

# Trustees' annual report and accounts

2023/24

We Hear You is a Charitable  
Incorporated Organisation  
(CIO)

We Hear You  
Registered Charity  
No. 1156001



Cancer  
Counselling

# Contents

2	Reference and administrative details
3	Governance and organisational management
7	Achievements and performance overview
12	Statement of Trustees' responsibilities
13	Independent Examiner's report
14	Consolidated Statement of financial activities
15	Charity Statement of financial activities
16	Consolidated and Charity balance sheet
17	Consolidated Statement of Cash Flows
18	Notes to the financial statements



# 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  
BA11 1AU**

## **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

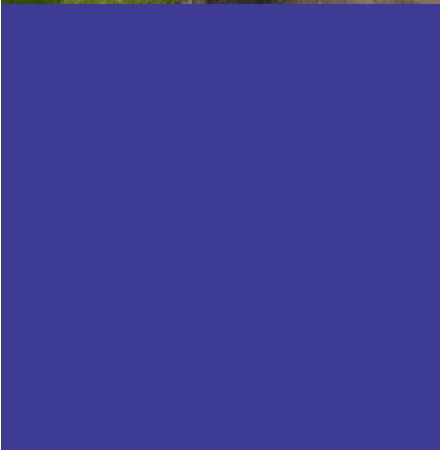
In-person events continued to pick up in 2023/24, but event sign-up has been inconsistent, with little explanation. Event highlights include a 'Splash of Purple' day in June, Rook Lane Café, and Frome Sings the Legends as part of Frome Festival, our popular online auction, and our ever-successful Winter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

A handwritten signature in black ink, appearing to read 'Anne Montague', is written over a light blue circular stamp.

**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

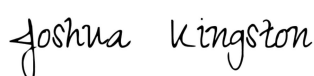
Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed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



## 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 £
<b>Income from:</b>						
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
<b>Total income</b>		<b>247,797</b>	<b>-</b>	<b>198,664</b>	<b>446,461</b>	<b>570,923</b>
<b>Expenditure on:</b>						
Raising funds	6	177,043	-	9,780	186,823	242,112
Charitable activities	7	165,575	-	188,884	354,459	410,992
<b>Total expenditure</b>		<b>342,618</b>	<b>-</b>	<b>198,664</b>	<b>541,282</b>	<b>653,104</b>
<b>Net income/(expenditure)</b>	<b>9</b>	<b>(94,821)</b>	<b>-</b>	<b>-</b>	<b>(94,821)</b>	<b>(82,181)</b>
Transfers between funds	23	36,500	-	(36,500)	-	-
<b>Net movement in funds before taxation</b>		<b>(58,321)</b>	<b>-</b>	<b>(36,500)</b>	<b>(94,821)</b>	<b>(82,181)</b>
<b>Total funds at 1 April 2023</b>	<b>23</b>	<b>92,262</b>	<b>-</b>	<b>36,500</b>	<b>128,762</b>	<b>210,943</b>
<b>Total funds at 31 March 2024</b>	<b>23</b>	<b>33,941</b>	<b>-</b>	<b>-</b>	<b>33,941</b>	<b>128,762</b>

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 £
<b>Income from:</b>						
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
<b>Total income</b>		<b>227,375</b>	<b>-</b>	<b>198,664</b>	<b>426,039</b>	<b>520,995</b>
<b>Expenditure on:</b>						
Raising funds	6	159,350	-	9,780	169,130	145,949
Charitable activities	7	165,575	-	188,884	354,459	410,992
<b>Total expenditure</b>		<b>324,925</b>	<b>-</b>	<b>198,664</b>	<b>523,589</b>	<b>556,941</b>
<b>Net income/(expenditure)</b>	<b>9</b>	<b>(97,550)</b>	<b>-</b>	<b>-</b>	<b>(97,550)</b>	<b>(35,946)</b>
Transfers between funds	23	(5,628)	-	(36,500)	(42,128)	-
<b>Net movement in funds</b>		<b>(103,178)</b>	<b>-</b>	<b>(36,500)</b>	<b>(139,678)</b>	<b>(35,946)</b>
<b>Total funds at 1 April 2023</b>	<b>23</b>	<b>137,119</b>	<b>-</b>	<b>36,500</b>	<b>173,619</b>	<b>209,565</b>
<b>Total funds at 31 March 2024</b>	<b>23</b>	<b>33,941</b>	<b>-</b>	<b>-</b>	<b>33,941</b>	<b>173,619</b>

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

All of the activities of the group are classed as continuing

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

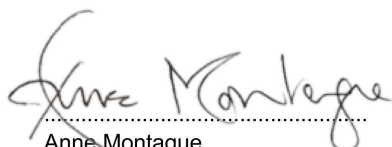
# WE HEAR YOU

## BALANCE SHEET

AS AT 31 MARCH 2024

	Note	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
<b>Fixed assets</b>					
Tangible assets	13	-	-	3,976	-
Investments	14	-	2	-	4
		-	2	3,976	4
<b>Current assets</b>					
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
<b>Creditors: amounts falling due within one year</b>	17	(126,851)	(126,851)	(79,081)	(62,112)
<b>Net current assets</b>		71,305	71,303	175,613	215,357
<b>Total assets less current liabilities</b>		71,305	71,305	179,589	215,361
<b>Creditors: amounts falling due after more than one year</b>	17	(37,364)	(37,364)	(50,827)	(41,742)
<b>Net assets</b>		33,941	33,941	128,762	173,619
<b>Funds</b>					
<b>Unrestricted funds</b>					
General funds	24	33,941	33,941	137,119	137,119
Non-charitable trading funds	24	-	-	(44,857)	-
<b>Restricted funds</b>	24	-	-	36,500	36,500
<b>Total funds</b>		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



## WE HEAR YOU

### GROUP CASH FLOW STATEMENT

YEAR ENDED 31 MARCH 2024

---

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

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.

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 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
<b>Charity sub-total</b>	<b>132,723</b>	<b>-</b>	<b>198,664</b>	<b>331,387</b>	<b>367,089</b>
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)	-
<b>Group donations and legacies</b>	<b>130,813</b>	<b>-</b>	<b>198,664</b>	<b>329,477</b>	<b>379,911</b>

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.

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

#### 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
<b>Group &amp; Charity total</b>	<b>6,497</b>	<b>-</b>	<b>-</b>	<b>6,497</b>	<b>40,665</b>

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

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

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 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
<b>Charity sub-total</b>	<b>84,389</b>	<b>-</b>	<b>-</b>	<b>84,389</b>	<b>109,087</b>
Gallery sales	27,940	-	-	27,940	49,648
<b>Subsidiaries sub-total</b>	<b>27,940</b>	<b>-</b>	<b>-</b>	<b>27,940</b>	<b>49,648</b>
Inter-group eliminations	(5,625)	-	-	(5,625)	(12,600)
<b>Group income from other trading activities</b>	<b>106,704</b>	<b>-</b>	<b>-</b>	<b>106,704</b>	<b>146,135</b>

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

#### 5 Investment Income Group & Charity

	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Interest received	3,766	-	-	3,766	4,154
<b>Charity sub-total</b>	<b>3,766</b>	<b>-</b>	<b>-</b>	<b>3,766</b>	<b>4,154</b>
Interest received	17	-	-	17	58
<b>Subsidiaries sub-total</b>	<b>3,783</b>	<b>-</b>	<b>-</b>	<b>3,783</b>	<b>4,212</b>

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 2024

#### 6 Expenditure on: Raising funds Group & Charity

	Total Funds 2024 £	Total Funds 2023 £
<i>Direct costs</i>		
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
<b>Charity sub-total</b>	<b>169,130</b>	<b>145,949</b>
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	-
<b>Subsidiaries sub-total</b>	<b>27,029</b>	<b>108,763</b>
Inter-group donation	(3,711)	-
Inter-group eliminations	(5,625)	(12,600)
<b>Group expenditure on raising funds</b>	<b>186,823</b>	<b>242,112</b>

#### 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
	<b>246,449</b>	<b>108,010</b>	<b>354,459</b>
<b>Prior year comparative</b>			
	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
	<b>295,014</b>	<b>115,978</b>	<b>410,992</b>



## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

#### 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
<b>Governance costs</b>			
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
<b>Governance costs</b>			
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.

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

#### YEAR ENDED 31 MARCH 2024

#### 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.

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 12 Comparative Statement of Financial Activities

Group	Unrestricted General Funds £	Unrestricted Designated Funds £	Restricted Funds £	Total Funds 2023 £
<b>Income from:</b>				
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
<b>Total income</b>	<b>387,025</b>	<b>-</b>	<b>183,898</b>	<b>570,923</b>
<b>Expenditure on:</b>				
Raising funds	241,847	-	265	242,112
Charitable activities	191,117	30,102	189,773	410,992
<b>Total expenditure</b>	<b>432,964</b>	<b>30,102</b>	<b>190,038</b>	<b>653,104</b>
<b>Net income/(expenditure) and net movement in funds</b>	<b>(45,939)</b>	<b>(30,102)</b>	<b>(6,140)</b>	<b>(82,181)</b>
<b>Total funds at 1 April 2022</b>	<b>138,201</b>	<b>30,102</b>	<b>42,640</b>	<b>210,943</b>
<b>Total funds at 31 March 2023</b>	<b>92,262</b>	<b>-</b>	<b>36,500</b>	<b>128,762</b>
<b>Charity</b>				
<b>Income from:</b>				
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
<b>Total income</b>	<b>337,097</b>	<b>-</b>	<b>183,898</b>	<b>520,995</b>
<b>Expenditure on:</b>				
Raising funds	145,684	-	265	145,949
Charitable activities	191,117	30,102	189,773	410,992
<b>Total expenditure</b>	<b>336,801</b>	<b>30,102</b>	<b>190,038</b>	<b>556,941</b>
<b>Net income/(expenditure) and net movement in funds</b>	<b>296</b>	<b>(30,102)</b>	<b>(6,140)</b>	<b>(35,946)</b>
<b>Total funds at 1 April 2022</b>	<b>136,823</b>	<b>30,102</b>	<b>42,640</b>	<b>209,565</b>
<b>Total funds at 31 March 2023</b>	<b>137,119</b>	<b>-</b>	<b>36,500</b>	<b>173,619</b>

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 13 Tangible fixed assets Group

	Furniture, fittings and equipment £	Computer equipment £	Totals £
<b>Cost</b>			
At 1 April 2023	9,961	14,208	24,169
Additions	-	-	-
Disposals	(9,961)	-	(9,961)
At 31 March 2024	-	14,208	14,208
<b>Depreciation</b>			
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
<b>Net book value</b>			
At 31 March 2024	-	-	-
At 31 March 2023	3,976	-	3,976

### Charity

	Computer equipment £	Totals £
<b>Cost</b>		
At 1 April 2023	14,208	14,208
At 31 March 2024	14,208	14,208
<b>Depreciation</b>		
At 1 April 2023	14,208	14,208
At 31 March 2024	14,208	14,208
<b>Net book value</b>		
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.

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 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)
<b>Gross profit</b>	<b>24,491</b>	<b>51,615</b>
Administrative expenses	(21,339)	(54,744)
Interest payable and similar charges	(423)	(978)
<b>Profit/(loss) on ordinary activities before taxation</b>	<b>2,729</b>	<b>(4,107)</b>
Tax on profit/loss on ordinary activities	-	-
<b>Profit/(loss) for the period</b>	<b>2,729</b>	<b>(4,107)</b>
Retained earnings brought forward	(2,729)	1,378
Profit/(loss) for the period	2,729	(4,107)
Retained earnings carried forward	-	<b>(2,729)</b>

#### Talkativity CIC

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

### 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	-
	<b>51,627</b>	<b>51,625</b>	<b>13,260</b>	<b>68,743</b>



# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

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

	Group 2024	Charity 2024	Group 2023	Charity 2023
	£	£	£	£
<b>Amounts falling due within one year</b>				
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	6,078	6,078	14,452	2,583
	<u>126,851</u>	<u>126,851</u>	<u>79,081</u>	<u>62,112</u>

### Amounts falling due after more than one year

Loans and borrowings	37,364	37,364	50,827	41,742
----------------------	--------	--------	--------	--------

### 19 Loans and borrowings

	Group 2024	Charity 2024	Group 2023	Charity 2023
	£	£	£	£
<b>Current loans and borrowings</b>				
SSEF loan	-	-	6,869	-
SSEF repayable grant	-	-	5,000	-
Resonance loan	6,078	6,078	2,583	2,583
	<u>6,078</u>	<u>6,078</u>	<u>14,452</u>	<u>2,583</u>

### Non-current loans and borrowings

SSEF loan	-	-	9,085	-
Resonance loan	37,364	37,364	41,742	41,742
	<u>37,364</u>	<u>37,364</u>	<u>50,827</u>	<u>41,742</u>

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

	2024	2023
	£	£
<b>Group</b>		
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
<b>Net cash inflow from operations</b>	<u>(74,655)</u>	<u>(123,081)</u>

## WE HEAR YOU

### NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

#### 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
	<u>100,990</u>	<u>171,862</u>	<u>(70,872)</u>
	2023 £	2022 £	Change £
Cash at bank and in hand	237,141	362,544	(125,403)
Net debt	(65,279)	(71,813)	6,534
	<u>171,862</u>	<u>290,731</u>	<u>(118,869)</u>

#### 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
	<u>27,000</u>	<u>27,000</u>	<u>45,500</u>	<u>45,500</u>

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 23 Movement in funds Group & Charity

	At 1 Apr 2023 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2024 £
<b>Restricted Funds</b>						
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)	-	-
<b>Unrestricted funds</b>						
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
<b>Charity funds</b>	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	-	-
<b>Total funds (Group)</b>	128,762	446,461	(541,282)	-	-	33,941

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 23 Movement in funds (continued)

Previous year Group & Charity	At 1 Apr 2022 £	Income £	Expenditure £	Transfers £	Gains / (losses) £	At 31 Mar 2023 £
<b>Restricted Funds</b>						
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
MacMillan	-	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
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
1 2 1 Counselling	30,102	-	(30,102)	-	-	-
<b>General funds</b>						
General fund	136,823	337,097	(336,801)	-	-	137,119
Unrestricted funds subtotal	166,925	337,097	(366,903)	-	-	137,119
<b>Charity funds</b>	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)
<b>Total funds (Group)</b>	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.

# WE HEAR YOU

## NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2024

### 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)
<b>Charity</b>	-	-	33,941	33,941
WHY Gallery Ltd	-	-	-	-
Talkativity CIC	-	-	-	-
<b>Group</b>	-	-	33,941	33,941
<b>Previous year</b>	<b>Restricted funds £</b>	<b>Designated funds £</b>	<b>Unrestricted funds £</b>	<b>2023 Total £</b>
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)
<b>Charity</b>	36,500	-	137,119	173,619
WHY Gallery Ltd	-	-	(2,729)	(2,729)
Talkativity CIC	-	-	(42,128)	(42,128)
<b>Group</b>	36,500	-	92,262	128,762

## **WE HEAR YOU**

### **NOTES TO THE FINANCIAL STATEMENTS**

**YEAR ENDED 31 MARCH 2024**

---

#### **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.

## **WE HEAR YOU**

### **MANAGEMENT INFORMATION**

**YEAR ENDED 31 MARCH 2024**

---

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 £
<b>Income From:</b>		
<i>Donations and legacies</i>		
Donations	106,243	138,464
Grants		
Other government grants	-	655
Non-government grants	225,144	227,970
	<u>331,387</u>	<u>367,089</u>
<i>Investment income</i>		
Interest received	3,766	4,154
	<u>3,766</u>	<u>4,154</u>
<i>Charitable activities</i>		
Counselling and supervision	6,497	40,665
	<u>6,497</u>	<u>40,665</u>
<i>Other trading activities</i>		
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
	<u>84,389</u>	<u>109,087</u>
<b>Total income</b>	<u><u>426,039</u></u>	<u><u>520,995</u></u>



## WE HEAR YOU

### CHARITY DETAILED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2024

	Total Funds 2024 £	Total Funds 2023 £
<b>Expenditure on:</b>		
<i>Direct Raising Funds Costs</i>		
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
	<u>132,269</u>	<u>109,393</u>
<i>Direct Charitable Activities Costs</i>		
Counselling and supervision		
Salaries and wages	145,859	124,169
Other direct costs	100,590	170,845
	<u>246,449</u>	<u>295,014</u>
<i>Support Costs</i>		
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
<b>Governance costs - charity</b>		
Independent examiner's fee	1,260	1,164
Independent examiner - other services	2,340	2,208
	<u>144,871</u>	<u>152,534</u>
<b>Total expenditure</b>	<u>523,589</u>	<u>556,941</u>
<b>Net (expenditure)/income</b>	<u>(97,550)</u>	<u>(35,946)</u>

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



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



01373 455 255



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



Registered with  
**FUNDRAISING  
REGULATOR**

Illustrative purposes only, not for reproduction



**Cancer  
Counselling**