

£1100 raised for the charity - Pathways Centre of Chesterfield for the Homeless

Lin Debenham qualified as a Hypnotherapist with the NCTH Ltd at our Sheffield venue. Earlier this year, Lin who works for the Mayor decided she wanted to do some fundraising for the Mayors charity before the end of her mayoralty which utilised hypnotherapy, and decided to offer a group smoking cessation programme.

Lin secured the use of a free venue and then utilised the PR department at the Town Hall for a press release. Lin sponsored the production of smoking cessation information packs and supporting CD's herself, didn't charge for her time but did charge a £20 fee per person for the group Hypnotherapy session and £6.99 for the supporting information pack and CD.

Lin ran 4 group smoking cessation programmes with a maximum of 15 participants per session, spread over 2 days, 2 groups each day. Feedback was excellent and success includes a barman who was smoking 60 cigarettes a day, a lady who was spending £80 a week on cigarettes – now a non-smoker, many others stopping completely and some who have cut back their usual intake. In total Lin raised £1100 which was made up from 46 participants fees, supporting information packs and CD's sold to participants and additional information packs and CD's sold to council employees.

Lin was interviewed by Radio Sheffield and featured on tea time Calendar News where 3 of her participants were also interviewed. Lin also featured in the Borough Bulletin - a staff publication at the Council.

Later in the year Lin also ran group relaxation sessions for Council staff as part of the Councils 'Health Week'. Lin says 'Since qualifying I believe I have built upon the skills acquired through NCTH Ltd and my confidence has grown in using those skills. As my reputation grows, hopefully so will my client base'. Lin has since reported that through her profile being raised with this work she has attracted several new clients.

We want to congratulate Lin on raising so much money for charity and for generating positive media publicity in herself and Hypnotherapy through an innovative and successful smoking cessation programme. The media are always interested in stories like this and an editorial of this kind is an excellent way to advertise a service. We wish her all the best with her work as a Hypnotherapist in the future.