P3 Charity
People
Potential
Possibilities

The P3 Group

2024-2025 Annual Review

Changing lives, every day.

Contents

Statement from the Chair of P3 Charity's Board of Trustees

This year has been particularly challenging. The cost-of-living crisis, stretched public services and financial pressures have affected us all – trustees, staff, volunteers and most of all the people we support. Yet through it all, the P3 Group as a whole has stayed true to its values: facing challenges with integrity, courage and creativity.

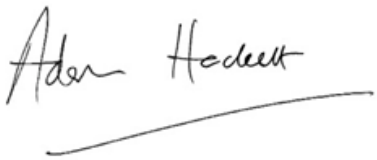
At the heart of our work is a belief in people. That means the people who come to us for support and the people who make that support possible: our colleagues, volunteers, partners, commissioners and our supporters and volunteers. Thank you. Your commitment, compassion and belief in our mission mean thousands of people could rely on P3 when they needed us most.

The P3 Group is made up of P3 Charity and P3 Housing, and the trustees of the Charity and members of the housing board have worked to protect services, adapt to financial pressures and make careful choices so that P3 can continue to create opportunities for people to belong, grow and thrive. We've strengthened governance, prioritised fair pay and wellbeing for our people and invested in leadership and skills so our teams are ready for the future.

In the past year, we've also expanded – launching new services in Rotherham and Wolverhampton and developing our services in regions where we've worked for years. These are powerful signs of the trust communities place in P3, and proof of our reputation for delivering person-centred, high-quality support.

I'm often reminded why P3 exists – in the letter from someone who has found safe housing, in the voice of a young person shaping their future or in the relief of a parent who no longer feels alone. These are the lives your support helps to transform.

Thank you for standing with us. Together, we are building stronger, more hopeful communities.



Adam Hackett
P3 Charity, Chair of Trustees

Snapshot of Our Year

81,845 people supported in-person and through our helplines.

59,777 people supported through our Derbyshire Mental Health Helpline alone (over 8,000 more than last year).

77,275 floating support interventions delivered.

2,964 people supported through our street outreach, with 59,803 interventions undertaken.

678 safe homes provided with 2,354 people living in P3 accommodation.

11,772 people received advice.

838 staff and 176 volunteers walking alongside people every day.

14% carbon emissions reduction since 2022.

175 trees planted (one for every new colleague).

38 people trained as peer reviewers, ensuring lived experience drives change.

233 colleagues trained in customer service by people who use our services.

Operating in 17 counties and offering services in 57 local districts and boroughs.

About the P3 Group

The P3 Group is comprised of two arms: P3 Housing – a national housing association offering safe, secure housing funded by the people who live with us – and P3 Charity – a national charity that's been supporting people to be valued, connected members of the communities in which they live since 1972, with our London-based youth services dating back to 1884.

As a group, we believe in **people**, we believe in the power of **potential** and we believe that – with the right support – anyone can create new **possibilities** for themselves.

We provide vital support and opportunities that facilitate a sense of belonging, and in the last year, the P3 Group **supported over 22,068 people** in our services and a further **59,777 people** through our Mental Health Helpline in Derbyshire, delivered in partnership with the NHS. People were supported through a wide range of services, including:

- Housing advice and support
- Budgeting and financial guidance
- Children's and youth programmes
- Family support services
- Mental health support
- Access to stable housing

Our work is made possible through funding from central and local governments, the NHS and the generosity of local businesses, donors and community partners. Behind it all, a dedicated team of hundreds of staff and volunteers make a real difference, every day.

At P3, we believe that every person's experience is unique, and the support we provide reflects that. Our work is built on two key principles: psychologically-informed environments (PIE) and trauma-informed care (TIC), and by embedding PIE and TIC into everything we do, we ensure P3 is a place where people feel safe, understood and empowered to take control of their futures. We work alongside people to overcome the challenges that the public sector can no longer tackle alone: transforming the lives of people experiencing social injustice or people who have nowhere to call home, and supporting those experiencing mental ill-health or who have lived experience of the criminal justice system.

We strive to act as the catalyst in the development and delivery of services that are linked up across whole systems, such as health, housing, social care, criminal justice, employment, education and training. This creates services that are centred on the needs of the people who use them and deliver real solutions that create lasting change.

From April 2024 to March 2025, the P3 Group supported 22,068 people in our services, some through long-term support and others through one-off advice sessions. A further 59,777 people were supported through our Derbyshire Mental Health Helpline, run in partnership with the NHS.

"It gave me so much comfort to know he had people around him who cared for him in his darkest days. There are professionals who work with people who just do their job and go home, then there are people like [those] at P3 who really care and made such a massive difference to Stephen's life, and also to ours."

– *Stephen's sister*

Our Mission and Work

At P3, our mission is simple: tackle social exclusion by creating opportunities for people to belong, grow and thrive. We walk alongside people as they unlock their potential, improve their lives and strengthen their communities.

Our Approach

We know that three things make the biggest difference to someone's life:

- **Somewhere to live**: safe, secure housing as the foundation for everything else.
- **Someone to love**: strong, healthy relationships and a sense of community.
- **Something to do**: opportunities to learn, work, volunteer and develop skills.

This philosophy guides all of our work, and it is embedded in our strategy for the coming years.

Our Priorities

Over the past year, we've focused on:

- Making P3 accessible and inclusive for everyone.
- Supporting people to build skills, education and employment opportunities.
- Increasing the number of safe homes and places to stay.
- Creating activities and programmes that support wellbeing and independence.
- Working with communities and partners to share knowledge and build stronger local networks.

How We Did It

- We ensured that P3 is for everyone, promoting inclusion and equity of access.
- We developed the education, life skills and employability of our staff, volunteers and the people we work alongside.
- We increased the number of homes P3 provides and the number of places to stay that we manage.
- We provided activities and programmes that promote and support wellbeing and encourage people to take their own action.
- We worked right across the different sectors of the community to learn from and with each other.
- We provided a quality offer.
- We worked with transparency.
- We worked with a focus on the experiences of the people we work alongside.
- We excelled in both digital and offline services so that everyone can access our support.
- We recognised that the risks to the environment, the world and its population are both real and immediate.
- We set a strong example in how we use our assets and how we behave.

What We Delivered

Every day, your support helped us provide:

- Direct access homeless accommodation
- Supported accommodation for people with mental ill-health
- Complex and chaotic needs service
- Floating support for people with mental ill-health
- Floating support services to help people keep their home
- Floating support services for people with addiction issues
- Hospital discharge support for people with mental ill-health
- Street outreach work
- Mental health crisis accommodation for women
- Navigator general advice services for young people
- JobShop training and employment advice services for young people
- Quality housing as a registered social landlord
- Supported accommodation for young homeless people
- Link worker services for people with complex needs
- Youth services, including youth clubs and mentoring
- After school and play services
- Family support services, including skills development
- Specialist hoarding support
- 24-hour mental health helpline support for people
- Out-of-hours helpline support for people who are homeless

Why it Matters

Behind each of these services are real people and real stories: someone finding their first safe home, a young person stepping into work or a family getting the support they need to stay together. With your help, we're not just delivering services, we're building hope, dignity and opportunity.

"Although I have only been with P3 for a few months, I have been treated with respect and dignity. Family issues at home left me homeless and vulnerable, but after meeting [my P3 support worker] Adrian, it took only one week before I was put in safe and secured housing."

Combining Outreach, Advocacy and Practical Support: A person-centred approach

When we first met Alan* in January 2024, he was sleeping in his car, and everything he owned could fit in the boot: a blanket, a stash of clothes and minimal spare supplies. Alan wanted a home, work and help with his drug use, but after years of rough-sleeping, he had learnt to expect doors to close.

P3 Charity's street outreach team recognised that it was important to be open, honest and transparent with Alan, not overpromising and ensuring we deliver what we said. They worried that if we let him down, he might not seek help again. The team started with practical things that could make the biggest impact quickly, such as registering him for benefits, supplying him with a new phone and credit so he could be reached, giving him travel tickets to get to appointments and food vouchers to stop him losing weight. They linked him with specialist substance-use support and, crucially, kept showing up, undertaking regular wellbeing visits that built trust when everything else felt unstable.

Early progress looked hopeful when we secured Alan a place in settled shared accommodation and secured the paperwork to rejoin the housing register. But Alan's past experiences made him feel unsafe in shared housing, and he returned to rough sleeping. As a result, his health and confidence dipped and his drug use increased under the pressure. That setback might have been the end of the story. Instead, it became the point where persistence mattered most.

Alan's P3 support worker moved between outreach and casework, taking up his case with the council, pushing for a re-assessment of his HomeLink priority, accompanying him to viewings and helping him move into hostel accommodation that he felt comfortable with. Month by month, the small supports added up: help with benefit applications, advocacy with housing officers, practical items to furnish a room and ongoing encouragement to engage with recovery services.

After months in the hostel, those pieces came together. Alan was offered a one-bed flat through HomeLink. P3 staff were with him when he signed the tenancy — an emotional moment that marked a turning point. Since moving in, Alan reports he sleeps properly for the first time in years, is eating better, has reduced his drug intake to what he calls "almost abstinent", has reconnected with his daughter and is actively seeking long-term work, with short periods of paid work already behind him.

Alan's journey shows how outreach that combines practical help, consistent contact and determined advocacy can turn crisis into sustained stability. It isn't a single intervention, but the insistence on staying with someone through setbacks that makes the difference.

**Name changed for privacy*

Our Year

Responding to the Cost-of-Living Crisis

The cost-of-living crisis has affected us all. Rising prices, increasing pressures on public services and higher running costs have placed huge strain on both individuals and the charities that support them. At P3 Charity, we've seen demand for our services rise sharply at the very same time as our costs have gone up.

Instead of cutting back or compromising our values, we chose a different path: to collaborate, innovate and protect the people who rely on us.

Working in Partnership

We've worked openly with local commissioners and partners across the country to make sure our services remain sustainable and person-centred. By showing the true cost of delivery – backed by evidence, data and real stories – we've been able to renegotiate contracts, co-design new approaches and protect frontline services and jobs.

These partnerships are about more than funding: They're about trust, problem-solving and keeping people at the heart of every decision. In some areas, this has even meant helping commissioners to unlock new funding streams or working with other charities to bring in fresh resources for local communities.

The Role of Our Supporters

But we cannot rely on statutory funding alone. Government contracts may cover the basics, but it is your support that brings heart and humanity to what we do.

Because of you, we've been able to go beyond the essentials: 'home hampers' for people moving into their first safe and secure home, trips to the seaside for people experiencing new beginnings and Christmas celebrations for families who might otherwise have gone without.

These moments may seem small, but they mean the world to the people we work alongside, and they are only possible with your support.

Looking Forward

The challenges of this year have made P3 stronger. We've deepened relationships, sharpened our strategic thinking and built greater resilience into the way we work. Most importantly, we've never lost sight of our purpose: standing alongside people and communities, helping them to belong, grow and thrive.

Together, with our partners and supporters, we have not just weathered the storm – we've found new ways to bring hope, dignity and opportunity into people's lives.

Our Impact

In 2024/25, thanks to your support, the P3 Group reached more people than ever before. Across 17 counties and 57 local authorities in England, our team of 838 staff and 176 volunteers supported more than 81,000 people.

Behind that big number are tens of thousands of individual stories of safety, hope and new beginnings. Here's what that looked like in practice:

Opening Doors

- 678 safe homes now provided through P3 Housing – more than ever before, giving 2,354 people a secure place to call 'home'.
- Replacing shared properties with self-contained or ensuite homes, giving people dignity and independence.
- Young people in the West Midlands co-designed their supported housing service, choosing how spaces looked and how support should feel.

Building Skills and Confidence

- Hundreds of people took part in programmes that developed life skills, training and pathways into employment.
- Our youth services gave young people safe spaces to build friendships, explore opportunities and experience new things, from summer trips to career mentoring.
- Colleagues themselves also grew: Apprenticeships and leadership training ensured our teams ready to keep providing the very best support.

Standing Beside People in Tough Times

- Derbyshire Mental Health Helpline answered almost 60,000 calls from people in crisis (over 8,000 more than last year), offering a lifeline 24/7.
- 77,275 floating support interventions were delivered and 59,803 street outreach interventions.
- Across England, our rough sleeping outreach helped people at the sharpest edge of homelessness move into stability.
- Our older people's services supported independence, making sure people could stay in their own homes longer.

Listening and Co-creating

- People who use our services are shaping P3: 38 people trained as peer reviewers, 15 joined interview panels and 4 became members of the ‘People Shaping P3 People Board’, ensuring every voice helps improve what we do.
- From redesigning handbooks to shaping accommodation standards, lived experience is at the heart of change.
- We began the initial stages of our website redevelopment and rebrand, listening to the people who use our services, learning how they interact with our website and brand.

Strengthening Communities

- In Yorkshire we worked with police and public health teams to tackle unsafe housing and drug-related harm (recognised as best practice in trauma-informed care).
- In Warwickshire, we redesigned services for people with learning disabilities in partnership with Mencap.
- Local faith groups in Leicester helped make our services more accessible and welcoming to every community.

Protecting the Future

- We’ve cut carbon emissions by 14% since 2022, switched to 100% renewable electricity and planted 175 trees (one for every new colleague).
- Refurbished devices donated to people in our services have reduced digital poverty and opened new opportunities.

“The team at [P3 Charity] worked alongside me for a long time; they were so patient and so helpful. They noticed I had a drink problem, they introduced me to AA and they knew what I needed before I knew – that was crucial.”
-Leigham

Highlights of the Year: Beyond the numbers

This year wasn't only about growth in scale: It was about strengthening how we work and deepening our impact:

- **Better homes for the future**: We began transferring properties into P3 Housing and moved away from shared accommodation, replacing it with self-contained or ensuite homes that give people more dignity and independence.
- **Raising standards for young people**: We became Ofsted-registered to provide accommodation for care leavers aged 16–17, ensuring our services meet the highest possible quality standards.
- **Listening first**: Across services, people we support helped shape everything from how buildings are refurbished to how support should feel. Our People Board and People Shaping P3 programme continued to embed lived experience at the heart of decisions.
- **Investing in people**: Colleagues completed leadership and professional training programmes, supported by national partnerships, and our values-based recruitment approach continued to bring in dedicated, committed staff.
- **Tackling digital exclusion**: We donated refurbished devices to people using our services and launched an online booking tool in several regions, making it easier for people to connect with support.
- **Protecting the planet**: We introduced a Supplier Code of Conduct, switched to 100% renewable electricity and planted a tree for every new employee as part of our commitment to sustainability.
- **National recognition**: Our finance, digital services and communications teams were recognised in national awards, showcasing the strength and professionalism behind our frontline work.
- **Strong governance**: Our Trustees and leadership teams worked closely to ensure transparency, stability and long-term planning, with decisions always made in line with our values.

Updated our Carbon Reduction Plan to a three-year strategy

Launched an online booking tool for support services

Expanded our Executive Team to five members

Donated devices to people facing digital poverty

The Power of Partnerships: How P3's ESG partnerships deliver impact for both corporate and community

Our partnerships come in many forms: commissioners committed to make communities more resilient, individuals looking to make a meaningful, visible change and businesses wanting to make a measurable difference. Every P3 partnership is bespoke and rooted in the commitment to environmental, social and governance (ESG) best-practice, because we believe that when developed with the people we support in mind, a partnership can – and should – make a real impact for both charity and business.

Our corporate supporters are just one example of partnerships that deliver real impact, quickly. Some partnerships focus on improving P3 places and spaces as a way to improve people's wellbeing, some focus on working directly with the people we support, working alongside them to build skills and knowledge and unlock the opportunities, and others mix environmental impact with social value to change lives and protect the planet.

In Hillingdon, **Mace** volunteers once again worked side by side with our young people, many of them new to the UK and adjusting to life far from home. Together, they revitalised communal areas and gardens, creating safe, welcoming places where friendships can form and young people can feel confident in building a future for themselves. Mace's support doesn't stop there: From welcome packs to festive gifts, their commitment shows these young people that they are valued, seen and never alone.

In Gloucestershire, **National Grid** helped us turn a tired garden space into a beautiful outdoor area to support the wellbeing of people recovering from addiction. Now a safe space to walk, reflect and hold support meetings, the garden has become the communal centre for the residents.

The team from **eBay** has been long-term supporters of P3 Charity, organising fundraisers and running employment fairs to support young people in our supported housing to prepare for rewarding careers in fields as wide-ranging as warehousing to accounting. Beyond just offering practical advice, the team offers support and encouragement to help young people take the first step towards a rewarding career.

Barratt Homes and **Keepmoat** collectively donated more than £17,000 of building supplies to the P3 Group, supporting us to maintain quality homes while keep costs low and saving surplus stock from the landfill.

It's undeniable that these partnerships have a measurable ESG impact for our partners, but what's more notable is the impact it has on the people we support. None of the work that we do would be possible in isolation, so we're incredibly grateful to our corporate partners for working with us to give people the best possible support.

Future Focus

Strengthening Our Focus

We will enhance data, digital transformation and strategic innovation, leveraging AI and other digital tools in an ethical, people-focused way.

People and Culture

We will focus on wellbeing, equity, inclusion, workforce development and leadership progression.

New Opportunities

We will tender for new opportunities that align with our mission.

Safe and Secure Homes

We will prioritise access to high-quality, secure housing.

As the world changes, so too do the needs of the people and communities we support. At P3, we remain committed to responding with agility, compassion and innovation, drawing on our strong foundations to deliver lasting impact.

More homes, more stability

We know that safe and secure housing is the foundation for everything. That's why we are working with P3 Housing and socially responsible landlords to expand the number of homes available to people who need them most. We are also exploring new ways to raise funds through social investment so that even more individuals and families have a solid base from which they can live, grow and thrive.

Stronger support, stronger people

We are continuing to invest in our staff and volunteers, with a renewed focus on wellbeing, equity, inclusion and leadership development. By supporting the people who deliver our services, we ensure that everyone who comes to P3 receives the best possible care, encouragement and opportunity.

Smarter and future-ready

We are embracing new tools and approaches that free up staff time and help us respond more quickly to people's needs. This means services that are better designed for the challenges ahead, more energy spent with people and less time tied up in paperwork.

Looking ahead, our focus is clear: to grow, adapt and lead in ways that offer real solutions to complex social challenges, ensuring that together, we create brighter futures for people who need them most.

From Isolation to Empowerment: The impact of P3 Charity's hoarding support

When we first met Alice*, a 51-year-old woman living alone in the home she inherited from her parents, her life was shaped by isolation, health challenges and a home environment that had gradually become unsafe and unmanageable. Living with type 2 diabetes and recovering from a recent hospital stay due to a leg ulcer, Alice had been sleeping in her late mother's wheelchair in the front room. For over four years, she had been unable to access her own bed upstairs.

The front room – filled with belongings and memories too painful or overwhelming to face – had a clutter rating of 8 (on a scale of 1-9). There was no clear space to sit, relax or even move freely. The kitchen, while slightly less cluttered, posed a significant fire risk, especially around the gas hob. Most of the house was without functioning electrical sockets, and the boiler hadn't been used in some time. For basic washing, Alice relied on a kettle.

This situation didn't come from laziness or neglect – it came from a life lived with loss, trauma and limited support. What Alice needed wasn't a 'clearance service' or a quick fix, but consistent, patient and compassionate wellbeing support.

We began slowly, not with bin bags, but with conversations. We met Alice in a local P3 space over warm drinks, away from the pressures of her home. In that safe environment, she began to open up, and we listened. Together, we set gentle, achievable goals not focused on 'decluttering', but focusing on regaining comfort, safety and control.

Over time, with Alice deciding the pace, we helped clear a safe path upstairs and into her bedroom. The moment she slept in her own bed for the first time in four years was a milestone, not just in terms of space, but in her sense of self-worth and progress. Since then, Alice has continued to maintain that space and now sleeps in her bed every night.

From there, the momentum grew. Alice began clearing a space on her sofa, hoping to sit and enjoy TV again. Where once she declined a fire risk assessment, she soon welcomed one, not because we pushed, but because trust made it possible. She's even begun thinking about what needs to be done so tradespeople can enter her home to carry out electrical repairs: a step that would have felt unimaginable at the beginning.

Alice's story is not one of instant transformation. It's a story of steady change, made possible through patience, empathy and a commitment to long-term wellbeing. As with every P3 service or programme, we're not looking for quick fixes, but support and systems that create long-term, meaningful change that allows people to reclaim their dignity and their futures.

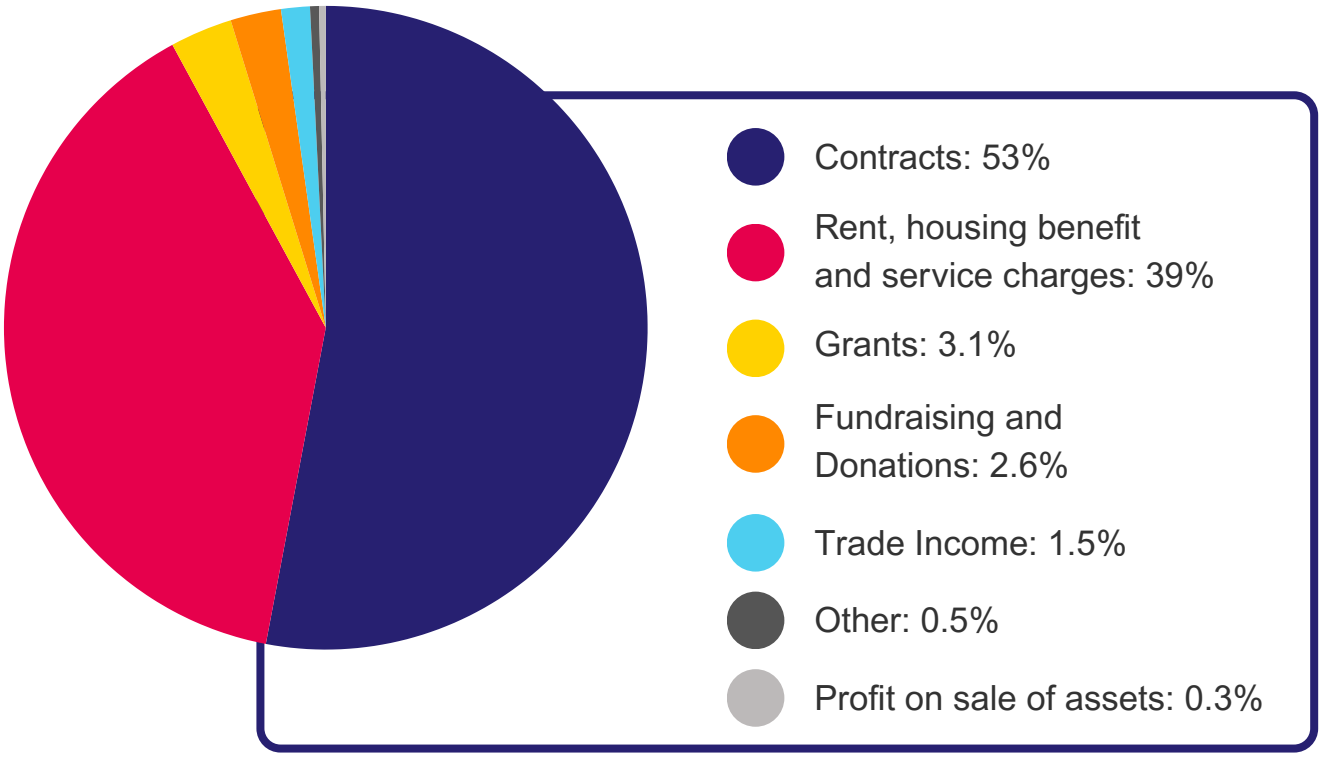
**Name changed to protect privacy*

[P3] has helped me so much: from making friends when I was young to getting my Youth Worker Level 1 [qualification]. I used to be so shy, now I love showing my skills to other young people and showing them what I've learnt."

– *Reniece*

Our Finances : Income

1 April 2024 to 31 March 2025



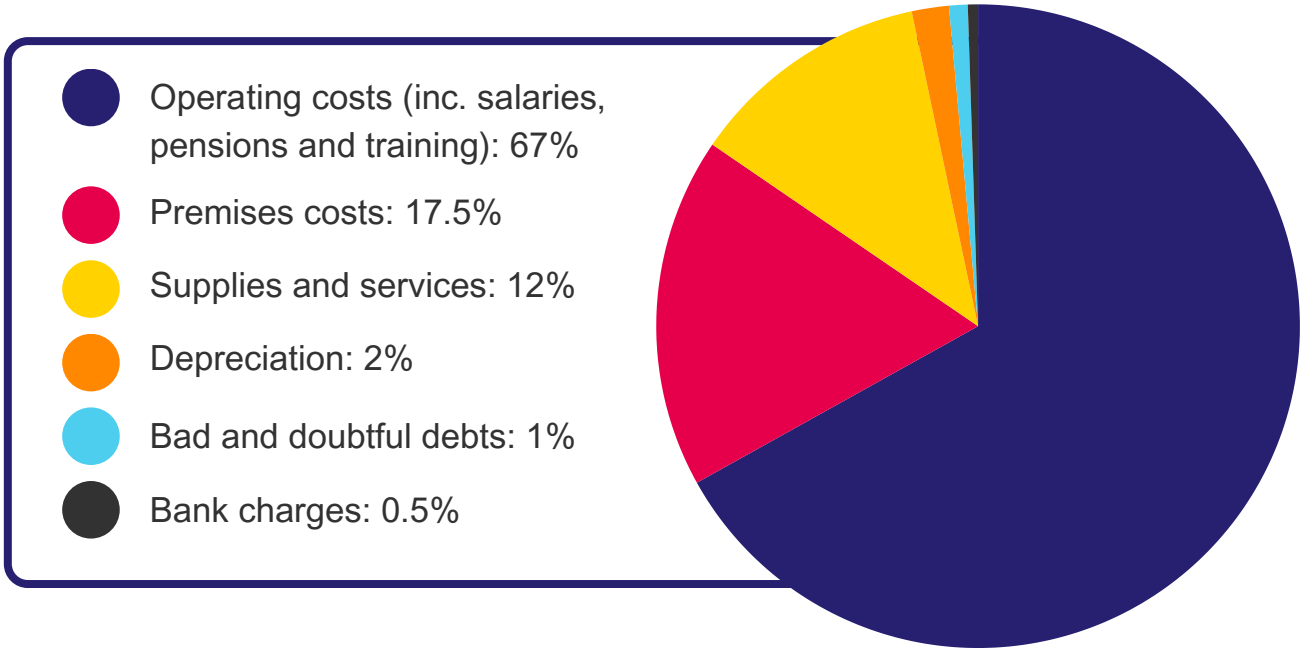
At P3, we take our responsibility for every pound of support we receive seriously. We make careful decisions to ensure we can continue helping people today, while building the resilience needed for tomorrow.

While most of our funding comes through government contracts, the income we receive from fundraising has a valuable role to play in the shape and quality of our services, allowing us to make decisions on-the-ground about how to help people and improve lives in a way that matters to them, without red tape. We're proud to follow the Fundraising Code of Practice and are registered with the Fundraising Regulator. All of our fundraising is done in-house as we believe the relationships we build with our supporters is as – if not more – important than the funds we raise.

At the end of the 24/25 financial year (31 March 2025), our income grew to £39.1m, with expenditure of £37.7m. We closed the year with a £1.4m surplus, ensuring we can reinvest back into our mission of supporting people facing social inclusion, homelessness and mental ill-health.

Our Finances : Expenditure

1 April 2024 to 31 March 2025



People are at the heart of our work – both the people we support and the people who work at P3. We have more than 800 colleagues across the country, and our investment in our people is our biggest investment, as they run our services, give support to people in crisis and change people's lives, every day.

Thank You

At P3, we believe in people, their potential, their dignity and their right to a life filled with hope. This past year, with your help and generosity, nearly 82,000 people were given help and hope when so many other doors had closed to them. Behind that number are thousands of stories: a person who found somewhere safe to call home, a young person who no longer felt invisible, a parent who could finally offer their child stability and an older neighbour who realised they were not alone. Each life touched is a reminder that compassion and community can change everything.

The challenges of the past year have been real as social, economic and political pressures continue to affect the people and communities we serve. Our supporters and funders – from commissioners and donors to corporate partners and volunteers – have given us the determination to not only respond in moments of crisis, but to look ahead with hope, building services and opportunities that will continue to transform lives and communities long into the future.

Your support has sustained our teams on the frontline, walking alongside people in their most difficult moments. It has enabled us to keep fighting someone's corner when others had given up, to open doors when others were shut and to show people that they are never forgotten or beyond hope.

This impact belongs to you. Every act of kindness, every partnership, every gift and every hour of volunteering has been part of this story. Together, we have built more than services: We have built trust, hope and possibility.

On behalf of everyone at P3 Charity, and most importantly on behalf of the thousands of people whose lives have been changed for the better, thank you. Your belief in our mission inspires us every day and makes everything we do possible.

With deepest gratitude,

The Trustees, Staff and People of P3

www.p3charity.org

To view our full, audited accounts, please visit
P3 Charity's profile on the Charity Commission website.