

WHO TURNED *the* LIGHT ON

The Mission, Vision & Commitments

“My mission is to help 10 million people recover from trauma and addiction so they can start living their life again.”

Billy McKay

My Full Mission

I use lived experience, honest storytelling and practical, accessible learning to help people make sense of the experiences and patterns that can sit beneath addiction, harmful behaviour, imprisonment, shame and a damaged sense of identity.

I want people to see that survival patterns may have been learned for a reason, while also recognising that understanding the past does not remove responsibility for the present. With support, reflection and new choices, a person can begin to change direction and build a life beyond the labels and patterns that once defined them.

I carry this message through books, free resources, talks, prison and recovery outreach, conversations, and learning tools as they are developed. My work is rooted in my lived experience and recovery, and shaped by compassion, honesty, faith and the belief that change remains possible.

My Vision

I want a future where people affected by addiction, trauma, offending or imprisonment are met with dignity and hope—and have clear, understandable ways to explore what has shaped them and what they can do next.

I envision people, families and communities moving beyond shame and fixed labels; prisons and recovery settings making room for honest reflection, responsibility and rehabilitation; and practical learning reaching people who might otherwise feel alone, excluded or unable to afford support.

Over time, I aim to build a connected body of books, resources, teaching and digital learning that helps people move from understanding, to recognition, reflection, action and continued growth. The work will grow carefully, in partnership with the people and organisations it serves.

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What Guides My Work

Lived experience, shared honestly

I speak from experience, including the hard parts. I do not present one person's story as everyone's story.

Understanding with responsibility

I explore how experiences and learned patterns can influence behaviour. This can deepen understanding; it does not excuse harm or erase accountability.

Dignity beyond labels

A person is more than an addiction, offence, diagnosis, past mistake or period of imprisonment. Change is possible, and each person deserves to be treated with humanity.

Practical hope

Encouragement matters, and so do useful next steps. I aim to make learning clear, grounded and usable in real life.

Faith shared with respect

Christian faith is part of my story and informs much of this work. Faith-based reflection is offered openly and respectfully, with space for people whose beliefs or journeys differ.

Access and generosity

I aim to keep essential recovery and encouragement resources freely accessible, so that cost is not the reason someone cannot take a first step. Books, events and other work may have a cost; where income is generated, the wider purpose remains helping the message reach people who need it.

Careful growth

I will describe honestly what is available now and what is still in development. New resources and learning pathways will be built with appropriate care, evidence, safeguarding and professional input for the people they are intended to serve.

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Who This Work Is For

This work is especially for:

- People in recovery, or trying to understand addiction and the patterns around it.
- People affected by offending, imprisonment or the challenge of rebuilding life afterwards.
- Families and loved ones living alongside addiction, trauma or recovery.
- Prisons, recovery communities, churches, charities and community organisations.
- Frontline and peer workers who want to hear lived-experience perspectives.

Young people and specialist professional learning are important areas for future development. I will only present those as established programmes when the right safeguarding, evidence and delivery arrangements are in place.

How The Mission Takes Shape

Stories that make experience visible

Who Turned the Light On shares a lived journey through addiction, trauma, prison, recovery, faith and restoration. *Leaving the Invisible Prison* is being developed to explore the learned beliefs and survival patterns that can continue inside a person even after external circumstances change.

Resources people can use

The website brings together free recovery and mental-health learning materials, daily encouragement, family support and practical resources. More guides and tools are being developed over time.

Learning that helps people reflect

Frameworks such as **Backtrack & Unpack** are being developed to help people ask: *What did I learn? How did I learn to feel? What did I learn to do because of it? Does that still serve me now?*

Outreach where people are

Through prison, recovery and community talks, podcasts, events and partnerships, I take lived-experience learning into conversations and settings where it can be useful.

A connected learning future

Billy's Recovery Digital Brain and wider digital learning ideas are in development. The aim is to make clear, structured learning easier to find and use, with different pathways for different needs as those pathways are responsibly built.

BILLY MCKAY

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My Commitment

“I will keep this work honest, human and useful.

I will honour lived experience without claiming to speak for everyone; offer hope without promising an easy answer; encourage responsibility without reducing people to their worst moments; and keep learning as the work grows.

The mission is not simply to tell a story. It is to help people understand what has shaped them, recognise that change is possible, and take their next step towards freedom, recovery and a restored sense of identity.”

Billy McKay

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