



Unlocking Freedom from Addiction

Mid-Term Report 2025

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



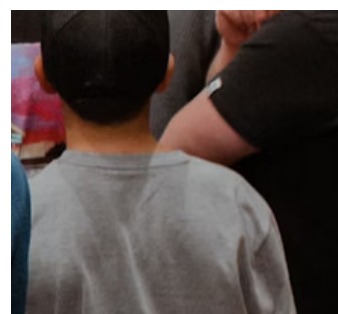
Spiritual - A recovery programme which incorporates the 12-steps of Alcoholics Anonymous and aims to tackle the issues at the root of addiction.



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,

Last September we quietly yet joyfully celebrated a full decade of ministry. Ten years ago, The KEYS Project began with a simple conviction: Christian compassion, expressed through ordinary local churches, can unlock freedom from addiction. What started with a handful of volunteers has since involved numerous congregations, trained mentors, recovery coaches and befrienders, and over 150, courageous participants. Our “10 for 10” Big Give Christmas Challenge captured that story beautifully - asking for £10,000 to mark ten years and, through your creativity and generosity, surpassing the target while shining a light on restored lives and renewed hope.

This year the wider medical community has also begun to recognise what many of you have witnessed first-hand. I have had the privilege of presenting our Supported and Controlled Alcohol Reduction (SCAR) Programme – a programme that successfully enables people achieve abstinence from alcohol - at several national clinical meetings. This started with the RCGP & Addiction Professionals Network Substance Misuse Conference, in January 2025, where clinicians hailed SCAR as a compassionate, evidence-informed pathway for those who cannot access a prescribed detox. The enthusiastic response is already opening new doors for referral and collaboration, which extends KEYS’ impact far beyond our current centres.

As we step into the second half of 2025 we do so with quiet confidence and renewed vision. Christ remains at the centre, community remains our method, and every person remains worth the journey.

Thank you for praying, for giving and for walking with us.

Dr Steve Smith

Chief Executive Officer and Founder



Mid-term Reflection

As we reflect on the first half of the year, I’m incredibly proud to acknowledge the unwavering commitment of our teams across the country. Their investment in not only delivering high-quality services, but also in their own ongoing learning and professional development, has been nothing short of inspiring—particularly as we launch our new Recovery Pathway.

The culture blossoming across our centres is one of community, collaboration, and mutual encouragement. Staff and volunteers are reaching across regional boundaries, sharing knowledge, and building a strong, supportive network that enhances every aspect of our mission.

At the heart of it all are our clients—their courage, resilience, and determination continue to move us. Their journeys of recovery, often marked by profound moments of faith, reflection, and growth, remind us of the strength found in hope.

To everyone who has contributed to this shared effort: thank you. Your dedication is changing lives.

Laura Waters

Chief Operating Officer



Key Updates: The Big Give

Big Give Christmas Challenge: A Celebration of Recovery and Generosity

This past Christmas, we came together in the spirit of generosity and hope for our Big Give Christmas Challenge, celebrating The KEYS Project's ten-year journey of helping individuals find freedom from addiction. Themed "10 for 10", our goal was to raise £10,000—and thanks to the incredible efforts of our community, we not only met but exceeded this target!

A heartfelt thank you to everyone who contributed, whether through donations or fundraising challenges. Special recognition goes to Kathy, who sold her beautiful knitted and craft wares, Lou from our Stoke team, who collected 10p pieces, Nick and Sally from Sussex, who baked their way to success, and Emma, Victoria and Carl, who braved the icy waters to swim 10 lengths in sub-10-degree temperatures. Your dedication and creativity made this event truly special.

This event was a powerful celebration of recovery and a wonderful opportunity to reflect on the courage and determination of those who seek our support. We shared stories of recovery, reflected on a decade of transformation, and strengthened our commitment to continuing this life-changing work.

Together, we have not only raised funds but also fostered hope, encouragement, and unity for the journey ahead. Thank you to every donor, supporter, and participant who made this milestone possible.



Key updates: The SCAR Programme

Supported and Controlled Alcohol Reduction (SCAR) Programme: A Growing Recognition

In January 2025, Dr. Steve Smith, our CEO, and Dr. Keron Fletcher, our Chair of Trustees, had the incredible opportunity to present The KEYS Project's SCAR Programme at the RCGP and Addictions Professionals Network Substance Misuse Conference. This platform allowed us to showcase the effectiveness and impact of the SCAR programme, reinforcing the importance of structured, supported alcohol reduction for individuals on their recovery journey.

The response was overwhelmingly positive, with attendees expressing keen interest in our approach. Many valuable connections were made, opening doors to future collaborations and the potential for wider implementation of the SCAR programme in other support frameworks.

This moment marks an exciting step forward, solidifying the reputation of The KEYS Project in addiction recovery and establishing our SCAR programme as a respected, recognised approach within professional networks. We look forward to deepening these conversations and expanding the reach of our work to support even more individuals in need.



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

KEYS National Client

Partner Engagement

Expanding our reach: Visits to new KEYS Centres

As The KEYS Project continues to grow, we are thrilled to be deepening our connections with our newly launched centres in **York** and **North Skye**. Over the coming months, members of our KEYS HQ team will be visiting these locations, supporting their establishment within their communities and reinforcing the values that make KEYS such a vital resource.

These visits are more than just a chance to strengthen operations—they are an opportunity to build relationships with our local teams, offer further training, and meet the incredible KEYS communities that are forming. We will also be connecting with healthcare professionals, gaining insight into local needs, and engaging with our partner churches, whose support remains invaluable to the success of our work.

Additionally, Steve had the privilege of visiting our **Keighley** team, witnessing first-hand the impact they are making. And as we continue to expand, we are especially excited about the forthcoming launch of our **Swansea** centre, bringing KEYS' life-changing support to yet another community.

With each new centre, The KEYS Project is growing into a wider, stronger network—one committed to recovery, transformation, and hope. We look forward to these next steps and the incredible opportunities they will bring!



Partnership Development

Our commitment to expanding The KEYS Project and deepening our community impact continues to gain momentum. Having engaged in conversations with numerous churches across the UK, we are delighted at the prospect of forming new partnerships that will enhance the reach and effectiveness of our work.

Exciting developments are unfolding, paving the way for KEYS to establish itself in new locations while also strengthening its presence in existing areas. These partnerships will allow us to extend vital support to even more individuals seeking recovery, fostering a network of hope, encouragement, and transformation.

Team training and development

As part of our commitment to growth and excellence, The KEYS Project has enjoyed membership with ISSAC International for several years. Recently, we seized the opportunity to further enhance our team's skills by participating in ISSAC's Recovery Foundations Training—an invaluable programme designed to strengthen knowledge and effectiveness in addiction recovery ministries.

Several of our Centre Coordinators, along with two head office staff, engaged in this training, not only benefiting from the structured learning but also gaining inspiration and insights from fellow ministries across the world. This shared experience has fostered new connections and deeper understanding, equipping our team with fresh perspectives to apply within their roles.

The opportunity to learn alongside others striving toward similar goals has been both motivating and enriching, reinforcing our passion for recovery-focused work. We look forward to applying these lessons and continuing our journey of growth, collaboration, and excellence.



Having completed the comprehensive foundations training, I have gained a lot of confidence and feel well equipped to support both clients and volunteers within our new KEYS Centre .

Centre Coordinator - York

KEYS National Online

Expanding recovery support across the UK

The KEYS National Online Programme continues to grow, providing a vital remote recovery support network for those unable to access an in-person KEYS centre. This initiative ensures that anyone seeking recovery support can engage with KEYS, no matter their location, while also serving as additional support for those already part of our in-person communities.

As the programme goes from strength to strength, we are delighted to welcome Kayleigh to our National Team as a volunteer peer mentor. Her experience and dedication will play a key role in fostering connection, encouragement, and guidance within our expanding online recovery network.

With KEYS National Online, we are breaking barriers, ensuring that recovery support reaches those who need it most, and continuing to build a community rooted in hope, mutual encouragement and transformation.



Kayleigh

“

“I joined KEYS originally to help with my own recovery and now I am over a year sober and clean. I love being a part of KEYS, it really is a lifeline to many people and it’s such a safe space where you don’t feel alone.

We all come from different backgrounds, different lifestyles and pasts but we all are brought together by faith and recovery - and that means everything.

This is only the beginning of my transformation. KEYS has been a big part in my own journey and will continue to be. If I can share that hope and light with others in the process, that is an amazing gift.

”

“This is only the beginning of my transformation.”

Adapting and Strengthening KEYS Centres

As The KEYS Project continues to evolve, our approach to centre development remains flexible, ensuring that each location operates effectively within its unique context. At times, KEYS centres may take a strategic pause or undergo reconfiguration—adjusting their structure to better align with resources, church developments, and the broader vision for growth.

While some centres, like Brighton and Horsham, have temporarily paused to reconfigure, this process allows them to build a stronger foundation for future ministry. By taking time to strengthen leadership, refine outreach strategies, and enhance support structures, these centres are positioned for long-term impact when they resume full operations.

On occasion, certain KEYS centres may need to close entirely when the partner church shifts its focus to other essential ministries or where KEYS isn't the best fit for their context. For example, Norwich was previously an active KEYS centre but has now transitioned as the partner church prioritises a different approach within their community work. While these changes can be challenging, they reflect KEYS' commitment to adaptability, ensuring that every centre operates within a framework that is sustainable and aligned with both local and organisational needs.

Through these shifts, The KEYS Project remains dedicated to supporting individuals in recovery—whether through existing centres, new developments, or alternative outreach programmes like the KEYS National Online group. Every transition is made with careful thought, ensuring that KEYS continues to grow and thrive in the most effective ways possible.



*Launching soon - South
Skye and Lochalsh*



The programme and its latest outcomes



The full KEYS Programme is structured into five distinct phases, phases two to four comprising a series of individual sessions. These sessions are facilitated over time often over several months, allowing each participant to progress at a pace that aligns with their personal journey.

Following the completion of phases one to four, Phase 5 begins for those who wish to become Peer Mentors—through our volunteer recruitment and training process. Phase 5 is not included in the statistics below.

Outputs

Individual Pathway Support

From 1 Sept 2024 to 28 Feb 2025

140

Individual pathway
support sessions

3

Individuals completing the
SCAR Programme



Group Attendances

From 1 Sept 2024 to 28 Feb 2025

767

Group Attendances

158

New Attendees



During this period, KEYS ran **10** recovery groups per week across our locations (and online) amounting to over **900** collective volunteer hours. More groups are due to launch in coming months.

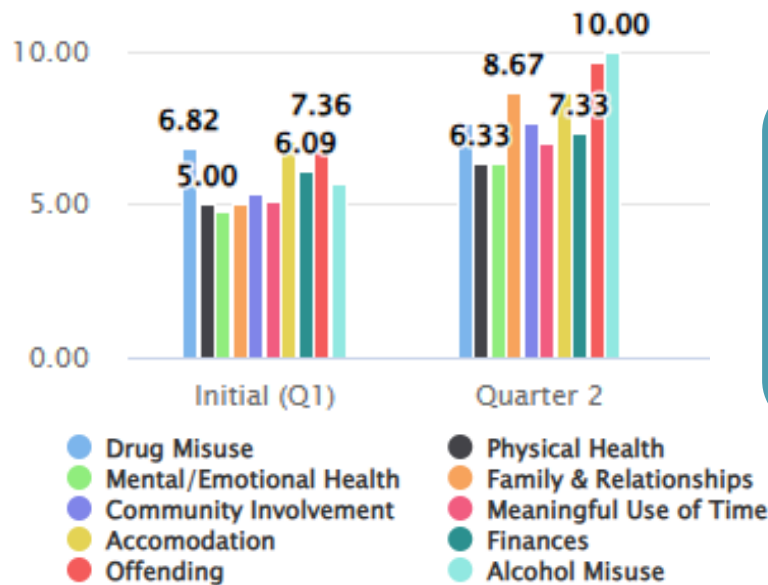
49

Groups Run



Quality of Life Outcome Scores

This graph shows the reported Quality of Life Outcomes from clients during the period from 1st Sept to 28th Feb 2025. Showing an over all score of over 90% Quality of Life improvement.



90%
QOL Improvement

I have recently gone through the KEYS Recovery Pathway, including the SCAR programme to help me safely stop drinking alcohol. It has completely changed my life.

When I first started the 12 step mentoring, it enabled me to make some small changes to my daily routine. Praying every morning and gratitude lists daily. These may seem quite small things to do but they changed how I looked at life.

The later stages of the steps included taking a look at the past, apologising for some of my behaviour and move on, which was difficult but a great relief.

Now I use the programme daily and would say they influence most things I do. I am enjoying getting back to work, improved health, strengthening my relationships with family and friends. The new freedom I have found is allowing me to continue to rebuild my life and give back to my community in ways I never imagined possible. I am enjoying life!

Sussex client

Recovery Milestones

During this period we have celebrated a number of significant recovery milestones within our communities, with many others achieving abstinence and counting!

5 years
free

3 years
free

3 years
free

3 years
free

2 years
free

1 year
free

Future Plans

Strengthening Our Capacity to Meet Growing Demand

With the continued momentum of our Recovery Pathway and SCAR Programme, alongside the increasing number of centres and rising participation across our existing locations, we identified a critical need to expand our Head Office Team. This expansion is essential to ensure we remain well-resourced and responsive, particularly in the area of Medical Liaison support, which is coordinated and overseen centrally.

Thanks to the generous support of two grant-making trusts—Benefact Trust and the Lancaster Foundation—as well as a kind individual donor, we are now in the process of recruiting a Part-Time Operations and Medical Liaison Coordinator. This timely addition to our team will strengthen our ability to support our growing network and ensure the continued quality and consistency of care across all centres.

We are delighted to be in a position to grow our capacity at such a pivotal time, as we prepare to launch several new partnerships and collaborations in the coming months and into 2026. This strategic investment in our infrastructure will help us meet the increasing demand and deepen our impact in the communities we serve.



Financial Overview

	Actual	Budget	Actual	Forecast
Income & Expenditure	31/08/2024	31/08/2025	28/02/2025	31/08/2025
	£	£	£	£
Grants received	63,850	98,850	36,207	84,757
Gifts and Donations	44,306	30,762	20,636	34,248
Partnership fees	17,751	12,120	5,460	11,520
Other income	1,267	0	35	35
Receipts total	127,174	141,732	62,338	130,560
Payments				
Payroll costs	110,522	101,344	46,643	95,264
Staff travel and training	5,334	5,575	1,442	3,965
Volunteer costs	2,132	2,052	987	2,014
Service delivery	3,582	2,400	187	1,387
Office and IT costs	4,115	3,873	4,312	5,019
Professional fees	960	1,000	990	990
Fundraising and event costs	2,098	16,170	4,609	11,606
Media and publicity	1,707	5,195	910	3,738
Payments total	130,450	137,609	(60,079)	123,983
Surplus/(deficit)	(3,276)	4,123	2,259	6,577

Notes to the accounts on 28th Feb 2025

- The cash at bank balance reflects the KEYS reserves policy to meet three months operating costs at year end.
- Restricted funds are to be allocated to the role of Operations and Medical Liaison Coordinator role once recruited.
- An increase in regular donations is anticipated following the match funding campaign.
- Recurring grant funding is on track for the first half of this year except where there is a planned funding break.
- It is anticipated that grant funding for the second half of the year may be challenging.

A Message of Thanks

Funders

We would like to express our sincere gratitude to our grant funders for their generous support and commitment to our work. Your investment has enabled us to make significant progress toward our goals at this crucial mid-point. Thanks to your support, we look forward to building on this momentum in the next phase of our journey.



Individual Donors

We are equally grateful to our individual donors, whose contributions and belief in our mission continue to encourage, energise, and enable us to continue in our mission and support the life changing outcomes for our clients, their families and community.

In celebration of our 10th anniversary and in support of our fundraising strategy to encourage regular individual donations, we are especially thankful for the support of Compass Travel, who have kindly pledged to match fund new regular donations or the increased amount of existing regular donations.

This means every new regular donation or the increase in existing donations set up throughout the campaign period, will be matched funded for the first year!

This special campaign will run throughout the summer or until we reach the match funding target. You can access the campaign donation link via the QR code on the right.



Friends and Supporters

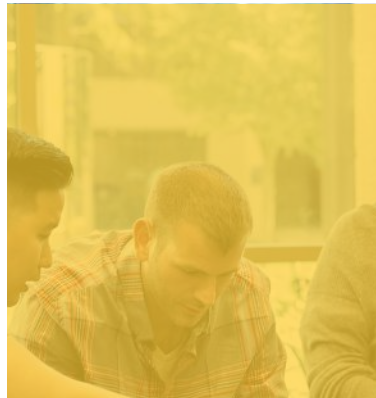
We also want to extend our sincere appreciation to the many individuals who offer their time, encouragement, and support behind the scenes. Whether you're volunteering at events, cheering us on from afar, offering hospitality or standing with us in prayer, your presence is felt and deeply valued.

Teams and Partners

We are especially thankful for our partner churches, whose ongoing collaboration enriches our mission, and to our amazing teams of dedicated volunteers, whose passion and generosity of spirit are the heartbeat of our work. It is this spirit of community and care that strengthens our resolve and makes everything we do possible.



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