



Our Impact

2024/25



Contents

A Word from our Chief Executive	03
A Word from our Chair of Trustees	04
Our Mission, Aims and Values	05
Key Developments	07
The Year in Numbers	09
Elissa's Story	11
Our Rights-affirming Work	13
Learning & Development	14
Our Staff	15
Adferiad Membership	16
Spencer's Story	17

Our Volunteers	18
Our Service Highlights	21
Service in Focus	23
Our Campaign	25
Lucy's Story	27
Our Research	29
Sustainability	30
Fundraising	31
Our Partners	33
Looking Forward	35
Financial Review	37



A word from our Chief Executive

2024/25 has been another landmark year for Adferiad. We had the privilege of supporting more than 35,000 people across Wales, Lancashire and beyond, with 16,000 of these being new referrals to Adferiad. Our services spanned substance use, mental health, veterans, supported housing, homelessness, gambling, volunteering, criminal justice, domiciliary care, and employment programmes. We continue to deliver a diverse range of services with over 150 contracts and this year saw the launch of 28 new or expanded services reflecting both the trust placed in us by commissioners and our commitment to meet complex needs with compassion and professionalism.

Our “Let’s Get Physical – Whole Health, Whole Lives, Whole Picture” campaign reignited a decade-long commitment to tackling health inequalities facing people with serious mental illness. The campaign reached over 1,000 people, uncovered vital insights, and gave a renewed call for embedding physical health into all mental health and substance use services. Our leadership in gambling harms continued, with residential services extended, women’s awareness projects expanded, and our role as secretariat to the Senedd Cross-Party Group on Gambling Harms consolidating our national impact.

2024/25 also saw us extend the Cyfle Cymru “Out of Work” Service to August 2026, supporting thousands of people to move closer to or into employment. Our work with young people, families and carers, veterans, and those in the criminal justice system remained a lifeline, while our domiciliary care, residential and inpatient facilities received positive inspection reports confirming the high standard of care we provide.

This was also the year in which Adferiad formally merged with Diverse Cymru. This strategic step has strengthened our voice as a Rights-Affirming Organisation and enhanced our capacity to challenge discrimination and embed equity and inclusion at the heart of everything we do. It has been inspiring to see colleagues from both organisations come together, bringing fresh energy and expertise to our shared mission.

We faced challenges, not least the closure of Time to Change Wales and the difficult decisions about digital platforms like Clic. Yet, these moments underscored our resilience and ability to adapt. Financially, despite sector-wide pressures, we sustained growth with careful stewardship of resources and diversification of income streams. Importantly, we remain financially stable, giving us confidence to continue investing in our people and services.

This year also saw us invest in our people. Over 9,000 training places were delivered, and more than 50 colleagues began ILM leadership qualifications. These programmes reflect our commitment to supporting the next generation of leaders within Adferiad and ensuring our services are built from the ground up by those who know them best.

To our staff, volunteers, trustees and members – thank you for your commitment, compassion and tenacity. To our clients and their families – thank you for your trust and courage. As we look to the year ahead, we remain steadfast in our belief: recovery is possible, and together we can achieve it.

Alun Thomas
Chief Executive



A word from our Chair of Trustees

It is a privilege to introduce Adferiad's Annual Impact Report for 2024/25 – a year that reflects both the resilience and ambition of our organisation and the communities we serve. As Chair, I have witnessed first-hand the extraordinary work of our teams and the profound difference this makes for so many individuals and families. Our strategic campaigns, including “Let’s Get Physical – Whole Health, Whole Lives, Whole Picture”, demonstrated the urgency of tackling health inequalities and the power of community-led interventions. Our work in gambling harms, veterans’ support, housing, employment and youth services continues to shape national conversations and influence policy in Wales, Westminster, and beyond.

The year has not been without its challenges. The economic climate, continuing pressures on public services, and the transition following the UK General Election all bring uncertainty. Yet we face these challenges with determination, knowing that Adferiad’s voice – and the voices of our beneficiaries – must be heard in shaping future policy.

This year has also been one of adaptation. We have managed the very sad and disappointing conclusion of major programmes such as Time to Change Wales, a hugely successful joint venture with Mind Cymru, which is yet to be replaced by the Welsh Government. We have, however, seized new opportunities such as extending Cyfle Cymru and embedding new veterans’ and carer projects. We welcomed Diverse Cymru into Adferiad, an important step that deepens our equity and inclusion agenda and strengthens the voice of those we represent.

Financially, we have maintained stability, with growth in income and careful management of reserves. These results provide a firm foundation for our ongoing mission, particularly as we face challenging economic conditions and political transition. We remain committed to advocacy, partnership and innovation to secure the best outcomes for those we serve.

On behalf of the Board of Trustees, I extend my deepest gratitude to our staff, volunteers, partners, supporters and members. Your dedication underpins all that we achieve. Together, we will continue to affirm rights, challenge inequalities, and deliver hope and recovery.

Rev. Sue Northcott
Chair of Trustees



Our Mission

Adferiad responds to the needs of people facing a range of co-occurring health conditions and complex social circumstances – people who are seldom seen and seldom heard.

Adferiad is a member-led charity that provides help and support for people with mental ill health, addiction, and co-occurring and complex needs to maximise their personal potential, and achieve a better quality of life. Our expert staff and volunteers apply a whole-person approach to help people in all areas of their lives so they can live with dignity and as independently as possible. We are rights-affirming people within a rights-affirming organisation.

Our support includes a range of local and national services for our clients, carers and families; we operate services in all 22 counties of Wales and in Lancashire.

We also provide a national and local voice for our clients and campaign alongside

them to reform policy and law, improve services and combat discrimination.

Our organisation welcomes everyone to become members and amplify the voices of those we aim to support. These members play an integral role by electing our Trustees, who govern and guide us, setting the direction and objectives of our organisation. Some members even expand their roles to become Trustees themselves. The Executive Team, taking cues from the Trustees, directs the staff to implement and achieve our organisational goals. In essence, this interconnected structure facilitates a member-led organisation, effectively translating the insights of our community into impactful actions for our cause.

Our Aims

We aim to make positive changes in the lives of people affected by drugs, alcohol, mental health problems, and other life challenges, through a range of services and support delivered by skilled and experienced staff in the belief that people can and do change. Adferiad delivers a new, flexible and co-ordinated response to the exceptional circumstances faced by people with co-occurring mental health and substance use conditions, and related issues.

Our comprehensive and coordinated therapeutic model employs the very best practice from mental health, substance use, criminal justice and a range of health, employment and social care services.

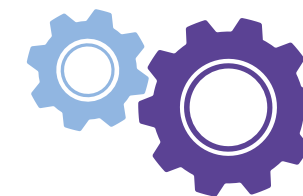
Adferiad's combined team works holistically to address the needs of each client, creating the best conditions for effective treatment and support for co-occurring conditions and dual diagnoses.

We work with our clients to engage and support them throughout their recovery. We use proven mutual aid, peer mentoring and social navigation approaches to help people take control of their lives, create their own plan for recovery, and work towards independence and prosperity.

We work across barriers to the benefit of our clients. We develop partnerships with commissioners, fellow providers, practitioners and researchers who share our ambition to transform the lives and prospects of some of Wales' most vulnerable people.

Our mission is to welcome everyone to create inclusive teams. We celebrate difference and encourage everyone who shares our values to join us and be themselves at work.

Our Values



Working Together



Dignity & Respect



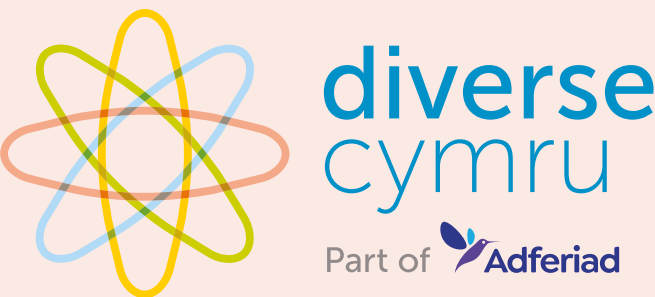
**Commitment to Quality
Care & Support**



Learning & Reflection

Key Developments

The organisational highlights from this year.



We merged with Diverse Cymru

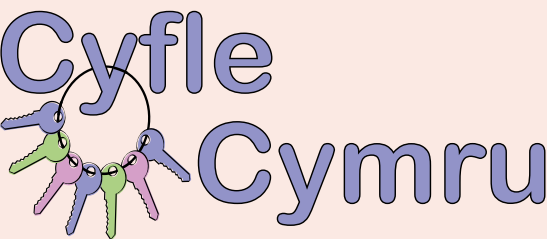
We were delighted to welcome Diverse Cymru to the Adferiad family this year. This merger significantly enhances our capacity and impact as a Rights-Affirming Organisation.

Secured £1 million capital funding to house homeless veterans

We were delighted to secure £1 million from the Armed Forces Covenant Fund to convert a former nursing home into 15 units: 14 self-contained flats and a bungalow for veteran households in Llandrindod Wells, Powys. The project addresses homelessness and provides long-term, affordable and quality housing solutions to ensure the well-being of marginalised veterans through tailored support services.



Contract Extension



Through Cyfle Cymru, Adferiad leads the delivery of the Welsh Government's 'Out of Work' Service in five of the seven Welsh health board areas, and has achieved: 7,000+ registrations, 125,000+ hours of support, 8,500+ qualifications, 500 into jobs, 1,400 into volunteering/work experience. We are pleased to report that this contract was extended from March 31, 2025 until August 31, 2026.

Continued to be a Real Living Wage employer

Adferiad has worked hard to ensure that all employees are paid the Living Wage Foundation pay rate and will continue to work with funders to ensure that contract arrangements reflect the value of Adferiad staff.



Changing the Conversation Around Addiction

Only Human Project £500k in funding from the National Lottery Community Fund

In January 2025 we were successful in our bid for £500K from the National Lottery Community Fund to develop the three-year Only Human project. Building on our 2022 campaign, the project seeks to tackle stigma and discrimination associated with alcohol, substance use and other addictions. We are currently working with the family of the late celebrity The Vivienne, which has sparked a surge in digital engagement and media coverage.

Launched significant new Housing and Supported Living services

During 2024 – 25 Adferiad delivered 35 projects funded by Housing Support Grant (HSG) contracts across 12 Local Authorities, including a suite of new services in Cardiff, and the groundbreaking Denbighshire Collaborative in partnership with Stori.

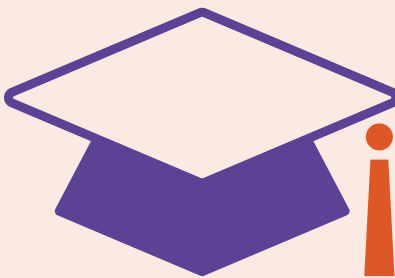


Achieved ISO 14001 (and re-accredited for ISO 9001)

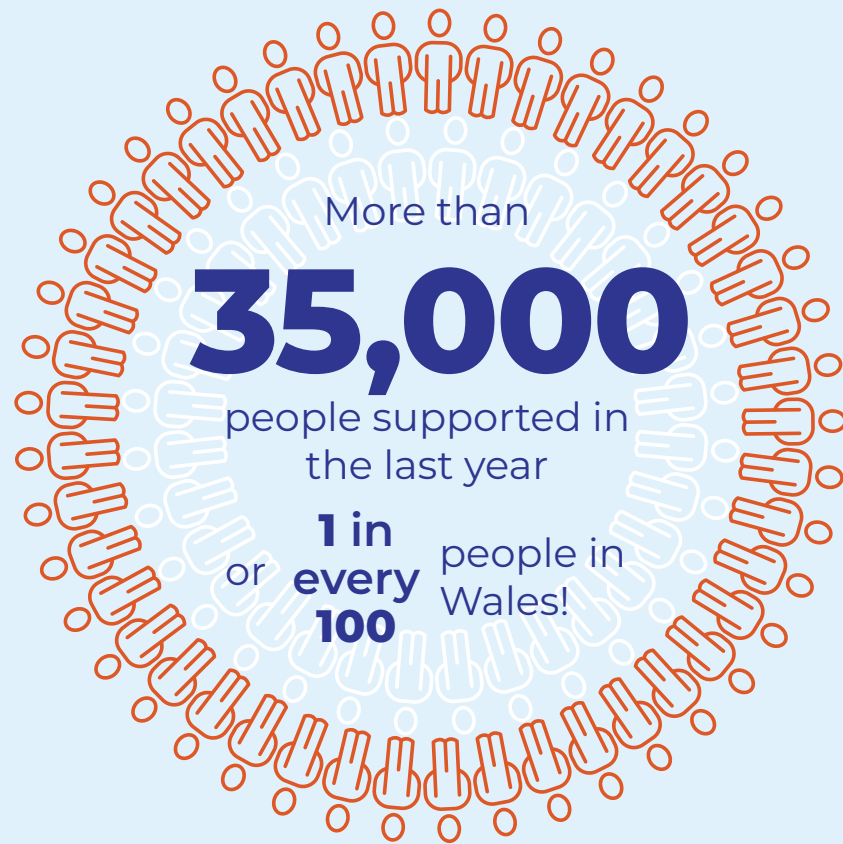
After success in stage one last year, we are pleased to announce this year we have gone on to obtain the full ISO 14001 certification for Environmental Management. Our ISO 9001 accreditation was also externally audited and successfully revalidated in March 2025. In addition, Adferiad now holds Centre recognition from Agored Cymru.

Our Future Leaders Programme began

We support a number of staff undertaking post graduate learning including MBA programmes and our new ILM Future Leaders Programme, aimed at developing career pathways so that we retain and build on the talent within. In partnership with Gower College, over 50 staff began undertaking these qualifications in 2024/25. These future leaders have been working on organisational priorities, providing them with opportunities to be engaged in strategic development and leadership within Adferiad.



The Year in Numbers



714

staff
working at
Adferiad

391

full-time
employees

397,698

client engagements...

More than
16,000

new referrals

Funding secured
for

29

new contracts...

...worth a total value over

£11 million

87,600

visitors to our
website

Worldwide press
and primetime
media coverage
reaching more than

5 million
people

29,860

followers across
social media

609,584

people reached via
our social media pages



“ I don’t know anyone that has cracked addiction on their own, but I know loads of people that do it together. ”

Elissa's Story

Elissa once spent her wedding night in Cyprus secretly losing all the money she and her wife had been gifted on their special day due to a gambling addiction.

On what was meant to be the happiest day of a newlywed’s life, she chose to spend it alone in secrecy within the hotel lobby, attached to her mobile phone, engaging in online casino games.

She had been spending wedding money gifted to the couple to fund her addiction.

Elissa’s first experience of gambling came at the age of 9, when she would visit local pubs with her family and would make use of a fruit machine.

That interest would progressively spiral as she went through her life and she developed an interest in online casino games.

A former plasterer by trade, Elissa would work day-to-day in her home of Rochdale to help fund her gambling, so she could spend her evenings wagering her daily earnings online.

“Most days, I would skip my basic needs like lunch, I was constantly thinking about getting home to gamble online. I got sacked from several jobs because I would take cash-in-hand and would use the money for my addiction” she said.

At the height of her addiction she was losing £40,000 a year, taking out payday loans and hiding her secret from loved ones.

Everything changed when she hit her “rock bottom”, when her ex-partner had asked about the wedding money gifted by their family and friends. As the truth came out, she lost everything: her marriage, her home, her stepchildren, her job, and her dignity.

“I came to Adferiad because my gambling addiction became too much, and I ended up losing everything.

“It cost me everything; my marriage, my step-kids, my home, and job.

“My wife had absolutely no idea what had been going on, she said I had basically lived a double life.”

Facing uncertainty after her truth was revealed, a member of Elissa’s family pointed her in the direction of an Adferiad pathway to combat addictions and improve mental health.

After an assessment, she was referred to Adferiad’s Parkland Place rehabilitation unit in North Wales.

“It was the best feeling I’d had in a long, long time — getting the dates to go into treatment and knowing I was finally getting help”, she said.

Here, Elissa learned more about the science related to addiction and was empowered to improve her self-worth through the vital work of counselling and education.

However, recovery is rarely a straight line, and after leaving support, Elissa relapsed - turning to alcohol and prescription drugs, once again finding herself in crisis.

Recognising she needed more help, Elissa sought guidance from Parkland Place, where she was also directed to North Wales Recovery Communities, a recovery support group that networks individuals from similar experiences.

“I found out a lot about myself. I don’t hate everyone – I just hated myself. People lift you up from similar experiences.”

Today, Elissa has transformed her story, taking her lived experience to support others within Adferiad.

Living in Rhyl, Denbigshire, she has given her guidance and experience to support residents of Parkland Place for the past three years, helping individuals navigate various addictions through counselling.

“ I don’t carry that shame anymore — the past is the past, and I’m doing something about it today. I feel like I’m turning all the negative stuff into positive — to help others. ”

The 39-year-old now works as a Welsh Women’s Gambling Co-ordinator for Adferiad, where she delivers guidance to individuals across Wales, who are facing issues with addiction.

Elissa champions Adferiad’s work in the media, giving her experience and expertise on gambling, where she has been a valuable voice and inspiring others that change is possible.

Elissa actively campaigns for tighter restrictions around gambling, including the removal of gambling machines in all public-facing spaces, such as pubs and Family Entertainment Centres(FEC), often found at holiday parks.

“ I remember first using a fruit machine at a young age by visiting pubs with family. Children are often exposed to these environments at a young age, and I don’t think people appreciate that they can have a knock-on effect on their later lives ”



Our Rights-Affirming Work

At Adferiad, we are proud to champion a values-led and inclusive culture that empowers both our staff and the people we support – ensuring that every voice is heard and respected.

Guided by our commitment to fairness, dignity, and co-production, our journey towards becoming a Rights-Affirming organisation began in September 2021, when Adferiad's Trustees made a commitment to embed the active promotion and protection of rights at the heart of everything we do.

Our Rights-Affirming and EDI Staff Committee brings together employees who champion inclusive practice across the organisation and act as a bridge between staff and leadership. This group identifies emerging priorities, recommends actions, and ensures policies and initiatives reflect the principles of equity and rights-affirmation.

Achievements



Following the Diverse Cymru merger, our Learning & Development Team now deliver a variety of training courses to our staff, focusing specifically on inclusion, including:

- Trans, Gender Identity and Expression
- Unconscious Bias
- Introduction to Neurodiversity
- Autism Awareness

Additionally, as well as attending and marching at various Pride events across Wales, we were a sponsor for Colwyn Bay Pride.

At Adferiad, EDI is not an add-on, but a central part of who we are and how we work.

We remain committed to building an organisation where every individual feels valued, respected, and empowered, and where our culture, services, and governance reflect the diversity and richness of the society we serve.

Learning & Development

The Learning & Development (L&D) team continues to go from strength to strength, demonstrating growth, adaptability, and increasing impact both internally and externally.

Staff Training



External Training

Externally, the team's reach and reputation continues to grow:

- New prospectus: Delivered training on over 150 topics. Following the Diverse Cymru merger, the team now delivers highly sought-after courses in Equality, Diversity & Inclusion (EDI), Disability Awareness, and Transgender Awareness.
- Reputation-driven growth: Much of the customer base expansion has come through referrals and word of mouth, reaching more than 9,000 participants.

- Income generation: With a 300% increase in revenue, external training has become a major contributor to the sustainability of the training service.
- Eventbrite is providing a new channel to attract customers and generate income, with plans to invest more effort into maximising its potential.
- 100% of external customers said 'yes' when asked if the training was inclusive and equitable to all.

I have worked for the NHS since 1995 and this is the best training course I have ever done

Our Staff

We believe that the happiness and well-being of our employees is integral to the success of Adferiad. Our workforce continues to grow and evolve, and we are incredibly proud of our people and the culture we are building together.

Our strategy is grounded in our core values and built on three strategic pillars:

- Employee Experience and Wellbeing
- Talent Acquisition and Orientation
- Talent Management and Development

At Adferiad, we are committed to listening to our people, and ensuring their voices are heard. To strengthen engagement, we have introduced regular face-to-face briefings across the country, helping us foster a more inclusive organisation where everyone can thrive. In addition, we have refreshed our staff survey and launched continuous improvement focus groups, providing valuable insights and evidence to inform and refine our people initiatives.

Staff Survey 2024 Findings



Adferiad Membership

We take pride in being a member-led charity, placing the voices of our members at the core of all our actions. By becoming a member, you will become part of Adferiad's shared voice, comprising thousands of people in Wales and England who face a range of co-occurring health conditions and complex social circumstances. You will fulfil an integral role by pushing for change, sharing experiences, and helping to shape our work.

Being a member of Adferiad means that you can take part and have your voice heard by shaping the future of services locally, Wales-wide, and across the UK. Adferiad is represented on a number of Welsh and UK-wide strategic groups representing the voices of our clients and carers. The Welsh Government and UK Government both listen to Adferiad, but more members mean a louder voice, more authority and more influence where it matters.

There is no cost to become a member, but we always welcome any contribution which goes towards the ambition and mission of the charity.

This year our membership has continued to grow, **but you can help us do even more.**

“Membership is a chance to have your voice heard - and that's really key in us developing the services going forward, and improving what we've already got. So please, please - sign up, and become a member!”

– Rev. Sue Northcott,
our Chair of Trustees

Sign up for
free here:



Spencer's Story

When Spencer Lowry woke up from a drug-induced coma, he was covered in severe burns all over his body after spending 22 hours unconscious against a radiator.

Spencer had battled addiction for 28 years after a traumatic childhood had left him homeless.

Growing up in care, Spencer was sexually abused by his foster father at the age of 15 and left the family home, following years of abuse. Within a year, after a lack of guidance and support, he ended up in prison - starting a cycle that would define him for years to come.

Wanting to escape his reality, Spencer would experiment with the use of substances which "started to take control of my life very quickly" as he started using crack cocaine and heroin.

"I didn't see it as addiction for a long time - for years, by the time I was getting to my 30s and 40s it became a real issue for me."

"It was really controlling everything really; first thought in the morning, where will I get something today, last thought at night, where will I get something tomorrow?"

Spencer would repeatedly be caught in a cycle, using different probation services, entering three different rehabs, alongside numerous other support services.



Spencer and his daughter Stacy

"Not to say none of them worked but because I took a little bit of them from every single one, but nothing worked - because I was always trying to hold on to a little bit.

"Just trying to keep that little something, thinking it was me, thinking I would lose my identity - because I didn't know myself without drugs, 28 years is a long time" he said.

His turning point came when he accidentally overdosed on tramadol - a strong painkiller opiate, known for being highly addictive.

"I was in a bad place, I started taking tramadol which I had never taken before, I did not realise what they were" he said.

Spencer would go on to take the box in its entirety and spend 22 hours unconscious, pressed up against a radiator until he was found by a stranger.

After being admitted into hospital, he would spend a week under intensive care.

"It doesn't sound long, a week but that ruined me, my body. I had pressure marks on my knees and feet, half my shoulder too - I've only got half a shoulder there because I was against a radiator for 22 hours, I was dying, when someone found me.

"That was the turning point for me, that was the point where I decided I needed to pursue a change" he said.

Shortly after, Spencer discovered Adferiad.

"Somebody had mentioned Adferiad and I decided to go down and take a look, at that time they were able to take my details and immediately offered me the domino project.

"Accessing it was the most powerful step I took. Once I walked through the door that day; people were so warm and welcoming, everything started to shift immediately.

"I can see how things just started to fall into place for me. I was desperate for help and that first response to me when I walked into that building was the most important, it saved my life" he said.

16 years after his coma, Spencer has rediscovered his identity and found faith, which has enabled him to find an element of peace within his life.

He has even been able to reconnect with family after 20 years, where he has a loving relationship with his daughter and a new partner in his life.

"I had never been abroad, I have been three or four times now. I am looking forward to down the line, spending time with my grandchildren.

"I let my daughter down for 20 years, but to be in my life now, and she loves the socks off me, it's mind-blowing.

"My little grandkids run up to me and shout 'Bampi' and I just look forward to now waking up every day"

"My old life won't define anymore. Addiction is a personal battle and If I can help others through telling my story then I am happy to," said Spencer.

Spencer Robert Lowry is now empowering others to rebuild their lives after addiction.

Now 7 years sober, Spencer is eager to help others on a similar journey and offers his own guidance to Treatment Services within Adferiad in Swansea and Neath Port Talbot.

“

"I was caught in a trough of destruction for 30 years and saw things that most people wouldn't believe."

"I want to help others now, if my story can help just one person then I will share my story"

”

Our Volunteers

Volunteers play a crucial role within Adferiad, contributing significantly to our services, clients, and staff. They serve as valuable members of our team, representing us and advocating for the transformative power of volunteering. Volunteers help to significantly enhance the services our clients access, along with alleviating the workload of our staff.

However, what really sets our volunteers apart is their unique perspective. Many of our volunteers have first-hand lived experience of substance use and mental health challenges, enabling them to establish profound and deep connections with our service users. In addition, our volunteers experience a sense of fulfilment as they make a positive impact on others, thereby enhancing their own wellbeing.

Interest in volunteering has continued to grow this year, and the numbers speak for themselves:

- Over the past year, over 100 volunteers helped to support our services
- These volunteers helped to support 32 of our services across Wales and in Lancashire

Peer volunteering is a significant way we support our clients. It involves individuals who have personal experience in their own recovery journey volunteering to help others. This approach is highly rewarding and empowering for both the volunteers and those they support. Many of our peer volunteers have gone on to secure jobs within our organisation or with other groups.

“ I really enjoy volunteering, being a full time mother and wife it gets me out of the house and into a different environment. I do like to think that I can make even a small difference to someone. else's life. ”

“ To me volunteering is about making a difference, whether it's big or small knowing a change has been made is all that matters. ”

“ Volunteering with Adferiad is extremely rewarding. It allows me to develop skills that I can use in my career alongside a feeling of fulfilment from knowing I'm making a difference in my community. The fact I am able to do this with a group of like-minded volunteers is an added bonus! ”

“ Volunteering gives me a sense of purpose, connection and the opportunity to make a real difference in the lives of others. ”

Placements

Adferiad takes pride in hosting students from universities, colleges, and training organisations for their placements and we understand the value of combining practical experience with theoretical learning.

Our students come from across Wales and the North of England, gaining valuable experience in a range of roles that complement their studies. Some students choose to continue volunteering with us after their placement ends.

Our Service Highlights

Inpatient and Residential Services

Hafan Wen remains a cornerstone of specialist provision for detoxification and substance use treatment in North Wales. It is now recognised as a centre of excellence in ketamine treatment, which account for a quarter of admissions. Parkland Place Lancashire addiction treatment centre has become a leading provider across statutory frameworks. Following the closure of the Pavilion, we now receive three quarters of Lancashire County Council's inpatient referrals – worth over £1.25m in 2024/25. Parkland Place North Wales rehabilitation centre remains one of the UK's few dedicated residential services for gambling harms, now enhanced with new facilities and recognised on additional statutory frameworks.

Change Step, Adferiad's Veteran's Services

Change Step has grown into a trusted national service, the retainment of our Defence Employer Recognition Gold Award evidences an ongoing commitment to tackling isolation and promoting wellbeing. Each programme in the portfolio saw development this year, including a contract extension from Veterans NHS Wales until 2026 and the launch of a new suicide prevention project that trains veterans as peer mentors. Thrive Together, a significant grant aimed at improving services for veterans led by Adferiad, which has supported 12 projects and providers has also been extended until 2027. A grant worth £1 million has successfully been obtained from the

Armed Forces Covenant Fund Trust to support the development of Fronheulog House to provide housing and support for veterans across Wales.

Therapeutic Services

Our counselling and CBT sessions for young people on Betsi Cadwaladr University Health Board (BCUHB) Children and Adolescent Mental Health Services (CAMHS) waiting lists achieved excellent outcomes, reducing delays and offering crucial support. The success of this programme has been so clear that BCUHB is considering redirecting future funding to address neurodevelopmental assessments, underlining the impact of our work.

Housing & Registered Care

400 individuals were supported across our Registered Care services in 2024/25, with the quality and compassion of our teams to enable people to remain independent and supported in their communities made clear by the excellent Care Inspectorate Wales inspection reports awarded to our North Wales domiciliary service and Parkland Place North Wales. Our provision in Cardiff was expanded, incorporating a number of additional properties to form Cardiff Supported Living Services. Our housing support delivery also saw growth across the country, with our Housing First provision expanding into Flintshire, and the establishment of The Denbighshire Collaborative, in partnership with Stori.

Mental Health Services

In 2024/25 our community mental health services supported 1,375 clients and accepted 467 new referrals. We also launched the All-Wales Mental Health Forum, bringing together 20 services to address unmet needs, develop co-produced crisis responses, and strengthen interdepartmental collaboration. We expanded on our service provision in Cardiff, winning the contract to deliver the Early Intervention in Psychosis service alongside Cardiff and the Vale University Health Board, in addition to launching the Community Connectors programme, helping to tackle loneliness and isolation, and improve wellbeing by connecting those in need with relevant community services.

Families & Carers Services

Across 23 services, we supported 8,171 carers last year, offering respite, assessments, training, newsletters, and hospital-based provision. Adferiad took over four carers' contracts in Gwent, including the popular Gwent Carers Hub, transferring a building and 8 staff at short notice.

Treatment Services

Our treatment services in Swansea Bay reached more than 1,500 people in 2024/25, including over 1,000 new referrals, with rapid harm-reduction programmes enabling earlier intervention, preventing escalation and promoting recovery.

Problem Gambling

Adferiad has cemented its place as a national leader on gambling harms. The £300,000 Look Back to Move Forward project, in partnership with leading universities, is reshaping responses to veterans with complex needs. This year,

we began delivery on Against All Odds, a targeted campaign raising awareness of the specific impacts of gambling on women, it's associated stigma, and available treatment routes.

Criminal Justice Services

In 2024/25, Dyfodol supported 6,372 people across four prisons, delivering over 9,400 structured sessions, 17,000 unstructured sessions, and 1,800 group interventions. Our Appropriate Adult Service, successfully re-tendered for a further 3 years, supported 3,980 vulnerable adults – a 20% increase on last year – while training 54 new adults, securing a new RSPCA contract, and extending support to agencies such as the DWP and British Transport Police.

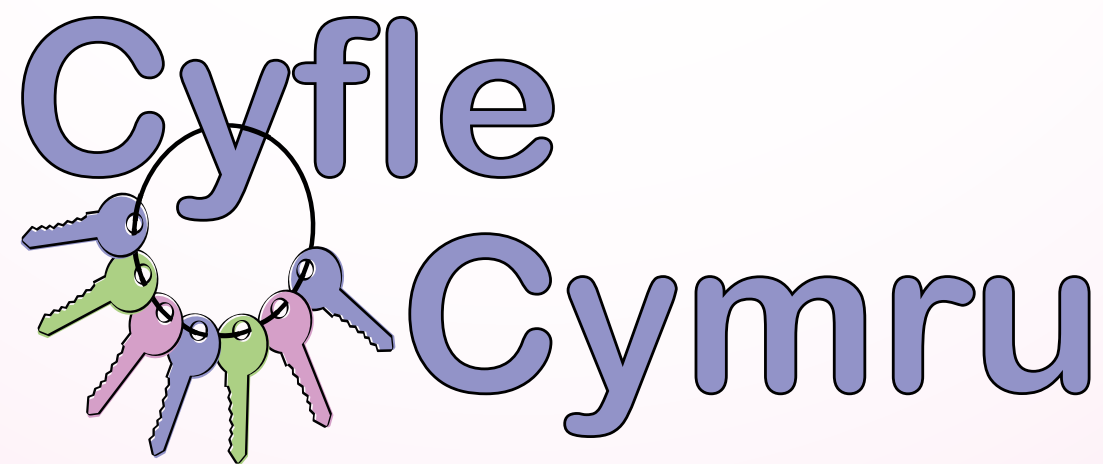
National Services

Time to Change Wales

Time to Change Wales, the national anti-stigma programme delivered with Mind Cymru, sadly closed in March 2025 after 13 years of impact challenging stigma across Wales. With his loss of funding raising real concerns, we continue to explore ways to safeguard this vital work for the future.

Mental Health & Money Advice

Our Mental Health and Money Advice service provided support to 360 new clients this year. This service goes beyond figures, offering stability, dignity, and hope for those struggling with the dual pressures of mental ill-health and financial hardship, helping them to make £1.1m in financial gains this year.



Service in Focus

Cyfle Cymru

We're delighted to announce that our peer mentoring and employability support project, Cyfle Cymru, has been extended for a further 17 months to August 2026.

The Welsh Government Out of Work Service-funded programme, which has been led by Adferiad since 2022 and is delivered in partnership with Barod and Kaleidoscope, has supported more than 7,000 people across 5 Welsh health board areas to access education, training, volunteering, and employment opportunities. Utilising their own experiences of substance use and mental health challenges, Cyfle Cymru's team of over 80 Peer Mentors help people on their own recovery journeys to develop their skills and confidence, delivering over 125,000 hours of support to date.

"This organisation has made an incredible impact on my life and recovery, and I cannot thank them enough for their support. Cyfle Cymru truly makes a difference, and I'm grateful to be part of their mission."

– Chris, Service User



"Volunteering with Cyfle Cymru has empowered me to turn pain into purpose. I hope my journey inspires others to take the first step—whether it's seeking help, giving back, or simply believing that things can get better."

– Charlie, Service User



With increasing pressure to tackle unemployment, Cyfle Cymru's commitment to developing participants' employability and finding them secure, sustainable work continues to shine through, with around 500 people supported into new jobs and a further 3,700 being supported on their journey towards employment. Over 2,000 people have obtained a new qualification or certificate through the service, and more than 1,400 have taken part in community volunteering; milestones in their recovery that they may not have achieved without the support of their peer mentor.

But the real success of Cyfle Cymru isn't in numbers and targets, it's in the stories of its' participants and the lives it has changed; and it's clear to see the difference Cyfle Cymru has made, and continues to make to lives and communities across Wales. It's more than an Out of Work Service, it's a shoulder to lean on when people on their recovery journey's need it most. Peer Mentors know how recovery looks and feels, they've walked a mile in participants' shoes and inspire them to take positive steps to change their lives for the better – with many going on to become Peer Mentors themselves!

"Every day, I get to see people take steps they never thought possible. I know how that feels, and it's the most rewarding part of what I do. That's what makes peer-led services so powerful, people know you understand because you've been there. I don't just talk the talk, I've walked the walk."

– Danielle John, Team Lead

"The people I meet—the clients, the team, the stories—remind me why I went through what I did. I've learned that our darkest moments can lead us to the place we're meant to be."

– Sean, Peer Mentor





Our 2024 Campaign

Physical health, exercise, and nutrition are powerful tools for improving mental health conditions and overall quality of life. Yet, for individuals facing mental health or substance use challenges, maintaining these healthy habits can feel like an impossible task.

During the summer of 2024, we decided to bring back one of our best campaigns - 2014's "Let's Get Physical", a bold initiative aimed at improving the physical health of people living with serious mental illness, across all 22 counties of Wales.

10 years on, **people are still facing the same health challenges.**

We had 9 amazing events throughout the Summer, all across Wales, **attended by over 1000 people.**

At every event we gave free health checks, measuring height and weight, blood pressure, blood glucose levels, as well as a health questionnaire. Every person left with a health check booklet to take to their GP, and helpful resources on further available screenings.

Sarah Murphy MS, Minister for Mental Health and Wellbeing, said at our End of Campaign event:

"We are now acutely aware that physical health and mental health are interlinked, and even more important for people living with longer-term mental health and substance use issues"

We gave a total of 350 health checks, some findings of which include:

- The average BMI of those reporting a mental health or substance use issue was 2 points higher than those who didn't, with both groups falling into the overweight category.
- 24% had not seen their GP in one or two years, nearly 1/5 had not seen their dentist in over 2 years, and most people had not had their eyes tested in over 2 years.
- 43% rated their overall health as 'average', with only a minority reporting 'good' or 'excellent' health.
- 32% had above threshold blood pressure, compared to 18% in 2014; while 24% had above threshold blood glucose, compared to 47% in 2014.

By shining a light on these challenges, we aim to inspire others to take action in breaking down barriers to accessing healthcare services. Our seven recommendations are detailed in the full report; we look forward to working with policymakers to influence positive change in our communities based on these findings and recommendations.



**Click
Here**

**Read
our full
report**



“ Through Adferiad, I now feel able to help others through my art, so they never have to go through the dark times I did ”

Lucy's Story

As part of our Carers Week celebration, Adferiad celebrated a success story developed by our Carer support group in Wrexham.

A powerful piece of art titled “Care for Carers” is to be featured within an award-winning community gallery in central Wrexham. Painted by Lucy Price, the piece is set to feature on display at The Drawing Board gallery, which showcases work by talented local artists and makers on a quarterly basis.

Lucy is a regular attendee at Adferiad's monthly carers support group, which provides tailored, empowering support in a group setting, promoting independence and emotional well-being within its members.

The idea behind the painting emerged from a group discussion exploring what the support group meant to its attendees.

Lucy has been on her own mental health journey and operates in a caring capacity for her mother.

Inspired by her own experience, Lucy volunteered to create a work that would reflect both the mental health experiences and daily realities of carers.

Attendees within the group helped create themes that resonated throughout, including; Acceptance, Inclusion, Kindness, Support and Banter.

Lucy rekindled her passion for art after joining a local group where she rediscovered her talent after previously not picking up a paintbrush for 15 years as she faced anxiety and depression.

Her interest intensified when The Drawing Board gallery invited submissions for its inaugural exhibition, “Rebirth”.

“I wanted to give back to the people who supported me over the years—without them, I probably wouldn't be here.”

“Through Adferiad, I now feel able to help others through my art, so they never have to go through the dark times I did. I hope it helps people find the support they need” Lucy said.

Today, she continues to produce more artwork and poetry - renting her own studio space for the past three years and producing commissioned work, including contributions to Wrexham's City of Culture bid.

“You may, perhaps, be inspired to start your own journey to that once impossible dream”

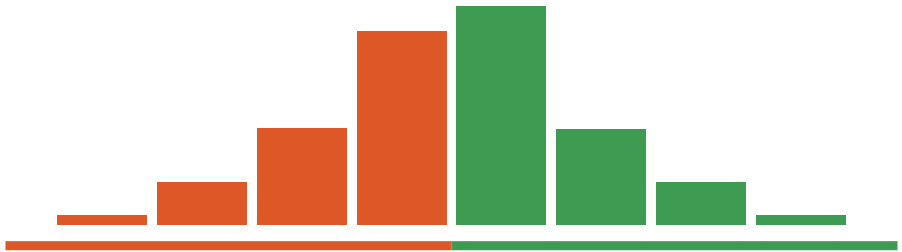
Lucy's artwork can be seen at The Drawing Board gallery on Lord Street, Wrexham, along with additional original pieces in her studio located above the gallery.

“ Lucy is an amazing artist and it is fantastic to have a meaningful piece of art for not only our group but carers as a whole ”

– Lauraine Harries,
Lucy's Support Worker

ADFERIAD

Our Research



Sustainability

At Adferiad, research is central to our mission of improving lives. Through pioneering projects and partnerships with leading universities, we contribute to advancing understanding and treatment in mental health. These partnerships ensure our services reflect the latest evidence and insights.

Our research places the voices of service users, staff, and stakeholders at the core of our work and an evidence-driven approach helps us design more effective, personalised support and advocate for policy change grounded in robust data. By sharing our findings through conferences, academic publications, and media platforms, we contribute to the wider conversation on mental health. Our commitment to research and evidence-based practice positions Adferiad as an innovator, helping to improve outcomes for the people we serve.

Brain and Genomics Hub

In 2023, Adferiad became a partner in a landmark £4.3 million mental health research programme - the Bipolar, Schizophrenia and Psychosis Research Initiative of the Brain and Genomics Hub (B-SPRINT). This ambitious project brings together world-leading researchers from Cardiff, Bath, Bristol, Exeter and Swansea universities, alongside Adferiad, Bipolar UK, and people with lived experience, to drive forward innovative research and develop treatments that transform the lives of those affected by severe mental health conditions. Data collection is now underway, and in September 2025 the project launch in Cardiff will showcase the scale, ambition and collaborative spirit of B-SPRINT.

AI and Mental Health Research

This year we continued our AI and mental health research with academics from Swansea, Southampton, and Nottingham Trent Universities:

In December 2024, the team provided expert input into a UK Parliamentary research briefing on AI and mental health, ensuring lived experience and frontline service realities were represented in national policy debates. We formalised our team as the Governance in AI Research Group (GAIRG), a cross-disciplinary network advancing research in this area.

We are currently preparing a research article on the implications of our findings for medical ethics.

Palliative Care Research

In partnership with Swansea University, Adferiad is supporting research into palliative care. Amber Browne, a Public Health PhD student, is studying challenges and barriers to social care for people with severe mental illness (SMI) who also have long-term physical health conditions requiring palliative care. The study aims to understand how social care is provided and what hinders access to appropriate support. Adferiad's role involves assisting with participant recruitment by sharing study information with eligible service users, families, carers, and professionals. Findings will inform recommendations to improve planning and delivery of social care for people with complex needs.

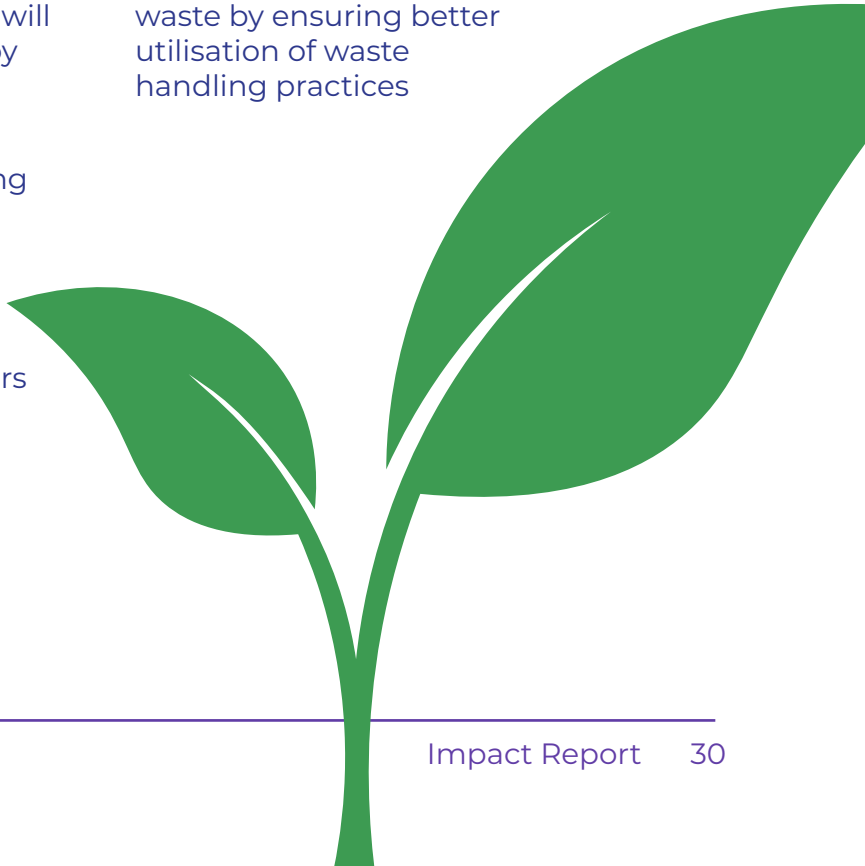
As an organisation we are determined to act on and succeed in becoming Net Zero by 2030. We have team bases in every county in Wales, three hospital sites (including one in Lancashire), a rehabilitation unit, multiple residential properties, and modern offices. We operate a fleet of over 50 vehicles including minibuses, food transportation, and cars. Our aim is that our assets are focused on maximising impact for our beneficiaries, saving money, and improving our carbon profile.



After success in stage one last year, we are pleased to announce this year we have gone on to obtain the full **ISO 14001 certification for Environmental Management!**

In the future we hope to implement measures such as:

- Switching to a 100% renewable electricity provider. This will bring down our overall emissions by around 7.64%.
- Lessening emissions relating to online storage by using to cloud services with a lower carbon footprint over the coming years.
- Replacing current petrol/diesel run company owned vehicles to 100% electric vehicles over the years. This will bring down our current emissions by around 4%.
- Reducing CO2 emissions generated through the disposal of operational waste by ensuring better utilisation of waste handling practices
- Tackling emissions produced by employee commutes by incentivising staff to switch to electric vehicles or take public transport to work in the coming years.
- Reducing emissions produced by business travel over the coming years by using only electric vehicles.
- Reducing emissions relating to subcontracted delivery services by opting for courier companies with lower carbon footprint.



We are incredibly grateful for the generosity we receive each year from community groups, businesses, and individual donors across Wales. This support is crucial in enabling us to continue our vital work, helping people facing challenges with mental health, substance use, and other issues.

Fundraising



Registered with
**FUNDRAISING
REGULATOR**

This year, our supporters have gone above and beyond, participating in a range of activities, from sponsored hikes to organising workplace events, all to raise funds for Adferiad. And not just in Wales - Kieran in London has raised over £1500 for us ahead of running the London Marathon!

In total, **£51,947** was donated in 2024-25, either for specific projects or to support our general charitable work. This extraordinary sum has directly contributed to the continuation of services that provide crucial support to individuals and families in Wales.

We extend a heartfelt thank you to every individual who took the time to organise or participate in these fundraising events. Many of these efforts represented significant personal challenges, and every pound raised will go towards ensuring we can continue to be there for people who may be struggling.

One inspirational example from this year is Wilson, who raised over £2000 for Adferiad by walking the entire coastline of Anglesey to celebrate his recovery journey:



Click here to donate!

“

Since the age of 15 I have always had a problem with alcohol, and in more recent years I really struggled with my mental health to the point where I didn't want to be here anymore. After 17 long years of pain and suffering, I was on track to lose everything, to lose my wife, Pippa and my two beautiful daughters, Bonnie and Tilly.

With this daunting realisation, on the 1st of May 2024 I decided to make a change. **I stopped drinking.**

Don't let anyone tell you anything other than it's hard, f**king hard. It's hard for many reasons but I found most of all because you get all those feelings back that you have been burying and numbing with alcohol for all those years.

As a year slowly approached I had the thought that I would love to do some sort of personal challenge to mark a year sober but to also be able to raise awareness and hopefully donations to help other individuals and their families who are suffering with problems similar to what I have. This is when I found Adferiad.

To coincide with my years sobriety, myself and my dad, Pete, embarked on the walk around the 135 mile Coastal Path of Anglesey. To make it more challenging, we aimed to do it in two stages – we would be camping out on the way round meaning we had to carry all our gear with us. We started off from Lligwy Beach near Moelfre and headed south around the coast – this stage lasted 4 days 3 nights and we managed to get all the way around to Trearddur Bay. We started the last leg of our journey joined by my brother, Josh, and after another 3 days walking and 2 nights camping on the 11th of June, we completed the entire 135 mile coastal path around Anglesey.

I am so honoured to have been able to do something to raise awareness and donations, **which now stand at over £2000 for Adferiad.**

What a wild rollercoaster it has been, not only the walk but my personal journey too. My Wife, my Dad, my Mum and my Brother have stuck by my side during the tough times when I have been at my lowest and suffering the most, so for them to also be by my side during the highs and the lows of the walk was an absolute privilege and I can't thank them enough for always sticking with me and pulling me through.

Thank you for taking the time to read my truth. I only hope that if you're reading this and going through the same sh*t that I have been through and continue to go through, then I want you to know this... it's not easy, but you CAN make a change.

Wilson

”



Our Partners

Adferiad itself is a merger of CAIS, Hafal and WCADA because we recognised that our separate expertise was most effective when combined.

We believe that our work as a charity needs to be led by the needs of our clients, and as such we are always seeking to forge partnerships with a range of different organisations who we can work with to better support the needs of our clients.

This can stem from joint case work on the ground with local charity partners, or healthcare teams such as CMHTs, through to formal partnerships like our Out of Work Service delivered in partnership with Barod and Kaleidoscope, and also our national, and international strategic campaigning partnerships such as the Wales Alliance for Mental Health, DACW, and GAMIAN.

To be effective we need to put aside the boundaries that can arise around organisations and focus on our shared objectives – **to provide the best support to people who need it in Wales.**



Looking Forward

The results in the General Election in Westminster this year provided a change in Government. The new Labour administration continued with the ongoing work to update the Mental Health Act 1983 along with a number of new health and social care and employment initiatives. Some of these will have an impact on our work in Wales, but as health and social care is a devolved matter to the Senedd, we can only hope that the increase in investment planned for England will result in a favourable settlement for Wales.

We know that there will be an election in May 2026 for the Senedd. The results at this election will be highly significant for Adferiad's work and for the care and support needed by our beneficiaries. We will work with all political parties to seek to influence their manifestos to include prioritising the needs of our beneficiaries. The new make-up of the Senedd which is increasing to 90 seats, means that more partnership work at Government is likely. Adferiad, through the expansion of our policy team will be well-placed to influence, guide, and educate new members of the Senedd in the issues affecting our beneficiaries.

Adferiad remains committed to partnership working within the statutory and voluntary sector in pursuance of the best possible service to our client group. We will seek joint working relationships with providers based elsewhere in the UK to develop shared approaches, increase awareness of Adferiad, and to share best practice. We will also continue to invest

in our partnerships with Mental Health UK, the Wales Alliance for Mental Health (WAMH), GAMIAN, EUFAMI, DACW, and other alliances to ensure the voice of our beneficiaries is heard.

Adferiad continues to strengthen its research partnerships with leading universities across Wales and the UK. We are working with Swansea University on an AI and Mental Health study, co-authoring a paper for submission to the Journal of Medical Ethics and contributing to national debates on the ethical use of AI in healthcare. Our research has already informed a Parliamentary Office of Science and Technology briefing and featured in the British Academy's Age of Mistrust? series.

Alongside this, we are collaborating with Cardiff University through the Mental Health Hubs and Lived Experience Advisory Panel (LEAP), contributing to publications on inclusive involvement and preparing for the Hub's formal launch later this year. We are also supporting academic projects at Wrexham University, exploring public perceptions of peer mentoring, and are in early discussions with Bipolar UK and research partners about future joint studies.

Through these partnerships, Adferiad is helping to shape ethical, evidence-based research that addresses the real challenges faced by people with mental illness, addictions, and complex needs.

Adferiad is dedicated to not only improving individual outcomes but also contributing to the broader knowledge base of mental health, substance use, gambling-related harms and co-occurring complex needs. This steadfast commitment to research and

evidence-based practice underscores our mission to provide the most reliable and impactful support to those we serve.

Our first year since the merger with Diverse Cymru has allowed us time to commission a review of the Workplace Cultural Competence Scheme, and this will report back in 2025/26 with recommendations for both the Scheme delivery and the financial development needed to secure the future of the programme.

We know that the Swansea Bay substance use tender is to take place in 2025/26 and we intend to work closely with partners to seek to continue our engagement in this service. This tender, along with tenders for Cyfle Cymru, and Dyfodol services, provide opportunities for further joint working

and Adferiad is keen to build upon the excellent work already in place across the country with a range of partners.

We expect in 2025/26 that we will need to find a more up-to-date location for some of our inpatient services. This is due in part to existing facilities reaching end of life, but also the acuity of patients now requiring detox support means that we need greater availability of moving and handling equipment, clinical facilities, and accessible rooms. We will work with commissioners, the local communities, elected officers, and Government to ensure any move is managed sensitively and appropriately.

Financial Review

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2025							
		Unrestricted funds	Restricted funds	Total	Unrestricted funds as restated	Restricted funds as restated	Total
		2025	2025	2025	2024	2024	2024
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	3	589,987	-	589,987	92,308	-	92,308
Charitable activities							
Community Services	4	15,828,776	115,529	15,944,305	14,300,723	75,792	14,376,515
Residential Services	4	10,060,144	1,002,665	11,062,809	9,349,581	751,358	10,100,939
Investment income	5	174,015	-	174,015	159,292	-	159,292
Total income		<u>26,652,922</u>	<u>1,118,194</u>	<u>27,771,116</u>	<u>23,901,904</u>	<u>827,150</u>	<u>24,729,054</u>
Expenditure on:							
Charitable activities							
Community Services	6	16,059,397	155,000	16,214,397	13,951,423	95,220	14,046,643
Residential Services	6	10,161,539	886,245	11,047,784	9,035,417	668,036	9,703,453
Total charitable expenditure		<u>26,220,936</u>	<u>1,041,245</u>	<u>27,262,181</u>	<u>22,986,840</u>	<u>763,256</u>	<u>23,750,096</u>
Total expenditure		<u>26,220,936</u>	<u>1,041,245</u>	<u>27,262,181</u>	<u>22,986,840</u>	<u>763,256</u>	<u>23,750,096</u>
Net gains/(losses) on investments	11	<u>456,700</u>	<u>-</u>	<u>456,700</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net income		<u>888,686</u>	<u>76,949</u>	<u>965,635</u>	<u>915,064</u>	<u>63,894</u>	<u>978,958</u>
Transfers between funds		(15,090)	15,090	-	(5,965)	5,965	-
Other recognised gains and losses:							
Actuarial losses on defined benefit pension schemes		<u>(60,000)</u>	<u>-</u>	<u>(60,000)</u>	<u>(1,000)</u>	<u>-</u>	<u>(1,000)</u>
Net movement in funds	8	<u>813,596</u>	<u>92,039</u>	<u>905,635</u>	<u>908,099</u>	<u>69,859</u>	<u>977,958</u>
Reconciliation of funds:							
Fund balances at 1 April 2024		<u>8,490,645</u>	<u>1,787,393</u>	<u>10,278,038</u>	<u>7,582,546</u>	<u>1,717,534</u>	<u>9,300,080</u>
Fund balances at 31 March 2025		<u>9,304,241</u>	<u>1,879,432</u>	<u>11,183,673</u>	<u>8,490,645</u>	<u>1,787,393</u>	<u>10,278,038</u>

BALANCE SHEET AS AT 31 MARCH 2025					
		2025		2024 as restated	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	13	6,848,493		7,374,592	
Investment property	14	995,000		-	
Investments	15		2		2
			<u>7,843,495</u>		<u>7,374,594</u>
Current assets					
Debtors	16	3,395,828		4,112,855	
Cash at bank and in hand		<u>7,750,291</u>		<u>6,832,505</u>	
			<u>11,146,119</u>		<u>10,945,360</u>
Creditors: amounts falling due within one year					
	18	<u>(6,639,710)</u>		<u>(6,811,587)</u>	
Net current assets			<u>4,506,409</u>		<u>4,133,773</u>
Total assets less current liabilities			<u>12,349,904</u>		<u>11,508,367</u>
Creditors: amounts falling due after more than one year					
	19		-		(457,292)
Provisions for liabilities	20		<u>(1,166,231)</u>		<u>(794,037)</u>
Net assets excluding pension surplus/ (deficit)			<u>11,183,673</u>		<u>10,257,038</u>
Defined benefit pension surplus/(deficit)	21		-		21,000
Net assets			<u>11,183,673</u>		<u>10,278,038</u>
The funds of the charity					
Restricted income funds	22	1,879,432		1,787,393	
Unrestricted funds		<u>9,304,241</u>		<u>8,469,645</u>	
Pension reserve					<u>21,000-</u>
			<u>11,183,673</u>		<u>10,278,038</u>

