



Unlocking Freedom from Addiction

Annual Report 2024

Working with churches and Christian charities to provide a holistic, community-based programme to help people escape the nightmare of drug and alcohol addiction.





Our Mission and Values

We work with churches to provide a holistic, community based programme to help people find freedom from addiction. We support people when they are in the full grip of their addiction with individual recovery planning, mentorship and liaison with their drug/alcohol services, and then when they have achieved abstinence, offering one-to-one support through our Christian-adapted 12-step recovery programme.

Our programme combines three keys which we believe are vital to maintaining recovery:



Community - A supportive church based recovery community



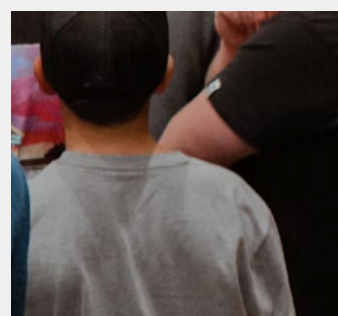
Spiritual - A recovery programme which incorporates the 12-steps of Alcoholics Anonymous and aims to tackle the issues at the root of addiction.



Medical - Medical Liaison and practical help to achieve drug or alcohol abstinence.

Our programme is Christ-centred, practical and relational. We provide holistic support to address physical addiction, its emotional or spiritual root causes, and the ongoing impact it can have, bringing 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 helps people find new hope for the future.



CEO Introduction

Dear Friends and Supporters,

As we reflect on the past year, I am filled with immense pride and gratitude for the strides we have made together. This year has been transformative for The KEYS Project, marked by significant milestones and the unwavering commitment of our team, volunteers, and supporters.

One of our notable achievements this year is the revision and development of the Supported and Controlled Alcohol Reduction (SCAR) programme. This programme has been instrumental in enhancing our support for individuals with complex needs, allowing us to forge stronger partnerships with other agencies and provide more comprehensive recovery support.

In the pages that follow, you will read of the remarkable achievements and impact The KEYS Project has had this year. Thank you for your continued support and belief in our mission.

I trust you will be encouraged as you read through this report.

Dr Steve Smith

CEO



“It's given me a sanctuary where I can be still and safe. It's also given me serenity in the void I used drugs and alcohol to fill.”

“I am relieved people actually cared... This has taken me from a place of despair to hope.”

A Word from the Chair

Dear Friends and Supporters,

It's a joy to congratulate the KEYS Project on completing 10 years of service to the community of people who struggle with addictions.

The dedication and personal sacrifices made by all those involved in shaping and steering the project since its inception is truly worthy of praise.

Thank you, and thank you to all you enthusiastic volunteers who carry the work forward, spreading care and treatment to this under-served community across the UK. Your work has a significant impact on improving many lives.

The SCAR programme developed by Steve Smith and some of his medical colleagues has the potential to radically improve access to treatment for people with alcohol dependence.

The SCAR programme will be formally presented at the Royal College of General Practitioners and Addictions Professionals conference in Manchester on 17th January 2025. This is a milestone for KEYS and of national significance.

As the Psalmist says, 'Sing to the Lord a new song, for He has done marvellous things.' (Ps 89:1)

Sincerely



Dr Keron Fletcher

CHAIR OF TRUSTEES

Board of Trustees

- Dr Keron Fletcher
- Mr David Barratt
- Mrs Priscilla Smith
- Ms Tracy Clarridge
- Mr Llewellyn Ramos
- Mrs Audrey Tan-Ramos

"Having taken much from my time at KEYS, I'd managed several periods of recovery but had ended up in a cycle of recovery and relapse. Following a relapse that had taken me deeper into addiction than I had ever been, I decided to follow the programme fully rather than dipping in and out. As a result of my willingness for change coupled with the comprehensive recovery programme, and the support of the KEYS community and my church, I am now enjoying over two years of solid recovery from addiction and a transformation that I had previously never believed possible." - Sussex Client

From Our Operations Director

This year has marked a period of significant growth and transformation for The KEYS Project. Our operational focus has been on ensuring a seamless transition to our new brand identity and enhancing our recovery pathways.

We have made substantial progress in training our Centre Coordinators and developing resources for the new KEYS Recovery Pathway. This holistic approach to recovery, which integrates our three keys of community, spiritual, and medical liaison, is set to officially launch at our team day in November.

It has been a pleasure to get to know our new teams as they prepare for their launch and to work closely with them as we onboard our new Centre Coordinators. Equally, it is a privilege to continue our journey with our existing teams, supporting them as they establish and enhance their services to individuals within their local communities.

The KEYS HQ team was delighted to have the opportunity to visit our Norwich team at Soul Church prior to their launch in April. Witnessing their vibrant, active, and diverse community in full swing was an absolute joy to behold! As always, the moments we cherish the most are those where we celebrate the incredible achievements of the individuals we support. Their courage and trust in us to accompany them on their journeys is truly inspiring. This year, we have had the privilege to celebrate numerous milestones:



Laura Waters
Operations Director

Reclaiming Independence: Many have successfully regained their driving licences, symbolising a significant step towards personal freedom.

Reuniting Families: Heartwarming reunions with estranged family members have brought joy and healing.

Finding Stability: Stable accommodation has been secured, offering a safe and secure environment as a positive outcome of recovery.

Spiritual Milestones: This year we have celebrated baptisms, proudly marking important spiritual journeys.

Celebrating Love: Even weddings have been part of our joyous celebrations, marking new beginnings and lifelong commitments.

Securing Employment: Stable employment has been achieved by several individuals, providing them with financial security and a sense of purpose and meaningful contribution.

Improving Health: Numerous individuals have made remarkable strides in improving their health & well-being.

Experiencing Peace: Simply feeling free and at peace has been a profound achievement for those who have overcome significant challenges.

Giving Back: Volunteering has flourished, showcasing the generosity and community spirit of those we support.

Each of these achievements is a testament to the resilience and determination of the individuals we support. We are honoured to be part of their journeys and look forward to celebrating many more successes together.

Operational Activity This Year

Rebrand

We are delighted with the progress made this year in The KEYS Project's rebrand. Behind the scenes, there has been a significant amount of activity supporting the transition into the new brand identity and development of our systems. Our attention is now directed to switching our back-office materials to our new format.

Recovery Pathway Development

Since our initial analysis into the outcomes of The KEYS Recovery Programme, our Recovery Pathway development has been piloted and is ready to launch.

The pathway offers clients a recovery journey in five phases, from active addiction into sustainable recovery, with an opportunity to become volunteers and lead others through the journey once phase 4 has been successfully achieved. Individuals have the opportunity to access KEYS recovery groups as part of their recovery journey - either to complement their existing support from other organisations, or to travel through the guided KEYS recovery pathway as a full recovery programme.



“ I have found a hope I didn't know existed.”

High Level and Complex Needs

We have seen an increase in the number of individuals seeking KEYS support who have high-level complex needs. This has led to further development in KEYS policy and protocols, enabling us to forge stronger links with other agencies and offer supplementary recovery support to individuals who have complex needs in partnership with those agencies.

In addition to those who have assisted us in the development of our SCAR programme, we are grateful for the support and advice from services such as Thirty-one eight, Circles UK, the police, and the Cinnamon Network for their valuable input into our development in these areas.

This has enabled KEYS Head Office to not only provide support to our local teams with medical liaison but also to extend liaison support to other agencies such as social care, children's services, offender management, housing, and other community partners.

Spiritual Support

Many of our clients are open to a spiritual route to recovery, and addressing issues of the past is a key component of any recovery journey. As part of our Spiritual key, clients are offered the opportunity to undertake the KEYS short course called "Help in Finding Freedom." This year, we have updated the course content and created a resource that can be used by all our centres.

We continue to partner with the Big Green Heart (BGH) and are making great progress in training at least one volunteer from each of our localities to become BGH practitioners. The BGH offers opportunities for anyone, regardless of their faith, to address the wounds of their hearts and resentments of the past.

We are encouraged by the testimonies from those who attended the KEYS online Freedom in Christ course this summer. Participants have noted that integrating their faith journey with their recovery has led to more stability and greater freedom.



"I found out about the Freedom In Christ course through KEYS recovery groups as I am in recovery from a cocaine and alcohol addiction. I am currently 115 days clean and sober after multiple relapses and nearly losing everything - including my life.

I wouldn't be where I am without God working through me and my connection with him, which I found and grew through FIC. Doing this course alongside my recovery journey with KEYS was life changing.

I cannot express my gratitude to this course enough. It has helped me grow as a person and grow my faith. I have let go of all the characteristics, thoughts and everything that doesn't serve me and by growing my faith I have changed these into hope, faith, strength and most importantly forgiveness and gratitude." Kayleigh - National Client



Team Development

As part of our rebrand, we took a deep dive into our identity and redefined our values. We believe our mission thrives when everyone is committed to authentically living our values and embracing the courageous journey we ask of our clients.

Inspired by this reflection, our head office team and Centre Coordinators have undertaken the 12-step mentoring process for themselves to ensure each person connected with KEYS can authentically walk out our values.

We look forward to extending this initiative to all our trustees, volunteers and new staff over the coming years, ensuring that every member of our team is fully equipped to support our clients with empathy, understanding, and shared experience. We believe this commitment will profoundly enhance the quality of support we provide, empowering our clients to achieve sustainable recovery and lead fulfilling lives.

“Along with others, I have been undertaking the KEYS 12-step mentoring over the last few months. It has been very inspiring to understand how when these steps are worked thoroughly and are understood and applied in conjunction with truth from the Bible and surrender to God and his transforming power, they have a transformative effect on one’s thinking and behaviour.

I have already seen the benefit of being able to use these 12-step principles in my own life, and know that it has already, and will continue to help KEYS clients come into long lasting freedom from addiction.” Centre Coordinator - Sussex

10th Anniversary

This winter, KEYS is celebrating its 10th anniversary, and we plan to mark this significant milestone throughout the coming year. We launched a Ten for Ten fundraising campaign which will run throughout the year to help raise funds for our ongoing work and growth and have a number of Recovery Celebrations planned such as the Christmas Big Give Celebration, our Team Day and a springtime gathering with our centres.



Living
Free...

...and finding faith
and helping
others

...and living life to
the full, loving
my amazing job
and my sobriety!

...and on Nanny
duty!

...and rebuilding
my life and
relationships

...and telling bad
dad jokes

...and serene and
clean

... and trusting
God

...and my new
wife thinks I’m
cool!

... and empowered
to face life's
challenges

... and thankful
to God and
KEYS

Active Centres:

As we move into 2024-2025, our Active KEYS Centres for 2023-2024 are:

- Brighton
- Hailsham
- Horsham
- Stoke
- Keighley
- Darlington
- Norwich
- Seaford
- National

Recently launched:

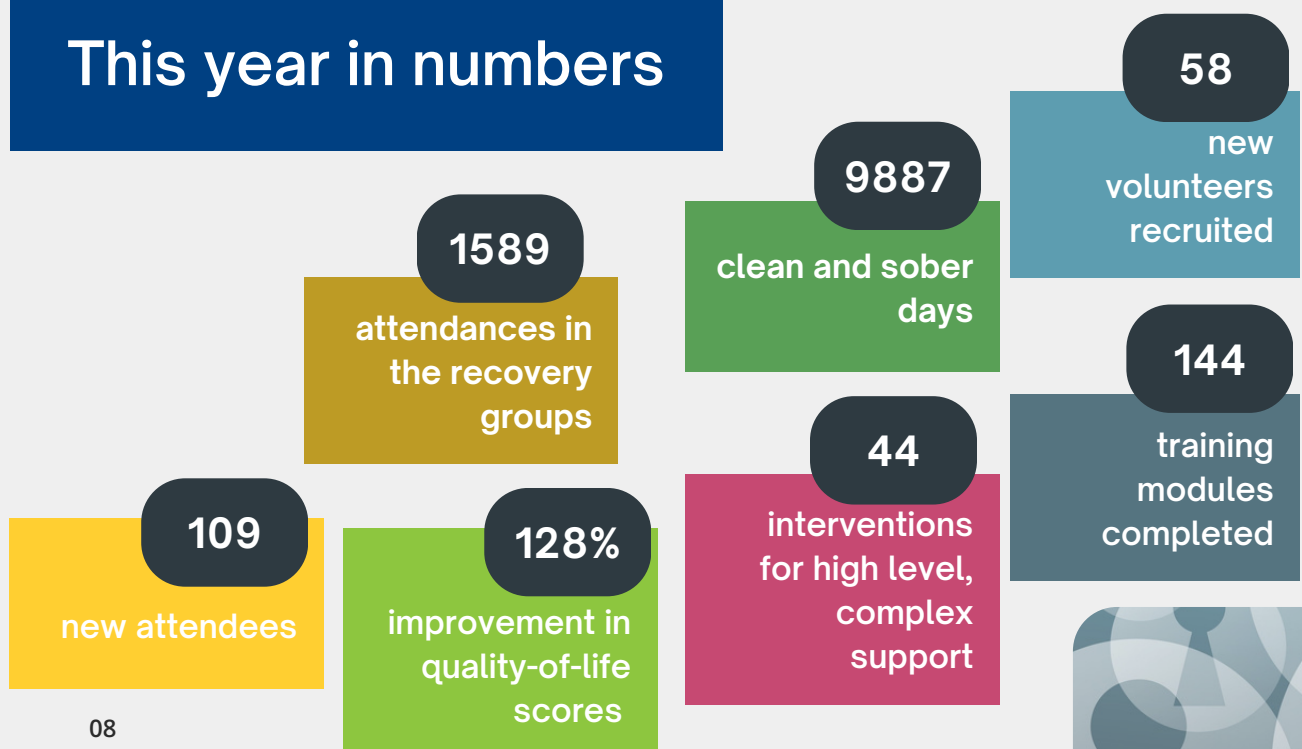
- York – Launching Nov 2024
- Isle of Skye – Launching Oct 2024

Prospective Partnerships:

- Swansea
- Brighton



This year in numbers



"I first attended the KEYS meeting as I was struggling with life, not having a purpose and not feeling like I belonged. I didn't think my binge drinking was an issue as I only did it now and again.

I went along to the meetings but stayed silent, I sat in the corner but took in everything everyone else was saying, I was asked to lead a meeting one week, and I haven't looked back since! I haven't had alcohol for nearly two years and can now see that it was an issue, and it needed to be resolved.

I am now Co-Centre Coordinator; I have supported many clients with their addiction problems, and we have supported people to safely achieve abstinence in the community.

My confidence has grown, and I have now had conversations with people I never imagined speaking to, I speak to agencies and services in the city and share with people what we do.

I love that KEYS not only brings people through their addictions but also helps them to find a faith. Helping people has really helped me!" - KEYS Centre Coordinator, Stoke

Donor and Funder Gratitude

We extend our heartfelt thanks to our donors and funders, whose generous support has been pivotal in our success. We recognise that this year has been a challenge for many financially, and we so appreciate each of the individuals and organisations who have begun and continued to faithfully support us this year. It is only through this support that we are able to continue our work in seeing lives transformed, and we - the KEYS Team and our clients - are truly grateful.



Governance Statement

Organisation type: Charitable Incorporated Organisation

Governing Document: The Constitution of The KEYS Project

Charitable objectives: The objectives of The KEYS Project as recorded within the 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 and 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

Our Trustees Induction Policy includes the completion of Code of Conduct and Trustee Eligibility Agreement and Conflict of Interest Declaration. Trustees are also required to agree to our Data Protection Policy and complete a DBS check.

Investment Policy

The KEYS Project does not have any investments

Registration History: Registered 18th October 2013

Registered Charity Number: 1154263

Registered Address: The KEYS Project, 124 City Road, London, EC1V 2NX

Trustees:

Dr Keron Fletcher – Chair

Mr David Barratt

Mrs Priscilla Smith

Ms Tracy Clarridge

Mr Llewellyn Ramos

Mrs Audrey Tan-Ramos

Chief Executive Officer: Dr Stephen Smith

Operations Director: Mrs Laura Waters

Accountants for Independent Examination: Caladine Ltd., 22 Upperton Road, Eastbourne, BN21 1BF

Bank: CAF Bank, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ

Report signed By Dr Keron Fletcher on behalf of the Trustees:




Financial report 2023-2024

Overview

The financial results for the fiscal year 2023/24 reflect a small deficit of £3,276, with income levels remaining broadly consistent with the previous year. This stability was maintained despite the recruitment of a fixed-term (1 year) contracted member of staff to assist with programme development in anticipation of future growth and an exciting upcoming project.

Staffing and Funding

Thanks to the generous support of one of KEYS' major benefactors, we were able to support this temporary role without an adverse effect on our overall budget. Consequently, KEYS concluded the year with cash reserves of £44,500, representing 35% of total income. It is our goal to develop our funding stream over the coming year to enable the charity to recruit an additional staffing resource on an ongoing basis.

Steps Taken in 2024/25

With two regular funders taking scheduled funding breaks, KEYS has implemented several measures in the 2024/25 financial year to ensure more sustainable staffing resources:

- Replacing our in-house fundraising team with professional fundraising resources to maximise our funding potential.
- Increased our fundraising activities and launched a fundraising campaign initiative with a view to increasing regular individual donations.

Financial Year 2024/25 Projections

The 2024/25 financial year is set to bring together several promising developments:

- Exploration of potential new funding sources.
- Continued focus on core activities with the potential for a 10% increase in service delivery compared to last year.
- Potential growth through new projects without jeopardising income and expenditure budgets.
- Initial four months' results have exceeded budget by £19,000.
- Committed income stands at 53% as of 31/12/2024.

Conclusion

The KEYS project is well-positioned to navigate the challenges facing many charities today. The unwavering commitment of our trustees, staff, and volunteers, coupled with the finely tuned systems, processes, and procedures developed over our 10-year history, ensures our continued success.

THE KEYS PROJECT

RECEIPTS AND PAYMENTS ACCOUNTS

FOR THE YEAR ENDED 31 AUGUST 2024



THE KEYS PROJECT
FOR THE YEAR ENDED 31 AUGUST 2024

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CHARITY INFORMATION

Trustees

Dr Keron Fletcher (Chair)
Mr David Barratt
Mrs Priscilla Smith
Mr Llewellyn Ramos
Ms Audrey Tan-Ramos
Ms Tracy Clarridge

Charity number

1154263

Address

The Keys Project
124 City Road
London
EX1V 2NX

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 2024, 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: 21/01/2025

Receipts and Payments Account

	Notes	<u>Unrestricted</u> <u>Funds</u>	<u>Restricted</u> <u>Funds</u>	<u>Total</u> <u>2024</u>	<u>Unrestricted</u> <u>Funds</u>	<u>Restricted</u> <u>Funds</u>	<u>Total</u> <u>2023</u>
		£	£	£			£
<u>Receipts</u>							
Gifts and donations		44,306	-	44,306	50,156	-	50,156
Grants received	5	61,750	2,100	63,850	61,550	6,550	68,100
Partnership Fees		17,750	-	17,750	10,165	-	10,165
Other Income	4	1,268	-	1,268	71	-	71
<i>Sub Total</i>		<u>125,074</u>	<u>2,100</u>	<u>127,174</u>	<u>121,942</u>	<u>6,550</u>	<u>128,492</u>
<u>Other receipts</u>							
Loans received from an external funder		-	-	-	-	-	-
<u>Total Receipts</u>		<u>125,074</u>	<u>2,100</u>	<u>127,174</u>	<u>121,942</u>	<u>6,550</u>	<u>128,492</u>
<u>Payments</u>							
Payroll Costs	5	106,022	4,500	110,522	90,092	6,150	96,242
Staff Travel and Training		5,334	-	5,334	3,413	-	3,413
Volunteer Costs		2,132	-	2,132	548	1,050	1,598
Service Delivery Costs	5	1,482	2,100	3,582	2,882	700	3,582
Office and IT Costs		4,115	-	4,115	4,067	-	4,067
Professional Fees		960	-	960	900	-	900
Fundraising and Event Costs		2,098	-	2,098	1,126	-	1,126
Media and Publicity		1,707	-	1,707	1,527	-	1,527
<i>Sub Total</i>		<u>123,850</u>	<u>6,600</u>	<u>130,450</u>	<u>104,555</u>	<u>7,900</u>	<u>112,455</u>
<u>Other payments</u>							
Loans repayment to an external funder		-	-	-	-	-	-
<u>Total Payments</u>		<u>123,850</u>	<u>6,600</u>	<u>130,450</u>	<u>104,555</u>	<u>7,900</u>	<u>112,455</u>
Net Receipts / (Payments)		1,224	(4,500)	(3,276)	17,387	(1,350)	16,037
Cash Funds at 1 September 2023		43,266	4,500	47,766	25,879	5,850	31,729
Cash Funds at 31 August 2024		<u>44,490</u>	<u>0</u>	<u>44,490</u>	<u>43,266</u>	<u>4,500</u>	<u>47,766</u>

Statement of Assets and Liabilities

<u>Cash funds</u>	31 Aug 2024	31 Aug 2023
	£	£
CAF Cash Account	43,180	45,899
Spending Account	1,310	1,867
	44,490	47,766
 <u>Liabilities</u>		
Accrued expenses	990	960

Approved by the Trustees on 21 January 2025 and signed on its behalf by



Dr Keron Fletcher
Chair of Trustees

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

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

4 Other Income

Other Income consists of:	2023/24	2022/23
Interest received	68	71
Services delivered on behalf of other charities	1,200	-
	<u>1,268</u>	<u>71</u>

5 Restricted funds

	b/f	Income	Expenditure	Transfers	c/f
Centre running costs - payroll	4,500	-	(4,500)	-	-
Service delivery - Equipment		1,500	(1,500)	-	-
	<u>4,500</u>	<u>1,500</u>	<u>(6,000)</u>	<u>-</u>	<u>-</u>

Centre running costs - Represents monies given to aid in the running KEYS various centres

Service delivery - Monies provided for testing alcohol levels

