



It's All About You Wellbeing CIC

Counselling and wellbeing for LGBTQ+ communities,
allies & professionals in Southwest England

Directory Information, Application process & Terms and Conditions

January 2023

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Community Interest Company (CIC)

Registration number: 13326986

Registered office:

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1. Information

About IAAY

It's All About You was established in 2008 by Max Cohen to enable people in Southwest England to find LGBTQ+ affirmative counsellors and other wellbeing practitioners. Since that time, we evolved and proudly announced that we became a Community Interest Company (CIC) on 9th April 2021 called It's All About You Wellbeing CIC (IAAY). This means that we strengthened our commitment to providing support and resources to our beneficiaries in ways that are meaningful to them.

We have three Directors (Max Cohen, Katherine Cox and JC Phillips), alongside a fantastic group of enthusiastic Members who are all passionate about the social benefit that IAAY can make.

IAAY beneficiaries

We're here to support anyone who identifies as being diverse in, or is questioning, their gender identity, sexual orientation or relationship (GSRD), including

- Family and friends of LGBTQ+ people
- Professionals who identify as LGBTQ+ or who have an LGBTQ+ family member
- Individual therapy and wellbeing professionals who want to improve their awareness and support to LGBTQ+ clients
- Organisations who want to improve their practice by doing more than just ticking boxes when working with LGBTQ+ communities

What we do

We provide a directory of therapists and wellbeing professionals who have shown a commitment to working affirmatively with LGBTQ+ clients (and our other beneficiaries) so people can contact the right professional for them.

We provide events, courses and groups that are relevant and meaningful, for example:

- Wellbeing courses for trans+ adults (18+)
- Monthly peer support for LGBTQ+ counsellors, wellbeing professionals and trainee counselling students
- Legal webinars
- LGBTQ+ awareness for HR professionals and employers
- Continuing Professional Development (CPD) for therapists and wellbeing professionals

Vision

Creating a world where LGBTQ+ people live authentically and feel united with compassionate allies and affirming professionals.

Mission Statement

Safe, compassionate and meaningful resources for LGBTQ+ communities and allies in Southwest England that affirm, empower and unite.

- CONNECTION - connecting with ourselves and others
- COUNSELLING - understanding ourselves and others
- RESOURCES – up-to-date information, education and training
- WELLBEING - working well, being well and living well

Values

- Affirming (joyfulness and positivity)
- Community (reducing social isolation)
- Compassion (self-compassion and compassionate allyship)
- Creative (flexibility and outside of the box)
- Empowering (therapy, wellbeing, psychoeducation and training)
- Integrity (respect, fairness, influence, openness, authenticity and transparency)
- Meaningful (more than ticking boxes)
- Resourcing (evidence-based and up to date)
- Safe (safeness in the spaces we hold but also mental/emotional/physical safety)
- Unity (uniting diversity)

Ethos

- Working in the best interest of the client with an approach which prizes a person's identity as core to a person's being.
- A commitment to opposing conversion therapy for all members of LGBTQ+ communities - not seeking to 'change' or 'cure' or 'convert' a person's identity.
- Working to challenge homophobia, biphobia, transphobia, gender stereotyping and inequality of all types that are intersectional to a person's gender, sexual and relationship diversity, for example, faith, race, ethnicity, religion, colour, disability, relationship status and age.

IAAY Members

Directory Members automatically become IAAY Members. The Members Group is made up of Directory professionals, Members who oversee the CIC, volunteers and freelance workers. All are welcome to go Members meetings, help on a stall at Pride events, access training and other events, all of which work to IAAY good practice, ethos, vision mission statements and values.

2. Information about the Directory

The Directory is more than a listing, it involves a commitment to be allies and contribute to the LGBTQ+ communities in the Southwest who are our beneficiaries - LGBTQ+ communities, including family members, partners, friends, carers, other professionals and anyone else who would like to access the services listed.

It provides an opportunity for therapists and wellbeing practitioners to showcase their profiles in order to provide affirming quality services.

The Directory was created so that:

- Clients can easily find safe and inclusive therapists and wellbeing practitioners
- Clients can rest assured they do not need to spend therapeutic time on educating their professional about their gender, sexuality, or other LGBTQ+ issues
- Clients and professionals can draw on a trusted network, so that everyone finds the right kind of help for their changing needs
- Practitioners can choose whether to disclose their own sexual orientation, relationship status and/or gender identity in a professional context

By signing up to be on the Directory all professionals are committing to:

- be adequately trained in the service they are providing
- are members of a Professional body (where there is one for their practice) and adhere to their Professional body regarding policies and best practice
- comply with GDPR, Equality Act, confidentiality and safeguarding children and vulnerable adults
- comply with IAAY policies (diversity and inclusion, social media policy, complaints procedure, code of conduct) found in the current [Members' Handbook 2023](#)
- become Members of IAAY alongside other Members who volunteer or work on a freelance basis and oversee the CIC
- work in ways that are intersectional, reflecting culture, race, ethnicity, neurodiversity, disability, faith, spirituality and the spectrum covering the diversity of gender, relationships and sexual orientation
- contribute something each quarter (every three months) to the IAAY network, for example, attend a network meeting, write a blog for the website, share social media relating to IAAY events, attend the CIC Members' meetings, host or co-facilitate an event, provide consultation on a particular issue or area of good practice, offer administration assistance, introduce other professionals to the network or other support

IAAY reserve the right to end a Member's involvement, edit their profile or take their profile down if it is not working towards the aims of IAAY (i.e., if it conflicts or does not align with IAAYW CIC policies and procedures, e.g., conversion therapy, client best interest or volunteer processes.

3. Benefits of being a part of the Directory and Members Group

Comments from the Network Members' survey March 2021

- "It's great to connect with like-minded people who share the mindset of wanting to increase wellbeing for LGBTQ+ people.
- I benefit from knowing about people who I might be able to refer clients on to if they are looking for support outside my remit.
- It's also great to see people coming through the IAAYW directory to my own website and increasing bookings from there.
- Peer support - learning from others, being supported by others, being inspired by what others are doing
- Helps raise my profile among LGBTQ+ community
- Referrals for individual and couples counselling
- I feel supported by others in the group. I feel my achievements are celebrated by other group members.
- I find out about training and other issues affecting the LGBTQ+ communities.
- It's great to network with other therapists.
- CPD training experience from others referrals
- Feeling part of a supportive and compassionate group, up to date knowledge about LGBTQ+ law and news as well as it benefits my practice (my work with LGBTQ+ clients) and helps me to be more aware of LGBTQ+ issues.
- Meeting allies in the wellbeing space and learning more about what they do
- Potential clients as a family lawyer would be a benefit
- I have benefitted from being on the directory by gaining new clients who are specifically looking for a counsellor who is compassionate, informed and confident at working with LGBTQ clients. I sense that certain clients know that they won't encounter prejudice in the counselling room if they've chosen a counsellor from the Directory, which means they can be more fully themselves.
- For me as a counsellor, gaining access to a greater diversity of clients brings greater depth and interest to my work, and it's important for me that I demonstrate in this way my openness and acceptance".

4. Directory Application Form

The following is a list of the information needed to apply to become a Directory Member

Go to the [Join The Directory page](#) to complete the form.

Please let us know if there are any details you do not wish to be public (qualifications are for office use only)

- Name
- Pronouns
- Job Title
- Qualifications
- Category: Counsellors & Therapists, Complementary Therapy, Other Services
- Phone number
- Email address
- Website Address
- Locations e.g. Exeter, North Devon, Cornwall
- How can you see clients? Face to face Online Phone
- Profile picture
- Proof of qualifications
- Your commitment to IAAY? By signing up to be on the Directory, you'll be committing to doing something for IAAY each quarter (every three months)
- Introduce yourself – this will go in your summary box
- Say more about what you do – this will go into your 'Read More' section
- I give consent for my details to be kept for the purposes of being a part of IAAY Directory complying with GDPR and IAAY Policies
- I agree to the site terms and conditions

5. Application Process

We aim to make the application process as easy and seamless as possible.

Please do not hesitate to get in touch if you have queries or need support to complete any part of the process.

1. Read through IAAYW CIC (IAAY) Directory Information, Application process and Terms and Conditions terms on the [Join the Directory page](#) of the website.
2. Complete the Directory Application Form on the Join the Directory page of the website. By submitting their applications professionals are giving consent for IAAY to store their details to comply with GDPR and IAAY privacy policies.
3. Once the application has been submitted it will be processed by one of the IAAY Directors (Max Cohen, Katherine Cox or JC Phillips). The processing stage refers to considering whether the submitted form and documents show the professional is aligned to the IAAY good practice, ethos, vision, mission statement and values and is suitable for the Directory. Directors reserve the right to ask applicants for more information or to inform them that their applications have not been successful and give reasons why.
4. Applicants will be contacted as soon as possible to let them know of the Director's decision. Applicants can apply again at another time and have a right to appeal, if they feel they have not been treated fairly.
5. Successful applicants are required to pay an annual fee to IAAY of £35 for individuals or £70 for organisations.
 - Bank: Cashplus Bank
 - Account Name: It's All About You Wellbeing CIC
 - Account Number: 0858 8533
 - Sort Code: 08-71-99
6. Once payment has been received a Director will carry out an induction and registration to go through the Members pack and the signing of the IAAY Directory Terms and Conditions. Please do not do this until you have been to the induction and registration process. This may be carried out in a small group setting.
7. Directory Members' profiles will be added to the website and they will be asked to confirm that they are correct or if any amendments are needed.

The year date starts once the profiles are confirmed. Updates need to be communicated to IAAY as soon as possible and changes can be made at any point, by emailing admin@itsallaboutyouwellbeing.com
8. Directory Members will receive an invitation to renew their Directory profile one month before its annual expiry date.

6. IAAY Directory Member Terms and Conditions

This is an agreement between **It’s All About You Wellbeing CIC** (‘IAAY’) and (Name)

IAAW agrees to

- Promote the IAAYW Directory and the services listed therein via the IAAYW website, social media, local and national events and professional networks.
- Inform you of changes to the delivery of our services that could have a material impact upon you or your service.
- Add you to the mailout list to receive a newsletter to keep you updated with information regarding the organisation.

Please indicate here if you would you like to be taken off this mailout list Yes / No

Directory Member agrees to:

- Read the Members’ Handbook and Directory Membership and adhere to the policies and procedures within it.
- Inform IAAYW immediately if you become subject to a complaint, disciplinary or other action which brings the quality of your practice into question.
- To include links to the IAAYW website on your own website and professional social media platforms (you may opt out of this by notifying us by email).
- Notify IAAYW (by email) if you do not wish to appear in any photos taken at events to be used to publicise the services on social media or the website.
- Keep your quarterly commitment to IAAYW: please add details of your involvement below e.g., being an active part of the network meetings / article or blog writing / being an active part of CIC meetings / sharing posts on social media / facilitating events / providing consultations on specific issues / signposting / other support

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Please note: rights and responsibilities:

- There is no listing period shorter than 12 months available. No refunds will be offered if Directory Members choose to end their listing before the end of their paid period.
- Directory Members must Inform IAAY immediately if they become subject to a complaint, disciplinary or other action which brings the quality of their practice into question.
- IAAY reserve the right to end a Member’s involvement, edit their profile or take their profile down if it is not working towards the aims of IAAY (i.e., if it conflicts or does not align with IAAYW CIC policies and procedures, e.g., conversion therapy, client best interest or volunteer processes).
- IAAY reserves the right to suspend or discontinue Directory Members’ listings and/or Membership
 - a) without notice or refund should they fail to uphold the terms of their agreements
 - b) should IAAYW be unable to uphold its agreements

Signed.....

Name.....

Date.....

Directory Member

Signed

Name

Date

IAAY Director