



The
Counselling
Foundation

A Foundation for Personal Growth

**The Counselling
Foundation**

Est. 1974

**Looking Forward
2018-19**

Our Charitable Objectives



Core Strategic Aims 2018 – 2019 To Achieve And Support The Charitable Objectives

Promotion of focussed affordable counselling services and training to broaden the charity's reach within communities in the South

Increase Contract base and seek additional income sources to fund the ongoing delivery of our charitable objectives

Continue to offer innovative services through thought leadership and IT technology, both now and in to the future, promoting better mental health & wellbeing

Provision of new counselling or training services, which promotes better mental health wellbeing

Strengthen governance, compliance & training to maintain clinical & operational excellence and to enhance client experience

Our Services

Counselling Training

BACP accredited
Small class sizes
Variety of courses & levels

New Services

Corporate
Managerial & HR support
Workshops

Counselling

Affordable & accessible
Long term & short term
NHS counselling

Specialist Services

Bereavement - Trauma
Couples – Employees
Young person support

About Us

Leading provider of counselling and counselling **training in SE England;**
300 students

Turnover has doubled in 2 years

Above expected NHS recovery rates

40,000 counselling sessions delivered YE2018(e) with no serious clinical incidents recorded

Ability to adapt and apply **innovation** to respond to clients & clinical needs

200 professional, qualified staff and counsellors

More clients are attending our open-ended* counselling sessions

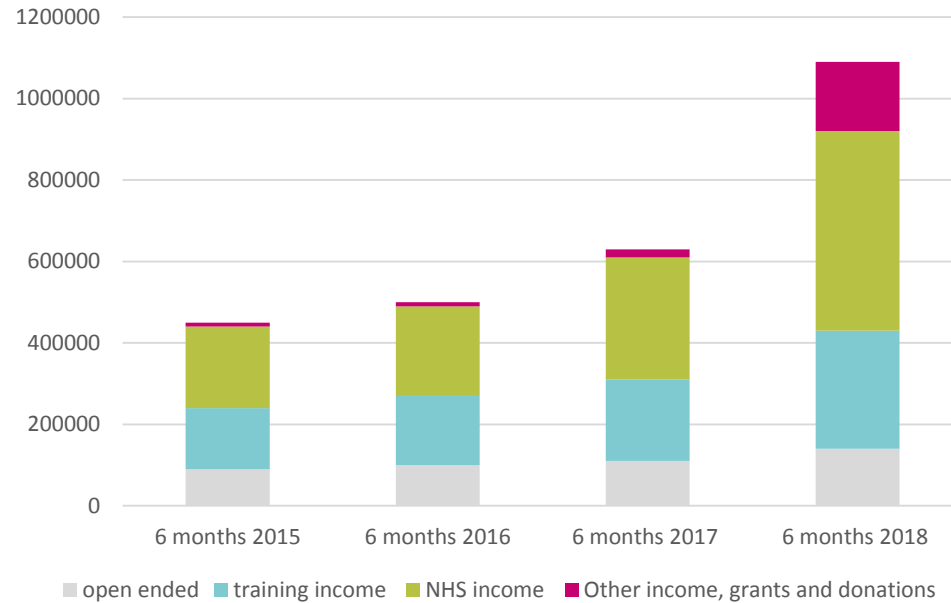
Five year reaccreditation for BACP training

Recognised for our clinical governance & professionalism. **Leading contract provider for the NHS**

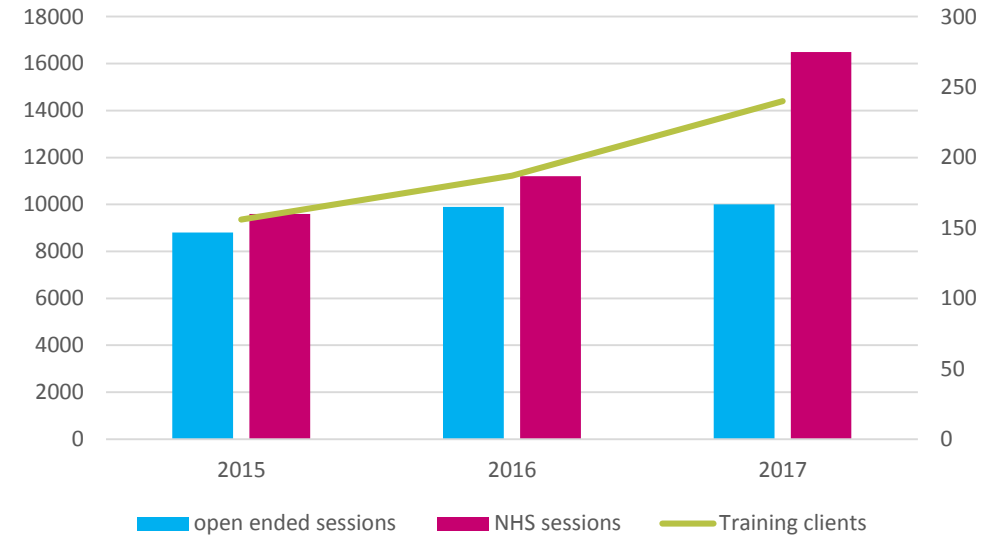
*Open-ended = long term, self referred counselling

Our Growth 2015 - 2018

Income growth at Foundation 2015 - 2018



The Foundation supports more clients and students



- **A business head yet a charity heart** – the Foundation has applied commercial thinking to embrace change and seize opportunities expanding the charity’s reach, therefore achieving growth in both outcomes and turnover
- The Foundation continues to provide an affordable service, in particular to those on low income
- A growing training school broadens the charity’s objective to reduce the stigma of mental health through training & psychodynamic education
- Strong reputation for clinical governance and relationship management has helped us become a leading counselling contract provider

Our 2017 Awards



Community Champion

Social Enterprise of the Year

Our Three Year Plan

Building a presence in London

- Expand our successful training services to South London
- Broaden The Counselling Foundation brand across London
- Specialist service e.g. bereavement
- Under represented groups, professionals, men
- Develop multiple income streams
- Additional income to help fund the successful NHS work

Broaden to harder reach groups

Grow a balanced income profile

Key milestones for 2018

- Student trainee representatives appointed
- Launched specialist bereavement service in Hertfordshire
- Develop brand positioning for London and Corporate market
- Explore corporate partnership
- Investment focus, business development, IT and infrastructure
- Launch training in South London
- Build skills in business development, finance and Trustees