

# Annual Report 2018



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*“Joining WAY was my life saver – it’s a community of amazing people who have been bound together by a similar experience. There was always an open ear or a kind word for posts during endless and sleepless nights, or laughter in the appropriate group; and just the knowledge that so many out there feel similar, or have made it through this dark tunnel of grief with their sense of self reinstated, albeit altered, is so immensely helpful.”*

Introduction

Welcome to WAY’s Annual Report for 2018.

WAY is the only national charity in the UK for people aged 50 or under when their partner died. It’s a peer-to-peer support group run by a network of volunteers who have been bereaved at a young age themselves, so they understand exactly what other members are going through.

WAY was founded in 1997 and, at the end of 2018, had nearly 3,000 members across England, Wales, Scotland and Northern Ireland. The charity aims to provide peer-to-peer support to young widowed people – married or not, with or without children, whatever their sexual orientation – as they adjust to life after the death of their partner.

To achieve this, WAY provides:

- A public website with guidance for members about getting through bereavement as well as information about how their friends and relatives can help.
- A public presence on social media (e.g. Facebook, Twitter, Instagram, LinkedIn and YouTube) to provide up-to-date information on WAY and current issues facing people who have been widowed at a young age

- Many opportunities for members to meet others in the same situation, either face to face through organised meetings, or online in our members only forum.
- A new member information booklet upon joining, a regular printed newsletter and a monthly informational e-newsletter.
- A confidential telephone helpline that’s available for members 24 hours a day, 365 days a year, offering bereavement support as well as legal, financial and health advice.

WAY also raises awareness of issues affecting those widowed young, campaigns on current issues such as changes to bereavement benefits and seeks out opportunities to publicise the existence of the charity wherever possible through the press and other avenues. We have networked with others in the sector and beyond, working together to achieve our shared goals.

Within this report, we will outline the major issues and achievements of 2018, as well as presenting an analysis of the general financial position of the charity and fundraising activities for the year.

WAY’s Objectives

- i. To advance the education of the public to raise the awareness of the needs of people who are widowed and young.
- ii. To relieve persons in need, following bereavement by offering a peer-to-peer support network for anyone aged 50 or under, at time of bereavement, who is overcoming the loss of a partner, married or not, with or without children, whatever their sexual orientation.



*“WAY has made a huge amount of difference to me. When I lost my husband I didn’t know which way to turn. I found WAY pretty quickly after it happened... The support is truly amazing.”*

## A Letter from WAY's Chief Executive

I was extremely privileged to take on the role of Chief Executive at WAY Widowed and Young in spring 2018. It was an exciting prospect to join this pioneering charity that I admire so much – and to help take WAY's work to the next level.

Over the past 22 years, WAY has made incredible gains in supporting thousands of people aged 50 or under following the death of their partner. Now with almost 3,000 members, our charity is larger than ever before – a figure that sadly reinforces why WAY is so necessary.

With such growth comes added responsibility. With this in mind, over the past year, there have been many significant changes to how WAY is being run as charity. My focus has been on ensuring that the organisation has the infrastructure required to support all our members, to meet our statutory responsibilities and to place the charity on a sound footing for the future.

Along with my appointment, we have also seen new trustees join the organisation. The Board includes WAY members and, for the first time, non-members too. Their skills and experience have expanded the expertise of our Board to ensure WAY is effective, sustainable and accountable through practising exemplary governance (see page 7).

Raising and developing standards of practice within the charity have been a priority for me, in particular with the implementation of new data protection legislation in the UK back in May 2018. Much of my time in the first few months of my appointment was spent making sure that WAY was compliant with the new rules. We have also updated and developed WAY's Policies and Procedures to meet our legal obligations, to offer consistency in our approach and to ensure the health, safety and well-being of our members, volunteers and staff.

### Growing from strength to strength

WAY's profile has continued to grow, with increased awareness-raising, engagement with other organisations in our field, campaigning and a sustained media presence. Our social media outreach also goes from strength to strength, as you can read on page 17. This has not only influenced the increase in membership, but has also increased the number of individuals and organisations that wish to support WAY.

The generosity of our members and supporters throughout the UK continues to inspire us. There have been many hugely successful fundraising initiatives during 2018 raising almost £70,000 including Gift Aid and donations. I would personally like to thank each and every person who has supported us over the past 12 months. WAY receives no statutory funding and we rely on membership fees and the

generosity of those who kindly make donations to WAY to help our charity support young widows and widowers across the UK.

Moving forward, we recognise the need to diversify the charity's income streams to make sure we're supporting our members as well as we possibly can. Plans have been developed to initiate this diversification, initially by making applications to trusts, foundations and schemes as a new source of funding for WAY.

Over the following year, I will be working closely with the Board to develop a robust five-year strategy for WAY – encompassing our priorities, vision, mission and values that will also reflect the feedback members have kindly shared with us over the past 12 months. The strategy will help to prioritise how income from fundraising initiatives is prioritised and best utilised to support our members, and to further our aim of reaching more potential members.

Our member survey at the end of 2018 saw 375 members respond – more than any previous survey undertaken. Thank you to everyone who took the time to share their views and help shape WAY's future. We were so pleased to see that 86% of members are satisfied with WAY overall and 76% of members planned to renew their membership. We are confident we can build on the strength WAY already has to make sure we can offer the very best support for our members and to help reach out to more people over the coming years.

Last but not least, I must say I am overwhelmed by the kindness, compassion and empathy I've witnessed within WAY over the past year. None of the work we do would be possible without our members supporting each other, our wonderful volunteers, our supporters and staff. I want to thank each and every one of you for everything you do to make WAY the amazing charity that it is! I will strive to encompass this wonderful, caring ethos that underpins WAY in all that we do, as we grow and develop this inspirational charity over the next 12 months and beyond.

Please don't hesitate to contact me at [Rebecca.cooper@widowedandyoung.org.uk](mailto:Rebecca.cooper@widowedandyoung.org.uk) if you have any thoughts or suggestions.



**Rebecca Cooper**  
Chief Executive  
WAY Widowed & Young



## A Word from WAY's Chair

I really cannot begin this address in any other way than by thanking my predecessor as Chair, Georgia Elms – and all the previous WAY Board members – for the tireless work they have done to bring WAY to where it is today. In terms of size, reach, scale of activities and support provided to members, it is an organisation that is almost unrecognisable from the one I joined a decade or so ago, after my wife died. I don't intend to list all of WAY's achievements here – the pages of this Annual Report will do that much better than I can. I trust that our 2018 report will demonstrate what we have been doing, where we are going and our plans for the future.

We now have a record number of members and continue to grow. Each of our members has their own unique, awful story of how they came to be here. Everyone who has joined WAY has come looking for help and support, in whatever form that might take – whether that's through seeking advice on our members only forum and Facebook page, meeting other members face to face at gatherings around the country or calling the 24-hour telephone helpline that offers financial, legal and health advice as well as bereavement counselling.

Our priority as a Board, and mine as Chair, is to ensure that we make that support work as well as we possibly can for all our members. In addition, we are committed to continuing to spread the word about WAY to make sure we reach as many potential members as we can. Alongside that, as our objectives clearly state, we must also continue our campaigning and awareness-raising activities – helping to improve the lot of people who are widowed young and struggling with the challenges that so many of us face.

### A year of change

2018 was a year that saw major changes in how WAY is organised and managed in order to deliver what we do. Since WAY was founded back in 1997, the Board of Trustees has not only performed its role of setting strategic directions and oversight of the charity, it was also effectively running the charity as volunteers, with the support of one or two members of staff.

This was no longer sustainable. WAY has grown from being a charity of less than 1,000 members to an organisation with almost 3,000 members and revenues exceeding £100,000 a year.

That is why the Board appointed a full-time Chief Executive, Rebecca Cooper, in March 2018 to bring the management of the charity onto a more sustainable footing. Rebecca brings with her a wealth of experience from the voluntary sector – most recently as Chief Officer at Staffordshire Buddies. She was introduced to the membership at the AGM in Newcastle and took up the reins in the same month.

Much of our work as a Board this year has been behind the scenes with Rebecca and our small membership team in Derby. Our goal has been to reinforce the foundations of what WAY is so that in the future we can grow further and provide even better support to those who need us.

There is no plan to change WAY fundamentally but, as Rebecca has outlined in her welcome letter, we hope to make better use of the resources we have and to seek new funding to improve and build on our services to our members.

I've come from a corporate background where "success" is more easily measured as more profits or more sales or a higher share price. Whilst we can point to higher member numbers and more funds raised, WAY's true success is in the number of members we have helped through some of the darkest days of their lives. WAY can't fix the tragedy our members have gone through, but we can help to ease the burden of being widowed young – and that is what we are committed to doing, with your support.



**Bill James**  
Chair  
WAY Widowed & Young



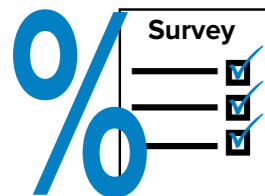
*"I am overwhelmed by the kindness, compassion and empathy I've witnessed within WAY over the past year..."*



## WAY in Numbers - our impact in 2018



WAY had 2,885 fully paid up members at the end of December 2018 (up 4% on 2017)



In our 2018 member survey:

- 86% of members said they were satisfied with WAY overall (6% up on our last member survey)
- 92% consider their membership of £25 per year to be cost effective
- 76% plan to renew their membership
- 98% of members rated national events they'd attended as good or excellent



At the end of 2018, WAY had 60 volunteer Area Contacts across England, Scotland, Wales and Northern Ireland.



Between them, our members organised more than 780 events across the country in 2018, from coffee meet ups to barbecues – with nearly 3,000 attendees.



More than 1,100 people attended WAY's Big Picnic events at 33 locations across the country in May 2018.



More than 230 WAY members and children attended WAY-organised activity weekends in Scotland, Derbyshire, Lincolnshire and Wiltshire.



115 WAY members attended our 21st anniversary party and AGM in Newcastle in March 2018.



WAY's public Facebook page had more than 7,000 followers by the end of 2018 (up by more than 1,000 in one year).



WAY had more than 3,600 Twitter followers by the end of 2018 (up from 2,700 in 2017).



WAY now has 1,330 followers on Instagram (up from 570 in 2017).



We had almost 78,000 visitors to our website in 2018 and almost 235,000 visits to our web pages.



More than 1,900 people had signed up to receive our Friends of WAY enewsletter by December 2018.



WAY raised almost £70,000 through various fundraising initiatives in 2018, including Gift Aid and donations.



43% of our members had signed up to pay their membership by Direct Debit by the end of 2018



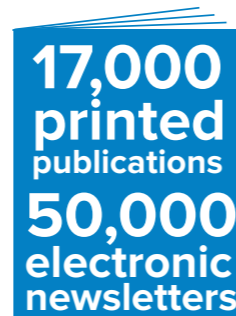
WAY and our members were featured in 50 articles in national newspapers, magazines, local newspapers or websites in 2018 (from *Good Housekeeping* to the *Huffington Post*).



WAY members were interviewed on 18 radio shows in 2018, from BBC Radio 5 Live to BBC Asian Network.



WAY members appeared on 10 TV shows in 2018, from BBC2's *Victoria Derbyshire* to *Sky News*



Over the past year, we sent out more than 17,000 printed publications and more than 50,000 electronic newsletters.

## WAY's Strategic Direction



WAY's Board has seen some significant changes in 2018. At our March AGM, two of WAY's longest serving trustees stood down – Chair **Georgia Elms** (who had been at the helm of WAY for the previous eight years) and Treasurer **Debbie Knivett** (who had looked after WAY's finances for the previous seven years).

Several other trustees (**Jane Bayliss**, **Martin Eggleston** and **Ed Spooner**) also decided to stand down in March to make way for new Board members.

Four new trustees were appointed at the AGM:

- **Frank Warn** – widowed in 1982 at the age of 34, Frank is a qualified chartered accountant
- **Lorraine McGinlay** – widowed in 2016, Lorraine is a qualified psychotherapist
- **Graham Briscoe** – a chartered engineer and a certified management consultant
- **Chris Lima** – a former managing director with a 13-year army career under his belt

Chris and Graham were the first non-WAY members to be appointed to WAY's Board after an executive search. Their expertise and experience have been a great asset to WAY in 2018, helping to ensure that WAY continues to be effective, sustainable and accountable through exemplary governance.

Sadly, Frank Warn resigned through ill-health shortly into his appointment. His seat has recently been filled by WAY member **Joanna Sedley-Burke**, who is the Managing Director of an IT company and has a strong focus on diversity issues.

Existing Board members **Bill James** and **Stuart Scarbrough** remained in post during the restructure and Bill was subsequently appointed Chair of the Board. Please turn to pages 8 and 9 to read more about WAY's trustees.

### Focus on good governance

WAY's Trustees met five times in 2018 to discuss governance issues and the strategic direction of WAY. Board practices have been evaluated to ensure trustees are effective both individually and collectively, positively impacting on the charity and enabling the organisation to fulfil its charitable objectives. All our current trustees have undertaken trustee training with the **National Council for Voluntary Organisations (NCVO)**, of which WAY is a member.

Initiatives have included:

- Improved practices to safeguard our members and trustees, including the development of confidentiality agreements and the introduction of Disclosure and Barring Service (DBS) checks for Board members and staff.
- Redeveloping Board meeting structures, to accommodate the organisation's new composition.
- Development of a trustee code of conduct and role descriptions.
- Introducing formal processes to make declarations of interest, avoiding any potential conflicts.
- Introducing new shared IT access to key documents.

In 2019, the Board will undertake a Trustee Skills Matrix to make sure WAY's trustees have the appropriate mix of skills, experience, knowledge and attributes to deliver the best possible governance for the charity and our members. Future recruitment and training for trustees will be specifically targeted at where gaps have been identified and shall also continue to consider experience, diversity, empathy and knowledge of the sector.

We would like to recruit more WAY members to our Board in future. If you would be interested in finding out more, please email our Chair Bill James in confidence at [bill.james@widowedandyoung.org.uk](mailto:bill.james@widowedandyoung.org.uk)

## Meet WAY's Board of Trustees



**Bill James, Chair**

I was widowed through cancer in 2006 and left with a very premature baby in Inverness and a job in the Middle East. Being widowed and having to cope with the new reality has undoubtedly been the greatest challenge of my life. It took me almost a year to find WAY but when I did, it made a huge difference to me, providing something that even the most supportive friends and family could not. Just to be able to meet and talk to others locally or online who were going through the same thing made me feel better, more at ease and less alone.

I have been a WAY member in the Highlands of Scotland; in Surrey; as part of the international group when living and working in the Netherlands; and now in Gloucestershire following our return to the UK in 2017. It was my work as an accountant and finance director for a multinational company that led to my travels and now as a trustee I hope to use my professional skills and personal experience to further the work of WAY and to help and support all our members as best I can – just as WAY helped me and my daughter through some very dark times.

**Bill was appointed to WAY's Board in November 2017.**



**Graham Briscoe**

I have worked in many management services roles throughout my 30-year corporate career with Royal Sun Alliance, encompassing project and change management, information technology, quality and customer service management, transformational change, and office and work relocations associated with mergers and acquisitions.

Since 2005, following my early retirement, I have built up a portfolio of "Community Investment" involvement, including further education college governance, a visiting fellowship and lectureships at a number of Universities, housing association non-executive directorships, charity trustee appointments and professional institute governance. I am a trustee and currently Chair the Audit & Governance Committee for CXK in Ashford Kent – a charity supporting disadvantaged young people and families in Kent and the south east.

**Graham was appointed to WAY's Board in March 2018.**



**Chris Lima**

After a 13-year career in the Army, I spent seven years working for a German company, three years working with the Ministry of Defence and completed a Master's in Business Administration before returning to the UK to run the UK branch of a German company as Managing Director. After gaining a Diploma in Coaching and Mentoring with Oxford Brookes University, I trained to become a bereavement support volunteer working with Oxfordshire Cruse.

My decision to become a trustee with WAY was based on a number of things. First, after learning about the great things WAY does, as a campaigner to address Funeral Poverty I found an alignment of interests addressed in the Life Matters campaign, of which WAY is a key partner. Last but not least, I have a desire to use the knowledge, skills and experience gained through my studies and my career as a Company Director to support WAY and its members during the next phase of the charity's development.

**Chris was appointed to WAY's Board in March 2018.**



**Lorraine McGinlay**

I became a member of WAY after losing my husband to cancer in September 2016. I've experienced first-hand what a valuable lifeline WAY is when you go through such a huge loss at a young age.

I currently live in Hertfordshire with my Jack Russell. I am a qualified psychotherapist specialising in sex and relationships and run my own successful private practice. My charity experience involves being a Chair of a local MS therapy group. For the last five years I have been on the board of trustees for my professional body, The College of Sex & Relationships (COSRT), as well as being part of their media team. It feels like an exciting time to become a trustee at WAY. I am looking forward to working with fellow trustees and the new Chief Executive to help shape the future of WAY.

**Lorraine was appointed to WAY's Board in March 2018.**



**Stuart Scarbrough**

Six months after finding myself widowed at 31 with two small children, I was fortunate enough to find WAY. As devastating as my situation was, knowing that there was support at the end of a phone - or on the other side of a social media forum - gave me strength to face each day. I am still finding new challenges each day, but knowing that those people I have met through our unique support network will be there for me at every hurdle is a huge help.

As a WAY trustee, I want to ensure that I play my part in continuing to promote and publicise the charity, so that every person who is eligible knows about us and is able to reach out and join us. WAY is more than just a charity. It is a community full of people who both need support and want to support each other. I hope that those who need a voice can count on me to represent them. A big part of WAY, for me, is the events - whether local coffee meets or nationwide trips to Center Parcs. This is where lifelong friendships are formed, and I find these a fundamental part of the organisation. I hope to promote these events and ensure that meet ups are accessible to all members so we can all enrich our turbulent lives.

**Stuart was appointed to WAY's Board in March 2016.**



**Joanna Sedley-Burke**

An Honours graduate, Joanna Sedley-Burke (Jo to her friends) is the Managing Director of the IT Solutions and Services business, Sovereign Business Integration Group Plc. Jo's initial engagement at Sovereign in 2004 was in a consultancy role and this progressed to sales and then into her current role.

Jo was previously employed by one of the largest housing management software and specialist services providers in the UK and has more than 20 years' experience in the public and third sector. She has been Chair of a charity called the Women's Project, which provides support and guidance to survivors of domestic abuse. She also campaigned with Stonewall for the right to have a civil partnership and then marriage for same-sex couples.

Jo joined WAY as a member in 2018 following the death of her wife Paula the previous year.

**Joanna was co-opted onto the Board in December 2018.**



## Our members

*“WAY has provided a safe place to vent, and a community where I can find reassurance and hopefully friendship.”*

*“It’s allowed me to make great new friends and to find a focus.”*

WAY has sent out more than

**745,000** emails in 2018

At the end of 2018, WAY had a record number of members at 2,885. We have seen a 4% increase in new joiners last year, with 1,468 new members joining the charity compared to 1,406 in 2017. (We retained 1,462 members – more than any year previously (1,360 in 2017 and 1,073 in 2016)).

We were delighted that 86% of members in our December 2018 member survey told us that they were satisfied overall with the services that WAY offers (that’s up 6% since our last member survey in 2016). An impressive 92% of our members thought that the membership fee of £25 per year represented good value for money and 76% planned to renew their membership.

The introduction of a **Direct Debit** system in 2017 has made it easier for members to continue their membership seamlessly. We are pleased that 43% of members are now signed up to pay via Direct Debit, which also helps to streamline the administrative process for our Membership Services Team.

We are well aware that, as a result of bereavement and its consequences, many of our members can struggle financially. In 2017 we also introduced our **Memorial Fund**, which offers support for new and existing members in both the payment of their annual membership fees and to attend WAY-organised events in the UK. We are delighted that six members have been given assistance through this fund in 2018. With better promotion during the year we have seen a greater take-up recently and we expect to see the use of these funds increase in order to support more of our members in 2019 and beyond.

We are also continuing to ensure that our Membership Services Team in Derby is provided with the resources needed to offer the right level of support to the charity and our growing membership. In 2018, we had one full-time Membership Services Manager (**Colette Scarbrough-Jelfs**) in place and a part-time administrator (**Julie Hardman**) reporting to our Chief Executive.

*“I tried counselling but find talking to people through WAY that have similar experiences more helpful.”*

## Ensuring equality and diversity

WAY has a diverse membership from a whole range of different backgrounds, faiths and cultures. Every experience of grief and bereavement is unique – whether someone has been widowed with children or not, whether they are LGBT+ or not, whether they are disabled or not, and whatever faith or cultural background they may come from. However, we have more work to do in terms of reaching out to members from different backgrounds. In our recent member survey, 7% of our members stated they had a disability, 6% considered themselves to be LGBT+ and less than 2% of members were from an ethnic minority background.

As part of WAY’s strategic review, we are committed to ensuring equality exists and diversity is welcomed within WAY. We aim we build upon the great foundations that have been laid, ensuring that WAY is inclusive, values individual differences, and that all members feel welcome, accepted and listened to.

In 2018:

- We made changes to our online application process to ensure that everyone felt welcome to join, no matter what their gender (the options are now male, female or unspecified)
- We improved questions within the members survey, offering the opportunity to evaluate diversity within the membership
- We produced an issue of our *WAY Forward* magazine in December with a spotlight on equality and diversity.
- We actively engaged with the media to reach minority groups, including interviews with the BBC Asian Network and Voice of Islam radio station, as well as reaching out to LGBT+ media

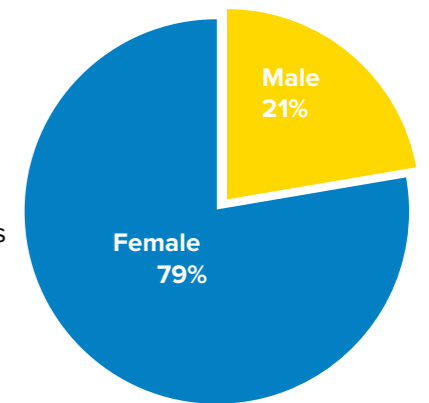
Future developments will include:

- Developing an equality policy
- Continuing engagement with appropriate organisations to improve referrals to WAY, ensuring we are reaching as many people as possible from different backgrounds
- Recruitment of trustees and staff with emphasis upon experience, diversity, empathy and relevant knowledge
- Reviewing the website to make sure it is accessible and welcoming to all, including people with disabilities

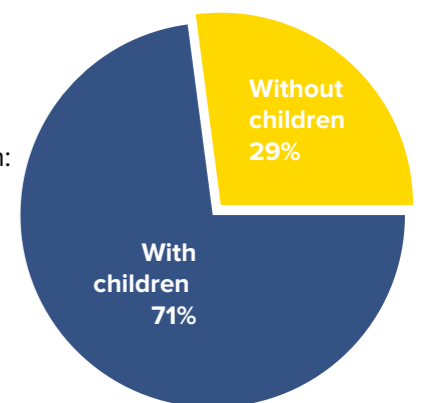
## Member Demographics

Gender split:  
79% Female  
21% Male  
0% Unspecified

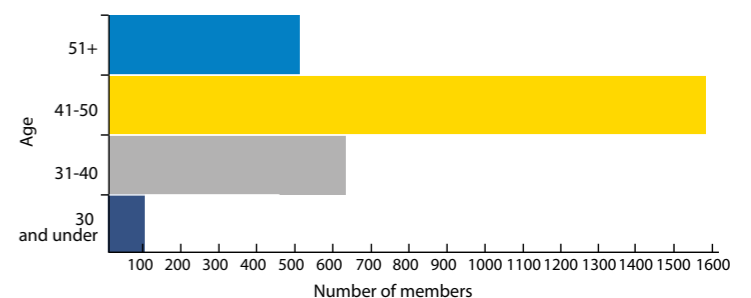
This reflects government statistics on the numbers of men widowed below the age of 50, compared to the number of women.



With/without children:



Age of WAY members:\*



\* Please note that anyone is eligible to join WAY if they have been widowed before their 51st birthday and can remain a member for as long as they wish. We also have a sister organisation called WAY Up that supports widows and widowers aged 50 and over. More information can be found at <https://way-up.co.uk/>

## Our services

WAY provides a range of services to help our members through different stages of their bereavement journey, whether they have been newly bereaved or whether they have been widowed for some years. WAY membership includes:

- Access to our members only website (with the chance to talk to other members via messages, private forum and chatroom)
- Access to our members only closed Facebook group
- Local group activities and national events
- Weekends away and holidays with other members
- A regular members' magazine and monthly e-newsletter
- Free telephone helpline, offering counselling support as well as legal and financial advice
- Unique volunteering opportunities

As we have already noted, satisfaction with WAY overall was rated extremely highly in our recent member survey at 86%. We are committed to making our services as good as they possibly can be for our growing membership.



In 2018, the Board of Trustees, alongside the Chief Executive, set out to ensure that evidence was gathered to support a strategic review of WAY. We have made significant internal changes to data collection and analysis, along with how we record and gain feedback from both members and stakeholders.

In 2018, we introduced three and nine month surveys for new members, developed a questionnaire aimed specifically at Area Contact volunteers, improved systems for monitoring engagement with external organisations and introduced new procedures for recording and reviewing concerns and complaints.

WAY undertook our largest member survey to date at the end of the year, with a 13% increase in members responding. The purpose of the survey was to ensure that ALL members had the opportunity to tell us what works well and to offer feedback on areas that they feel can be improved.

The aim of collecting data throughout the year was to provide an evidence-based insight into how we can best support our members and how we can reach out to more people in the coming years.

In 2019, the Chief Executive will be working with the Board of Trustees – drawing on the information gathered – to review WAY's strategy. The emerging strategy will provide WAY with a direction and focus in terms of how we deliver our operational imperatives, as well as ensuring that we use the charity's funds as effectively as possible to promote our aims and meet our objectives – at the same time as addressing gaps in provision and meeting our members' needs.

Our continued interaction with members, volunteers and stakeholders will be a key driver in our future success in both the development and delivery of WAY's strategy.

### Telephone helpline

We would like to encourage more WAY members to make use of the free 24-hour telephone helpline that we introduced two years ago as a benefit of WAY membership, offering:

- 24-hour telephone counselling and support: members can speak in confidence to a fully-qualified counsellor at any time of the night or day, completely free of charge
- Personal legal advice and confidential information: members can get support from a fully-qualified professional with any personal finance or legal matters
- Health or medical advice across a range of medical and well-being issues
- Access to an online portal that offers further advice and support

Our online forum and Facebook page are filled with questions from members about legal and financial issues, and discussions about the lack of bereavement counselling – we hope this helpline will provide a useful stopgap when members are struggling most.

There is no limit to the number of calls a member can make to this helpline. The service is open 24/7, 365 days a year and anonymity is assured at all times.

## WAY events

In our recent member survey, 75% of our members told us that they joined WAY to meet others in the same situation. One of the main benefits of being a WAY member is the opportunity to get together with other young widows and widowers who understand exactly what you're going through. And 81% of our members who responded to the survey said they had been able to do just that.

Between them, our members organised more than 780 events across the country in 2018, from coffee meet ups to picnics and meals out – with a total of nearly 3,000 attendees. Two-thirds of respondents to our survey said they had attended a local WAY event, which is very encouraging indeed and really is at the heart of our peer-to-peer support network. (One-third of respondents also said they had arranged a meet-up themselves, which is easy to organise through the Events tab of our members only website.)

As well as local events, WAY holds several national events throughout the year, including our flagship **Big Picnic weekend** in May. Our 21st anniversary Big Picnic weekend was the biggest ever, attracting more than 1,100 members, friends, family and supporters to 33 different beauty spots across the country in May 2018.

In 2018, WAY also organised five national events that were open to all our members. We were delighted that 98% of members rated the national events they had attended as good or excellent in our recent member survey.

In addition to these official WAY events, WAY members have organised their own get togethers across the UK and even abroad over the last year, including: a weekend in Italy, a week of glamping in Somerset, a caravan weekend in Dorset, a camping weekend in Yorkshire, a weekend away in a bunk barn in Wales, a walking weekend for 50 in the Lake District



and a Center Parcs gathering of more than 240 people in October as well as a skiing trip to Italy over the New Year.

WAY Members Without Children (WAY Woc) also had a lively social calendar throughout the year, including trips to Brazil, Latvia, Nepal, Peru and Wales.



More than **50** WAY members and children went along to WAY's activity weekend for families and children at PGL Caythorpe Court, Grantham in January 2018.

**115** WAY members attended our 21st anniversary party and AGM in Newcastle in March 2018.

More than **70** WAY members and children gathered at Comrie Croft in Scotland in April.

**68** WAY members and kids got together at the National Forest Youth Hostel in Derbyshire in June 2018.

**46** WAYers enjoyed an adventure weekend at PGL Liddington, Wiltshire in August 2018.



## Our volunteers

One of the things that marks WAY out from other charities is that we operate through a network of volunteers who understand exactly what our members are going through – because they have been widowed at a young age themselves.

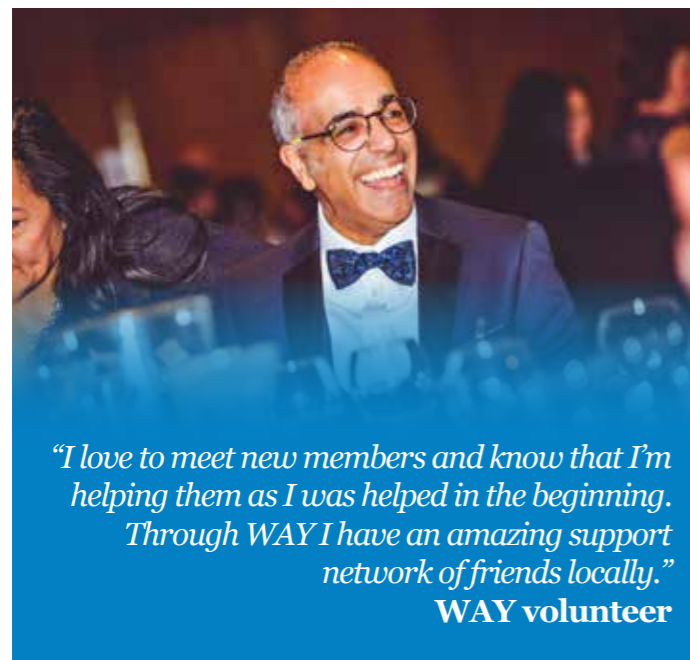
WAY's Area Contacts form the backbone of our charity – they are themselves WAY members who give up their valuable time to reach out to new members in their area and to organise local events. We currently have 60 Area Contacts across the UK.

We understand that supporting our Area Contacts is vital to the success of WAY's support network. With this in mind, the Board agreed to offer Area Contacts the option to waive their annual membership fee at the point of renewal from 1 January 2019, as a small gesture of thanks for all the hard work they do.

We shall be further reviewing how we best support new and existing Area Contacts and how external funding can support the organisation to do this.

Many more members also give their time willingly to WAY, this includes our Trustees and those volunteering to support particular areas such as social media, IT, finance, campaigns, proofreading, media and organising holidays. Members also give their time and experience freely to offer online support and advice to others who may have been bereaved more recently than them.

We are continuing to look at ways of strengthening the level of support for our network of volunteers over the coming year, to make sure that we have a robust infrastructure in place to support the peer-to-peer relationships that are so hugely beneficial to WAY's members.



## Our awards

### The Mandy Burrows Memorial Award



In order to recognise the tireless work of our volunteers, in 2014 we launched the Mandy Burrows Award for Outstanding Contribution to WAY. This is an annual award held in honour of one of our members, Mandy Burrows. We were pleased to announce the 2018 winner was **Norman Smart**, who has been our Area Contact in Berkshire since 2015.

"Grief sadly comes in many forms but it helps knowing that there are other like-minded people out there caring and sharing experiences and supporting each other," said Norman. "WAY is a great source of comfort."

"I'm so pleased to be able to help and play a small part within WAY," he added. "On a personal note, I have seen my self-development from a shy person into someone happy to interact with others."

### Helen Bailey Award for Best Blog



We were also pleased to announce the winner of our new Helen Bailey Award for the best blog written by a WAY member, as voted by our members. We set up the award in memory of late WAY member Helen Bailey, who helped so many young widows and widowers through her own blog Planet Grief and through her book *When Bad Things Happen in Good Bikinis*.

The winner of the second Helen Bailey Award, announced at our 2018 AGM, was **Jessica Haslem-Bantoft**, for her heart-breaking blog about being a twice-widowed mother of three boys: *To Widowhood and Beyond, Adventures from the Rainbow*.

"Winning the award was a huge shock," said Jessica. "I was honoured to have even been nominated so to be voted for by my WAY friends feels wonderful. In addition, to win an award in memory of Helen Bailey makes it even more special. Her writing is inspirational and is it so sad I will never have the chance to meet her."

## Our website

More than one-third of our members find us through Internet searches and in today's fast-paced digital world, a web presence is a prerequisite for promoting WAY's unique services for people who've been widowed at a young age.

As well as having a public website at [www.widowedandyoung.org.uk](http://www.widowedandyoung.org.uk), which acts as a virtual shopfront for the services WAY can offer to young widows and widowers, we also have an easy-to-use online joining system and a members' only website that is integral to the services we offer our members.

In 2018, we had a total of 77,995 visitors to our website; between them they made almost 235,000 visits to our site.

The Events section of our website is also well used, with members posting over 780 events during 2018 using our online events system. Members can also now book onto and pay for national events through our website, making administration much easier for our Membership Services Team.

Members shared nearly 3,000 new posts in our members' only Forum during 2018 on more than 600 different topics ranging from advice on inquests to tips on dealing with difficult in-laws. WAY's Forum is a useful resource for our members to offer one another advice and support 24 hours a day, 365 days a year. We also have a chatroom where members can talk to each other in real time. Although 44% of members in our recent survey said they thought WAY's website was good or above, there was some dissatisfaction expressed among respondents.

In 2018, we undertook a review of our online Forum following feedback from some members who felt that this was no longer an avenue that our members use due to the comprehensive services that Facebook offers.

We found that:

- 22% of Forum users access both the website forum and WAY's Facebook group
- 78% of Forum users only access the website forum
- 29% of WAY members decide not to join WAY's Facebook group

With these results in mind, our belief is that the Forum is still a valuable resource for a significant portion of our membership and will continue to be maintained for the foreseeable future.

We live in a fast-paced world and we recognise that users of today's website expect more than they did previously. As the digital world evolves, we wish to ensure that we are meeting our members' online expectations.

With this in mind, WAY will be developing a Website Working Group over the next 12 months as well as seeking additional volunteer support for our social media channels to help drive more traffic to our website – and ultimately to help more people find WAY's support.

### Data Protection

With the implementation of new data protection legislation in the UK in May 2018, much emphasis was placed upon the organisation being compliant with the new rules.

Over the year, WAY has worked to ensure that every part of our organisation that comes into contact with personal data, both internally and externally, has implemented practices that align with the EU General Data Protection Regulation (GDPR).

WAY welcomed GDPR as an opportunity to strengthen our commitment to data protection and privacy within the charity for the benefit of all members.



## Getting the word out about WAY



As well as encouraging members to build their own support networks through WAY's website and meet ups, WAY provides our members with advice and support through various different communication channels:

- Our regular **WAY Forward** magazine, which gives members an opportunity to share their stories and experiences with others three times a year – and continues to be a popular platform (75% of members rated it as good, very good or excellent)
- Our monthly **enewsletter**, which provides a round up of what's going on with WAY, including all the latest events. We sent out more than 30,000 enewsletters to members last year (54% of members rated it as good, very good or excellent)
- **Facebook:** WAY has a closed Facebook group for members only, which is run by volunteers and has been operating for 11 years. Currently our Facebook group has 2,000 members and is running alongside the WAY website as an informal platform for members to communicate with each other. Members have also set up local Facebook groups for many of our areas to help local members keep in touch with each other. And in addition, a number of subgroups have also been set up by members with specific interests and experiences.

It is also part of WAY's remit to reach out to members of the public and to raise awareness of the needs of people who are widowed at a young age, which includes reaching out to potential new members. We do this through various platforms, including social media and press coverage and the news section of our public website.

WAY has a freelance Communications Manager, **Vicky Anning**, who works alongside the Chief Executive and Membership Services Team on a part-time basis to help with WAY's communications outreach.

### WAY in the media

2018 was a somewhat quieter year for WAY in terms of media coverage than the previous year, which was dominated by coverage of our high-profile campaign against cuts to Bereavement Support Payments (see p18 for more details on this).

Nevertheless, we still attracted a substantial amount of media coverage in 2018. We had 50 articles in newspapers, magazines and online in 2018 – that's nearly one every week! And WAY and our members were also featured on 18 different radio programmes and 10 TV shows in 2018.

Here are some of the highlights:

#### National coverage

- Sam Lowrie and Shelley Jess were interviewed for a heart-warming article in **Prima** magazine about finding friendship through WAY. (See photo above).
- One of our members, Michelle Jackson, shared the cautionary tale of her partner's meningitis and sepsis with the **Daily Mail** online and in **Love Sunday** magazine.
- Three WAY dads – Wayne Gobey, Rob Duffin and Tim Mitchell – shared their stories with the **Sun's Fabulous** online on Father's Day.
- WAY member Jessica Haslem-Bantoft was interviewed about being widowed twice for **Fabulous** magazine and then in **Glamour** online.
- The **Metro** interviewed Jessica Haslem-Bantoft, Kirsty Gravett and Rebecca Butler about being widowed while pregnant.
- Two of our members, Joanna Sedley-Burke and Jonathan Brown, spoke to the **Huffington Post** about the lack of bereavement support for members of the LGBT community.

- WAY members also contributed to two articles on the Funeralzone website – one offering practical tips about getting through the challenges of young widowhood and another offering tips on coping with Christmas.
- Last but not least, we were delighted that WAY member Michelle Carr-Smith was featured in the Christmas edition of Good Housekeeping magazine – with a great plug for WAY.

### Radio coverage

- WAY's former Chair Georgia Elms was interviewed on Radio 4's **You and Yours** and **Radio 5 Live**.
- To coincide with Mother's Day, two WAY dads were interviewed by the BBC about their experiences: Lloyd Cobbold was interviewed on BBC **Radio 5 Live** while Ian Jarvis was interviewed on BBC Radio Leicester.
- High-profile TV presenter **Simon Thomas** gave a shout out for WAY during his primetime Radio 5 interview about the one-year anniversary of his wife's death.
- WAY's Chief Executive Rebecca Cooper was interviewed on Voice of Islam radio in the run up to International Widow's Day in June.
- WAYer Laila Benhaida shared her story with BBC Asian Network.
- Scottish WAY member Alison Payne was interviewed several times on **BBC Radio Scotland**.

### Local coverage

- WAY's founder Caroline Sarll and several Welsh WAY members, including Sian Morgan and Rachael Mote, appeared on **ITV Wales**.
- Jodie Gallagher-Smith shared her moving story with **BBC Wales** as part of a hard-hitting feature about funeral poverty.
- We also had articles in several local papers over the Big Picnic weekend, with special thanks to Alison Utting in Shropshire who got two mentions in her local newspaper. We also had a mention in the Yorkshire Post, thanks to Jo Cole, and Andrea Taylor talked to her local BBC radio station in Nottingham.
- WAY members Rupert Hannibal and Gaynor Wood were interviewed in the **Express & Star** in Wolverhampton following a hit and run accident while they were out on a bike ride.

You can keep up to date with all our latest media coverage on our website here: <https://www.widowedandyoung.org.uk/media>

## Social Media



WAY's social media presence continues to flourish. This year we have celebrated 7,000 followers on our public Facebook page and more than 1,000 followers on Instagram for the first time.

Our latest member survey showed that 4% of members found WAY through social media and these platforms continue to offer a cost-effective way for us to reach out to potential members and to friends and supporters of the charity, as well as to key influencers.

We have run several highly successful social media campaigns in 2018 at key points of the year when our members particularly struggle, including Valentine's Day, Mother's Day, Father's Day and Christmas. Our #12WAYsofChristmas campaign in particular attracted a high number of likes and shares across our social media platforms.

Our 2018 survey indicated that 95% of members use social media – with 91% of respondents accessing Facebook. Instagram overtook Twitter as the second most popular form of social media among our members and we are looking at ways to refresh our social media presence in future to keep it relevant to our target audience – including YouTube, LinkedIn and the IGTV video platform of Instagram.

In 2019, we shall be reaching out to our membership for volunteers to support our public presence on social media. We are keen to hear from members familiar with using the sites, those with creative experience such as making videos and those willing to share relevant photographs that WAY can use to reach out to those who may not know about our charity and the support we can offer.



## Campaigning for Change



As the first anniversary of the 6 April 2017 cuts to Widowed Parent's Allowance approached, we continued to campaign against the changes as part of the **Life Matters Task Force** – alongside major bereavement charities such as Cruse, Child Bereavement UK, Childhood Bereavement Network, Winston's Wish and Grief Encounter.

Several WAY members were interviewed in the press about the impact of the cuts on their families. After Jessica Haslem-Bantoft and Chloe Leaper were interviewed on BBC2's influential **Victoria Derbyshire** show, a petition on this subject received more than 10,000 signatures – and the government was forced to respond.

Hannah Walsh shared her story with the **Daily Mail** and **Radio 4's You and Yours** while Gary McFarlane spoke to the **Daily Mirror**.

We are continuing to campaign against the cuts in bereavement support. We are currently gathering stories to demonstrate the devastating impact that ending **Bereavement Support Payments** after 18 months is having on bereaved families across the UK.

### Co-habiting couples

We were delighted when the Supreme Court ruled that it was unlawful to deny **Siobhan McLaughlin** access to Widowed Parent's Allowance because she was not married at the time of her partner's death.

WAY has been calling for bereavement support to be extended to cohabiting parents like Siobhan for many years. WAY's former Chair **Georgia Elms** celebrated this landmark ruling in interviews with BBC News and Radio 5 Live, BBC2's influential Victoria Derbyshire show, ITV and Sky News in a flurry of press activity on 30 August.

Surrey member **Sarah Cripps** also spoke compellingly to the BBC and Radio 4's World at One and shared her story with the Metro. West Midlands member **Gill Lavery** spoke to ITV news and Channel 5 – and North West member **Janet Cowden** shared her story with BBC Northern Ireland and The Guardian, helping to illustrate the potential impact of the ruling.

Unfortunately, the Supreme Court decision hasn't led to a change in the law yet – the system of support available to bereaved families stays the same for now. But this landmark ruling means that the government has to look at the bereavement support system again. WAY was part of a delegation to Downing Street in October calling on the government to respond as a matter of urgency.

In early 2019, there have also been new developments on this front when Plaid Cymru **MP Liz Saville Roberts** led a debate at Westminster Hall on this issue. We will bring updates as soon as these are available.

In the meantime, our colleagues at the **Childhood Bereavement Network** have produced a very useful list of tips for WAY members and others who have questions about the implications of the ruling for them and their families. You can read the fact sheet under the Campaigns section of their website: <http://www.childhoodbereavementnetwork.org.uk/>



## Raising Awareness

**30%** of WAY members found us through word of mouth recommendation

More than **1,900** people are signed up to receive WAY's Friends of WAY newsletter every month (we sent out more than 20,000 newsletters to our Friends of WAY in 2018)

We have sent out more than **4,100** WAY leaflets in 2018

In 2018 we have networked with other individuals and organisations in the sector and beyond, working together to achieve our shared goals.

We have attended various key events across the country including:

- Suicide Bereavement UK's 7th International Suicide Bereavement Conference in Manchester
- Winston's Wish new service launch in Bristol
- Greenwich NHS Trust, Forever and Always Service at the Royal Naval College Chapel in London
- The Good Grief Trust pop-up café in London.

We have continued to meet with organisations throughout the sector, including Scotty's Little Soldiers, to improve referral networks between our organisations.

WAY is also working alongside other bereavement charities such as Cruse Bereavement Care, Winston's Wish, Grief Encounter, Child Bereavement UK and the Childhood Bereavement Network as part of the National Bereavement Alliance and Life Matters Task Force. We are also a member of the all-party parliamentary group on bereavement.

### Hospices

We have continued to strengthen our relationship with hospices by attending events, training and meetings including: St Giles Hospice, Douglas Macmillan Hospice, East Cheshire Hospice and the Myton Hospices. We have also distributed leaflets and other information to numerous hospices throughout the UK. In addition, WAY's Communications Manager has also met with colleagues at Hospice UK to help get the word out about our work to new audiences.

### Bereavement Hubs

WAY is a member of the Derbyshire Bereavement hub, which is set to launch their website in early 2019. We are also supporting the development of both the Warwickshire and Staffordshire Bereavement Hubs, which plan to centralise all local bereavement services for both professionals and members of the public.

### Volunteers Representing WAY at Events

WAY's Area Contact for Norfolk, Rebecca Farwell represented WAY at the Official Opening of the Service in the Norwich and King's Lynn Coroner's Courts by the High Sheriff of Norfolk.

WAY's former Chair Georgia Elms attended the Cruse Bereavement Care annual conference to talk about her personal experiences of grief and bereavement – and how charities like WAY can help.

### Help us spread the word

Our members are also one of our greatest assets in helping to spread the word about WAY. This could be by telling others who unfortunately find themselves in our situation, telling their friends or family so they can pass on the information, or passing on our details to organisations related to health and bereavement.

Members can also promote WAY by organising fundraising events, or by wearing WAY merchandise from our online shop such as hoodies or badges – or by popping a car sticker in their window.

We promote WAY to the general public by asking people to sign up to our Friends of WAY e-newsletter, as well as by putting up leaflets in public places such as supermarkets, GP surgeries, funeral directors and community centre noticeboards.

In the last year, we've given out more than 4,000 WAY leaflets, which are available from our Membership Services Team on request at [enquiries@widowedandyoung.org.uk](mailto:enquiries@widowedandyoung.org.uk)

We have also created a standard PowerPoint presentation about WAY that can be shared with local groups and organisations that are interested in WAY's work – as well as potential fundraising supporters.

### WAY on Film

This year, we invested in creating a new short film about WAY, which was made at WAY's annual gathering at Comrie Croft in Scotland earlier this year. It features interviews with lots of different WAY members from all walks of life, including those with and without children.

For all of the interviewees, WAY has been a lifeline – and the strength of the mutual support shines through so vividly in the footage. The film has been shared across our social media platforms and is now available on our website to give people an insight into our charity's work.

WAY has also been involved in supporting another film this year, the **Island of Grief**, which was made by talented WAY member Rupert Murrell and shows his family navigating life after loss. When he came to WAY for help with securing the music rights for the film, we were only too happy to help and we were all won over by the magical film, which features Brann the raven.



Rupert's film has subsequently been shown at several film festivals and has recently been shortlisted for the prestigious **Charity Film Awards**, which is quite an achievement among 300 entries from lots of the UK's biggest charities!



## Raising Funds for WAY

This year has been a record-breaking year for WAY in terms of fundraising. Our members and supporters have raised an incredible £40,000 to help WAY build our unique peer support network and to reach out to more young widowed people across the UK. Combined with Gift Aid and other donations, that brought our fundraising total for the year to £70,000.

WAY doesn't receive any government or statutory funding so we rely entirely on membership fees, fundraising and generous donations to pay for vital services for our members – including our website and our 24-hour telephone service.

### Our key fundraising successes in 2018 included:

**London Marathon:** WAY member **Katie Compton** and WAY supporter **Jessica Ferguson** both ran in the London Marathon on 22 April to raise funds for WAY – and between them raised a staggering £6,000!



*"When I'm pushing myself to my absolute limits I always think how much pain Ash was having to deal with and how he pushed himself through it all and that helps me complete each run no matter how painful."*

**Katie, WAY marathon runner**

### Dragon Boat Race

An intrepid WAY Members Without Children (WAY Woc) Dragon Boat team raised more than £11,000 for WAY by rowing down the Thames dressed as jellyfish in July.

### Serpentine Swim

WAY member **Beverley Ward** and **Abigail**, 12-year-old daughter of WAY's Membership Manager, completed the Serpentine Swim on a chilly day in September, raising nearly £1,700 between them for WAY.

Other fabulous fundraising feats:

- WAY supporter **Richard Rowling** ran in the Hackney Half Marathon and raised more than £1,000 in support of WAY member Polly Vickery.
- **Vicki Small-Meadows** also raised over £1,000 in the Liverpool Rock n Roll Half Marathon in support of WAYer Ruth Eaves.
- WAYer **Lindsey Briggs** raised £1,200 for WAY through a fundraiser ball.
- Two 16-year-old WAY supporters (both called Lizzy!) rowed 54 miles to raise funds for WAY through the rivers of Wiltshire. In spite of torrential rain, the indomitable duo managed to raise more than £1,300 for WAY.
- WAY member **Laura Richardson** walked 100 miles for WAY in June in memory of her partner Dan – raising more than £500
- WAY supporter **Tina Garner** ran the Leicester Half Marathon for WAY in memory of her husband. She raised more than £1,400.
- WAY member **Veronica Currie** raised more than £1,200 for WAY in a trio of gruelling challenges.
- WAY supporter **Hazel Johnson** ran in the Great North Run and the Chester Marathon and raised more than £300 for WAY.
- WAY supporter **James Grey** swam around St Michael's Mount in Cornwall and raised £400 for WAY.
- WAY supporter **Shirley Connor** ran the Windsor Half Marathon, raising more than £700.
- WAY member **Emma Newton-Taylor** recorded a song to raise funds for WAY and has raised more than £200
- WAY member **Su Steed** and her choir, Simply Voices, held a raffle for WAY and raised nearly £800.
- Last but not least, WAY member **Rob Jones** held a golf day at Horton Park Golf Club in his wife's memory – and raised funds for WAY and the Royal Marsden Hospital.



*"Ask any of us – rowers and supporters alike – and I bet we will all say that same thing: that it was a fantastic weekend, a brilliant fun-packed day and most of all, how proud we are to be part of WAY and to help raise more than £11,000 for such a brilliant, inspirational charity."*

**Ben, member of WAY Woc rowing team**

## Our charity partners



**JMW Solicitors** chose WAY as their Charity of the Year in 2017/18, after we were put forward by one of our Manchester-based members **Macaila Hannaford**.

JMW and WAY joined forces to take part in the **Great Manchester Run** together on Sunday, 20 May, which coincided with WAY's Big Picnic weekend. A team of 16 runners raised nearly £3,000 for WAY! Over the course of the year, Team JMW raised a fabulous total of £8,000 for WAY. Enormous thanks to everyone who supported them!



**Jenny Nuttall** was one of the Great Manchester Run team. She was running in support of fellow WAY members Gaynor Wood and Rupert Hannibal, who were unable to take part after being hit by a hit-and-run driver while out training. Gaynor and Rupert raised nearly £4,000 for WAY while they were recovering from their injuries – an amazing effort all round.

JMW team member **Dominic Walker** also undertook a personal challenge to run the English Half Marathon, raising nearly £200 for WAY. WAY to go!

The Chichester-based company **Direct Life** has also supported WAY since 2016 as a charity partner. One of our volunteers Lynn Bennett went along to meet staff members at their staff briefing in June. And in December, staff shaved off their hair in support of WAY – raising a fabulous £1,500 in the process!



Thanks also to Cambridgeshire WAY member Michael Darvell, who nominated WAY for his company's 10th anniversary fundraising campaign. **Costello Medical** have chosen WAY as one of three charities to support in 2019 – with a target of £20,000!

## Trusts and Foundations

In 2019, we contacted more than 30 trusts and foundations to seek their support. A decision following an application can take over 12 months, and so far we have received almost £9,000 in grant funding.

In 2019, we plan to continue to diversify and increase the income streams of the charity through approaching more trusts, foundations and schemes to help build WAY's organisational resilience and support our charity to improve the services we offer.



*The stepfather of Worcestershire WAY member Cheryl Barnett – Bryan McManus – chose WAY as Charity of the Year while he was Captain of Bridgnorth Golf Club and raised £1,020.*



WAY finances

2018 has been a year of substantial change in how WAY is managed and run, and this is reflected in our finances. However, whilst we have seen an increase in staff expenses as a result of employing a full-time Chief Executive, this enables us to put the charity on a sounder footing and to be in a better position to generate funds and to support our work in the future.

Looking at our income, there are some really positive developments seen through increases in both new member subscriptions and member renewals. If we can continue that trend we can expect to see the number of members surpass 3,000 for the first time in 2019.

Fundraising activities in the past year have been truly phenomenal with almost £70,000 raised through members, supporters, Gift Aid and other donations over the course of the year – details of many of those efforts are covered elsewhere in this report (see p20). With donations also at a high level we see income from subscriptions, fundraising and donations at almost £140,000 in the year – up from £112,000 in 2017.

There has also been an increase in revenue for events and from WAY’s Annual Meeting (AGM) but as this revenue is generated to match the cost of such events, there is little net impact. These events are a key part of the work that WAY does for its members and will continue to grow (see p13). The accounts show a surplus on the AGM and events, but that is down to the timing of cash coming in in advance, particularly in respect of the AGM in 2019.

We had anticipated spending more than we had coming in during 2018, with expected increases in costs arising from staffing changes and the website, as well as a shift in staff costs due to the appointment of our Chief Executive. However, once we strip out the event costs, the charity was still able to break even during the year.

RESERVES

Our policy is to retain between three and six months’ worth of running costs. With comfortably in excess of £100,000 in the bank at the end of the year, our reserves remain well above this level.

A key challenge for the charity in the coming years is to identify how and where it can best utilise excess funds in order to support our members, and to further our aim of reaching more potential members. It is imperative that the fundraising efforts of our members are used – and seen to be used – to the benefit of our members.

ACCOUNTING BASIS

These accounts are still on an income and expenditure basis.

If we adopted an accruals basis then the result for the year would be a surplus of £11,064, rather than the surplus of £21,396 shown here. The main cause of that difference is timing issues over receipts and payments – primarily that receipts from members for attending the AGM weekend have been received in advance and that Gift Aid receipts are lower than expected due to an administrative delay.

WAY Widowed and Young		
CHARITY NUMBER 1164988		
Accounts to the end of December 2018 (audited)		
BALANCE SHEET		
	2018	
CURRENT ASSETS	£	£
Lloyds Bank Current Account	1,506	
Less Uncleared (Cheques)/Credits		
		1,506
CAF Bank Current Account	119,882	
Less Memorial Fund	(2,573)	
Less Uncleared (Cheques)/Credits	12,124	
		129,433
Memorial Fund	2,573	
Less Uncleared (Cheques)/Credits		
		2,573
TOTAL Assets		133,511
FINANCED BY:		
Accumulated Surplus Brought Forward		112,115
Net (Deficit)/Surplus for the Year		21,396
		133,511

WAY Widowed and Young		
CHARITY NUMBER 1164988		
Accounts to the end of December 2018 (audited)		
INCOME & EXPENDITURE ACCOUNT		
	2018	2017 (Full Year)
	£	£
Income		
Members subscriptions	36,700	35,825
Members renewals	39,700	35,180
Donations	23,062	17,764
Fundraising	39,358	23,788
Income - Other	371	513
Merchandise	1,183	2,336
Bank Interest	0	0
Gift Aid	6,151	16,767
AGM 2019	26,573	0
AGM 2018	14,420	4,305
Prior Year AGMs	0	19,045
Holidays and Events	27,232	23,948
TOTAL Income	214,750	179,470
Expenditure	£	£
NCVO	(110)	(688)
Memorial Fund	(360)	0
Member Helpline	(4,402)	(5,053)
WAY Trademarking Costs	0	0
Administration	(12,622)	(12,304)
WAY Forward	(12,775)	(11,614)
WAY E-Newsletters	(1,600)	(1,600)
Annual Report	(729)	(681)
New Members Booklets	0	(2,315)
Leaflet Drop	0	0
Media & PR	(11,961)	(18,231)
Staff Costs	(67,060)	(39,753)
Committee expenses	(2,682)	(1,808)
IT Expenditure	(1,319)	(1,587)
Merchandise	(2,097)	(3,698)
Big Picnic	(1,483)	(2,501)
Holidays and Events	(22,364)	(22,927)
AGM 2019	(2,385)	0
AGM 2018	(21,568)	(760)
Prior Year AGMs	0	(28,069)
Website	(22,420)	(17,451)
Website Development	0	(2,604)
Bank Charges	(60)	(60)
Insurance	(551)	(563)
Audit Fees	(90)	(90)
Paypal/Just Giving/etc Fees	(4,717)	(3,849)
Other	0	0
Total Expenditure	(193,354)	(178,208)
Net (deficit)/surplus for the year	21,396	1,262

The Income and Expenditure Account and Balance Sheet on pages 22-23 have been subject to independent examination as required by the Charities Act 2011 and no matters of concern have been raised by the independent examiner.



# WAY Widowed & Young



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[@Widowedandyoung](https://www.instagram.com/Widowedandyoung)

Founder: Caroline Sarll, 1997  
Chair: Bill James  
Chief Executive: Rebecca Cooper

Design by Sue Bailey  
Words by Vicky Anning  
Proofreading by Lucy Llewelyn

With thanks to all the photographers who have contributed to this Annual Report, particularly Ed Spooner and Gary Marson for the Dragon Boat Race shots and to picturesbybish for the AGM photos

Registered Charity No: 1164988



Section A

Independent Examiner's Report

Report to the trustees/  
members of

Charity Name  
THE WAY WIDOWED AND YOUNG FOUNDATION

On accounts for the year  
ended

31.12.18

Charity no  
(if any)

1164988

Set out on pages

1 & 2.

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD/MM/YYYY.

Responsibilities and  
basis of report

As the charity trustees, you are responsible for the preparation of the accounts in accordance with 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 ~~[insert name of applicable listed body]]~~. Delete [ ] if not applicable.

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below \*~~) 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 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.

\* Please delete the words in the brackets if they do not apply.

Signed:

L. Morton.

Date:

28.1.19

Name:

LOUISE MORTON

Relevant professional  
qualification(s) or body  
(if any):

Address:

14 HAWTHORN DRIVE

SCHOOL AYCLIFFE

CO DURHAM

DLS 6GH.

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here details of any items that the examiner wishes to disclose.