

Annual Report 2016



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Welcome to WAY's Annual Report for 2016. WAY is the only national charity in the UK for men and women 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 2016, had more than 2,300 members across England, Wales, Scotland and Northern Ireland. The charity aims to provide peer-to-peer support to young widowed men and women – 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 the first stages of bereavement as well as information about how their friends and relatives can help.
- A public presence on social media (e.g. Facebook, Twitter and Instagram) 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.
- An information booklet upon joining, a quarterly printed newsletter and a monthly informational e-newsletter.
- **NEW in 2016:** 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 (see Campaigning for Change, p19).

Within this report, we will outline the major issues and achievements of 2016, as well as presenting an analysis of the general financial position of the charity and fundraising activities for the year (see WAY in Figures, p22).

"WAY has been my lifeline since I was widowed. I have no idea where I would have been without it. The opportunity to meet people in the same situation is invaluable. It would be my wish that everyone in this situation could find WAY."



Report written by Vicky Anning, WAY's Communications Manager

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 helped me believe that there is a light at the end of this very long and dark tunnel – and that there is a way forward."



As I write this introduction, WAY is about to celebrate its 20th anniversary! WAY has continued to grow from strength to strength as a support network for young widows and widowers since it was founded in 1997. Our charity is now bigger than it has ever been before – with more than 2,300 members across the country. According to figures from the National Council for Voluntary Organisations (NCVO), we are now ranked in the top 16 per cent of UK charities – as our turnover is now more than £100,000 per year.

Our increasing membership base – coupled with the amazing efforts of all our fundraisers in 2016 (see p21) – has allowed us to move forward in leaps and bounds this year to improve services for our members. It has also allowed us to embark on the biggest ever marketing campaign, targeting GPs, hospices and funeral directors with the aim of reaching out to people who don't know about WAY but could benefit so much from our peer-to-peer support network.

The biggest highlight of 2016 has been the introduction of a telephone helpline service (see p11). This service is provided to all WAY members in partnership with the non-profit organisation BHSF. This allows members to access a 24-hour helpline for legal, counselling, financial and benefit advice. Members can also book six 30 minute sessions of telephone counselling, which is invaluable at a time when waiting lists for NHS counselling are unpredictable.

Preliminary feedback from members in our Member Survey has so far been very encouraging (see p11). The survey also highlighted that members would like to see face-to-face counselling introduced as one of the benefits of joining WAY. BHSF could offer this service at a cost of £6 per member. This is something we would like to offer for our members going forward. However, this would need to be funded either by fundraising activities or through grant applications, which is something we will be looking at introducing as soon as possible in 2017.

The board is going to be embarking on a recruitment drive for a new CEO in 2017 – something we could only have dreamed about only a few years ago. We have also decided to appoint two full-time Membership Services Managers, both of whom will be based at WAY's Derby office. The aim is to strengthen communications with our members and to ensure that WAY's services are maintained for our expanding membership. We will be looking for an experienced CEO to manage these two roles and to ensure WAY continues to provide the peer-to-peer support that our members require as well as increasing the number of members and increasing retention.

Weekends away with WAY

The results from our latest Member Survey show 80% of members are happy with WAY overall. However, the survey also identified that people would like to see more events. In the past, organising mass participation events for WAY has been complicated and there is a degree of financial risk involved in securing hotels etc., which mean that fewer events get organised. So to improve services for our members further, we have decided to try a



different approach to group events for WAY members in future, based on a successful model adopted by one of the sub-groups that operates within WAY – WAY WOCs (WAY Members Without Children). They simply choose a city and everyone sorts out their own travel, accommodation and food, but they meet up over the weekend. So at the March 2017 AGM, we will ask members to choose a list of cities for each month of the year where members can get together. The city will be put on the website by the Membership Services Managers and they will monitor the discussion threads to ensure everyone is involved and has someone to meet over the weekend. These events will be open to all WAY members, with or without children.

The other issue that has been highlighted by the survey is that some members can't always afford to attend WAY's events and holidays. This is coupled with the need, at times, for us to be able to provide complimentary membership for some people who are struggling financially to afford our £25 per year membership fee. WAY is open to anyone widowed under the age of 51 and the board does not believe that income should affect whether members can access the peer-to-peer support available or that they should be prevented from attending events and especially the weekends/holidays away that so many people find so beneficial (see p12-15).

To address this, WAY's board have decided to introduce a Memorial Fund in 2017 (see p11). Members will be able to apply to this fund to access support to attend events. The finer details will be worked out in 2017 but proof of earnings/benefits will be required and only one application can be made by each member every year. This will be created from WAY funds – and fundraisers for WAY will be able to choose to have donations paid into the Memorial Fund, which is being created in memory of WAY members who lost their lives in 2016.

We hope that some members will set up a monthly standing order into this fund to benefit those members who are struggling financially. We will agree a board of fund managers (board members and volunteers) to decide which applications are successful. The names will be kept confidential. However, the number of awards will be announced at the AGM each year.

Growing the charity

We had an ambitious target of recruiting 5,000 members by December 2016 in order to reach our overall ambition of 20,000 members by 2020. However, we are now at more than 2,300 members, which is well up on previous

years. Hopefully with the introduction of direct debits for membership in 2017, along with the provision of more events and better communication and services for members, the retention rate for existing members will be higher.

We do know that some members leave WAY because they feel they don't need the peer-to-peer support anymore and that is fine. However, we need to really get to the bottom of our retention figures in 2017 and why some people are leaving after the first year of membership. The board will be devising a survey to be sent to new members within the first three months and at nine months to understand their experience of WAY and whether they intend to renew their membership. We will be looking at how to best to support our network of area contacts to help them support their newer members as effectively as possible, as well as identifying what new services we can offer to our members.

We hope we will soon start to see an increase in new members as a result of the mailshot we sent out to doctor's surgeries, hospices, funeral directors and crematoriums towards the end of 2016. We do also have the chance to mail 150,000 young widows and widowers aged under 51 who have consented to having their details shared. With this mailing list, we have the opportunity to contact these people directly about WAY. However, we are aware this will need to be dealt with extremely sensitively. I feel we almost have a duty to do this mailshot to reach out to people who may benefit from joining WAY, but I want to make sure we do it properly.

WAY Forward

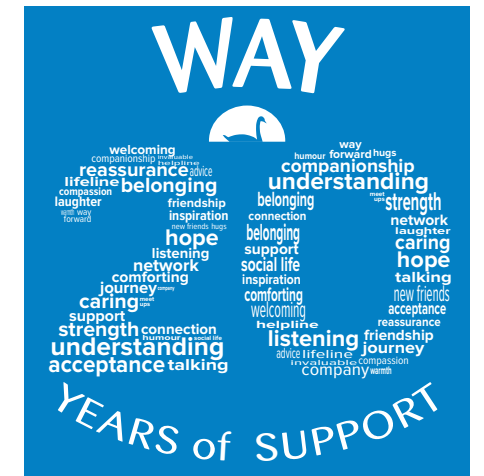
2016 has been a much better year for WAY. The board members are working better together and we all agree on how to move this wonderful charity forwards to become more organised, focussed, and more professional, as well as providing more and better services for our members. Admittedly, we are not moving as quickly as I would like and there is still much to be done in terms of improving the membership services, website and outreach to members. However, I need to be patient. WAY has only just come out of the difficult teenage years. And we must celebrate the fact that we are still here! After 20 years, we have supported

many thousands of people who have been widowed at a young age. And it is a fantastic achievement that we are still supporting so many young widows and widowers, specially considering all the problems associated with growing from a small into a fully fledged medium sized charity. Our swan is no longer a gosling!

We are a membership charity, which is often one of the most difficult charities to grow, but our work is so necessary – as we have seen over the past 12 months through our campaign work against the cuts for bereavement support payments that will affect young widows and widowers in future (see p19). If we don't stand up and fight for the rights of young widows and widowers, who will? We are the only people who really understand the true impact these cuts will have on the lives of bereaved families in future. I am particularly proud that our campaign work with the Childhood Bereavement Network is starting to be heard at the highest levels in early 2017, and we truly hope that our views will be taken into account before the changes come into effect.

When people join WAY, we say to them: “we are sorry you are eligible to join us but we are so glad you have found us”. This phrase is as true today as it was 20 years ago. Whether you’re a member, a volunteer, a friend or a supporter, thank you so much for all your support over the past 20 years. WAY wouldn’t be the amazing charity it is without all of you!

[Signature]



WAY in Numbers - our impact in 2016



WAY had more than 2,300 fully paid up members at the end of December 2016.



The number of visitors to our website has increased by more than 27% over the previous year (with 86,503 visitors in 2016)



There were 9,268 new posts in our members' only forum last year on topics ranging from inquests to advice on DIY – and 17,962 messages sent via our internal messaging system



4,900
Facebook
followers

WAY's public Facebook page had more than 4,900 followers by the end of 2016 (up by more than 2,000 over the last two years)



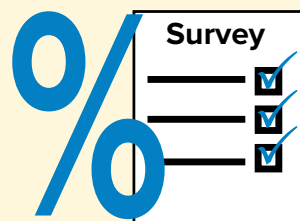
600+ people
29 locations

More than 600 people attended WAY's Big Picnic events at 29 locations across the country in May 2016



70
members & children
at
Comrie Croft

More than 70 WAY members and children gathered at Comrie Croft in Scotland in April 2016



WAY's 2016 Member Survey found that:

- 80% of WAY members were satisfied with WAY overall
- 37% found us through Internet searches and 28% through word of mouth; 12% found us through media coverage
- 72% joined WAY to meet others in the same situation; 43% for support; 21% for friendship
- 75% of members were definitely planning to renew their membership



36 articles
published

WAY and our members were featured in 36 articles in national newspapers, magazines, local newspapers or websites in 2016 (from *Essentials* to *The Guardian* and from *Fabulous* to the *Huffington Post*)



140
members & children
at Kingswood
Activity
Weekend

More than 140 WAY members and children went along to WAY's activity weekend for families and children at Kingswood Activity Centre in February 2016



At the end of 2016, WAY had 70 volunteers working across England, Scotland, Wales and Northern Ireland. Between them, these volunteers organised more than 679 events, from coffee meet ups to weekends away.



**radio show
interviews**

WAY members were interviewed on 8 radio shows in 2016, from Woman's Hour to BBC Radio Merseyside, as well as appearing on 5 TV shows, including BBC Breakfast



100
AGM
attendees

100 WAY members attended our AGM in Liverpool in March 2016

£35,659
raised

WAY raised £35,659 in 2016 through fundraising initiatives and donations



WAY had more than 1,900 Twitter followers by the end of 2016 (up nearly 26% on 2015)

2000
Instagram
followers

WAY now has more than 200 followers on Instagram



More than 1,300 people had signed up to receive our Friends of WAY enewsletter by December 2016 (up 30% on last year)



More than 60 WAY members and kids got together at the National Forest Youth Hostel in Derbyshire in June 2016



More than 500 WAY members and children went to CenterParcs in Sherwood Forest in October 2016

Providing effective and sustainable governance

Approval was granted by the membership in 2015 to change the charity status from unincorporated charity to a Charitable Incorporated Organisation (CIO). The first stage was completed in December 2015 when the Charities Commission granted CIO status to WAY Widowed and Young. During the course of 2016 the charity has now completed the remaining steps of the change over process. This concluded with the Charities Commission removing the old non CIO charity from the list of registered charities in November 2016. WAY Widowed and Young is now a fully fledged CIO. This is a major step forward for the charity and sets a solid base from which the charity can grow.

This change has given protection to the charity and the trustees that were not available in the old non CIO charity. In addition this change in status would be viewed as less of a potential risk for any external trustee who could bring expertise in a particular field to the charity. It is felt by the Board that having an external trustee would advance the aims of the charity. The Charities Commission and National Council for Voluntary Organisations (NCVO) encourage charities to bring in expertise from other organisations.

WAY Widowed & Young

The charity has taken the steps to copyright the name WAY Widowed and Young and the swan logo with the government copyright office. The application was submitted in March 2016 with copyright over the name and logo granted by the copyright office in July 2016. This gives the charity the sole use of the name and logo in particular areas like marketing and merchandising.

At the AGM in 2016 the Trustees indicated their intentions to appoint a Chief Executive Officer to take the strategy developed by the trustees and develop policies and procedures to take the charity forward. In addition the CEO would be overseeing the day to day running of the operational side of the charity along with the existing membership manager.

The trustees carried out the recruitment process and a successful candidate was appointed to the post of CEO in October 2016. In January 2017, however, it was with regret that the Trustees had to announce that, by mutual agreement, the contract of the CEO was terminated. This was not a course of action that the trustees took lightly. The trustees are undertaking the recruitment process once more and a new CEO will be appointed as soon as possible in 2017.

WAY's long-standing part-time administrator Gemma Greenbank stood down during 2016 after eight years in post. We recruited for a new Membership Services Manager in late 2016 and were delighted to welcome Colette Jelfs on board in early 2017. We will be recruiting a second Membership Services Manager in 2017.



The trustees feel that the work carried out over the last year has moved the charity forward; this is reflected in the increase in membership over the year. At the end of 2016, we had more than 2,300 members – more than we have ever had before – with nearly 1,300 new members joining over the course of 2016. The charity still faces the problem of membership retention and steps are being taken to address this issue.

The work carried out by the trustees over the last few years has given a firm base for the charity to move forward and we are looking forward to celebrating our 20th anniversary in 2017.

Our key targets over the next year will be to make sure the CEO role is filled and we are also looking to recruit an experienced external trustee as soon as possible, as well as finding a high-profile patron or ambassador who can fly the flag for WAY.

Ronnie Davidson
General Secretary
WAY General Secretary

Meet WAY's Executive Board

The Executive Board met four times in 2016 to discuss governance issues and the strategic direction of WAY.



Chairman: Georgia Elms

"I joined WAY in October 2006, four months after I was widowed aged 36 when my husband Jon (38) died suddenly from Meningitis – leaving me with 1-year-old Daisy. I found out the next day that I was pregnant.

The main reason I have been able to survive as a young widow has been through the support and reassurance I have received from other WAY members who I have met at local, national and even international events, as well as online. I joined the WAY committee in March 2009 and took on the role of Chairman in March 2010.

I wanted to give something back to the wonderful charity that had helped me so much, I hoped that I could use my skills from previous roles in large companies to ensure that everyone who was eligible to join knew about us and that WAY was able to be what it said it was. I also wanted to campaign on behalf of WAY to ensure that those who are widowed young are recognised and taken seriously."



General Secretary: Ronnie Davidson

"I live in the small Scottish village of Clackmannan and work as a Production Manager for Progress Rail Services in Edinburgh. I lost my wife, Elaine, in December 2010 after a four and half year battle against bowel cancer. I came across WAY after meeting a friend in a supermarket who happened to know someone who was the local area coordinator of WAY. I joined WAY in 2011 and have made many new friends since then.

I found WAY by accident, and I know a lot of others did too. By taking on the role of General Secretary, I hope I can use my skills to give back something to WAY and can help it to expand and grow to allow others in our situations who have not yet found WAY to get the help, support and friendship that being a member of our wonderful charity can bring. And we need to help people find out about WAY by raising the awareness among the general public."



Treasurer: Debbie Knivett

"My husband was diagnosed with stomach cancer in 2000 when I was four months pregnant. Ben was born in December 2000 and Andy died 18 months later. I heard about WAY on the radio and joined the North East group although I was still in the South at the time but knew I was going to relocate back to my home town. In those initial stages WAY provided me with the support of others who had been bereaved but over time has given me some life-long friends who will always be there for me.

I have been WAY's treasurer for six years now and am pleased to see the charity growing and becoming much more financially stable. Being able to introduce the membership helpline is something we would not have been able to consider a few years ago. In this last year, my role within the charity has expanded and in the next year I hope to be able to look at fundraising and applying for grants."



Trustee: Jane Bayliss

"I was widowed in May 2012 after my husband died very unexpectedly of a heart attack aged 40. I was 34 and left with three small children aged 1, 5 and 7. I joined WAY a few months later after a friend of the family told me about it. Looking back on those first few months in particular, the support and strength of fellow widows was one of the only things that kept me going.

I have been a housewife since October 2004 when I went on maternity leave from the Business Travel Industry to have my first child. I have always been a homemaker and had no wish to return to work. I am currently still a stay at home mum and live on a small farm with my husband Martin (a fellow WAY member) and our four children.

I'm a true believer that life is for living and that we must make the most of every day. As we are all too aware, our lives can be changed so quickly. WAY continues to be a constant support to me and I have made some wonderful lifelong friends. Now that I'm in a stronger place emotionally I want to be able to give something back in return."



Trustee: Ed Spooner

"Grief hit me hard when I lost my wife Heather in October 2011. It took me two years to find WAY – I wish I'd discovered it earlier! Finding people who just 'got it' and knew the right thing to say rather than 'Oh, you're young, you'll find somebody new' was like a breath of fresh air.

By becoming a trustee I wanted to give back something to WAY, a charity that literally saved me during my grief. I am a web developer by trade and build e-commerce websites during the day (and night, and weekends..). I hope this will come in handy in developing the WAY web presence further and help us to reach out to and support more widows. As Heather and I never had the chance to have children I am also an active member and admin of WAYWOC, WAY Members Without Children."



Trustee: Stuart Scarbrough

"After finding myself widowed at 31 with two small children to bring up, I was fortunate enough to find WAY six months later. 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. Three years later, 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 are wanting 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 CenterParcs. This is where lifelong friendships are formed, and I find these a fundamental part of the organisation. I want to promote these events and ensure that meet ups are accessible to all members so we can all enrich our turbulent lives."



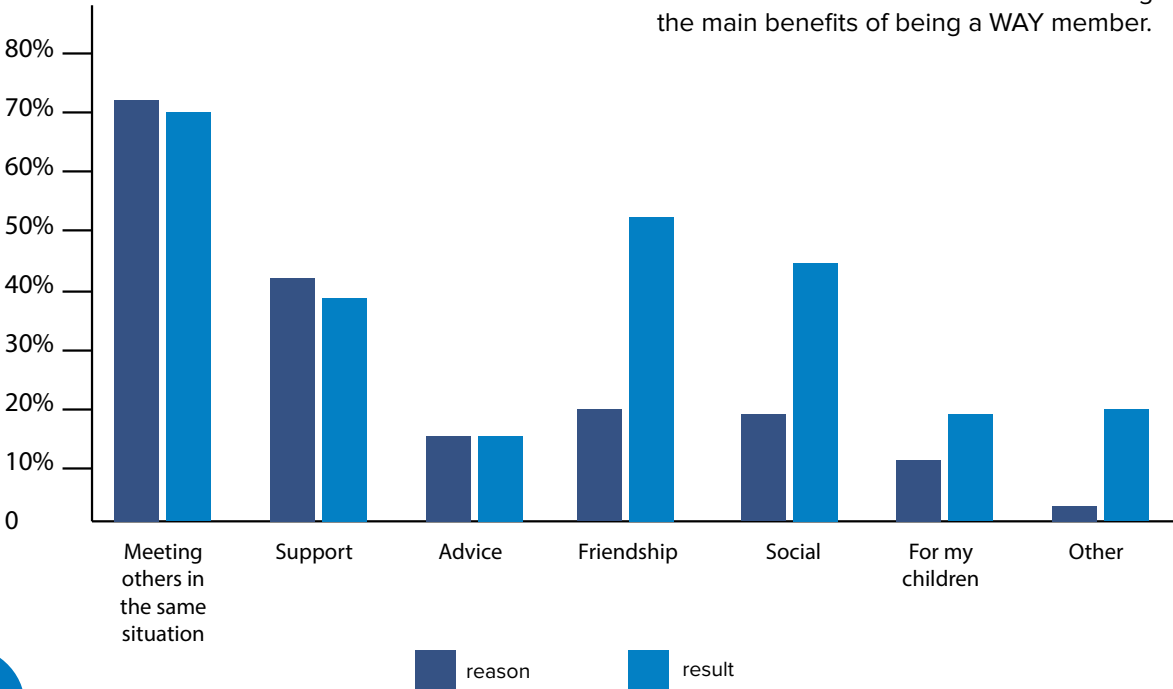


80% of WAY members are satisfied with WAY overall

In our latest Member Survey, we asked our members why they had joined WAY, and also what they have got out of being a WAY member in 2016. We found that 72% of members joined in order to meet other people in the same situation as them – a desire that was fulfilled in 70% of cases. Other reasons included support, advice and friendship, as you can see in the graph below.

We are very pleased to report that joining WAY exceeded our members' expectations in terms of helping to find new friends and opportunities to socialise at a very difficult time in their lives:

- 21% of members joined WAY to find friendship, while 54% of members actually found friendship to be one of the main benefits of being a member of WAY.
- 20% of members joined WAY in order to socialise while 47% of members said that socialising was one of the main benefits of being a WAY member.



What WAY offers

WAY provides a range of services for our members to meet different needs and different stages of grief, including:

- Our Members Only website (with the chance to talk to other members via a private forum and chatroom)
- Local group activities and national events
- Weekends away and holidays with other members
- A regular members' magazine and monthly enews
- Volunteering opportunities

In our Member Survey, 80% of our members said that they were satisfied with WAY overall and the services provided by the charity. As you will read in more detail in the pages of this report, we are striving to make our services as good as they possibly can be for our growing membership.

New telephone service

In 2016, we were very pleased to be able to introduce a brand new service for all our members – a free 24-hour confidential telephone helpline that offers:

- 24-hour telephone counselling & support:** members can speak in confidence to a fully-qualified counsellor at any time of the 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

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

Our members who have used the service have found it to be very helpful indeed. Here's what some of them have been saying:

"I phoned them the other day when I was beside myself. Really good and now having six sessions of telephone counselling. Just having somebody listening makes things a bit better."

"I phoned them when I was in absolute meltdown and they were excellent! They managed to talk to me and make sense of how I was feeling at that moment in time then arranged more sessions for me. I don't get 'time out' to go to appointments so it's great that I can book a session while my son is at a club or asleep."

We are listening to what our members have told us they want in our latest Member Survey, which includes **face to face counselling**. We are looking to introduce this facility, once we have funding in place. This would come from the same company that currently provide the helpline. They would provide six one-hour face-to-face sessions of counselling in the members' own area.

Our overall goal is to make sure that 95% of our members are absolutely satisfied with the services offered by our charity, which will in turn help to make sure that we retain more members beyond the first year of their bereavement.



Memorial Fund

We are also planning to introduce a **Memorial Fund** over the next year, which will make it possible for our members who are struggling financially to attend events that may be beyond their budget. This fund is being created in memory of those WAY members who have passed away.

We would like to dedicate this year's Annual Report to three WAY members who sadly lost their lives in 2016: Helen Bailey; Mari Dawes and Tracey Bentnall. They remain forever in our thoughts.





"One of the ladies told me it was her first ever WAY event. She said she came on her own and it's like she now has a brand new family."

Martin, WAY volunteer, Kingswood Activity Weekend

72% of members in our Annual Survey rated national events as good, very good or excellent during 2016.

There are plenty of meet ups for WAY members to get involved in, either at a local or national level. Over the course of 2016, our members organised more than 679 events, most of which are listed on our Members Only website. These ranged from coffee meet ups and walks in the park to fully fledged weekends away and holidays in exotic locations.

We have a network of 58 local area coordinators who arrange meet ups for members on a local level. Typical local events include pub evenings for adults, picnics and park days out with children, meals in restaurants and 'at home' evenings at members' houses, where people can get to know each other in relaxed surroundings. We also have a WAY Choir that meets in London, as well as pampering events and other special opportunities for members.

WAY volunteers have also organised some very successful holiday and weekends away during 2016, giving those who have lost their loved ones at a young age the opportunity to take a break with people who understand how hard it can be to get away after the death of a partner.

Some of the events highlights of 2016 included an activity weekend at Kingswood Activity Centre in South Yorkshire in February, a trip to sunny Italy in April, a gathering at Comrie Croft in Scotland, weekend activities in Derbyshire and Dorset over Father's Day weekend, a walking weekend in the Lake District, city breaks in Exeter and Belfast, a dinner dance in Reading in September, an annual gathering at CenterParcs in Sherwood Forest in October and a skiing trip to France over New Year (see "What WAY members got up to in 2016" for more details).

WAY also holds an annual general meeting every March at different locations around the country, to make sure

as many members as possible can attend. This is not just a business meeting but is also an opportunity for members to meet others from across the country. In 2016, 100 people came together in Liverpool. WAY's 20th anniversary AGM will be held in Stratford upon Avon, with just under 150 people expected to attend.

WAY also organises an annual Big Picnic weekend in May, which is an opportunity for members to get together across the country on the same day – and to introduce what we do to members of the public (see overleaf).

We were also delighted that WAY submitted a successful application to the **Landmark Trust's 50 for Free scheme**, which means that recently bereaved WAY members and their families will get the fantastic opportunity to stay in a stunning historic property in Kent in March 2017 for free.

One of the areas highlighted by the Member Survey was the desire for more short breaks and holidays for members with and without children. 68% of members wanted more local events and 45% wanted more opportunities to meet with members from across the UK.

WAY's trustees are exploring opportunities for organising more events, which are so beneficial for our members and their children. The trustees would like to take the opportunity to thank the members of the charity who give up their time and efforts to arrange the breaks and holidays for the benefit of the membership.



What WAY members got up to in 2016

There were many events happening up and down the country in 2016. Here are just a few of them:

February: 140 WAY members & children got stuck into a weekend of outdoor pursuits at Kingswood Activity Centre in South Yorkshire.

March: Nearly 100 WAYers attended the AGM in Liverpool.

April: A group of 50 WAYers and children travelled to Villa Pia in Italy while 74 WAYers and kids enjoyed a weekend of adventures at Comrie Croft in Scotland.

May: More than 600 people attended WAY's 4th Annual Big Picnic events at 29 different locations across the country – from Scotland to South Wales.

June: 60 members got together in Derbyshire to mark Father's Day together, while another group of 60 WAYers enjoyed the delights of the south coast of Dorset over the same weekend.

June: 45 WAYers & kids made themselves at home at Wall Eden Farm in Somerset.

June: 40 WAY Members Without Children (WAYWOCs) enjoyed a weekend of sunshine in Belfast.

July: A group of WAY Outward Bounders went camping and caravanning in Hayfield.

September: A group of 50 WAYers donned their posh frocks and black ties for a dinner dance in Reading while WAY Members Without Children spent a sunny weekend in Devon.

October: A group of 40 WAYers went walking in the Lake District while more than 500 members & children met up at CenterParcs Sherwood Forest.

December: A group of WAYers went to Callander near Stirling in Scotland for a weekend of pre-Christmas activities.

December: Last but not least, a group of 30+ WAYers and their children celebrated the New Year on the ski slopes of France. Meanwhile a group of WAYers Without Children headed for sunnier climes in Morocco and welcomed the New Year in at a yoga retreat near Marrakesh.

"It was a fab weekend. We may have been widowed but collectively we are an advert for positivity, strength and friendship – the power to persist and thrive. Go us!"

Hampshire member after CenterParcs weekend



WAY's Big Picnic Weekend

More than 600 members, friends, family and pets went along to one of WAY's 29 picnics in May 2016 to eat cake, play games and meet up with old friends and new. This was the fourth WAY Big Picnic weekend, which is a chance for members to meet each other but also to showcase our work to members of the public, potential members and friends and family too.

Big thanks to the **Coventry Building Society** for their generous fundraising for all the goodies at this year's WAY Big Picnic events – including Frisbees, cake toppers, banners, rounders sets, a £30 Sainsbury's voucher to buy food and the new WAY teddy bear, which has proved very popular.



Walking in the Lakes

One WAY member writes about how joining a group of WAY Outward Bounders has helped her to keep on the straight and narrow....

"I could tell you about the walks we did, the toffee vodka, bluebird ale, the hotel and the food but more importantly, I would like to share with you the profound impact that being part of WAY Outward Bounders has had upon my life. I was looking on the internet for holidays for 'people like us' when I found the WAY website. I signed up straight away to take my younger two to CenterParcs last year and then saw the 'Outward Bounders' walking weekend.

I can't tell you how nervous I was about spending a weekend with people I didn't know, having a hotel room to myself for the first time and going back to the place that held so many treasured memories for me.

I walked into the hotel at the same time as a seasoned WAY member. As soon as she realised that I was a 'newbie', she suggested a walk around the lake before dinner. On the way round we found another WAY member meditating on a bench. She joined us on the way back and I knew that the weekend was going to be great.

There were over 40 people attending and I decided to make a point of trying to speak to everyone over the weekend. Going into dinner was a bit daunting because everyone else seemed to know someone already. Curiously, of all the people I could have sat with, I ended up next to three other veggie/vegans. Did we gravitate toward each other? I haven't as yet come up with a theory for how this happened!

It was wonderful to be walking in the Lake District again but also very emotional for me too. I'm sure we all have had that bitter sweet experience of going back to somewhere that holds happy memories. What I found that day though was profound. I talked to women who had been widowed for 10, 15, 20 years ago; strong independent women, talking about their work, their children, their travels. I was inspired by these women. I looked upon them as a beacon of hope for me. I was able to envisage that, at some point in the future it might be possible eventually to be like them, to find a new way, a different future to the one I had planned, to the one I had wanted. I also realised that it is up to me to make this happen.

I have kept in touch with new-found friends through social media. Over the following months, this was an invaluable support, sometimes just to exchange very silly observations and often to get reassurance, insight and wisdom from those further ahead on this journey, especially with regard to coping with teenage angst single handedly.

I'm probably meant to tell you in greater detail about the hikes we did and be poetic about the scenery, but what I really wanted to do was explain how the walking weekend helped me personally. It has been life changing for me (thank you)."

Barbara



Getting away with WAY

Another member writes about her trip to Italy with her three young children and fellow WAYers in April...

"Earlier this year, I joined 19 other WAY members and 33 children for our family's first trip abroad since my husband died. It was a big step it was to go away with my three youngest girls on my own. My husband Viv died suddenly in March 2015 from a ruptured cerebral aneurysm, aged 36. He had gone out running, collapsed and died two days later in hospital. Our children were 16, 8, 4 and 9 months old at the time.

There were so many thoughts and feelings going through my head during those 57 hours in the hospital when I was lying next to him. Mainly ones of total panic and fear, but I do remember one of my calmer thoughts. It was that I was grateful we had had such wonderful family holidays, as I would never be going on holiday again – ever.

I couldn't fathom how I could ever want to go away with the children without my husband. And for the next three months, apart from the funeral and going to the cemetery and school, I didn't leave the house. My world had become a scary place and any small task became a hurdle, a landmark to get through. The biggest fear for me was living. And going away with the children without Viv symbolised everything I was scared of. But mainly I thought it would show me I wasn't a family anymore and would be just too painful.

Since Viv died, WAY has been my lifeline – meeting others and taking small steps together. We went last October to CenterParcs with WAY and have steadily built our confidence as a family and learned that there is a new way to do things and that includes holidays.

So I booked to go to Villa Pia in Italy. It sounded like a perfect place to take the children abroad for the first time. We went for four nights in total. From the moment the van pulled up at the beautiful iron gates, with the rolling hills of Tuscany around us and the sun shining, you couldn't help but relax. The owners had thought of everything to make it a family friendly place, while keeping a real authentic Italian feel. It couldn't have been a better holiday.

Widowhood is a marathon. One where you have to constantly think, plan, be on guard. You don't know what each day will bring as there is so much to juggle. But in Villa Pia you didn't have to worry at all about logistics or planning – you could just be. The children laughed and just played. And the adults laughed a lot too. We relaxed together. We got to have adult company and conversations.

It is the safety of Villa Pia that helped to make it such a perfect place for our family's first time away since Viv died. What do I mean by safety? Yes, child safety meant we could all relax. But, more importantly, my safety. It's the safety that you lose when your world has changed so dramatically. The safety that, if things got too much, you could just stop and go to bed – breakfast would be there in the morning. There's an abundance of things for your kids to do all the time. You can just be. It allowed me to be the silly parent, the fun one and we came back feeling like we had had a holiday – not that we needed a break!

Going away with other WAYers was one of the best decisions I made this year. Holidays will always be different now, but they can still be fun, happy family times. I would have never believed that was possible 15 months ago."

Lucy



“WAY has provided me with hope, inspiration, understanding, support, an active social life, friendship and a sense of community and belonging at a time when I would otherwise have had nothing.”



Network of Volunteers

WAY is run by a network of 70 volunteers – from our area contacts to our board of trustees. In 2016, we only had one paid member of staff at any one time.

WAY's area contacts are integral to the way our charity runs – we are incredibly grateful to our volunteers, who give up their time to reach out to new members in their area and to organise local events.

We are looking to strengthen 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.

We are also continuing to ensure that our Derby office is provided with the resources needed to offer the right level of support to the charity and our growing membership.

We are also looking at ways to improve the service provided for members on joining, making sure that all new members get a welcome from their area contact as soon as possible after joining.



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, who sadly passed away. Volunteers are nominated anonymously by other members and the winner is then announced at our AGM in March.

We were delighted to announce that Rebecca Farwell was the winner of the 2016 Mandy Burrows Award, for her outstanding contribution to WAY.

Rebecca (pictured receiving her award) was recognised both for her tireless work as Area Contact for Norfolk and for her work setting up WAY WOCS, which stands for WAY Members Without Children and is a group for WAY members who do not have children.

Since the group was set up in September 2013, the WAY WOCS group has grown from strength to strength under Rebecca's guidance and now has more than 450 members who get together on a regular basis at locations around the country (and sometimes in more exotic locations too).

“I was incredibly surprised and touched that I was nominated, and am amazed that I received it,” says Rebecca. “So I want to say a huge thank you to everyone, including everyone who nominated me. It's such a lovely feeling being appreciated.”

“I feel that it is also a huge tribute to the 25% or so of WAY's membership who don't have children and recognises us as being just as much a part of WAY as everyone else,” she says. “I have to say, though, that it's also a bittersweet feeling. My husband, Keith, would have been so pleased and proud. So there have been a few tears as well.”

WAY's Website

WAY's website continues to go from strength to strength and is a fantastic resource for members and non-members alike:

- In 2016, we saw a 27% increase in the number of users of our website
- We had 86,503 visitors to our site in 2016 compared to 71,337 visitors in 2015.
- During the same period we had more than 272,959 visits to our website – which is up 37% on last year.

The members' only part of WAY's website is being very well used:

- there were 9,268 new posts in our members' only Forum during 2016
- these posts covered more than 1,400 different topics ranging from inquests to DIY SOS to recipe suggestions..

This is a fantastic resource for members to offer one another advice and support 24 hours a day, 365 days a year.

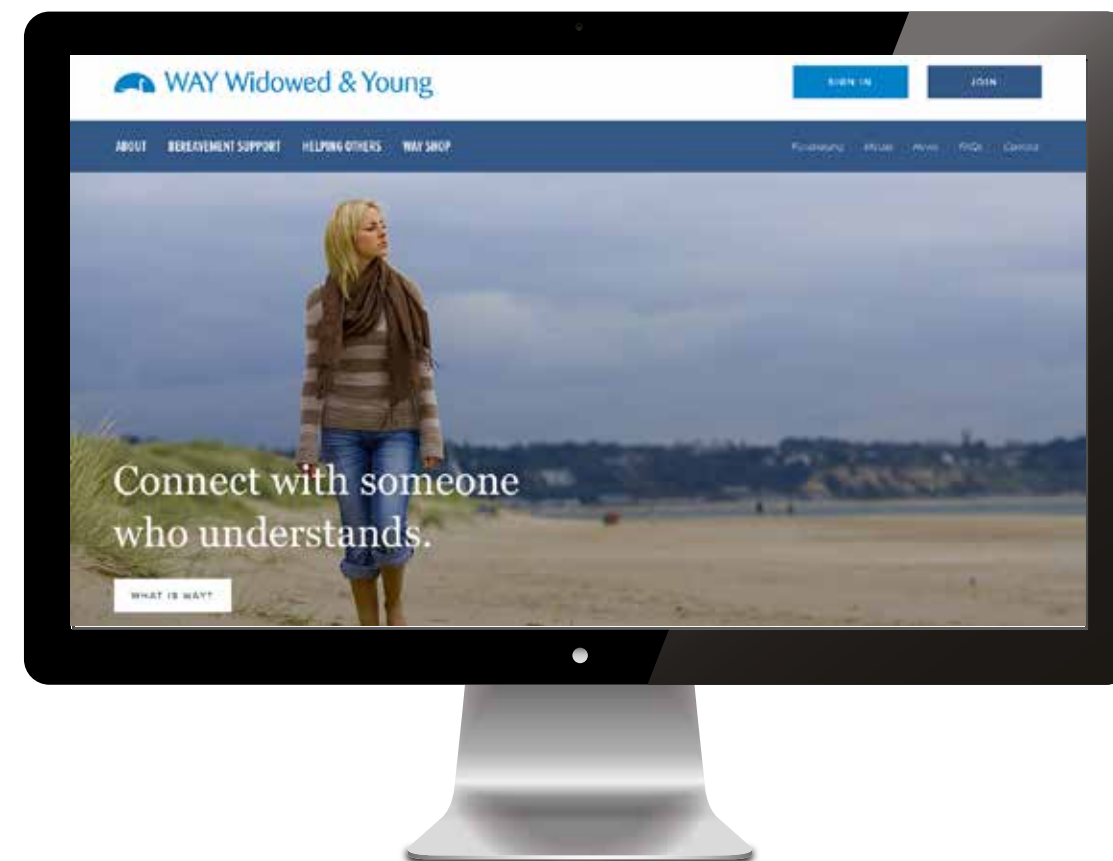
The new Events section of our website is also very popular, with members posting 679 events over the course of 2016. All members are welcome to organise an event and to invite other people (or groups of people) to attend.

The Events section also makes it easy for members to have an overview of events that are coming up either locally or nationally so that they can get involved in a range of activities, if they would like to.

Members can also now book onto and pay for some events through our website, making the administration of events much easier for our Operations Team. And WAY members can also now renew and manage their membership online, as well as updating their address and contact details. WAY members can also see who lives close to them geographically and can message each other directly, via the Members' Only Area, as well as chatting live with other members in the chatrooms. More than 17,960 messages have been sent using WAY's internal messaging system in 2016.

All of WAY's policies and procedures, as well as past Annual Reports and newsletters, are available in the How WAY Works section of the Members' Only Area, which includes a wealth of information for members about how the charity is run.

WAY's trustees are aware that there can always be improvements to the website and we will continue to develop the members only area in a continual process of improvement. We are also planning to refresh our public website in 2017.



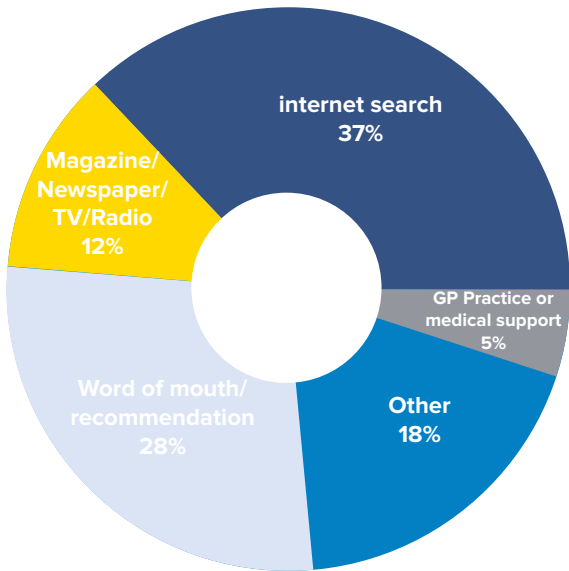
Getting the word out about WAY

As well as encouraging members to build their own support networks interactively through WAY’s website and meet ups, WAY provides advice and support through:

- Our quarterly **WAY Forward** magazine, which gives members an opportunity to share their stories and experiences with others (this was rated one of the most popular elements of WAY’s membership in the Annual Survey – with 75% of members rating it good, very good or excellent)
- Our **monthly newsletter**, which provides a round up of what’s going on with WAY, including all the latest events
- WAY also has a **closed Facebook group** for members only, which is run by volunteers. Currently this is running alongside the WAY website as an informal platform for members to communicate with each other and we hope that the two offer a complementary service for our members.

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

More than 37% of our members found WAY through online searches, while just over 28% of our members heard about us through word of mouth recommendations – and 12% through media coverage (see pie chart).



Social Media

- **37% of our members found WAY through Internet searches**

WAY’s social media presence continues to grow and this is a cost effective way for us to reach out to potential members and to friends and supporters of the charity.

We have a public **Facebook** group that had 4,900 followers at the end of 2016 (up by more than 2,000 over the last two years). We have a mixture of members and non-members using this platform and have found it to be a very effective way of engaging people in WAY campaigns, including our calls to action around changes to bereavement support benefits (see over). Our most popular posts are reaching tens of thousands of people.

We also have an increasingly active **Twitter** presence, with more than 1,900 followers by the end of 2016 (up nearly 26% on 2015). We have focused our efforts on reaching out strategically to other bereavement agencies as well as journalists and other key influencers to make sure that our message is getting out to as many people as possible.

In 2016, we also launched an **Instagram** account that now has more than 200 followers and is helping us to reach out to a new and younger demographic.

We also now have more than 1,300 people signed up to receive our regular **Friends of WAY** enewsletter (up 30% on last year).

We are planning to look at making the most of other social media platforms in 2017, including **LinkedIn**.

Media Coverage

- **12% of our members found WAY through media coverage**

In 2016, we saw a steady growth in coverage for WAY in national newspapers and magazines, as well as on TV and radio, including Radio 4 Woman’s Hour and BBC Breakfast. This high-profile coverage is really helping to boost public awareness of WAY and has been instrumental in increasing our membership over the past two years.

WAY and our members were featured in 36 articles in some of the UK’s highest circulation national newspapers, magazines, local newspapers and websites – from *Good Housekeeping* to *The Guardian* and from *Fabulous* to the *Huffington Post*.

Our members were also interviewed on 8 radio shows in 2016, from Woman’s Hour to Radio 5 Live, as well as appearing on 5 TV shows including BBC Breakfast and the Victoria Derbyshire show on BBC2.

Here are some of the highlights of our media coverage in 2016:

In January, WAY’s Chairman **Georgia Elms** was given a coveted spot on the BBC Breakfast sofa to talk about bereavement benefits for cohabiting couples.

Milton Keynes member **Claire Harris** was interviewed on national BBC news, BBC Radio 5 live and the *Mail Online* in January about the same issue.

In February, two of our members were featured in *Essentials* magazine, while another member was invited to write an article on finding love after widowhood for the *Huffington Post*.

Two of our members – **Simone Heath** and **Jenny Grimson** – appeared in *Bella* magazine, talking about how they had become firm friends after meeting through WAY.

WAY member **Joana Niemeyer’s** story was featured in *The Guardian* and on Mumsnet in March – highlighting the problems that bereaved mothers face registering their baby’s birth if they weren’t married to their child’s father.

Several of our Herts & Bucks members featured on BBC Breakfast on BBC1 in May talking about the benefits of walking through grief. And in June, our marathon runner **Nicola Tait** was interviewed on BBC Radio 4 Woman’s Hour.

The tragic death of MP Jo Cox in June led to a flurry of press coverage for WAY, with interviews featuring WAY member **Paul Verrico** in the *Yorkshire Post* and **Lucy Silvaman** contributing to a feature about explaining death to young children on Victoria Derbyshire’s BBC2 show.

We also had two WAY members appearing in *Fabulous* magazine in June and WAY member **Paula Brown** featured in the August issue of *Good Housekeeping*.

WAY gained a new champion in 2016 in *The Guardian’s* **Widower of the Parish** column written under the pseudonym “Adam Golightly” – Adam is a WAY member and has mentioned the benefits of joining WAY several times in his weekly column.

One of our members was the cover star of *Women’s Running* magazine in September, talking about running through grief.

While Warwickshire WAY member **Beth Phillips** wrote a fantastic blog about Children’s Grief Awareness week in the *Huffington Post* in November.

And **Sarah Punchard** talked to the *Standard Issue* online magazine about how WAY has helped her through some of the darkest times.

Last but not least, December saw our members featured in Christmas-related articles in *Fabulous* magazine, *Take a Break* and the *Huffington Post*, as well as in radio interviews on Radio 4 and BBC 5 Live.

You can keep up to date with all the latest media coverage on our website at www.widowedandyoung.org.uk or on WAY’s public Facebook page at WAY Widowed and Young.

Marketing Campaign

In 2016, WAY decided to launch our biggest ever marketing campaign to raise awareness of WAY among professionals who work with people who have been widowed at a young age. In November, we sent out 10 leaflets each to more than 13,000 funeral directors, GPs and hospitals across the UK.

We followed this mailing up with an advert in *Funeral Director Monthly* in November, December and January, as well as a full-page feature article that explained how WAY worked and the benefits for members.



We are planning to raise WAY’s profile with further social media activity targeted specifically at funeral directors and health professionals in 2017.

Campaigning for Change

WAY has been continuing to campaign as part of the **Childhood Bereavement Network** alongside other organisations such as Cruse, Winston’s Wish and Gingerbread to raise concerns about proposed changes to bereavement support payments. These changes will potentially leave 75% of bereaved parents worse off after April 2017.

In January 2016, WAY’s Chairman Georgia Elms appeared on BBC Breakfast to talk about why we believe unmarried parents should be entitled to bereavement benefits. This led to a flurry of media interest in the story, which was picked up by BBC journalist Simon Gompertz.

Early in February, the BBC also reported that there had been a landmark ruling on this issue in the High Court of Northern Ireland, which potentially had far-reaching implications for bereaved parents across the UK who weren’t married at the time of their partner’s death. However, this ruling was unfortunately overturned later in the year.

WAY continues to campaign about the issue of co-habiting parents and about cuts to **Widowed Parent’s Allowance**. In early 2017, at the time of going to press, our members were once again speaking out on these issues in the media and writing to their MPs – with nearly 600 letters going out to 300 MPs in February 2017. Our voices are being heard at the highest levels at last, and the changes are due to be debated in parliament rather than being swept in without scrutiny.

Increasing membership and improving retention

At the end of 2016, WAY had a total of 2,302 members, which is a significant increase on last year's figure of 1,857 (although it falls short of our stretching target to recruit 5,000 new members by the end of 2016).

We saw a steady increase in new members joining WAY in 2016, with 1,300 new members joining the charity during the course of the year (compared to 1,100 new joiners last year and 849 in 2014).

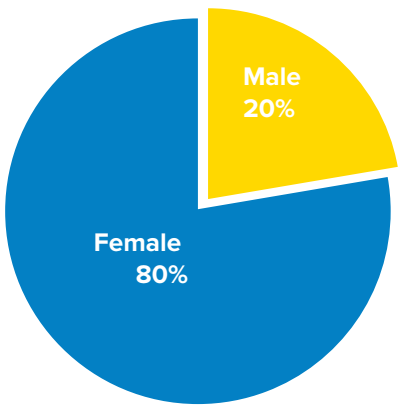
We have invested significant effort and energies into increasing WAY's presence through media coverage and also through social media outreach, which has paid dividends during the year in terms of attracting new members. It is also much easier for members to join WAY now, thanks to the new joining facility through our website.

However, we had a total of 855 members lapsing during 2016, which obviously falls far short of our overall retention target of 75% and continues to be an area of concern. Going forward, we hope to address members' feedback raised through the Annual Survey. We hope that an automated membership renewal system using direct debits will also help with membership retention in future.

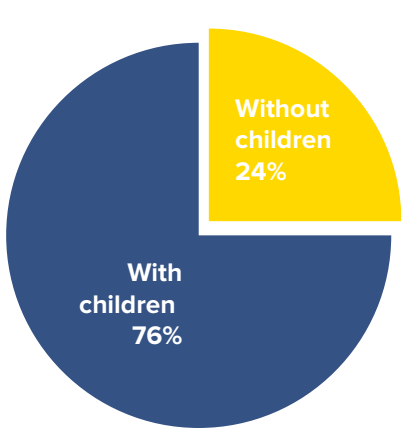
Retaining existing members and recruiting new members continues to be a high priority for WAY under our 2017-2020 Strategic Plan (see p27).

The breakdown of WAY's membership is as follows:

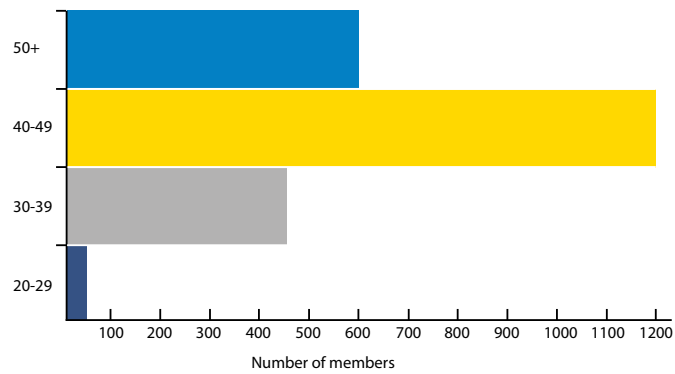
Gender split:



With/without children:



Age of WAY members:



Raising funds for WAY

WAY receives no government funding and depends on membership fees (of £25 per year, per member) and fundraising efforts to keep the charity going.

We were delighted to receive funding from two corporate sponsors in 2016:

- Members of staff from **Direct Life** devised some creative ways to raise funds for WAY, including running a half marathon and eating strawberries!
- While **Coventry Building Society** sponsored our merchandise for the Big Picnic Weekend in May.

In 2016, we also received £2,000 from the **JK Foundation**, £1,000 from **Yeo Valley** and £1,347 from **Edinburgh RFC**.

Our lovely members also raised more than £21,715 for us over the course of 2016 in a whole host of creative way. This has helped us to introduce new benefits for our members, including the new telephone helpline.

Some of WAY's fundraising highlights in 2016 included:

- Surrey WAY member **Nicola Tait** raised more than £4,400 for WAY by running in the London Marathon in April.
- A team of WAY Members Without Children raised nearly £4,500 by taking part in the **Dragon Boat race** on the Thames in July.
- Ella Cunnison**, the 16-year-old daughter of one of our members, raised more than £1,100 for WAY by shaving all her hair off.
- Elanor McBay** raised more than £1,200 for WAY in her bid to swim across the English Channel (which was sadly postponed due to poor weather)
- Emelita Chaston** scaled Snowdon in the summer and raised more than £400
- Kate Woodland** ran in the Bristol half marathon and raised more than £700
- Aimee Claire** raised more than £400 in her Dryathlon for WAY
- Kelly Smith** raised more than £900 by trekking the Inca Trail in Peru – funds that were split equally between WAY and Myeloma UK.
- Katie Poulson** and **Sarah Edson** raised £1,170 for WAY at an evening fundraiser in Ilkley in memory of Sarah's late husband.
- Paula Balk** raised more than £1,200 for WAY by cycling from Vietnam to Cambodia
- And Bristol-based supporter **Kath Bennett** and her husband raised more than £2,000 for WAY over Christmas

We were also pleased to receive £500 in royalties from the proceeds of the book *Just Carry on Breathing*, written by WAY member **Gary Marson**.

For a full list, please see p26.

And we are looking forward to receiving some funds in 2017 from our partnership with Sussex-based musician **Ben Westwood**, who is donating proceeds from the sale of his debut EP *Let in the Light* and album *Sing Like Your Life Depends on It* to WAY and the child bereavement charity Winston's Wish.

We are also delighted that one of our members **Graydon Widdicombe** is running in the London Marathon for WAY in April 2017, and WAY WOCs are putting together another team for WAY in the Dragon Boat races in 2017 too.

Our longer term plan is to establish a programme of fundraising, including applications for grants and new approaches such as crowdfunding. We are also planning to add a donate button to both our website and public Facebook page to encourage donations.



How you can help raise funds for WAY:

If you would like to help raise funds for WAY's work to support people who have been widowed at a young age, there are lots of ways you can help – even if you're not up to running a marathon!

Did you know you can buy hoodies and other goodies at our online WAY shop at www.shop.widowedandyoung.org.uk

Or you can raise money for WAY while you shop at your favourites stores by signing up via <http://www.giveasyoulive.com/join/way>

Find out how you can help to raise funds for WAY's vital work supporting people who have been widowed young at www.widowedandyoung.org.uk/fundraising. We have collecting tins and boxes, flags and banners as well as bang bang sticks that fundraisers can use. Please email fundraising@widowedandyoung.org.uk.



Income

2016 was another good year financially for WAY. The increasing membership provides us with a solid base on which to grow the charity. Income from new and renewing members was up 23% on the previous year.

Our membership have also been fundraising harder than ever. We have been trying to improve our support to fundraisers and now have stocks of t-shirts, running vests, flags, banners and collecting tins to give to supporters. The main contributors are highlighted on the previous page but overall income from fundraising has more than doubled on the previous year.

The Gift Aid claim made in 2016 was high as it included an element that related to 2015. It is expected this figure will return to an income of c£10,000 in 2017.

The 20th Anniversary AGM weekend is budgeted to break even, so all monies received during 2016 will be spent in 2017.

Income for Events includes payments made by those attending Kingswood, the Villa Pia holiday in April and the Derbyshire YHA weekend in June. All of these funds will be spent on the respective events in 2017. The WAY dinner dance, held in Reading in September, was well attended, although, in hindsight, was advertised too late. The subsequent reduction in ticket price meant that it cost money to hold the event. We will use this understanding when planning for events in 2017.

Expenditure

There were some new elements of expenditure in 2016, associated with implementing the 2020 strategy. They included governance training, the introduction of new member services, publicising WAY and the recruitment of a CEO.

The new Board of trustees, elected at the 2016 AGM, undertook some training in governance and effective working with the National Council for Voluntary Organisations (NCVO) in June 2016.

The introduction of the telephone helpline, whilst needing to be promoted more extensively, has been well received, and we are hoping to expand this service in the future. Administration costs are higher year on year due to the recruitment of the CEO.

In November, we delivered leaflets to over 13,000 GPs, hospitals, hospices and funeral directors at a cost of £10,000. We shall be evaluating the effectiveness of this campaign over the coming months and considering how we build on this to grow awareness of our charity.

Website development costs included the final payment for the initial development work carried out by BinaryFold4, plus modifications to new member emails and email notifications. The initial payment for the introduction of direct debits was also made in 2016, ahead of the anticipated launch in 2017.

Overall the surplus of £24,000 in the year was a good result, given the additional expenditure in the year, and following a surplus in 2015.

Accounts to the end of December 2016 (unaudited)		
INCOME & EXPENDITURE ACCOUNT		
	2016	2015
	£	£
Income		
Members subscriptions	33,158	27,505
Members renewals	28,010	22,110
Donations	13,944	15,615
Fundraising	21,716	10,923
Income - Other	3,406	3,648
Gift Aid	20,037	7,735
AGM 2017	13,210	0
AGM - Previous Years	11,124	22,198
Events	15,646	17,063
TOTAL INCOME	160,249	126,797
Expenditure	£	£
NCVO	(2,523)	(100)
Member Helpline	(4,005)	0
WAY Trademarking Costs	(760)	0
Administration	(31,306)	(22,770)
WAY Forward/E-News/New Member Booklets etc	(13,484)	(16,161)
Leaflet Drop	(9,944)	0
Media & PR	(7,894)	(5,201)
Big Picnic	(3,068)	(2,438)
Events	(21,462)	(11,400)
AGM 2017	(3,034)	0
AGM - Previous Years	(20,533)	(21,079)
Website Development	(11,378)	(300)
Fees	(3,375)	(2,654)
Other Costs	(2,953)	(6,139)
TOTAL EXPENDITURE	(135,718)	(88,242)
Net (deficit)/surplus for the year	24,531	38,555

Accounts to the end of December 2016 (Unaudited)
BALANCE SHEET

	2016	
	£	£
CURRENT ASSETS		
Bank Accounts	120,096	
Less Uncleared (Cheques)/Credits	(9,242)	
		110,854
TOTAL ASSETS		110,854
FINANCED BY:		
Accumulated Surplus Brought Forward		86,323
Net (Deficit)/Surplus for the Year		24,531
		110,854

ASSETS

At the end of 2016, the charity had a total of £111,000 in the bank. This money will be used to implement the next stages of the 2020 strategy in 2017 and beyond.

RESERVES

The charity has typically tried to maintain reserves of 12 months' worth of ongoing costs, comprising items such as staff costs, administration costs such as the office and the ongoing maintenance of the website. The assets held at the end of 2016 more than covered this requirement.

The trustees are considering changing the reserves policy in future years, to keep within three to six months' worth of ongoing costs, which is more in line with other organisations. This would still ensure the obligations of the charity to staff and suppliers were met, but would release funding for investment in improved membership services.

ACCOUNTING POLICY

The Trustees are considering changing the accounting policy of the charity. Currently we report on an income and expenditure basis, where all monies are recorded in the year in which they were received or paid. This can be confusing where payments are received in one year, but then paid out in the next, as is the case with the AGM and Kingswood in particular. The year end position is then inflated by the amounts paid for the events.

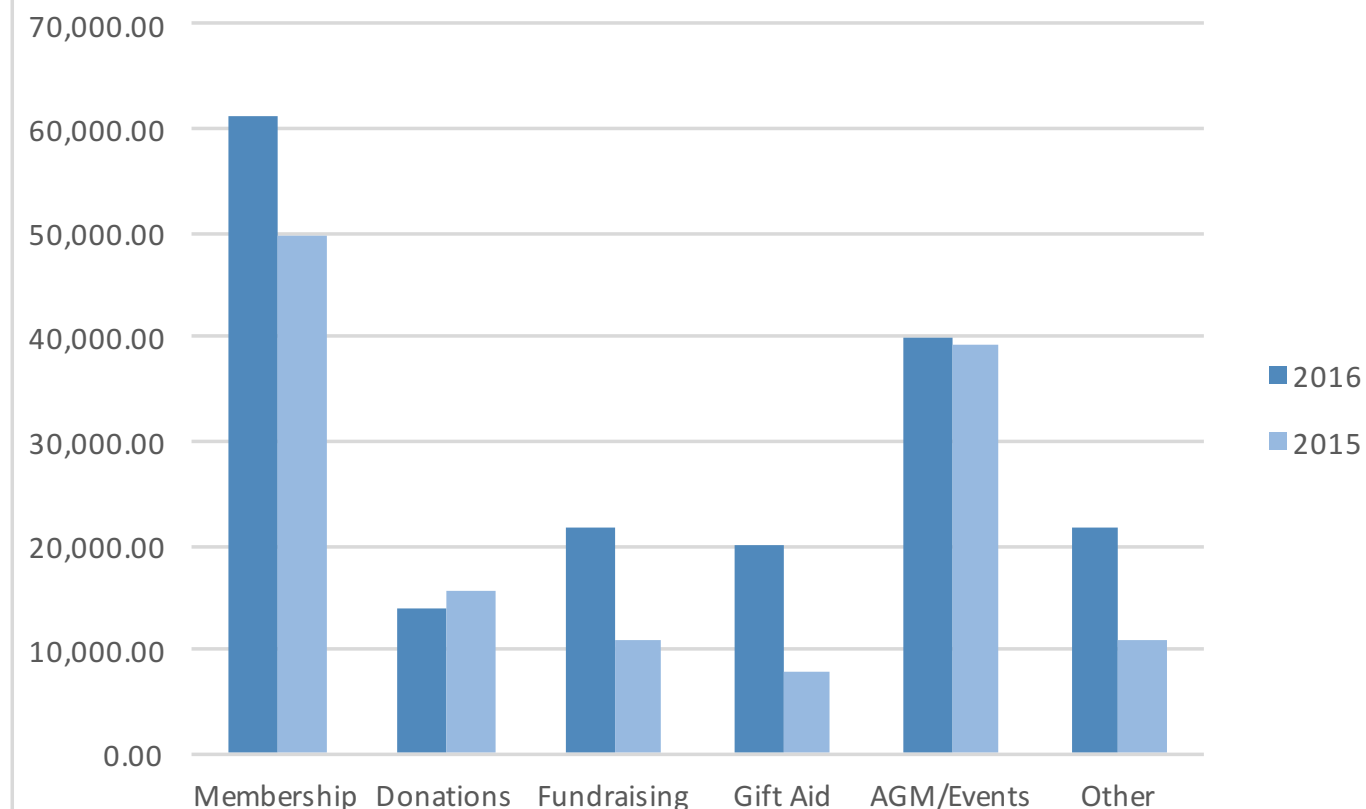
If we move to an accruals basis, then provision will be made to take account of future liabilities. This will remove monies that will be paid out in future from the statement of income, hence giving a clearer picture of the underlying finances of the Charity.

The Trustees will inform the membership should this change be agreed.

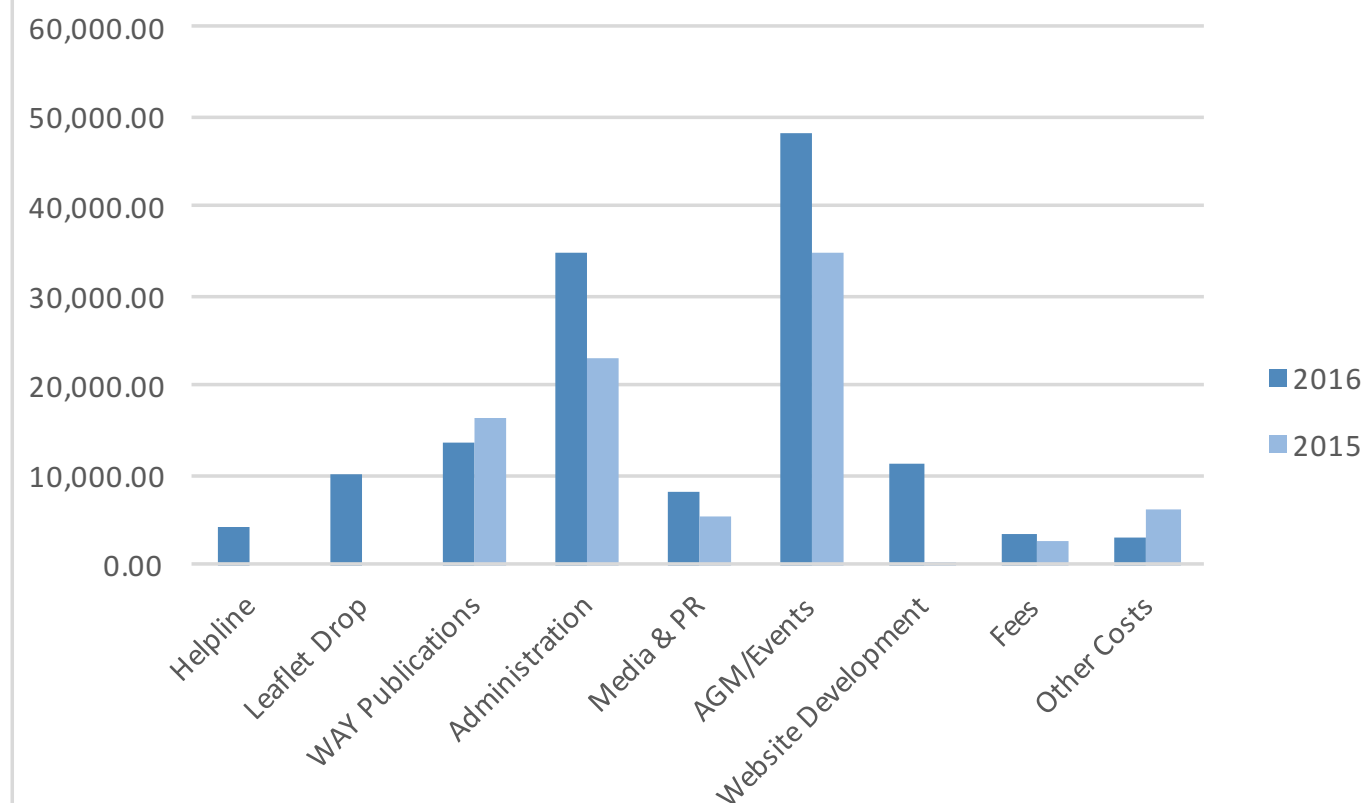
2015

The accounts for 2015, presented in the Annual Report for 2015 and used as a comparison with 2016 in this document, were approved by independent examination and submitted to the Charity Commission.

Income - Year on Year Comparison



Expenditure - Year on Year Comparison



With enormous thanks to all WAY's fundraisers and donors in 2016, including:

- Paula Balk

Paul Barnes

Anna Bethley

Emelita Chaston

Aimee Claire

Coventry Building Society

Ella Cunnison

Karen Dawson

Direct Life

Elisabeth Donachie

Draycott Horticultural Society

Andrew Durham

Edinburgh RFC

Sarah Edson

Evolution

Freemasons

Claire Gwynne

Lee Haslem

Inner Wheel Club of Ampthill and District

JK Foundation

Emma Marsden

Gary Marson (book proceeds)

Elanor McBay
- Annabel Mosely

Parish Church of St Oswald, King & Martyr, Oswestry

Sarah Park & friends, who did the Feet of Fleet Street Nightwalk

Rhianna Parsons

Katie Poulson

Rose Rowson

Bethan Scurrah and friends

Ruth Sherliker

Kelly Smith

Nicola Tait

United WAY Liverpool

Andrew Ware

WayWoks Dragon Boat Race

Ben Westwood

Graydon Widdicombe

James Wilkinson

Kate Woodland

Pherenice Worsey-Buck

Jane Worthington

Yeo Valley



Strategic Goals

- 

To increase membership and improve retention

.....
- 

To deliver a range of excellent services to meet members' needs at every stage of their journey

.....
- 

To arrange regular and inclusive events

.....
- 

To create a robust infrastructure to support peer-to-peer relationships

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To harness the experiences of members to raise awareness and help other young bereaved men and women

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To provide effective and sustainable governance

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