

Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF) held at Mannerston Holdings on Saturday 23rd August 2014

Present:

John Lawrence	Chair
Susanne McMahon	Vice Chair
Rae Jenson	Marketing Director
Kay Strang	Trustee
Dr Fiona McLeod	Medical Advisor
Rachel Coleman	Fundraising Director
Jo Goss	Treasurer/Secretary

Apologies:

Thomas Munro	Education Director
Mandy Gahan	Conference Director
Marion Robb	Deputy Conference Director

The meeting commenced at 1.00pm.

Chairman's Opening Remarks

The Chair expressed his thanks to Kay Strang, who will be retiring from the Board of Trustees on 27th September 2014 at the AGM, for all her hard work both during her time as a Trustee and, prior to that, as a Member of the SHF Steering Group.

Item 1. Appointment of Trustees

- a. The Chair proposed the appointment of two new Trustees as follows:

Deputy Conference Director	Marion Robb
Fundraising Director	Rachel Coleman

Both appointments were agreed unanimously.

- b. The Chair proposed that Thomas Munro, formerly the Company Secretary, be co-opted as the Education Director. The re-appointment was agreed unanimously.
- c. The Chair proposed that the role of Company Secretary should be incorporated into the role of Treasurer/Secretary, a position currently held by Jo Goss, as there was already a considerable overlap between the two posts. The proposal was agreed unanimously.
- d. It was agreed that the title 'Communications & Marketing Director' should be renamed 'Marketing Director'. Rae Jenson remains in this post. (Item 3b refers).

Item 2. Minutes of Previous Meeting

The Minutes of the Meeting held on Saturday 3rd May 2014 were accepted as a true record.

Item 3. Ongoing Actions

a. Achieving Charitable Purposes.

The Secretary expressed her gratitude to all those members who had provided subsidised and/or pro bono therapy during our first year as a charity. The total hours provided were:

Subsidised therapy	283 hrs 30 mins
<u>Pro bono therapy</u>	<u>19 hrs</u>
Total	302 hrs 30 mins

Additionally members had given free talks to several groups or organisations including:

Falkirk District Association for Mental Health
Edinburgh Theosophical Society
Health Groups
The hypnotherapy community

This was an excellent achievement for such a small organisation.

b. Web Site Update.

The Marketing Director informed the Board that she had now handed over the maintenance of the SHF web site to Mr Jim Robertson of Highland Web Design. Mr Robertson, who is based in Moray, offers an excellent service at very reasonable terms. The Secretary will act as the liaison official, so any changes or additions should be forwarded to her in the first instance. However, should any changes to the design or layout of the site be proposed the Marketing Director is to be consulted prior to proceeding.

c. Fundraising.

The Treasurer reported that the SHF is now registered with BT MyDonate, a free service that allows people to make donations on line. A link to BT MyDonate has been added to the Donations page on the SHF web site.

The Fundraising Director recommended that we should also register with Easy Fundraising, another free service, a site through which may make purchases from many popular suppliers (e.g. Amazon, John Lewis), who then donate a percentage of their takings to the purchasers' nominated charity. The Treasurer agreed to investigate and report back to the Trustees.

Action: The Treasurer is to look into the benefits of Easy Fundraising and report back to the Trustees prior to registering with the organisation.

Item 4. Grant Funding

The Chair advised that the situation concerning grants for funds remained uncertain, and was dependent on the outcome of the referendum. Should the vote be in favour of the Better Together campaign the 3rd Sector would find itself heavily involved in assessing the impact of the proposed cuts in welfare expenditure. However, if the vote is 'Yes', then the Scottish Parliament has

promised that more funding will be available to address welfare inequalities. In this instance the 3rd Sector would have a very different, but equally important role to play.

Should the cuts in welfare expenditure be implemented, this would mean that the SHF would have an even greater role to play through the provision of free or subsidised hypnotherapy, and we would therefore need to investigate the best ways of obtaining grant funding. One particularly useful method would be to use Matching Funding. Matching funds are funds that are set to be paid in equal amount to funds available from other sources, so any funds we raise for a specific project would be matched by the grant provider.

In order to succeed in attracting grant funding we need to promote the SHF vigorously, especially through contacting other charitable organisations to inform them of the services we offer and to form links with them.

The Vice Chair stressed that all grant applications submitted to the Government or the NHS **must** include detailed evidence-based material in order to have any hope of success. These could be in the form of case studies or research projects. The Fundraising Director advised that past evidence-based material from reputable sources would also be acceptable. She further advised that there were numerous organisations outwith the Government and the NHS who offered grants.

It is important that we decide on a framework for applications. This should include:

- How do people find out about our services
- Who can apply for assisted therapy
- What level of income qualifies for discounts/free therapy
- What level of support is needed
- How do we process applications
- What are the outcomes (e.g. what difference had the therapy made to the client's life)

It would also be necessary to provide some sort of focus, e.g. depression, anxiety, smoking, weight etc.

A further requirement would be to design a feedback form in order to gain evidence that hypnotherapy is socially worthwhile, providing a better quality of life for clients. There are a number of organisations such as Survey Monkey that offer free analysis of data.

The Fundraising Director agreed to look into the various requirements in further detail, for discussion at the next Trustee Meeting.

The Fundraising Director advised that we could also apply for grants to cover our running expenses (e.g. travel, printing, promotional items etc.). She requested that all Trustees provide her with an estimate of their expenses for the coming year.

Additionally we would need a separate budget for conference expenditure. This would include: room hire, catering, speakers' fees and any other related expenditure. The Conference Team were requested to provide an estimate to the Fundraising Director as soon as possible.

It was agreed that our first Conference should be held in 2015 to coincide with the AGM.

It was suggested that one way of improving our profile would be to set up a Facebook page, to which all Trustees and Members would have access. The Marketing Director offered to set this up, and would forward the user name and password to all Trustees and Members.

Actions:

1. The Fundraising Director would look into the various requirements for obtaining grants and would report back at the next Trustee Meeting.
2. All Trustees are to provide an estimate of their annual expenditure for SHF business as soon as possible.
3. The Conference Team are requested to provide an estimated budget for next year's Conference as soon as possible.
4. The Marketing Director would set up a Facebook page for the SHF and forward the details to all Trustees and Members.

Item 5. Treasurer's Report

A copy of the Treasurer's report for the period 1st April-30th June 2014 is attached at Annex A.

Item 6. OSCR – Annual Report

The Treasurer reported that the Independent Examiner had approved our Annual Accounts, which are incorporated in the SHF Annual Report to OSCR. The Annual Report was approved by the Trustees and duly signed off by the Chair and Treasurer. The Treasurer would now submit the forms to OSCR.

Action: The Treasurer is to submit the Annual Report to OSCR.

Item 7. AGM

The Secretary submitted the draft agenda and proxy form to the Trustees. It was agreed that further information regarding the presentation by Mr John Judge should be included. The Secretary would contact Mr Judge and request further information. (*Secretary's note: this has been actioned and the information has been received as requested*)

It was agreed that the Presentation by John Judge would qualify for 2 hours of CPD. The Marketing Director agreed to design CPD certificates.

Action: The Marketing Director would design CPD certificates for the presentation.

Item 8. Any Other Business

a. Hypnotherapy in Schools.

There are very few courses available for hypnotherapists wishing to work with children. However, the Marketing Director had been approached by Caroline Dyson, a specialist in Birmingham, who has a contract to provide hypnotherapy in schools and is looking to establish bases throughout Britain. Ms. Dyson has offered to run a training course in Scotland.

The Trustees agreed that it is essential that any hypnotherapist going into schools must be fully accredited and must also have specialist training for working with children. Therefore there needs to be a formal process and a cross-the-board package.

It was agreed that, subject to certain conditions, the SHF would be happy to host such a course, which would be open only to fully trained and accredited hypnotherapists. It was further agreed that it would be desirable to have the course geared to working with children in general, rather than solely for those in schools.

It would be necessary to involve local councils if putting hypnotherapists into schools. Our Education Director should be able to advise on this as he is already involved in this area. The Marketing Director agreed to contact him to ask his advice on how viable this would be and to involve him in the process. Should it prove viable we would invite Ms. Dyson to Scotland to run her course. The Marketing Director agreed to contact Ms. Dyson to advise her of our position.

It was noted that putting hypnotherapists into schools would make an interesting research project, and would not only assist us in meeting our charitable purpose of advancing physical, mental and emotional health (sub-clause 4.2 of the Constitution) but also that of the advancement of education, training and research (sub-clause 4.3).

Actions:

1. The Marketing Director would contact the Education Director with details of the proposal and to involve him in the process.
2. The Marketing Director would contact Ms. Dyson to advise her that we were looking into the viability of the proposal and would contact her again as soon as possible.

b. OSCR Questionnaire.

OSCR is reviewing its annual reporting procedure, and has invited all charities to complete a questionnaire to assess the general opinion. The Secretary would complete the questionnaire in behalf of the SHF, but requested any comments from the Trustees before submitting the return to OSCR.

Item 9. Date of Next Meeting.

The date of the next Meeting would be agreed following the AGM.

The Meeting closed at 3.30pm.

I certify that this is a true record of the Meeting

Signature:
Chair, SHF

Date:

THE SCOTTISH HYPNOTHERAPY FOUNDATION

Financial Report for the Period 1 April – 30 June 2014

<u>Opening Balance</u> <u>Fund</u>	<u>General Fund</u>	<u>Restricted</u>
1736-95	1636-95	100-00
 <u>Income</u>		
Membership Fees	210-00	Nil
Donations	364-00	Nil
Gift Aid	88-75	Nil
Untaxed Interest	0-14	Nil
<u>Total Income</u>	662-89	Nil
 <u>Expenditure</u>		
Promotional Items	96-00	Nil
Room Hire	72-00	Nil
Printing	65-00	Nil
Catering	152-81	
<u>Total Expenditure</u>	385-81	Nil
 <u>Closing Balance</u> <u>Fund</u>		
2014-03	1914-03	100-00

J P Goss

Jo Goss – Treasurer
1st July 2014