Financial statement

Independent Examiner's statement	20
Statement of financial activities	21
Balance sheet	23
Notes to financial statements	24
Acknowledgements	39



# The We Hear You team

Melissa Hillier - CEO (until January 2022)

Lucy Kitchener - CEO (from March 2022)

Cath Wilkins - Clinical Manager

Gwen Rogerson - Art Therapist/Assistant  
Clinical Manager

Karen Duffon - Finance Executive

Ruth Knagg - Fundraising Manager (Grants  
and Philanthropy)

Gemma Wilkes - Fundraising and  
Communications Manager

Cinzia Altobelli - Clinical supervisor

Lottie Ardeshir - Volunteer Coordinator

Chris Barker - WHYbemindful facilitator

Anna Barnett - Counsellor

Mark Besley - Office Administrator

Katy Berwick - Counsellor

Maura Brivio - Counsellor

Theresa Brockway - Counsellor

Rachel Clyburn - Counsellor

Eleni Constanti - Counsellor

Jo Cox - Counsellor

Vicky Crossland - Counsellor

Peter Darby-Knight - Dramatherapist

Lisa Darby - Fundraising and  
Communications Administrator

Jane Dempsey - Counsellor

Helen Enright - Counsellor

Ruth Gait - Counsellor

Barbara Gonzalez - Counsellor and  
Nature-based Services Manager

Chris Hawkins - Counsellor

Caroline Hukins - Counsellor

Ron Kann - Telephone Assessment Advisor

Angie Knorpel - Counsellor

Gemma Mason - Counsellor

Lucy McMahon - Communications Officer

Frances Milliner - Clinical Coordinator

Penny Old - Counsellor

Celina Parkin - Counsellor

Jason Tarr - Counsellor

Tracey Vaughan - Counsellor

Sarah Weaver - Counsellor

Helen White - Fundraising Officer

## Board of Trustees

Anne Montague - Chair

Rachel Notley - Treasurer

Cara Burr

Hannah Cottee-Wort (until January 2022)

Wayne de Leeuw

Dr Dorothy Goddard

Dr Joachim Ryan

Tessa Warry



Santa Dash winners, Dec 2021



Alice and Emma, TrekFest, June 2021



Melissa's leaving brunch



# Highlights of the year

The impact of the Covid-19 pandemic on the people we support cannot be overstated: attending treatment alone or not being able to accompany loved ones, experiencing delays to diagnosis and treatment, and so much more. The emotional support we continued to provide through the lockdowns was vital, but not everyone felt able to access the service in a fully remote model. It was fantastic to return to a hybrid model in 2021/22, reaching people in the way they choose to access support, while incorporating things we've learned as a result of the pandemic. There is much to celebrate - here are a few of our highlights for the year:



## Fond farewells and new beginnings

Our CEO Melissa Hillier left us at the end of January 2022, to join Bath dementia charity RICE (Research Institute for the Care of Older People). In March, we welcomed Lucy Kitchener to WHY, who comes to us from a career as a strategic local authority and health commissioner of mental health and wellbeing services for children, young people and adults.

## A decade of fundraising...and another world record!

Rachel Clark marked a decade of raising money and awareness for WHY in memory of her mum Shirley, and an incredible £67,000 total, with 12 monthly challenges in 2021. Challenge Nine in September 2021 saw an almost 800-strong Team Clark beat the world record for the largest number of players in an eight-hour game of skittles.



## Home sweet home...

In November 2021 we got the keys to our new home at North Parade, Frome, the first time we've all been in the same building since 2018. Mark and Barbara did an amazing job of decorating our lovely children's counselling room on a shoestring...and Frome Town Rotary funded our new signs to help people find us.

## A growing team

We welcomed several new team members in 2021/22, including Fundraising and Communications Administrator Lisa Darby, Office Administrator Mark Besley and dramatherapist Peter Darby-Knight (not actually a new face, but a new member of the employed team, when we waved goodbye to our counsellor Eleni Constanti). Last but not least, our social enterprise The WHY Gallery liked our Kickstarter Molly Whittock (pictured) so much, we secured funding to keep her.



## WHYgrow bereavement group and service developments

Among several service developments this year (see p8 and 9), we launched a monthly therapeutic gardening group for bereaved adults, in partnership with The Walled Garden at Mells. The group takes part in gentle gardening activities and observes nature's cycles, with a WHY therapist in attendance.



# Our vision

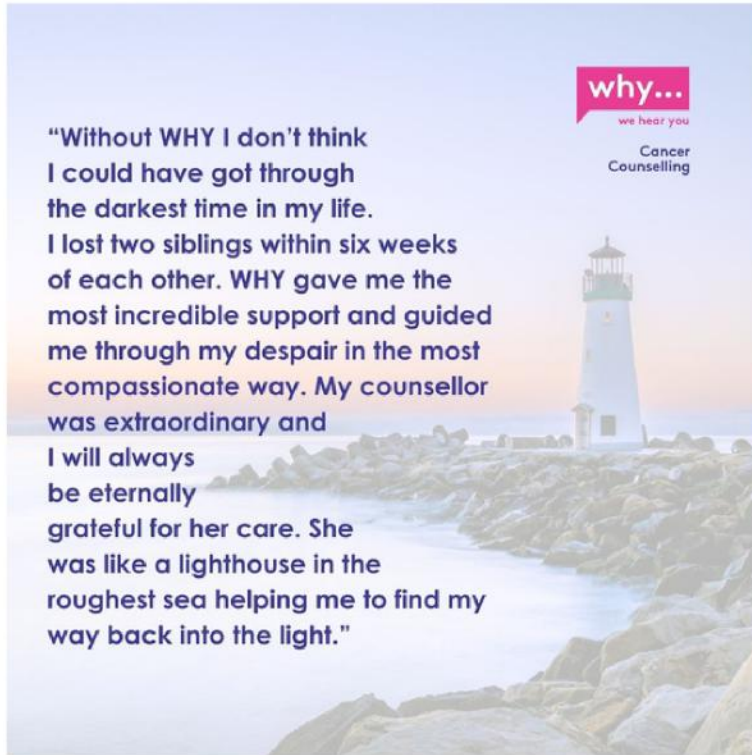
Our vision is a world where free access to high quality therapeutic support is available when and where it is needed, for everyone affected by cancer and any other life-threatening conditions.

# Our mission

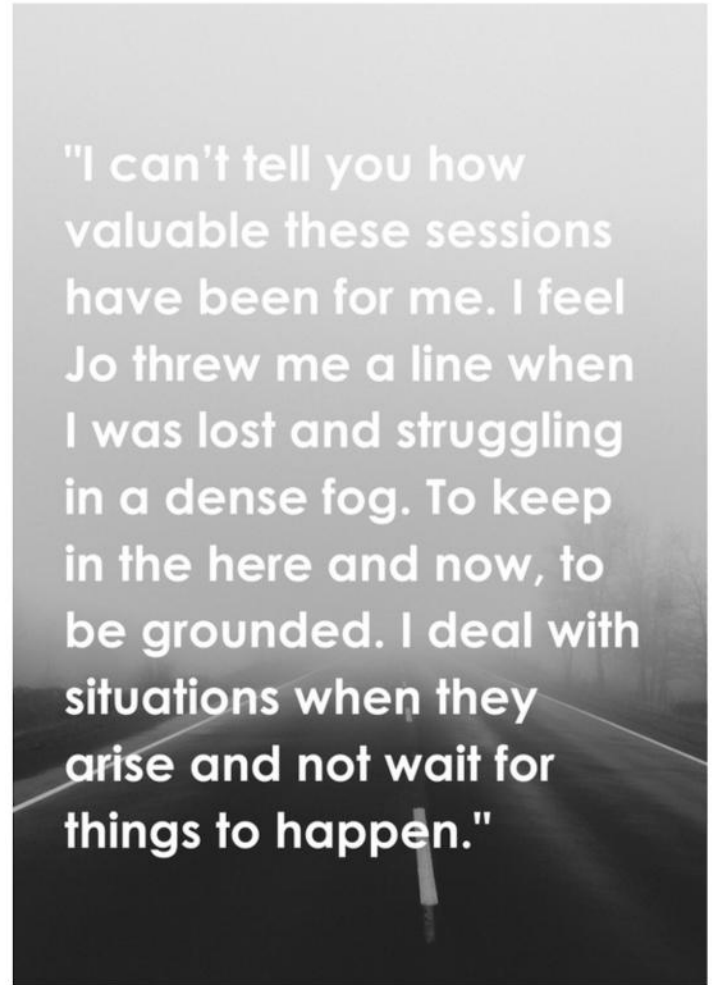
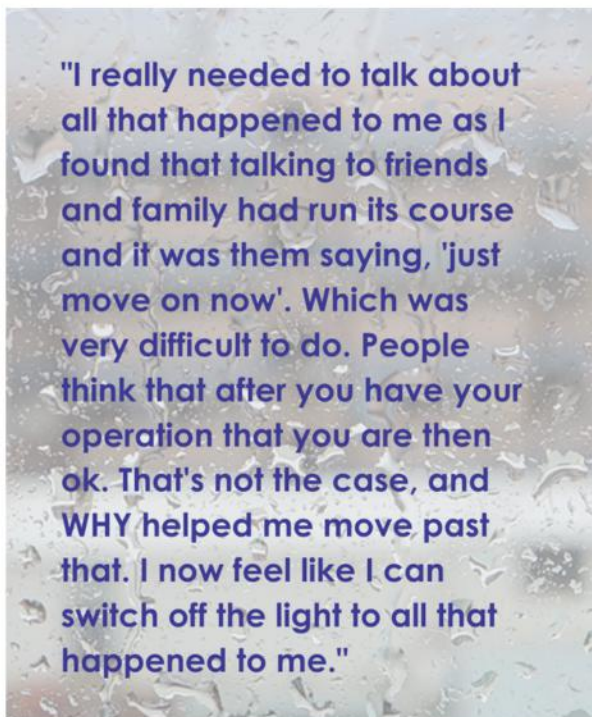
Our mission is to provide free therapeutic support for children, families and individuals in Bath and North East Somerset, Somerset and Wiltshire who are affected directly or indirectly by cancer and other life-threatening conditions.



# What people say about us



*"Having a non-judgemental space to articulate how I felt during my daughter's cancer treatment, and understanding myself and my emotional reactions has been life changing."*



*"I think that Covid has given us a small positive in that now the option of Zoom is available. I found it easier to be emotional and engaged in the sessions without the worry of it being face to face."*



# Our service



There have been plenty of challenges and successes over the last year as we have emerged from lockdown and the worst of the pandemic. Over the course of the year we have resumed all our services face to face, but continue to offer a blended approach for those clients preferring to work online.

We have felt acutely the impact of the pandemic on our client group. All the difficulties individuals face when they are having treatment, caring for someone or are bereaved have been hugely amplified by lockdown, isolation and a contagious disease. As well as an increase in client numbers post lockdown, we have experienced an increase in the complexity of the work and levels of distress amongst the people we speak to. There have not been any signs of the demand for our service decreasing and it is possible that the effects of the pandemic will be deeply felt by our client group for years to come.

In response to these challenges we have developed and diversified our services to reach more people, in more ways. We continue to offer WHYtogether, WHYoutdoors and WHYbemindful but have also developed WHYgrow, a monthly therapeutic gardening group for bereaved people.

We have started to offer family support sessions to hold and guide families, and it is now possible to have one-to-one counselling outdoors, meeting the counsellor for a WHYwalkandtalk session, walking (or sitting) in a natural setting.

We have begun a small mobile in-school support service for those children who are unable to access our community counselling. As in previous years, we provide clinical supervision to NHS staff at Yeovil District Hospital and Musgrove Hospital, and in 21/22 we have also provided this service at the Royal United Hospital in Bath. We have developed and established our 'Men We Hear You' service to provide men recently diagnosed with cancer the opportunity to think about their emotional needs and have also started providing children, adult and couples counselling in Chippenham.

Finally, we are working alongside Dorothy House and Headway to provide specialist counselling to their employees and clients.

**Cath Wilkins**  
**Clinical Manager**



# Our service

## Reaching men with cancer

Like many counselling organisations, we see more women than men, although our remit as a charity recognises no such disparity. Our **Men We Hear You** service operates by referral from the clinical teams at the Royal United Hospital in Bath and Yeovil District Hospital. When men visit the clinic for cancer treatment, they are offered an opportunity to speak with our counsellor Peter via Zoom on the same day, without needing to refer themselves.



## WHY grow - gardening group

We worked with the beautiful Walled Garden in Mells to offer **WHYgrow**, a monthly group for people who have lost a loved one to cancer or a life threatening condition. A small, closed group meets each month and takes part in non-strenuous gardening activities as they get to know one another, in the company of a WHY therapist. Spending this time together, surrounded by nature and its cycles, has been of huge benefit to participants:



“ *So far the two sessions have helped so much, in the sense that it makes you feel very at ease, and to spend time hidden away in such a lovely setting, just taking time for yourself, but at the same time sharing your grief with others who can understand.* ”

*A WHYgrow participant*

## Mobile children and young people's service

The WHY schools helicopter service was born from a referral we received for a young person who was unable to attend any of our community clinics. She also did not attend a school where we were already working. This referral highlighted a quiet but real need in our communities; the children and young people who need counselling support with WHY but are not lucky enough to attend a school using our services or have the support networks to get them to a local clinic. It means that without WHY going to them, sadly they will miss the opportunity to receive counselling with us.

So we decided to fire up a 'helicopter'. Building a project whereby a therapist can be brought into a young person's school as a one off and helicopter in and out as needed by the students. Rachel Clyburn, one of our Art Therapists has headed up the project and approached schools in areas where pupils are likely to only be able to access therapy inside their school day. The project currently runs one day a week with Rachel acting as a mobile art therapy unit travelling between schools.

Art therapy is a psychotherapeutic intervention often used with children and young people. Art therapy is similar in many ways to traditional talking therapies or counselling, but with the added use of art making and interpretation. Creating artwork while in therapy helps children and young people build a trusting relationship, express underlying or unclear emotions and make sense of their own story.



Rachel Clyburn



# Fundraising



We began this financial year towards the end of the third UK lockdown, with little certainty about when the end of the pandemic would be in sight. That same lack of certainty has made life infinitely harder for the people we support, and with the easing of restrictions came the anticipated increase in referrals. As a consequence, the pressure to fundraise and meet that growing need has been intense. Luckily, we have fantastic individual and corporate supporters, full of passion and inspiration, and a fundraising team to match. I know we'll work together to ensure we're always here for those who need us.

## Let them eat cake

We began the year with one of many virtual fundraising challenges, asking budding young bakers to wow us with their sweet creations. They didn't disappoint, although it's fair to say we were a bit disappointed to not be able to taste all their amazing entries! Our supporter and baking expert Keren Hayden was our judge and chose Polly's pineapple cake (see p3) and eight-year-old Freya's Easter-themed creation (right).



## Rachel Clark - 10 years of fundraising



Our ambassador Rachel Clark celebrated a decade of fundraising for WHY in memory of her mum Shirley with twelve monthly challenges. They included acts of kindness, a physical challenge complete with pumpkin for Halloween and most memorably, revisiting the 2019 Guinness World Record attempt and smashing it out of the park (see Highlights of the Year, p5). Rachel has done so much to raise awareness of our service and her tireless work has not only raised an incredible £67,000 (and counting) but also inspired so many people to get involved and make a difference.

## Three Peaks challenge - twice

In June 2021, one year later than scheduled, the first of two #TeamWHY groups set off to scale Ben Nevis, Scafell Pike and Mount Snowdon, only pausing for the drive between them. Our supporters at Garston Vets followed in September. Between them, they raised £18,993 for WHY.



## Tea and cake for a good cause



In June/July 2021, we hosted a pop-up cafe at Rook Lane during Frome Festival. Our volunteers sprang into action to bake and serve delicious cakes and savouries to festival-goers. It raised £600 but perhaps more importantly, it brought us back together with our volunteer team after a long spell apart.



## Our charity partnerships



Among our charity partners this year were Midsomer Norton-based firm of solicitors Thatcher and Hallam, who have been active in supporting us, taking part in the skittles world record, donating items and volunteering at WHY fundraising events. Team member James is due to run the Bath Half and complete a skydive for WHY in summer 2022.

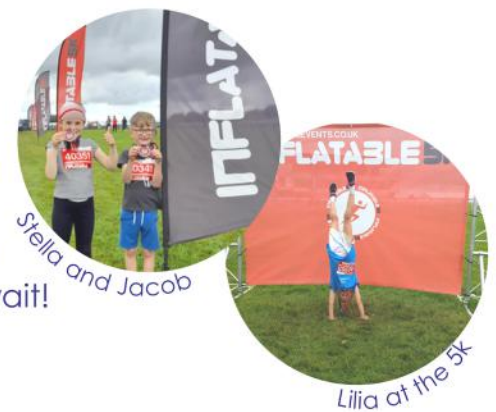
Laura Ablett, Partner at Thatcher + Hallam, said:

***“We are delighted to be supporting We Hear You for the next 12 months. The service they provide is something that any of us could need at any time – whether we are facing the diagnosis of a life-threatening illness ourselves, we are supporting a loved one or we’ve experienced a bereavement. As a charity they work right in the heart of the community we serve and so we really hope we can be successful in our fundraising for them, but that we can also help raise awareness of the services they offer to local people.”***

We'd like to say a heartfelt thank you to all our 2021/22 charity partners for their support (see full list on p39).

### Inflatable 5k for WHY

This event was delayed by high winds in 2019 and for obvious reasons didn't happen in 2020...but in July 2021 a sizeable team took to the inflatable obstacle course at Bath Racecourse. Youngsters Jacob, Stella and Lilia were among the participants and raised £530 between them. They agreed it was worth the wait!



### A bumper year for Christmas cards



Lots of local businesses hosted a basket of WHY Christmas cards in 2021, especially in and around our home in Frome. They sold like proverbial hot cakes and spread some festive cheer along with awareness of WHY. Thank you to artists Amy Yates, Hannah Carding, Val Culff and Jake Galley for donating beautiful festive designs, and to all the shops and cafes who sold them at no profit to themselves, especially social enterprise The WHY Gallery (pictured) who do that all year round.

### Christmas fundraising

Our annual Santa Dash went ahead, albeit on a slightly smaller scale than in normal times. As usual we were supported by Frome Running Club, ensuring all the Santas had a safe route to run and an accurate time stamp for their PB-while-dressed-as-Santa...

We also acted as middle man for children's letters to Santa for Christmas 2021, performing Christmas list admin and sending lots of youngsters a letter back with a sweet treat.





# The WHY Gallery

## WHY's social enterprise



The WHY Gallery is a social enterprise raising funds for WHY by exhibiting and selling local artists' and makers' work. The gallery sells beautiful original art and handmade jewellery, ceramics and textiles.



The exhibition space in the rear half of the shop on Stony Street changes every six weeks, featuring a local artist and hosting a preview evening where you can meet the artist in person.

The gallery staff also organise & run the 6x6 fundraising exhibition (selling artist-donated artwork) & The Frome Art Fair.



The WHY Gallery makes a yearly donation to We Hear You from profits made from sales and events. The gallery also serves as a shop front to promote We Hear You's service. The gallery has grown steadily, this year seeing record sales.

**Laura Holden, WHY Gallery Manager**

## 6x6 exhibition

The 6x6 fundraising exhibition for We Hear You happens annually at Frome Venue The Silk Mill. Each year over 100 donated artworks measuring 6x6 inches are available to buy for £40 each, with the proceeds going to We Hear You.

Artists exhibiting at 6x6 range from established professional artists to emerging artists working in print, ceramics, textiles, paint and mixed media. It's a truly democratic exhibition, with established South West artists such as Chris Pig, Jamie Gallagher & Amanda Bee exhibiting alongside emerging artists of all ages. It's first come first served, with queues forming for the opening night to get first pick of the wonderful artwork on offer. The event is now in its fourth year and has grown with more artist contributing and greater sums raised each year. The event has become part of the cultural landscape of Frome, and is a wonderful coming together within the community as raising funds and awareness for We Hear You.





# Vital statistics - 2021/22

## Adults:



566

75.6% female  
24.2% male  
0.2% other gender



Patients 47%



non-patients 53%



bereaved 26%

## Affected by:



Cancer 88%

Other condition: 12%

## Children and young people:



159

58% female  
41% male  
1% other gender



Patients 7%



non-patients 93%



bereaved 41%

## Affected by:



Cancer 66%

Other condition: 34%

## Total people WHY supported in 2021/22

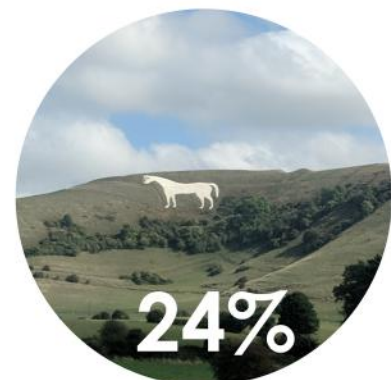
725



Somerset



BaNES



Wiltshire

- Many of the 2021/22 figures remain similar to previous years. We're pleased to see a slight improvement in the gender imbalance for adult counselling, with men making up **24%** of clients, up from 18% in 2020/21.
- Overall in 2021/22 there has been a **27%** increase in total referrals, although last year's figure was lower than expected due to the pandemic and people waiting longer in order to access face-to-face support.
- The percentage improvement in wellbeing among our adult clients, as indicated by the CORE Outcome Measure was **41%**
- The improvement in the SDQ system used for clients under 12 was **45%**
- We offered **5,026** counselling sessions in 2021/22, across **17** venues, including online and telephone counselling.



# 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 2022

## 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.

## Independent Examiner

Josh Kingston, BSc., ACA  
Burton Sweet Limited  
The Clock Tower  
5 Farleigh Court  
Old Weston Road  
Flax Bourton  
Bristol BS48 1UR

## 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.

## Bank

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

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





# Reference and administrative details

## Charity name:

We Hear You (WHY)

## Charity no:

1156001

## Registered address:

14-15 North Parade  
Frome  
BA11 1AU



## Board of Trustees

### 1st April 2021 to 31st March 2022

Anne Montague - Chair  
Rachel Notley - Treasurer  
Cara Burr  
Hannah Cottee-Wort (until January 2022)  
Wayne de Leeuw  
Dr Dorothy Goddard  
Dr Joachim Ryan  
Tessa Warry

## Board of Trustees

### October 2022

Anne Montague - Chair  
Wayne de Leeuw - Vice Chair  
Rachel Notley - Treasurer  
Cara Burr  
Tony De Jaeger  
Dr Dorothy Goddard  
Dr Joachim Ryan  
Tessa Warry

## 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 2022, 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 Chief Executive Officer 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

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

Most of the team have continued a hybrid working model since moving into the charity's new office on North Parade, Frome. Nevertheless, office space remains a high risk due to uncertainties related to post-pandemic requirements.

#### 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 money for the charity over the last year, and to the trusts and foundations that have funded us. It is through your generosity that we continue to be able to offer support to anyone impacted by a life-threatening condition. The impact of the pandemic has been strongly felt amongst those we support, and we are seeing demand for our services rise in unprecedented ways as we leave the periods of lockdown behind us.

Our income contracted 17% to £449,570 against 2020/21 as the Covid-related grants subsided. Our expenditure of £533,126 resulted in a deficit of £83,556 for the consolidated group in 2021/22. The growth in expenditure was a planned increase by the Board of Trustees and senior management to tackle the continuing increase in demand for our services.

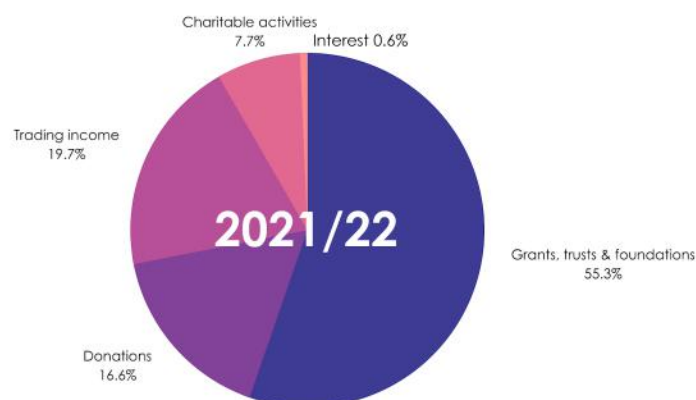
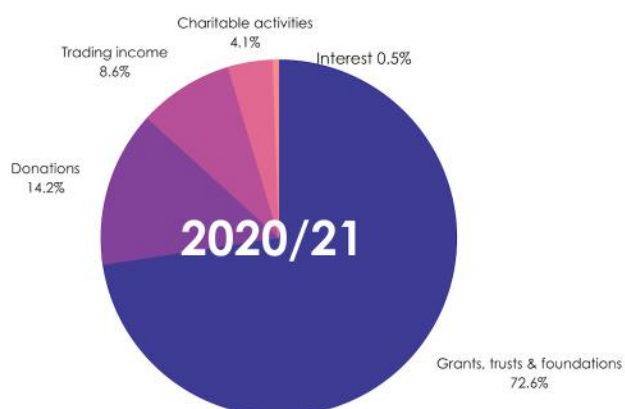
## Principal funding elements

Fundraising from the local community as well as corporate support delivered £119,866 of unrestricted funds, a small increase of 5% in the year. Income from trusts and foundations was £248,672, a decrease of 37% on prior year. This reduction was anticipated due to the unique nature of grant funding in 2020/21, and we continue to rely heavily on our local communities for a third of our income. The WHY Group remains committed to generating diverse, sustainable and unrestricted income through its trading subsidiary. Costs increased in 2021/22 as a direct result of increasing our service provision and offering our service users a return to in-person support where possible.

## Reserves policy

Our reserves at 31st March 2022 of £210,944 (2021 £294,500) are comprised of £30,102 designated costs, restricted funds of £42,640 and general funds of £136,823. 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 £264,004 (2021 £301,540) 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 £160,000 and a maximum of £280,000.

## Rachel Notley Treasurer





## Achievements and performance overview

As ever we acknowledge the generous support of the communities we serve, especially as the impact of the pandemic continues to be felt. We are also grateful to many grant-making organisations for their support during what has been another challenging year.

WHY was once again funded by a combination of community fundraising and corporate partnerships, grants, trusts and legacies in 2021/22.

Our community fundraising activity was impacted by the Covid-19 pandemic for a second year, as demonstrated by the reduction in income from this source. We hope that next year's annual report will show a return to the success of previous years in this area.

A diagnosis of cancer or any life-threatening condition has an enormous emotional impact. For some, the emotional impact can be as great, or even greater than, the physical. For those close to and supporting the individual diagnosed, or the bereaved, it can be equally devastating:

***"I felt guilty, she wasn't my wife, she wasn't my mother, she wasn't my sister or daughter. But her death in particular, the impact it had on me was so huge. I didn't feel I had the right to be so upset about it. Which is daft and that's what coming here did for me. It said, she wasn't any of those things to you, but she was such a close friend."***

Money often becomes an issue for people having treatment for a life-threatening condition. Our services are free to ensure they're there for anyone who needs them; timely, accessible and welcoming. Our generous offering of up to 16 sessions of counselling per client allows space and time to explore difficult feelings with a skilled, specialist listener. And we're unique in our area for placing no time limit on accessing our support. Whether it happened yesterday, or decades ago, WHY are here for you.

All We Hear You's 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 in 17 venues across Somerset, Bath and North East Somerset and Wiltshire, as well as via video call or telephone. Our mindfulness and nature connection courses are among a range of innovative services designed to meet our clients where they are, in the way that suits them best.





# Statement of trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed/constitution. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed:



---

Rachel Notley, Treasurer  
3rd November 2022



# Financial statement

## Independent examiner's report to the trustees of We Hear You

I report to the trustees on my examination of the accounts of We Hear You (the Charity) for the year ended 31st March 2022.

### Responsibilities and basis of report

As the charity trustees of the Charity 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 Charity'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

Since the Charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

- 1 accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts do 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.

**Josh Kingston, BSc., ACA**  
**Burton Sweet Limited**  
**The Clock Tower**  
**5 Farleigh Court**  
**Old Weston Road**  
**Flax Bourton**  
**Bristol BS48 1UR**



# Accounts 2021/22

## WE HEAR YOU

### CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (Including Income & Expenditure Account)

YEAR ENDED 31 MARCH 2022

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 Restated £
<b>Income from:</b>						
Donations, grants and legacies	2	209,877	-	113,530	323,407	472,173
Charitable activities	3	34,507	-	-	34,507	22,246
Other trading activities	4	88,760	-	-	88,760	47,013
Investments	5	2,896	-	-	2,896	3,035
<b>Total income</b>		<b>336,040</b>	<b>-</b>	<b>113,530</b>	<b>449,570</b>	<b>544,467</b>
<b>Expenditure on:</b>						
Raising funds	6	163,435	-	2,879	166,314	122,070
Charitable activities	8	224,783	9,898	132,131	366,812	307,316
<b>Total expenditure</b>		<b>388,218</b>	<b>9,898</b>	<b>135,010</b>	<b>533,126</b>	<b>429,386</b>
<b>Net income/(expenditure)</b>	<b>10</b>	<b>(52,178)</b>	<b>(9,898)</b>	<b>(21,480)</b>	<b>(83,556)</b>	<b>115,081</b>
Transfers between funds	21	-	-	-	-	-
<b>Net movement in funds before taxation</b>		<b>(52,178)</b>	<b>(9,898)</b>	<b>(21,480)</b>	<b>(83,556)</b>	<b>115,081</b>
<b>Total funds at 1 April 2021</b>	<b>21</b>	<b>190,380</b>	<b>40,000</b>	<b>64,120</b>	<b>294,500</b>	<b>179,419</b>
<b>Total funds at 31 March 2022</b>	<b>21</b>	<b>138,202</b>	<b>30,102</b>	<b>42,640</b>	<b>210,944</b>	<b>294,500</b>

The group has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the group are classed as continuing.

The notes on p23 to 37 form part of these financial statements

See notes 13 for fund-accounting comparative figure



# Accounts 2021/22

## WE HEAR YOU

### CHARITY STATEMENT OF FINANCIAL ACTIVITIES (Including Income & Expenditure Account)

YEAR ENDED 31 MARCH 2022

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 Restated £
<b>Income from:</b>						
Donations, grants and legacies	2	194,681	-	113,530	308,211	445,368
Charitable activities	3	34,507	-	-	34,507	22,246
Other trading activities	4	48,875	-	-	48,875	32,038
Investments	5	2,896	-	-	2,896	3,035
<b>Total income</b>		<b>280,959</b>	<b>-</b>	<b>113,530</b>	<b>394,489</b>	<b>502,687</b>
<b>Expenditure on:</b>						
Raising funds	6	111,877	-	2,879	114,756	84,361
Charitable activities	8	224,783	9,898	132,131	366,812	307,316
<b>Total expenditure</b>		<b>336,660</b>	<b>9,898</b>	<b>135,010</b>	<b>481,568</b>	<b>391,677</b>
<b>Net income/(expenditure)</b>	<b>10</b>	<b>(55,701)</b>	<b>(9,898)</b>	<b>(21,480)</b>	<b>(87,079)</b>	<b>111,010</b>
Transfers between funds	21	-	-	-	-	-
<b>Net movement in funds</b>		<b>(55,701)</b>	<b>(9,898)</b>	<b>(21,480)</b>	<b>(87,079)</b>	<b>111,010</b>
<b>Total funds at 1 April 2021</b>	<b>21</b>	<b>192,524</b>	<b>40,000</b>	<b>64,120</b>	<b>296,644</b>	<b>185,634</b>
<b>Total funds at 31 March 2022</b>	<b>21</b>	<b>136,823</b>	<b>30,102</b>	<b>42,640</b>	<b>209,565</b>	<b>296,644</b>

The group has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the group are classed as continuing

The notes on p23 to 37 form part of these financial statements

See notes 13 for fund-accounting comparative figure



# Accounts 2021/22

WE HEAR YOU

BALANCE SHEET

AS AT 31 DECEMBER 2021

	Note	Group 2022 £	Charity 2022 £	Group 2021 Restated £	Charity 2021 Restated £
<b>Fixed assets</b>					
Tangible assets	14	5,968	-	7,960	-
Investments	15	-	2	-	2
		<u>5,968</u>	<u>2</u>	<u>7,960</u>	<u>2</u>
<b>Current assets</b>					
Stock		5,133	4,109	1,856	1,511
Debtors	17	5,206	15,986	6,802	8,141
Cash at bank and in hand		362,544	311,642	414,155	406,261
		<u>372,883</u>	<u>331,737</u>	<u>422,813</u>	<u>415,913</u>
<b>Creditors: amounts falling due within one year</b>	18	<u>(108,879)</u>	<u>(78,656)</u>	<u>(123,773)</u>	<u>(119,271)</u>
<b>Net current assets</b>		<u>264,004</u>	<u>253,081</u>	<u>299,040</u>	<u>296,642</u>
<b>Total assets less current liabilities</b>		<u>269,972</u>	<u>253,083</u>	<u>307,000</u>	<u>296,644</u>
<b>Creditors: amounts falling due after more than one year</b>	18	<u>(59,028)</u>	<u>(43,518)</u>	<u>(12,500)</u>	<u>-</u>
<b>Net assets</b>		<u>210,944</u>	<u>209,565</u>	<u>294,500</u>	<u>296,644</u>
<b>Funds</b>					
<b>Unrestricted funds</b>					
General funds	22	136,823	136,823	192,524	192,524
Non-charitable trading funds	22	1,379	-	(2,144)	-
Designated funds	22	30,102	30,102	40,000	40,000
<b>Restricted funds</b>	22	<u>42,640</u>	<u>42,640</u>	<u>64,120</u>	<u>64,120</u>
<b>Total funds</b>		<u>210,944</u>	<u>209,565</u>	<u>294,500</u>	<u>296,644</u>

These financial statements were approved by the Trustees on 3rd November 2022 and are signed on their behalf by:

.....  
Rachel Notley  
Trustee





# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

#### YEAR ENDED 31 MARCH 2022

---

#### 1 Accounting policies

##### **Basis of preparing the financial statements**

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The charity is a public benefit entity as defined under FRS102.

There are no material uncertainties about the charity's ability to continue as a going concern, despite the significant uncertainty around public fundraising being caused by the current cost of living crisis. Whilst the Trustees acknowledge there may be challenges around community fundraising and corporate giving as an impact of this, the charity has sufficient reserves to be able to meet these challenges and has considered these impacts within its reserves policy.

##### **Basis of consolidation**

The Consolidated Statement of Financial Activities (SOFA) and Consolidated Balance Sheet consolidate the financial statements of the Charity and its subsidiary, WHY Gallery Ltd. The results of the subsidiary are consolidated on a line by line basis.

##### **Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not have been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

##### **Income**

All income is included in the Statement of Finance Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Some grant income is deferred where the conditions for receipt are not met at the end of the accounting period.

Income represents the total income receivable during the period, including gallery and sales, interest received, and gift aid receipts.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

##### **Expenditure**

All expenditure is accounted for on an accruals basis inclusive of any VAT which cannot be recovered and has been included under expense categories that aggregate all costs for allocation to activities.

Expenditure on raising funds includes those incurred in trading activities.

Charitable activities include expenditure on carrying out counselling and supervision services and includes both direct costs and support costs relating to those activities.

Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements. Governance costs are included within charitable activity support costs.



# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

#### 1 Accounting policies (continued)

##### Tangible fixed assets

Tangible fixed assets are classified as such when they have a value over £1,000 and a useful life of over one year. They are stated at cost less depreciation, which is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives.

##### Tangible fixed assets - Depreciation

Depreciation is provided at the following annual rates in order to write off each asset over its estimated economic life.

Furniture, fittings and equipment	20% straight line
Office equipment	20% straight line

##### Investments

Investments in subsidiaries are valued at cost less provision for impairment.

##### Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks.

##### Taxation

The charity is exempt from corporation tax on its charitable activities.

#### 2 Donations and legacies

##### Group & Charity

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
Donations	74,735	-	-	74,735	87,106
Grants					
Job Retention Scheme	5,199	-	-	5,199	41,339
Other government grants	1,546	-	-	1,546	-
Non-government grants	113,201	-	113,530	226,731	316,923
<b>Charity sub-total</b>	<b>194,681</b>	<b>-</b>	<b>113,530</b>	<b>308,211</b>	<b>445,368</b>
Job Retention Scheme	6,605	-	-	6,605	28,305
Other government grants	3,139	-	-	3,139	8,500
Non-government grants	8,452	-	-	8,452	-
Inter-group eliminations	(3,000)	-	-	(3,000)	(10,000)
<b>Group donations and legacies</b>	<b>209,877</b>	<b>-</b>	<b>113,530</b>	<b>323,407</b>	<b>472,173</b>

Income from donations and legacies in the prior year has been classed as unrestricted general funds except for donations of £5,000 a non-government grants of £132,116 which were restricted.



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

**3 Income from charitable activities  
Group & Charity**

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
Counselling and supervision	34,507	-	-	34,507	22,246
<b>Group &amp; Charity total</b>	<b>34,507</b>	<b>-</b>	<b>-</b>	<b>34,507</b>	<b>22,246</b>

Income from charitable activities in the prior year has been classed as unrestricted general funds.

**4 Income from: Other trading activities  
Group & Charity**

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
Merchandising income	2,370	-	-	2,370	712
Management fee income - WHY Gallery Ltd	3,600	-	-	3,600	3,600
Event income	42,762	-	-	42,762	26,821
Other income	143	-	-	143	905
<b>Charity sub-total</b>	<b>48,875</b>	<b>-</b>	<b>-</b>	<b>48,875</b>	<b>32,038</b>
Gallery sales	37,878	-	-	37,878	17,006
Art fairs	5,553	-	-	5,553	1,543
Website sales	934	-	-	934	-
Raffles	20	-	-	20	26
<b>Subsidiary sub-total</b>	<b>44,385</b>	<b>-</b>	<b>-</b>	<b>44,385</b>	<b>18,575</b>
Inter-group eliminations	(4,500)	-	-	(4,500)	(3,600)
<b>Group income from other trading activities</b>	<b>88,760</b>	<b>-</b>	<b>-</b>	<b>88,760</b>	<b>47,013</b>

Income from other trading activities in the prior year has been classed as unrestricted general funds.

**5 Investment Income  
Group & Charity**

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
Interest received	2,896	-	-	2,896	3,035

Investment income in the prior year has been classed as unrestricted general funds.



# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

6 Expenditure on: Raising funds Group & Charity	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
<i>Direct costs</i>					
Direct fundraising costs	14,352	-	-	14,352	5,516
Fundraising salaries	67,922	-	1,570	69,492	54,769
Direct retail costs	40	-	-	40	-
Retail salaries	5,147	-	-	5,147	3,659
Support costs (note 9)	24,416	-	1,309	25,725	20,417
<b>Charity sub-total</b>	<b>111,877</b>	<b>-</b>	<b>2,879</b>	<b>114,756</b>	<b>84,361</b>
<i>Direct costs - subsidiary</i>					
Cost of goods sold	6,019	-	-	6,019	607
Wages and salaries	24,509	-	-	24,509	17,874
Overheads - subsidiary	21,930	-	-	21,930	19,228
Management charge	3,600	-	-	3,600	3,600
Charitable donation to parent	3,000	-	-	3,000	10,000
<b>Subsidiary sub-total</b>	<b>59,058</b>	<b>-</b>	<b>-</b>	<b>59,058</b>	<b>51,309</b>
Inter-group eliminations	(7,500)	-	-	(7,500)	(13,600)
<b>Group expenditure on raising funds</b>	<b>163,435</b>	<b>-</b>	<b>2,879</b>	<b>166,314</b>	<b>122,070</b>

Expenditure on raising funds in the prior year has been classed as unrestricted general funds except for fundraising salaries of £2,584 and support costs of £993 which were restricted.

### 7 Calculation of net income / (expenditure) from trading activities

	Unrestricted General Funds	Unrestricted Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021 Restated
	£	£	£	£	£
Charity	(63,002)	-	(2,879)	(65,881)	(52,323)
Subsidiary	3,523	-	-	3,523	4,071
Inter-group eliminations	3,000	-	-	3,000	10,000
<b>Group net income / (expenditure) from trading activities</b>	<b>(56,479)</b>	<b>-</b>	<b>(2,879)</b>	<b>(59,358)</b>	<b>(38,252)</b>

Net income/(expenditure) from trading activities in the prior year has been classed as unrestricted general funds.



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

**8 Expenditure on: Charitable activities  
Group & Charity**

	Direct Costs £	Support Costs (Note 9) £	Total 2022 £
Counselling and supervision			
Salaries and wages	108,304	77,042	185,346
Other costs	133,466	48,000	181,466
	241,770	125,042	366,812

**Prior year comparative**

	Direct Costs Restated £	Support Costs (Note 9) Restated £	Total 2021 Restated £
Counselling and supervision			
Salaries and wages	83,616	76,396	160,012
Other costs	124,373	22,931	147,304
	207,989	99,327	307,316

**9 Support costs  
Group & Charity**

	Raising funds £	Charitable activities £	Total 2022 £
Rent, rates, light and heat	5,150	15,450	20,600
Housekeeping	1,232	4,562	5,794
Repairs and maintenance	390	1,169	1,559
Insurance	386	1,506	1,892
Advertising	272	1,539	1,811
Office costs	2,201	4,469	6,670
IT and computer costs	437	887	1,324
Subscriptions	64	360	424
Legal and professional fees	1,857	9,847	11,704
Accountancy	154	874	1,028
Bank charges	14	82	96
Staff training, recruitment and other expenses	613	3,471	4,084
Travel and entertainment	68	384	452
Wages and salaries	12,887	77,042	89,929
<b>Governance costs - charity</b>			
Independent examiner's fee	-	900	900
Independent examiner - other services	-	2,500	2,500
	25,725	125,042	150,767



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

## 9 Support costs (continued)

Prior year comparative

	Raising funds Restated £	Charitable activities Restated £	Total 2021 Restated £
Rent, rates, light and heat	3,930	7,980	11,910
Housekeeping	697	1,417	2,114
Repairs and maintenance	65	133	198
Insurance	329	667	996
Advertising	-	-	-
Office costs	808	4,577	5,385
IT and computer costs	418	847	1,265
Subscriptions	11	61	72
Legal and professional fees	789	3,875	4,664
Accountancy	190	1,077	1,267
Bank charges	10	59	69
Staff training, recruitment and other expenses	267	1,510	1,777
Travel and entertainment	23	129	152
Wages and salaries	12,880	76,396	89,276
<b>Governance costs - charity</b>			
Independent examiner's fee	-	599	599
	<u>20,417</u>	<u>99,327</u>	<u>119,744</u>

Support costs are split between fundraising costs and charitable activity costs based upon usage.

Only expenditure in the charity is considered to be support costs and able to be allocated between charitable activities and fundraising costs.

## 10 Net income/ (expenditure)

This is stated after charging:

	Group 2022 £	Charity 2022 £	Group 2021 Restated £	Charity 2021 Restated £
Depreciation of tangible fixed assets	1,992	-	2,001	-
Independent examiner's fee	900	900	599	599
Independent examiner - other services	2,500	2,500	-	-

There were no Trustees' remuneration or other benefits for the year ended 31 March 2022 nor for the period ended 31 March 2021. The total Trustees' expenses paid during the year ended 31 March 2022 to two trustees for training and other expenses were £38 (2021: £Nil).

The total Trustee, key management personnel and other related party donations in the year were £Nil (2021: £Nil).



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

## 11 Staff costs and numbers

	Group 2022	Charity 2022	Group 2021 Restated	Charity 2021 Restated
	£	£	£	£
The aggregate payroll costs were:				
Wages and salaries	277,227	253,862	233,242	216,202
Social security costs	13,622	12,900	9,961	9,434
Employers pension	7,841	7,419	5,991	5,684
	<u>298,690</u>	<u>274,181</u>	<u>249,194</u>	<u>231,320</u>

The average weekly number of employees during the year, calculated on the basis of average headcount, was as follows:

	Group 2022 No.	Charity 2022 No.	Group 2021 No. Restated	Charity 2021 No. Restated
Management and administration	5	4	4	3
Other staff	12	11	11	10
	<u>17</u>	<u>15</u>	<u>15</u>	<u>13</u>

No employee received emoluments of more than £60,000.

The key management personnel for 2022 employee benefits totalled £142,901 for the Group & Charity.

The key management personnel for 2021 employee benefits totalled £130,958 for the Group & Charity.

## 12 Taxation

The charity is exempt from corporation tax as all its income is charitable and applied for charitable purposes. The charity's trading subsidiary, WHY Gallery Ltd, attracts corporation tax only to the extent that profits remain within it to grow its activities. Further available profits are donated responsibly to the charity.

# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

## 13 Consolidated fund-analysis comparative figures

Group	Unrestricted General Funds Restated £	Unrestricted Designated Funds Restated £	Restricted Funds Restated £	Total Funds 2021 Restated £
<b>Income from:</b>				
Donations and legacies	308,252	-	137,116	445,368
Charitable activities	22,246	-	-	22,246
Other trading activities	73,818	-	-	73,818
Investments	3,035	-	-	3,035
<b>Total income</b>	<b>407,351</b>	<b>-</b>	<b>137,116</b>	<b>544,467</b>
<b>Expenditure on:</b>				
Raising funds	118,493	-	3,577	122,070
Charitable activities	155,338	-	151,978	307,316
<b>Total expenditure</b>	<b>273,831</b>	<b>-</b>	<b>155,555</b>	<b>429,386</b>
<b>Net income/(expenditure)</b>	<b>133,520</b>	<b>-</b>	<b>(18,439)</b>	<b>115,081</b>
Transfers between funds	(40,000)	40,000	-	-
<b>Net movement in funds before taxation</b>	<b>93,520</b>	<b>40,000</b>	<b>(18,439)</b>	<b>115,081</b>
Tax on profit of ordinary activities	-	-	-	-
<b>Net movement in funds</b>	<b>93,520</b>	<b>40,000</b>	<b>(18,439)</b>	<b>115,081</b>
<b>Total funds at 1 April 2020</b>	<b>96,860</b>	<b>-</b>	<b>82,559</b>	<b>179,419</b>
<b>Total funds at 31 March 2021</b>	<b>190,380</b>	<b>40,000</b>	<b>64,120</b>	<b>294,500</b>



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

## 13 Consolidated fund-analysis comparative figures

### Charity

	Unrestricted General Funds Restated £	Unrestricted Designated Funds Restated £	Restricted Funds Restated £	Total Funds 2021 Restated £
<b>Income from:</b>				
Donations and legacies	308,252	-	137,116	445,368
Charitable activities	22,246	-	-	22,246
Other trading activities	32,038	-	-	32,038
Investments	3,035	-	-	3,035
<b>Total income</b>	<b>365,571</b>	<b>-</b>	<b>137,116</b>	<b>502,687</b>
<b>Expenditure on:</b>				
Raising funds	80,784	-	3,577	84,361
Charitable activities	155,338	-	151,978	307,316
<b>Total expenditure</b>	<b>236,122</b>	<b>-</b>	<b>155,555</b>	<b>391,677</b>
<b>Net income/(expenditure)</b>	<b>129,449</b>	<b>-</b>	<b>(18,439)</b>	<b>111,010</b>
Transfers between funds	(40,000)	40,000	-	-
<b>Net movement in funds</b>	<b>89,449</b>	<b>40,000</b>	<b>(18,439)</b>	<b>111,010</b>
<b>Total funds at 1 April 2020</b>	<b>103,075</b>	<b>-</b>	<b>82,559</b>	<b>185,634</b>
<b>Total funds at 31 March 2021</b>	<b>192,524</b>	<b>40,000</b>	<b>64,120</b>	<b>296,644</b>

## 14 Tangible fixed assets

Group	Furniture, fittings and equipment £	Computer equipment £	Totals £
<b>Cost</b>			
At 1 April 2021	9,961	14,208	24,169
Additions	-	-	-
Disposals	-	-	-
At 31 March 2022	<b>9,961</b>	<b>14,208</b>	<b>24,169</b>
<b>Depreciation</b>			
At 1 April 2021	2,001	14,208	16,209
Charge for the year	1,992	-	1,992
Elim on disposal	-	-	-
At 31 March 2022	<b>3,993</b>	<b>14,208</b>	<b>18,201</b>
<b>Net book value</b>			
At 31 March 2022	<b>5,968</b>	<b>-</b>	<b>5,968</b>
At 31 March 2021	<b>7,960</b>	<b>-</b>	<b>7,960</b>

# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

#### 14 Tangible fixed assets (*continued*)

##### Charity

	Computer equipment £	Totals £
<b>Cost</b>		
At 1 April 2021	14,208	14,208
Additions	-	-
Disposals	-	-
At 31 March 2022	<u>14,208</u>	<u>14,208</u>
<b>Depreciation</b>		
At 1 April 2021	14,208	14,208
Charge for the year	-	-
Elim on disposal	-	-
At 31 March 2022	<u>14,208</u>	<u>14,208</u>
<b>Net book value</b>		
At 31 March 2022	<u>-</u>	<u>-</u>
At 31 March 2021	<u>-</u>	<u>-</u>

#### 15 Fixed asset investments

##### Charity

	Unlisted securities £	Total 2022 £	Total 2021 £
Shareholding in WHY Gallery Ltd	2	2	2
	<u>2</u>	<u>2</u>	<u>2</u>

WHY Gallery Ltd (Company No. 11166509) is a wholly owned subsidiary of We Hear You, a charitable incorporated organisation. A summary of the trading results for the subsidiary is set out in note 16.



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

## 16 Principal subsidiaries

Company name	Country	Percentage shareholding	Principal activity
WHY Gallery Ltd	England and Wales	100%	Retail sales in commercial art galleries

### WHY Gallery Ltd

	Year ended 31 March 2022 £	Year ended 31 March 2021 £
Turnover	62,580	55,380
Cost of sales	(6,019)	(607)
<b>Gross profit</b>	<b>56,561</b>	<b>54,773</b>
Administrative expenses	(53,039)	(50,702)
<b>Profit/(loss) on ordinary activities before taxation</b>	<b>3,522</b>	<b>4,071</b>
Tax on profit/loss on ordinary activities	-	-
<b>Profit/(loss) for the period</b>	<b>3,522</b>	<b>4,071</b>
Shareholders funds/(deficit) brought forward	(2,142)	(6,213)
Profit/(loss) for the period	3,522	4,071
	1,380	(2,142)
Shareholders funds/(deficit) carried forward	<b>1,380</b>	<b>(2,142)</b>

# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

#### 17 Debtors

	Group 2022 £	Charity 2022 £	Group 2021 £	Charity 2021 £
Trade debtors	1,821	1,821	1,120	945
Amount owed by group undertakings	-	11,844	-	3,002
Prepayments and accrued income	2,935	2,321	5,232	4,194
Other debtors	450	-	450	-
	<u>5,206</u>	<u>15,986</u>	<u>6,802</u>	<u>8,141</u>

#### 18 Creditors: amounts falling due within one year

	Group 2022 £	Charity 2022 £	Group 2021 Restated £	Charity 2021 Restated £
<b>Amounts falling due within one year</b>				
Trade creditors	10,451	9,631	8,778	7,676
Social security, pensions and other taxes	5,642	5,407	4,627	4,627
Accruals and deferred income	80,001	62,811	107,868	106,968
Loans and borrowings	12,785	807	2,500	-
	<u>108,879</u>	<u>78,656</u>	<u>123,773</u>	<u>119,271</u>

#### Amounts falling due after more than one year

Loans and borrowings	59,028	43,518	12,500	-
	<u>59,028</u>	<u>43,518</u>	<u>12,500</u>	<u>-</u>

#### 19 Loans and borrowings

	Group 2022 £	Charity 2022 £	Group 2021 Restated £	Charity 2021 Restated £
<b>Current loans and borrowings</b>				
SSEF loan	6,978	-	-	-
SSEF repayable grant	5,000	-	2,500.00	-
Resonance loan	807	807	-	-
	<u>12,785</u>	<u>807</u>	<u>2,500</u>	<u>-</u>

#### Non-current loans and borrowings

SSEF loan	15,510	-	12,500	-
SSEF repayable grant	-	-	-	-
Resonance loan	43,518	43,518	-	-
	<u>59,028</u>	<u>43,518</u>	<u>12,500</u>	<u>-</u>

#### 20 Operating Leases

At 31 March 2022 the charity had total commitments under non-cancellable operating leases, in relation to premises, as set out below:

	Group 2022 £	Charity 2022 £	Group 2021 £	Charity 2021 £
Within one year	18,500	18,500	18,500	18,500
Between two to five years	45,500	45,500	64,000	64,000
	<u>64,000</u>	<u>64,000</u>	<u>82,500</u>	<u>82,500</u>



# Accounts 2021/22

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

21 Movement in funds Group & Charity	At 1 Apr 2021	Income	Expenditure	Transfers	Gains / (losses)	At 31 Mar 2022
Lottery	-	25,770	(25,770)	-	-	-
BBC CIN 2	-	32,203	(32,203)	-	-	-
St Johns	30,000	30,000	(35,000)	-	-	25,000
Chippenham Borough Lands	3,350	-	(3,350)	-	-	-
Mendip Youth with a Future	2,000	-	(2,000)	-	-	-
Postcode community trust	13,770	-	(13,770)	-	-	-
Wiltshire community foundation	10,000	-	(10,000)	-	-	-
WHY Gallery	5,000	-	(5,000)	-	-	-
Hospital Saturday Fund	-	2,000	(108)	-	-	1,892
Media Trust	-	2,000	(472)	-	-	1,528
Wiltshire Council BOA	-	2,337	(2,337)	-	-	-
Street Parish Council	-	2,000	(2,000)	-	-	-
Wesport	-	4,220	-	-	-	4,220
Frome Town Rotary	-	2,000	(2,000)	-	-	-
Yeovil without	-	1,000	(1,000)	-	-	-
Awards for all	-	10,000	-	-	-	10,000
	<b>64,120</b>	<b>113,530</b>	<b>(135,010)</b>	<b>-</b>	<b>-</b>	<b>42,640</b>
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
1 2 1 Counselling	40,000	-	(9,898)	-	-	30,102
<b>General funds</b>						
General fund	192,524	280,959	(336,660)	-	-	136,823
Unrestricted funds subtotal	<b>232,524</b>	<b>280,959</b>	<b>(346,558)</b>	<b>-</b>	<b>-</b>	<b>209,565</b>
<b>Charity funds</b>	<b>296,644</b>	<b>394,489</b>	<b>(481,568)</b>	<b>-</b>	<b>-</b>	<b>209,565</b>
WHY Gallery Ltd	(2,144)	62,581	(59,058)	-	-	1,379
Inter-group eliminations	-	(7,500)	7,500	-	-	-
	<b>(2,144)</b>	<b>55,081</b>	<b>(51,558)</b>	<b>-</b>	<b>-</b>	<b>1,379</b>
<b>Total funds (Group)</b>	<b>294,500</b>	<b>449,570</b>	<b>(533,126)</b>	<b>-</b>	<b>-</b>	<b>210,944</b>

# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

#### 21 Movement in funds (continued)

Previous year Group & Charity	At 1 Apr 2020 Restated £	Income Restated £	Expenditure Restated £	Transfers Restated £	Gains / (losses) Restated £	At 31 Mar 2021 Restated £
<b>Restricted Funds</b>						
Lottery	21,475	27,491	(48,966)	-	-	-
BBC CIN 2	-	42,155	(42,155)	-	-	-
D'Oyly	3,000	-	(3,000)	-	-	-
St Johns	28,624	30,000	(28,624)	-	-	30,000
FMS	4,710	-	(4,710)	-	-	-
Wiltshire CCG	24,750	-	(24,750)	-	-	-
Chippenham Borough Lands	-	6,700	(3,350)	-	-	3,350
Mendip Youth with a Future	-	2,000	-	-	-	2,000
Postcode community trust	-	13,770	-	-	-	13,770
Wiltshire community foundation	-	10,000	-	-	-	10,000
WHY Gallery	-	5,000	-	-	-	5,000
	82,559	137,116	(155,555)	-	-	64,120
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
1 2 1 Counselling	-	-	-	40,000	-	40,000
<b>General funds</b>						
General fund	103,075	365,571	(236,122)	(40,000)	-	192,524
Unrestricted funds subtotal	103,075	365,571	(236,122)	-	-	232,524
<b>Charity funds</b>	185,634	502,687	(391,677)	-	-	296,644
WHY Gallery Ltd	(6,215)	55,380	(51,309)	-	-	(2,144)
Inter-group eliminations	-	(13,600)	13,600	-	-	-
	(6,215)	41,780	(37,709)	-	-	(2,144)
<b>Total funds (Group)</b>	<b>179,419</b>	<b>544,467</b>	<b>(429,386)</b>	<b>-</b>	<b>-</b>	<b>294,500</b>

#### Designated funds

The 1 2 1 counselling fund was designated by the Board to ensure that these funds were used specifically to address the increase in referrals we were expecting in late 2021 and early 2022 as a knock on impact of the COVID-19 pandemic.

#### Restricted funds

Lottery - the fund is restricted by the location and timing of services.

BBC CIN 2 - the fund is restricted by the location of childrens services.

D'Oyly - this fund is restricted for creative therapy.

St Johns - this fund is restricted for WHY outdoors and Men WHY.

FMS - this fund is restricted for WHY outdoors.

Wiltshire CCG - this fund is restricted to Wiltshire only.

Chippenham Borough Lands - this fund is restricted to Chippenham only.

Mendip Youth with a Future - this fund is restricted by the location of childrens services.

Postcode community trust - this fund is restricted to telephone and online support.

Wiltshire community foundation - this fund is restricted to Wiltshire only.

WHY Gallery - this fund is restricted to core 1 2 1 counselling.

Hospital Saturday Fund - this fund is restricted to foreign language support.

Media Trust - this fund is restricted for website and communications development.

Wiltshire Council BOA - this fund is restricted to Bradford-on-Avon only.

Street Parish Council - this fund is restricted to Street only.

Wesport - this fund is restricted to Boulder Rooms only.

Frome Town Rotary - this fund is restricted for the new office signs.

Yeovil without - this fund is restricted to Yeovil without only.

Awards for all - this fund is restricted to ABI specific counselling and training.



# Accounts 2021/22

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

#### YEAR ENDED 31 MARCH 2022

#### 21 Movement in funds (continued)

##### Inter-group eliminations

A donation to the Charity from WHY Gallery Ltd of £3,000 (2021: £10,000) and a management charge of £3,600 (2021: £3,600) was charged to WHY Gallery Ltd by the Charity during the year. The management charge was for shared staff time. These items have been removed from the consolidated SOFA and are included in the Inter-group eliminations along with the elimination of Enterprise's share capital upon consolidation.

#### 22 Analysis of net assets between funds

	Restricted funds £	Designated funds £	Unrestricted funds £	2022 Total £
Tangible fixed assets	-	-	-	-
Fixed asset investments	-	-	2	2
Cash at bank and in hand	44,325	-	267,317	311,642
Other net assets/(liabilities)	(1,685)	30,102	(130,496)	(102,079)
<b>Charity</b>	<b>42,640</b>	<b>30,102</b>	<b>136,823</b>	<b>209,565</b>
WHY Gallery Ltd	-	-	1,379	1,379
Inter-group eliminations	-	-	-	-
<b>Group</b>	<b>42,640</b>	<b>30,102</b>	<b>138,202</b>	<b>210,944</b>
<b>Previous year</b>	<b>Restricted funds Restated £</b>	<b>Designated funds Restated £</b>	<b>Unrestricted funds Restated £</b>	<b>2021 Total Restated £</b>
Tangible fixed assets	-	-	-	-
Fixed asset investments	-	-	2	2
Cash at bank and in hand	-	-	406,261	406,261
Other net assets/(liabilities)	64,120	40,000	(213,739)	(109,619)
<b>Charity</b>	<b>64,120</b>	<b>40,000</b>	<b>192,524</b>	<b>296,644</b>
WHY Gallery Ltd	-	-	(2,144)	(2,144)
Inter-group eliminations	-	-	-	-
<b>Group</b>	<b>64,120</b>	<b>40,000</b>	<b>190,380</b>	<b>294,500</b>

#### 23 Related party transactions

There were no further transactions with trustees and other related parties other than those disclosed elsewhere in the accounts.

# Acknowledgements

Asda  
Avanti Park School  
Avon & Somerset Constabulary  
Band in a Barn  
Bath & North East Somerset Community  
Contribution Fund  
Bath Boules  
Becky's Gifts Frome  
Brock Charitable Trust  
Brookside Academy  
Charities at Christmas  
Chalcroft Charitable Trust  
Chippenham Borough Lands Charity  
Christchurch School  
Combe Grove  
Chris Barker  
Edward Gostling Foundation  
Events Horizon  
Evercreech Primary School  
Fairgrove Partners  
Forrester Sylvester Mackett  
Frome College  
Frome Medical Practice  
Frome Town Council  
Frome Town Rotary  
Frome Rugby Club  
Frome Running Club  
Goodwills Local  
Hindhayes infant School  
Hospital Saturday Fund  
James Tudor Foundation  
Kalindi Yoga  
Kathleen Hannay Memorial Charity  
Marston Foods  
Matheson Charles  
N and Group  
People's Postcode Trust  
Pink Ribbon Foundation  
Radstock Co-Operative  
Rev R.F.Hannay Memorial Charity  
Redrow Homes  
Selwood Housing  
Selwood School  
Sexeys School  
Social Enterprise Support Fund

Somerset Collective  
Somerset Community Foundation  
Somerset Social Enterprise Fund  
Souter Charitable Trust  
Sport England Tackling Inequalities Fund  
St James' Trust  
St John's Foundation  
St Joseph & St Teresa School  
Starr Fitness  
Street Parish Council  
Suicide Prevention Fund (UK Government funding)  
Thatcher & Hallam  
The February Foundation  
The National Lottery Community Fund  
Trug & Lettuce  
UK Government Furlough Scheme  
Walton Primary School  
Whatcombe Farm Nursery  
Wiltshire Community Foundation  
Wiltshire Area Board – Bradford on Avon

## 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 couldn't operate without all this amazing support. Thank you.**

**Thank you to our volunteer team and to everyone who has participated in, hosted or attended an event or challenge for WHY.**

**Thank you to everyone who has sponsored someone, dropped change in a bucket or set up a regular donation.**

**Thank you to those who tell friends and family about WHY and help to ensure the people who need us can find us.**





## Who we support

Patients  
Family members  
Friends and loved ones  
Colleagues  
Children  
Young people  
Families  
Couples  
People bereaved by life-threatening conditions

"The therapist held and guided the sessions sensitively and with intelligence/ insight, giving me the space to explore things while offering feedback that helped to clarify and encourage things forward in a positive way. I felt listened to and respected and that the therapist had a genuine interest in helping me. I felt very much that we were working together. The sessions have enabled me to rediscover & clarify my purpose and meaning. I was able to connect with deep and sometimes painful emotions without ever feeling censored or judged."



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

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

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

 **01373 455255**

 **info@wehearyou.org.uk**

 **wehearyou.org.uk**

