



Joanna Project Leeds Impact Report 2025

HOPE
LOVE
DIGNITY

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1. Welcome

Welcome to our 2025 Impact Report. Following on from our 20th Anniversary in 2024, this year has been one of significant change as we have welcomed new staff members to the team including a new Director and Chair of Trustees. As we reflect on the past year, we remain deeply committed to holding the brokenness of those we serve, ensuring that no woman is ever “forgotten”. This report celebrates the courage of our women, the dedication of the staff and volunteer teams and the wider support of the Joanna community, all of which make this vital work possible.

2. Who We Are

The Joanna Project’s Christian identity is expressed through love in action, hope in adversity, and a commitment to dignity for every woman. It shapes our ethos without excluding those who do not share our faith. Together, Christian and non-Christian, we create a community of care that reflects the heart of our mission: to walk alongside women with compassion, respect, and an unwavering belief in their worth.

We are a recognised and respected organisation working at the heart of the community. We are defined by our **Christian faith** and our **strong collaborative relationships**, working tirelessly with Leeds City Council, the local policing team, charities, healthcare providers and statutory bodies, to create a holistic and personalised network of care for the women that we support.

We also maintain vital links with the universities in Leeds and beyond, ensuring our work both contributes to and learns from the latest research and best practices in trauma-informed care.

Situated in a community ranked within the **top 10% most deprived areas in the country**, our “homely and beautiful” sanctuary at **Joanna House** provides a vital anchor. Here, we deliver tailored, trauma-informed support to women facing multiple disadvantages, street-based sex work, and life-controlling addictions—offering radical acceptance where it is needed most.

3. Our Vision, Mission, and Values

- **Vision:** We believe all women should live healthy, whole lives, free from exploitation, abuse, addiction, and poverty, exercising choice and enjoying hope for the future.
- **Mission:** To actively reach out and journey with women involved in, or at risk of, street-based sex work in Leeds. We work holistically to build confidence, increase safety, and raise self-esteem.
- **Core Values:**
 - **HOPE:** We are aspirational for change and committed to a lifelong journey.
 - **LOVE:** We offer relational, non-transactional support and radical acceptance.
 - **DIGNITY:** We champion the dignity of choice and provide creative, holistic help for body, mind, and spirit.



Easter celebrations at Joanna House



Cake to celebrate one of our women's birthdays



Valentine's gifts for our women



Christmas gifts for our women

4. Our Staffing Team

The **Joanna Project** is powered by a dedicated team of six staff members equating to 4.6 FTE (full time equivalent). These staff members are the professional and strategic backbone for our frontline operations. Every role is designed to ensure that our trauma-informed care is safe, effective, and sustainable.

- **Director & Safeguarding Lead**

Our new Director, Sarah, started in March 2025 and is responsible for the strategic growth of the project. Sarah is the central point of contact for all safeguarding concerns and focuses on developing new and existing relationships across the city and influencing policy to ensure the voices of our women are heard at every level.

- **Outreach and Support Manager (new for 2025)**

Ellen took on the new role of Outreach and Support Manager towards the end of the year and now oversees the day-to-day activities of Joanna House and manages our service capacity to meet the ongoing needs of our women. As the Outreach Lead, Ellen also coordinates our daytime and nighttime operations and ensures all frontline activity is safely governed.

- **Outreach and Support Workers (x3)**

Ros, Laura and Rachel form our dedicated frontline team providing daily one-to-one support, advocacy, and expert advice. They are the first responders to women in crisis, offering immediate help and long-term journeying to ensure every woman has a path to safety. Rachel started in April and was a welcome addition to the team.

- **Office Manager**

The engine behind our operations, Emanuela is responsible for managing the charity's finances, reporting on budgets, and ensuring the organisational health of the project so that our frontline staff can remain focused on the women.



Joanna Project staff team, in 2025

5. Our Trustees

The **Joanna Project** is governed by a dedicated Board of 6 Trustees who provide their time and expertise on a voluntary basis. They bring a wealth of professional experience to the project, with backgrounds in **front-line work, HR, Finance, Safeguarding, volunteering, and Support Work.**

This personal and professional diverse mix ensures that every penny that the project receives is managed with transparency. Above all, our Trustees are committed to our Christian ethos, ensuring that the values of **Hope, Love, and Dignity** permeate every level of the organisation.

A Year of Transition:

In 2025, we marked a significant change in our board leadership. Our Chair of Trustees, **Angharad**, stepped down after dedicated years of service in this role. We are deeply grateful for her guidance and commitment to our mission. We are delighted to welcome **Heather** to the helm as our new Chair. As an experienced volunteer and Trustee at Joanna Project, Heather brings a wealth of project knowledge, and we look forward to working with her through 2026 and beyond.



Heather, our new chair of trustees

5. Our Volunteers: The Heart of the Project

Our team of approximately **20 dedicated volunteers** are the lifeblood of our daily work. In 2025, they contributed a staggering **800 hours**—an average of 17 hours every week—across outreach, baking, admin, lunchtime support and house care.

Celebrating Our Team:

To honour this incredible commitment, in the summer of 2025, we hosted a **Volunteer Celebration BBQ** in the Joanna Garden. It was a wonderful evening where burgers were eaten, games were played, and stories were shared. Moments like these allow us to pause and thank the individuals who make our "homely and caring" atmosphere possible through their selfless service.

6. In Their Own Words

At the heart of everything that we do are the women that we serve and 2025 brought moments of sadness, challenge and joy in equal measure. Here are just a handful of those moments...

"You guys are like a family to me, seriously, it means everything."

"You helped me when no one else would."

"I'm 90 days clean!"



Messages from our women

7. A Journey of Recovery: A 7-Year Reflection

"I am one of the ladies that the Joanna Project supported and helped. Jackie was amazing and she showed me compassion and love ❤️ I will never forget her. Your women fed me when I was hungry, clothed me when I was cold. I will never forget all that you did for me. I'm happy to say that I am now in recovery and nearly 7 years away from my old life. But I still pray for the women that are out there, I still hold a space for them 🙏. Keep up the amazing work ladies."

8. Our Weekly Activities: A Week at Joanna House

- **Daytime Sanctuary:** Open **Mon–Thurs (9:30 am – 5:00 pm)** and **Fri (9:30 am – 4:30 pm)**. Women can access support for both practical and emotional needs, including laundry and hot baths.
- **Tuesday Drop-In (12:00 pm – 3:00 pm):** Focused on our **'family' lunch** (served approx. 12:30 pm), social support, crafts, discussion groups, and community days out.
- **Thursday Drop-In (12:00 pm – 3:00 pm):** Focused on practical support with partners: **Forward Leeds, Leeds Sexual Health, Bevan Healthcare, DWP**, and pastoral care from the **Salvation Army**.
- **Evening Outreach: Tuesday and Thursday (8:30 pm – 11:30 pm).** Providing safety, emotional support, hot drinks, and snacks on the streets of Leeds.



Family lunch at our Tuesday drop-in

10. Partner Spotlight: Collaborative Care

By hosting partners directly at Joanna House, we remove the barriers that prevent our women from accessing help:

- **Bevan Healthcare & Leeds Sexual Health:** Clinical staff on-site for primary care and screenings.



- **Forward Leeds:** Direct links for alcohol and drug recovery support.



- **DWP:** On-site advisors to demystify benefits and ensure financial entitlements.



- **The Salvation Army:** Providing essential pastoral care and spiritual strength



9. What We Have Achieved: 2025 Statistics



JOANNA
PROJECT

Evening Outreach

2 times a week, our vehicle meets women working on the streets and **provides for their immediate practical needs**: food, drink, shelter, advice or someone to talk to.



We spend around

24 hours

a month on the streets, supporting and helping keep women safe at night



128 women

supported on evening outreach in 2025



Daytime sanctuary

Women can access our house during the day, **to receive practical and emotional support**. We run 2 drop-ins weekly. Women can enjoy a **family meal on Tuesdays** and **access statutory services** on Thursdays/ We host appointments for housing, sexual health and drug treatment

97 women

have accessed Joanna house in 2025, to receive different kinds of support

888

total visits to Joanna house



2025

in summary

I love coming to the house for Tuesday family meal. I feel I belong here

800 hours

of volunteering time in 2025, an average of

17 hours

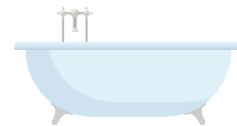
per week

1493

meals/refreshments provided at Joanna house and on Evening outreach

75 baths

ran at Joanna House in 2025



£2.38

the average cost of feeding a woman for drop-in at Joanna House

One-to-one support

We help women attend and access appointments, **support them for as long as they want on their journey to independence**. We seek to build relationships with the women who come to us, providing space and opportunities to get to know them better.



168

appointments attended in 2025 with the women

317 times

we liaised with outside agencies



63

women supported in with emergency housing



80

personalised Christmas presents gifted

HOPE
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Joanna Project work with vulnerable, hard to reach, women who are trapped by life controlling addictions and who are often involved in street sex work with all exploitation and danger that involves

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Charity No. 1138640

9. Special Events & Milestones

In addition to regular collaboration meetings, staff development, and rigorous reviews, we celebrated these 2025 highlights:

Month	Milestone	Activity Description
January	New Team Member	Emanuela joined the project as our new Office and Finance Manager , bringing vital expertise to our core operations.
February	Valentine's Care	Distribution of Valentine's gifts for our wonderful women, ensuring they felt loved and valued.
March	Leadership Milestone	Sarah , our new Project Director, officially started her role to lead our next chapter of strategic growth.
April	Growth & Care	Easter Egg Distribution for all our women, and the successful recruitment of a new team member to increase outreach and support capacity.
May	Wellness Trip	Splash-tastic Trip : Seven women joined us for a day of joy and wellness at an indoor water park.
June	Volunteer Celebration	Hosted a BBQ in the Joanna Garden to celebrate our 20+ wonderful volunteers and their 800+ hours of service.
July	New Provision	Discovery Group Launch : A new peer-support initiative designed to help our women explore new interests and build confidence.
August	Ongoing Advocacy	Sustained support month focusing on intense housing advocacy during the peak summer period.
September	City-Wide Action	Participation in the Leeds Women's Homelessness Census to ensure the needs of our women are represented in city policy.
October	Building & Appeals	House Maintenance Day to care for Joanna House, and the official launch of our Annual Christmas Appeal .
November	Networking & Prep	Attended the annual VCSE Conference in Bradford and began the collation of Christmas gifts for our women.
December	Festive Community	Christmas Present Wrapping Days , a lunch for 20+ guests, and our Women's Christmas Party at The Barn Cafe in Meanwood.



Our support workers ready to deliver Christmas presents to the women



Joanna Project sanctuary garden

11. Looking to the Future: Strategic Growth

- **Prison Work & Resettlement:** We want to rekindle our visibility in prisons, providing **tailored 1:1 support** for women enabling greater support as they exit custody to help break the cycle of reoffending.
- **Intense Housing Support:** Expanding capacity to help women navigate the move from "hidden homelessness" to secure, permanent homes.
- **Daytime-Focused Outreach:** Adapting to reach women active during the day as sex work patterns shift.
- **Cost of Living Crisis:** Strengthening our response to the financial pressures forcing women into sex work just to pay basic bills.
- **Recovery & Church Connection:** Deepening links with **rehab services** and **local church communities** to offer a long-term sense of belonging.

12. Stay Informed & Support Us

The **Joanna Project** is a community-driven charity, and your ongoing engagement is what allows us to keep our doors open. There are three primary ways you can stay connected and support our journey:

Stay Informed: Our Newsletter

Be the first to hear about our successes, urgent needs, and stories from Joanna House. Our quarterly newsletter provides a deeper look into the lives of the women we support and keeps you informed about upcoming events and appeals.

- **How to Sign Up:** Visit our website at joannaproject.co.uk/contact/ to join our mailing list.
- **Follow Us:** For daily updates and behind-the-scenes glimpses of our work, follow us on **Facebook**.

Support Us: Direct Giving

Every donation, no matter the size, has a direct impact. Because we keep our overheads low, your money goes straight to the frontline where it is needed most.

- **Donate Online:** You can give securely via our **JustGiving** page. Scan the **JustGiving QR Code** below with your smartphone camera to go directly to our donation portal.



Maximise Your Impact with Gift Aid

If you are a UK taxpayer, you can make your donation go **25% further at no extra cost to you**. By simply ticking the Gift Aid box when you donate, the government will add 25p to every £1 you give. This means a **£20 donation becomes £25**, allowing us to provide even more meals and advocacy sessions.

The Power of Your Donation

- **£2.38:** Feeds one woman a high-quality, hot "family" lunch at our drop-in.
- **£15.00:** Provides a "Welcome Pack" of essential toiletries and clean clothes.

- **£50.00:** Funds a dedicated 1:1 advocacy session to help a woman secure emergency housing.

Prayer Support: Our 'Secret Angels'

Our work is underpinned by a faithful network of "Secret Angels" who commit to praying for the women we serve and the safety of our outreach teams. If you would like to receive our monthly prayer points, please email us at the address below.

Contact Details:

Joanna Project | 1 Sydenham Street, Leeds LS11 9RR

Phone: 0113 3508071 | **Web:** joannaproject.co.uk

Charity No: 1138640

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