

THE KEYS PROJECT (KEYS Community Detox)

Registered Charity Number 1154263



Annual Report 2021

Including Financial Statements for
financial year ended 31st August 2021



Unlocking Freedom from Addiction

Our Mission & Values

Our mission at KEYS is to equip churches and Christian organisations to reach their communities supporting those facing addiction to find freedom. Our programme is *Christ-centred, practical, and relational*, providing holistic support to address the addiction, its root causes, and the ongoing impacts it can have to bring hope, healing, and lasting freedom. Our work is client-driven. We work with individuals, their local church, and their existing support networks to provide support tailored to their needs, through every stage of the recovery journey. This enables us to see lives saved and transformed, relationships restored, and help people to find new hope for the future.



The Three KEYS

Medical - Our Detox Coaches are trained to safely provide our medical support, including stabilisation and reduction from drugs or alcohol, using expertly developed protocols, to address physical addiction. This is overseen by our Medical Team (trained NHS professionals), in liaison with the individual's own GP and/or drug & alcohol clinic.



Spiritual - The heart of our approach is not only to address the practical aspects of addiction but to help individuals work through the deeper issues at the root of their addiction. Many people are already on or are open to a spiritual route to recovery. We believe in a God of unconditional love and acceptance, and that through Jesus, healing and restoration can be found. It is this love that drives everything we do at KEYS.



Community - We understand that being part of a loving, supportive community is a vital part of maintaining freedom, which our teams and groups strive to provide. We also recognise that addiction impacts many areas of a person's life. Our Befrienders work with clients to engage with their local community and other services to address these wider issues, and to support ongoing recovery.



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Introduction – Steve Smith, Project Director



Dramatic Growth Despite Pandemic

Another year and we continue to marvel at the evidence of God's hand on KEYS, as we seek to help people find freedom from the trauma and deep-seated pain that so often underpins addiction. The pandemic has certainly had an effect on the way we have had to work. Yet despite this, the impact we are having on the lives of many men and women has dramatically increased.

During the early days of KEYS, following our launch in 2014, we were generally undertaking what we now call 'high-level recovery support' for between 10 and 12 people a year. This is in addition to general recovery support to many more. Over the last year, however, we have undertaken 40 high-level needs assessments for clients who have then received focused high-level one-to-one support. From this we undertook 16 detoxes, with most achieving sustained abstinence.

Not everyone with problematic alcohol or drug misuse needs a detox. In addition to the detoxes, we at KEYS have also had the privilege of helping many others achieve abstinence from previously frequent lapses into drug and alcohol use. This is a result of our powerfully holistic programme which includes effective community and spiritual support, as well as liaising with GPs and drug and alcohol agencies.

As you read through this report, I am confident you will be inspired by both the stories and the statistics!

Thriving Online Recovery Group

The lockdowns over the previous eighteen months have significantly hindered the running of face-to-face recovery groups, which had previously been an integral part of our programme. This has been difficult and very disruptive both for our teams and for those that we have been seeking to support. Nevertheless, the online KEYS National Recovery Group (NRG) that was launched in May 2020 is thriving and has literally been a lifeline for many across the country.

KEYS Going International in 2022

I have continued to be in contact with a pastor in Goa, India regarding the development of running KEYS in their community, and I am excited to be travelling there in early 2022 to further develop this connection.

Furthermore, we have links with a church in Bulgaria which is looking to us for addiction support. At the time of writing, I am also liaising with a church leader in South Africa who is also potentially interested in running KEYS.

Seeking God as We Consider Expansion

In reality, what we now have – in terms of our style of remote working alongside our online resources – means that we are very well placed for expansion both at home and abroad. We are looking to God to guide us in the decisions that will need to be made in this respect.

Not surprisingly, funding limits what we are able to achieve. We are extremely grateful to our numerous financial supporters (individuals, churches and grant making organisations). Yet, we will continue to seek more money to enable us, with God's help, to take our powerful holistic programme to achieve freedom for addiction to as many hurting people as possible.

"Thanks to KEYS my life has drastically improved. I was dying in all ways – physically, mentally and spiritually. Now I am alive and I am saved. I have never known what is like to have someone believe in me. It has transformed my life. I have found my loving Father. Jesus is my fortress, God is my Rock and the Holy Spirit is my strong tower." – C, Hailsham Client

Updates from Head Office

A View from the Chair – Doug Curties, Chair of Trustees



The past year has been another really fruitful one for KEYS. There continue to be many testimonies of healing and real breakthrough in people's lives. For this we must be truly thankful!

However, we must never be complacent. The results as encouraging as they are only achieved through hard work and faithful prayer of the KEYS team and the various centres throughout the nation. The amazing results seen through the ministry of this charity need to be seen in the context of the huge number of people struggling with addiction across the nation. The last 18 months have put pressure on many like never before!

So, we must be determined to grow the work from the firm foundations already established by KEYS. To do this we need to face the challenge of resourcing and growing the charity sufficiently to ensure not only do we maintain the work but expand and accelerate this amazing work.

I would like to thank the incredible team we have, Steve, Laura, Naomi, Kevin & Michelle. It is their hard work that has made the Charity as effective as it is.

A Growing Team – Michelle Grainger, Medical Officer & Horsham Centre Manager

I joined the KEYS Team after I'd seen a friend find recovery through the programme KEYS offers. It really is a privilege to work as a nurse with the KEYS team and work with local KEYS centres and individuals. One aspect of my role has been to carry out a medical assessment with people seeking support with a community detox. Helping people to see some light in their darkness is humbling. This year, I am looking forward to supporting the centre managers with medical assessments of their clients. I am also the centre manager for Horsham which recently opened and work with a wonderful group of volunteers and we are beginning to see some of our clients find freedom from addiction and live in recovery. Working with KEYS has both challenged and encouraged my faith. God really is good and is faithful.



Working Through Lockdown – Laura Waters, Operations Director

It is with overwhelming gratitude that I reflect on this past year at KEYS. Such unusual and challenging times meant heading into the year with great uncertainty but also with great faith. The effect of the pandemic on those struggling with addiction has been significant. The BBC recently reported that over 1.5million more people are struggling with addiction as a result of the pandemic.

We are incredibly thankful for the dedication, creativity, and joyful willingness of our teams across the country who embraced the challenges of not only supporting more people than ever but adapting to the ever-changing restrictions. Our teams have run in excess of 260 recovery groups this year and have spent well in excess of 3,000 volunteer hours. The pandemic has somewhat changed the way we work, some of our centres had taken the difficult decision to stand down from offering KEYS in their areas as resources were stretched, in other areas with the increase in need we have been able to welcome new teams on board.

This ongoing change and growth have brought great opportunity for creativity and development at HQ in order to best support our teams and work more efficiently. We are particularly pleased with the development of our new, bespoke database that allows us to effectively manage our records and adapt to paperless and remote working. We are thankful for everything Naomi has done to develop this into such a useful structure, simplifying many of our existing systems to be easier for our teams to use and provide more effective ways to collect, store and monitor our client's data and progress.



Achievements & Developments

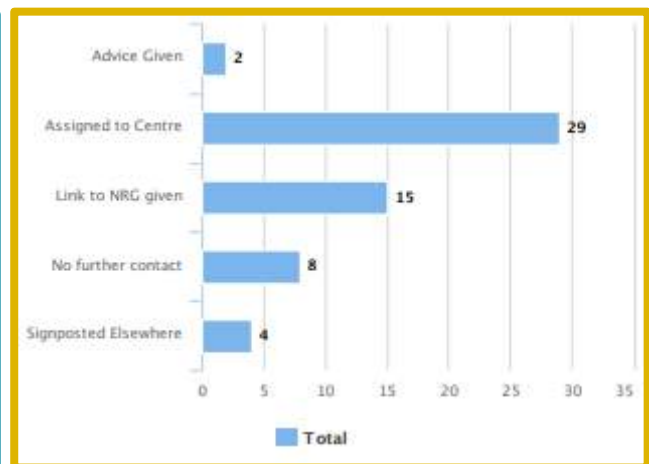
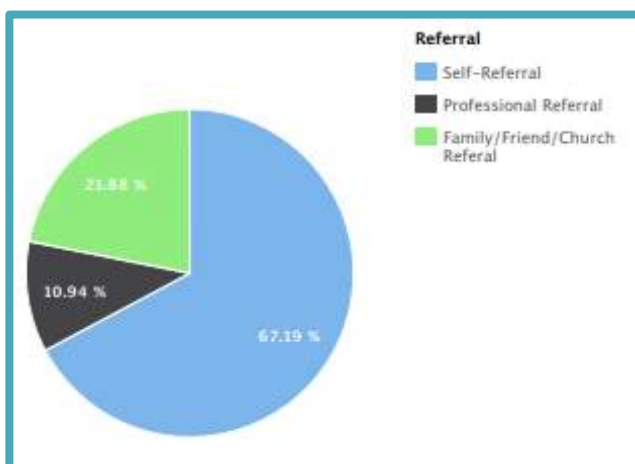
This year, we have:

1. Provided 16 KEYS drug and alcohol detoxes, over 75% of which were completed successfully, with clients reporting 84% increase in quality of life.
2. Supported 6 individuals to access alternative detox support and provided 7 clients with high-level relapse-prevention support.
3. Supported 18 individuals through our National Recovery Group.
4. Run over 260 recovery groups and totalled over 3,000 volunteer hours.
5. Developed our own bespoke client records database, new Medical Advisory Board, and 12-Step mentoring programme.

Our Year in Numbers

Referrals

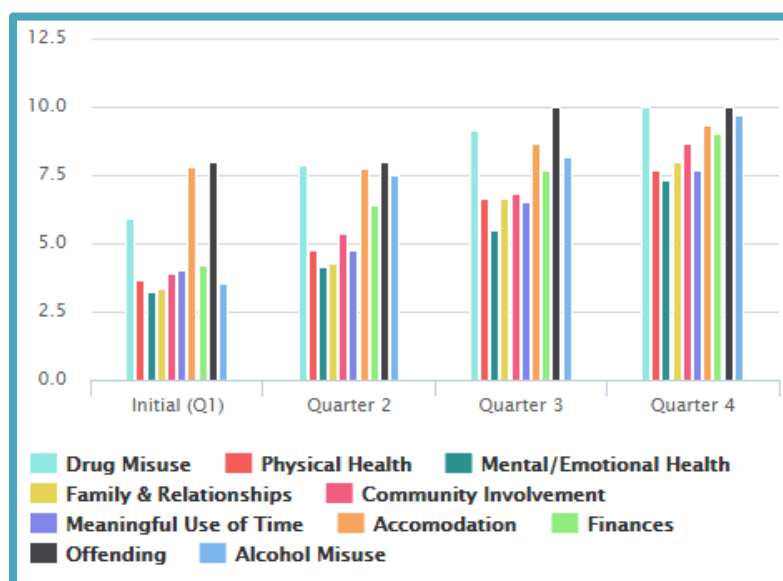
We are continuing to see an increase in referrals and support given, even for those who do not fully engage with our programme. While our primary source of referrals continues to be self-referrals (67%) in line with national average for addiction support, we are continuing to increase our connections with other professionals to work more closely with and receive more referrals from local statutory and voluntary organisations.



"Before I came into KEYS I'd lost hope and had accepted that I was going to drink until I died. My recent time in KEYS and other recovery meetings has helped me to start believing in myself, and I'm looking forward to being able to be helpful to others and giving back when the time is right. I know that the work of recovery begins here." – G, National Client

Client Outcomes

We recognise that addiction impacts every area of a person's life. Using our Client Outcome Assessment Tool, we monitor our client's improvement over 10 areas of life that are impacted by addiction. Our volunteers meet with clients at the beginning of their journey with us then subsequently every few months to assess how they are doing in each of these areas, rating them from 1 to 10 (1 being completely hopeless, and 10 is freedom/no concern). This gives a "quality of life score" enabling us to track improvements in overall quality of life as a result of finding freedom from addiction.



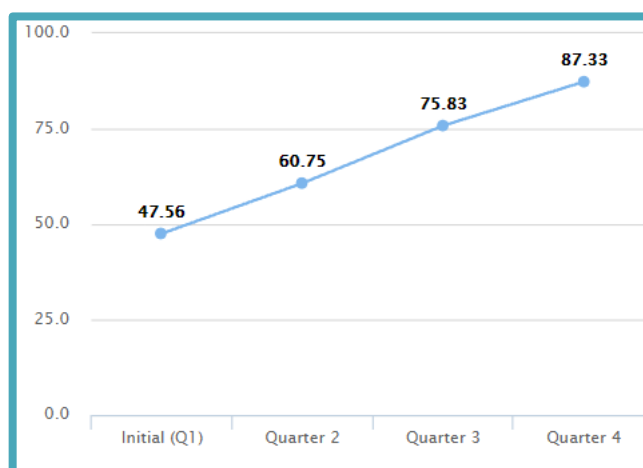
Average Reported Improvement

Alcohol Misuse: 172%
 Drug Misuse: 70%
 Physical health: 109%
 Mental/Emotional Health: 128%

Overall Improvement in Quality of Life Score:

84%

Overall QOL Score 2019-20: 72%



Support Given

As we provide such a wider variety of support to our clients, all whom have unique needs, we have developed a system of Support Status and Outcomes to track the support a client receives throughout their journey with us. This allows us to keep an accurate, quantifiable record of the work our teams are doing, what support has been accessed by each client and its outcome, as shown in the chart below.

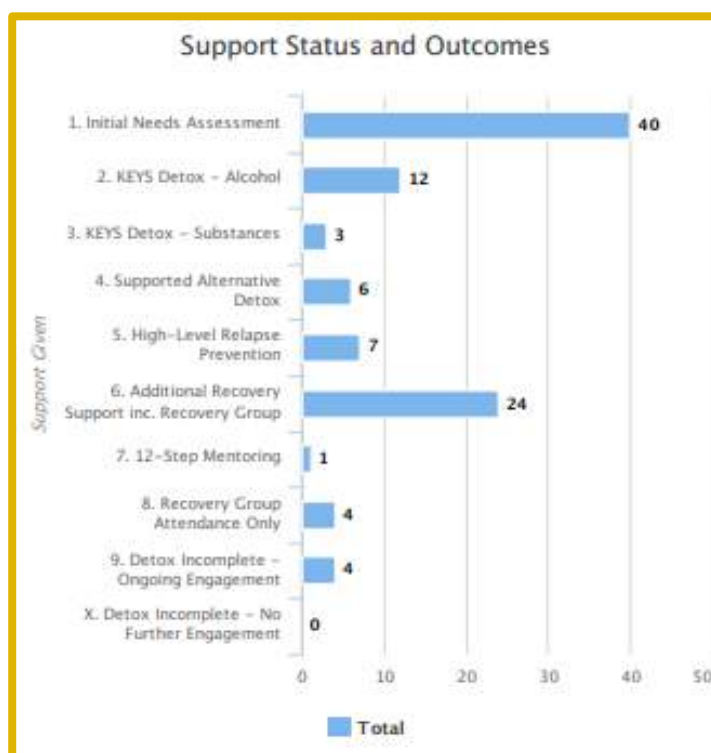
1. Initial Needs Assessment includes liaising with the individual, their GP or drug and alcohol service, and their existing support network (such as loved ones or their local church) to determine what support they require and if our programme would be suitable.

4. Sometimes a community-based detox is not appropriate, so we support individuals to connect with other services such as rehabs and provide them the necessary support as they prepare to enter and leave treatment.

5. This support includes helping to arrange and supervise taking relapse-prevention medication, as well as developing personal recovery plans.

6. Additional Recovery Support includes focused one-to-one support such as deeper prayer ministry, Help in Finding Freedom or Freedom in Christ, as well as Befriender support.

9/X. National statistics 2019-20¹ show that only 47% of individuals in drug and alcohol treatment exit after successfully completing their treatment. Comparatively, we have not seen any clients seeking high-level support disengage with our programme before completing detox. The small number of clients who have not successfully completed detox have continued to be well supported by our teams.



“The consistent, loving and boundaried care that KEYS have shown our son and ourselves has profoundly increased our capacity to cope with the chaos and to continue playing our part in his recovery.” – Parent of a KEYS Client

Stories From Our Teams

A Word from Southampton

Experience of Acorn Chaplaincy as a partner with KEYS – Mary Tang & Tricia Kenyon

The Acorn Chaplaincy is a new Christian charity founded with the purpose to support adults with addictions finding God’s love and so have hope for a transformed and purposeful life. One of our ministries is to provide a community detoxification programme, working in partnership with KEYS, to help individuals with substance misuse recover and regaining freedom from their addiction.



We became a partner centre for KEYS in April 2021. Since then, four guests have sought our help, currently three are in preparation for detoxification and one, after 20-year addiction to cannabis, alcohol, and illicit drugs, is in the last week of their six-week detoxification programme; without Steve and his team, we would not have arrived at this juncture.

¹ Public Health England: National Statistics, *Adult Substance Misuse Treatment Statistics 2019 to 2020: Report*, 26th November 2020.

This so far has been one exhilarating rollercoaster ride, with ups and downs, joy and sadness, excitement, and purpose. Our experience through this initial period so far is that KEYS has been most knowledgeable, supportive and patient with us, nothing is too much trouble and no queries too silly for us to raise. Above all, our detox team feels held by God through KEYS' steadfast willingness to support us that we are enabled to reach out and meaningfully support and care for those who are in need. Importantly, we are able to learn and grow in confidence together as a team. We, the Acorn Chaplaincy, in Southampton are immensely thankful and praise God for Steve, Laura and their team.

For more information on the amazing work that Mary & Tricia and the team are doing in Southampton through Acorn Chaplaincy, visit their website acornchaplaincy.org.

A Word from Brighton

Steve Horne, Pastor and KEYS Centre Manager at Emmanuel Brighton



It has been a good year for the Brighton KEYS Centre. Our first year. It has been so good to see 3 individuals successfully detox at home and within the church community. We have also been able to support three other individuals. The wisdom and support of the KEYS core team has enabled us to do that. We are beginning to recruit new volunteer mentors and are looking to begin working with other churches in the city to expand the work. One particular favourite is being able to support someone with a church small group, see them come through and then help support others through KEYS.

Medical Development

We are grateful to have Dr David Metson as part of the team assisting Steve and Michelle in providing medical support to clients. As our team has grown, we have been able to provide increased levels of medical support, including relapse-prevention support such as advocating for clients with their GP and/or drug and alcohol service and arranging for and supervising relapse-prevention medication. We have also been working with client's other medical and social care providers, including liaising with hospitals regarding post-discharge support.

Medical Advisory Board - Dr Keron Fletcher, Trustee and Retired Consultant Addictions Psychiatrist

This year Steve and I have established a Medical Advisory Board with the intention of reviewing and updating the Key's treatment protocols on an annual basis. We are very grateful to Dr David Metson and Dr Liz Stone who have joined the group. David is a retired GP with a special interest in addictions, and Liz is currently working as an Addictions Specialist in Staffordshire and Powys. The group has recently added a protocol for vitamin and mineral supplementation for alcohol detoxification, to enable us to better support clients and medical professionals we are working with when organising detox support.



Spiritual Support

We continue to be thankful to Anthea and Darrell for their commitment to offering deeper prayer ministry to our clients. We are also thankful to those volunteers who have offered one to one remote support to clients to go through the KEYS "Help in Finding Freedom" course. Also, to Hazel and Eric, David and Lynn for running the online Freedom In Christ course and to all our volunteers who faithfully journey alongside side those seeking a spiritual route to freedom. We are looking forward to offering a KEYS online Alpha Course and are thankful to Duncan for offering to facilitate this in late 2021 and early 2022.

12-Step Mentoring

This year we are delighted to be able to offer our clients one-to-one support in working through the 12-Step programme associated with Alcoholics Anonymous and Narcotics Anonymous. Our programme has been developed uniquely for KEYS, using a Christian approach to the 12-Steps, rooted in Biblical truth and prayer. Clients are paired with a KEYS mentor who has worked the 12-Step programme thoroughly themselves and is ready to pass on their experience. Our goal is for this to provide clients who are progressing well in recovery to give back and support others, very similar to the sponsorship system in 12-Step fellowships. The 12-Steps have proved highly effective in the long-term recovery of many who have struggled with alcohol and substance misuse. Our aim is to make it available within KEYS so that we can take a Christ-centred approach and ensure that our clients are receiving more in-depth support on an individual basis, to address the deeper spiritual and emotional issues of pain and trauma in an effective, practical, and Biblical way.

"Without the intervention of KEYS, I don't know what I'd have done. A Godsend. I will always be grateful. I just want to say thank you. Thank you for being there." B – National Client

Community Connections

Developing connections with other community and church-based ministries and projects is another useful way of ensuring those we support can build their recovery capital. This year we have enjoyed good connections with foodbanks, debt advice centres, other churches, addiction charities and community agencies. We are grateful for the resourcefulness of our befrienders and their willingness to help signpost and often accompany clients to appointments to enable them to access other sources of help and build community. It is a joy to see and hear stories of clients returning to the workplace as a result of their recovery, becoming active members of their churches, getting baptised and enjoying improved physical and mental health.



Local Partnerships

We are encouraged to see a continued increase in referrals from GP's, social care and other agencies in some of our more established areas and have enjoyed working in partnership with them. One highlight of this year was the opportunity to work together with a GP, social worker and a clients family to facilitate a detox for a vulnerable elderly client whilst she was given a respite placement to enable it to happen during the height of lockdown. Our local team worked together with care staff at the respite centre whilst the medic team liaised with the GP, to enable a successful and supported detox and recovery journey. The creativity of the team and collaboration of all parties involved at such a difficult time was a joy to witness.

Partnerships

We continue to enjoy our connection with Jubilee Plus, ISSAC and The Recovery Course. These partnerships have allowed us to make meaningful connections with those working in similar areas to us, provided training and advice, prayer support, and resources for our teams and clients to use.

We are thrilled to have been accepted onto the Cinnamon Project Incubator for this year. This is a brilliant programme to help us further develop as an organisation, strengthen the skills of our Head Office team, and help us to continue replicating our project in more communities across the UK.



"I have seen a goal, worked towards my goal and am seeing my goals achieved. I have my self-worth back and am starting to like myself again. The future is bright, goals are achievable. I am looking forward to being able to help others achieve their recovery goals, knowing how possible it is to be free. KEYS are amazing, they have always got time for me, they have taught me to be honest with myself and transparent and helped me get to the pace I am at today." – A, Hailsham Client

Fundraising – Naomi Brown, Administrator & Fundraiser



The Big Give

This year, we have continued to develop and implement new strategies for raising funds and have seen great success in this already, enabling us to meet our fundraising targets for the year. The main contributor to this success was taking part in The Big Give Christmas Challenge Campaign in December. This fundraising event allowed us to raise over £13,000 in donations from individuals and an additional £3,000 in matched funds from our campaign Champion (The Together Fund). We are so grateful to all of our supporters who contributed to our campaign and made it such a great success.

We are enrolled in The Big Give Campaign again this year, with a total target of £20,000 to raise, with £10,000 already secured in pledges from individuals and our Champion. To reach our target, we have a number of fundraising activities planned including: sponsored challenges, an online promise auction, and The Big Gig – a live fundraising concert. To encourage our teams and supporters to get involved in the campaign we are running a National Triathlon in November, calculating how many miles can be run (or walked), swam, and cycled in sponsored challenges for KEYS throughout the month.



Following the success of The Big Gig last year, we will once again be closing the Big Give Campaign week by hosting a live fundraising concert in Brighton. Although we will have a live audience, we will also be live-streaming the event so that people can tune in and watch. We are also encouraging our teams across the country to host Watch Parties in their churches or with friends. We have a number of Christian artists lined up to play either in person or via live-stream or recording, headlined by Lou & Nathan Fellingham, as well as having live testimonies from those we have supported. People will have the opportunity to donate to the campaign through the night, and we will give a running total as we get closer to our goal of £20,000.



Ongoing Developments

With the success of this campaign, we recognise the great potential in individual donations as a source of income, and the willingness of many of our teams and supporters to get involved in fundraising in creative ways. Part of our fundraising strategy is to focus on increasing our network of regular and major individual donors, and equipping our teams year-round to fundraise on our behalf. We are also continuing to pursue local community grant opportunities for our centres across the country. Over the next year we are also looking to develop our network of grant funders to focus on more targeted funding applications to a range of grant funders locally and nationally. We aim to make the most effective use of time and resources by investing in researching and building relationships with funders with higher likelihood of success.

KEYS India

For some time, we have been in touch with Francis Pidugu, a pastor in India who is seeking to run KEYS in the district of Goa where widespread alcohol addiction is devastating communities.

In cooperation with AMEN, another allied charity, Steve and his wife Lucinda will be visiting in February 2022 to provide face-to-face training and discuss

the development of KEYS Community Detox for a network of churches in that area. This training will be given to Pastor Francis and 20 other pastors and their wives, to teach them the principles of KEYS Community Detox.

We are excited to see the growing reach of our project and are grateful to have an opportunity to make a difference in the lives of these communities that are suffering so greatly with the problem of addiction.



Media Development – Kevin Campbell, Media & Marketing Consultant

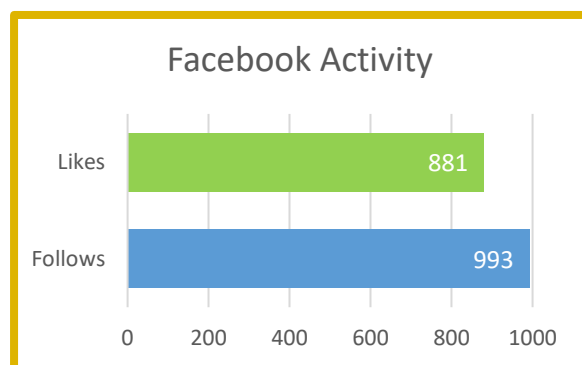


The Rise of Social Media

A recent report² demonstrates that more than half a billion users globally joined social media platforms in 2020 (led by Facebook, YouTube, WhatsApp, Instagram and FB Messenger). The average daily usage of social media is 2 hours and 25 minutes! Statista.com report that the United Kingdom was home to 53 million active social media users as of January 2021 i.e. 77.9% of the population!

There is no doubt that the growing rise in use of social media presents an opportunity for ministry focused organisations to connect, build online communities and friendships and helps people explore opportunities that improve their well-being and enhance life chances. It is also a place to raise awareness and build meaningful partnerships with like-minded organisations for collaborative engagement. Furthermore, social media provides an opportunity for organisations to thoughtfully and simply, present these opportunities, especially to those who would otherwise never have been reached.

The KEYS Facebook pages are geographically positioned to support the work and ministry of each centre. Our vision is to see people connect with each of our KEYS centres social media pages and find out about their local KEYS Centre and its supportive services and ministry. Our aim is to provide a safe place on social media, especially to those caught in addiction, where they can contact our KEYS teams and help them take the first steps on a holistic pathway to freedom from addiction.



Facebook Reach YTD:

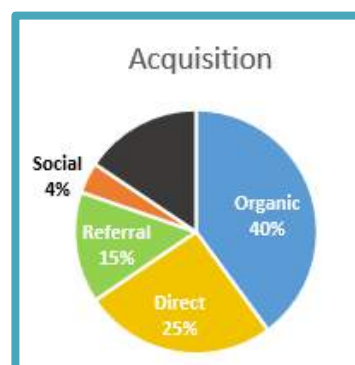
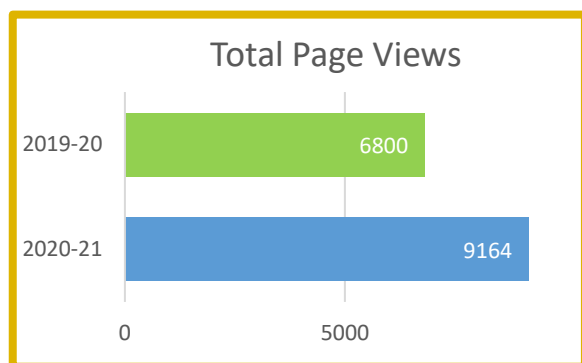
5,786
+45.7%

YTD Reach: The estimated number of people who have seen KEYS content from the main KEYS Facebook Page.

² Report from Hootsuite, a top social media management platform, and digital marketing experts Smart Insights.

Website Developments

With the growing importance of media and online resources in light of the pandemic, we have been working to develop our website as well as our social media content. We have already seen a clear increase in interactions and views of our website – especially on the new pages we have created - and have now set some clear goals for what we hope to see improve in the coming months. This includes increasing traffic (acquisition³) from social media and also generating more original content through launching a regular KEYS blog later this year.



KEYS National

We are so thankful to Tom and Tracy for their consistent and joyful dedication to facilitating the two online groups every week and the individual support they offer. We are also thankful for those who have given their time and support to the National Recovery Group this year and to our group members who create such a loving and welcoming recovery family for our new guests.

“Before receiving support, I was in a very low, very dark place. The KEYS [National Recovery] group has meant more to me than any other group I’ve ever been in.” – A, National Client

An Update One Year On – Tom Phelan, KEYS National Centre Manager



The KEYS National online recovery group started in May 2020, during the first national lockdown when attendance at face-to-face recovery meetings was not possible. Our aim was to grow a new community of people coming through the detox and recovery plans offered by The KEYS Project and for those in Christ-centred recovery from any addiction. Some local KEYS groups had recently gone online due to the pandemic and our plan was to reach a bit beyond that and provide a national group, accessible to those who don’t currently have a KEYS centre nearby.

The group is facilitated by experienced KEYS volunteers in stable and sustained recovery themselves and is a safe space where participants can share their journeys, support one another, be challenged and inspired by Biblical truth and pray together. Each week, the group has a theme and specific points of discussion and encouragement, very often drawing on the 12 Step program of addiction recovery as a guide to progress.

The National Recovery group now has a number of regular participants and experienced members including those who joined us right at the start of their recovery journeys and are now taking on

³ Acquisition refers to the channels that site visitors come through to get to your site such as social media, referrals (links from other sites) or organic search (via a search engine, e.g. Google).

responsibility within the group. This has been very encouraging and it's wonderful to see that there is now a strong core to the group, ready to welcome newcomers and offer the beginnings of a new Christian recovery community. Members for the KEYS National Recovery group report that the group has become a major part of their recovery, a community in which they feel they belong, somewhere where they can both give and receive support and all in a way that is firmly rooted in Christ. We really look forward to seeing how our groups grow and evolve!

As somebody who has been helped by KEYS in the past, it is a privilege to be able to lead the online National Recovery group and to see it grow from a tentative idea into something that has made a real difference to people's recovery journeys. Each week it is hugely rewarding to be involved in authentic discussion around addiction, faith, and true freedom as we all continually remind one another of both the seriousness of addiction and the infinite hope of Christ-centred recovery.

Tracy's Story – One Year On

My name is Tracy, I'm 40 years old and struggled with my alcohol addiction for many years. My life became unmanageable, and it became life or death quickly! In no time I was introduced to Steve and had joined the online groups. I finally felt like I belonged, I wasn't alone and there were others like me facing the same or similar journeys with addiction. The support was and is fantastic, the groups provide a safe space where you can feel comfortable to share as much or as little as you like, but also an opportunity to listen to other people's testimonies and their journeys.

How my life has changed from those days/years where I felt like I was walking with my eyes shut and am now walking in God's light and love for me, committing myself to active recovery every day. God has purchased my past and I do not have to be afraid or feel any guilt. He has a plan for me and is moulding me into the person he wants me to be. A Bible verse that I hold close to my heart always: "Be strong and courageous. Do not be afraid or terrified of them, for the Lord your God goes with you. He will never leave you nor forsake you" Deut 31:6

Time has gone on and I am now volunteering for KEYS, co-hosting and sometimes facilitating the National Recovery Group on Tuesdays with Tom and facilitating the "Check-in and Pray" group on Thursday evenings. I am so grateful to KEYS and their amazing team for all the love, kindness and support they have given me, to be a part of the team and the person I am today, growing in myself and in my recovery, helping others in their journeys to and through recovery. Thank you to Steve, Laura, Nae, and Tom especially who have helped me in so many ways to be able to be in the position I am today, but mostly to God, (my rock, fortress, and strong tower) and my family for believing in me and giving me the strength, motivation and perseverance to never give up.



Encouragement from Our Patron

In light of the ongoing impacts of the COVID-19 pandemic, it is a joy to see KEYS continuing to thrive, meeting the desperate and increasing need for holistic and effective addiction support. As KEYS continues to grow and develop, lives continue to be transformed, and individuals and communities are being given new hope. I look forward to seeing the brilliant work continue, with exciting developments on the horizon!

- Rt. Hon Fiona Bruce MP, Chair of the All-Party Parliamentary Group (APPG) on Alcohol Harm

Expectation for the Year Ahead

We are pleased to have been able to meet our anticipated goals set out at the end of the last financial year, most notably:

- Bringing on board additional qualified medical professionals to assist Steve and increase our capacity to provide high-level medical support
- Once again taking part in the Big Give campaign with an increased target of £20,000, and utilising creative methods of individual fundraising
- Increasing the capacity of our National Recovery Programme to meet the increased demand

As we continue to recover from the impacts of the pandemic, we are looking to continue to expand and develop our work. To do this, and to continue to meet the increasing demand, our objectives for the next year are to:

- Train, equip and launch KEYS India
- Roll out 12-Step Mentoring in all our centres
- Relaunch a revised version of the Help in Finding Freedom course as part of our spiritual support along with KEYS Alpha Course Online
- Continue engaging with the Cinnamon Network Project Incubator to train and develop our Head Office team and develop further strategies for growth and development
- Continue to pursue further partnership opportunities with prospective church centres and re-evaluate existing partnerships that have been impacted by the pandemic
- Continue to develop our relationship with other Christian and community organisations to increase our reach and support those with further needs and disadvantages, including developing connections with charities working with victims of trafficking who are often battling addiction as a result of their experience.

Financial Summary – Richard West, Financial Consultant

KEYS financial results for the year continue to build upon the success of their four-year plan, now starting its fourth year. The operating surplus of £8.9K has boosted cash reserves to £17K, an improvement of £4K from last year end.

Financially, we look forward to the 2021/22 financial year with confidence as we have already secured funding that will carry the charity through the first six months of the new financial year with a solid funding strategy for the second half of the year.

KEYS has been blessed to have overcome the difficulties of operating, without interruption, during the Covid-19 pandemic and has been able to manage the increased need for its detox services. KEYS continues to pursue its funding strategy to find and secure new funding streams that will assist the charity to grow in a sustainable manner, we are extremely grateful to our donors, large and small for their ongoing financial support.



A Message of Heartfelt Thanks

All of us at KEYS are so thankful for all the support we receive for what we do, without which our work would not be possible.

It is through the hard work of our volunteers, support of our churches and generosity of our donors that allow us to continue to provide this essential, transformative, and even life-saving support to those who need it.

We are especially grateful to the individuals and trusts for their ongoing, generous financial support.

Structure, Governance & Administrative Information

Organisation Type

Charitable Incorporated Organisation (CIO)

Governing Document

The Constitution of The KEYS Project

Charitable Objectives

The objectives of The KEYS Project as recorded within its constitution are as follows:

"To relieve persons suffering from drug and alcohol misuse through a programme of detoxification and rehabilitation in order to help preserve and protect their good health in accordance with Christian principles."

Recruitment and Appointment of Trustees

Trustees are recruited and appointed by the existing Board of Trustees and are representative of medical, professional, business, and charitable Christian service backgrounds.

Trustee Induction and Training

There is no formal induction or training policy for new trustees.

Investment Policy

The KEYS Project does not have any investments

Registration History:

Registered 18th October 2013

Registered Charity Number: 11542263

Registered Address:

The KEYS Project
c/o Christchurch
Ropemaker Park
Hailsham
BN27 3GY

Trustees:

Mr. Douglas Curties - *Chair*
Mr. David Barratt
Dr. Keron Fletcher
Mrs. Pricilla Smith

Project Director:

Dr. Stephen Smith

Operations Director:

Mrs. Laura Waters

Administrator:

Mrs. Naomi Brown

Accountants for Independent Examination of Accounts:

Caladine Ltd.
22 Upperton Road
Eastbourne
East Sussex BN21 1BF

Bank:

CAF Bank
25 Kings Hill Avenue
Kings Hill
West Malling
ME19 4JQ

Approved by the Trustee's and signed on their behalf by Mr Douglas Curties:



Date: 09/11/2021

**THE KEYS PROJECT
(KEYS COMMUNITY DETOX)**

RECEIPTS AND PAYMENTS ACCOUNTS

FOR THE YEAR ENDED 31 AUGUST 2021



THE KEYS PROJECT
FOR THE YEAR ENDED 31 AUGUST 2021

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CHARITY INFORMATION

Trustees

Mr Douglas Curties (Chair)
Mr David Barratt
Mrs Priscilla Smith
Dr Keron Fletcher

Charity number

1154263

Address

The Keys Project
Christchurch
Ropemaker Park
Hailsham
East Sussex

Independent Examiner

C J Dadswell FCA ACCA
Caladine Limited
Chartered Certified Accountants
Chantry House
22 Upperton Road
Eastbourne
East Sussex
BN21 1BF

I report to the charity trustees on my examination of the accounts of The Keys Project ('the CIO') for the year ended 31 August 2021, which are set out on pages 3 to 5.

Responsibilities and basis of the report

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the CIO's accounts carried out under section 145 of the Act. In carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the CIO as required by section 130 of the Act; or
- (2) the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



C J Dadswell FCA ACCA DChA
Caladine Limited
Chartered Certified Accountants
Chantry House, 22 Upperton Road
Eastbourne, BN21 1BF

Date: 9 November 2021

Receipts and Payments Account

	<u>Unrestricted</u> <u>Funds</u> <u>£</u>	<u>Restricted</u> <u>Funds</u> <u>£</u>	<u>Total</u> <u>2021</u> <u>£</u>	<u>Unrestricted</u> <u>Funds</u> <u>£</u>	<u>Restricted</u> <u>Funds</u> <u>£</u>	<u>Total</u> <u>2020</u> <u>£</u>
<u>Receipts</u>						
Gifts and donations	33,798	-	33,798	15,315	-	15,315
Grants received	44,455	600	45,055	22,350	33,000	55,350
Church fees	10,150	-	10,150	9,907	-	9,907
<i>Sub Total</i>	<u>88,403</u>	<u>600</u>	<u>89,003</u>	<u>47,572</u>	<u>33,000</u>	<u>80,572</u>
<u>Other receipts</u>						
Loans received from an external funder	-	-	-	5,000	-	5,000
<u>Total Receipts</u>	<u>88,403</u>	<u>600</u>	<u>89,003</u>	<u>52,572</u>	<u>33,000</u>	<u>85,572</u>
<u>Payments</u>						
Volunteer and other expenses	100	-	100	324	-	324
Staff salaries	70,187	-	70,187	31,707	30,000	61,707
Direct materials	5,305	600	5,905	5,764	-	5,764
Fundraising	687	-	687	15	-	15
Staff travel and subsistence	377	893	1,270	38	2,071	2,109
Training	210	36	246	470	-	470
Marketing	743	-	743	945	-	945
Accountancy and independent examination	810	-	810	780	-	780
Bank charges	90	-	90	66	-	66
Partnership Fees	129	-	129	-	-	-
<i>Sub Total</i>	<u>78,638</u>	<u>1,529</u>	<u>80,167</u>	<u>40,109</u>	<u>32,071</u>	<u>72,180</u>
<u>Other payments</u>						
Loans repayment to an external funder	5,000	-	5,000	10,000	-	10,000
<u>Total Payments</u>	<u>83,638</u>	<u>1,529</u>	<u>85,167</u>	<u>50,109</u>	<u>32,071</u>	<u>82,180</u>
Net Receipts / (Payments)	4,765	(929)	3,836	2,463	929	3,392
Cash Funds at 1 September 2020	12,251	929	13,180	9,788	-	9,788
Cash Funds at 31 August 2021	<u>17,016</u>	<u>-</u>	<u>17,016</u>	<u>12,251</u>	<u>929</u>	<u>13,180</u>

Statement of Assets and Liabilities

<u>Cash funds</u>	31 Aug 2021	31 Aug 2020
	£	£
CAF Cash Account	14,804	12,720
Spending Account	2,212	461
	17,016	13,181

Liabilities

Loan from external funder	11,900	16,900
Accrued expenses	828	810

Approved by the Trustees on 9 November 2021 and signed on its behalf by



Mr Douglas Curties
Trustee

Notes to the Financial Statements

1 Accounting Policies

The Financial Statements have been prepared on a receipts and payments basis in accordance with Section 133 of the Charities Act 2011.

2 Funds

Unrestricted funds are income funds which are to be spent on the Charity's general purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used.

3 Related party transactions

A proportion of Loans provided in previous years were repaid during the year.

The amount repaid was £5,000 (2020: £5,000) paid to Dr Smith (Project Director). At the year end he was owed £11,900 (2020: £16,900) by the charity.

None of the trustees received any remuneration or were reimbursed out of pocket expenses during the year.

4 Restricted funds

	b/f	Income	Expenditure	Transfers	c/f
Staff travel fund	929	600	(1,529)	-	-
	929	600	(1,529)	-	-

Staff travel fund - this fund is for staff travel expenses.



KEYS Community Detox