WE HEAR YOU

England & Wales · Charity number 1156001

Details

Other names	POSITIVE ACTION ON CANCER
Status	Registered
Legal form	CIO
Registered	2014-03-04
Register	View on the Charity Commission register

Contact

Address	14-15 North Parade Frome Somerset BA11 1AU
Phone	01373455255
Email	info@wehearyou.org.uk
Website	www.wehearyou.org.uk

Activities

Objects: TO PROVIDE SUPPORT THROUGH COUNSELLING FOR INDIVIDUALS WHO HAVE BEEN AFFECTED PERSONALLY OR THROUGH ASSOCIATION BY CANCER AND OTHER LIFE THREATENING ILLNESSES

Activities: To provide support through counselling for individuals who have been affected personally or through association by cancer and other life threatening illnesses. Re-registered from unincorporated charity number 1095533 effective 1st April 2014

Classification

- **How:** Provides Services
- **What:** The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

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Geography

- Bath And North East Somerset
- Somerset
- Swindon
- Wiltshire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£470,909	£438,916	-	-
2024-03-31	£426,039	£523,589	-	-
2023-03-31	£520,995	£556,941	£173,619	15
2022-03-31	£449,570	£533,126	-	-
2021-03-31	£558,067	£442,987	£294,500	13

Trustees

Name	Role	Appointed
ANNE MONTAGUE	Chair	2014-11-27
Daniel Denningberg		2025-09-25
Darren Irwin		2023-01-13
Demi Papadimitriou		2025-09-25
Katharine Pinches		2026-04-22
Laura Fenson		2024-11-19
Mollie Mountford		2025-01-16
Nick Harris		2024-11-19
Rachel Notley		2020-09-01
Tessa Warry		2021-02-01

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WE HEAR YOU

England & Wales - Charity number 1156001

Accounts

Trustees' annual report and accounts 2024/25

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

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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 2025.

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 .

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

We Hear You (WHY) provides professional counselling and emotional support across Somerset, Bath and North East Somerset, and Wiltshire for anyone affected or bereaved by cancer and life-threatening conditions - including patients, families, friends, and carers.

The objective of the charity is for the public benefit by provision of support through solo and joint counselling, mindfulness, art and drama therapy, nature connection therapy, social groups, and signposting.

All support is delivered by qualified, experienced counsellors working within the ethical standards of the British Association for Counselling and Psychotherapy (BACP) or equivalent professional bodies.
As a BACP organisational member, WHY adheres to its Ethical Framework for the Counselling Professions (2018).

Welcome

Welcome to the Trustees Annual Report for 2024/25.

In 2024, we proudly celebrated 30 years of We Hear You (WHY). Our Ambassador Rachel Clark began the year with her "366 for WHY" fundraising challenge, running a mile every day and inviting others to join. We ended the year in style with our "Bow Ties and Pearls" Anniversary Ball.

Founded in 1994 to provide emotional support for people affected by cancer, WHY now offers professional counselling to adults, children, and young people across Somerset, Bath and North East Somerset, and Wiltshire. We support anyone affected by life-threatening conditions, including families and carers.

Our founder, Jill Miller (1944–2019), was a source of strength, compassion, and inspiration. Her vision and values remain at the heart of WHY's work today.

This year marked a major turning point. After pausing new referrals in October 2023 due to financial pressures, we were able to reopen in May 2024. The pause gave us space to review our funding model in the face of rising costs and reduced charitable income.

To ensure sustainability, we introduced a £15 fee per counselling session in July 2024 for those who could afford it - while keeping services free for anyone who can't. This change, supported by our community, helps protect WHY's long-term future.

We launched a new strategy in April 2024, shaped by feedback from clients and the wider community. This included restructuring our service team to increase access to 1:1 counselling while continuing key groups like WHYgrow, Coffee Connections, and Bereavement Help Points. As a result, we've supported more people and reduced waiting times.

2024 also saw the launch of WHYinwork, a new social enterprise delivering workplace training on supporting employees with cancer and serious illness. Profits are reinvested into our core services, offering a sustainable income stream - and early results are encouraging.

Every day, we see the real impact of our work. As one client shared:

"Being diagnosed with cancer shattered my life... Thanks to my counsellor at WHY, I've found hope, healing, and a renewed sense of peace. It's been truly life-changing."

Thank you to everyone who made this year possible - staff, volunteers, supporters, and our community. We look forward to the next chapter in WHY's journey.

Anne Montague, Chair of Trustees

Lucy Kitchener, Chief Executive Officer

Our vision, mission and values

Our Vision

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

Our Mission

Our mission is to provide 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 life-threatening conditions.

Our Values

At We Hear You, empathy is at the heart of everything we do, ensuring that every individual feels seen, heard, and supported during their most challenging times.

We work collaboratively with communities, professionals, and supporters to extend the reach and impact of our counselling and therapeutic services.

Integrity drives us to act with honesty and transparency, building trust with those who rely on our support.

We treat everyone with respect, honouring their unique experiences and needs while creating safe and supportive spaces for healing.

Inclusivity is fundamental to our approach, as we strive to ensure that everyone, regardless of their background or circumstances, has access to the care and understanding they deserve.

Reference and administrative details

Charity name: We Hear You (WHY)

Charity no: 1156001

Registered address: 14-15 North Parade, Frome,BAI I IAU

Board of Trustees

Anne Montague - Chair
Ben Price (resigned 28/12/2024)
Darren Irwin
Laura Fenson (appointed 19/11/2024)
Mollie Mountford (appointed 16/01/2025)
Nick Harris (appointed 19/11/2024)
Rachel Notley - Treasurer
Tessa Warry
Tony De Jaeger (resigned 19/11/2024)
Wayne de Leeuw - Vice Chair (resigned 19/11/2024)

Appointment and training of Trustees

The charity's members are its Board of Trustees, numbering between three and twelve. Trustees may serve up to three consecutive four-year terms, with the current limit of twelve years introduced in May 2022 (previously eight years).

Trustees are appointed or elected by the Board following open advertisement and interview. The Board aims to reflect the charity's diverse stakeholders and required expertise, conducting annual skills and diversity audits to guide recruitment. When specific skills are lost or needed, individuals may be invited to stand for election.

New trustees receive a full induction from existing trustees and senior staff, including a comprehensive information pack covering statutory duties, governance, and policies.

Our Team

Caroline Hukins, Counsellor (to 07/06/2024)

Claire Walker, WHYinwork Business Manager

Felicity Lunn, Counsellor (from 02/12/2024)

Gwen Rogerson, Counsellor (to 30/04/2024)

Hayley Sabran, Office and Finance Administrator (from 06/01/2025)

James Richards, Head of Fundraising (from 20/08/2024)

Jane Richards, Counsellor (from 08/07/2024)

Joseph Cleaver, Head of Counselling (from 02/07/2024)

Julia Penrose, Counselllor (from 30/09/2024)

Kateland Burbidge, Counsellor (from 09/10/2024)

Lisa Darby, Marketing and Communications Officer (to 10/10/2024)

Lottie Ardershir, Volunteer Co-ordinator (to 23/09/2024)

Lucy Kitchener, Chief Executive Officer

Mark Besley, Office and Finance Administrator (to 20/11/2024)

Molly Whittock, Service Administrator

Peter Darby-Knight, Therapist (to12/07/2024)

Rachel Clyburn, Therapist (from 03/06/2024)

Rachel Jackson, Counsellor (from 01/09/2024)

Robbie Newton, Community Fundraiser (from 15/04/2024)

Ruth Gait, Counsellor

Governance and organisational management

The Board of Trustees met seven times during the year ending 31st March 2025, 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.

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 can be accessed free of charge, and available to all members of the public in the area served by We Hear You 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. Staff complete regular safeguarding training. There are annual updates to policies and procedures, and all staff are expected to read and consider these annually. Risks are broken down into areas of activity; major risks are listed below:

1.Governance

We Hear You's board has considered the risk of poor governance and failure to direct the charity in the right way to achieve the charity's mission. Robust processes are in place for trustee recruitment and induction and We Hear You has a code of conduct in place for the workforce, including trustees. We Hear You has a scheme of delegation in place, reviewed annually, which clearly sets out delegated authority.

Trustees review all of We Hear You's policies and procedures annually and work closely with the CEO on the organisational strategy and business planning. Through these robust processes, the board can operate effectively in helping WHY stay true to its mission and vision and set relevant objectives to implement them.

2.External risk

We Hear You's board has considered external risks in terms of reputational damage, and breach of confidential data. The charity has a robust complaints procedure and the board review complaints and compliments regularly.

The IT security position of the charity is maintained by an external IT support provider and quarterly processes for training and review of permissions are in place.

3.Regulatory and compliance

We Hear You is bound to comply with the legislation and regulations relevant to its activities and funding sources. The board has considered the risk of inadvertent non-compliance to We Hear You's reputation and any resulting financial penalty. To mitigate the risk, We Hear You maintains membership of relevant national alliance bodies, such as The National Council for Voluntary Organisations (NCVO), follows Charity Commission updates, and maintains an operations schedule to ensure the charity meets its regulatory responsibilities and maintains sufficient insurance.

We Hear You's serious incident reporting, complaints and allegations management, and whistleblowing policies ensure accountability across the whole team.

4.Financial

We Hear You's board has considered the risks associated with failure to maintain prudent financial reserves, failure to secure adequate income and the need to properly assess the current and future financial viability of the charity. An annual budget is approved by the board and monitored regularly, with management accounts scrutinised at each board meeting.

The difficulty in securing adequate income generation was identified as a risk to the current and future viability of the charity due to the significant reduction in income from grants in 2022/23 and 2023/24. This remains a significant risk to the charity and is closely monitored by trustees.

Our reserves as of 31 March 2025 were £65,934 (2024: £33,941), all of which were unrestricted in the general fund in the current and prior year.

The reserves policy at We Hear You allows for the event of a reduction in funding and the opportunity to fund work that meets our aims if no grant funding 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 reflect the reserve policy and the receipt in advance of funds to allow us to continue projects into the next financial year. The reserves policy is reviewed annually, as part of an ongoing business planning and budget approval process.

The level of reserves is below the Trustees' recommended range of a minimum of £77,000 and a maximum of £260,000, following a very challenging year which saw a reshaping of the charity to prepare us for the future.

The focus for 2025/26 is to stabilise and create a small surplus to bring reserves back towards the minimum policy level.

We have robust procedures in place for the authorisation of all financial transactions and regularly review expenditure to provide up-to-date and relevant information, maintain control and mitigate fraud.

5.Operational

We Hear You has a small team and has been operating without the member of staff responsible for financial operations since 2022/23. This increases pressure on our treasurer, both in terms of time and an increase in hands-on, rather than supervisory, activity. The Office and Finance Administrator's role has been expanded to include some day-to-day finance tasks.

2025/26 began with a new team structure, following a restructure at the end of 2024/25, and a re-defined operational focus. This year has been a key moment for the charity – we have taken the opportunity to stabilise ourselves and re-build our foundation. Our sustainable survival is our focus, and we have done all we can to protect the charity so that we can continue to provide the much-needed support for our clients.

As a small team, we have re-doubled our efforts during 2024/25 to collaborate and operate with an open and supportive culture. We are deeply committed to creating an environment where everyone feels genuinely valued and appreciated.

Achievement and performance overview 2024/25

453
people supported

322 people received counselling
11 people attended our courses
85 people attended a peer support group
35 people used our WHYinwork services

65% adults

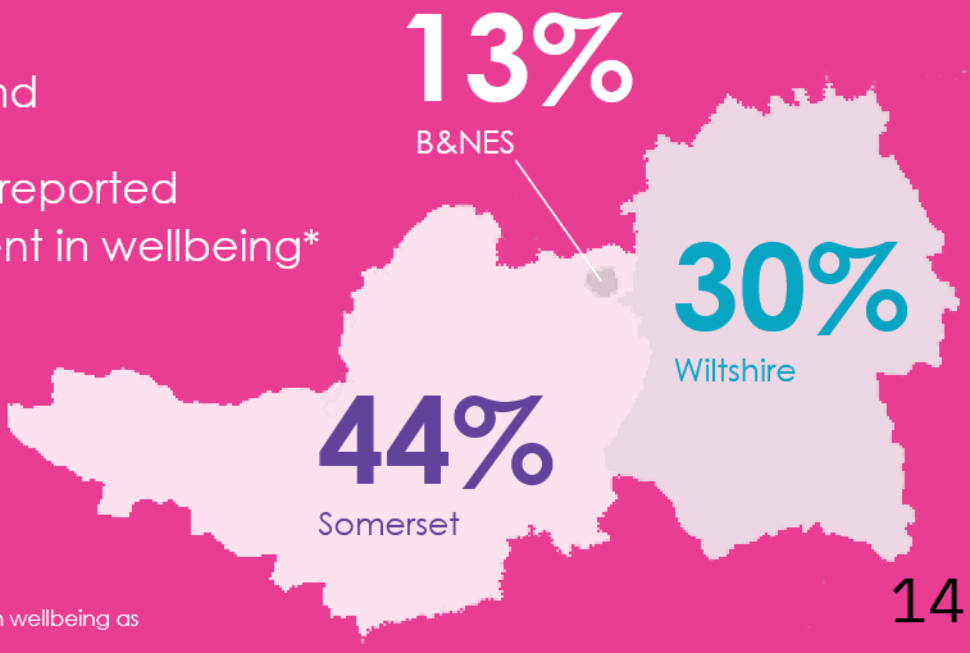
22% children and young people

32% bereaved

35% patients

52% family members

46% of adults and
58% of children reported improvement in wellbeing*



*of those in counselling, average improvement in wellbeing as measured by the CORE Outcome Measure Tool

Our Services

The service over the last 12 months at WHY has seen many positives. In May 2024, the pause in being able to accept new referrals ended and since then there has been a steady flow of new referrals through to the service. Throughout 2024/25 we have continued to maintain a steady wait time, with most new clients starting their counselling within 60 to 90 days of referral.

In 2024/25, we saw a significant improvement in the wellbeing of our clients compared to 2023/24. Among those who received counselling, adults showed an average 46% improvement in wellbeing (up from 37% in 2023/24), while children and young people improved by an average of 58% (up from 39%), as measured by the CORE Outcome Measure Tool.

The service has continued to offer high quality counselling to all our clients, with a counselling team that draws from a shared passion for the work, shared experience, and knowledge from all the various modalities and approaches.

WHY continues to meet the needs of the wide and varied cohort of clients we support – including those who have been recently diagnosed, in treatment or dealing with the process of recovery; and family members and carers affected by the complexities of emotion which come with these deeply difficult experiences.

We offer a variety of approaches – one-to-one in person counselling; couples counselling; online counselling; and counselling by phone. We also offer specialist creative therapy facilitated by our trained art therapists.

Our successful services in schools continue to support students in Frome and Trowbridge, offering young people a chance to access our support during their school day. Our counsellors providing school services have specialisms in working with young people with neurodiverse behaviour and adjust their therapeutic techniques accordingly.

We have run several therapeutic courses during 2024/25 including WHYgrow, a therapeutic gardening group for adults affected by bereavement from cancer or life-threatening conditions. We also launched Woodland Wellbeing in partnership with We Get It, a drop-in group for people living with and beyond cancer which explores the benefits of a closer connection to nature.

Our popular drop-in support group, Coffee Connections, run in partnership with Dorothy House, continues in Frome for anyone affected or bereaved by cancer or a life-threatening condition. Our Bereavement Help Point, run in partnership with Dorothy House and BaNES Carers Centre runs in Bath. This is a community-based drop-in where all people who are bereaved are welcome to meet and talk with others who may be experiencing similar thoughts and feelings, in an informal and supportive setting.

Ali

It meant everything, the counselling. During chemo I wouldn't have had the time or the presence of mind to do anything, even though I knew I wasn't ok in my mind. When it finished, that's when I thought I need to do something about this.

Natalie

It was just a real cornerstone having those sessions every week and being able to drive there on my own and then drive back and just have that kind of head space. I could just go there and do something that was just for me.

We've not come away unscathed, don't get me wrong. But it has cushioned us and held us and helped us think through the experiences we've had. So, if you find yourself in this situation and you're in any doubt as to whether to pick up the phone or to fill in the form online, don't worry, do it.

Sue

I would absolutely recommend WHY. And I think people don't realise so much that it's not just about having an illness yourself but also about being very very close to it. Telling people that is available to them, as a whole family, is so important.

Daniel

I think people may have feelings of trepidation or anxiety about approaching a counselling service. And I think think they should feel reassured that it's an empathetic, supportive service where they won't feel pre-judged, and they will feel listened to. I'm so very grateful for the support I received at WHY over those months.

Fundraising

WHY continually aims to ensure our services are financially sustainable. We know that the need for our support is not going to reduce in the years ahead, and we very much want to be here for those who need us for a long time into the future.

Our income increased to £470,909 in 2024/25 compared to £426,039 in 2023/24. Much like in previous years, approximately 50% of our income was from grants from trusts and foundations. We were very grateful to long-term funders, such as the Pink Ribbon Foundation and the Souter Charitable Trust, who renewed their support during 2024. We were thrilled to secure support from new funders too, including The Arnold Clark Community Fund, The Co-op Local Community Fund and Chippenham and Villages Area Board. And we were delighted to be recognised by the National Lottery Community Fund, who awarded us a significant new three-year grant, giving us valuable support towards our counselling service for the immediate years ahead.

We Hear You has greatly benefitted from community support in the 2024/25 financial year, with some amazing events. We are incredibly grateful to our many supporters who give their time and energy to fundraising for WHY. What we do makes a real difference to local people facing the hardest times of their lives and we couldn't do this without this vital support.

In 2024/25, our community of supporters continued to show incredible commitment, creativity and generosity. Highlights included our ambassador Rachel Clark's 366 for WHY challenge, which engaged over 5,000 participants and raised £14,500, and the Bupa Dental Care Area 14 Rowing Challenge, which raised a phenomenal £32,656 thanks to match funding. We were also chosen as the beneficiary for Team Mulberry's Coast-to-Coast challenge, raising £15,000, and celebrated our 30th anniversary in style with the Bowties and Pearls Ball and charity auction, which together raised £17,477.

£128,652

In total, our supporters raised an outstanding £128,652 for WHY over the year. From ultra runs and marathons to quizzes, bike rides and bake sales, hundreds of individuals, businesses and community groups rallied to support WHY, spreading awareness of our work in ways we could never achieve alone.

WHYinwork

WHYinwork is a vital traded service developed by We Hear You, aimed at supporting employees and employers navigating cancer and life-threatening conditions in the workplace. Launched in 2023/24, WHYinwork builds on WHY's 30 years of specialist experience to deliver counselling, therapeutic support, training, and clinical supervision.

WHYinwork, our traded service supporting employees and employers affected by serious illness, continues to grow as a vital source of income and impact. Designed to create a sustainable revenue stream for the charity, WHYinwork also delivers significant social value by promoting workplace wellbeing, building resilience, and reducing absence.

In 2024/25, we delivered training to 47 professionals across 31 organisations, provided ongoing counselling and clinical supervision to staff in settings such as local hospices and hospitals, and built strategic partnerships with Healthcare Conferences UK, the University of Bath, and the Federation of Small Businesses. WHYinwork is now recognised as a unique, early-to-market offer with high relevance and growing demand. Feedback has been exceptional – 100% of training participants reported learning something new, and all said they would recommend the course to colleagues.

WHYinwork

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 and 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 judgements 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:

Anne Montague, Chair of Trustees
25th September 2025

Independent Examiner's Report

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 31 March 2025.

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:

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

Joshua Kingston

Joshua Kingston BSc., ACA
Burton Sweet Chartered Accountants
The Clock Tower
5 Farleigh Court
Old Weston Road
Flax Bourton
Bristol BS48 1UR
Date: 25th September 2025

WE HEAR YOU

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

YEAR ENDED 31 MARCH 2025

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
Income from:						
Donations, grants and legacies	2	179,444	-	222,079	401,523	329,477
Charitable activities	3	26,362	-	-	26,362	6,497
Other trading activities	4	39,573	-	-	39,573	106,704
Investments	5	3,451	-	-	3,451	3,783
Total income		248,830	-	222,079	470,909	446,461
Expenditure on:						
Raising funds						
Charitable activities	6 7	118,501	- -	29,218	147,719	186,823
		98,336		192,861	291,197	354,459
Total expenditure		216,837	-	222,079	438,916	541,282
Gains/(losses) on investments		-	-	-	-	-
Net income/(expenditure)	9	31,993	-	-	31,993	(94,821)
Transfers between funds	23	-	-	-	-	-
Net movement in funds before taxation		31,993	-	-	31,993	(94,821)
Total funds at 1 April 2024	23	33,941	-	-	33,941	128,762
Total funds at 31 March 2025	23	65,934	-	-	65,934	33,941

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

The notes on pages 27 to 41 form part of these financial statements
See note 12 for fund-accounting comparative figures

WE HEAR YOU

CHARITY STATEMENT OF FINANCIAL ACTIVITIES

(Including Income & Expenditure Account)

YEAR ENDED 31 MARCH 2025

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	T otal Funds 2025 £	Total Funds 2024 £
Income from:						
Donations, grants and legacies	2	179,444	-	222,079	401,523	331,387
Charitable activities	3	26,362	-	-	26,362	6,497
Other trading activities	4	39,573	-	-	39,573	84,389
Investments	5	3,451	-	-	3,451	3,766
Total income		248,830	-	222,079	470,909	426,039
Expenditure on:						
Raising funds	6 7	118,501	- -	29,218	147,719	169,130
Charitable activities		98,336		192,861	291,197	354,459
Total expenditure		216,837	-	222,079	438,916	523,589
Net income/(expenditure)	9	31,993	-	-	31,993	(97,550)
Transfers between funds	23	-	-	-	-	(42,128)
Net movement in funds		31,993	-	-	31,993	(139,678)
Total funds at 1 April 2024	23	33,941	-	-	33,941	173,619
Total funds at 31 March 2025	23	65,934	-	-	65,934	33,941

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 pages 27 to 41 form part of these financial statements

See note 12 for fund-accounting comparative figures

WE HEAR YOU

BALANCE SHEET AS AT

31 MARCH 2025

	Note	Group 2025 £	Charity 2025 £	Group 2024 £	Charity 2024 £
Fixed assets					
Tangibleassets	1	-	-	-	-
Investments	3	-	2	-	2
	1	-	2	-	2
	4				
Current assets					
Stock		731	731	2,097	2,097
Debtors	16	30,169	30,167	51,627	51,625
Cash at bank and in hand		118,964	118,964	144,432	144,432
Creditors: amounts falling due		149,864	149,862	198,156	198,154
within one year	17	(59,950)	(59,950)	(126,851)	(126,851)
Net current assets		89,914	89,912	71,305	71,303
Total assets less current liabilities		89,914	89,914	71,305	71,305
Creditors: amounts falling due after more than one year	17	(23,980)	(23,980)	(37,364)	(37,364)
Net assets		65,934	65,934	33,941	33,941
Funds					
Unrestricted funds					
General funds	2	65,934	65,934	33,941	33,941
Non-charitable trading funds	4	-	-	-	-
Restricted funds	2 24 4	-	-	-	-
Total funds		65,934	65,934	33,941	33,941

These financial statements were approved by the Trustees on 25th September 2025 and are signed on their behalf by:

Anne Montague
Chair

The notes on pages 27 to 41 form part of these financial statements

WE HEAR YOU

GROUP CASH FLOW STATEMENT

YEAR ENDED 31 MARCH 2025

	Note	2025 £	2024 £
Net cash outflow from operating activities	20	(22,841)	(74,655)
Non-operating cash flows:			
Investing activities			
Investment income		3,451	3,783
Loans repaid		(6,078)	(21,837)
Net cash outflow for the year	21	(25,468)	(92,709)

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice this restriction has not had any effect on group cash flows for the year.

he notes on pages 27 to 41 form part of these financial statements

1 Accounting policies Basis of preparing the financial statements

The financial statements have been prepared in accordance with the historical cost convention (except for investments which have been included at fair value) and in accordance with the Statement of Recommended Practice: Accounting and Reporting by 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 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

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. The Trustees consider that 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 ConsolidatedStatement of Financial Activities (SOFA), Consolidated Balance Sheet and Consolidated Statement of Cash Flows consolidate the financial statements of the Charity and its subsidiaries; WHY Gallery Ltd (now dissolved) and Talkativity CIC. The results of the subsidiaries are consolidated on a line by line basis.

Fund accounting
Generalfunds 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
Allincome is included in the Statement of Financial 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 commission on Gallery sales in the prior year, 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
Allexpenditure 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.

Support costs are those costs incurred by the charity as a whole rather than a specific project or activity. Support costs have been apportioned to activities including raising funds on a resource usage basis.

1 Accounting policies (continued)

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.

Tangible fixed assets

Tangible fixedassets 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

Depreciationisprovidedatthefollowingannual 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

Investmentsinsubsidiaries are valued at cost less provision for impairment at the charity level.

Stocks

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

Taxation

Thecharityis exempt from corporation tax on its charitable activities.

Debtors

Tradeand other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

Cash and cash equivalents

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 Donations and legacies

Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
Donations	162,944	-	-	162,944	106,243
Grants					
Non-government grants	16,500	-	222,079	238,579	225,144
Charity sub-total	179,444	-	222,079	401,523	331,387
Non-government grants	-	-	-	-	1,801
Inter-group eliminations	-	-	-	-	(3,711)
Group donations and legacies		-			
	179,444		222,079	401,523	329,477

Income from donations and legacies in the prior year has been classed as unrestricted general funds except for non-government grants of £198,664 which were restricted.

3 Income from charitable activities

Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
Counselling and supervision	26,362			26,362	6,497
Group & Charity total	26,362			26,362	6,497

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 2025 £	Total Funds 2024 £
Merchandising income	304			304	950
Management fee income - subsidiaries	-			-	5,625
Event income	22,545			22,545	55,073
Rental income	6,872			6,872	7,743
Other income	9,852			9,852	14,998
Charity sub-total	39,573			39,573	84,389
Gallery sales				-	27,940
Subsidiaries sub-total				-	27,940
Inter-group eliminations				-	(5,625)
Group income from other trading activities	39,573			39,573	106,704

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 2025 £	Total Funds 2024 £
Interest received			-	3,451	3,766
Charity sub-total			-	3,451	3,766
Interest received			-	-	17
Subsidiaries sub-total			-	3,451	3,783

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

6 Expenditure on: Raising funds
Group & Charity

	Total Funds 2025 £	Total Funds 2024 £
Direct costs		
Direct fundraising costs	48,329	35,715
Fundraising salaries	84,919	91,223
Direct retail costs	-	40
Retail salaries	-	5,291
Support costs (note 8)	14,471	36,861
Charity sub-total	147,719	169,130
Cost of goods sold Wages	-	5,267
and salaries Overheads -	-	14,883
subsidiaries Management	-	(2,457)
charge Charitable donation	-	5,625
to parent	-	3,711
Subsidiaries sub-total	-	27,029
Inter-group donation Inter-group		
eliminations	-	(3,711)
	-	(5,625)
Group expenditure on raising funds	147,719	186,823

7 Expenditure on: Charitable activities
Group & Charity

	Direct Costs £	Support Costs (Note 8) £	T otal 2025 £
Counselling and supervision			
Salaries and wages	162,602	40,928	203,530
Other costs	52,960	34,707	87,667
	215,562	75,635	291,197

Prior year comparative

	Direct Costs £	Support Costs (Note 8) £	T otal 2024 £
Counselling and supervision			
Salaries and wages	145,85 9	66,485	212,344
Other costs	100,590	41,521	142,115
	246,449	508,010	354,459

8 Support costs

Charity

	Raising funds £	Charitable activities £	Total 2025 £
Rent, rates, light and heat	4,253	12,759	17,012
Housekeeping	183	549	732
Repairs and maintenance	18	54	72
Insurance	485	1,455	1,940
Office costs	471	2,713	3,184
IT and computer costs	2,888	8,664	11,552
Subscriptions	28	199	227
Legal and professional fees	210	1,188	1,398
Ac c ountanc y	608	926	1,534
Bank charges	491	2,784	3,275
Staff training, recruitment and other expenses	138	896	1,034
Wages and salaries	4,698	40,928	45,626
Governance costs			
Independent examiner's fee	-	882	882
Independent examiner - other services	-	1,638	1,638
	14,471	75,635	90,106

Prior year comparative

	Raising funds £	Charitable activities £	Total 2024 £
Rent, rates, light and heat	5,911	17,733	23,644
Housekeeping	232	695	927
Repairs and maintenance	286	857	1,143
Insurance	322	967	1,289
Office costs	55	1,099	1,154
IT and computer costs	1,478	4,433	5,911
Subscriptions	58	521	579
Legal and professional fees	914 824	5,179	6,093
Accountancy	348 458	1,067	1,891
Bank charges	26	1,970	2,318
Staff training, recruitment and other expenses	25,949	3,378	3,836
Travel and entertainment		26	52
Wages and salaries		66,485	92,434
Governance costs			
Independent examiner's fee			
Independent examiner - other services	-	1,260	1,260
		2,340	2,340
	36,861	108,010	144,871

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.

9 Net income/ (expenditure)
This is stated after charging:

	Gr oup 2025 £	Charity 2025 £	Group 2024 £	Charity 2024 £
Depreciation of tangible fixed assets	-	-	1,494	-
Independent examiner's fee	882	882	1,260	1,260
Independent examiner - other services	1,638	1,638	3,444	2,340

There were no Trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the period ended 31 March 2024.
The total Trustees' expenses paid during the year ended 31 March 2025 to one (2024: one) trustee for the purchase of Christmas items were £121.20 (2024: £54).
The total Trustee, key management personnel and other related party donations in the year were £200 (2024: £530).

10 Staff costs and numbers

The aggregate payroll costs were:	Group 2025 £	Charity 2025 £	Group 2024 £	Charity 2024 £
Wages and salaries	269,341	269,341	312,197	298,039
Social security costs	15,970	15,970	19,262	18,814
Employers pension	7,835	7,835	8,986	8,729
Redundancy costs	-	-	14,222	14,222
	293,146	293,146	354,667	339,804

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

	Group 2025 No.	Charity 2025 No.	Group 2024 No.	Charity 2024 No.
Management and administration	4	4	5	4
Other staff	10	10	11	10
	14	14	16	14

No employee received emoluments of more than £60,000.
The key management personnel for 2025 received employee benefits totalled £110,839 (2024: £145,584) for the Group & Charity.

11 T axation
The charity is exempt from corporation tax as all its income is charitable and applied for charitable purposes. The charity's former trading subsidiaries, WHY Gallery Ltd (dissolved) and Talkativity CIC (dormant), attracted corporation tax only to the extent that profits remained within them to grow their activities.

12 Comparative Statement of Financial Activities

Gr oup	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £
Income from:				
Donations and legacies	130,813	-	198,664	329,477
Charitable activities	6,497	-	-	6,497
Other trading activities	106,704	-	-	106,704
Investments	3,783	-	-	3,783
Total income	247,797	-	198,664	446,461
Expenditure on:				
Raisingfunds	177,043	-	9,780	186,823
Charitable activities	165,575	-	188,884	354,459
Total expenditure	342,618	-	198,664	541,282
Net income/(expenditure) and net movement in funds	(94,821)	-	-	(94,821)
Transfers between funds	36,500	-	(36,500)	-
Net movement in funds before taxation	(58,321)	-	(36,500)	(94,821)
Total funds at 1 April 2023	92,262	-	36,500	128,762
Total funds at 31 March 2024	33,941	-	-	33,941

Charity	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £
Income from:				
Donations and legacies	132,723	-	198,664	331,387
Charitable activities	6,497	-	-	6,497
Other trading activities	84,389	-	-	84,389
Investments	3,766	-	-	3,766
Total income	227,375	-	198,664	426,039
Expenditure on:				
Raisingfunds	159,350	-	9,780	169,130
Charitable activities	165,575	-	188,884	354,459
Total expenditure	324,925	-	198,664	523,589
Net income/(expenditure) and net movement in funds	(97,550)	-	-	(97,550)
Transfers between funds	(5,628)	-	(36,500)	(42,128)
Net movement in funds	(103,178)	-	(36,500)	(139,678)
Total funds at 1 April 2023	137,119	-	36,500	173,619
Total funds at 31 March 2024	33,941	-	-	33,941

13 Tangible fixed assets

Group

	Furniture, fittings and equipment £	Computer equipment £	T otals £
Cost			
At 1 April 2024	-	14,208	14,208
At 31 March 2025	-	14,208	14,208
Depreciation			
At 1 April2024	-	14,208	14,208
At 31 March 2025	-	14,208	14,208
Net book value			
At 31 March	-	-	-
2025 At 31 March 2024	-	-	-

Charity

	Computer equipment £	T otals £
Cost		
At 1 April 2024	14,208	14,208
At 31 March 2025	14,208	14,208
Depreciation		
At 1 April2024	14,208	14,208
At 31 March 2025	14,208	14,208
Net book value		
At 31 March 2025 At 31	-	-
March 2024	-	-

14 Fixed asset investments

Charity

	Unlisted securities £	Total 2025 £	Total 2024 £
Shareholding in WHY Gallery Ltd	-	-	-
Shareholding in Talkativity CIC	2	2	2
	2	2	2

WHY Gallery Ltd (Company No. 11166509) was a wholly owned subsidiary of We Hear You, a charitable incorporated organisation. In the prior year, the directors decided to dissolve the company as part of a voluntary strike off. A summary of the trading results for the subsidiary is set out in note 15.

Talkativity CIC (Company No. 14164907) is a wholly owned subsidiary of We Hear You, a charitable incorporated organisation. In the prior year intercompany balances were written off resulting in all assets and liabilities being transferred to We Hear You. After the transfer Talkativity CIC became a dormant company. A summary of the trading results for the subsidiary is set out in note 15.

15 Principal subsidiaries

Company name	Country	Percentage shareholding	Principal activity
WHY Gallery Ltd (dissolved YE 2024)	England and Wales	100%	Retail sales in commercial art galleries
Talkativity CIC (dormant)	England and Wales	100%	To carry on activities which benefit the community and in particular (without limitation) to provide a counselling service.

WHY Gallery Ltd

	Year ended 31 March 2025 £	Year ended 31 March 2024 £
Turnover Cost of sales	-	29,758
Gross profit	-	(5,267)
Administrative expenses Interest payable and similar charges	-	24,491 (21,339) (423)
Profit/(loss) on ordinary activities before taxation	-	2,729
Taxo n profit/loss on ordinary activities	-	-
Profit/(loss) for the period	-	2,729
Retained earnings brought forward		
Profit/(loss) for the period	-	(2,729)
Retained earnings carried forward	-	2,729
	-	-

Talkativity CIC

	Year ended 31 March 2025 £	Year ended 31 March 2024 £
Turnover Cost of sales	-	-
Gross profit	-	-
Administrative expenses Interest payable and similar charges	- - -	- - -
Profit/(loss) on ordinary activities before taxation	-	-
Taxo n profit/loss on ordinary activities	-	-
Profit/(loss) for the period	-	-
Retained earnings brought forward		
You	-	(42,128)
Transfer to We Hear	-	42,128
Profit/(loss) for the period	-	-
Retained earnings carried forward	-	-

16 Debtors

	Gr oup 2025 £	Charity 2025 £	Group 2024 £	Charity 2024 £
Trade debtors	3,243	3,243	25,564	25,564
Prepayments and accrued income	26,924	26,924	26,061	26,061
Other debtors	2	-	2	
	30,169	30,167	51,627	51,625

17 Creditors: amounts falling due within one year

		Gr oup 2025	Charity 2025	Group 2024	Charity 2024
		£	£	£	£
Amounts falling due within one year					
Trade creditors		6,393	6,393	5,277	5,277
Social security, pensions and other taxes		7,234	7,234	6,483	6,483
Accruals and deferred income		32,939	32,939	109,013	109,013
Loans and borrowings	19	13,384	13,384	6,078	6,078
		59,950	59,950	126,851	126,851
Amounts falling due after more than one year					
Loans and borrowings	19	23,980	23,980	37,364	37,364

19 Loans and borrowings

	Group 2025	Charity 2025	Group 2024	Charity 2024
	£	£	£	£
Current loans and borrowings				
Resonance l oan	13,384	13,384	6,078	6,078
	13,384	13,384	6,078	6,078
Non-current loans and borrowings				
Resonance l oan	23,980	23,980	37,364	37,364
	23,980	23,980	37,364	37,364

20 Reconciliation of net movement in funds to net cash inflow from operating activities

Gr oup	2025	2024
Statement of FinancialActivities:Netmovementinfunds	£	£
	31,993	(94,821)
Investment income	(3,451)	(3,783)
Depreciation	-	1,494
Impairment on fixed assets	-	2,482
(Decrease) / Increase in non-loan creditors	(74,207)	56,144
Decrease / (Increase) in debtors	21,458	(38,367)
Decrease in stock	1,366	2,196
Net cash inflow from operations	(22,841)	(74,655)

21 Analysis in changes in cash and net debt during the year

	2025 £	2024 £	Change £
Cash at bank and in hand	118,964	144,432	(25,468)
Net debt	(37,364)	(43,442)	6,078
	81,600	100,990	(19,390)

	2024 £	2023 £	Change £
Cash at bank and in hand	144,432	237,141	(92,709
Net debt	(43,442)	(65,279)	) 21,837
	100,990	171,862	(70,872

22 Operating Leases)

At 31 March 2025 the charity had total commitments under non-cancellable operating leases, in relation to premises, as set out below:

	Group 2025 £	Charity 2025 £	Group 2024 £	Charity 2024 £
Within one year	13,500	13,500	13,500	13,500
Between two to five years	-	-	13,500	13,500
	13,500	13,500	27,000	27,000

23 Movement in funds

Group & Charity	At 1 Apr 2024 £	Income £	Expenditure £	T ransfers £	Gains / (losses) £	At 31 Mar 2025 £
Restricted Funds						
Lottery	-	22,164	(22,164)	-	-	-
Frome Community Lottery	-	100	(100)	-	-	-
Pink Ribbon Foundation	-	6,000	(6,000)	-	-	-
MacMillan	-	5,513	(5,513)	-	-	-
Awards for all	-	9,708	(9,708)	-	-	-
Reach	-	3,780	(3,780)	-	-	-
Suicide Prevention	-	79,909	(79,909)	-	-	-
Trowbridge Area Board	-	2,942	(2,942)	-	-	-
Wiltshire Community Foundation	-	5,000	(5,000)	-	-	-
Wiltshire Area Board	-	1,667	(1,667)	-	-	-
Youth with a Future	-	2,000	(2,000)	-	-	-
NHS BSW ICB	-	31,333	(31,333)	-	-	-
Resonance	-	20,438	(20,438)	-	-	-
Quartet	-	3,267	(3,267)	-	-	-
Fence Club	-	498	(498)	-	-	-
Frome Town Council	-	2,000	(2,000)	-	-	-
Co-op	-	500	(500)	-	-	-
RUH Charities Together	-	10,985	(10,985)	-	-	-
Somerset Community Foundation	-	5,000	(5,000)	-	-	-
Hospital Saturday Fund	-	2,000	(2,000)	-	-	-
Festival Medical	-	6,276	(6,276)	-	-	-
Chippenham Borough Lands	-	1,000	(1,000)	-	-	-
	-	222,079	(222,079)	-	-	-
Unrestricted funds						
Generalfund	33,941	248,830	(216,837)	-	-	65,934
Unrestricted funds subtotal	33,941	248,83	(216,837	-	-	65,934
Charity funds	33,941	470,909	(438,916)	-	-	65,934
Talkativity CIC Inter-group eliminations	-	-	-	-	-	-
	-	-	-	-	-	-
		-		-	-	
Total funds (Group)	33,941	470,909	(438,916)	-	-	65,934

23 Movement in funds (continued)

Previous year Group & Charity	At 1 Apr 2023 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2024 £
Restricted Funds						
Lottery	-	42,348	(42,348)	-	-	-
Frome Community Lottery	-	480	(480)	-	-	-
St Johns	7,500	7,500	(7,500)	(7,500)	-	-
Pink Ribbon Foundation	-	4,500	(4,500)	-	-	-
St James Trust	-	500	(500)	-	-	-
NHS Charities Together (NHSCT)	-	17,238	(17,238)	-	-	-
NHS NSW	22,990	41,656	(41,656)	(22,990)	-	-
Resonance	6,010	6,010	(6,010)	(6,010)	-	-
MacMillian	-	29,345	(29,345)	-	-	-
Awards for all	-	874	(874)	-	-	-
Merrell Fund	-	5,000	(5,000)	-	-	-
Reach	-	3,780	(3,780)	-	-	-
Suicide Prevention	-	10,091	(10,091)	-	-	-
SWAG	-	25,000	(25,000)	-	-	-
Trowbridge Area Board	-	675	(675)	-	-	-
Wiltshire Community Foundation	-	1,667	(1,667)	-	-	-
Youth with a Future	-	2,000	(2,000)	-	-	-
	36,500	198,664	(198,664)	(36,500)	-	-
Unrestricted funds						
General funds						
Generalfund	137,119	227,375	(324,925)	(5,628)	-	33,941
Unrestricted funds subtotal	137,119	227,375	(324,925)	(5,628)	-	33,941
Charity funds	173,619	426,039	(523,589)	(42,128)	-	33,941
WHY Gallery Ltd	(2,729)	29,758	(27,029)	-	-	-
Talkativity CIC	(42,128)	-	-	42,128	-	-
Inter-group eliminations	-	(9,336)	9,336	-	-	-
	(44,857)	20,422	(17,693)	42,128	-	-
Total funds (Group)	128,762	446,461	(541,282)	-	-	33,941

Restricted funds
Lottery - the fund is restricted by the location and timing of services. Frome Community Lottery - funds are restricted to be used in the geographical area of Frome.
St Johns - this fund is restricted for WHY outdoors and Men WHY.
Pink Ribbon Foundation - restricted to Breast Cancer counselling.
St James Trust – geographically restricted to Trowbridge.
NHS Charities Together (NHSCT) - NHS Charities Together money, restricted to BANES.
NHS NSW - NHS Charities Together money, restricted to BANES.
Resonance - to fund business development work.
MacMillan - Geographically restricted to Swindon.
Awards for all - this fund is restricted to ABI specific counselling and training.
Merrell Fund - This fund is restricted by service.
Reach - This fund is restricted to business development work.
Suicide Prevention - This fund is restricted to work supporting clients at risk.
SWAG - This fund is restricted by location of services.
Trowbridge Area Board - This fund is restricted by location of services.
Wiltshire Community Foundation - To fund fundraising resource focused on Wiltshire.
Youth with a Future - This fund is restricted to children's & young peoples services.
Somerset Community Foundation - funds are restricted to be used in the geographical area of Somerset.
Fence Club - funds are restricted to toys and materials for children's counselling including décor in counselling room.

23 Movement in funds (continued)

Restricted funds (continued)

Hospital Saturday Fund - this fund is restricted to foreign language support.
Wiltshire Area Board - Restricted by the location of services.
NHS BSW ICB - Restricted by the location of services.
Quartet - Restricted by the location of services.
Frome Town Council - Restricted to C&YP services.
Co-op - Restricted to purchase of art materials.
RUH Charities Together - Restricted by the location of services.
Festival Medical - Restricted funding received for a Woodland Wellbeing service.
Chippenham Borough Lands - Restricted by location of services.

24 Analysis of net assets between funds

	Restricted funds	Designated funds	Unrestricted funds	2025 T otal
	£	£	£	£
Fixed asset investments	-	-	2	2
Cash at bank and in hand	-	-	118,964	118,964
Other net assets/(liabilities)	-	-	(53,032)	(53,032)
Charity	-	-	65,934	65,934
Talkativity CIC	-	-	-	-
Group	-	-	65,934	65,934

Previous year

	Restricted funds	Designated funds	Unrestricted funds	2024 T otal
	£	£	£	£
Fixed asset investments	-	-	2	2
Cash at bank and in hand	-	-	144,432	144,432
Other net assets/(liabilities)	-	-	(110,493)	(110,493)
Charity	-	-	33,941	33,941
WHY Gallery Ltd	-	-	-	-
Talkativity CIC	-	-	-	-
	-	-		
Gr oup			33,941	33,941

25 Related party transactions
There were no further transactions with trustees and other related parties other than those disclosed elsewhere in the financial statements.

26 Gr oup
The Directors made the decision on 24 December 2023 to dissolve the subsidiary WHY Gallery Ltd which ceased trading in the year and has since been dissolved (co. number 11166509). Talkativity CIC (co. number 14164907) ceased trading activities in 2023 and became dormant.

The following pages do not form part of the statutory financial statements which are the subject of the examiner's report on page 22

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2025

	Total Funds 2025 £	Total Funds 2024 £
Income From:		
Donations and legacies		
Donations		
Grants	162,944	106,243
Non-government grants	238,579	225,144
	401,523	331,387
Investment income		
Interest received	3,451	3,766
	3,451	3,766
Charitable activities		
Counselling and supervision	26,362	6,497
	26,362	6,497
Other trading activities		
Merchandising income	304	950
Management fee income - subsidiaries	-	5,625
Event income	22,545	55,073
Rental income	6,872	7,743
Other income	9,852	14,998
	39,573	84,389
Total income	470,909	426,039

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2025

	Total Funds 2025 £	Total Funds 2024 £
Expenditure on:		
DirectRaising Funds C osts		
Fundraising salaries and wages	84,919	91,223
Other direct costs	48,329	35,715
Direct retail costs		40
Retail salaries	-	5,291
	133,248	132,269
Direct CharitableActivities Costs		
Counselling and supervision		
Salaries and wages	162,602	145,859
Other direct costs	52,960	100,590
	215,562	246,449
Support Costs		
Rent, rates, light and heat	17,012	23,644
Housekeeping	732	927
Repairs and maintenance	72	1,143
Insurance	1,940	1,289
Office costs	3,184	1,154
IT and computer costs	11,552	5,911
Subscriptions	227	579
Legal and professional fees	1,398	6,093
Ac c ountanc y	1,534	1,891
Bank charges	3,275	2,318
Staff training, recruitment and other expenses	1,034	3,836
Travel and entertainment		52
Wages and salaries	-	
Governance costs - charity	45,626	92,434
Independent examiner's fee		
Independent examiner - other services	882	1,260
	1,638	2,340
	90,106	144,871
Total expenditure	438,916	523,589
Net (expenditure)/income	31,993	(97,550)

Thank you

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

info@wehearyou.org.uk
01373 455 255
wehearyou.org.uk

Registered with FUNDRAISING REGULATOR

WE HEAR YOU

England & Wales - Charity number 1156001

Accounts

Trustees' annual report and accounts

2023/24

We Hear You is a Charitable Incorporated Organisation (CIO)

We Hear You
Registered Charity
No. 1156001

why...
we hear you

Cancer Counselling

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Annual Report and Accounts

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 2024.

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

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

We Hear You works across Somerset, Bath and North East Somerset, Swindon, and Wiltshire, providing professional counselling and emotional support to patients, families, friends and carers who have been affected or bereaved by cancer or any other life-threatening condition.

The objective of the charity is for the public benefit by provision of support through solo and joint counselling, mindfulness, art and drama therapy, nature connection therapy, social groups, and signposting. We Hear You provides this support to individuals who have been affected personally or by association by cancer and other life-threatening conditions.

All We Hear You's qualified counsellors are professionally trained, experienced and adhere to the British Association of Counselling and Psychotherapy (BACP) or alternative professional body. Our two volunteer counsellors are student members, working towards full membership.

As an organisational member of BACP, WHY is bound by its Ethical Framework for the Counselling Professions (2018).

Reference and administrative details

Charity name: We Hear You (WHY)

Charity no: 1156001

Registered address:
14-15 North Parade
Frome
BAI I IAU

Board of Trustees

Anne Montague - Chair
Wayne de Leeuw - Vice Chair
Rachel Notley - Treasurer
Cara Burr (resigned 13th December 2023)
Tony De Jaeger
Darren Irwin
Tessa Warry
Ben Price (appointed 13th July 2023)

Appointment and training of Trustees

The members of the charity are the members of the Board of Trustees, and their number must not be fewer than three and not more than twelve. The number of four-year consecutive terms of office that a member may serve cannot exceed three, thereby limiting continuous membership to an aggregate of twelve years. This maximum term was amended from two consecutive terms in May 2022.

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. The Board also conducts an annual diversity audit, with the aim of ensuring a Board that is representative of the communities we serve. 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 seven times during the year ending 31st March 2024, 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.

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 policies and procedures. Risks are broken down into areas of activity; major risks are listed below:

1. Governance

We Hear You's board has considered the risk of poor governance and failure to direct the charity in the right way to achieve the charity's mission. Robust processes are in place around trustee recruitment and induction, and a trustee code of conduct. We Hear You has a scheme of delegation in place, reviewed annually, which clearly sets out delegated authority.

Trustees review all of We Hear You's policies and procedures annually and work closely with the CEO on the organisational strategy and business planning. Through these robust processes, the board can operate effectively in helping WHY stay true to its mission and vision and set relevant objectives to implement them.

2. Regulatory and compliance

We Hear You is bound to comply with the legislation and regulations relevant to its activities and funding sources. The board has considered the risk of inadvertent non-compliance to We Hear You's reputation and any resulting financial penalty. To mitigate the risk, We Hear You maintains membership of relevant national alliance bodies, such as The National Council for Voluntary Organisations (NCVO), follows Charity Commission updates and implements a reviews and renewals procedure to ensure the charity meets its regulatory responsibilities and maintains sufficient insurance.

We Hear You's serious incident reporting and whistleblowing policies ensure accountability across the whole team.

3. Financial

Following an extended period of growth, we experienced a significant reduction in the income from grants in 2022/23 and again in 2023/24. Our donation income also remained behind plan following the national trend of people donating less money to charity.

The reduction in income in 2023/24 was closely monitored by trustees and identified as a risk to our ability to maintain prudent financial reserves and manage our cashflow. The difficulty in securing adequate income generation was identified as a risk to the current and future viability of the charity.

To mitigate the risks identified, the following actions were taken: recruitment freeze, freeze on non-essential expenditure, diversion of staff time onto income generation activities and reduction in services provided.

We continued to explore new business-to-business avenues for sustainable income generation, undertaking soft market testing and securing a grant from Resonance which enabled the charity to appoint a part-time fixed-term Business and Service Development Manager.

Towards the end of the 2023/24 financial year, We Hear You undertook a staff restructure to reduce our employed staffing establishment to ensure it remains affordable considering the reduced income. The restructure enabled the charity to adequately resource the service function, ensuring the continued delivery of counselling services.

Our reserves as of 31 March 2024 were £33,941 (2023: £128,762) and are comprised of restricted funds of £nil (2023: £36,500) and general funds of £33,941 (2023: £92,262).

The reserves policy at We Hear You allows for the event of a reduction in funding and the opportunity to fund work that meets our aims if no grant funding 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 reflect the reserve policy and the receipt in advance of funds to allow us to continue projects into the next financial year. The reserves policy is reviewed annually, as part of an ongoing business planning and budget approval process.

The level of reserves is below the Trustees' recommended range of a minimum of £55,000 and a maximum of £200,000, following a very challenging year which saw a reshaping of the charity to prepare us for the future.

The free reserves at the end of the year are £33,941, and the focus for 2024/25 is to stabilise and create a small surplus to bring reserves back towards the minimum policy level.

We have robust procedures in place for the authorisation of all financial transactions, and regularly review expenditure to provide up-to-date and relevant information, maintain control and mitigate fraud.

4. Operational

We Hear You has a small team and has been operating without the member of staff responsible for financial operations for an extended period in 2022/23 and 2023/24. This led to pressure on our treasurer, both in terms of time and an increase in hands-on, rather than supervisory, activity. We appointed a trustee with significant senior finance experience to help ensure strong financial governance. The Office Administrator's role has been expanded to include some day-to-day finance tasks.

The challenging financial context We Hear You experienced in 2023/24 was felt by many in the third sector. This led to a reduction in the use of self-employed counsellors and therapists.

The recruitment and retention of high-quality staff is a live and significant risk to the charity. Budget constraints in 2023/24 have made it challenging to replace departing employees. As always, We Hear You is focussed on ensuring staff feel valued, and invests in providing training and development opportunities, and career progression.

We Hear You, Board of Trustees and CEO

Achievement and performance overview 2023/24

We Hear You supported 370 people in 2023/24

370

Total number of referrals

- **84% adults**
- **16% children and young people**

29% Patients

59% Non Patients

12% Bereaved

47% Somerset

33% Wiltshire

16% Bath and North East Somerset

4% Other

Average improvement in wellbeing as measured by the CORE Outcome Measure Tool:

Adults

37%

Children and young people

39%

Our service in 2023/24

Numbers of clients started to grow steadily from Christmas 2022, with most clients being offered an appointment in three to four months.

Our WHYbemindful course in May and June 2023 were both full; as was our WHYoutdoors course in May. Our popular WHYgrow course was also full in 2023 and 2024.

The Coffee Connection continued to be a popular peer support drop-in for people with cancer; and in September we opened the first Bereavement Help Point in Bath and North East Somerset in partnership with Dorothy House and Bath and North East Somerset Carer's Centre.

In July 2023, our waiting lists reached critically high levels and, for the second time in We Hear You's history, we were forced to pause accepting new referrals to give our team time to help those already waiting for our support.

In August 2023 we made the difficult decision to stop filing our self-employed counsellors' sessions due to our financial restrictions leading to an overall reduction in the number of sessions we offered weekly.

This experience, coupled with the increasing financial pressure, highlighted the need for us to review how we run and fund our services to ensure we can continue to respond to the growing demand across our community both now and in the future.

As part of our approach to pro-actively listen to our community, in October 2023, current clients, prospective clients, supporters, and local healthcare professionals were surveyed to understand their needs and thoughts regarding WHY's services. Questions sought views regarding counselling method preferences, appropriate waiting times, the idea of introducing an element of cost to some services, interest in new types of service and more.

A total of 69 responses were received, and these played a pivotal role in guiding the direction and detail of our new strategy for sustainability and future growth. For example, a crucial learning was that 77% of respondents said they would rather wait less time for support and pay what they could afford towards the service, rather than wait longer and pay nothing at all. But 54% felt that the provision of free counselling for those who cannot afford to pay was key. This highlighted the importance of structuring our services appropriately so we can offer counselling as swiftly as possible, whilst retaining the provision of free counselling for those facing financial challenges as a core priority.

Our counselling team, who listen day-in and day-out to the challenges facing our clients, also formed a pivotal part of the development of our new strategy. Over a six-month period, they were involved in ongoing discussions and consultations to review our model, and their input ensured the emotional wellbeing of our clients was always at the forefront of our decision-making.

We have devised a new five-year strategy, focused on delivering what our community tells us they need the most, and building a strong foundation for growth. Central to this strategy is:

1. Streamlining our services to increase capacity for our most in-demand types of support: one to one and couples counselling and creative therapy.

2. Consolidating our service provision around six key locations (Frome, Street, Bath, Peasedown St John, Chippenham and Trowbridge), where demand for our support is highest, and the most severe levels of deprivation across our region are found. This will reduce travel and venue costs and increase the accessibility of our counselling support for the most disadvantaged members of our community.

3. Refreshing our funding model (including the introduction of a low-cost fee of £15 per session for clients who tell us they can afford a contribution; and the launch of a new (paid-for) training scheme to help managers provide emotionally supportive workplaces for employees facing illness. We expect to implement these changes in 2024/25 and they will provide significant financial support and help ensure our long-term sustainability.

Fundraising

In-person events continued to pick up in 2023/24, but event sign-up has been inconsistent, with little explanation. Event highlights include a 'Splash of Purple' day in June, Rook Lane Café, and Frome Sings the Legends as part of Frome Festival, our popular online auction, and our ever-successful Winter Wonderland ball. We are grateful for the support of our volunteers and the local community.

With the added challenge of some members of the fundraising team leaving the charity in the autumn, our income from community fundraising didn't keep pace with our targets.

In mid-October we decided to launch an Appeal, to generate much-needed income for the charity. Despite starting the financial year with over £100,000 pre-secured in grant income, several large multi-year bids were turned down, which had a huge impact on our income generation.

Charity partners

We were delighted to welcome new corporate partners on board in 2023/24 including Clarks, RWK Goodman Lawyers, Forester Sylvester Mackett Solicitors and Flapjackery.

The WHY Gallery

We Hear You has run a linked non-profit company, the WHY Gallery, since 2016. The Gallery showcases the work of local artists and makers, running art fairs and exhibitions throughout the year. Like a commercial gallery, this activity attracts commission; unlike a commercial gallery, this commission is donated to the charity each year.

Changes in spending habits and higher energy costs caused a number of small independent retail businesses in Frome to close down at the start of 2023. The first three months of the financial year saw reduced sales for the WHY Gallery, resulting in a loss which posed a significant challenge for the rest of the financial year.

The decision was taken by the Board of Trustees to accept the Board of Director's recommendation to close the Gallery on December 24th, as sadly it was no longer possible for this venture to provide income to the charity in the short or medium term.

WHYinwork

Eastside People continued to support us in 2023/24 with our work to grow discretionary income through business-to-business traded services. We undertook financial modelling to ensure that our services would be viable. Our WHY Ambassador supported us with this piece of work developing business-to-business leads for soundings and a business proposition.

We undertook market soundings in the autumn with samples of employee assistance providers, employee benefit providers and HR colleagues.

By early 2024, our trading plan formed, with three phases. The first phase to address a short-term and urgent target generating a contribution to the budget during 2024/25, in response to recent funding shortfalls.

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 judgements 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:

Anne Montague, Chair of Trustees
24th September 2024

Independent Examiner's Report

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 31 March 2024.

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.

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

Joshua Kingston

Date: 24th September 2024

WE HEAR YOU

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

YEAR ENDED 31 MARCH 2024

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income from:						
Donations, grants and legacies	**2**	130,813	-	198,664	329,477	379,911
Charitable activities	**3**	6,497	-	-	6,497	40,665
Other trading activities	**4**	106,704	-	-	106,704	146,135
Investments	**5**	3,783	-	-	3,783	4,212
Total income		247,797	-	198,664	446,461	570,923
Expenditure on:						
Raising funds	**6**	177,043	-	9,780	186,823	242,112
Charitable activities	**7**	165,575	-	188,884	354,459	410,992
Total expenditure		342,618	-	198,664	541,282	653,104
Net income/(expenditure)	**9**	(94,821)	-	-	(94,821)	(82,181)
Transfers between funds	**23**	36,500	-	(36,500)	-	-
Net movement in funds before taxation		(58,321)	-	(36,500)	(94,821)	(82,181)
Total funds at 1 April 2023	**23**	92,262	-	36,500	128,762	210,943
Total funds at 31 March 2024	**23**	33,941	-	-	33,941	128,762

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

The notes on pages 18 to 32 form part of these financial statements
See note 12 for fund-accounting comparative figures

WE HEAR YOU

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

YEAR ENDED 31 MARCH 2024

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income from:						
Donations, grants and legacies	**2**	132,723	-	198,664	331,387	367,089
Charitable activities	**3**	6,497	-	-	6,497	40,665
Other trading activities	**4**	84,389	-	-	84,389	109,087
Investments	**5**	3,766	-	-	3,766	4,154
Total income		227,375	-	198,664	426,039	520,995
Expenditure on:						
Raising funds	**6**	159,350	-	9,780	169,130	145,949
Charitable activities	**7**	165,575	-	188,884	354,459	410,992
Total expenditure		324,925	-	198,664	523,589	556,941
Net income/(expenditure)	**9**	(97,550)	-	-	(97,550)	(35,946)
Transfers between funds	**23**	(5,628)	-	(36,500)	(42,128)	-
Net movement in funds		(103,178)	-	(36,500)	(139,678)	(35,946)
Total funds at 1 April 2023	**23**	137,119	-	36,500	173,619	209,565
Total funds at 31 March 2024	**23**	33,941	-	-	33,941	173,619

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 pages 18 to 32 form part of these financial statements
See note 12 for fund-accounting comparative figures

WE HEAR YOU

BALANCE SHEET

AS AT 31 MARCH 2024

	Note	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
Fixed assets					
Tangible assets	**13**	-	-	3,976	-
Investments	**14**	-	2	-	4
		-	2	3,976	4
Current assets					
Stock		2,097	2,097	4,293	2,031
Debtors	**16**	51,627	51,625	13,260	68,743
Cash at bank and in hand		144,432	144,432	237,141	206,695
		198,156	198,154	254,694	277,469
Creditors: amounts falling due within one year	**17**	(126,851)	(126,851)	(79,081)	(62,112)
Net current assets		71,305	71,303	175,613	215,357
Total assets less current liabilities		71,305	71,305	179,589	215,361
Creditors: amounts falling due after more than one year	**17**	(37,364)	(37,364)	(50,827)	(41,742)
Net assets		33,941	33,941	128,762	173,619
Funds					
Unrestricted funds					
General funds	**24**	33,941	33,941	137,119	137,119
Non-charitable trading funds	**24**	-	-	(44,857)	-
Restricted funds	**24**	-	-	36,500	36,500
Total funds		33,941	33,941	128,762	173,619

These financial statements were approved by the Trustees on 24 September 2024 and are signed on their behalf by:

.....
Anne Montague
Chair

The notes on pages 18 to 32 form part of these financial statements

GROUP CASH FLOW STATEMENT

YEAR ENDED 31 MARCH 2024

	Note	2023 £	2023 £
Net cash outflow from operating activities	**20**	(74,655)	(123,081)
Non-operating cash flows:			
Investing activities			
Investment income		3,783	4,212
Loans repaid		(21,837)	(6,534)
Net cash outflow for the year	**21**	(92,709)	(125,403)

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice this restriction has not had any effect on group cash flows for the year.

The notes on pages 18 to 32 form part of these financial statements

1 Accounting policies

Basis of preparing the financial statements

The financial statements have been prepared in accordance with the historical cost convention (except for investments which have been included at fair value) and in accordance with the Statement of Recommended Practice: Accounting and Reporting by 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 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

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.

The Trustees consider that 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), Consolidated Balance Sheet and Consolidated Statement of Cash Flows consolidate the financial statements of the Charity and its subsidiaries; WHY Gallery Ltd and Talkativity CIC. The results of the subsidiaries 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 Financial 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 commission on Gallery 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.

Support costs are those costs incurred by the charity as a whole rather than a specific project or activity. Support costs have been apportioned to activities including raising funds on a resource usage basis.

1 **Accounting policies (continued)**

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.

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 at the charity level.

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.

Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

Cash and cash equivalents
Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors
Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 **Donations and legacies**
Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Donations	106,243	-	-	106,243	138,464
Grants					
Other government grants	-	-	-	-	655
Non-government grants	26,480	-	198,664	225,144	227,970
Charity sub-total	132,723	-	198,664	331,387	367,089
Job Retention Scheme	-	-	-	-	2,315
Other government grants	-	-	-	-	543
Non-government grants	1,801	-	-	1,801	9,964
Inter-group eliminations	(3,711)	-	-	(3,711)	-
Group donations and legacies	130,813	-	198,664	329,477	379,911

Income from donations and legacies in the prior year has been classed as unrestricted general funds except for non-government grants of £183,898 which were restricted.

3 Income from charitable activities

Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Counselling and supervision	6,497	-	-	6,497	40,665
Group & Charity total	6,497	-	-	6,497	40,665

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 2024 £	Total Funds 2023 £
Merchandising income	950	-	-	950	1,676
Management fee income - subsidiaries	5,625	-	-	5,625	12,600
Event income	55,073	-	-	55,073	68,053
Rental income	7,743	-	-	7,743	6,848
Other income	14,998	-	-	14,998	19,910
Charity sub-total	84,389	-	-	84,389	109,087
Gallery sales	27,940	-	-	27,940	49,648
Subsidiaries sub-total	27,940	-	-	27,940	49,648
Inter-group eliminations	(5,625)	-	-	(5,625)	(12,600)
Group income from other trading activities	106,704	-	-	106,704	146,135

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 2024 £	Total Funds 2023 £
Interest received	3,766	-	-	3,766	4,154
Charity sub-total	3,766	-	-	3,766	4,154
Interest received	17	-	-	17	58
Subsidiaries sub-total	3,783	-	-	3,783	4,212

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

6 Expenditure on: Raising funds

Group & Charity

	Total Funds 2024	Total Funds 2023
	£	£
Direct costs		
Direct fundraising costs	35,715	22,350
Fundraising salaries	91,223	79,797
Direct retail costs	40	-
Retail salaries	5,291	7,246
Support costs (note 8)	36,861	36,556
Charity sub-total	169,130	145,949
Cost of goods sold	5,267	9,417
Wages and salaries	14,883	51,356
Overheads - subsidiaries	(2,457)	35,390
Management charge	5,625	12,600
Charitable donation to parent	3,711	-
Subsidiaries sub-total	27,029	108,763
Inter-group donation	(3,711)	-
Inter-group eliminations	(5,625)	(12,600)
Group expenditure on raising funds	186,823	242,112

7 Expenditure on: Charitable activities

Group & Charity

	Direct Costs	Support Costs (Note 8)	Total 2024
	£	£	£
Counselling and supervision			
Salaries and wages	145,859	66,485	212,344
Other costs	100,590	41,525	142,115
	246,449	108,010	354,459

Prior year comparative

	Direct Costs	Support Costs (Note 8)	Total 2023
	£	£	£
Counselling and supervision			
Salaries and wages	124,169	76,613	200,782
Other costs	170,845	39,365	210,210
	295,014	115,978	410,992

8 Support costs

Charity

	Raising funds £	Charitable activities £	Total 2024 £
Rent, rates, light and heat	5,911	17,733	23,644
Housekeeping	232	695	927
Repairs and maintenance	286	857	1,143
Insurance	322	967	1,289
Office costs	55	1,099	1,154
IT and computer costs	1,478	4,433	5,911
Subscriptions	58	521	579
Legal and professional fees	914	5,179	6,093
Accountancy	824	1,067	1,891
Bank charges	348	1,970	2,318
Staff training, recruitment and other expenses	458	3,378	3,836
Travel and entertainment	26	26	52
Wages and salaries	25,949	66,485	92,434
Governance costs			
Independent examiner's fee	-	1,260	1,260
Independent examiner - other services	-	2,340	2,340
	36,861	108,010	144,871

Prior year comparative

	Raising funds £	Charitable activities £	Total 2023 £
Rent, rates, light and heat	6,188	18,563	24,751
Housekeeping	358	1,074	1,432
Repairs and maintenance	120	360	480
Insurance	306	917	1,222
Office costs	405	1,858	2,263
IT and computer costs	1,105	3,314	4,419
Subscriptions	67	607	674
Legal and professional fees	1,268	5,231	6,499
Accountancy	393	2,229	2,622
Bank charges	18	103	121
Staff training, recruitment and other expenses	296	1,423	1,719
Travel and entertainment	59	315	374
Wages and salaries	25,973	76,613	102,586
Governance costs			
Independent examiner's fee	-	1,164	1,164
Independent examiner - other services	-	2,208	2,208
	36,556	115,978	152,534

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.

9 Net income/ (expenditure)

This is stated after charging:	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
Depreciation of tangible fixed assets	1,494	-	1,992	-
Independent examiner's fee	1,260	1,260	1,164	1,164
Independent examiner - other services	3,444	2,340	3,960	2,208

There were no Trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the period ended 31 March 2023.
The total Trustees' expenses paid during the year ended 31 March 2024 to one (2023: two) trustees for training and other expenses were £54 (2023: £72).
The total Trustee, key management personnel and other related party donations in the year were £530 (2023: £1,523).

10 Staff costs and numbers

The aggregate payroll costs were:	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
Wages and salaries	312,197	298,039	337,550	288,965
Social security costs	19,262	18,814	23,774	21,618
Employers pension	8,986	8,729	9,414	8,290
Redundancy costs	14,222	14,222	-	-
	354,667	339,804	370,738	318,873

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

	Group 2024 No.	Charity 2024 No.	Group 2023 No.	Charity 2023 No.
Management and administration	5	4	6	4
Other staff	11	10	14	11
	16	14	20	15

No employee received emoluments of more than £60,000.
The key management personnel for 2024 received employee benefits totalled £145,584 (2023: £147,111) for the Group & Charity.

11 Taxation

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

12 Comparative Statement of Financial Activities

Group	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £
Income from:				
Donations and legacies	196,013	-	183,898	379,911
Charitable activities	40,665	-	-	40,665
Other trading activities	146,135	-	-	146,135
Investments	4,212	-	-	4,212
Total income	387,025	-	183,898	570,923
Expenditure on:				
Raising funds	241,847	-	265	242,112
Charitable activities	191,117	30,102	189,773	410,992
Total expenditure	432,964	30,102	190,038	653,104
Net income/(expenditure) and net movement in funds	(45,939)	(30,102)	(6,140)	(82,181)
Total funds at 1 April 2022	138,201	30,102	42,640	210,943
Total funds at 31 March 2023	92,262	-	36,500	128,762

Charity	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £
Income from:				
Donations and legacies	183,191	-	183,898	367,089
Charitable activities	40,665	-	-	40,665
Other trading activities	109,087	-	-	109,087
Investments	4,154	-	-	4,154
Total income	337,097	-	183,898	520,995
Expenditure on:				
Raising funds	145,684	-	265	145,949
Charitable activities	191,117	30,102	189,773	410,992
Total expenditure	336,801	30,102	190,038	556,941
Net income/(expenditure) and net movement in funds	296	(30,102)	(6,140)	(35,946)
Total funds at 1 April 2022	136,823	30,102	42,640	209,565
Total funds at 31 March 2023	137,119	-	36,500	173,619

13 Tangible fixed assets

Group

	Furniture, fittings and equipment £	Computer equipment £	Totals £
Cost			
At 1 April 2023	9,961	14,208	24,169
Additions	-	-	-
Disposals	(9,961)	-	(9,961)
At 31 March 2024	-	14,208	14,208
Depreciation			
At 1 April 2023	5,985	14,208	20,193
Charge for the year	1,494	-	1,494
Elimination on disposal	(9,961)	-	(9,961)
Impairment	2,482	-	2,482
At 31 March 2024	-	14,208	14,208
Net book value			
At 31 March 2024	-	-	-
At 31 March 2023	3,976	-	3,976

Charity

	Computer equipment £	Totals £
Cost		
At 1 April 2023	14,208	14,208
At 31 March 2024	14,208	14,208
Depreciation		
At 1 April 2023	14,208	14,208
At 31 March 2024	14,208	14,208
Net book value		
At 31 March 2024	-	-
At 31 March 2023	-	-

14 Fixed asset investments

Charity

	Unlisted securities £	Total 2024 £	Total 2023 £
Shareholding in WHY Gallery Ltd	-	-	2
Shareholding in Talkativity CIC	2	2	2
	2	2	4

WHY Gallery Ltd (Company No. 11166509) was a wholly owned subsidiary of We Hear You, a charitable incorporated organisation. During the year, the directors decided to dissolve the company as part of a voluntary strike off. A summary of the trading results for the subsidiary is set out in note 15.

Talkativity CIC (Company No. 14164907) is a wholly owned subsidiary of We Hear You, a charitable incorporated organisation. During the year all intercompany balances were written off resulting in all assets and liabilities being transferred to We Hear You. After the transfer Talkativity CIC became a dormant company. A summary of the trading results for the subsidiary is set out in note 15.

15 Principal subsidiaries

Company name	Country	Percentage shareholding	Principal activity
WHY Gallery Ltd	England and Wales	100%	Retail sales in commercial art galleries
Talkativity CIC	England and Wales	100%	To carry on activities which benefit the community and in particular (without limitation) to provide a counselling service.

WHY Gallery Ltd	**Year ended 31 March 2024**	Year ended 31 March 2023
	£	£
Turnover	29,758	61,032
Cost of sales	(5,267)	(9,417)
Gross profit	24,491	51,615
Administrative expenses	(21,339)	(54,744)
Interest payable and similar charges	(423)	(978)
Profit/(loss) on ordinary activities before taxation	2,729	(4,107)
Tax on profit/loss on ordinary activities	-	-
Profit/(loss) for the period	2,729	(4,107)
Retained earnings brought forward	(2,729)	1,378
Profit/(loss) for the period	2,729	(4,107)
Retained earnings carried forward	**-**	**(2,729)**

Talkativity CIC	**Year ended 31 March 2024**	**Year ended 31 March 2023**
	£	**£**
Turnover	**-**	1,496
Cost of sales	-	-
Gross profit	**-**	1,496
Administrative expenses	**-**	(40,252)
Interest payable and similar charges	**-**	(3,372)
Profit/(loss) on ordinary activities before taxation	**-**	(42,128)
Tax on profit/loss on ordinary activities	-	-
Profit/(loss) for the period	**-**	(42,128)
Retained earnings brought forward	(42,128)	**-**
Transfer to We Hear You	42,128	**-**
Profit/(loss) for the period	**-**	(42,128)
Retained earnings carried forward	**-**	**(42,128)**

16 Debtors

	Group 2024	**Charity 2024**	Group 2023	Charity 2023
	£	**£**	£	£
Trade debtors	25,564	25,564	3,976	3,976
Amount owed by group undertakings	-	-	-	56,874
Prepayments and accrued income	26,061	26,061	8,540	7,893
Other debtors	2	**-**	744	**-**
	51,627	51,625	13,260	68,743

17 Creditors: amounts falling due within one year

		Group 2024	Charity 2024	Group 2023	Charity 2023
Amounts falling due within one year		**£**	**£**	£	£
Trade creditors		5,277	5,277	11,673	11,400
Social security, pensions and other taxes		6,483	6,483	1,889	1,803
Accruals and deferred income		109,013	109,013	51,067	46,326
Loans and borrowings	**19**	6,078	6,078	14,452	2,583
		126,851	126,851	79,081	62,112
Amounts falling due after more than one year					
Loans and borrowings	**19**	37,364	37,364	50,827	41,742

19 Loans and borrowings

	Group 2024	Charity 2024	Group 2023	Charity 2023
Current loans and borrowings	**£**	**£**	£	£
SSEF loan	-	-	6,869	-
SSEF repayable grant	-	-	5,000	-
Resonance loan	6,078	6,078	2,583	2,583
	6,078	6,078	14,452	2,583
Non-current loans and borrowings				
SSEF loan	-	-	9,085	-
Resonance loan	37,364	37,364	41,742	41,742
	37,364	37,364	50,827	41,742

20 Reconciliation of net movement in funds to net cash inflow from operating activities

	2024	2023
Group	**£**	**£**
Statement of Financial Activities: Net movement in funds	(94,821)	(82,181)
Investment income	(3,783)	(4,212)
Depreciation	1,494	1,992
Impairment on fixed assets	2,482	-
Decrease in non-loan creditors	56,144	(31,466)
Increase in debtors	(38,367)	(8,054)
Increase in stock	2,196	840
Net cash inflow from operations	(74,655)	(123,081)

21 Analysis in changes in cash and net debt during the year

	2024	2023	Change
	£	£	£
Cash at bank and in hand	144,432	237,141	(92,709)
Net debt	(43,442)	(65,279)	21,837
	100,990	171,862	(70,872)

	2023	2022	Change
	£	£	£
Cash at bank and in hand	237,141	362,544	(125,403)
Net debt	(65,279)	(71,813)	6,534
	171,862	290,731	(118,869)

22 Operating Leases

At 31 March 2024 the charity had total commitments under non-cancellable operating leases, in relation to premises, as set out below:

	Group 2024	Charity 2024	Group 2023	Charity 2023
	£	£	£	£
Within one year	13,500	13,500	18,500	18,500
Between two to five years	13,500	13,500	27,000	27,000
	27,000	27,000	45,500	45,500

23 Movement in funds

Group & Charity	At 1 Apr 2023 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2024 £
Restricted Funds						
Lottery	-	42,348	(42,348)	-	-	-
Frome Community Lottery	-	480	(480)	-	-	-
St Johns	7,500	7,500	(7,500)	(7,500)	-	-
Pink Ribbon	-	4,500	(4,500)	-	-	-
St James Trust	-	500	(500)	-	-	-
NHS Charities Together (NHSCT)	-	17,238	(17,238)	-	-	-
NHS NSW	22,990	41,656	(41,656)	(22,990)	-	-
Resonance	6,010	6,010	(6,010)	(6,010)	-	-
MacMillian	-	29,345	(29,345)	-	-	-
Awards for all	-	874	(874)	-	-	-
Merrell Fund	-	5,000	(5,000)	-	-	-
Reach	-	3,780	(3,780)	-	-	-
Suicide Prevention	-	10,091	(10,091)	-	-	-
SWAG	-	25,000	(25,000)	-	-	-
Trowbridge Area Board	-	675	(675)	-	-	-
Wiltshire Community Foundation	-	1,667	(1,667)	-	-	-
Youth with a Future	-	2,000	(2,000)	-	-	-
	36,500	198,664	(198,664)	(36,500)	-	-
Unrestricted funds						
General fund	137,119	227,375	(324,925)	(5,628)	-	33,941
Unrestricted funds subtotal	137,119	227,375	(324,925)	(5,628)	-	33,941
Charity funds	173,619	426,039	(523,589)	(42,128)	-	33,941
WHY Gallery Ltd	(2,729)	29,758	(27,029)	-	-	-
Talkativity CIC	(42,128)	-	-	42,128	-	-
Inter-group eliminations	-	(9,336)	9,336	-	-	-
	(44,857)	20,422	(17,693)	42,128	-	-
Total funds (Group)	128,762	446,461	(541,282)	-	-	33,941

23 **Movement in funds *(continued)***

Previous year Group & Charity	At 1 Apr 2022 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2023 £
Restricted Funds						
Brympton Parish Council	-	500	(500)	-	-	-
Lottery	-	46,386	(46,386)	-	-	-
Frome Community Lottery	-	239	(239)	-	-	-
Somerset Community Foundation	-	13,084	(13,084)	-	-	-
St Johns	25,000	-	(17,500)	-	-	7,500
Fence Club	-	694	(694)	-	-	-
Pink Ribbon	-	8,000	(8,000)	-	-	-
Yeovil Town Council	-	1,000	(1,000)	-	-	-
St James Trust	-	700	(700)	-	-	-
BANES	-	45,760	(45,760)	-	-	-
Asda Community Foundation	-	1,000	(1,000)	-	-	-
NHS Charities Together (NHSCT)	-	9,391	(9,391)	-	-	-
NHS NSW	-	45,890	(22,900)	-	-	22,990
Resonance	-	10,000	(3,990)	-	-	6,010
MacMillian	-	4,454	(4,454)	-	-	-
Hospital Saturday Fund	1,892	-	(1,892)	-	-	-
Media Trust	1,528	-	(1,528)	-	-	-
Wesport	4,220	(3,200)	(1,020)	-	-	-
Awards for all	10,000	-	(10,000)	-	-	-
	42,640	183,898	(190,038)	-	-	36,500
Unrestricted funds						
Designated funds						
1 2 1 Counselling	30,102	-	(30,102)	-	-	-
General funds						
General fund	136,823	337,097	(336,801)	-	-	137,119
Unrestricted funds subtotal	166,925	337,097	(366,903)	-	-	137,119
Charity funds	209,565	520,995	(556,941)	-	-	173,619
WHY Gallery Ltd	1,378	61,032	(65,139)	-	-	(2,729)
Talkativity CIC	-	1,496	(43,624)	-	-	(42,128)
Inter-group eliminations	-	(12,600)	12,600	-	-	-
	1,378	49,928	(96,163)	-	-	(44,857)
Total funds (Group)	210,943	570,923	(653,104)	-	-	128,762

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 as a knock on impact of the COVID-19 pandemic.

Restricted funds

Lottery - the fund is restricted by the

Frome Community Lottery - funds are restricted to be used in the geographical area of Frome.
St Johns - this fund is restricted for WHY outdoors and Men WHY.
Pink Ribbon - restricted to Breast Cancer counselling.
St James Trust – geographically restricted to Trowbridge.
NHS Charities Together (NHSCT) - NHS Charities Together money, restricted to BANES.
NHS NSW - NHS Charities Together money, restricted to BANES.
Resonance - to fund business development work.
Macmillan - Geographically restricted to Swindon.
Awards for all - this fund is restricted to ABI specific counselling and training.
Merrell Fund - This fund is restricted by service.
Reach - This fund is restricted to business development work.
Suicide Prevention - This fund is restricted to work supporting clients at risk.
SWAG - This fund is restricted by location of services.

23 Movement in funds *(continued)*

Restricted funds *(continued)*

Trowbridge Area Board - This fund is restricted by location of services.
Wiltshire Community Foundation - To fund fundraising resource focused on Wiltshire.
Youth with a Future - This fund is restricted to children's & young peoples services.

Brympton Parish Council - funds are restricted to be used in the geographical area of Yeovil.
Somerset Community Foundation - funds are restricted to be used in the geographical area of Somerset.
Fence Club - funds are restricted to toys and materials for children's counselling including décor in counselling room.
Yeovil Town Council - geographically restricted to Yeovil.
BANES - Geographically restricted to BANES.
Asda Community Foundation – funds are restricted to the project WHY Grow.
Hospital Saturday Fund - this fund is restricted to foreign language support.
Media Trust - this fund is restricted for website and communications development.
Wesport - this fund is restricted to Boulder Rooms only.

Transfers

A transfer of £36,500 has been made from restricted funds to general funds. Expenditure had been spent through general funds in previous years and therefore this transfer corrects the fund balances in the year.

A transfer of (£42,128) has been made from Talkativity CIC to We Hear You as a result of Talkativity ceasing trading activities in 2023 and becoming dormant

Inter-group eliminations

A donation to the Charity from WHY Gallery Ltd of £3,711 (2023: £nil) and a management charge of £5,625 (2023: £12,600) was charged from the Charity to WHY Gallery Ltd and Talkativity CIC during the year. These items have been removed from the consolidated SOFA and are included in the Inter-group eliminations along with the elimination of the subsidiaries' share capital upon consolidation.

24 Analysis of net assets between funds

	Restricted funds £	Designated funds £	Unrestricted funds £	2024 Total £
Fixed asset investments	-	-	2	2
Cash at bank and in hand	-	-	144,432	144,432
Other net assets/(liabilities)	-	-	(110,493)	(110,493)
Charity	-	-	33,941	33,941
WHY Gallery Ltd	-	-	-	-
Talkativity CIC	-	-	-	-
Group	-	-	33,941	33,941

Previous year	Restricted funds £	Designated funds £	Unrestricted funds £	2023 Total £
Fixed asset investments	-	-	4	4
Cash at bank and in hand	36,500	-	170,195	206,695
Other net assets/(liabilities)	-	-	(33,080)	(33,080)
Charity	36,500	-	137,119	173,619
WHY Gallery Ltd	-	-	(2,729)	(2,729)
Talkativity CIC	-	-	(42,128)	(42,128)
Group	36,500	-	92,262	128,762

25 Related party transactions

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

26 Group

The Directors made the decision on 24 December 2023 to dissolve the subsidiary WHY Gallery Ltd which ceased trading in the year and has since been dissolved (co. number 11166509). Talkativity CIC (co. number 14164907) ceased trading activities in 2023 and became dormant.

The following pages do not form part of the statutory financial statements
which are the subject of the examiner's report on page 13

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2024

	Total Funds 2024 £	Total Funds 2023 £
Income From:		
Donations and legacies		
Donations	106,243	138,464
Grants		
Other government grants	-	655
Non-government grants	225,144	227,970
	331,387	367,089
Investment income		
Interest received	3,766	4,154
	3,766	4,154
Charitable activities		
Counselling and supervision	6,497	40,665
	6,497	40,665
Other trading activities		
Merchandising income	950	1,676
Management fee income - subsidiaries	5,625	12,600
Event income	55,073	68,053
Rental income	7,743	6,848
Other income	14,998	19,910
	84,389	109,087
Total income	426,039	520,995

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2024

	Total Funds 2024 £	Total Funds 2023 £
Expenditure on:		
Direct Raising Funds Costs		
Fundraising salaries and wages	91,223	79,797
Other direct costs	35,715	22,350
Direct retail costs	40	-
Retail salaries	5,291	7,246
	132,269	109,393
Direct Charitable Activities Costs		
Counselling and supervision		
Salaries and wages	145,859	124,169
Other direct costs	100,590	170,845
	246,449	295,014
Support Costs		
Rent, rates, light and heat	23,644	24,751
Housekeeping	927	1,432
Repairs and maintenance	1,143	480
Insurance	1,289	1,222
Office costs	1,154	2,263
IT and computer costs	5,911	4,419
Subscriptions	579	674
Legal and professional fees	6,093	6,499
Accountancy	1,891	2,622
Bank charges	2,318	121
Staff training, recruitment and other expenses	3,836	1,719
Travel and entertainment	52	374
Wages and salaries	92,434	102,586
Governance costs - charity		
Independent examiner's fee	1,260	1,164
Independent examiner - other services	2,340	2,208
	144,871	152,534
Total expenditure	523,589	556,941
Net (expenditure)/income	(97,550)	(35,946)

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

info@wehearyou.org.uk
01373 455 255
wehearyou.org.uk

Registered with FUNDRAISING REGULATOR

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why...
we hear you

Cancer Counselling

WE HEAR YOU

England & Wales - Charity number 1156001

Accounts

why...
we hear you

Cancer
Counselling

Trustees' annual report and accounts

2022/23

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Trustees' annual report and accounts

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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 2023

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

Bank

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

Aims, objectives and activities

We Hear You works across Somerset, Bath and North East Somerset, Swindon and Wiltshire, providing emotional support to patients, families, friends and carers who have been affected or bereaved by cancer or any other life-threatening condition.

The objective of the charity is for the public benefit by provision of support through solo and joint counselling, mindfulness, art and drama therapy, nature connection therapy, social groups and signposting. We Hear You provide this support to individuals who have been affected personally or by association by cancer and other life-threatening conditions.

All We Hear You's qualified counsellors are professionally trained, experienced and adhere to the British Association of Counselling and Psychotherapy (BACP) or alternative professional body. Our two trainee counsellors are student members, working towards full membership.

As an organisational member of BACP, WHY is bound by its Ethical Framework for the Counselling Professions (2018).

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 2022 to 31st March 2023

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

Board of Trustees
October 2023

Anne Montague - Chair
Wayne de Leeuw - Vice Chair
Rachel Notley - Treasurer
Cara Burr
Tony De Jaeger
Darren Irwin
Ben Price
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 three, thereby limiting continuous membership to an aggregate of twelve years. This maximum term was amended from two consecutive terms in May 2022.

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. As of 2022/23. the Board also conducts an annual diversity audit, with the aim of ensuring a Board that is representative of the communities we serve. 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 2023, 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.

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 policies and procedures. Risks are broken down into areas of activity; major risks are listed below:

Operational

WHY has a small team and due to circumstances outside anyone's control, we have operated without a key staff member for an extended period, who managed much of the charity's day-to-day financial operations. This led to significant pressure on our treasurer, both in terms of time and an increase in hands-on, rather than supervisory, activity. There has also been added pressure on other members of WHY staff, who have been covering additional financial tasks.

Across the third sector, in part due to changes to working life in the UK after Covid, the recruitment and retention of high-quality staff is difficult, and this is considered a live and significant risk to the charity. As always, WHY aims to provide a positive workplace and to invest in staff development and training, valuing and nurturing our team.

Financial

Following an extended period of growth in recent years, and a high level of success with securing grant funding in 2020/21, we have experienced a significant reduction in the income from grants in 2022/23. There has also been an impact from the UK cost of living crisis on our community fundraising, although we continue to enjoy a high level of support from and interaction with the community closest to our HQ in Frome.

Risk management (cont.)

Financial (cont.)

The relative success of community fundraising is not sufficient to fill the gap in income from grants, and the trustees have identified both factors as a risk to WHY's cashflow and the maintenance of our reserves.

In order to ensure WHY's future viability and keep financial reserves within the parameters of our reserves policy, we have explored new avenues for sustainable income generation during 2022/23 (see p9). We secured funding to work with Kevin Davey of charity & social enterprise consultancy Eastside People, and have been fortunate to have the support of Claire Dooley, one of our charity ambassadors, who has offered us her business-to-business experience and skills.

Our reserves as at 31 March 2023 were £128,762 (2022: £210,944) are comprised of £36,500 of restricted funds and general funds of £92,262. The reserves policy at WHY allows for the event of a reduction in funding and the opportunity to fund work that meets our aims if no grant funding 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 £175,613 (2022: £264,004) reflects the reserve policy and the receipt in advance of funds to allow us to continue projects into the next financial year. The reserves policy is reviewed annually, as part of an ongoing business planning and budget approval process. The level of reserves is within the Trustees recommended range of a minimum of £110,000 and a maximum of £230,000.

We have robust procedures in place for the authorisation of all financial transactions, and regularly review expenditure to provide up-to-date and relevant information, maintain control and mitigate fraud.

Regulatory

The WHY group is bound to comply with the legislation and regulations relevant to its activities and funding sources. The board has considered the risk of inadvertent non-compliance to WHY's reputation and any attendant financial penalty. To mitigate the risk, WHY maintains membership of relevant national alliance bodies, such as NCVO, follows Charity Commission updates and implements a reviews and renewals procedure to ensure the group meets its regulatory responsibilities and maintains sufficient insurance.

WHY's serious incident reporting policy and whistleblowing policy ensure accountability across the whole team.

Governance

WHY's board has considered the risk of poor governance and conflicts of interest on the WHY group. Robust protocols are in place for the disclosure of conflicts of interest by board members, along with a code of conduct for all trustees. The trustee selection and induction process aims to ensure a broad and useful set of skills and knowledge on the board of trustees, as well as a diversity of background.

Trustees review all of WHY's policies and procedures annually and work closely with the CEO on the organisational strategy and business planning. Through these robust processes, the board is able to operate effectively in helping WHY stay true to its mission and vision and set relevant objectives to implement them.

Achievements and performance overview

Our service in 2022/23

641
total referrals

Patients 33%
Non-patients 32%
Bereaved 35%

Somerset 56%
BANES 24%
Wiltshire 20%

490
adults

151
children and young people

Average improvement in wellbeing, as measured by the CORE Outcome Measure tool:
Adults 42% **Children and YP 44%**

Demand for our services, and an increase in waiting times to more than four months meant that, for the first time in WHY's history, we were forced to close our waiting list for new referrals, from late July to early September 2022. We believe that we are continuing to see the post-pandemic impact that cancer patients and their families are feeling and in many instances the work is more complex that it has been in previous years.

We worked hard during the waiting list closure to redeploy resources in areas of greatest need and released funding to increase overall counselling sessions. The team worked incredibly hard to get our waiting list back under control so that our clients were not waiting too long to start their counselling and we were successful in bringing waiting times back within our designated acceptable range of two to four months.

The autumn and winter months saw us opening new clinics in Wiltshire in Devizes and Salisbury, and a new Macmillan-funded clinic in Swindon, via Bath and North East Somerset, Swindon and Wiltshire Integrated Commissioning Board.

In January 2023, we welcomed two student counsellors to WHY for the first time. This serves a dual purpose; the provision of high-quality training placements for the next generation of counsellors and psychotherapists, and extending the reach of the services that we provide in Frome at a reduced cost to the organisation. Susannah and Tamara are both approaching the end of training and come to WHY with significant experience. They are supervised and managed by members of our employed counselling team.

Fundraising

The current financial landscape is as challenging for individuals as it is for charities. Therefore, it is more important than ever that we provide free timely, specialist support for people affected or bereaved by cancer and life-threatening conditions, so that financial considerations don't prevent people accessing the help they need.

Community fundraising recovered well in 2022/23, as we hoped it would, with a return to more face-to-face events and growing confidence in a 'new normal'. We're grateful for the hard work, ingenuity and enthusiasm of the communities we support.

Fundraising (cont.)

Highlights included a new Guinness world record for a half marathon run in a beekeeper's suit, visor and wellies, another successful Frome Festival pop-up cafe and four 'Breakfast with Santa' events where guests enjoyed brunch and stortyime with Father Christmas.

The high demand for our free services, coupled with a very challenging funding landscape across the UK, and the rapid growth of We Hear You in the last five years, have led us to explore new avenues of income generation, which we hope will bear fruit in the next financial year.

We know that many businesses already budget for and pay for services that we are naturally well placed to provide. We're positioning ourselves as a trusted service provider for training, supervision and consultancy with our WHYinwork package of support for businesses whose staff are impacted by cancer.

WHYinwork and the WHY gallery

WHY have run a linked non-profit company, the WHY gallery, since 2016. The gallery showcases the work of locals artists and makers, running art fairs and exhibitions throughout the year. Like a commercial gallery, this activity attracts commission; unlike a commercial gallery, this commission is donated to the charity each year. Applying the same non-profit business model as the WHY gallery to areas closer to our charitable activity creates opportunities for WHY to use existing knowledge and skills to generate income.

Our WHYinwork package launched in November 2020, and we have dedicated time and energy this financial year to extending both its uptake and scope. Incorporating almost 30 years of personal testimony from our clients, we provide a suite of services for employers whose staff members are affected by a life-threatening diagnosis:

- Training sessions cover legal obligations, best practice and actionable examples of the reasonable adjustments that employers can make to care for their staff.
- Bespoke consultancy services to employers help them adapt and meet their obligations.
- Clinical supervision provides staff working closely with WHY's client group an opportunity to talk through the difficulties and emotional burden of their caring roles, preventing burnout and promoting wellbeing
- Team away days, using our WHYoutdoors nature connection courses as a blueprint, promote resilience and understanding between groups of employees.

Charity partners

We were delighted to welcome new corporate partners on board in 2022/23, including solicitors Thatcher and Hallam Solicitors and Forrester Sylvester Mackett.

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
2nd November 2023

Independent Examiner's report

I report to the trustees on my examination of the accounts of We Hear You (the Charity) for the year ended 31 March 2023.

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.

Joshua Kingston

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

2nd November 2023

WE HEAR YOU

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

YEAR ENDED 31 MARCH 2023

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Income from:						
Donations, grants and legacies	2	196,013	-	183,898	379,911	323,407
Charitable activities	3	40,665	-	-	40,665	34,507
Other trading activities	4	146,135	-	-	146,135	88,759
Investments	5	4,212	-	-	4,212	2,896
Total income		387,025	-	183,898	570,923	449,569
Expenditure on:						
Raising funds	6	241,847	-	265	242,112	166,314
Charitable activities	7	191,117	30,102	189,773	410,992	366,812
Total expenditure		432,964	30,102	190,038	653,104	533,126
Net income/(expenditure)	9	(45,939)	(30,102)	(6,140)	(82,181)	(83,557)
Transfers between funds	23	-	-	-	-	-
Net movement in funds before taxation		(45,939)	(30,102)	(6,140)	(82,181)	(83,557)
Total funds at 1 April 2022	23	138,201	30,102	42,640	210,943	294,500
Total funds at 31 March 2023	23	92,262	-	36,500	128,762	210,943

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

The notes on pages 15 to 29 form part of these financial statements
See note 12 for fund-accounting comparative figures

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

YEAR ENDED 31 MARCH 2023

	Note	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Income from:						
Donations, grants and legacies	2	183,191	-	183,898	367,089	308,211
Charitable activities	3	40,665	-	-	40,665	34,507
Other trading activities	4	109,087	-	-	109,087	48,875
Investments	5	4,154	-	-	4,154	2,896
Total income		337,097	-	183,898	520,995	394,489
Expenditure on:						
Raising funds	6	145,684	-	265	145,949	114,756
Charitable activities	7	191,117	30,102	189,773	410,992	366,812
Total expenditure		336,801	30,102	190,038	556,941	481,568
Net income/(expenditure)	9	296	(30,102)	(6,140)	(35,946)	(87,079)
Transfers between funds	23	-	-	-	-	-
Net movement in funds		296	(30,102)	(6,140)	(35,946)	(87,079)
Total funds at 1 April 2022	23	136,823	30,102	42,640	209,565	296,644
Total funds at 31 March 2023	23	137,119	-	36,500	173,619	209,565

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 pages 15 to 29 form part of these financial statements
See note 12 for fund-accounting comparative figures

WE HEAR YOU

BALANCE SHEET

AS AT 31 MARCH 2023

	Note	Group 2023 £	Charity 2023 £	Group 2022 £	Charity 2022 £
Fixed assets					
Tangible assets	13	3,976	-	5,968	-
Investments	14	-	4	-	2
		3,976	4	5,968	2
Current assets					
Stock		4,293	2,031	5,133	4,109
Debtors	16	13,260	68,743	5,206	15,986
Cash at bank and in hand		237,141	206,695	362,544	311,642
		254,694	277,469	372,883	331,737
Creditors: amounts falling due within one year	17	(79,081)	(62,112)	(108,880)	(78,656)
Net current assets		175,613	215,357	264,003	253,081
Total assets less current liabilities		179,589	215,361	269,971	253,083
Creditors: amounts falling due after more than one year	17	(50,827)	(41,742)	(59,028)	(43,518)
Net assets		128,762	173,619	210,943	209,565
Funds					
Unrestricted funds					
General funds	24	137,119	137,119	136,823	136,823
Non-charitable trading funds	24	(44,857)	-	1,378	-
Designated funds	24	-	-	30,102	30,102
Restricted funds	24	36,500	36,500	42,640	42,640
Total funds		128,762	173,619	210,943	209,565

These financial statements were approved by the Trustees on 2 November 2023 and are signed on their behalf by:

Anne Montague

.....

Anne Montague
Chair

The notes on pages 15 to 29 form part of these financial statements

GROUP CASH FLOW STATEMENT

YEAR ENDED 31 MARCH 2023

	Note	2023 £	2022 £
Net cash outflow from operating activities	20	(123,081)	(111,320)
Non-operating cash flows:			
Investing activities			
Investment income		4,212	2,896
Loans repaid		(6,534)	-
New loans		-	56,813
Net cash outflow for the year	21	(125,403)	(51,611)

Charity law prohibits the use of net cash inflows on any endowed or other restricted fund to offset net cash outflows on any fund outside its own objects, except on special authority. In practice this restriction has not had any effect on group cash flows for the year.

The notes on pages 15 to 29 form part of these financial statements

1 Accounting policies

Basis of preparing the financial statements

The financial statements have been prepared in accordance with the historical cost convention (except for investments which have been included at fair value) and in accordance with the Statement of Recommended Practice: Accounting and Reporting by 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 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

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.

The Trustees consider that 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), Consolidated Balance Sheet and Consolidated Statement of Cash Flows consolidate the financial statements of the Charity and its subsidiaries; WHY Gallery Ltd and Talkativity CIC. The results of the subsidiaries 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 Financial 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 commission on Gallery 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.

Support costs are those costs incurred by the charity as a whole rather than a specific project or activity. Support costs have been apportioned to activities including raising funds on a resource usage basis.

1 **Accounting policies (continued)**

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.

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 at the charity level.

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.

Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid after taking account of any discounts due.

Cash and cash equivalents
Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors
Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any discounts due.

2 **Donations and legacies**
Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Donations	138,464	-	-	138,464	74,735
Grants					
Job Retention Scheme	-	-	-	-	5,199
Other government grants	655	-	-	655	1,546
Non-government grants	44,072	-	183,898	227,970	226,731
Charity sub-total	183,191	-	183,898	367,089	308,211
Job Retention Scheme	2,315	-	-	2,315	6,605
Other government grants	543	-	-	543	3,139
Non-government grants	9,964			9,964	8,452
Inter-group eliminations		-	-	-	(3,000)
Group donations and legacies	196,013	-	183,898	379,911	323,407

Income from donations and legacies in the prior year has been classed as unrestricted general funds except for non-government grants of £113,530 which were restricted.

3 Income from charitable activities

Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Counselling and supervision	40,665	-	-	40,665	34,507
Group & Charity total	40,665	-	-	40,665	34,507

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 2023 £	Total Funds 2022 £
Merchandising income	1,676	-	-	1,676	2,370
Management fee income - subsidiaries	12,600	-	-	12,600	3,600
Event income	68,053	-	-	68,053	42,762
Rental income	6,848	-	-	6,848	-
Other income	19,910	-	-	19,910	143
Charity sub-total	109,087	-	-	109,087	48,875
Gallery sales	41,812	-	-	41,812	37,877
Art fairs	5,639	-	-	5,639	5,553
Website sales	712	-	-	712	934
Raffles	-	-	-	-	20
Counselling	1,485	-	-	1,485	-
Subsidiaries sub-total	49,648	-	-	49,648	44,384
Inter-group eliminations	(12,600)	-	-	(12,600)	(4,500)
Group income from other trading activities	146,135	-	-	146,135	88,759

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 2023 £	Total Funds 2022 £
Interest received	4,154	-	-	4,154	2,896
Charity sub-total	4,154	-	-	4,154	2,896
Interest received	58	-	-	58	-
Subsidiaries sub-total	4,212	-	-	4,212	2,896

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

6 Expenditure on: Raising funds

Group & Charity

	Total Funds 2023 £	Total Funds 2022 £
Direct costs		
Direct fundraising costs	22,350	14,352
Fundraising salaries	79,797	69,492
Direct retail costs	-	40
Retail salaries	7,246	5,147
Support costs (note 9)	36,556	25,725
Charity sub-total	145,949	114,756
Cost of goods sold	9,417	6,019
Wages and salaries	51,356	24,509
Overheads - subsidiaries	35,390	21,930
Management charge	12,600	3,600
Charitable donation to parent	-	3,000
Subsidiaries sub-total	108,763	59,058
Inter-group eliminations	(12,600)	(7,500)
Group expenditure on raising funds	242,112	166,314

7 Expenditure on: Charitable activities

Group & Charity

	Direct Costs £	Support Costs (Note 8) £	Total 2023 £
Counselling and supervision			
Salaries and wages	124,169	76,613	200,782
Other costs	170,845	39,365	210,210
	295,014	115,978	410,992

Prior year comparative

	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

8 **Support costs**
Group & Charity

	Raising funds £	Charitable activities £	Total 2023 £
Rent, rates, light and heat	6,188	18,563	24,751
Housekeeping	358	1,074	1,432
Repairs and maintenance	120	360	480
Insurance	306	917	1,222
Office costs	405	1,858	2,263
IT and computer costs	1,105	3,314	4,419
Subscriptions	67	607	674
Legal and professional fees	1,268	5,231	6,499
Accountancy	393	2,229	2,622
Bank charges	18	103	121
Staff training, recruitment and other expenses	296	1,423	1,719
Travel and entertainment	59	315	374
Wages and salaries	25,973	76,613	102,586
Governance costs - charity			
Independent examiner's fee	-	1,164	1,164
Independent examiner - other services	-	2,208	2,208
	36,556	115,978	152,534

Prior year comparative

	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
Governance costs - charity			
Independent examiner's fee	-	900	900
Independent examiner - other services	-	2,500	2,500
	25,725	125,042	150,767

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.

9 Net income/ (expenditure)

This is stated after charging:	Group 2023 £	Charity 2023 £	Group 2022 £	Charity 2022 £
Depreciation of tangible fixed assets	1,992	-	1,992	-
Independent examiner's fee	1,164	1,164	900	900
Independent examiner - other services	3,960	2,208	3,460	2,500

There were no Trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the period ended 31 March 2022.
The total Trustees' expenses paid during the year ended 31 March 2023 to two (2022: two) trustees for training and other expenses were £72 (2022: £38).
The total Trustee, key management personnel and other related party donations in the year were £1,523 (2022: £Nil).

10 Staff costs and numbers

The aggregate payroll costs were:	Group 2023 £	Charity 2023 £	Group 2022 £	Charity 2022 £
Wages and salaries	337,550	288,965	277,227	253,862
Social security costs	23,774	21,618	13,622	12,900
Employers pension	9,414	8,290	7,841	7,419
	370,738	318,873	298,690	274,181

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

	Group 2023 No.	Charity 2023 No.	Group 2022 No. Restated	Charity 2022 No. Restated
Management and administration	6	4	5	4
Other staff	14	11	12	11
	20	15	17	15

No employee received emoluments of more than £60,000.
The key management personnel for 2023 received employee benefits totalled £147,111 (2022: £142,901) for the Group & Charity.

11 Taxation

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

12 Comparative Statement of Financial Activities

Group	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2022 £
Income from:				
Donations and legacies	209,877	-	113,530	323,407
Charitable activities	34,507	-	-	34,507
Other trading activities	88,759	-	-	88,759
Investments	2,896	-	-	2,896
Total income	336,039	-	113,530	449,569
Expenditure on:				
Raising funds	163,435	-	2,879	166,314
Charitable activities	224,783	9,898	132,131	366,812
Total expenditure	388,218	9,898	135,010	533,126
Net income/(expenditure) and net movement in funds	(52,179)	(9,898)	(21,480)	(83,557)
Total funds at 1 April 2021	190,380	40,000	64,120	294,500
Total funds at 31 March 2022	138,201	30,102	42,640	210,943

Charity	Unrestricted General Funds Restated £	Unrestricted Designated Funds Restated £	Restricted Funds Restated £	Total Funds 2022 Restated £
Income from:				
Donations and legacies	194,681	-	113,530	308,211
Charitable activities	34,507	-	-	34,507
Other trading activities	48,875	-	-	48,875
Investments	2,896	-	-	2,896
Total income	280,959	-	113,530	394,489
Expenditure on:				
Raising funds	111,877	-	2,879	114,756
Charitable activities	224,783	9,898	132,131	366,812
Total expenditure	336,660	9,898	135,010	481,568
Net income/(expenditure) and net movement in funds	(55,701)	(9,898)	(21,480)	(87,079)
Total funds at 1 April 2021	192,524	40,000	64,120	296,644
Total funds at 31 March 2022	136,823	30,102	42,640	209,565

13 Tangible fixed assets

Group

	Furniture, fittings and equipment £	Computer equipment £	Totals £
Cost			
At 1 April 2022	9,961	14,208	24,169
At 31 March 2023	9,961	14,208	24,169
Depreciation			
At 1 April 2022	3,993	14,208	18,201
Charge for the year	1,992	-	1,992
At 31 March 2023	5,985	14,208	20,193
Net book value			
At 31 March 2023	3,976	-	3,976
At 31 March 2022	5,968	-	5,968

Charity

	Computer equipment £	Totals £
Cost		
At 1 April 2022	14,208	14,208
At 31 March 2023	14,208	14,208
Depreciation		
At 1 April 2022	14,208	14,208
At 31 March 2023	14,208	14,208
Net book value		
At 31 March 2023	-	-
At 31 March 2022	-	-

14 Fixed asset investments

Charity

	Unlisted securities £	Total 2023 £	Total 2022 £
Shareholding in WHY Gallery Ltd	2	2	2
Shareholding in Talkativity CIC	2	2	-
	4	4	2

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.

Talkaticity CIC (Company No. 14164907) 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.

15 Principal subsidiaries

Company name	Country	Percentage shareholding	Principal activity
WHY Gallery Ltd	England and Wales	100%	Retail sales in commercial art galleries
Talkativity CIC	England and Wales	100%	To carry on activities which benefit the community and in particular (without limitation) to provide a counselling service.

WHY Gallery Ltd

	Year ended 31 March 2023	Year ended 31 March 2022
	£	£
Turnover	61,032	62,580
Cost of sales	(9,417)	(6,019)
Gross profit	51,615	56,561
Administrative expenses	(54,744)	(52,494)
Interest payable and similar charges	(978)	(545)
Profit/(loss) on ordinary activities before taxation	(4,107)	3,522
Tax on profit/loss on ordinary activities	-	-
Profit/(loss) for the period	(4,107)	3,522
Shareholders funds/(deficit) brought forward	1,378	(2,144)
Profit/(loss) for the period	(4,107)	3,522
Shareholders funds/(deficit) carried forward	**(2,729)**	**1,378**

Talkativity CIC

	Year ended 31 March 2023
	£
Turnover	1,496
Cost of sales	-
Gross profit	1,496
Administrative expenses	(40,252)
Interest payable and similar charges	(3,372)
Profit/(loss) on ordinary activities before taxation	(42,128)
Tax on profit/loss on ordinary activities	-
Profit/(loss) for the period	(42,128)
Shareholders funds/(deficit) brought forward	-
Profit/(loss) for the period	(42,128)
Shareholders funds/(deficit) carried forward	**(42,128)**

16 Debtors

	Group 2023	Charity 2023	Group 2022	Charity 2022
	£	£	£	£
Trade debtors	3,976	3,976	1,821	1,821
Amount owed by group undertakings	-	56,874	-	11,844
Prepayments and accrued income	8,540	7,893	2,935	2,321
Other debtors	744	-	450	-
	13,260	68,743	5,206	15,986

17 Creditors: amounts falling due within one year

		Group 2023	Charity 2023	Group 2022	Charity 2022
Amounts falling due within one year		£	£	£	£
Trade creditors		11,673	11,400	10,452	9,631
Social security, pensions and other taxes		1,889	1,803	5,642	5,407
Accruals and deferred income		51,067	46,326	80,001	62,811
Loans and borrowings	19	14,452	2,583	12,785	807
		79,081	62,112	108,880	78,656
Amounts falling due after more than one year					
Loans and borrowings	19	50,827	41,742	59,028	43,518

19 Loans and borrowings

	Group 2023	Charity 2023	Group 2022	Charity 2022
Current loans and borrowings	£	£	£	£
SSEF loan	6,869	-	6,978	-
SSEF repayable grant	5,000	-	5,000	-
Resonance loan	2,583	2,583	807	807
	14,452	2,583	12,785	807
Non-current loans and borrowings				
SSEF loan	9,085	-	15,510	-
Resonance loan	41,742	41,742	43,518	43,518
	50,827	41,742	59,028	43,518

20 Reconciliation of net movement in funds to net cash inflow from operating activities

	2023	2022
Group	£	£
Statement of Financial Activities: Net movement in funds	(82,181)	(83,557)
Investment income	(4,212)	(2,896)
Depreciation	1,992	1,992
Decrease in non-loan creditors	(31,466)	(25,178)
Increase in debtors	(8,054)	1,596
Increase in stock	840	(3,277)
Net cash inflow from operations	(123,081)	(111,320)

21 Analysis in changes in cash and net debt during the year

	2023	2022	Change
	£	£	£
Cash at bank and in hand	237,141	362,544	(125,403)
Net debt	(65,279)	(71,813)	6,534
	171,862	290,731	(118,869)

	2022	2021	Change
	£	£	£
Cash at bank and in hand	362,544	414,155	(51,611)
Net debt	(71,813)	(15,000)	(56,813)
	290,731	399,155	(108,424)

22 Operating Leases

At 31 March 2023 the charity had total commitments under non-cancellable operating leases, in relation to premises, as set out below:

	Group 2023	Charity 2023	Group 2022	Charity 2022
	£	£	£	£
Within one year	18,500	18,500	18,500	18,500
Between two to five years	27,000	27,000	45,500	45,500
	45,500	45,500	64,000	64,000

23 **Movement in funds**

Group & Charity	At 1 Apr 2022 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2023 £
Restricted Funds						
Brympton Parish Council	-	500	(500)	-	-	
Lottery	-	46,386	(46,386)	-	-	-
Frome Community Lottery	-	239	(239)	-	-	-
Somerset Community Foundation	-	13,084	(13,084)	-	-	
St Johns	25,000	-	(17,500)	-	-	7,500
Fence Club	-	694	(694)	-	-	-
Pink Ribbon	-	8,000	(8,000)	-	-	-
Yeovil Town Council	-	1,000	(1,000)	-	-	-
St James Trust	-	700	(700)	-	-	-
BANES	-	45,760	(45,760)	-	-	-
Asda Community Foundation	-	1,000	(1,000)	-	-	-
Royal United Hospital Bath	-	9,391	(9,391)	-	-	-
NHS NSW	-	45,890	(22,900)	-	-	22,990
Resonance	-	10,000	(3,990)	-	-	6,010
Macmillian	-	4,454	(4,454)	-	-	-
Hospital Saturday Fund	1,892	-	(1,892)	-	-	-
Media Trust	1,528	-	(1,528)	-	-	-
Wesport	4,220	(3,200)	(1,020)	-	-	-
Awards for all	10,000	-	(10,000)	-	-	-
	42,640	183,898	(190,038)	-	-	36,500.00
Unrestricted funds						
Designated funds						
1 2 1 Counselling	30,102	-	(30,102)	-	-	-
General funds						
General fund	136,823	337,097	(336,801)	-	-	137,119
Unrestricted funds subtotal	166,925	337,097	(366,903)	-	-	137,119
Charity funds	209,565	520,995	(556,941)	-	-	173,619
WHY Gallery Ltd	1,378	61,032	(65,139)	-	-	(2,729)
Talkativity CIC	-	1,496	(43,624)	-	-	(42,128)
Inter-group eliminations	-	(12,600)	12,600	-	-	-
	1,378	49,928	(96,163)	-	-	(44,857)
Total funds (Group)	210,943	570,923	(653,104)	-	-	128,762

23 **Movement in funds** *(continued)*

Previous year Group & Charity	At 1 Apr 2021 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2022 £
Restricted Funds						
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
	64,120	113,530	(135,010)	-	-	42,640
Unrestricted funds						
Designated funds						
1 2 1 Counselling	40,000	-	(9,898)	-	-	30,102
General funds						
General fund	192,524	280,959	(336,660)	-	-	136,823
Unrestricted funds subtotal	232,524	280,959	(346,558)	-	-	166,925
Charity funds	296,644	394,489	(481,568)	-	-	209,565
WHY Gallery Ltd	(2,144)	62,580	(59,058)	-	-	1,378
Inter-group eliminations	-	(7,500)	7,500	-	-	-
	(2,144)	55,080	(51,558)	-	-	1,378
Total funds (Group)	294,500	449,569	(533,126)	-	-	210,943

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 as a knock on impact of the COVID-19 pandemic.

Restricted funds

Brympton Parish Council - funds are restricted to be used in the geographical area of Yeovil.
Lottery - the fund is restricted by the location and timing of services.
Frome Community Lottery - funds are restricted to be used in the geographical area of Frome.
Somerset Community Foundation - funds are restricted to be used in the geographical area of Somerset.
St Johns - this fund is restricted for WHY outdoors and Men WHY.
Fence Club - funds are restricted to toys and materials for children's counselling including décor in counselling room.
Pink Ribbon - restricted to Breast Cancer counselling.
Yeovil Town Council - geographically restricted to Yeovil.
St James Trust – geographically restricted to Trowbridge.
BANES - Geographically restricted to BANES.
Asda Community Foundation – funds are restricted to the project WHY Grow.
RUH - NHS Charities Together money, restricted to BANES.
NHS NSW - NHS Charities Together money, restricted to BANES.
Resonance - to fund business development work.

23 **Movement in funds *(continued)***

Restricted funds *(continued)*

Macmillan - Geographically restricted to Swindon.
Hospital Saturday Fund - this fund is restricted to foreign language support.
Media Trust - this fund is restricted for website and communications development.
Wesport - this fund is restricted to Boulder Rooms only.
Awards for all - this fund is restricted to ABI specific counselling and training.

BBC CIN 2 - the fund is restricted by the location of children's services.
Chippenham Borough Lands - this fund is restricted to Chippenham only.
Mendip Youth with a Future - this fund is restricted by the location of children's 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 - provision of counselling in other languages.
Wiltshire Council BOA - this fund is restricted to Bradford-on-Avon only.
Street Parish Council - this fund is restricted to Street only.
Frome Town Rotary - this fund is restricted for the new office signs.
Yeovil without - this fund is restricted to Yeovil without only.

Inter-group eliminations

A donation to the Charity from WHY Gallery Ltd of £nil (2022: £3,000) and a management charge of £12,600 (2022: £3,600) was charged from the Charity to WHY Gallery Ltd and Talkativity CIC during the year. These items have been removed from the consolidated SOFA and are included in the Inter-group eliminations along with the elimination of the subsidiaries' share capital upon consolidation.

24 **Analysis of net assets between funds**

	Restricted funds £	Designated funds £	Unrestricted funds £	2023 Total £
Fixed asset investments	-	-	4	4
Cash at bank and in hand	36,500	-	170,195	206,695
Other net assets/(liabilities)	-	-	(33,080)	(33,080)
Charity	36,500	-	137,119	173,619
WHY Gallery Ltd	-	-	(2,729)	(2,729)
Talkativity CIC	-	-	(42,128)	(42,128)
Inter-group eliminations	-	-	-	-
Group	36,500	-	92,262	128,762

Previous year	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)
Charity	42,640	30,102	136,823	209,565
WHY Gallery Ltd	-	-	1,378	1,378
Group	42,640	30,102	138,201	210,943

25 Related party transactions

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

26 Group

The Directors made the decision post-year to cease trading in the subsidiary WHY Gallery Ltd (co. number 11166509), the last trading day will be 24 December 2023. Similarly, Talkativity CIC (co. number 14164907) has become dormant within the year ended March 2023.

The following pages do not form part of the statutory financial statements which are the subject of the examiner's report on page 10

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2023

	Total Funds 2023 £	Total Funds 2022 £
Income From:		
Donations and legacies		
Donations	138,464	74,735
Grants		
Job Retention Scheme	-	5,199
Other government grants	655	1,546
Non-government grants	227,970	226,731
	367,089	308,211
Investment income		
Interest received	4,154	2,896
	4,154	2,896
Charitable activities		
Counselling and supervision	40,665	34,507
	40,665	34,507
Other trading activities		
Merchandising income	1,676	2,370
Management fee income - subsidiaries	12,600	3,600
Event income	68,053	42,762
Rental income	6,848	-
Other income	19,910	143
	109,087	48,875
Total income	520,995	394,489

WE HEAR YOU

CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2023

	Total Funds 2023 £	Total Funds 2022 £
Expenditure on:		
Direct Raising Funds Costs		
Fundraising salaries and wages	79,797	69,492
Other direct costs	22,350	14,392
Retail salaries	7,246	5,147
	109,393	83,884
Direct Charitable Activities Costs		
Counselling and supervision		
Salaries and wages	124,169	108,304
Other direct costs	170,845	133,466
	295,014	241,770
Support Costs		
Rent, rates, light and heat	24,751	20,600
Housekeeping	1,432	5,794
Repairs and maintenance	480	1,559
Insurance	1,222	1,892
Advertising	-	1,811
Office costs	2,263	6,670
IT and computer costs	4,419	1,324
Subscriptions	674	424
Legal and professional fees	6,499	11,704
Accountancy	2,622	1,028
Bank charges	121	96
Staff training, recruitment and other expenses	1,719	4,084
Travel and entertainment	374	452
Wages and salaries	102,586	89,929
Governance costs - charity		
Independent examiner's fee	1,164	900
Independent examiner - other services	2,208	2,500
	152,534	150,767
Total expenditure	556,941	476,421
Net (expenditure)/income	(35,946)	(81,932)

01373 455255

info@wehearyou.org.uk

wehearyou.org.uk

Registered with FUNDRAISING REGULATOR

Audit Trail

Document Details

Title	Financial statements 2023 - We Hear You
File Name	TAR 2223 with complete accounts new note 10 doc-min (ID 217792).pdf
Document ID	1602c17e14e2432f9e6df35d48834cba
Fingerprint	f2cedc62c9f460d4414ef108d6d757b5
Status	Completed

Document History

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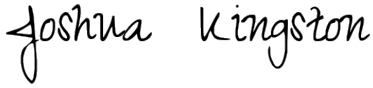
Document Signed	Document Signed by Joshua Kingston (josh.kingston@burton-sweet.co.uk) IP: 185.249.213.98 	Nov 07 2023 01:41PM UTC
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WE HEAR YOU

England & Wales - Charity number 1156001

Accounts

Trustees' annual report and accounts

why...
we hear you

Cancer Counselling

Garston Vets, Three Peaks Challenge September 2021

2021/22

wehearyou.org.uk
01373 455255
info@wehearyou.org.uk

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

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, re-opened 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.

Anne Montague

Melissa Hillier

Lucy Kitchener

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, Chair of Trustees
Lucy Kitchener, Chief Executive Officer (from March 2022)
Melissa Hillier, Chief Executive Officer (until January 2022)

21
22

Polly, winner of our Junior Bake Off competition, May 2021

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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 Dufton - 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

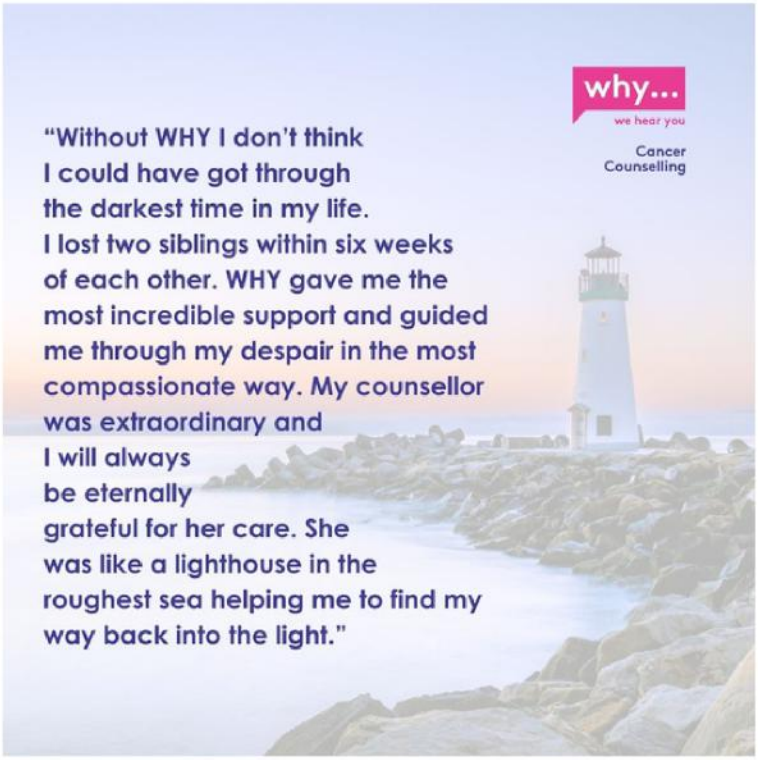
Our vision is a world where free access to high quality therapeutic support is available when and where it is needed, for everyone affected by cancer and any other life-threatening conditions.

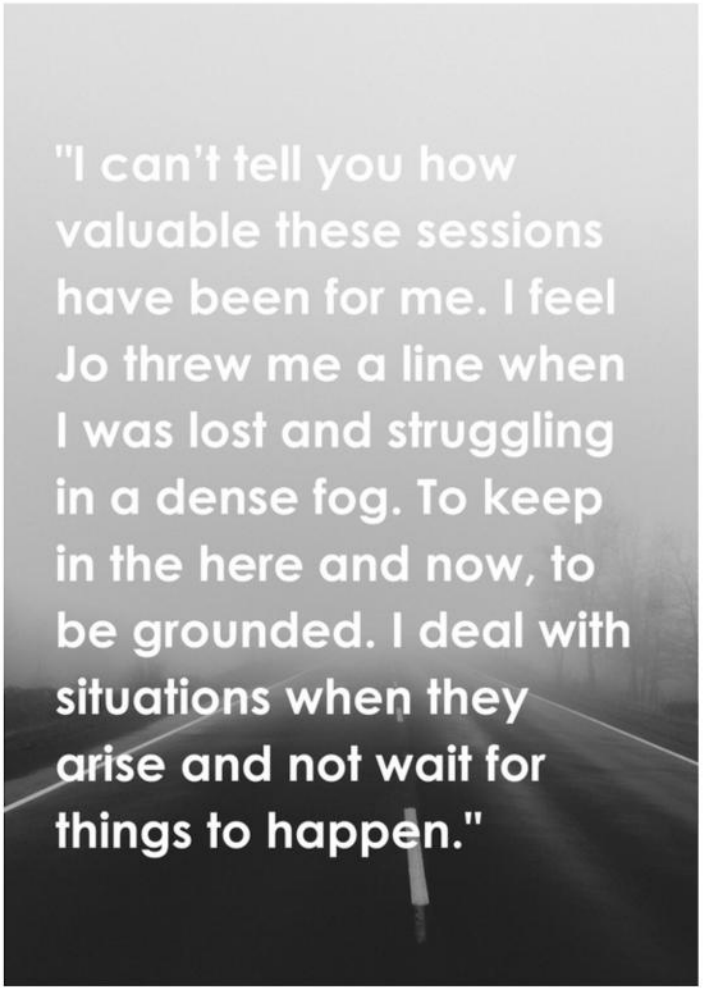
Our mission

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.

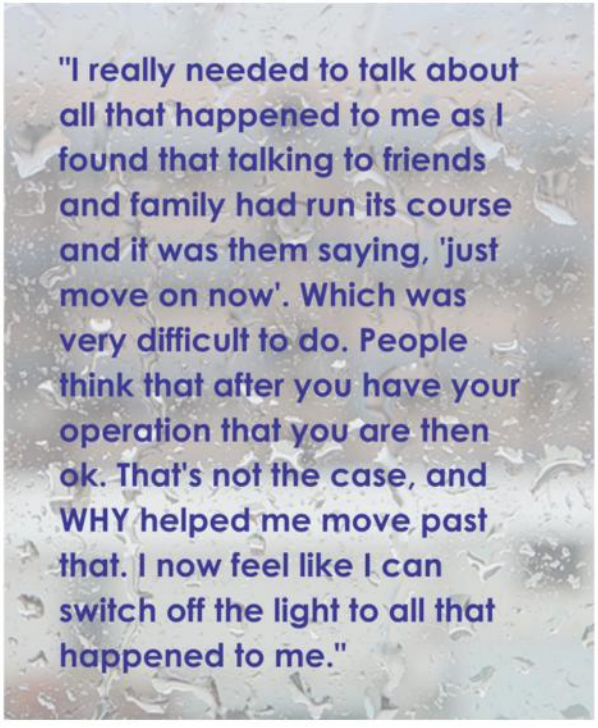
Our organisational values

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."

Cath Wilkins, Clinical Manager

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 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!

Stella and Jacob

Lilia at the 5k

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.

Aims, objectives and activities

We Hear You works across Bath and North East Somerset, Somerset and Wiltshire providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life-threatening condition.

Independent Examiner

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

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

Rachel Notley, 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 to 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.

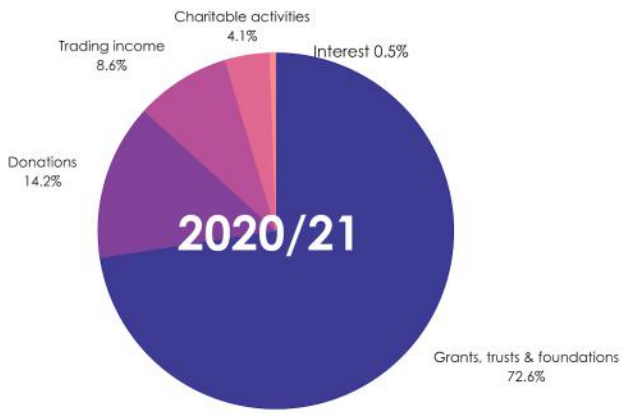
Principal funding elements

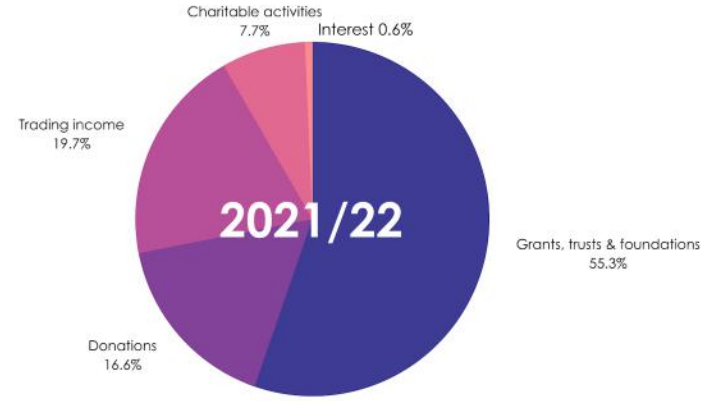
Fundraising from the local community as well as corporate support delivered £119,866 of unrestricted funds, a small increase of 5% in the year. Income from trusts and foundations was £248,672, a decrease of 37% on prior year. This reduction was anticipated due the unique nature of grant funding in 2020/21, 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.

ASDA Frome fundraising in memory of Lauren Mead

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.

Joshua Kingston

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

03/11/2022

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 £
Income from:						
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
Total income		336,040	-	113,530	449,570	544,467
Expenditure on:						
Raising funds	6	163,435	-	2,879	166,314	122,070
Charitable activities	8	224,783	9,898	132,131	366,812	307,316
Total expenditure		388,218	9,898	135,010	533,126	429,386
Net income/(expenditure)	10	(52,178)	(9,898)	(21,480)	(83,556)	115,081
Transfers between funds	21	-	-	-	-	-
Net movement in funds before taxation		(52,178)	(9,898)	(21,480)	(83,556)	115,081
Total funds at 1 April 2021	21	190,380	40,000	64,120	294,500	179,419
Total funds at 31 March 2022	21	138,202	30,102	42,640	210,944	294,500

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 £
Income from:						
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
Total income		280,959	-	113,530	394,489	502,687
Expenditure on:						
Raising funds	6	111,877	-	2,879	114,756	84,361
Charitable activities	8	224,783	9,898	132,131	366,812	307,316
Total expenditure		336,660	9,898	135,010	481,568	391,677
Net income/(expenditure)	10	(55,701)	(9,898)	(21,480)	(87,079)	111,010
Transfers between funds	21	-	-	-	-	-
Net movement in funds		(55,701)	(9,898)	(21,480)	(87,079)	111,010
Total funds at 1 April 2021	21	192,524	40,000	64,120	296,644	185,634
Total funds at 31 March 2022	21	136,823	30,102	42,640	209,565	296,644

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 £
Fixed assets					
Tangible assets	14	5,968	-	7,960	-
Investments	15	-	2	-	2
		5,968	2	7,960	2
Current assets					
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
		372,883	331,737	422,813	415,913
Creditors: amounts falling due within one year	18	(108,879)	(78,656)	(123,773)	(119,271)
Net current assets		264,004	253,081	299,040	296,642
Total assets less current liabilities		269,972	253,083	307,000	296,644
Creditors: amounts falling due after more than one year	18	(59,028)	(43,518)	(12,500)	-
Net assets		210,944	209,565	294,500	296,644
Funds					
Unrestricted funds					
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
Restricted funds	22	42,640	42,640	64,120	64,120
Total funds		210,944	209,565	294,500	296,644

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

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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 councelling 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.

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
Charity sub-total	194,681	-	113,530	308,211	445,368
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)
Group donations and legacies	209,877	-	113,530	323,407	472,173

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.

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
Group & Charity total	34,507	-	-	34,507	22,246

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
Charity sub-total	48,875	-	-	48,875	32,038
Gallery sales	37,878	-	-	37,878	17,006
Art fairs	5,553	-	-	5,553	1,543
Website sales	934	-	-	934	-
Raffles	20	-	-	20	26
Subsidiary sub-total	44,385	-	-	44,385	18,575
Inter-group eliminations	(4,500)	-	-	(4,500)	(3,600)
Group income from other trading activities	88,760	-	-	88,760	47,013

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.

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
	£	£	£	£	£
Direct costs					
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
Charity sub-total	111,877	-	2,879	114,756	84,361
Direct costs - subsidiary					
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
Subsidiary sub-total	59,058	-	-	59,058	51,309
Inter-group eliminations	(7,500)	-	-	(7,500)	(13,600)
Group expenditure on raising funds	163,435	-	2,879	166,314	122,070

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
Group net income / (expenditure) from trading activities	(56,479)	-	(2,879)	(59,358)	(38,252)

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

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
Governance costs - charity			
Independent examiner's fee	-	900	900
Independent examiner - other services	-	2,500	2,500
	25,725	125,042	150,767

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
Governance costs - charity			
Independent examiner's fee	-	599	599
	20,417	99,327	119,744

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).

11 Staff costs and numbers

The aggregate payroll costs were:	Group 2022 £	Charity 2022 £	Group 2021 Restated £	Charity 2021 Restated £
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
	298,690	274,181	249,194	231,320

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
	17	15	15	13

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.

13 Consolidated fund-analysis comparative figures

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

13 Consolidated fund-analysis comparative figures

Charity

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

14 Tangible fixed assets

Group

	Furniture, fittings and equipment £	Computer equipment £	Totals £
Cost			
At 1 April 2021	9,961	14,208	24,169
Additions	-	-	-
Disposals	-	-	-
At 31 March 2022	9,961	14,208	24,169
Depreciation			
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	3,993	14,208	18,201
Net book value			
At 31 March 2022	5,968	-	5,968
At 31 March 2021	7,960	-	7,960

WE HEAR YOU

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

14 Tangible fixed assets (*continued*)

Charity

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

15 Fixed asset investments

Charity	Unlisted securities £	Total 2022 £	Total 2021 £
Shareholding in WHY Gallery Ltd	2	2	2
	2	2	2

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.

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)
Gross profit	56,561	54,773
Administrative expenses	(53,039)	(50,702)
Profit/(loss) on ordinary activities before taxation	3,522	4,071
Tax on profit/loss on ordinary activities	-	-
Profit/(loss) for the period	3,522	4,071
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	**1,380**	**(2,142)**

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	-
	5,206	15,986	6,802	8,141

18 Creditors: amounts falling due within one year

		Group 2022	Charity 2022	Group 2021 Restated	Charity 2021 Restated
Amounts falling due within one year		£	£	£	£
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	19	12,785	807	2,500	-
		108,879	78,656	123,773	119,271
Amounts falling due after more than one year					
Loans and borrowings	19	59,028	43,518	12,500	-
		59,028	43,518	12,500	-

19 Loans and borrowings

	Group 2022	Charity 2022	Group 2021 Restated	Charity 2021 Restated
Current loans and borrowings	£	£	£	£
SSEF loan	6,978	-	-	-
SSEF repayable grant	5,000	-	2,500.00	-
Resonance loan	807	807	-	-
	12,785	807	2,500	-
Non-current loans and borrwings				
SSEF loan	15,510	-	12,500	-
SSEF repayable grant	-	-	-	-
Resonance loan	43,518	43,518	-	-
	59,028	43,518	12,500	-

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
	64,000	64,000	82,500	82,500

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
	64,120	113,530	(135,010)	-	-	42,640
Unrestricted funds						
Designated funds						
1 2 1 Counselling	40,000	-	(9,898)	-	-	30,102
General funds						
General fund	192,524	280,959	(336,660)	-	-	136,823
Unrestricted funds subtotal	232,524	280,959	(346,558)	-	-	209,565
Charity funds	296,644	394,489	(481,568)	-	-	209,565
WHY Gallery Ltd	(2,144)	62,581	(59,058)	-	-	1,379
Inter-group eliminations	-	(7,500)	7,500	-	-	-
	(2,144)	55,081	(51,558)	-	-	1,379
Total funds (Group)	294,500	449,570	(533,126)	-	-	210,944

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 £
Restricted Funds						
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
Unrestricted funds						
Designated funds						
1 2 1 Counselling	-	-	-	40,000	-	40,000
General funds						
General fund	103,075	365,571	(236,122)	(40,000)	-	192,524
Unrestricted funds subtotal	103,075	365,571	(236,122)	-	-	232,524
Charity funds	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)
Total funds (Group)	179,419	544,467	(429,386)	-	-	294,500

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.

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)
	Charity	42,640	30,102	136,823	209,565
WHY Gallery Ltd		-	-	1,379	1,379
Inter-group eliminations		-	-	-	-
	Group	42,640	30,102	138,202	210,944

Previous year		Restricted funds Restated £	Designated funds Restated £	Unrestricted funds Restated £	2021 Total Restated £
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)
	Charity	64,120	40,000	192,524	296,644
WHY Gallery Ltd		-	-	(2,144)	(2,144)
Inter-group eliminations		-	-	-	-
	Group	64,120	40,000	190,380	294,500

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.

Supported by players of People's Postcode Lottery
Awarded funds from Postcode Community Trust
National Lottery Community Fund
Chippenham Borough Lands
Rotary Frome Town

Who we support

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

'Water or wine?', RITS Day, August 2021

"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 buisnesses, 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

Registered with FUNDRAISING REGULATOR

WE HEAR YOU

England & Wales - Charity number 1156001

Accounts

Annual report and accounts 2020/21

why...
we hear you

A year like no other

01373 455255 wehearyou.org.uk

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

Anne Montague
Chair of Trustees

Melissa Hillier
Director

Welcome to our Trustees' annual report and accounts for 2020/21 – and what a year this has been – locally, nationally and globally. For our staff and clients, the ongoing Covid -19 pandemic has been a hugely challenging time. Like so many organisations, we had to pause our face-to-face support. However, thanks to increased IT capacity and training built up over recent years, the counsellors were able to move to working from home, delivering counselling services online or via the phone, to provide the support that our clients needed more than ever.

Although lockdown restrictions meant cancelling many of our planned community fundraising events, and we made the difficult decision to furlough part of the team, they came up with a series of new creative ways to raise money and we're also grateful for lots of support from our wonderful community. In addition, we benefitted from several Covid-19 related grants.

It has been, and continues to be, a time of great uncertainty for everyone and we are immensely proud of our team at WHY for the way they have worked to keep delivering support to people affected by cancer and other life threatening conditions. We have extended our service to support those impacted by Covid-19 and see this as being part of our long-term work. The past year has shown, more than ever before, what a committed and talented team we have and we are delighted to be able to share the challenges and successes of the past year with you in this report.

Melissa Hillier, Director
Anne Montague, Chair of Trustees

The WHY team:

Staff

Melissa Hillier
Director

Cath Wilkins
Clinical Manager

Lottie Ardeshir
Volunteer Coordinator

Mark Besley
Office Administrator
(from November 2020)

Eleni Constanti
Counsellor

Karen Dufton
Finance Executive

Ruth Gait
Counsellor

Barbara Gonzalez
Counsellor

Ruth Knagg
Fundraising Manager –
Grants & Philanthropy

Lucy McMahon
Communications Officer

Frances Milliner
Clinical Coordinator

Gwen Rogerson
Art Therapist and
Assistant Clinical Manager

Helen Sprawson-White
Fundraising Officer

Gemma Wilkes
Fundraising and
Communications
Manager

Trustees

Anne Montague
Chair

Peter Lennard
Treasurer
(until September 2020)

Rachel Notley
Treasurer
(from September 2020)

Cara Burr

Hannah Cottee-Wort

Dr Dorothy Goddard
(from September 2020)

Dr Joachim Ryan

Tessa Warry
(from February 2021)

Eleanor Watson

Freelance team

Cinzia Altobelli
Chris Barker
Anna Barnett
Kate Bartlett
Katy Berwick
Maura Brivio
Theresa Brockway
Rachel Clyburn
Jo Cox
Vicky Crossland
Peter Darby-Knight
Jane Dempsey
Helen Enright
Matthew Jenkins
Ron Kann
Gemma Mason
Heather Mora
Angie Knorpel
Penny Old
Celina Parkin
Jason Tarr
Matthew Thacker
Tracey Vaughan
Sarah Weaver

Photo credit: Fuad Rahman

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The free, professional support that We Hear You offers to anyone impacted by a diagnosis of cancer or any life threatening condition, including Covid-19, has never been more needed. WHY supports the person diagnosed and everyone connected to them; friends, colleagues, and family members, including children as young as four. It's a broad remit, because we understand that the impact is widely felt. And we place no time limit on accessing our free services, because we understand that the emotional impact can be felt for decades, whatever the individual story.

Although the pandemic prevented much of our face-to-face work for much of this year, our service has continued, and even expanded, to include a telephone service for people impacted by Covid-19 and a very successful pilot of mindfulness-based cognitive therapy. We look forward to incorporating discoveries made through necessity into our practice as we take hopeful steps in the direction of normality.

Highlights of the Year

- Thanks to several years of investment in infrastructure and training, WHY made a smooth transition to remote working in March 2020, preserving the majority of our service.
- Our incredible supporter and WHY ambassador Rachel Clark was recognised for her efforts by the Institute of Fundraising in May 2020, when she was named UK Volunteer Fundraiser of the Year.
- In June 2020, significant funding from the National Lottery Community Fund helped us adapt and develop our services to help people impacted by Covid-19.
- Christian Coates tackled a virtual triathlon during lockdown, swimming 21 miles, cycling 1084 miles and running 90 miles! And then he cycled the distance between Land's End and John O'Groats for good measure.
- The necessary expansion of telephone and online counselling was aided by a £13,770 grant from the Postcode Community Trust, a grant-giving charity funded entirely by players of People's Postcode Lottery.
- In April 2020, we launched WHYbemindful, an eight-week mindfulness-based cognitive therapy course for patients and supporters impacted by a life threatening diagnosis (more on p8).
- In response to the pandemic, we launched a new Covid telephone support service, offering up to four supportive conversations with a WHY counsellor, accessible within one week, for anyone struggling with the impact of a life threatening case of Covid-19

What people say about us

We ask everyone who comes to WHY for support to tell us about their experience, and we're grateful that so many people take the time to do so. Their stories give WHY a louder voice and help us reach more people in need of our service. They motivate and inspire our team, and they're also an incredibly powerful resource in helping us secure vital funding.

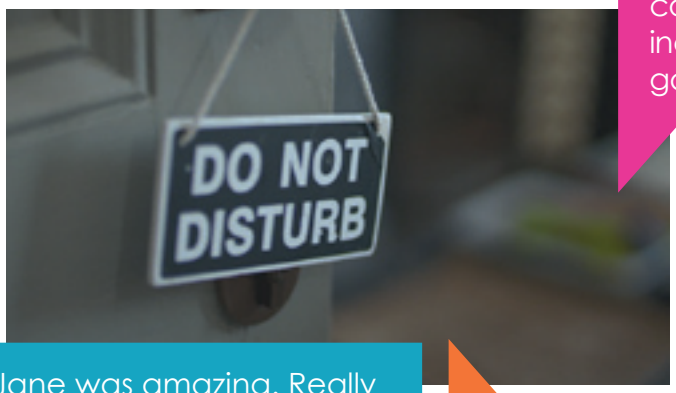
In addition to narrative feedback, we use the CORE Outcome Measure to provide impact data. CORE is a clinically validated assessment tool, used widely across a broad range of psychological therapies, that provides numerical data on an individual's wellbeing at the outset and conclusion of accessing WHY's service. In 20/21, the average improvement in wellbeing was 62%. Here are some of the testimonies we've received this year...

"We met over zoom because of Covid and this worked very well with no issues. Thank you for being available during the pandemic."

"I was unable to have face-to-face sessions due to Covid. I am very pleased that you convinced me to have telephone counselling as I was wary at the beginning. Eleni made me feel very comfortable."

"They provided support, a sounding board and insight regarding my husband's diagnosis and death from cancer and the impact it had on me."

"The sessions were such a lifesaver. I was hit by the deaths of my two siblings in a matter of six weeks. It was a devastating blow. My counsellor was incredible; without her support I could not have got through it. She was incredibly kind and supportive and gave me hope in the darkest of times."



"Gwen helped me open up and trust her enough to share my feelings and emotions. I felt safe enough to talk about personal things. Also helped me let go of stuff I was holding on to."

"Jane was amazing. Really helped me identify issues and gave me ways to cope better. Jane was a regular, reliable support for me in a time where I felt I had nothing due to losing my mum and the Covid lockdown situation"

"It is incredible that WHY are available in my area. I feel so privileged … which is a bit strange to say as they were the hardest times of my life so far. After a whirlwind diagnosis and treatment, I was psychologically lost and the depths of that were edging deeper but thankfully WHY were able to 'walk' beside me and navigate my new world with new fears and challenges. I am in a much better place now and have such gratitude towards WHY. Thank you so much."

Our service

The last year has been extraordinarily challenging for everyone and I am immensely proud that We Hear You were able to keep on providing our services without any interruption throughout all three lockdowns. We were extremely fortunate that we had been delivering one-to-one counselling via Zoom since 2016, so we had a relatively smooth transition to working remotely for our clients, and most of our team had already received the necessary training.

More thought was needed into how to deliver couples', children's and creative therapies remotely, but through extra training and group supervision we were able to get all these services online within the first few months of the year. For very small children we switched to working with and supporting their parents, but we were able to return to face-to-face work, with a separate resource box for each child, in autumn 2020 and then again after the third lockdown.

Not only did we maintain our services, we also launched and developed new ones. Four therapists completed their training with the Natural Academy and our WHYoutdoors service was launched. We also started our WHYbemindful courses online and ran three successful and transformative courses throughout the year (more overleaf).

Finally, we started delivering counselling in different languages with sessions being delivered in both Portuguese and Polish.

Cath Wilkins, Clinical Manager

WHYoutdoors

We featured our new **WHYoutdoors** nature-based therapy courses for people living with and beyond cancer in our 2019/20 report. The courses were run in partnership with Natural Academy in Bristol, where the first courses took place. Despite the need to move online during the first lockdown, four WHY counsellors have now completed training with Natural Academy to be able to run the courses independently. **WHYoutdoors** continues to be a successful and highly valued part of our service:

> "This course has helped me learn how to cope and carry on after my journey with cancer. The amazing mindful techniques and being around nature and allowing nature in my life has given me a sense of calm and peacefulness I didn't think possible."

The first courses in Spring 2020 couldn't run, but a successful half day online workshop in May offered an opportunity to access the benefits of nature connection online. **WHYoutdoors** was able to return ahead of our other face-to-face activities as it's held entirely outdoors and our autumn 2020 courses ran in person.

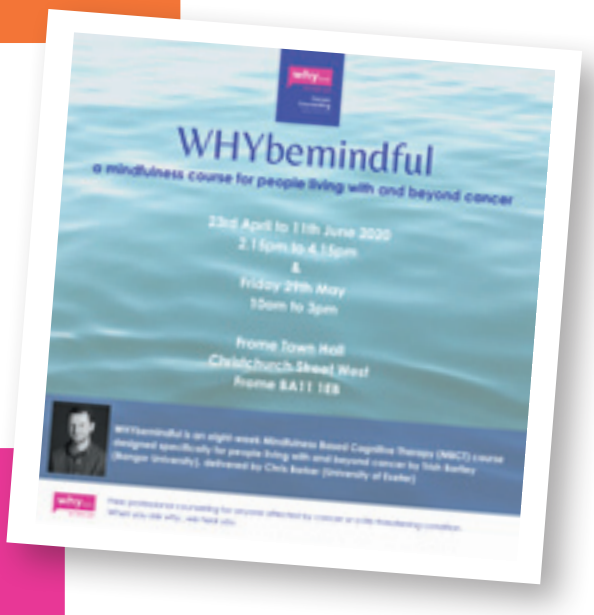
WHYbemindful

In Spring 2020 we joined up with Chris Barker, a University of Exeter mindfulness graduate to provide eight-week mindfulness courses for those living with and beyond a cancer diagnosis or other life-threatening conditions, such as Covid-19. The course[1] had to be conducted online rather than in person because of the first lockdown.

Chris Barker

"An unexpected benefit has been that attending the course while at home, the practices and mindfulness is not separate to home as it would be if I went to the town hall, and think this has made it easier to integrate the practices into my home life"

Whybemindful is a skill based psychoeducational program of meditation which develops capacity to observe non-judgementally and acknowledge sensations, emotions, and cognitions, thereby improving coping. Between 1999 and 2017 a review of 30 studies of Mindfulness for Cancer courses demonstrated small to moderate effects on anxiety, depression and stress, with some evidence to support improved quality of life, physical, or physiological / immune parameters[2].



"Mindfulness has given me the tools I needed to deal with the negative thoughts that crowded my mind. I can now enjoy the present and take time to appreciate all that is positive in my life"

Whybemindful participants completed the Core-34 Outcome[3] measure before and after the course. Analysis of results showed an average reduction in psychological distress of 10%. For 45% of participants, this means their symptoms moved below the threshold for a clinical diagnosis, resulting in a 'low level' or 'healthy' rating. The course supports both patients and carers:

"I was struggling to deal with the fact that all the medical interventions had finished but I still had thoughts and feelings which prevented me from leading a 'normal life'. I now have a toolbox"

"Made me feel less guilty about concentrating on myself and putting myself first for a change, giving myself some space, also helped me to control myself and any feelings better"

Whybemindul courses run three times a year and no prior mindfulness experience is required. Recently, there has been an increased demand for places from those who have already received counselling but want further self-help mechanisms to support themselves in the long term.

(1) - Bartley, T. (2012). Mindfulness-based cognitive therapy for cancer. Chichester: Wiley-Blackwell.
(2) - Shaw, J. M., Sekelja, N., Frasca, D., Dhillon, H. M., & Price, M. A. (2018). Being mindful of mindfulness interventions in cancer: A systematic review of intervention reporting and study methodology. Psycho-Oncology, 1162-1171.
(3) https://www.coreims.co.uk/About_Core_System_Outcome_Measure.html

Community fundraising

The impact of the pandemic on charities like ours cannot be overstated and will be felt for a long time to come. We were proud to continue a majority of our service at WHY, but our community fundraising activities, which provide vital income, came to a complete halt overnight. Our brilliant Fundraising Manager Ruth Knagg managed to secure additional grant funding which made us more secure in the short term, but we're going to need our community fundraising activity more than ever as we negotiate a new normal.

We are exceptionally grateful for the continued support from our local communities and we all came up with some creative and innovative ideas for fundraising during a pandemic (see below!) but we still face significant challenges. We're ready for these challenges, but we can't face them without you - and we can't wait to return to a full calendar of events across Wiltshire, Somerset and BANES, doing what we do best to support WHY's invaluable services.

Gemma Wilkes
Fundraising and Communications Manager

The unstoppable Rachel Clark

Even a pandemic and a full national lockdown couldn't stop Rachel Clark. Following the success of the 2019 '365 for WHY' mile-a-day challenge, she galvanised the community to join her in a virtual reunion mile on 29th May 2020, raising more than £2,000 in online donations.

On the same day Rachel found out she'd been chosen as Volunteer Fundraiser of the Year at the prestigious Institute of Fundraising Awards. We couldn't be happier for her!

"I'm overwhelmed, to be honest! I was up against such high calibre charities and fundraisers who all deserved to win - just being shortlisted was incredible, but I really didn't expect to be recognised like this. Year after year the phenomenal support of the community is behind me - every time I think they'll run out of enthusiasm they prove me wrong."

Pop-up for WHY

The Somerset Collective chose WHY as the beneficiary of their summer pop-up, with 43 sellers of gifts, clothing. accessories and more donating 10% of profits to WHY over a weekend in July and raising a cool £725 (£50 arrived after the photo).

Face masks for WHY

Kelly Lewis and her mum made and sold hundreds of face masks and donated the proceeds to WHY, raising more than £1,000.

Going, going gone!

Online shopping had a better year than most of us in 2020, and our auction was no exception. Many thanks to the generous local businesses and individuals who donated prizes and helped us raise £5,146 in November 2020.

Jam or cream first?

We aren't judging, especially when the scones in question raise more than £700 for WHY! Thank you to Keren Hayden of local catering legends Events Horizon for donating half the money raised from cream tea deliveries during Small Charity Week 2020 to WHY. Thanks also due to Asda Frome and their amazing Community Champion Jackie for donating lots of the jam and cream needed to make all those cream teas.

Virtual festive fundraising

Our annual Christmas Fair and Santa Dash went online, turning these hyper-local events into national ones! We had Santas in Scotland and shoppers across the UK. We also acted as Official Agents of Santa and helped the big man answer some of his post.

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 2021

Governing document

We Hear You is a charitable incorporated organisation (CIO) adopted on 1st April 2014, amended by a special resolution of its members on 22nd January 2015. The charity is governed by its CIO constitution.

Aims, objectives and activities

We Hear You works across Bath and North East Somerset, Somerset and Wiltshire providing emotional support to patients, families, friends and carers who have been touched by cancer or any other life threatening condition.

Independent Examiner

Ryan Mundy BA (Hons) FIAB FMAAT
1 Vestry Court
Vestry Road
Street BA16 0HY

Bank

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

When you ask why... we hear you.

we hear you

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

Appointment and training of Trustees

The members of the charity are the members of the Board of Trustees and their number must be not fewer than three and not more than twelve. The number of four-year consecutive terms of office that a member may serve cannot exceed two, thereby limiting continuous membership to an aggregate of eight years.

The appointment or election of trustees is determined by the Board of Trustees through open advertisement and interview. The Board seeks wide representation from the charity's many stakeholders and to cover the main areas of required expertise. A skills audit is undertaken annually to ensure that a diverse skill set is met. In the event of particular skills being lost due to retirement or new skills required, individuals are approached to offer themselves for election to the Board.

New trustees receive an induction from existing trustees and senior members of staff. Trustees are provided with a trustee information pack incorporating statutory information along with governance, management policies and procedures.

Governance and organisational management

The Board of Trustees met six times during the year ending on 31st March 2021, where they determined and approved the strategy and budget and reviewed the charity's performance. Trustees have delegated the day-to-day management of We Hear You to the Director who, with support from the team, is responsible for delivering the approved strategy.

We Hear You is an organisational member of the British Association of Counselling and Psychotherapy (BACP) and is bound by its Ethical Framework for Good Practice in Counselling and Psychotherapy (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 – 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.

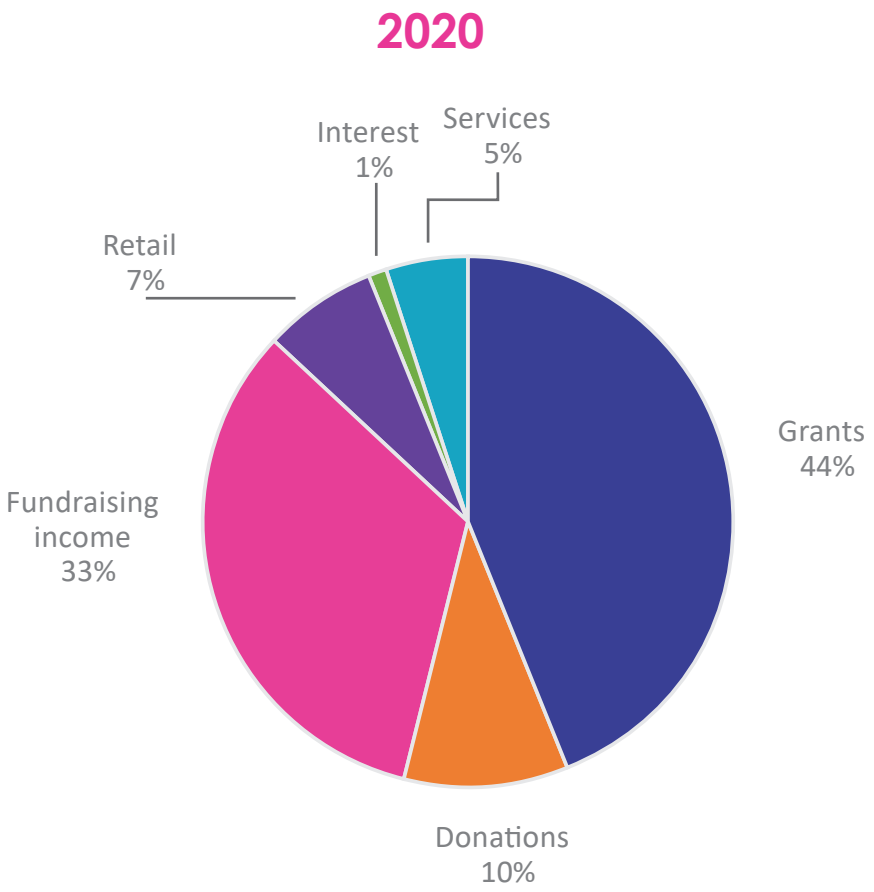
WHY space – Whilst office space has not been an issue in 2020/21 due to home working for most staff for much of the year, it remains a high risk due to uncertainties related to post-pandemic office requirements. As such it will remain on our review list and continue to be discussed at Board Meetings. It is the charity's aim to move from two offices into one larger premises at the appropriate time.

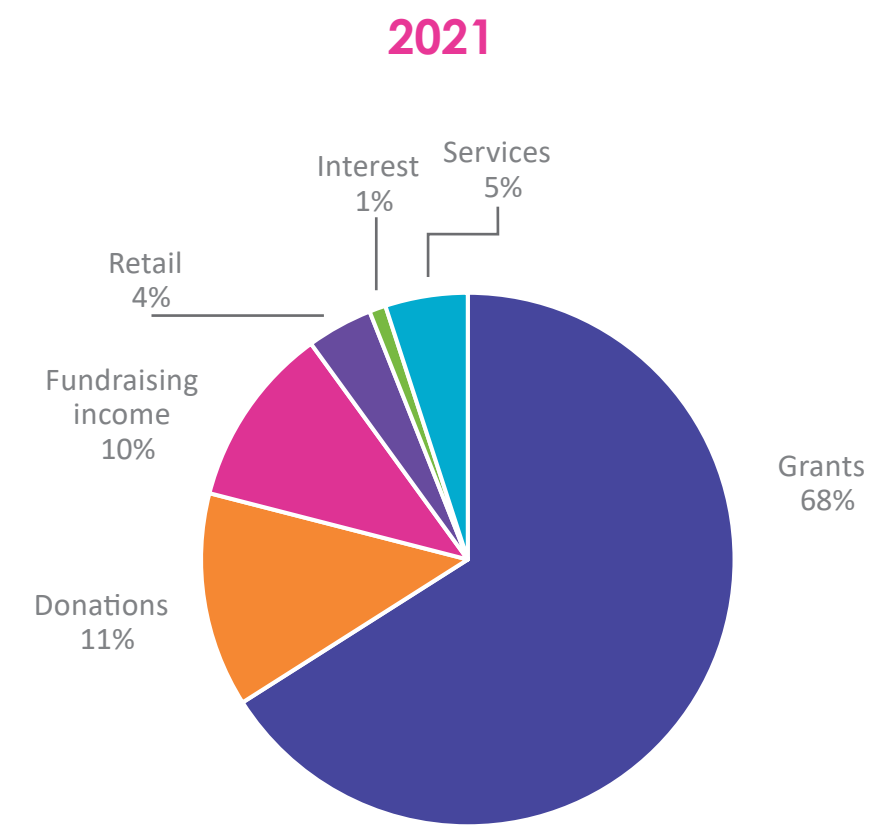
Retention of knowledge and expertise – we endeavour to facilitate staff to achieve a high level of job satisfaction thereby enabling them to feel fulfilled, supported and provided with career development.

Financial Review from the Treasurer

A huge thank you to everyone who has raised funds for the charity over the last year, and to the trusts and foundations that have supported us. We are extremely grateful to all of our supporters who have continued to assist us throughout the challenges of the last 18 months. I am pleased to report that WHY has managed its resources so that most of the service has been able to continue online.

Our income grew slightly against prior year at £558,067 principally due to Covid related grants. Our expenditure of £442,987 resulted in a profit of £115,080 for 2020/21.





Principal Funding Elements

Fundraising from the local community as well as corporate support delivered £114,655 of unrestricted funds, a decrease of 46% in the year. Income from trusts and foundations was £395,067, an increase of 80% on prior year. This swing in funding is a direct result of the Covid-19 pandemic and we expect that in 21/22 this will return to a greater emphasis on community fundraising. There was a decrease in our expenditure from £499,254 to £442,987, the majority of this decrease being driven by the provision of services online rather than in person and reduced salaries expenditure as the charity made use of the government furlough scheme where appropriate.

Reserves Policy

Our reserves at 31st March 2021 of £294,500 (2020 £179,419) are comprised of £152,970 designated costs, restricted funds of £81,765 and general funds of £59,765. 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 £309,500 (2020 £184,458) 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 £190,000 and a maximum of £280,000.

Achievements and Performance Overview

We are extremely grateful to everyone who has fundraised for us during this challenging year, and to grant-making organisations for their flexibility and generosity in response to the pandemic. The number of weekly sessions remained steady throughout the year at around 100 per week.

We Hear You remains the only charity in our area providing free counselling and emotional support to those affected by cancer and life threatening conditions. We receive no central government funding and rely on a combination of community fundraising, grants, trusts and legacies and the support of our corporate partners.

A life threatening diagnosis has an effect on the whole person, not just their physical health, and the impact extends to everyone connected to them. Our free service is available to anyone impacted by a life threatening condition, at any time: for some, the time to talk is immediately after diagnosis or at the end of treatment; others may find they need support years later. Whenever we're needed, we're here.

Our counsellors are professionally trained, experienced and adhere to the British Association of Counselling and Psychotherapy (BACP) or alternative professional body. As an organisational member of BACP, WHY is bound by its Ethical Framework for the Counselling Professions (2018). We see children, young people and adults across three counties, offering up to 16 counselling sessions per person. We saw a decline in referrals during the pandemic, but the recovery in referral numbers between lockdowns suggests that this dip in numbers is solely due to the extraordinary circumstances.

WHY offered 4,954 sessions overall in 2020/21. 42% of the adults that had counselling with us were patients, a similar percentage ratio to 2019/20 (45%). The low incidence of patients among the children and young people we saw in 2020/21, at 6% (8% in 2019/20) is also a continuing theme, perhaps because a majority (77%) are impacted by cancer, which is a rarer diagnosis in young people and there are other specialist organisations supporting young patients in our area.

90% of our adult clients this year were affected by cancer and 10% by another life threatening condition such as heart disease, Alzheimer's or MND, a return to the ratio seen in 2018/19 but a decrease on 2019/20, when the ratio was 83% to 17%.

For children and young people, the ratio was similarly weighted towards cancer, with 77% of under-18s needing support because of a cancer diagnosis and 23% affected by another life threatening condition.

21% of adults we supported last year came to us for bereavement support, a decrease of 13% on 2018/19 and 2019/20, where the number remained steady at 34%.

Service expansion

Our existing online service meant that we had the infrastructure and training in place to make a swift and smooth transition to a fully remote service in March 2020. Similarly, our newest service, WHYbemindful, was able to continue as planned by moving to Zoom.

Our service for children under 12 was forced to pause at the start of lockdown, as it was felt younger children would not be able to access the benefits of online sessions. However, support continued via telephone sessions with parents and carers. Between lockdowns one and two, face-to-face sessions for children resumed in some venues, with Covid safety measures in place, including individual boxes of toys and art materials for each child.

Our WHYoutdoors courses were able to resume face-to-face sooner than other activities and the two September 2020 courses went ahead with great success in Bath and Shepton Mallet.

Referrals

We saw a decline in referrals in 2020/21 compared to the previous year, with 531 people coming to us for support (746 in 2019/20). However, we experienced an immediate uplift in referrals whenever restrictions were lifted or reduced during, leading us to anticipate a return to pre-pandemic referral rates in 2021/22 or whenever life returns to normal. We're proud to have maintained a full service, but online provision has undoubtedly been a barrier to access for some of our clients and we look forward to offering a broader range of options.

Measuring our impact

We continue to use the CORE Outcome Measure at the beginning and the end of counselling. Widely used across talking therapies, enables us to benchmark our service against other organisations. We're also very grateful to the many people who provide us with feedback through our evaluation form or by providing a longer case study. www.coreims.co.uk

Our clients' CORE scores indicated a 62% improvement in emotional wellbeing on average in 2020/21.

Financial Statement

Independent Examiner's Report

On the unaudited accounts to the trustees of We Hear You for the year ended 31 March 2021

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 March 2021.

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of The Association of Accounting Technicians.

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ryan Mundy

Ryan Mundy FIAB FMAAT

AAT Licensed Accountant
Mundy & Co.

12 October 2021

1 Vestry Court
Vestry Road
Street
Somerset
BA16 0HY

We Hear You

Statement of financial activities
For the year ended 31 March 2021

	2021 £ Group	2020 £ Group
Incoming Resources		
Grants	316,923	218,972
Donations	60,633	47,879
Fundraising Income	54,022	164,044
Retail	18,560	33,106
Retail grants	8,500	-
Furlough and Grants	69,644	-
Interest	3,939	6,322
Services	25,846	25,361
Total incoming resources	**558,067**	**495,684**
Less cost of generating funds		
Fundraising	81,146	109,682
Retail	54,967	40,457
Total cost of generating funds	**136,113**	**150,139**
Net resources available for charitable expenditure	**421,954**	**345,545**
Charitable Expenditure		
Counselling service	303,463	345,314
Governance costs	3,411	3,801
Net incoming/outgoing resources for the year	**115,080**	**(3,570)**

We Hear You

Statement of financial activities
For the year ended 31 March 2021

Resources expended	Staff Costs	Other Costs	Support Costs	2021 £ Group	2020 £ Group
Cost of generating funds					
Fundraising	54,770	5,516	20,860	81,146	109,638
Retail	17,874	37,093	-	54,967	40,457
	72,644	**42,609**	**20,860**	**136,113**	**150,095**
Direct charitable expenditure					
Counselling	83,616	122,401	97,446	303,463	345,314
Governance	3,411	-	-	3,411	3,801
TOTAL	**159,671**	**165,010**	**118,306**	**442,987**	**499,210**

Breakdown of support costs					
	Services	**Fundraising**			
Cost group					
Admin & telecomms	29,415	5,191		34,606	44,037
I.T.	844	422		1,266	5,827
Financial & legal	18,203	3,212		21,415	17,281
Buildings & utilities	10,479	5,239		15,718	19,049
Communications	41,905	7,396		49,301	45,520
Provisions & general	(3,400)	(600)		(4,000)	1,352
Total	**97,446**	**20,860**	**-**	**118,306**	**133,066**

We Hear You

Charity and Group Balance sheet

At 31 March 2021

	Note	2021 £ Charity	2021 £ Group	2020 £ Charity	2020 £ Group
Fixed assets					
Tangible assets	2	2	7,960	2	9,961
Current assets					
Cash at bank		119,802	127,696	85,524	88,781
Cash at building society		286,389	286,389	197,072	197,072
Cash in hand		70	70	70	100
Receivables		945	1,120	1,231	1,231
Other Debtors		3,002	450	2,449	450
Prepayments and accrued income		4,194	5,232	9,475	9,892
Stock		1,511	1,856	1,999	2,102
		415,913	**422,813**	**297,820**	**299,628**
Less sundry creditors and accruals falling due within one year	3	(119,271)	(121,273)	(112,188)	(115,170)
Net current assets		**296,644**	**309,500**	**185,632**	**184,458**
Long term liabilities					
Less sundry creditors and accruals falling due in two to five years	4	-	(15,000)	-	(15,000)
		296,644	**294,500**	**185,634**	**179,419**
Reserves	5				
Fund designated for contingencies		152,970	152,970	72,247	75,827
Other restricted funds		81,765	81,765	82,559	82,559
General fund		61,909	59,765	30,828	21,033
		296,644	**294,500**	**185,634**	**179,419**

The trustees acknowledge their responsibility for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safe-guarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The accounts were approved by the trustees on 12 October 2021

Rachel Notley, Treasurer

We Hear You

Notes to the accounts for the year ended 31 March 2021

1 Accounting policies

1a. Basis of preparation

The financial statements have been prepared under the historic cost convention, in accord-ance with the Charities Act 2011 and the current Statement of Recommended Accounting Practice: Accounting and Reporting by Charities SORP 2015 (FRS102) (effective 1 January 2015). The accounts exercise the exemptions for small charities contained in section 1A of FRS 102 from 1 January 2016.

1b. Tangible fixed assets

The charity has very little need for any equipment as most facilities are hired as needed, and its purpose is mainly to channel funds to beneficiaries. Any items acquired which could be of use for more than one year are capitalised if their cost exceeds £1,200, and they are written off at 20% each year on the straight-line method.

1c. Income recognition in the SoFA

Grants and donations are only included when the charity has unconditional entitlement to the resources. Interest is credited when receivable and the amount can be measured reliably, which is normally upon notification of the interest payable by the deposit holder. Fundraising and similar income with associated expenditure is reported gross. The value of volunteer help received is not included in the accounts but is described in the trustees' annual report.

1d. Expenditure recognition in the SoFA

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources. Resources expended include attributable VAT which cannot be recovered.

1e. Funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees. Designated funds are funds set aside out of unrestricted general funds for specif-ic future needs. Restricted funds represent money given to the charity for a specific purpose, so that the money cannot be used for any other purpose.

1f. Trading activity

The financial statements include the results of the charity's subsidiary company WHY Gallery Ltd.

We Hear You

Notes to the accounts for the year ended 31 March 2020 (Group)

2 Tangible fixed assets

	Gallery Refurbishment	ICT Infrastructure	Total Tangible Assets
Cost or revaluation			
At 1 April 2020	9,961	14,208	24,169
At 31 March 2021	**9,961**	**14,208**	**24,169**
Depreciation			
At 1 April 2020	-	14,208	14,208
For the year	2,001	-	2,001
At 31 March 2021	**2,001**	**14,208**	**16,209**
Net Book Amounts			
At 31 March 2021	7,960	-	7,960
At 31 March 2020	9,961	-	9,961

3 Creditors: Amounts falling due within one year

	2021 £	2020 £
Creditors: Amounts falling due within one year		
Accounts payable	8,778	14,552
Sundry creditors and accruals	1,102	7,912
Payroll liabilities	4,627	-
Deferred Income	106,766	92,705
	121,273	**115,170**

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

4 Creditors: Amounts falling due after more than one year

	2021 £	2020 £
Loan and repayable grant (retail)	15,000	15,000
	15,000	**15,000**

We Hear You

Notes to the accounts for the year ended 31 March 2020

5 Reserves

	Designated £	Restricted £	General £
1 April brought forward	75,827	82,559	21,033
(Surplus)/Deficit for the year	22,143	(794)	93,732
	97,970	**81,765**	**114,765**
Increase in Designated Fund	55,000	-	(55,000)
Transfers to Restricted Fund	-	-	-
31 March carried forward	**152,970**	**81,765**	**59,765**

The designated fund is an estimation of the likely closure costs in the event of a winding-up or another contingency, plus funds the Trustees have specifically designated to cover the costs of general counselling. Other restricted funds are grants received which have been ring-fenced for specific purposes which had not been expensed by the Balance Sheet date.

6 Staff costs

The charity had on average 13 members of staff and 16 freelance counsellors and supervisors during the year, and the benefit of an unquantified amount of time from voluntary supporters. Trustees receive no remuneration as a consequence of their office.

7 Trading subsidiary

The trading and Balance Sheet of the subsidiary company for 2020-2021 was as follows:

	2021 £
Summary Profit and Loss Account	
Retail income	18,560
Grant income	8,500
Donations	15
Interest Received	-
Other income	28,305
Staff costs	(17,874)
Other costs	(33,435)
Profit for the Year	**4,071**

	2021 £
Summary Balance Sheet	
Fixed assets	7,960
Stock	345
Cash and Bank Balances	7,894
Other Debtors	1663
Other Creditors	(5,004)
Creditors	(15,000)
Total Net Assets	**(2,142)**
Share Capital	2
Profit and Loss Account	(2,144)
	(2,142)

ACKNOWLEDGEMENTS

A huge thank you to everyone who helped us to deliver our services and support: to families who have generously donated to WHY to remember a loved one; to individuals and companies who donated items for auction throughout the year; and to all our volunteers for their support, dedication and hard work which is so vital to the charity's success.

The following funders have given grants, donations and sponsorship to support our work this year for which we are enormously grateful.

Amy Yates
Asda
Avon & Somerset Constabulary
BATH & North East Council – Haycombe Bereavement Services
Bath & North East Somerset, Swindon and Wiltshire CCG
Bath Boules
BBC Children in Need
Becky's Gifts Frome
Brock Charitable Trust
Charities at Christmas
Chalcroft Charitable Trust
Charltons Timber Store
Cherri's Totally Tropic
Chippenham Borough Lands Charity
Clear Vision Accountancy
Combe Grove
Co-op Radstock
Cosy Nook Books
Chris Barker
Edward Gostling Foundation
Events Horizon
Frome College
Frome Medical Practice
Frome Rugby Club
Frome Running Club
Global Make Some Noise
Goodwills Local
Hospital Saturday Fund
Independent Age
James Tudor Foundation
Kalindi Yoga
Kathleen Hannay Memorial Charity
Marks & Spencer Frome
Marston Foods
N and Group
People's Postcode Trust
Pink Ribbon Foundation
Radstock Co-Operative
Redrow Homes
Samuel William Farmer's Trust
Social Investment Business Reach Fund
Somerset Collective
Somerset Community Foundation
Somerset Social Enterprise Fund
Souter Charitable Trust
St James' Trust
St John's Foundation

Starr Fitness

Street Parish Council

Tesco

The February Foundation

The National Lottery Community Fund

The Walter Guinness Charitable Trust

Trug & Lettuce

UK Government Furlough Scheme

Walter Guinness Charitable Trust

Wells Soup

WHY Gallery

Wiltshire Community Foundation

Youth With a Future

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 cannot operate without all this amazing support. Thank you.

Who we support

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

"The counselling gave me a private space to talk freely – something which I felt was absent in my life at the time. It helped me unravel some really painful feelings and it helped me start to look at my thoughts and feelings in a different way. It also just allowed me to expel some deep sadness which I had previously locked up."

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

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

why...

we hear you

Cancer Counselling

We Hear You

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Follow us on

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When you ask why... we hear you.

Registered charity number 1156001