



# 2019 ANNUAL OVERVIEW

*Celebrating a year of hope restored and lives transformed!*

Restoring Hope, Transforming Lives.

**mercyuk.org**



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**"THEY HELD FAST TO GOD - NEVER LOOSENING THEIR GRIP - AND OBEYED EVERYTHING GOD HAD COMMANDED. AND GOD, FOR HIS PART, HELD FAST TO THEM THROUGH ALL THEIR ADVENTURES."**

*(2 Kings 18:6)*



## *Ride The Journey*

**2019 was a year of reaching new heights for Mercy UK. It was a year of climbing mountains and navigating valleys, and it was also a year where we held fast to everything God had commanded us.**

Our main fundraising campaign of 2019 was of course, our **'Ride the Journey'** challenge and paralleled the freedom journey that many of residents and Keys to Freedom participants take.

For an average of 6 hours a day, on horseback and on foot, our CEO Arianna Walker and a small team, navigated the rough terrain of a mountain pass over 15,000 feet above sea level and through a historic section of the Inca Trail in Peru. She did all this with a knee injury, knowing full well that when our residents and participants navigate their own rough terrain, they do so already broken or enduring injury from the past. Arianna and the team completed the challenge and the campaign raised:

**£72,104.73!**

The Truth of the Word of God is foundational to our mission and God often uses His Word to direct us in our strategies for the future. In 2019, God spoke to us once again from Isaiah 54, a scripture He has used many times to reveal His heart for Mercy UK:

***Enlarge the place of your tent, stretch your tent curtains wide, do not hold back; lengthen your cords, strengthen your stakes.***

***For you will spread out to the right and to the left; your descendants will dispossess nations and settle in their desolate cities.***



2019 was the year we spread out to the left and to the right as we saw partners in Europe come forward and take the work of Mercy into their home countries. The cry of the Church in Europe has been heard and partners began working on translating Keys to Freedom into Dutch, Danish and German, with more and more countries joining the Keys to Freedom movement to bring discipleship and deep healing to the people of God.

We also stretched out into Northern Ireland and in 2019, began starting the search for a second residential home for young women aged 18 to around 30 years of age with life-controlling issues. As we venture into 2020 and beyond, we will be sure to keep you updated with how these new endeavours develop.

# EDUCATE

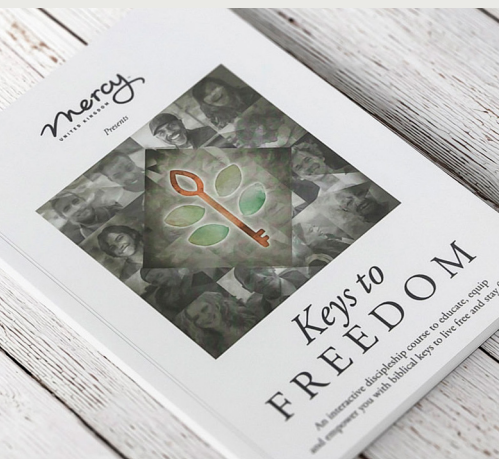


## TOTAL OF 62 EVENTS IN 2019:

- **15** x Keys To Freedom Events
- **10** x Mpower Events
- **28** x Speaking Engagements
- **9** x Conferences

In 2019, our Partnerships team travelled an estimated **35,000** miles to educate, equip and empower the local church in restoring hope and transforming lives. That's nearly one and a half times around the earth!

Through our Keys to Freedom facilitator training and MPower people-helper training days, a total of **858** people were trained in discipling and supporting others!



**"KEYS TO FREEDOM AND THE LORD BRING HEALING, PRAISE THE LORD. THANK YOU, I WILL CONTINUE TO PROMOTE THE KEYS TO FREEDOM COURSE"**



# EQUIP

## **TELL HER SHE IS LOOKING IN THE WRONG MIRROR.**

In 2019, we launched the revised edition of 'Mirror Image' which now includes a new chapter on social media, hand-drawn illustrations and a number of useful tools and tips to promote Godly self-image. We also released two sets of devotional cards; our 'Reflections' cards, which accompany Mirror Image, and our 'Scripture Action Cards', which compliment Keys to Freedom and are designed to support you in outworking your faith within the context of your relationship with God.

In total, over **3,300** copies of Keys to Freedom were sold or given away in 2019. That's another 3,300 people encountering the life-transforming power of God in their lives!

**"AFTER 40+ YEARS AS A SPIRIT-FILLED, BIBLE-BELIEVING CHRISTIAN, I BELIEVE THIS IS THE START OF SOMETHING LONG, LONG OVERDUE!"**

– Keys to Freedom Participant

Our donated Keys to Freedom also reached Gulu in Uganda and is supporting the work of Christine's House:



"Christine's House is a safe house for severely abused, pregnant teenage girls, aged 13-16. I have volunteered here for 5 years, seeing over 114 healthy babies delivered safely and young mum's set free from trauma. They receive love, prayer, counselling, discipleship, education and are given the chance to generate life and work skills - so like Mercy in many ways. Thank you so much for donating your resources."

In 2019, we also completed our work to reach out to UK prisons by releasing an 'Unlocked' edition of Keys to Freedom into the hands of **116** prison chaplains. The 'Unlocked' edition of Keys to Freedom is written with a lower comprehension age and is perfect-bound as 8 separate booklets for use within secure or community outreach settings.



**£32,000 TOTAL RESOURCE SALES**

**47% OF OUR ONLINE SALES ARE KEYS TO FREEDOM ORDERS**

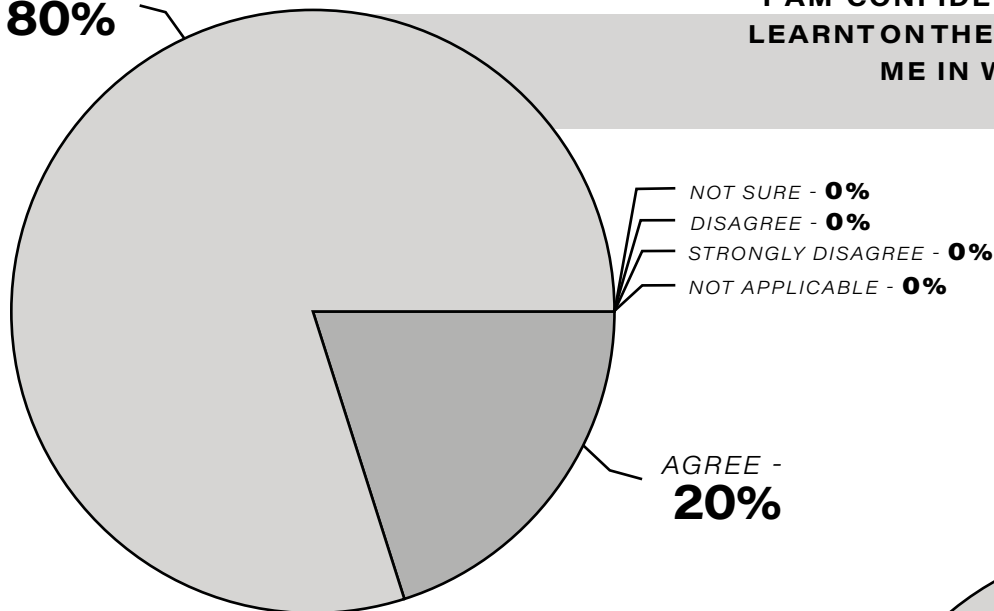
# EMPOWER

Our Residential Home in Bradford, West Yorkshire, offers a 6-month, free-of-charge discipleship for young women aged 18 to around 30 years old. In 2019, we celebrated 11 more graduations through the residential home for young women aged 18 to around 30, all of whom have faced life-controlling issues such as self-harm, eating disorders or effects of abuse in all its forms.

Every one of our 11 graduates in 2019 say that they would recommend the Mercy UK residential home to others and our Exit Surveys for 2019 shows the amazing impact and the effectiveness of the Mercy UK residential programme, thanks to your help!

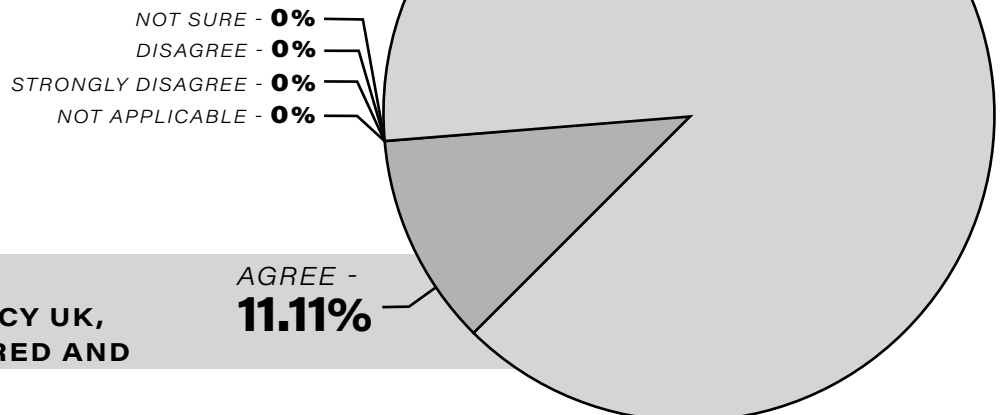
STRONGLY AGREE -

**80%**



**"I AM CONFIDENT THAT THE TOOLS I HAVE LEARNT ON THE PROGRAMME WILL SUPPORT ME IN WALKING OUT MY FREEDOM"**

STRONGLY AGREE -  
**88.89%**



**"THROUGH MY TIME AT MERCY UK, MY HOPE HAS BEEN RESTORED AND MY LIFE TRANSFORMED"**

# EMPOWER

It costs Mercy UK a minimum of **£2,500** per month, per resident, which covers the costs of resources, salary costs, living costs and outings. The home provides safety, stability, structure and support to educate, equip and empower residents to make changes in their lives towards their God-given freedom.

This is only made possible through the Grace of God and the financial partnership of our Treasure Builders.

**"I DON'T THINK I COULD THANK YOU ENOUGH FOR THE PRAYER AND THE FINANCIAL PROVISION THAT SUPPORTERS OFFER MERCY UK, IT REALLY IS JUST ABSOLUTELY AMAZING. WITHOUT YOUR SUPPORT, MERCY WOULD NOT BE ABLE TO RUN EFFECTIVELY AND I WOULD NOT HAVE HAD THE OPPORTUNITY TO EXPERIENCE GOD'S, LOVE, GRACE AND MERCY.**

**I HAVE SEEN DRAMATIC HEALING AND TRANSFORMATION IN MY LIFE, MY HOPE HAS BEEN RESTORED AND I HAVE HEALTHY RELATIONSHIPS WITH GOD, JESUS AND THE HOLY SPIRIT. ME AND MY LITTLE GIRLS NOW HAVE HOPE FOR A GREAT FUTURE. THANK YOU, SO, SO MUCH."**

*- 2019 GRADUATE*



# A YEAR WHERE LOOKING FORWARD, MEANT LOOKING BACK

The percentage of women who felt confident 'recognising the voice of God' has increased from **1 percent to 73 percent.**

*"I learned about the powerful ways in which the Holy Spirit moves for the first time. I learnt to hear him speak directly to me and I learnt to rely on him. My time at Mercy UK was foundational to my faith journey."*

**85 %** of graduates believe Mercy UK was a main or significant cause behind these changes.

The percentage of women who felt they were 'worthy as people', increased from **3 percent to 80 percent.**

*Mercy UK "helped me identify the lies and replace them with God's truth. They showed me who I truly am".*

**63%** of respondents believed that they would be dead if they hadn't attended Mercy UK.

*At the end of 2019, we completed a retrospective impact survey in partnership with **Eido Research**. The research, which will be released early 2020, was built on an in-depth analysis of a thorough data collection process with a graduate response rate of **82%**. Through the research, we heard about how, for many women, their relationship with faith was completely transformed, some coming to see God as loving and kind for the first time in their lives. We heard what an effect this had on how the women related to themselves, with most reporting a significant improvement in their self-esteem and self-compassion, and these effects continuing to increase, albeit at a slower pace, since graduation.*

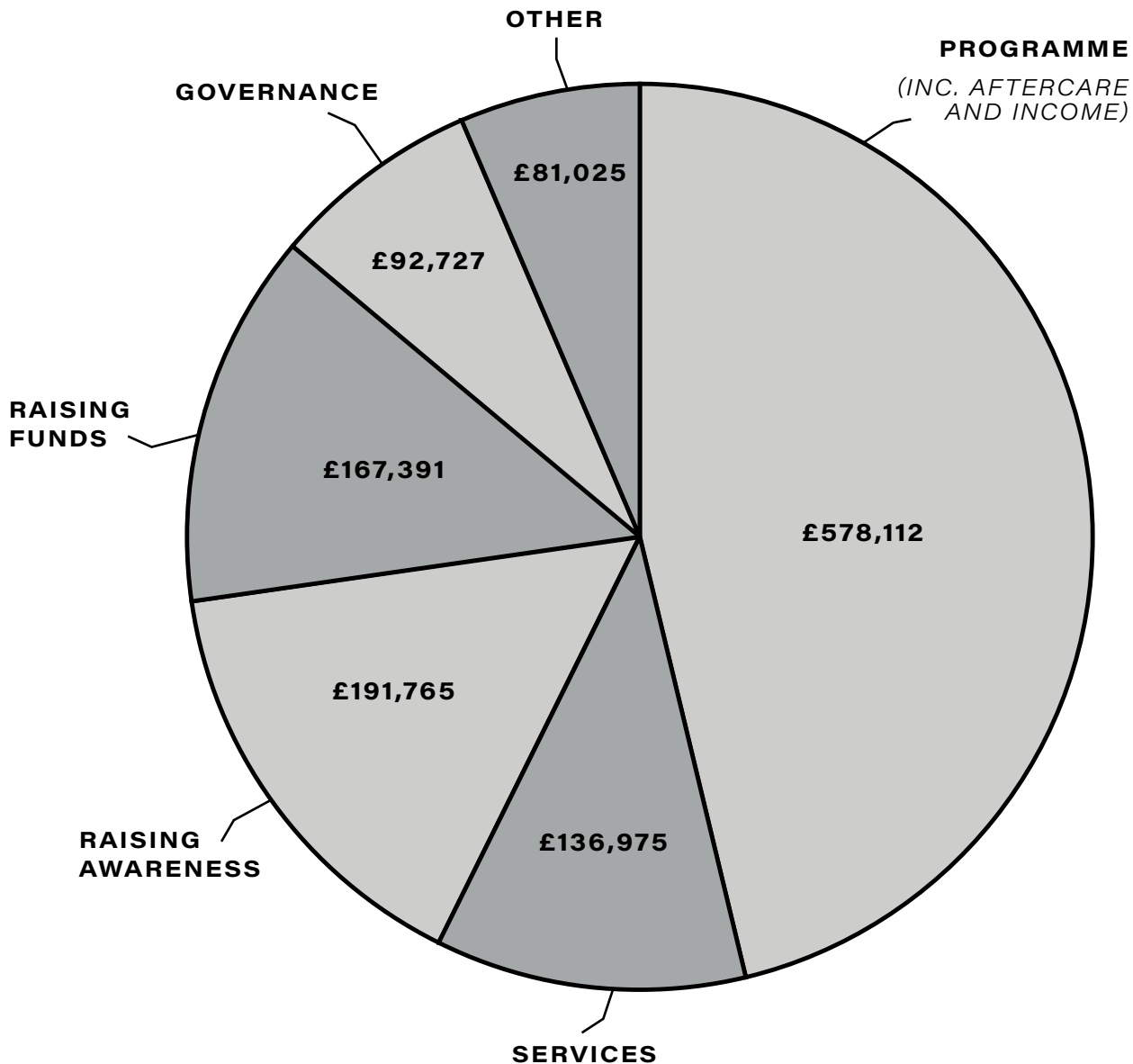
*Lastly, we heard about how their time at Mercy UK had completely altered many women's ability to relate to others, particularly in identifying and asserting healthy boundaries, and, on the whole, of the positive knock-on effect this had on the rest of their lives.*

*This positive effect was by no means limited to their own lives; the support Mercy UK gives each woman and the women's response to it means that the estimated financial value to government and society in areas like reduced spending on healthcare, policing, and employment issues is almost **£470,919** per fifteen graduates or for that same group of graduates over five years after graduation, is **£2,205,536**.*

**The home produces an estimated three-fold return on investment (£3.82 for each £1 invested) in social value added to society.**



# 2019 COST ALLOCATIONS



IN 2019, OUR TOTAL CHARITABLE SPENDING (INCLUDING GOVERNANCE COSTS) AS A PERCENTAGE OF INCOME AND ENDOWMENTS RECEIVED BY THE CHARITY WAS **85P** FOR EVERY **£1**.