



ANNUAL REVIEW
2010/2011



The PF Board (left-to-right) Alison Hampton, Wendy Mathison, John McCabe, Chris Hewitt, Dick Manson, Bea Dundonald, Hilary Peppiette, Jan Buncle, Matthew Haggis *



8 Balcarres Street



The PF Office Team: Catherine Hookes, Aileen Murray, Lucy Dixon *



Waiting Room



Counselling room at the PF *



PF Counsellors in the common room *



Counsellor reading in the PF garden *

Chairing Growth...

The PF has been through a period of significant growth and change over the past year or more, and it is a tribute to everyone involved that our core activity of one-to-one counselling has continued smoothly and without disruption. We have grown in size, taken on new staff, scoured the city for new premises, managed building construction and refurbishment, relocated to a new building, and weathered a flood. And all without losing a single day when counsellors and clients could meet for their regular sessions.



All the members of the PF's Board have put in extra time, extra effort and extra care throughout this period and I believe that we have worked well, as a team, to ensure that we hold true to our vision, offer the best service possible to our clients and counsellors, and prepare for a long and sustainable future. I thank each of them for the crucial role they played.

Our aim is to be recognised as Scotland's most effective and professional voluntary counselling agency, providing a uniquely accessible service of counselling and psychotherapy. I am delighted that COSCA had no hesitation in renewing our Recognised Organisation status, and that NHS Lothian readily concluded a Service Level Agreement with us. We continue to attract clients from all over the city, increasingly by recommendation from friends and family as well as GPs, and over 90% of our clients rate our service as Good or Very Good. We now receive nearly 70% of our income directly from clients and their Gift Aid and, especially if we can reduce our costs further, I believe that we may shortly be able to move to a position where grant support pays for service development and extras, rather than core delivery.

Our biggest achievement organisationally has been our move to Balcarres Street. The recent icing on the cake of a very successful relocation has been the purchase of the building to make it our permanent new home. This was done with mortgage finance from the very helpful Triodos Bank, and our mission now is to pay them back as soon as possible, thereby removing one of our biggest monthly outgoings.

Holding the PF on a steady course with her usual calm efficiency and reassuring presence is our Director, Alison Hampton, and her small team of highly committed staff. On behalf of the Board, I'd like to pay a special tribute and say a big thank you to them for keeping everything going smoothly throughout.

Dick Manson, Chair

The PF Balcarres Fund

As the PF moved into Balcarres Street, we launched a major fundraising campaign to enable us to purchase and sustain the new premises. We want to provide stability to all our clients, counsellors, volunteers and staff, and to the community as a whole.



The aim of the Balcarres Fund campaign is to raise £300,000 to endow the PF with a permanent, sustainable home.

The PF has never tried to raise this much money before, and we need all the help we can get!



You can help by:

- Making a donation
- Helping us with fundraising ideas
- Spreading the word
- Approaching your contacts
- Running a fundraising event
- Signing up to become a supporter

The PF exists to help our community. It is already run by a Board drawn from that community. We believe that ownership of our building is an important step in ensuring a secure and sustainable asset for the future. If you would like to get in touch, our details are on the back cover. Or why not make a donation online via our website?



www.pfcounselling.org.uk



Moving Experiences of Counsellors and Clients...

I have been Director at the PF for over five years now, and I can genuinely say that every day I am still moved by the stories I hear of the real, transformative personal change being achieved by clients with their counsellors.



We have continued to grow the service, but we have held on tightly to our ethos of being a warm, friendly and personal place which is also both professional and efficient. We now have around 80 trained and qualified counsellors, mostly volunteering for three or four hours a week, enabling us to see over 500 clients every year.

Clients come with a wide range of issues, and an indication of these is given elsewhere in the Review. What is important is that we continue to be a 'generic' counselling service, where clients from anywhere in the city and beyond can come without having to think first whether they have the 'right' issues for us to be able to help them, or whether they can afford it.

Our counsellors put an amazing amount of dedication and love into their work, and without them we would, of course, be nothing. I try to ensure that we have a mix of people ranging from highly experienced to final-stage student. One of our charitable objectives is to support the training of counsellors, and I believe that the variety we have helps us do this, as well as providing a rich pool of talent and experience to offer clients.

Moving With Our Community...

Having found, funded, refurbished and moved to a completely new permanent home, I am more aware than ever of all the people and communities who support us. Without them we simply could not go on, let alone achieve all the things we have.

At the core of the wide and diverse 'PF Community', in addition to the clients and counsellors mentioned above, are our Board, our staff, our volunteer receptionists, our supervisors and our funders. All of these people were stretched and challenged by the move to Balcarres Street, and they responded with enthusiasm and commitment. I'd like to add my thanks to those of the Chair to everyone, including the additional supporters mentioned towards the back of this Review. Thank you for all your help, forbearance and fortitude through a difficult time. I hope that everyone shares my firm belief that it was all well worth it!

We were severely challenged by flash floods in Balcarres Street in July, as water flowed over our lovely new floors and soaked into the walls. Once again the community rallied round and, just like the weekend we relocated, we were open for clients as usual on the Monday morning. We are now left with the uncertain impact and costs of the water damage, but have already had some generous donations and fundraising pledges towards the recovery.

Moving To The Future...

Funding the future will continue to be one of our biggest headaches. Our clients are amazing in donating as much as they can afford towards the cost of their counselling, but we still need to fundraise and reduce costs if we are to achieve our aim of being a sustainable service not dependent on the generosity of major donors.

The most important aspect of our future, however, is that we will build and deepen the positive impact we can have on the wellbeing of people in our communities. In times of challenge and change, technology and tensions, we will offer real, therapeutic relationships.

Alison Hampton, Director

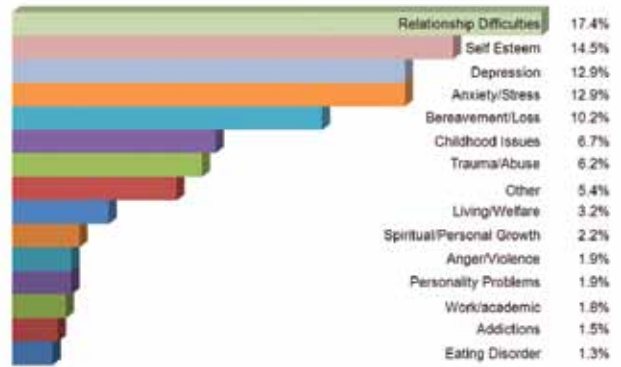
Counselling

The Year in Numbers

- 8,808** counselling sessions offered over twelve months
- 1,140** hours paid clinical supervision for counsellors
- 525** clients supported to address problems and explore issues
- 237** women started counselling, 110 men, 2 transgender, and 6 couples
- 131** referrals by GPs, about 37% of the total
- 110** clients on the waiting list, typically, although varying through the year
- 84K** pounds received in total from weekly client donations
- 82** professional, committed counsellors volunteering every week
- 52** hours professional development and training provided for counsellors
- 45** pounds typical cost of a private counselling session in Edinburgh
- 21** total number of sessions attended per client, on average
- 15K** pounds of tax reclaimed via the Gift Aid scheme
- 13** pounds per session average amount our clients can afford
- 14** volunteer receptionists providing a warm welcome
- 9** Board Members focusing on governance and strategy
- 9** experienced supervisors supporting and maintaining high standards
- 4** professional and hard-working staff keeping it all running smoothly



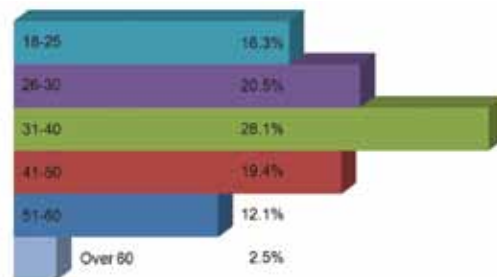
Presenting Issues



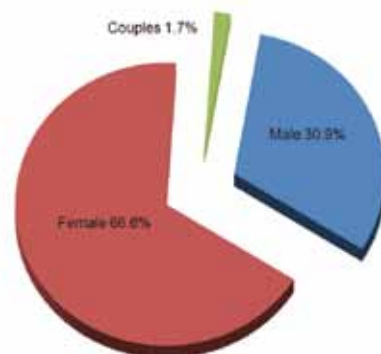
Sources of Clients



Age Range of Clients



Client Gender



at the PF

Counsellors

Sara Bader
Leah Bijelic
Vanessa Blackmore
Linda Blair
Rachel Blake
Val Bland
Rosie Brands
Marie Caie
Jeanette Campbell
Elspeth Campbell
Jen Clark
Shari Cohn-Simmen
Stephanie Cooke
Lindsay Crago
John Dickson
Lucy Dixon
Jill Duncan
Bea Dundonald
Suzanne Dyer
Susan Edwards
Mandy Elgin
Richard Falconer
Kirsti Ferrier
Fiona Ferry
Jenny Gray
Sheila Halliday
Susan Hamilton
Alison Hampton
Gail Handyside
Chris Hewitt
Jackie Higgins
Debbie Hind
Jackie Hoare
Christine Holland
Cathie Hutchison
Irene Jardine
John Johnstone
Rhiannon King
Allison Knell
Catriona Laing
Gordon Laird

Sylvia Lawrie
Billy Lee
Rachel Maisey
Susan Marr
Jackie Marsh
Adrian Martinez
Barbara Matheson
Louise McBride
Leighton McDonald
Kay Menzies
Elspeth Messenger
Mike Moss
Emma Nelson
Tammie Nicolson
Wendy Nightingale
Mairi Nye
Catriona O'Hara
Mary Parkhouse
April Parkins
Jim Paterson
Corinna Pugh
Lizzie Reilly
Esther Rieley
Linda Rodgers
Lynne Rollo
Carol Scarth
Douglas Sharp
Lenore Simson
Andy Smith
Sarah Somner
Hilary Spenceley
Margaret Stephenson
Karen Thomas
Shirley Thompson
Caro Tulloch
Adrian Tupper
Sarah Turner
Carrie Upton
Gillian Wardell
Morag Whitelaw
Jeni Winton

Board

Dick Manson
John McCabe
Hilary Peppiette
Alison Hampton
Jan Buncle
Bea Dundonald
Matthew Haggis
Chris Hewitt
Wendy Mathison

Chair
Treasurer
Company Secretary
Executive Director
PR/Comms Professional
PF Counsellor
Independent Facilitator
PF Counsellor
PF Supervisor

Staff

Alison Hampton
Aileen Murray
Catherine Hookes
Lucy Dixon

Director
Business Manager
Administrator
Reception Administrator

Supervisors

Clare Crombie
Angie Fee
Sandra Knight
John MacFadyen
Wendy Mathison

Vicky McCombe
Christina McDonald
Mairi Nye
Marc Richelieu

Receptionists

Lynn Anderson
Felicity Bach
Marie Cardwell
Josh Cockburn
Kate Donaghy
Dot Forman
Caroline MacCuish

Margaret McCall
Pauline McMullen
Donna McVeigh
Marina Pudlowska
Anna Rajacka
Marta Roze
Katri Vanhatalo

Modalities Practiced

Person Centred
Psychodynamic
Psychosynthesis
Transpersonal
Process Work

Transactional Analysis (TA)
Gestalt
Counselling Psychology
Core Process (Karuna)
Integrative

Volunteers

Sheila Gould
Alison Riddell
Clare Munday
Allen Henderson
Matthew Haggis

Finance / book-keeping
Library
Website Development
Photographer
Website, IT Systems, etc



Financing Change...



In what are extremely difficult economic times, particularly for the voluntary sector, we have had a very creditable performance, as the figures below demonstrate. It is gratifying to note that Total Income, at £203,069, was maintained in line with 2010 levels and it is worthy of mention that client donations, including Gift Aid, were more or less constant compared to 2010.

Moving to a new home presented many challenges, not the least being the costs incurred in refurbishing the premises, which amounted to approx £80,000 mostly funded out of our own resources. Recently we have managed to secure loan and mortgage finance to allow us to acquire ownership of our new premises. We remain grateful for the ongoing financial support of many organisations and individuals who have helped us maintain our goal of providing affordable counselling services.

As we move forward through 2011 and into 2012 there are many challenges, and of course opportunities, ahead of us. We must try to build on our past performance and seek new sources of income and funding to ensure not only that we remain viable financially but also as a means of sustainable future growth. To everyone who supports us in many different ways, and of course for the advice and help of our accountant James Anderson, I would like to take this opportunity to express my thanks.

John McCabe, Honorary Treasurer

Income & Expenditure

for the year ended 31 March 2011

	Unrestricted Fund	Designated Fund	Restricted Fund	Total Funds 2011	2010
Incoming Resources	£	£	£	£	£
Voluntary Income	36,637	-	-	36,637	46,596
Investments	1,987	-	-	1,987	1,932
Activities for generating funds	1,600	3,689	-	5,289	1,593
Charitable Activities	159,156	-	-	159,156	159,035
	<u>199,380</u>	<u>3,689</u>	<u>-</u>	<u>203,069</u>	<u>209,156</u>
Resources Expended					
Cost of generating funds	117	-	-	117	768
Cost of charitable activities	176,198	26,188	-	202,386	178,353
Governance costs	876	-	-	879	815
	<u>177,194</u>	<u>26,188</u>	<u>-</u>	<u>203,382</u>	<u>179,936</u>
Net Incoming (Outgoing) Resources	22,186	(22,499)	-	(313)	29,220
Balance 31 March 2010	84,351	40,000	44,059	168,410	139,190
Balance 31 March 2011	106,537	17,501	44,059	168,097	168,410

*The financial statements were approved and signed on behalf of the Board of Directors on 30 September 2011.
The results set out here derive wholly from the continuing operations of the Charity.*

Balance Sheet

as at 31 March 2011

	2011 £	2010 £
Fixed Assets		
Tangible Assets	71,038	818
Current Assets		
Debtors	5,924	4,149
Bank & Cash	<u>106,531</u>	<u>167,240</u>
	<u>112,455</u>	<u>171,389</u>
Creditors		
Amount falling due within one year	15,396	3,797
Net Current Assets	97,059	167,592
Total Assets less Current Liabilities	<u>168,097</u>	<u>168,410</u>
Fund Balances		
Unrestricted	106,537	84,351
Designated	17,501	40,000
Restricted	<u>44,059</u>	<u>44,059</u>
	<u>168,097</u>	<u>168,410</u>

Giving and Receiving...

We would like to thank everyone who has offered help and support to the PF throughout 2010 and 2011. This help comes in many forms - grant support, cash donations, in-kind and pro-bono goods and services.

MAJOR FUNDERS

Chris and Alison Butler
Artemis Charitable Foundation
NHS Lothian
Scottish Community Foundation



CORPORATE DONATIONS

RBS Community Cashback Awards
Lloyds Banking Group (match funding for volunteering)
Waitrose (Morningside Community Matters Scheme)
Standard Life (in-kind support with printing and furnishings)

INDIVIDUALS

Special thanks to all the PF clients for kindly making donations each week for their counselling, without which we would not survive.

J Arkieson
Gordon Ellis
Gordon Hendry
Mr C & Mrs J Herbert
Julie Brodie
Frederique Verhulst

Jon Oldham, who ran the Edinburgh 7 Hills Run in support for the PF.
Jackie Hoare of RBS/Lombard for bringing a team of 10 colleagues to paint the exterior of the building.
The members of the Church of Scotland Mailing Team.

ANONYMOUS

Every year we receive many donations from people and organisations who wish to remain anonymous. In 2010/11 these donations amounted to over £3,500.

PREMISES RELOCATION

This year we offer special thanks to all those people and organisations who offered us help with our move to the new premises. This included many hours of in-kind help, pro-bono and reduced-rate professional services, discounts on goods and services, and goodwill of many types.

Brodies WS - pro-bono lease negotiations and conveyancing

Susan Anderson - voluntary property search management and project preparation
Elizabeth Colwell - voluntary interior design, art and furnishings
Sally Lindsay, SL Property Consultants - restricted fees
Space Solutions - goodwill and favourable terms
Broughton Removals - discounted removal costs
Gerry Gapinski, Ace Decorators - discounted exterior painting

All the PF people who helped on CSV Make A Difference Day, worked hard on the PF's maintenance day, and who organised or ran other local fundraising events.

BALCARRES FUND

Since the launch of the Balcarres Fund (see page 3) we have received over £35,000 from a wide range of donors and fundraising activities. We thank everyone who has contributed to enabling us to move into and buy our new Balcarres Street premises.

PHOTOGRAPHY

Allen Henderson, www.antigraphic.net. Allen is a professional photographer who volunteered to support the PF. His photographs in this Review are identified with a * in the caption.

On Being a Client...

I don't think I can quantify the ways in which I've benefited from my counsellor's generous help, or not in a way that does justice to the process. I'll be reflecting on and using what arises from the experience for a long time, and will express it in different ways, no doubt including through my work. As for the organisation itself, I'm enormously grateful for its existence, and for finding it at the moment I did.

When I first made contact, it was because I was intensely lonely and sad - also somewhat defensive - and desperately needed someone to trust, because I'd reached a point at which I felt life was not worth living. That's a hackneyed phrase, I know, but it is literally true. So the value to me of having time with someone I could learn to trust, and learn to be myself with, was - again, literally - invaluable.

When I first came to the PF I said something about 'the past isn't far enough behind me'. I also said that I felt as if I was being tumbled in a noisy vortex of other people's expectations and demands and opinions. They were the ghosts of family problems and past relationships, all of which seemed to take up more space in my head and have more validity than my own thoughts. I was unable to move sideways, forwards, up. Only down, and blaming myself for it. That was almost three years ago. Now, I can hear myself far more clearly, instead of those voices telling me what I should do or say or think or feel; so the past, in that sense, is further behind me, and feels less burdensome. I'm not full of glee and happiness, life continues to be quite difficult, but when I sense despair coming I recognise it better, and hang on, and try to let it pass without doing me too much harm.

Yesterday I had a sudden image of a tree, quite a mature craggy looking tree, that's been growing slowly into a twisted shape that seemed relatively natural, perhaps even aesthetically pleasing, objectively, but on closer examination it's growing with its roots cramped up in a Bonsai container. I'm still sometimes hesitant and wary about what's within reach, not immune to bad weather and leaf-blight, but I think I'm growing better and straighter now.

It gave me the opportunity to talk through things which were bothering me. Each week I took away at least one insight or thought to work on and that was really helpful for me.

I could say things to my counsellor that I could not say to anyone else without fear of being judged. When I first started I was in tears almost every visit and ended up feeling far more able to cope with my situation. I worried when I stopped that I would not be able to cope but my counsellor did a very good job and I feel more confident.

I gained confidence, I opened up on people and I'm more happy about my life and myself. I got a new job and I have more faith and confidence in my decisions. I think coming to PF was the best decision I've made and I'm very grateful for my counsellor's help.

I'm happier now than I'd ever thought I could be, and I can make friends, which I could never do before. I don't have panic attacks anymore and I understand myself a lot better.

I have been able to understand, identify and evaluate my feelings and "listen" to my inner self better.

I feel like I have benefited in many different ways from the counselling. Because my counsellor was so supportive and non-judgmental, I felt like I was able to discuss any and every issue I had at any point in time. I guess I could say that the main changes are that I learned to trust myself more and that I learned to be less emotionally involved in family issues. It was amazing to experience that someone would listen to me every week and really care about my well-being and progress. I feel like I have been really lucky to end up at PF Counselling, thank you very much for this service.

At the PF we seek feedback from all our clients after their counselling has finished. These are a selection of the comments we have received. They are the actual words of the client, used with their permission.



Refurbishment of Balcarres Street in progress



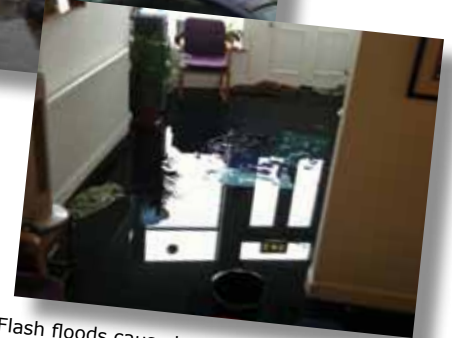
PF volunteers Matthew Haggis and Hilary Peppiette are joined by Robin Harper MSP, Councillor Alison Johnstone and Rosy Peppiette as part of CSV Make a Difference Day



Friends and counsellors gather for the Opening Party of the new premises



Counsellor Jon Oldham (No 384) does the Edinburgh 7 Hills Run in 2:44 to raise money for the PF. Well done Jon!



Flash floods cause havoc in Balcarres Street



A team from RBS/Lombard led by counsellor Jackie Hoare complete the exterior painting.



Pf COUNSELLING
SERVICE

8 Balcarres Street
Edinburgh
EH10 5JB

0131 447 0876

info@pfcounselling.org.uk

www.pfcounselling.org.uk



Opening Times

Monday to Thursday 9am to 9pm
Friday 9am to 5pm



COSCA
Counselling & Psychotherapy
in Scotland

Recognised
Counselling
Organisation