



REQUEST FOR FUNDING FOR SPECIFIC PROJECT

FINANCIAL YEAR 2023 -2024

DATE: 11th September 2023

TO: KENILWORTH TOWN COUNCIL / FINANCE & GENERAL SERVICES COMMITTEE.

Please read the Project Support Grant Criteria before completing this form

NAME / GROUP & MAIN CONTACT	New Hope Counselling Kate Morrison – Manager
PROJECT TITLE	Extending counselling service for Kenilworth residents
TOTAL SUM REQUESTED	£3,500
COSTING OF PROJECT WITH FULL DETAILED BREAKDOWN	Please find breakdown of costs attached.
DETAILS OF OTHER SOURCES OF FUNDING APPLIED FOR AND NAMES OF PARTNER ORGANISATIONS IF PROJECT IS JOINT/ MULTI GROUPS AND DETAILS OF FUNDING SUPPORT REQUESTS MADE BY THEM	Throughout the year New Hope Counselling receives donations from fundraising activities and supporters of the charity eg London Marathon sponsorship, church and corporate donations. We also regularly apply for grants and other sources of funding which assist with the overall running of New Hope Counselling, including delivery of a service in Kenilworth
PLEASE CONFIRM THAT YOU HAVE ENCLOSED YOUR MOST RECENT AUDITED BALANCE SHEET OR EQUIVALENT.	Annual Accounts 2022/23 attached.
TIMESCALE / DATE OF EVENT	12 months from 1 st October 2023
NUMBER OF KENILWORTH RESIDENTS TO BENEFIT	43
OTHER INFORMATION IN SUPPORT OF THE APPLICATION	

In 2022, New Hope Counselling received a generous £2,500 grant from Kenilworth Town Council (KTC), greatly assisting our capacity to provide vital mental health support to CV8 residents. This support enabled 390 counselling sessions to be delivered through various mediums such as online, telephone, and face-to-face sessions, an 11% increase on the projected 350 sessions for last year stated in our funding application. This enabled 39 CV8 residents to be supported with face-to-face counselling sessions provided at Kenilworth Methodist Church. The increase in clients and sessions highlights the growing demand for our services in Kenilworth. Clients are referred by local charities, word of mouth and via NHS services, including GPs, IAPT and social prescribers, all of whom are grappling with heightened demand for mental health and counselling support. During the past year referrals from NHS agencies has increased to 63% with a figure of 70% reached in one quarter. The complexity of issues that clients present with, including trauma, has also increased.

In light of the increased demand for our service and the rising costs associated with running the charity, we seek further financial support from KTC. Our overhead costs have increased and alongside this, due to the cost-of-living crisis, we have seen a 33% decrease in client donations. Despite these challenges we are determined to meet the growing demand by expanding our team of volunteer counsellors thereby increasing our client hours. We estimate that during the next twelve months we will increase client sessions in Kenilworth by 10% to 430 sessions, thereby providing access to counselling for 43 CV8 residents.

New Hope Counselling relies on the dedication of volunteer counsellors, who are either fully qualified professionals or students on placement. The organisation has a strong reputation for providing high quality support to our counselling team. Over the summer we received interest from 22 students enquiring about a placement and ultimately interviewed 16, 15 of whom will be joining the team. However, there is a financial cost associated with providing appropriate and professional day-to-day support to our team of volunteer counsellors. Although our staff team is lean, we have staff salaries and oncosts, room hire, training, insurance and IT infrastructure, all of which are essential in ensuring the delivery of an effective and safe service. We have recently invested in a CRM platform designed specifically for mental health services which will ensure that going forward we deliver a more efficient service for our clients and counsellors and more effective data for monitoring purposes. New Hope is entirely reliant on client donations and grants, receiving no statutory funding from the public sector. The ethos of New Hope Counselling is for our service to be accessible to all in the community and clients are asked to donate what they can afford. This is obviously dependent upon an individual's personal circumstances and while some clients may be able to make a weekly donation of £20 or more, many will only be able to donate £5 per session or even less and not necessarily on a regular basis. If someone is unable to donate, they still receive counselling support from New Hope – no one is turned away. As previously highlighted, many clients are currently grappling with financial challenges stemming from the ongoing cost-of-living crisis, which is causing severe financial hardship and consequently impacting negatively on donations received by the charity.

During the 12 month period from 1st October 2023, our ambition is to continue expanding our reach by providing 10% more counselling sessions than last year and deliver 430 hours of counselling in Kenilworth. We estimate that the cost of delivering each counselling session is £40 (£5 more than in previous funding bids), therefore the annual cost of delivering the service in Kenilworth is £17,200.

The impact of our services on the mental health and well-being of those Kenilworth residents we support is immeasurable. One of our clients, who was previously in a deeply suicidal state, expressed their gratitude in a heartfelt letter. They wrote, *"I am very grateful for all the time and effort my counsellor put into helping and supporting me, particularly while feeling suicidal, helping release me from the pain and then realise what I am worth. I hope to build on and continue to make small steps towards improving my life and happiness and reestablishing those 'lost connections'."*

In addition, we've also received positive feedback from volunteer counsellors who find their experience at New Hope to be incredibly rewarding and supportive. One volunteer counsellor in the Kenilworth team shared, *"I feel very fortunate to have my placement at New Hope. From the very beginning, I have felt welcomed, treated as a colleague, and included in team-building days and socials."*

Having someone to listen to and share feelings with during these challenging times is of paramount importance to many individuals and with the continued support of Kenilworth Town Council, New Hope Counselling aspires to assist even more local residents. Therefore, our request for a grant of £3,500 if successful would enable us to extend our service to benefit 43 more CV8 residents which we believe is a positive investment in the health and wellbeing of residents by Kenilworth Town Council.

Data Protection Statement

The information which you give when completing your application form will be used in accordance with the Data Protection Act 1998 and for the following purposes: to enable the organisation to create an electronic and paper record of your application; to enable the application to be processed; to enable the organisation to compile statistics, or to assist other organisations to do so, provided that no statistical information that would identify you as an individual will be published. The information will be kept securely, and will be kept no longer than necessary.

PLEASE RETURN THE COMPLETED FORM AND ENCLOSURES TO

**THE TOWN CLERK
KENILWORTH TOWN COUNCIL**

VIA EMAIL TO kentc@kenilworth.org

On your covering email – please confirm the following

Name and contact email and daytime telephone number.

Bank details – name and address of payee, bank sort code and account number