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Enabling young people to make drug-free choices

ANNUAL REVIEW 2010/2011

2010 – First Local Team off to a flying start

After several months of networking with the Kingston local authority and other voluntary groups to ensure there was a need for our services, the first local team of nine Drug Educators was trained in 2010. Kingston Council's Integrated Youth Service provided support and are using the Educators to undertake drug awareness sessions with young people and youth workers. Since completing their training in October 2010, the Drug Educators have worked in schools and with youth groups in the area, as well as providing the drug and alcohol component of a Junior Citizens event held at Chessington World of Adventures.

While the Kingston team were completing their 120 hours of training, staff members were networking and recruiting volunteers in Watford, Woking, Buckinghamshire, London Borough of Newham Cornwall and Northamptonshire. At the current rate of progress, it is expected that we will have fully functioning teams of Educators in these six areas within the next 12 months.

The Voluntary Drug Educator Training Programme is now in its 17th year and we have had as many as 200 volunteers at a time

working to prevent drug and alcohol-related harm to children and young people in their own communities.

Creating local teams became an important part of our strategy when it was observed that Educators who train together and live near one another continue to function as a team afterwards, working together and supporting each other.

From our headquarters in London, we continue to support 180 voluntary Drug Educators and eight local Project Workers in other parts of the UK, providing them with materials for their sessions, a yearly updating conference and informing them of speaker requests that come from all parts of the country.

Appointing part-time Local Project Workers

An important part of our localisation strategy is to keep HQ staff to a minimum and recruit and train one-day-per-week Local Project Workers who can:

- Help recruit a team of about ten Drug Educators in their area
- Train along with them (if they are not existing Educators)
- Seek out and respond to opportunities provided by the local authority (including funding, where available)
- Network with other voluntary groups to meet the need for drug and alcohol education with children, young people and those who have responsibility for them
- Undertake sessions at times when volunteers are unavailable

Near the end of 2010, Hope UK's Trustees agreed to appoint Local Project Workers in Scotland, Northern Ireland, the North East of England, Sheffield, Poole and Southampton – all areas where some local funding was available. Three of these posts have been filled by existing Drug Educators and three by individuals who will be trained along with the volunteers they recruit.

We also have Local Project Workers in Cornwall and in Northamptonshire, appointed in 2007 and 2008 respectively thanks to local funding, who work with statutory and other voluntary groups as well as supporting the voluntary Drug Educators in their area.

Parents professionals involved in one of Hope UK's group activities



Achievements in 2010

Our voluntary Drug Educators and staff carried out nearly 1,800 interactive drug and alcohol awareness sessions last year. Sessions were carried out with children and young people in schools, youth clubs, etc; with parents in schools, churches and community groups; and with youth workers (including our 2-day Open College Network (OCN)-accredited course); and family workers (using our 2-day OCN-accredited course).

A strong life-skills component has been added to Hope UK's educational strategies as these are fundamental to wise and independent decision-making by children and young people. They support the factual information that enables them to make informed choices.

Plans for 2011

We will continue to support voluntary Drug Educators throughout the UK and provide training for the new teams of Educators recruited by local Project Workers. As well as training local teams of Drug Educators in Watford, Woking and Newham, our HQ staff will begin networking and recruiting volunteers in Buckinghamshire and several London boroughs (Islington, Camden and Bexley) before the end of the year. An annual updating conference will be held in June this year and will coincide with our Annual General Meeting, thus giving our members a chance to meet our volunteers and get a taste of the interactive sessions Educators are trained to provide.

Detached alcohol awareness work during the Pentecost Festival (using 'beer goggles')



Part of the Big Society

Hope UK has been harnessing voluntary effort since its inception in 1855. It has a small staff team which includes trainers, administrators and a fundraiser, but the bulk of its service delivery is carried out by skilled volunteers.

The Government's new Drug Strategy, published late in 2010, states that one of the key requirements in reducing the demand for illicit drugs is the provision of "good quality education and advice so that young people and their parents are provided with credible information to actively resist substance misuse". It recognises the need to "intervene early with young people and young adults". This is exactly what Hope UK does - and will continue to do, with support from individuals, trusts, companies and other voluntary organisations.

Welcome

Hope UK welcomed a new Chairman to its Board of Trustees. David Lington, former owner/manager of eight companies, and instigator and manager of four drug rehabilitation projects, now turns his attention to prevention. He says, "When you see the suffering and count the cost of men and women struggling to overcome their addictions, you know it makes sense to stop people becoming addicted in the first place."

What people say about Hope UK

"Hope UK were selected to be one of 15 Workforce Development Champions across England as they have clearly demonstrated investment and commitment to supporting their strong army of volunteers reaching 100,000 children and young people throughout the UK each year. They created their own impressive accredited training programme ensuring high quality training and standards are achieved. The decision to select them as a Champion was an easy one, as it was clear that they could inspire others to invest in the training and development of volunteers and provide support to other organisations to improve their practice." Nichola Brown, Workforce Development Officer, National Council for Voluntary Youth Services, 7th April 2011

"...the work that Hope UK does is vital. I have been out with police on Friday and Saturday nights when the pubs and clubs close and have seen the result of drug and alcohol abuse at first hand." (William Trimble of the Cauda Trust. He was a High Sherriff of Cumbria and estimates that a large percentage of crime is caused by alcohol and drugs.)

"The course has been designed to enable the children to learn in a fun and interesting way and many of the messages stay with the children because of the way it is presented. It would be a great shame if the funding for this course were to be extinguished." (Mrs G Easton, Headteacher, Saron School, Rhydaman, Wales)

"The materials Mary prepared were varied and engaging, she had an excellent manner with the students who were fully engaged and clearly enjoyed and learnt a lot from the sessions." (Hitchin Girls School, Herts)

"This was better than a talk given by police at my sons' school. This was much more practical and targeted to issues relevant to contact with young people or drug users. Thanks." (Street Pastors, Liskeard, Cornwall)

"I can only say how impressed I am by the work Hope UK does in what is such a vital area of modern day society. Their presentation was engaging, inter-active, and inspiring in helping us to connect with some of the challenges and choices faced by young people in our borough and throughout society as a whole. Hope UK are actively engaged where it matters, amongst young people, rolling up their sleeves and demonstrating a form of practical education, love and care that engages with our culture" (New Malden Baptist Church, New Malden, Surrey)

"I really enjoyed the session and I wish that Pat and John could have given us more lessons."

"I liked the fact that we learnt new and exciting stuff and also the activities."

"I enjoyed all the fun activities - we learnt new things by having fun." (Pupils at Saron School, Carmarthenshire).

FINANCE AND FUNDRAISING

Statement of financial activities

	2010 (£)	2009 (£)
INCOME		
Voluntary income (eg, gifts from individuals & churches)	115,122	120,418
Literature sales	24	317
Investment income	14,905	13,418
Incoming resources from charitable activities (eg, grants from trusts)	126,822	115,364
Total incoming resources	256,873	249,517
EXPENDITURE		
General education activities	88,881	129,449
Educator training and outreach	194,251	241,590
London Community Development Worker/Parents	21,109	33,157
Fundraising and publicity	30,180	38,982
Investment management costs	5,162	5,195
Governance costs	4,811	3,565
Total resources expended	344,394	451,938

Balance sheet as at 31st December 2010

	2010 (£)	2009 (£)
FIXED ASSETS		
Tangible assets (mainly value of HQ building)	545,815	547,052
Investments	502,459	542,604
	1,048,274	1,089,656
CURRENT ASSETS		
Stocks	-	1,019
Debtors	9,187	7,611
Cash at bank and in hand	13,022	4,084
	22,209	12,714
Creditors: amounts falling due within one year	(20,242)	(19,989)
Net current assets/(liabilities)	(1,967)	(7,275)
Total assets less current liabilities	1,050,241	1,082,381
Income funds		
Restricted funds	238,787	229,039
Designated funds - tangible fixed assets	545,815	547,052
Unrestricted funds	265,639	306,290
	1,050,241	1,082,381

Hope UK is an alcohol and drug education charity that enables young people to make drug-free choices. It achieves this by training voluntary Drug Educators to work within their local communities. Because Hope UK has a Christian foundation, its Educators are Christians who can work within church networks, enabling Christian organisations to meet the needs of their surrounding communities. However, at least fifty percent of Hope UK's activity is done outside of church networks, with groups of any faith or none, which have an interest in children and young people. Further information about Hope UK can be found at www.hopeuk.org.

We are pleased to report that the restructuring that took place in 2009 has resulted in a marked reduction of the deficit of income over expenditure for 2010. Our unrestricted reserves of £265,639 continue to be a cushion against the fluctuations in income that are likely to occur in the coming year.

The full set of Annual Accounts for 2010 and the Trustees' Annual Report are available on request. Please contact Marolin Watson at Hope UK, 25(f) Copperfield Street, London SE1 0EN; 020 7928 0848; m.watson@hopeuk.org.



Drug Educators John and Pat take a keen interest in their community. Both retired, they have been working with drug addicts and alcoholics for the past seven years and therefore recognise the need for prevention work only too well. They have been involved in children's work for the last twenty-two years and have led assemblies in more than thirty schools each term. This has now been changed to Drug Awareness education, with schools benefiting from the uniquely fun and interesting way in which John and Pat work. [See evaluation comments from Headteacher and pupils (Saron School) opposite.]

Though retired, and grand- and great grand-parents to nine children, John and Pat lead extremely busy lives. Whilst Pat is wheelchair bound, this certainly does not hold her back. She is the UK Office Manager for a charity that works with children living on the garbage dumps in Mexico City. Both John and Pat work with police in Ammansford to help men and women with drug issues.

John says, "I use the knowledge that I receive from Hope UK to help families with children who have life controlling problems, take it into schools, and anywhere else there is a need for drug education. Pat says, "I am convinced that the professionalism of Hope UK has got me to where I want to be, making a difference to young lives".