

why...

we hear you

Providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening conditions.

Annual Review 2015/2016



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

we hear you

01373 455 255 wehearyou.org.uk

Registered Charity No. 1156001
Formerly Positive Action on Cancer

About **why...**

At **We Hear you** we understand that cancer and life threatening conditions can be overwhelming. It can leave you feeling numb, isolated and terrified and can seem too big to cope with. We provide a safe space where people can say the unsayable and ask the unanswerable.

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

Founder

Jill Miller

Staff

Mary Taylor
Director
(retired June 2015)

Melissa Hillier
Director
(from June 2015)

Heather Mora
Clinical Manager

Karen Duffton
Office Manager

Hannah Culff
Fundraising and
Communications
Manager

Ruth Knagg
Bid Writer

Helen Sprawson-White
Fundraising Assistant



L-R: Ruth Knagg, Melissa Hillier, Karen Duffton, Hannah Culff, Helen White

Counselling team

Kate Bartlett

Rhonda Brandwick

Lisa Drake

Carol Ellis

Ruth Gait

Penny Old

Gwen Rogerson

Ros de Silva

Caroline Waite

Trustees

Anne Montague

Chair

Martin Walsh

Treasurer

Julia di Castiglione

Emily Denham

Rachael Hulbert

(joined November 2015)

Candace Kendall

(resigned September 2015)

Jon McFarlane

Eleanor Tucker

(joined February 2016)

Highlights of the year

- New look and feel! We changed our name from Positive Action on Cancer to **We Hear You**. It had become clear through our work that people unfamiliar with PAC assumed we were either a cancer research organisation or a charity trying to overcome cancer rather than a charity providing emotional support. We were incredibly lucky to have the entire rebranding process donated **free** by branding agency Hello Communications.



- Securing a five year grant from the BIG Lottery. We started a new service primarily to benefit residents of Street and Glastonbury. The grant will also enable us to expand into Radstock and Midsomer Norton from 2017.
- Offering online counselling to clients over 16 years. Thanks to another lottery grant, from Awards for All, we began a pilot project to launch an online counselling service from October 2015.
- The team at Orchardleigh Estate helped us to celebrate turning 21 with a bang by hosting a Fireworks Ball in their gorgeous Orangery and Walled Garden. This raised over £5,000.
- Santander awarded us a grant to pilot a charity shop with a difference. "The Good Gallery" sold artists' work with all sales commission helping to fund our counselling. It was really successful and we plan to re-open permanently in summer 2016.
- Marston Foods chose us as their Charity of the Year and involved themselves with loads of events raising funds.
- Increased funding enabled us to support 36% more people than last year.



Message from our Chair and our Director

2015/16 has been a momentous year for the charity. Client referrals saw an unprecedented rise in 2015, up 52% from 2014 numbers and this trend looks set to continue. This has meant we have had to work harder than ever to increase and secure funding to support our work. This has been both challenging and rewarding and has led to us embarking on a number of exciting new initiatives including hosting a fireworks ball and opening a charity shop with a difference "The Good Gallery".

We secured a five year BIG Lottery Grant, which will help us to reach new communities, plan for future service provision and ensure continuity of service delivery. WHY's children's service has also received another three years funding from BBC Children in Need. However, we know we are still only seeing a fraction of the people who need our help across Bath, Somerset and Wiltshire. With referral rates increasing all the time, it is vital that we attract more supporters.

This was the year when we turned 21, introduced our new name and completely refreshed our look. We hope our distinctive new name and logo will make us more recognisable as a service providing emotional support and, vitally, help us reach more people affected by cancer.



Anne Montague
Chair



Melissa Hillier
Director

Founder, Jill Miller loves the charity's new look. "My baby has moved through child-hood, passed being a truculent teenager, and this is its 'coming of age' as an adult." And we couldn't agree more! The new brand is helping us to reach more people who need our support, raise more much needed funds and most importantly raise awareness of the need for emotional support to be provided to those affected by cancer and other life threatening conditions.

A huge thank you to our supporters, who have enabled us to increase the counselling we provide this year. A further big thanks to everyone who has been willing to share their personal story. It helps others to better understand the support that we offer and why it is so vital to so many people affected by cancer and other life threatening conditions.

And last, but certainly not least, we want to thank all our dedicated staff, counsellors and volunteers for their hard work in helping to deliver big change, generate a huge increase in funding, and for enabling us to reach more people than ever before who need our service.

As the year concluded, we waved fundraiser Hannah off on maternity leave and welcomed Gemma Wilkes to cover her sterling work.

**Anne Montague, Chair
and Melissa Hillier, Director**

Treasurer's Report

Our income has increased by 58% from £155,178 (2014/15) to £245,872 (2015/16). Our expenditure of £232,225 resulted in a surplus of £13,647.

Despite a difficult financial climate the need for increased support from the local community and all our other funders has been achieved. The increase in income has been phenomenal, however we are not complacent as it has also been matched by a rise in expenditure to meet the growing demand for our service.

Fundraising from the local community as well as corporate support delivered £121,401, a huge increase of £27,252. Income from trusts and foundations rose 55% compared to 2014/15 financial year.

There was a rise in our expenditure from £151,963 to £232,225 which was due to the increased demand for the service and provision of more counselling sessions coupled with the investment in rebranding.

We have carried forward a reserves fund of £106,426 to 2016/17, of which £37,284 has been ring-fenced.

We are aware that funding opportunities in the current environment are more difficult to obtain and we thank all of our funders and supporters whose financial provision has allowed us to continue our work to support our objectives and mission of 'providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening conditions.

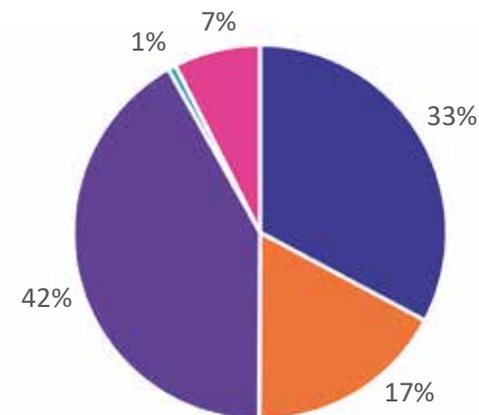
Martin Walsh, Treasurer

Statement of Financial Activities

For the year ended 31 March 2016

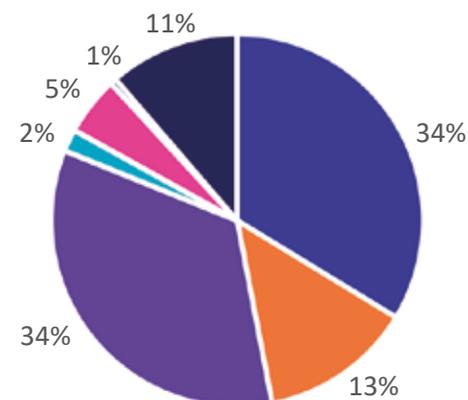
Activity Classification	2016 £	2015 £
Incoming Resources		
Grants	82,851	47,978
Donations	32,654	27,551
Fundraising Income	83,904	66,599
Retail	4,777	-
Retail grants	12,560	-
Interest	1,304	1,099
Services	27,822	11,951
Total incoming resources	245,872	155,178
Less cost of generating funds		
Fundraising	55,738	35,323
Retail	16,114	-
Total cost of generating funds	71,852	35,323
Net resources available for charitable expenditure	174,020	119,855
Charitable Expenditure		
Counselling service	156,686	115,286
Governance costs	3,687	1,354
Net outgoing/incoming resources	13,647	3,215
Reserves		
Fund designated for contingencies	37,284	29,530
Other restricted funds	-	14,549
General fund	69,142	55,495
	£106,246	£99,574

2015



■ Grants ■ Donations ■ Fundraising Income ■ Interest ■ Services

2016



■ Grants ■ Donations ■ Fundraising Income
 ■ Retail ■ Retail grants ■ Interest
 ■ Services

The impact of our service

Cancer is the number one fear amongst the general public. People diagnosed often feel overwhelmed by despair. And the impact spreads far beyond the individual diagnosed to their partners, carers, children and other loved ones. Although cancer patients' medical needs are well met by the health services, their emotional needs are not. **We Hear You** provides the emotional support that is often so missing.

With our support people are able to find a way to bear their grief, overcome depression and find a way to cope with the situations they find themselves in.

Evaluating Impact

The feedback from our clients show significant improvements to their emotional wellbeing following a course of counselling.

We have two types of feedback – internal evaluation forms and a validated tool called Core Outcome Measures.

We use the Core Outcome Measure to record emotional wellbeing before and after therapy. The client is asked to respond to 34 questions about how they have been feeling over the last week, ranging from 'not at all' to 'most or all of the time'. The questions cover their subjective well-being, problems/symptoms, life functioning and risk/harm.

The scores for 2015-2016 record very high percentage improvements for our clients across all our services with an average 44% improvement. For our online service we recorded a very high 62% improvement, which we were delighted about in our pilot trial of this form of support.

"The counselling I received literally gave me back my life. You gave me the tools to manage my grief and manage my bad days.

The counsellor gave me the tools to look forward to my life without my mum. I cant thank your service enough. You gave me back my life and to live with my grief and the hole in my heart"

family member 2016

Working with carers and families

Carers and families often assume there is no help for them as Pamela pictured here (and on our front cover) says:



"My husband was diagnosed with eye cancer. He was absolutely devastated, in pieces, couldn't believe it. I was also in pieces and emotionally very, very raw but I didn't think I had the right to have support."

"I started going [to counselling] when Mack was dying. It was brilliant and it got me through that very, very traumatic period when I really needed to let go and splurge but I deeply wish I'd had some counselling earlier.

I felt so guilty all the time, I got mad, I felt sad, the whole range of emotions and so I think a service that supports everyone, that can support the carer as well is so valuable because then you can be with the person that's got the illness in a more authentic way."

Over 40% of our clients are carers in some form or another and it is acknowledged that the provision of support to carers can also have a positive impact on the long term outcomes for patients, which is why it is so important that **We Hear You** supports family and friends as well as patients.

"We Hear You have been incredibly supportive to my family since my mother's diagnosis of cancer. Her diagnosis, illness and death had a huge impact on the whole family and WHY felt like a loving companion through the traumatic time" carer 2016

Supporting patients

All **We Hear You's** counsellors are experienced in supporting people affected by cancer and life threatening conditions. They understand the life changing experience that people are having and can provide a space for people to explore their emotions and feelings – safely and without judgement.

We held a photographic exhibition this year when we launched our new brand; as we wanted those who had used our service to be centre stage, to let others know why they had chosen to come to us, and how we had helped.

Stephen was one of those who kindly shared his story with us:



"My time in hospital during my cancer treatment was about as awful as you'd want your life to be. After many complications with my surgery I felt totally deprived of any power. Yet, I didn't have access to any psychological care

When I came home I was in no shape at all. Emotionally I felt like I was floundering. Like I was in free fall but you didn't know how big the drop was and at no point does anyone wrap you in cotton wool.

Having someone there who took the time to really listen to me was incredibly powerful."

New ways to reach people

In 2016 **We Hear You** launched its online counselling service. This new innovative service is aimed at supporting people who may not be able to travel due to ill health or lack of transport or maybe because they live quite some distance from one of our venues.

The service also enables people to fit counselling around work – as we added sessions in the early evening.

The new service has been very well received and our evaluation shows that outcomes as measured by CORE were significantly better when compared with face to face counselling (62% compared to 44%).

The evaluation shows a benefit to clients in this new service and it will now be necessary to make sure we can secure further funding to continue to be able to offer this on-line resource.

"Online was the quickest way to start counselling. I use online in my business anyway, so am very used to the format"
online client

"Much easier not having to deal with transport" online client

Working with Children

We Hear You has specialist counsellors working with children and young people in the Frome Head Office and based within schools. This year we have expanded our reach into a middle school in Frome and we are actively looking at ways to reach more young people.

"She is getting back to her old bubbly self...before she was down and tearful and not coping very well at school. Her friends were pushing her away. Now she is playing with friends again. She was crying a lot and having nightmares before she came here and now she is just totally different.

Before, there was always something wrong with her...her arm, or her hand, or her tummy and we struggled to get her to school or anywhere. Now she is back doing gymnastics and has just started doing life-saving. She is enthusiastic, just like she used to be"

parent of a child seen by We Hear You

Fundraising and volunteering

This year the community have been amazing in helping us to raise even more funds to support the vital service that we provide. An astounding £121,401 was raised through individual donations and community events. This is an increase of 29% on last year and we are delighted to have such wonderful support from the local community.

We have organised some wonderful new events, including our 21st birthday celebration ball, which helped raise over £5000 and was a night to remember at Orchardleigh's Walled Garden.

Our challenge events have once again been fantastic, 28 people have skydived for us over the year, 26 people have run marathons and triathlons and even more people than ever got involved in our bumper fundraising month Mad March. We raised over £25,000 in March alone with more income in April 2016 too.

Team Wiggins took on their annual challenge in memory of their mum and friend, Shirley. They pulled a 14 tonne coach through the streets of Frome, raising in excess of £3,000. The team's continued support of **We Hear You** emphasises the importance of community involvement and how wonderful it is to see people getting behind these challenges.

We have had great support from local businesses too who have chosen to support us in a variety of ways. These include Marks

& Spencer and Frome Co-op who chose us as their charity of the year. Marston Foods took on a whole array of challenges and fundraising events including sky dives, cycling, Tough Mudder and quiz nights to name a few. The support of local businesses helped us raise £19,000 and we are so grateful for the time they put in to do this.

We couldn't be without our supporters and volunteers who work so hard to support us at all the events we are proud to be part of. The bag packing, cake baking, stall manning and Christmas card selling are just a few of the tasks that are taken on by volunteers. They work tirelessly behind the scenes preparing for events, servicing collection tins as well as acting as our ambassadors, talking about the service that we provide.

It is such an inspiration to see how a community can come together to make a real difference.



THE GOOD GALLERY

After securing funding from Santander, **We Hear You** embarked on a charity shop with a difference. We opened "The Good Gallery".

The shop was a showcase for local artists, providing them with an outlet for their creative work, whilst at the same time helping to support the cancer counselling service that we provide. All the commission from sales in the Gallery went to supporting our work.

The pop up shop ran for just over four months and in that time we managed to sell over £23,300 worth of items!

It was a huge learning curve for the charity and we engaged with a much wider audience and recruited some wonderful new volunteers who helped keep the shop open to the public, we could not have done it without them.

It was such a success that it was decided to seek new-permanent premises and a revised and revitalised Good Gallery is now fast becoming a fixture for people to visit and spend their money knowing that all the commission comes to a local cancer charity.



We would like to say a heartfelt thanks all those who have helped us over the last year to deliver our services and support. To all those families who have generously donated to **We Hear You** to remember a loved one, to individuals and companies who donated items for auctions 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:



- Asda
- Barclays
- Bath Mums
- BBC Children in Need
- Big Lottery
- Brock Charitable Trust
- February Foundation
- Friends of Bradford on Avon Community Healthcare
- Frome Community Lottery
- Frome Town Council
- Frome College
- Marks and Spencer - Frome
- Marston foods
- Pencil Studios
- Pink Ribbon Foundation
- Rachel Palmer Photography
- Santander SEDA
- Selwood Academy
- Shaun Takle and Elevation Boxing Academy
- Somerset Community Foundation
- Souter
- Southern Cooperative Funeral Care
- St James Place Foundation
- St James Trust
- Sugar Fox Cabaret
- The Archangel
- The Artisan
- The D'Oyly Carte Charitable Trust
- The Mason's Arms

Pro bono support

Several companies have provided us with services or resources for free this year, we thank the following for their support:

- Alison Ramsay Bookkeeping
- Bulk Solutions
- Compugraphic
- Hello Communications
- Malcolm Gordon FCA
- Mulberry
- Netitude
- Orchardleigh
- Rosie Parr
- The Coventry

Who we support

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

Where we offer counselling

- Bath (RUH and Widcombe)
- Frome
- Street
- Trowbridge
- Warminster
- Weston super Mare
- Yeovil
- In various schools
- Online



Jill Miller, Founder

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...

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**Cancer
Counselling**

We Hear You

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