# **IMPACT REPORT** 2 0 2 2

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## WELCOME TO OUR IMPACT REPORT FOR 2022

In 2022, care workers in the UK continued to be affected by the cost of living crisis. We have seen this reflected in the huge increase in crisis grant applications we have received. The care sector also experienced a severe shortage of skilled workers, putting extra strain on the existing workforce.

We also experienced some changes to the board, as our Board Chair, Ben Allen, stepped down in November 2022. We wish him the very best for the future and thank him wholeheartedly for all of his support. Following Ben's departure, I am delighted to welcome Martin Jones as our new Chair. Martin brings a wealth of experience and understanding of the challenges faced by care workers. I am confident that under his guidance, The Care Workers' Charity will continue to thrive.

I extend my thanks to each and every person who has contributed to our success, with a special thanks to our trustees, who give their time and expertise. Your collective support and dedication have been the backbone of our work. Together, we have made a real difference in the lives of care workers across the UK.

However, there is still much that needs to be done. Care workers continue to battle against a lack of recognition for their vital role in society. Their work and skills still often go unnoticed or undervalued. We will continue campaigning for support, recognition, and investment in the care sector and its workforce.

Karolina

Karolina Gerlich, Chief Executive Officer

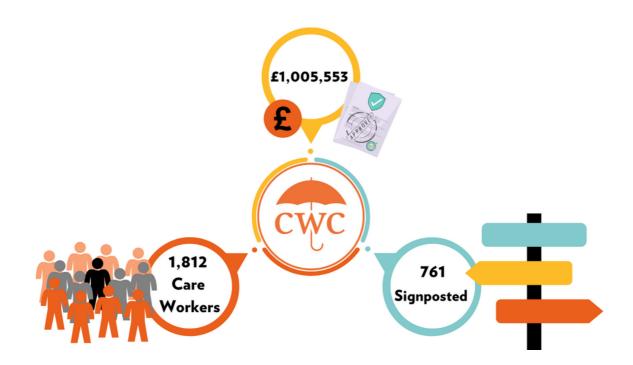


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# Our Grants in 2022

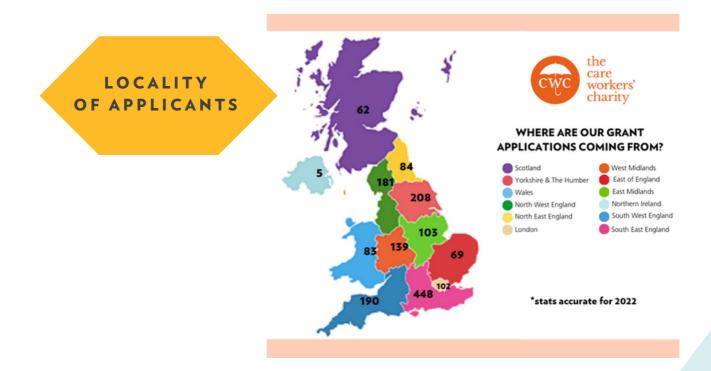
In 2022 we paid out over £1m worth of grants to care workers in need. Due to the cost of living crisis and unprecedented increases in bills and food costs, we have seen a huge increase in people applying for our daily living costs grant. The number of these awarded grants has increased by 74% compared to 2021.



When my wife developed cancer, it was my turn to care for her, obviously, our income dwindled but The Care Workers' Charity helped us ... we are eternally grateful (my wife made a full recovery)









### **Employee Grant Giving**

In 2022 we set up an employee grant giving pilot scheme. Partnering with Hallmark, Berkley, and Radis, we supported them to set up schemes for their own employees.



The CWC team brought ideas to the table on how to manage and promote the scheme and through their professional approach have always given us and our team members a fast, efficient and fair process. We feel proud of the work that we have done with the CWC and the number of Hallmark team members that have benefitted from this fund.

> Aneurin Brown Managing Director

The Care Workers Charity are helpful, professional and communicative, and it is a pleasure to work with them. Our Berkley Care fund has been so well received by our team members as well as those we support and their loved ones, and we look forward to continuing our partnership with them in the future.

#### Leah Smith Chief HR Officer

BERKLEY

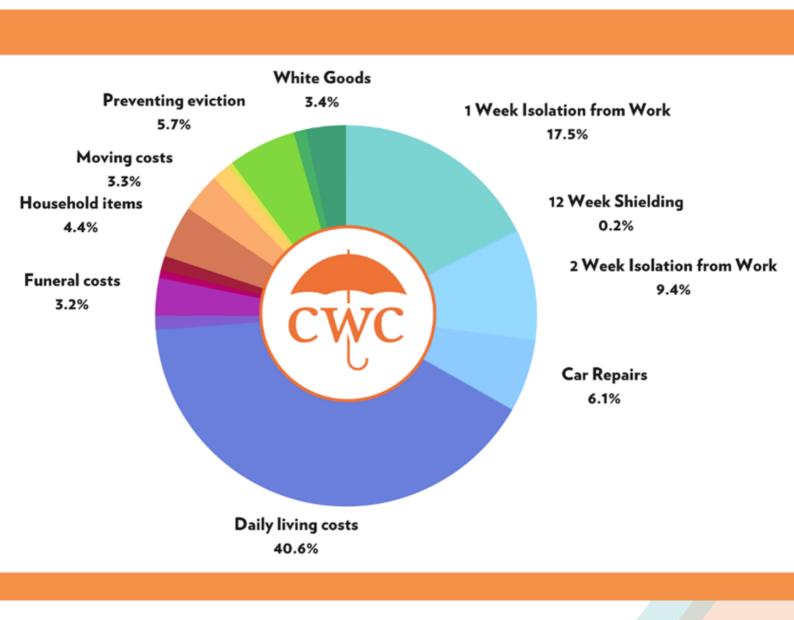
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## **Crisis Grants**

The Grants Team worked hard to keep pace with the volume of grant applications received, processing and validating them as quickly as they could so care workers received the money in their bank accounts.

In 2022, our crisis grants went towards...





### **Crisis Grants Feedback**

We provide feedback forms to our grant applicants, allowing them to share their insights on how receiving the grant impacts their lives. Below, you'll find the outcomes of these responses.

Having been struggling to pay my rent, buy food and pay other bills, it came at a crucial time, taking a lot of stress off my shoulders

This grant prevented me from falling into hardship

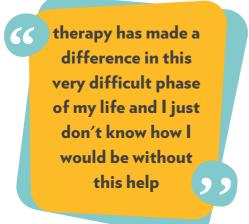
This grant helped me to feel more supported in my situation

This grant made me feel more supported by my workplace and the care sector

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### **Mental Health Grants**





116 people completed Mental Health First Aider training

### Feedback

#### Mental Health First Aider Training

The course content met my expectations

The training was relevant and can be applied to my workplace

I would recommend this opportunity to other care providers

#### **Mental Health and Wellbeing**

I experienced positive and welcome changes as a result of my counselling

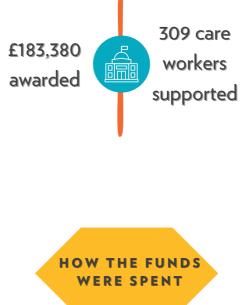
I feel better able to provide quality care to the people I care for at work  $\frac{1}{1}$ 

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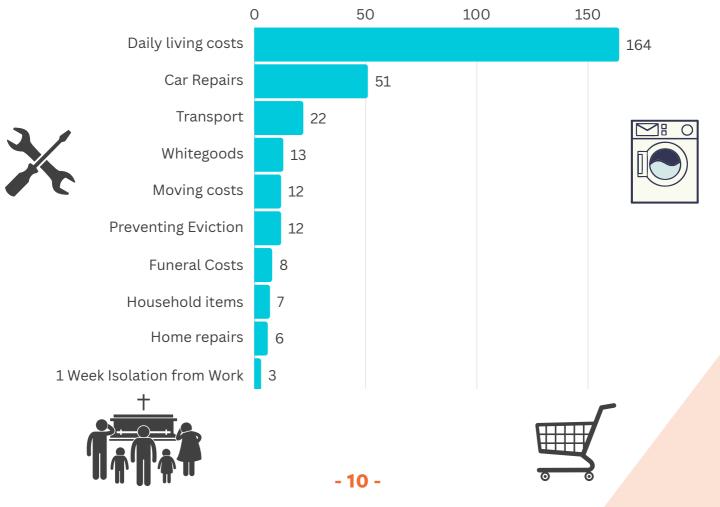


## **Council Grants**

In 2022, in collaboration with Oxfordshire County and Bradford Council, we granted funds to individuals in the care profession, whether residing in or employed within Oxfordshire or Bradford. In line with Oxfordshire's endeavour to aid newcomers in the field of caregiving, we bestowed New Starter Grants to alleviate expenses associated with commencing a new job, including childcare and vehicle maintenance.









# The Voice of the Care Worker

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### 2022 marked our writing competition's 5th anniversary!

This year, we decided to let our judges have more of an input on the theme, with the final decision being health and wellbeing.

With everything that has happened over the last several years, health and well-being have often taken a back seat for many, especially those in social care.

We had poems, short stories, and opinion pieces submitted from across the country sharing their views on health and wellbeing; many reflected on the past couple of years and the impact the Coronavirus had on them, the people they support, and their families.

There were some truly emotional and inspirational entries, and we are grateful to all who submitted entries sharing their creative writing.

Read the winning entry at the end of this report!



# **Our Finances**

2022 proved more challenging in terms of charitable donations; our income from grants and donations was £863,660 compared to £1,396,383 in 2021, a reduction of over £532,000. The support we have received from these organisations has funded some of our necessary core costs without which we simply would not be able to function, as well as substantially boosting our COVID-19 and Crisis Grant pots and enabling us to continue our Mental Wellbeing and Health support programme and Mental Health First Aider training.



#### **Return on investment**

By the end of 2022, we had a total income of £1,477,731 and a total expenditure of £1,516,178. In 2021, we had a total income of £ 1,396,383 and our total expenditure was £1,584,360 . The main reason for the changes was the challenge in attracting funding from trusts and foundations in 2022, with a reluctance in providing

funding to benevolent charities. As a result, we looked to running a pilot project to deliver employee grant giving, and increased the number of events we ran and were involved with. The charity environment continues to be challenging in 2023 and we will look to continuing to increase the number of funding streams and explore new opportunities for fundraising.

#### Where we spent our money

We are proud of the way we strive to be efficient and effective in our ability to help so many care workers in need of urgent support. In 2022, our total grant payments to care workers represented 66% of our total expenditure.

Whether this spending helped purchase new household essentials or food, paid the funeral expenses of lost loved ones, or covered the cost of childcare so that care workers could take on extra hours and provide high-quality consistent care, every pound spent has been transformative.

We strive to keep our costs as low as we can. We don't have a physical office and all the team work from home. We meet up as a team 4 or 5 times a year to save on travel and accommodation costs, and when staff travel to conferences they avoid staying in hotels unless there is a health and safety implication (long journeys and days and working excessive hours) as much as possible.

We work on making every pound count, and it is important to us to be realistic in terms of operating costs. Every task undertaken by our charity contributes to our charitable activity and objectives. Campaigning for care workers improved funding and reform of the sector and better recognition from society. As important to our mission as grant giving is, it might be more difficult to put a return of investment pound figure on those activities, but rest assured, every pound we raise is spent with care workers and our charitable objectives in mind.



# **Our Supporters**

**Partnerships are incredibly important** in helping us get closer to the care workers we support, helping to raise awareness of our services and to better understand our beneficiaries needs. Contributions from our partners for memberships **increase our capacity to provide financial and wellbeing services to the social care workforce.** Supporting The Care Workers' Charity enables care providers to show their commitment to the sector and their value of care work as a profession.

In 2022, we had 42 paying supporting members. Here are quotes from some of them:

At abbey we are always proud to support The CWC - whether that is through the annual fee, ad hoc sponsorship or doing sponsored events like the three peaks. The support they give to carers is immensely valuable and really appreciated

- Andy Taylor, Group Finance Director, Abbey Health Care We really recognised the benefit of CWC during the pandemic and have been supporting them since then. The current economic climate highlights starkly the need for CWC and other such organisations to ensure the social care workforce is supported effectively. The mental health and wellbeing of our staff has always been paramount and CWC can provide much needed, tangible support across the sector, where it's needed most

- Aliyyah-Begum Nasser, Director, Askham Village Community

This is an important partnership for Home Instead, who are an employer of choice for Care Professionals. Making The Care Worker's Charity resources and support available and easily accessible through being a strategic partner of the Charity, Home Instead provide valuable insight on the current challenges faced by Care Workers to assist the charity with keeping up to date and relevant

- Sarah Williamson, Head of Corporate Sales & Partnerships, Home Instead UK



# **Fundraising Activities**

2022 saw a 43% increase in the amount fundraised throughout the year, with a 25% increase in individuals that donated. We rely on the fundraising of our partners and supporters, whose generosity and commitment reinforces the safety net for care workers.

Below are some highlights from 2022:



Neel Raida Consulting formed a team for the Tough Mudder challenge to raise money for The Care Workers' Charity & Hospitality Action. They raised a whopping £4,797 overall

Our wonderful trustee **Adam Hutchinson** from Belmont Healthcare, hosted his first charity golf day at the lovely Shirley Golf Club. People dug deep, a total of **£2,040** was raised Sophie Rodd from Agincare hosted an amazing raffle, with one of the prizes being a much sort after extra day of annual leave! In total, she raised a stunning £400

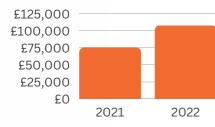
David Lynes from Unique IQ set himself the challenge to see how far he could go on his bike in 48 hours. David cycled a distance of 648km, and finished more than 100km ahead of the rest of the pack! £2,095 was raised

Sanjay Dhrona and The Close care home team hosted a summer fete. With a dog show, live music, yummy food, and lots of games. They raised a great **£800** 

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**Penny Dunn** from Akaria Care ran the iconic London Marathon for us in full PPE and raised a huge **£1,100** 

### **Money Raised**







## **Care Sector Fundraising Ball**



Last year Championing Social Care and the Care Sector Fundraising Ball raised over £200,000 to support care workers across the UK!

We at The Care Workers' Charity wish to express our profound gratitude to Championing Social Care, The Hallmark Foundation and the Care Tech Foundation for selecting us as a beneficiary of The Care Sector Fundraising Ball. It is an honour and privilege to be associated with an organisation that shares our commitment to supporting care workers and ensuring that they receive the recognition and assistance they deserve. With many thanks to Avnish Goyal CBE, Anita Goyal MBE, Jonathan Freeman MBE, Ben Allen, Mandip Bhogal, Saskia Binns, Angela Boxall, Mitesh Dhanak, Vishal Shah CFA, Clare Connell, Rebecca Leask, Stephen Burke, Tobi Alli-Usman and everyone involved in making this wonderful event happen.

#### The support of The Care Sector Fundraising Ball supported:



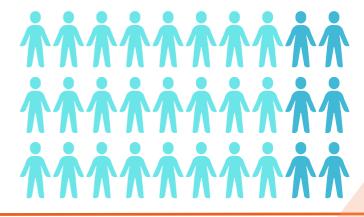
#### care workers in the form of financial grants and mental health and wellbeing support

#### Care workers shared the impact the grant has had on their circumstances:

This grant prevented me from falling into hardship

This grant helped me to feel more supported in my situation

This grant made me feel more supported by my workplace and the care sector





#### Jane's Story

Jane is a 25 year old single mum. Jane had found it increasingly difficult to cope with the cost of living crisis and sometimes had to miss meals to be able to feed her child. She works as a care worker and stated with rising bills, food and fuel prices, she must find other ways of making money and putting food on the table.



Jane's housing supported her application and stated that the cost of living crisis had particularly affected Jane and her family with severe financial hardship. Jane heartbreakingly admitted

#### "I thought about how I will cope through winter and Christmas the other day and I just cried."

Like the rest of the population, Jane's energy bills had increased by 54% and had become unmanageable and she was in arrears with her energy company and housing association. Jane works as many hours as she can whilst juggling being a single mum but after her bills and rent have been paid she has nothing to show for it.

In order to cope with the exponential cost of living and rising bills, Jane searched through Facebook groups to see if anyone was giving away free food; she relied on these Facebook groups a few times a week. Jane had also had to sell some of her babies toys in order to get enough money to meet her outgoings and feed her family and had sometimes had to go without eating, she says 'my baby comes first, she eats as she's the priority, I'm not the priority'.

Jane applied to the Care Worker's Charity (CWC) to help with daily living costs which included help towards energy bills and food. The CWC awarded Jane with a grant in July 2022 with Jane thanking the CWC 'Thank you so much I really appreciate it, this will help so much!' Jane was one of over 400 care workers supported through the funds raised at The Care Sector Fundraising Ball.







### £500 Fundraiser



In July 2022, we launched a mission to enhance care worker welfare through a recurring donations fundraiser. Our goal was to engage sector providers and suppliers, fostering sustained support for our vital programs.

Our fundraiser urged providers and suppliers to commit to a recurring £500 annual donation for three years or £50 monthly, the equivalent of supporting one care worker with a crisis grant.





In the fundraiser's debut year, we raised over £28,000, a testament to our partners' dedication to care worker wellbeing. These funds play a pivotal role, enabling essential grants for care workers, and helping us to meet our operational costs.

We actively encourage new donors to join this initiative and contribute to nurturing a culture of care within the sector. If you are a care provider or supplier and interested in supporting us, <u>you can find out more</u> <u>information here</u> or scan the QR code.





# **Corporate Partnerships**

Our corporate partnerships are **critical to the charity's success**; without the financial support and advocacy of organisations that sit within and rely on the social care sector, we would struggle to assist as many UK Care Workers.

We have a fantastic reciprocal relationship with all of our supporters, helping them engage with our network about the many products and services on offer, and **we greatly value our partner companies'** engagement in our fundraising events and challenges throughout the year.

Apetito recognises the exceptional dedication and tireless efforts that care workers contribute to our society, often under challenging circumstances. Our mission to make a real difference to the most vulnerable in society aligns with CWC's commitment to support care workers when they need it the most

Dan Southall Head of Marketing - Care Homes - Apetito As an organisation that comes into contact with adult carer workers in the UK every single day, we see firsthand how essential it is that this workforce has the support and recognition they need to thrive in the workplace. We couldn't be prouder to be supporting The Care Worker's Charity to ensure no care worker faces hardship alone

Yasmin P - Surewise

We wholeheartedly support The Care Workers' Charity. They provide vital assistance to care workers facing challenges, aligning with our commitment to recognising and supporting their invaluable contributions. Together, we aim to create a resilient and caring society where care workers thrive. Proud to be associated with this worthy cause

Ashley Havelock-Jones, CEO- Care Hires



We are delighted to have received charitable donations from charitable trusts, corporate organisations and statutory bodies.



The support we have received from these organisations has funded some of our necessary core costs, without which we would not be able to function,

as well as substantially boosting our Covid-19 and Crisis Grant pots and enabling us to continue our new Mental Health Support Programme.



In 2022 we received charitable grants amounting to a grand total of over £286,500



The money received from these generous donors quite simply means that we have been able to support thousands of care workers with essential financial support that they would struggle to find elsewhere.

And because we give directly to our beneficiaries, all of our supporters can be confident that their investment has made a meaningful and often life-changing impact on the lives of care workers.



Furthermore, by supporting care workers with financial support, our grants reduce some of their stress and anxiety, thus contributing to a more robust and healthy workforce which only improves the quality of care of those who draw on social care.



We regard your charity as being in that 'front line' of organisations providing 'hands on' support. We remain, as always, very supportive of all the work you do, and are proud that you are part of our 'family' of benevolent charities.

Ray Flanigan, Trustee and Grants Chairman, CSIS Charity Fund



# Our Impact: in the Sector and Beyond





Last year, The Care Workers' Charity was honoured to receive several awards. We were humbled to be recognised as the "Charity of the Year" at the ACO Awards. Additionally, we were a Great British Care Awards Regional Finalist and shortlisted for the 2022 Charity Times Award. Our CEO, Karolina Gerlich, was a finalist in the Women Achieving Greatness in Social Care through The Third Sector Leader Award and received the Rising Chief Executive and Care Personality awards at the Third Sector Awards and Care Awards respectively.





Thank you to everyone who presented sessions, attended sessions, spread awareness, and fundraised during Professional Care Workers' Week 2022



# **Raising Our Profile**

We focused on enhancing our visibility to bolster funding and support for care workers in crisis situations.



### **In The Press**

We had significant media coverage in reputable outlets, such as The Independent and Dorset Echo, which amplified our cause on a local and national scale.

#### Key Themes and Coverage:

#### **Extending the EU Settlement Scheme:**

Advocated for rights and security of care workers from EU member states

#### Social Care Conditions during COVID:

Highlighted challenges faced by care workers and the need for support during the pandemic

#### Immigration Raids in Care Homes:

Raised ethical concerns and advocated for fair treatment of care workers.

#### Mental Health Support Programme Launch:

Emphasised prioritising care workers' mental wellbeing and providing necessary resources.

### **Social Media**



### Over 18,000 Followers across 5 Platforms Facebook: @thecareworkerscharity Twitter: @careworkersfund LinkedIn: @the-care-workers-charity Instagram: @thecareworkerscharity

Tik Tok: @thecareworkerscharity





# The CWC Team

Although there are dedicated roles for all staff, one of the strengths of the team is the strong collaborative element to the work where we can benefit from the skills and expertise of all team members.

#### Ayesha Sadiq, Events Manager

Manages anything event-related, from creating and promoting to attending events. This includes the ones that the charity creates and fundraisers created by corporates, care homes, and individuals. She also attends (and manages our attendance at) conferences and exhibitions across the country

The Grants Team: **Taylor-Anne** McCarthy (Manager) Daina Karai & Ed **Caughlin** (Grant Administrators)

Responsible for the processing and administering of all the grants awarded. The team is extremely knowledgeable when it comes to creating new funds, and they frequently review processes to ensure fairness and transparency

#### Neil Flack. **National Accounts Manager**

Supports care providers across the UK and contributes annually to The Care Workers' Charity supporter membership programme. This role also includes new supporter membership sign-up and working with the team to assist with events and fundraising.

#### Jenni Mack, Marketing Manager

Manages anything related to social media, mainstream media, design, and production. This role also includes creating and managing relationships with our ambassadors, writing and designing our newsletter, updating our website and award applications.

#### Karolina Gerlich. **Chief Executive Officer**

#### Lee Stribling, **Operations Manager**

HR and Recruitment, Finances, Compliance (policies), Strategy, Administration and Procurement while also supporting with local authority and care provider engagement and strategy







#### Ed

#### Victoria Newton - Cutler, **Corporate Fundraising Manager**

Builds professional relationships with corporate organisations who have an affiliation with the Health and Social Care sector to encourage their support of the charity and the work that we do to champion the cause of care worker in the UK

#### Ross (Anne) Hamilton, **Projects Manager**

Leads various projects, including impact reporting, managing payments, liaising with the grants team and writing copy.









# Looking Ahead

Reflecting upon the impactful work we've done in 2022, I'm filled with immense pride for what The Care Workers' Charity has achieved. Looking ahead, our vision is sharper than ever, our resolve stronger, and our determination to create a brighter future for care workers across the UK burns brighter.

The challenges of the past year have only reinforced our conviction that care workers deserve not just our gratitude but our active support. Both the pandemic and the cost of living crisis have highlighted the resilience and dedication that define these skilled but woefully underappreciated professionals. As we look into 2023 and beyond, it's clear that our mission has never been more crucial.

Our immediate focus is on expanding our reach and impact. We're committed to reaching more care workers in need, ensuring our safety nets are cast wide and strong. Through strategic partnerships, awareness campaigns, and fundraising efforts, we aim to extend our helping hand to every care worker who needs support.

We are also committed to advocating for the recognition and fair compensation that care workers deserve. The importance of their work must be reflected not only in words but also in policies and practices. By collaborating with industry stakeholders, policymakers, and the wider community, we'll continue to champion the rights of care workers, advocating for reforms that uplift the entire sector.

Looking ahead, I envision a landscape where care workers stand tall, supported by a society that acknowledges their indispensable role. The challenges are great, but so is our determination to meet them. Our journey is illuminated by the countless stories of care workers who have found hope, relief, and renewed strength through our efforts. Their journeys inspire us to do more, to reach further, and to care deeper.

l invite all stakeholders – from care providers to donors, volunteers to policymakers – to join hands with us as we march ahead. Together, we can transform the landscape of care work, creating a future where those who dedicate their lives to others are themselves cared for.

Karolina

Karolina Gerlich, Chief Executive Officer



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We extend our heartfelt gratitude to all our supporters, fundraisers, sponsors, partners, and individuals whose contributions paved the way for us to offer crucial assistance to care workers throughout the year 2022. We would like to express our appreciation to the Board members who dedicate their time, knowledge and skills. Their involvement empowers us to question conventional wisdom, nurture innovation, and discover optimal avenues to provide unparalleled support to care workers.



Finally, thank you to all the care workers who wholeheartedly and professionally support those who draw on social care



Why do we have this sickness that is sweeping through the globe? What's happening we wonder as we all become enrobed? Perhaps you can consider this whilst we're all locked away, And the society we're used to has so changed from yesterday...

Did you all appreciate the beauty in your lives? Appreciate your parents and your husbands and your wives? Did you give your children love and nurture that they need? Were you wrapped up in consumerism, wanting it all and greed?

Have you ever stopped and marvelled at the blueness of the sky? Have you listened to waves crashing and the seagulls as they cry? Have you ever noticed the magnificence of trees? Have you heard birds singing and the humming of the bees?

Have you smiled at strangers as you pass them in the street? Did you look around you or just straight down at your feet? Did you check on neighbours and share kind words every day? Or just go about your business, always rush rush rush away?

Did you work and contribute to the standards that we live? Or take no responsibility because you're not prepared to give? Did you march and protest or conduct yourself with peace? Is resolution through fighting or should this finally cease?

Nature is now saying that enough is now enough... I'm going to take over, if you don't like it that's tough! I'm going to make you all stand still, give lessons that you need -Stop wanting wanting wanting, stop being consumed by greed.

Stop cruelty, stop pollution, stop fighting and stop war... Stop killing, abuse, committing crimes, behave not like before... Appreciate friends and family, spend time and talk and play, Use the words 'I love you', have a huggle every day.

Give care to those less fortunate, give love to those in need... Give back to our society, do daily a good deed... No one should be homeless or feel they're all alone, Be caring and giving every day. APPRECIATE, don't moan.

Stop and smell the roses, see the flowers, see the trees... Appreciate the animals, butterflies, birds and bees... Look in wonder at the sky, the vast expanse of blue, Stop and stare at oceans, hear the sounds – amazing too!

The virus is sweeping through our world with lessons for us all... We must all make the changes with this massive wake-up call... And hopefully when time has passed, disease is left behind, The biggest lesson we have learned is we must all BE KIND! #Coronavirus #BeKind By Elizabeth Lowdell Winner of The CWC

Writing Competition 2022