

# THE CARE WORKERS CHARITY



IMPACT REPORT 2018

## WHO WE ARE

The Care Workers Charity was founded in 2009 with the objective of supporting current and former care workers with hardship grants. While the charity plays a crucial role in alleviating immediate need, our work will continue to evolve with the shifting needs of Britain's 1.5 million care workers.

[www.thecareworkerscharity.org.uk](http://www.thecareworkerscharity.org.uk)

# CEO REVIEW



In a climate where austerity and uncertainty are the new normal, care workers are increasingly likely to face devastating levels of financial hardship. For those living on the fringes of poverty, it doesn't take much to slip into crisis. The loss of a loved one, the break-up of a relationship or an illness are facts of life; challenges that most of us will face at some point; but for many care workers these challenges can push them beyond their financial limits.

In such a climate, it is more important than ever that there are safety nets. And that is why we are determined that no care worker should have to face financial hardship alone. In 2018 we awarded over £150,000 in grants to almost 400 care workers – nearly four times as many people as we helped in 2017. In 2019 we expect to award nearly £250,000. We know this changes lives – every month the people who we've helped tell us how a CWC grant has enabled them to face the future with renewed hope, and we were recognised at the Charity Times Awards this year where we won 'Change Project of the Year'.

Our grants are a vital service - but the truth is that the problems we face cannot be fixed with grants alone. We know that too many care workers are leaving the profession because they can't make ends meet. We know that too many care workers are contending with complex mental and physical health conditions, without getting the support they need. And we know that too many care workers aren't receiving the respect they deserve as skilled and dedicated professionals delivering vital services in demanding circumstances.

And that's why we plan to do much more. I want the Care Workers Charity to be more than just a grant giver supporting care workers in crisis. I want us to be a force for change across the entire profession.

As such, in 2019 we'll be rolling out a programme of new services designed to create a world where care workers no longer need to apply for one of our grants.



## OUR VISION

A UK where  
no care  
worker  
faces  
financial  
hardship  
alone.

## OUR 2018 OBJECTIVES

To prevent financial hardship

To improve the mental  
wellbeing of care workers

To raise the profile of care  
workers

To increase care workers' sense  
of pride in their roles

## OUR 2018 ACTIVITIES AND WORK

Award hardship grants to those  
most in need and signpost  
individuals to relevant support  
services

Invest in our volunteer  
'Champions' through training,  
recognition and reward

Spread awareness of our vision  
and drive engagement amongst  
CWC Partners

Develop partnerships and foster  
joint working to address issues  
facing care workers in a more  
holistic way

Test new support services to  
inform further development  
and delivery in 2019

# THIS YEAR IN NUMBERS...

383

hardship grants awarded



£156,629

distributed in grants



£185,393

raised through events – our best fundraising year to date!



61



volunteer 'Champions' amplifying our voice amongst their colleagues and in their workplaces

511

grant applicants signposted to relevant services and support

386%

increase in the number of grant applications received this year



87

CWC Partners contributing a total of £276,920

# PREVENTING FINANCIAL HARDSHIP

The applications for our hardship grants soared by a staggering 386% and this year we distributed over £150,000. As of June, anyone making a grant application was simultaneously directed to support services or other benevolent funds they may be eligible for, increasing an individual's likelihood of receiving appropriate help. We also launched an online eligibility test to direct ineligible applicants to relevant support as effectively as possible, allowing us to spend more time helping those we can.

We continued to work with the Money Advice Service to offer our beneficiaries easy to use online

finance management and debt advice tools. These are available on our website and were accessed hundreds of times this year, providing quick and reassuring guidance to those that need it.

In October we became a registered referrer for the BBC Children in Need Emergency Essentials Programme, securing an additional £3,205 to support 13 children living in precarious environments. We look forward to increasing the provision of our support by making more referrals to this programme in 2019.

£156,629

spent on hardship grants

162

grant applicants were signposted to debt advice agencies

361%

increase in number of grants awarded

84%

agreed or strongly agreed that the grant prevented them from falling into financial hardship

“

When my application for a Discretionary Housing Payment was refused by the council, I was made to feel like a beggar. I have always found it difficult to ask for support but when The Care Workers Charity accepted my situation and awarded me a grant, I felt dignified.

”

Angela



- 5% Bankruptcy or DRO application fees
- 27% Daily living costs
- 9% Home repairs
- 28% Household items and kitchen appliances
- 7% Funeral costs
- 5% Health improvement aids and adaptations
- 13% Preventing eviction and moving costs
- 6% Travel expenses

- 74% Sudden loss of income
- 28% Recent relationship breakdown or domestic violence
- 15% Bereavement
- 62% Recent illness or injury
- 40% Sudden change in living arrangements or loss of home



## VINCENT AND KATE'S STORY

I have worked in care and support all my adult life and love working with people. When my son was diagnosed with autism, I was struggling to manage the risks Vincent posed to himself and others. I applied to The Care Workers Charity for a grant to make our back garden safe for Vincent where he can be at his calmest. Initially, the charity advised me to apply for a Disabled Facilities Grant from my local council. I didn't hold out much hope but to my surprise the application was

successful. I would never have applied had CWC not prompted me.

The Care Workers Charity then awarded me a grant to purchase materials such as fence panels and a gate for the shed, which my neighbour is going to help me construct. Vincent finds playing with water really calming and I can't wait for him to do so in a safe environment where he will not injure himself or escape from.



# IMPROVING

# MENTAL WELLBEING OF CARE WORKERS

Surviving on statutory sick pay and having minimal access to relevant support services has spiralling repercussions on many of the individuals who contact us. To ensure our grant distribution is more than a transaction, we work closely with a host of organisations to address the complexities in the lives of our beneficiaries.

We direct individual to organisations and services specialising in mental and physical health support on a daily basis. These include FitForWork, MIND, Women's Aid, local Citizens Advice centres and the Samaritans helpline. The NHS digital tools available on our website also allow care workers to quickly and confidentially assess their mental and physical wellbeing.

In June we formed a partnership with Macmillan and provided £10,903.87 further financial assistance to 29 care workers battling with cancer. We look forward to continuing our work with Macmillan and improving the method of referral between our organisations where life limiting illness is concerned.

## 440

grant applicants were signposted to physical and mental health support services

## 72%

of successful grant applicants agreed or strongly agreed they can access help and information they need to improve their mental wellbeing\*

## 67%

of successful grant applicants agreed or strongly agreed that their needs are listened to and responded to\*

## 9

NHS tools and calculators available on our website

“

We work with many people who are struggling with physical and mental health issues, too. It is wonderful to come across organisations like The Care Workers Charity which can offer quick, relevant and effective help to workers and former workers in your sector. It really was life changing for my client and helped him work towards reconciling his family.

”

*Fiona Murray*

Financial Resilience Worker at West London Mission

\*This year we introduced a Likert scale questionnaire at the point of application and two weeks after a grant was awarded to evaluate the impact of our grant service

# RAISING

# THE PROFILE OF CARE WORKERS

This year we were effective in encouraging care providers to join with us and align with our values and mission. Working closely with our CWC Partners and attending numerous conferences, round table discussions and award ceremonies has led to a significant increase in the visibility of the charity.

Our introductory sessions with care workers, direct marketing campaigns, social media communication and improved website content have allowed us to support more individuals

within the UK's social care workforce. We also introduced personalised webpages for our CWC Partners, enabling their staff to find out more about the charity and directly access our support.

In addition to our national fundraising events, our volunteer Champions have hosted community events to expand our reach and spread our message in more localised areas.

**£185,393**

raised through fundraising events

**87**

CWC Partners

**182%**

increase in  
newsletter  
subscribers

**99**

Going The  
Extra Mile  
campaign  
events  
hosted  
nationwide

“

The partnership has been interactive and has enabled us to raise the profile of the charity, as well as the support available to our staff. Our volunteer 'Champions' undertook online e-learning courses as an exclusive trial project covering topics such as stress management and health and safety training, which has been of great benefit to us.

”

**Louise Chandler**  
Hartford Care (CWC Partner)

## THE CARE SECTOR CHARITY BALL

The inaugural Care Sector Fundraising Ball was hosted by Hallmark and Care England chair Avnish Goyal in aid of The Care Workers Charity and Alzheimer's Research UK, raising a staggering £72,152 for The Care Workers Charity.

“ In the same way as we rightly celebrate the people working in the armed and emergency services and in the health service, we must now put care workers on the same level. The Care Sector Fundraising Ball is a hugely important step in recognising this.

*Jonathon Freeman*

CEO of CareTech Foundation

”

## GOING THE EXTRA MILE CAMPAIGN

Our national 'Going the Extra Mile' campaign was aptly named to celebrate the care workers who stay a little later, listen a little harder and go the extra mile in their working day. 99 teams hosted events around the UK walking with colleagues, clients and their communities completing mile long routes to recognise the everyday efforts of those who work in care.

## THE YORKSHIRE THREE PEAKS CHALLENGE

Our supporters demonstrated they are up for some serious challenges – this year's challenge event saw 86 daring participants from the health and social care sector hike a combined total of 2064 miles in under 12 hours! This challenge event was a first to almost all participants, demonstrating significant growth in the awareness of The Care Workers Charity and engagement with our cause. We raised an incredible £35,698 through the donations of our hikers and sponsors.



# INCREASING

# CARE WORKERS' SENSE OF PRIDE IN THEIR ROLES

Our volunteer Champions amplify our voice in their workplaces and this year we supported them by hosting two Champion conferences and piloting online training modules. We also kept them informed about the Charity via our regular printed newsletters.

Following a review of our Champions programme, we are looking to produce a wider range of resources for our volunteers and add value to their roles in 2019. We will be diversifying our volunteers by launching a Community Awareness volunteering pilot and increasing micro-volunteer opportunities through street collections.

We hosted two writing competitions to share stories from our community and raise the profile of care work. We were overwhelmed by the responses and published the winning articles on our website. The submission entries revealed wide ranging motivations underpinning careers in care and illuminated profound admiration held for clients being cared for.

## 6534

readers of our writing competition submissions

## 61

volunteer Champions across the UK

## 10

CWC awards distributed, celebrating individuals who have contributed to our work this year

## 94%

of volunteer Champions said they were likely to organise an awareness event following attendance at a hosted conference or seminar



“

I attended the Champion conference held in Reading earlier this year. It was a lovely opportunity to meet other CWC Champions and share ideas, successes, and ways to better understand how we can endorse the charity and their positive work. I work in the care sector because I want to support people. Becoming a Champion has given me the opportunity to engage with others who share that same mentality and drive to help others regardless of their own personal and social circumstances. It's brilliant to be part of something so meaningful.

”

*Kieran*

“

When I had the opportunity to speak at the Champions conference, I explained the circumstances that lead to my grant application. I was hoping for employers to listen to my experiences and think of ways to support their staff in their own work places. It was such a feeling to think wow, I've gone from being almost homeless to standing on stage delivering a speech!

*Lauren*

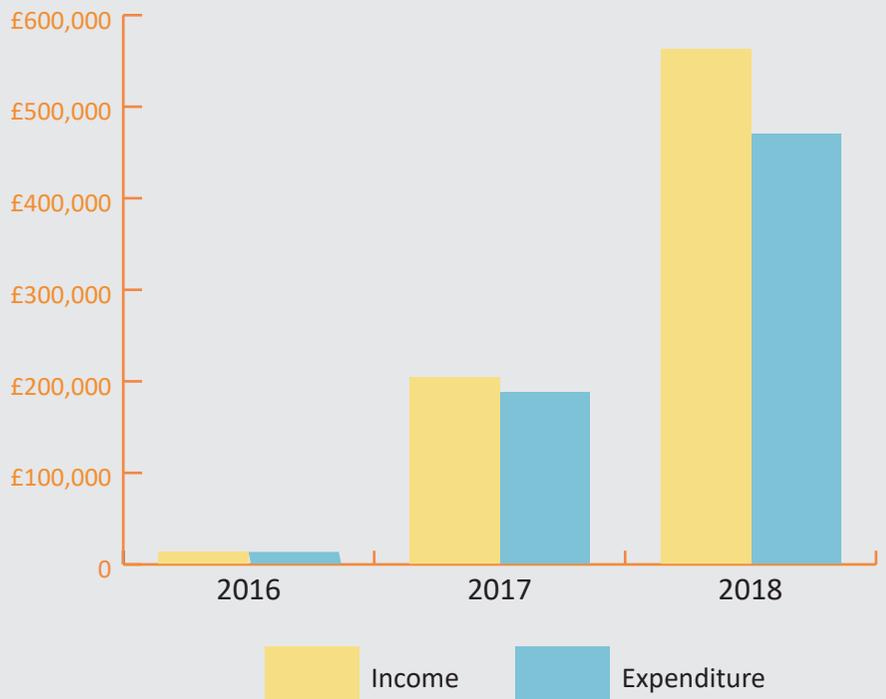
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# WHAT WE RAISED, TOGETHER



- 49%** Corporate partnerships
- 33%** Fundraising events
- 16%** Trusts & Foundations
- 2%** Other (including individual donations and legacies)



# WHERE YOUR MONEY WENT



**£336,221**

## Charitable Activity

For every £1 we spent, 71p went directly to charitable activity. Whether this spending went towards awarding a grant, supporting someone with their application, signposting individuals to relevant services, raising awareness of our cause, every penny is spent wisely so we can meet our charitable aims.

**£87,494**

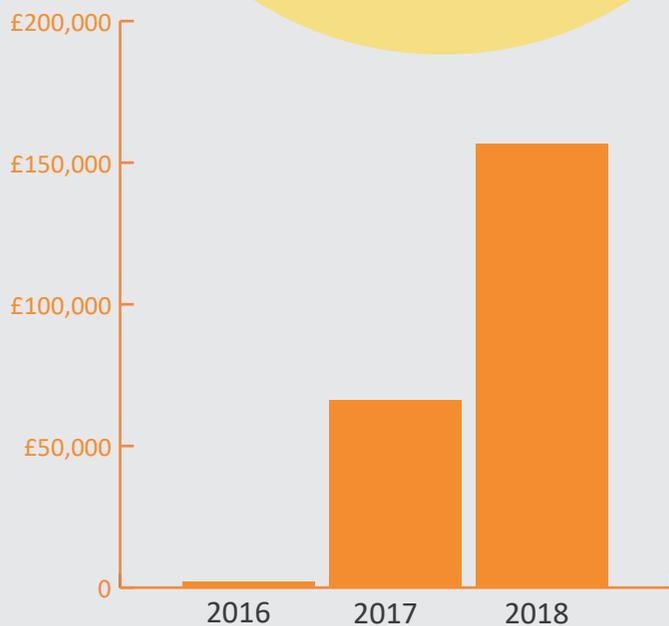
## Raising Funds

The cost of raising funds was 19% of our total expenditure in 2018. Every £1 invested in fundraising activities generates an amazing £6.43 for the charity.

**£46,588**

## Support Costs

Our support costs were 10% of our total expenditure in 2018. This spending is essential for growing the charity and building the organisation's infrastructure, vital for running the organisation efficiently and supporting as many care workers as possible.



Hardship Grant Expenditure



## CWC PARTNERS

Accomplish  
Adept Care Homes  
Agincare  
Alpha Care  
Altura Learning  
Anchor Hanover Group  
Apetito  
Ashcroft  
Athena Care Homes  
Audley Group  
Avery Healthcare  
Balhousie Care Group  
Barchester Healthcare  
Barclays  
Baycroft  
Belmont Healthcare  
Birtley House  
Bluebird Care

Borough Care  
Care UK  
Care England  
Carehome.co.uk / Homecare.co.uk  
Careport Group  
Caring Homes Group  
Consensus Support  
Caring Times  
Carter Schwartz  
Choice Care Group  
Clydesdale and Yorkshire Bank  
Community Integrated Care  
Compass Executives  
Countrywide Healthcare  
Cumnor Hill House  
Elizabeth Finn Homes  
Evolve Care Group  
Gold Care Homes

Graham Care  
GCPA  
Greensleeves Care  
Grosvenor Health and Social Care  
Groveland Park  
Hallmark Care Homes  
Harben Green Human Capital  
Hartford Care  
Hazelwoods LLP  
HC-One  
Health Investor UK  
Holmes Care Group  
Home Instead  
KICA  
Independent Care Group  
Kingsley Healthcare  
Larchwood Care  
Leycester House



Lillian Faithful  
Log my Care  
LRH and St Cloud  
Marches Care  
Mayflower Care Communities  
Milestone Trust  
NCF  
Norse Care  
Oakland Primecare  
OnCare  
Oomph! Wellness  
Orchard Care Homes  
Perkbox  
Person Centred Software  
Precious Homes  
Quantum Care  
Ryefield Court  
Scottish Care

Sekoia  
Shaw Healthcare  
Sheffcare  
Shinfield View  
Signature  
St Cecilia's Care Group  
Stonehaven  
Sunrise Senior Living and Gracewell  
Surrey Choices  
The Close Care Home  
The Geoghegan  
The Regard Group  
The Royal Alfred Seafarers' Society  
TLC Care  
Walnut Care  
UKHCA



## TRUSTS AND FOUNDATIONS

CareTech Foundation  
CSIS Charity Fund  
Francis Witham Trust  
Turn2Us

## TRUSTEES

Ben Allen  
Vernon Baxter  
Kieran Hogan  
Adam Hutchinson  
Martin Jones  
Vic Rayner

## INDIVIDUAL SUPPORTERS

We are grateful that an increasing number of individuals are aligning themselves with our mission and are helping fund what we do. Our calendar of events enabled individuals to raise money through sponsorship and it was great to see event participants soar in 2018. We have expanded the opportunities for involvement and look forward to engaging with old supporters and new in 2019. We particularly enjoyed receiving updates and pictures from individuals who set themselves their own fundraising challenges. It is thanks to your generosity and passion for our cause that the achievements in this report are possible and we can continue having a positive impact in the lives of Britain's care workers.



### **The Care Workers Charity**

The launch and publication of this report  
was sponsored by Compass Executives.



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