

why...

we hear you

Annual Review

2017/2018

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



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

we hear you

01373 455 255 wehearyou.org.uk

About **why...**

At **We Hear you** we understand that cancer or a life threatening condition can be overwhelming. You may feel numb, isolated and terrified and find it difficult to cope. We provide a safe space where people can say the unsayable and ask the unanswerable.

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

Staff

Melissa Hillier
Director

Cath Wilkins
Clinical Manager

Gwen Rogerson
Senior Counsellor

Karen Duffon
Office Manager

Gemma Wilkes
Fundraising and
Communications
Manager

Ruth Knagg
Bid Writer

Helen Sprawson-White
Fundraising Officer

Lucy McMahon
Communications
Assistant (from July
2017)

Counselling team

Heather Mora

Kate Bartlett

Rhonda Brandwick

Lisa Drake

Carol Ellis

Ruth Gait

Penny Old

Ros de Silva

Helen Enright

Eleni Constanti

Cinzia Altobelli

Katy Berwick

Maura Brivio

Jason Tarr

Helen Downing

Trustees

Anne Montague
Chair

Eleanor Tucker

Jamie Gallagher

Peter Lennard

Philippa Spencer

Wayne de Leeuw

Rachael Hulbert
(until June 2017)

Emily Denham
(until June 2017)

Filipa Vance
(until June 2017)

Front row L - R: Melissa Hillier, Ruth Knagg, Gemma Wilkes, Lucy McMahon

Back row L - R: Karen Duffon, Helen White, Cath Wilkins



Highlights of the year

- We added counselling for children and young people to our existing service for adults in Street.
- **WHY** won the Charity of the Year award at the Somerset Business Awards in October 2017.
- We settled into our new home in Frome Town Hall, with step-free access and parking for our Frome clients.
- **We Hear You** were a chosen charity of Global Radio's 'Make Some Noise' campaign during 2017, with the final total due in April 2018.
- **We Hear You** hosted a second master's student from the University of Bath. Zoe Johnstone undertook a piece of research into the impact of our children and young people's service.
- **The WHY Gallery** continued to provide a 'shop window' for **WHY**, showcasing the talents of local designers and makers, with all commission from sales coming to **WHY**.



- Alongside our valued regular trust and foundation donors, we attracted a few new funders this year. Somerset Social Enterprise Fund invested in **The WHY Gallery**; Bradford on Avon Town Council & Wiltshire Area Board both signed up to support the sessions in Bradford on Avon; and Yeovil Town Council and Yeovil Without Parish Council put funding towards our new community counselling in their area.



Message from our Chair and our Director

2017/18 has been our busiest year to date, with referrals exceeding those from the previous year by 21%.

We were delighted to be able to extend our specialist counselling service for children and young people to Street in January 2018, joining our existing service for adult clients. At the close of the financial year we were waiting with bated breath for the final total from Global Radio's 'Make Some Noise' campaign, who pledged to raise at least £37,800 to be spent on a major expansion of our services for young people in Bath, Writhlington and Yeovil. Make Some Noise Day in October 2017 raised over 3.5million overall – look out for news of the fundraising total in next year's review.

The popularity of our online counselling service continues to grow and 31 clients accessed our service in this way in 2017. We're also delighted to report the success of our group therapy, funded by Macmillan Cancer Support. Groups in 2017 were aimed at carers and supporters of people with a life threatening diagnosis and those 'living with and beyond' cancer. With two years left to run, the project has been a valuable addition to our portfolio of services.



Anne Montague
Chair



Melissa Hillier
Director

As demand for our service continues to increase, it is imperative that we diversify and expand, particularly as the only charity in our area to place no time limit on accessing counselling, to ensure we reach more of the people who need our help.

A huge thank you to our supporters who have done so much to help us achieve our aims. Further thanks to all those who have been willing to share their stories and help other people to find and make use of our support.

As ever, we want to thank all our dedicated staff, counsellors and volunteers for helping to reach more people than ever this year.

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

Treasurer's Report

Our income increased to £365,565 (2017/18) from £263,711 (2016/17); this includes gross income from **The WHY Gallery** of £17,905.

Our expenditure of £323,606 resulted in a surplus of £41,959 for 2017/18. This was after a much-reduced deficit of £5,212 from the retail activity.

The turnaround from a deficit in 2016/17 to a surplus in 2017/18 was due to significant increases in grants, donations and fundraising. Grants from trusts and foundations increased to £194,444 (2016/17: £126,466).

Donations from individuals (including gift aid) rose from £22,195 (2016/17) to £30,126 in 2017/18. Similarly, fundraising activities increased from £75,193 (2016/17) to £92,758.

An increase in funders agreeing to multi-year grant funding has helped to put **WHY** on a more secure footing going forward. As the new financial year began, we knew that £168,547 had already been secured towards the total needed for 2018/19 operational work.



Our expenditure rose from £280,132 to £323,606; all of which was spent on the counselling service. We have carried forward a reserves fund of £131,964 (2016/17: £90,005) to 2018/19, of which £75,063 has been ring-fenced.

The charity made the decision to provide an increased level of support to patients and families as demand for our service continued to rise. This was possible because of confirmed income due in 2017/18 and we have been successful in securing further multi-year grants to help with the future sustainability of the service.

In addition, we are continuing to invest in our retail activity in order to raise the profile of the charity further and generate surpluses in the medium term. On 1st April 2018, the retail division was transferred to a new subsidiary company **WHY Gallery Ltd.**

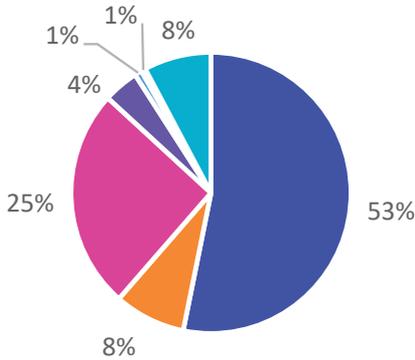
Peter Lennard, Treasurer

Statement of Financial Activities

Activity Classification	2018 £	2017 £
Incoming Resources		
Grants	£194,444	£126,466
Donations	£30,126	£22,195
Fundraising	£92,758	£75,193
Retail	£14,905	£9,106
Retail grants	£3,000	-
Interest	£1,870	£3,163
Services	£28,462	£27,588
Total incoming resources	£365,565	£263,711
Less cost of generating funds		
Fundraising	£69,843	£72,925
Retail	£23,117	£22,806
Total cost of generating funds	£92,960	£95,731
Net resources available for charitable expenditure	£272,605	£167,980
Charitable Expenditure		
Counselling service	£226,915	£180,992
Governance costs	£3,731	£3,409
Net incoming /outgoing resources for the year	£41,959	£16,421
Reserves		
Fund designated for contingencies	£48,717	£46,691
Other restricted funds	£26,346	£19,564
General fund	£56,901	£23,750
	£131,964	£90,005

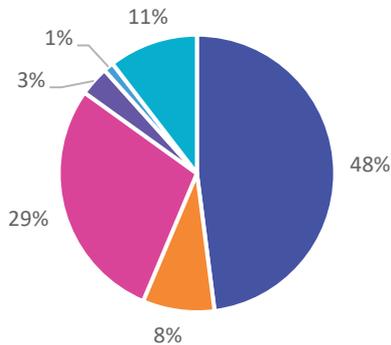
For the year ended 31 March 2018

2018



- Grants
- Donations
- Fundraising income
- Retail
- Retail grants
- Interest
- Services

2017



- Grants
- Donations
- Fundraising income
- Retail
- Interest
- Services

The impact of our service

Around 10,000 people are diagnosed with cancer every year in the area where we work, and one in four dies from the disease.

In addition to the impact on working and personal life and the physical effects of the condition itself and its treatment, our clients are faced with the enormous emotional impact of a life threatening diagnosis.

The NHS offers fantastic care for the physical well-being of patients, but the provision of emotional support often has to be found elsewhere and can come with a price tag out of reach of many. **WHY** exists to bridge that gap and ensure anyone in need can access support. We are unique in our area in placing no time limit on accessing our support: whether the diagnosis was yesterday or 30 years ago, we're here for the long run.

We measure the impact of our work using a clinically validated evaluation tool - the Clinical Outcomes in Routine Evaluation (CORE) - and our own evaluation measures. The forms that are completed by clients give measurable scores and also personal quotes like these:

'I felt very fragile emotionally after two separate diagnoses of cancer in the space of 18 months. Counselling helped me accept my anxieties as 'normal' and my mind's way of trying to protect me from further shock. It was a relief to have my anxieties taken seriously and not judged or dismissed. It helped me get them back in proportion.'

'I came to We Hear You at the worst time in my life, completely broken by the loss to cancer of our 28-year-old daughter. She leaves a small baby so there will be permanent, ongoing issues for the care of our precious granddaughter. WHY counselling allowed me the time and space to express my devastation at our losses in a completely confidential, safe setting, without making judgements...thank you to everyone at WHY, especially my counsellor, who facilitated the first stirrings & thoughts of a future for me and my family.'

Our work with children and young people

In 2017, **WHY** were chosen as one of Global's Make Some Noise charity partners.

Make Some Noise is the charity arm of Global Radio, which incorporates Heart Radio, Classic FM, Radio X, Smooth, Capital and LBC. Its mission is to reach disadvantaged children and young people across the UK by supporting smaller regional charities to use local knowledge to provide the most-needed services. They pledged to raise at least £37,800, with the final total due to be announced in April 2018.

Our counselling service for children and young people aged 4 to 17 was launched in 2009 and includes in-school services in Frome, Trowbridge and Westbury and community services in Frome and Street. The funding from Global's Make Some Noise will enable us to embark on a major expansion of the service, starting with new services in Bath, Yeovil and Writhlington.



Many thanks to Zoe Johnstone, a Health Psychology master's student from the University of Bath, whose research over the summer of 2017 into the impact of our existing children and young people's service demonstrated the value of this area of work. The impact of a life threatening diagnosis or a family bereavement on a child or young person cannot be overestimated and having a safe, confidential environment to express thoughts and feelings with our specially trained counsellors can help to mitigate the negative impact on emotional wellbeing as they grow up.



'I had counselling at Selwood, with Ruth and she has been helping me with what happened over the year. I have talked a lot more this time and I feel a lot better, letting everything out instead of keeping it in. I feel less stressed and less upset and I have been able to let everything out. I haven't felt so angry.'

New additions to the service

Thanks to funding from Street Parish Council and the Clara E Burgess Charity, we were able to add children and young people's counselling to our existing adults service in Street.



Group Therapy

Our group therapy funded by Macmillan Cancer Support launched in May 2017. Facilitated by two professional counsellors, our groups allow up to 10 people to come together for 12 weeks and talk through their experiences with others in a similar situation. Feedback from group users has been extremely positive.

In 2018 our groups will focus on the experience of living with and beyond cancer, as demand for groups with this theme has been so high.

'Over the 12 weeks we laughed a lot, cried a lot, spoke honestly... we all benefited from expert counselling and understanding. Our friendships have remained strong...knowing there is always someone who understands when things get tough.'

'I preferred being in a group counselling setting rather than one to one, because it took the pressure off me speaking. I only spoke when I was ready to.'

*'I was so grateful to have been put in touch with **WHY** group sessions after many enquiries to other (bigger, national) charities had not had capacity to offer help. **WHY** gave exactly the right help and support at the right time in a welcoming environment.'*

**WE ARE
MACMILLAN.
CANCER SUPPORT**

2017 in figures

2940
counselling
sessions,
accessed by...

265
adults



20.75 %



79.25 %

of whom 79.25 % were
women and 20.75 %
were men

64
children and
young people

aged 4 to 17



At **10**
counselling
locations



In groups



Online



...on average
experiencing a

54%

improvement in
emotional
wellbeing

Fundraising and volunteering

As usual, the local community amazed us with their ingenuity, generosity and passion for **WHY** and helped us achieve a fundraising total of £92,758 in 2017/18.

Our long-standing supporters at Marston Foods organised a Black Tie Bingo event at the Cheese and Grain in Frome in May 2017. For £25, guests were treated to delicious food, live music and a drinks reception. They then took part in several rounds of bingo with amazing prizes, including a week's holiday in Andalucia and the chance to have dinner cooked for you at home by Masterchef finalist Arnaud Kaziewicz. The event raised £4,770, funding 108 counselling sessions.



In July, Team Clark attempted to break a world record, climbing a fire ladder to four-and-a-half times the height of Mount Everest on one of the hottest days of July 2017 and raising £7,110. This was the team's fourth challenge in aid of **WHY** and in memory of Rachel, Matthew and Daniel Clark's mother Shirley.





WHY held its first Santa Dash in December 2017, sponsored by Redrow Homes and with the support of Frome Running Club. Over 100 people donned a Santa suit and braved icy and wet conditions to run 5k around the Old Showfield in Frome, raising £3,500.

Other fundraising highlights included the **WHYRock** benefit concert, a glitzy Masquerade Ball at Orchardleigh House and another successful Mad March campaign.



As always, we couldn't do what we do without our hardworking team of supporters and volunteers. Their commitment and motivation are fundamental to all our fundraising activities.

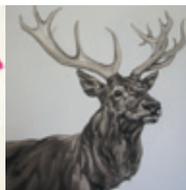
THE **why...** GALLERY

The shop is a showcase for local artists, providing them with an outlet for their creative work, and all profits are channelled to the counselling service that we provide.

The Somerset Community Foundation have supported us and given advice since the outset of this social enterprise. Recognising the volatility of the high street retail sector, they put us in touch with the Somerset Social Enterprise Fund. We pitched a plan to them for a mixture of grant and loan funding to invest in furthering this social enterprise and they agreed to support us! As a result, art fairs and auctions will soon be added on to the ongoing shop and gallery functions.

Next time you need to buy a gift for a loved one and you are in the vicinity of Frome, drop into **The WHY Gallery** and you may well find the perfect item. With prices from £2.50 to £1,000 there is something to suit all budgets!

gallery@wehearyou.org.uk
www.whygallery.org.uk



We would like to say a heartfelt thank you to 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 auction throughout the year and to all our volunteers for their support, dedication and hard work which is so vital to the charity's success.

The following funders have given grants, donations and sponsorship to support our work this year:



Asda
Awards for All
Barclays
Bath Boules
Big Lottery
Bradford on Avon Town Council
Brock Charitable Trust
Bulk Solutions
BBC Children in Need
Clara E Burgess Charity
Co-operative Travel Frome
February Foundation
Friends of Bradford on Avon
Community Healthcare
Frome College
Frome Community Hospital
Frome Community Lottery
Gracewell Homes
Goodwills Local
James Tudor Foundation
Macmillan Cancer Support
Marston Foods
Masonic Charitable Foundation

Mulberry
Pencil Studios
Persimmon Homes
Pink Ribbon Foundation
Redrow Homes
Red Berry Recruitment
Santander Changemaker Grants
Selwood Academy
St James Place Foundation
St James Trust
St John's Foundation
Street Parish Council
Somerset Community Foundation
Somerset Social Enterprise Fund
Souter
The Archangel
The Fence Club
The Kathleen Laurence Trust
The White Hart
TSB Frome
Yeovil Town Council
Yeovil Without Parish Council
Walter Guinness Charitable Trust
Wiltshire Area Board

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

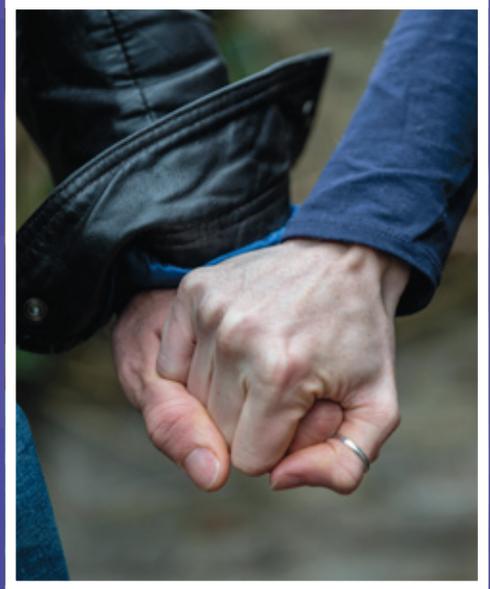
Netitude
Orchardleigh
Lancaster Parr
Mitchel Law Limited

Who we support

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

Where we offer sessions

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



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

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

why...

we hear you

Cancer Counselling

We Hear You

First Floor
Frome Town Hall
Frome, BA11 1EB



t 01373 455255

e info@wehearyou.org.uk

w www.wehearyou.org.uk

Follow us on

