

The Care Workers' Charity Impact Report 2023

**Care in Action:  
Advocacy & Support  
for Care Workers  
Across the UK**



Dear Supporters and Stakeholders,

What a year it has been for The Care Workers' Charity! With the ongoing challenges presented by the cost-of-living crisis, the demand for our support surged, with a 62% increase in grant applications compared to the previous year, reflecting the harsh realities care workers face nationwide. Amidst these struggles, we are immensely proud to have helped so many people.

In this report, we will share the achievements of The Care Workers' Charity during our last year. We recognise the importance of transparency, accountability, and the acknowledgement of efforts in serving the care worker community, and it is with great pleasure that we share that here.

Firstly, I would like to thank the remarkable team at The Care Workers' Charity. From our dedicated and knowledgeable grants team to the innovative minds driving fundraising efforts and the steadfast individuals ensuring smooth operations and effective marketing, each member plays an integral role in our success. We are very grateful for the support, expertise and commitment of our trustee board. Also, heartfelt thanks are extended to our amazing supporters and donors; none of our work would have been possible without your generosity

and support. In 2023, we were thrilled to host the sixth annual Professional Care Workers' Week, bringing together care workers and key stakeholders in the social care sector. Our advocacy efforts continued to gain momentum as we actively participated in advisory boards and policy discussions, placing care workers at the forefront of crucial conversations.

Feedback from grant recipients highlights our support's impact on care workers and their networks, from averting financial crises to promoting emotional well-being. Our mental health initiatives are in high demand, indicating a growing need amongst the workforce for wellbeing support.

Looking ahead, we are committed to expanding our reach and effectiveness with upcoming initiatives advocating for care worker rights and placing them at the centre of discussions about workforce development.

I invite you to join us in our continued efforts to make a meaningful difference in the lives of those who dedicate themselves to supporting others. Together, let us ensure the sustained success and impact of The Care Workers' Charity.



Karolina Gerlich  
CEO, The Care Workers' Charity



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the  
care  
workers'  
charity

# IMPACT 2023

**£1,176,034**

we awarded to care workers across the UK

**79**

care workers completed Mental Health First Aider Training

**68%**

more applications received than in 2022

**20+**

number of sector expert advisory boards we attended

**89**

care workers accessed counselling

**17,811**

social media followers

We granted awards in every locality in the UK

**2652**

care workers supported via our crisis support

**151,646**

website visitors



“

***We were in a hole and didn't know what to do, the Crisis Grant helped with the deposit, and I really am grateful.***

Emily who was supported with a grant towards moving costs

“

***The work we do makes a real difference, we've often been told that our grants are the difference between applicants being evicted or having to accrue large amounts of debt to pay for necessities. I think the work we do really helps care workers feel supported.***

Taylor McCarthy  
Grants Manager

“

***I take great pride in being associated with an organisation that is making a profoundly positive impact on the lives of many.***

***The contents of this report narrate a remarkable story of providing support to individuals in various ways, ranging from financial assistance to overall wellbeing. This support is a testament to recognising and appreciating the contributions these individuals have made or are making.***

***However, the reality is that there is more work to be done. I am confident that, thanks to the generosity of our supporters, we will accomplish even more. A heartfelt thank you too all.***

***Kudos to Karolina and her team for their commendable efforts. This report stands as evidence of their creativity, resilience, and unwavering determination. Well done.***

Martin Jones, MBE Chair  
The Care Workers' Charity Trustee Board



## GETTING SHIRLEY BACK ON THE ROAD

Shirley has been a Care Worker for 21 years; she enjoys her job and couldn't imagine working anywhere else.

*"I work with a lovely bunch of people, who are supportive and fun, I've been here 16 years, I'm part of the furniture!"*

Due to the cost-of-living crisis, each month she is having to top up her gas and electricity more often and her food bill has increased.

*"Even through Covid, I never thought of leaving but the cost-of-living crisis has made me wonder if I need to try and find more hours somewhere else or a different job."*

In January her car was due its MOT and needed new tyres and she just didn't have the money put by this time. "My car's essential for my job, I couldn't manage without it."

Shirley was having sleepless nights worrying what she was going to do. She had heard of The Care Workers' Charity and knew a colleague who had received a grant. She applied online for a CWC Crisis Grant for the car repairs. She submitted some documentation and was approved within the week.

*"I was really pleased that I was approved for the grant, it was quick and easy. I've had the car fixed and I'm back on the road, thanks for your help."*



“

***Being part of the grants administrative team means we are the first point of contact for care workers. Due to our eligibility criteria or lack of funding, there are times we may not be able to offer our financial grants or well-being services to care workers.***

***But we are truly passionate about ensuring that care workers are given the right support and will always provide resources and other signposting so they can get the immediate help they need.***

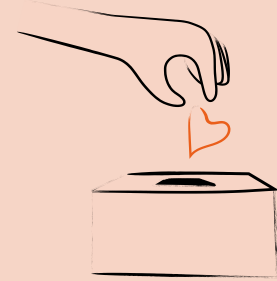
***I am proud that our charity can always provide care workers with some form of support, whether via a financial grant, wellbeing support or signposting to other resources.***

***There is always some form of help that the charity provides.***

Daina Karai, Grants Administrator



## INCOME



In the past year, we've diversified our fundraising efforts, raising more than £1,600,000 to support care workers across the UK. Our supporter memberships grew, reflecting a heightened commitment to care workers' wellbeing and interest in our grant fund scheme.

***“We are thrilled to be further supporting Care Workers' Charity as a Supporter Member. By partnering with CWC, we aim to provide additional support for care workers across the sector and for our own team members.*”**

***We are looking forward to positively impacting the lives of all those working in the care sector.***

***The support of the charity is vital in assisting our wonderful care workers throughout times of adversity.”***

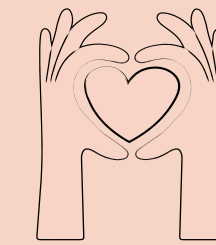
Dr Sanjiv Patel  
CEO @ Westgate Healthcare



Corporate partnerships continue to play a pivotal role, going above and beyond to provide financial support, valuable resources and advocacy. Developing valuable relationships through regular partnership meetings has allowed us to create stronger connections as well as the ability to share information, news and opportunities both ways.

***“As a software provider to the care sector, we want to ensure we're using our platform and our channels for good. It's a real privilege to collaborate with the wonderful team at the Care Workers' Charity, who have embraced all our ideas and activities to raise both funds and awareness. From themed quizzes and volunteering days to raising money at tradeshow events with barista-made coffee, the team have been so engaged and eager to get stuck in. I'm looking forward to seeing the positive impact we can continue to create together.”***

Freya Saunders-Martin  
Head of Marketing @ The Access Group



Looking ahead to 2024, we're excited to co-host four co-branded networking events with sponsor partners. We will look to expand our geographical reach and engage supporters in new ways.

We recognise the importance of understanding corporates' perspectives on return on investment and tailoring our approach accordingly.

With the continued support of our community, corporate partners, and dedicated fundraisers, we're poised to make an even greater impact in the year ahead.

***“Here at Howden, we are thrilled to extend our support to CWC by hosting an exclusive networking event. It is a fantastic chance to foster deeper connections with CWC, while also affording the opportunity to engage with sector peers in an informal atmosphere.”***

Richard Hearn  
Divisional Director, Health & Care @ Howden

## FUNDRAISING EVENTS

We expanded our fundraising events nationwide, organising treks and runs that attracted a great turnout. We were inspired by the extraordinary efforts of individuals like David Lynes from UniquelQ, who displayed remarkable endurance by riding his bike continually for over 48 hours, raising thousands of pounds. Elevation raised over £10,000 and won the CWC Top Fundraiser Award at The National Care Awards.

As part of Professional Care Workers Week 2023 we organised the South Downs Charity Trek. We were joined by 56 people and raised an amazing £18,000. Additionally, we had supporters who swam across Lake Windermere, a group who conquered the Yorkshire Three Peaks Challenge, and Barry Jacobs, who creatively raised funds by shaving his beard!



*Charity Challenge*

## THE CARE SECTOR FUNDRAISING BALL 2023

We were honoured to be chosen as a beneficiary of The Care Sector Fundraising Ball, where an amazing £426,852 was raised to be shared between us and the Alzheimer's Society.

From the incredibly talented performers from Care Sectors Got Talent to the brilliant auctioneer Charlie Ross, the night was an opportunity to come together, celebrate the care sector and raise awareness and vital funds.

Since the first ball, a total of £591,600 has been donated to care workers across the UK from The Care Sector Ball. This is a lifeline for The Care Workers' Charity and those we support, and we are grateful to everyone involved in making this magical event happen.

The Care Sector Fundraising Ball is a chance to collaborate and make a real difference in social care and we look forward to continuing to work together.



“

*It was a wonderful evening filled with generosity and kindness. A huge thanks to Championing Social Care for organising and raising such an incredible amount for us to help care workers. We are very grateful to the organising committee for their amazing and hard work on the event this year and every year.*

Karolina Gerlich, CEO, The CWC





## MENTAL WELLBEING INITIATIVES

Following a successful pilot run in 2021 and the growth of the service in 2022, we continued our partnership with Red Umbrella to offer free counselling sessions and Mental Health First Aider Training to support those in the care sector.

In 2023, 161 care workers benefited from our mental wellbeing initiatives to 168 care workers.

Care workers have found solace in counselling sessions, equipping them with tools to tackle challenges and move forward positively. Notably, there's a

growing demand for additional sessions beyond those initially provided, with feedback indicating the establishment of trust between therapists and care workers.

This leads to the identification of additional areas for therapeutic exploration and growth.

**“My counsellor is brilliant and helped me to get myself back”** Care worker who attended counselling sessions.

Our Mental Health First Aid (MHFA) program saw participation from across 24 care providers.

Feedback consistently emphasised the need for more care workers to receive training as mental health first aiders, enabling heightened awareness and support within the sector.

Participants have expressed admiration for the course and its practical value in identifying signs of declining mental health and providing support to peers.

**“Mental health needs to be promoted in every workplace through courses like this.”** Care worker who completed MHFA training.



69%

felt better able to provide quality care to the people they care for at work

85%

experienced positive changes because of their counselling sessions

95%

agreed the training was relevant and could be applied in their workplace

92%

of care providers would recommend this training to others in the sector



## SUPPORTING SAMUEL VIA OUR MENTAL WELLBEING INITIATIVES



“

***Thanks to the Care Workers' Charity and Red Umbrella Counselling I feel much more positive and able to face the future.***

Care worker who accessed counselling sessions

Samuel had worked with disabled adults as a Senior Care Worker for 10 when he suddenly became ill at work.

*“I had major heart surgery following a heart attack at work. I was physically ok and had been given the all clear to return to work, but I was struggling psychologically, and it had become so bad I was struggling to leave the house. I really thought I might have to give up work.”*

Samuel spoke to his manager who suggested he visit The Care Workers' Charity website and look at the Mental Wellbeing Support that we offer.

*“I applied via the CWC website, and they said someone would be in touch to see if they could help me. Red Umbrella phoned me to have an initial chat. They told me that the sessions could be arranged via Zoom, so I didn't need to leave the house to get their help.*

“Later that week Samuel made an appointment for his first session with a qualified therapist. *“It's been tough, but my therapist was great, she helped me to talk about what was really worrying me and encouraged me to explore the issues I had in leaving the house. She used different strategies and supported me to try them out gradually.”*

Samuel is feeling much more positive about the future and is much less anxious now after completing 10 therapy sessions. He is continuing to use the techniques he has been taught. Samuel is now able to leave the house without having a panic attack, which is a huge achievement, and he has returned to work.

*“I wouldn't have been able to afford to see a therapist, I am so grateful for the help I received, it's made a huge difference to my quality of life and my recovery.”*



## CRISIS SUPPORT FOR CARE WORKERS

Our financial grants, including general crisis grants for all care workers, local authority grants, and care provider employee grants, have been crucial during challenging times.

With rising daily living costs, many care workers felt they had nowhere to turn if an unexpected event left them needing financial support. Many stated that where they might have previously asked for financial help from family or friends, that was no longer an option as they were also struggling.

The cost-of-living crisis was reflected in a 62% increase in grant applications compared to the previous year. Financial instability often goes hand in hand with declining mental health.

Many applicants reported negative impacts on various aspects of their lives due to financial stress, including home life, family relationships, and mental and physical health.

Despite receiving grants and accessing other resources, concerns about existing debts persisted. The relatively low-cost intervention provided by the CWC, with an average award of £430 in 2023, has significantly impacted

applicants' ability to cope with crises, safeguarding applicants from accumulating additional debt and experiencing heightened stress and mental health concerns. The grants make a considerable difference in the lives of care workers. In 2023, as well as distributing our funds, we worked with 4 local authorities and 3 care providers to distribute funds based on an agreed set of criteria which considered issues facing their employees.

Looking ahead we want to continue to bring on board more Local Authorities and Care Providers, working with them to create a fund that will best support their amazing care workers.

While our grants offer relief to those facing immediate financial crises, it's important to recognise that they may not fully resolve long-term financial challenges.

To complement this assistance, we offer additional resources and signposting to organisations specialising in specific areas of advice and guidance, ensuring tailored support for individuals' needs.

The profound impact of this support is evident, with 84% of recipients expressing an enhanced sense of support from both their workplace and the care sector overall.





# CRISIS SUPPORT IN NUMBERS

£1,154,898

awarded in crisis support to 2625 care workers

***“As a Council, Oxfordshire recognises and values the commitment and dedication of all those individuals working in adult social care and the support they give to our residents here in Oxfordshire. Building on the success of the grant programme, we were pleased to extend our partnership with the Care Workers’ Charity for another year. The grants offer essential funds to those working in, or starting out in the sector, providing support when it is needed most and have become a great success thanks to the continued support of the Charity.”***

Nicola Dyche, Strategic Commissioner for Adult Social Care Oxfordshire Country Council



\* Skills for Care (2023) The state of the adult social care sector and workforce Leeds: Skills for Care

## ADVOCACY AND CAMPAIGNING

Our advocacy and campaigning efforts continued to play a crucial role in driving change within the care industry. As the UK charity for care workers, we are privileged to represent the care worker perspective at government roundtables, academic centres, and policy forums.

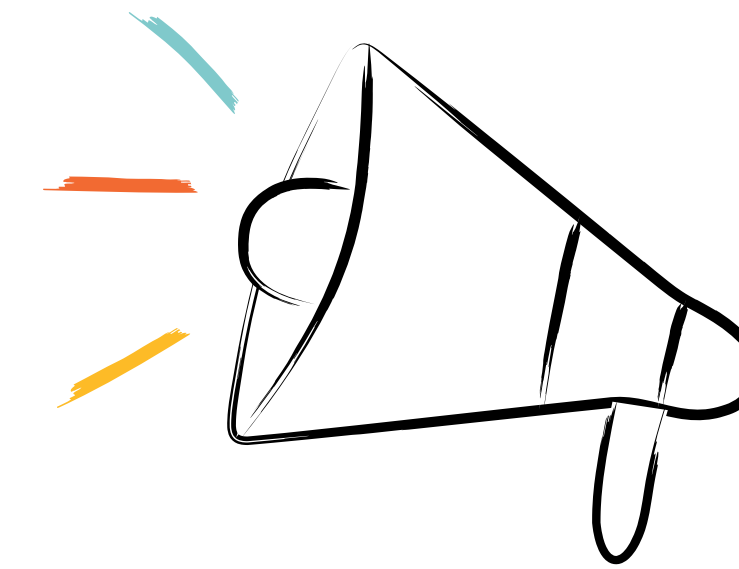
We use this position to share what we hear from our grant applicants day in and day out, ensuring that people are considering the impact of their decisions on the workforce and quality of care.

Sitting on the expert advisory panels for Skills for Care Workforce Plan and Department of Health and Social Care Adult Social Care Workforce Pathway, engaging leading academic centres like the London School of Economics, the University of Kent, and The King's Fund, alongside our leadership role in IMPACT (Improving Adult Care Together), we ensure care workers perspectives are heard in policy and research discussions.

*"We are often the only people in the room sharing the care worker perspective, even when the conversation is about the care worker workforce"* - Karolina Gerlich, CEO

In 2023, our team attended 32 conferences, including The Global Aging Conference and Care Show, speaking at and participating in several panel discussions. This helped raise our profile, fostering connections with new supporters and expanding our partnerships and projects.

We're delighted to have been recognised in the Women Achieving Greatness Awards, where our CEO received the 'Third Sector Leader Award', and we were shortlisted in the 'Communication Guru' and 'Inspirational Volunteer' categories. We were thrilled to win the Markel 3rd Sector Care Awards 'Making A Difference Award'. Our media presence continues to grow steadily, with a monthly column in Care Talk, regular contributions in the trade press



and an expanding following across various social media platforms. Our website has experienced growth traffic, indicative of the rising interest and engagement with our cause.

While significant progress has been made, more needs to be done, and there is an appetite in the sector, and more widely, to listen to and learn from care workers.

We're dedicated to strengthening our digital presence and community engagement, expanding our network of Charity Ambassadors, and creating new avenues to ensure care workers' voices are prominently represented regarding their workforce needs.

Their insights are invaluable for achieving better outcomes for care workers and those they support.

Watch this space for updates!



## PROFESSIONAL CARE WORKERS' WEEK

Professional Care Workers' Week celebrated its 6th successful year, uniting care workers, industry leaders, and 35 care organisations.

Discussions emphasised the importance of workforce and connection within the care sector, highlighting personal connections, supportive management, and collaboration between the NHS and the care sector.

Key themes included valuing caregiving as a vocation and effective strategies for recruitment and retention in social care careers. Despite social care's significant economic contributions, it is often spoken about in terms of costs, and we need to change the conversation to highlight the immeasurable social value to people drawing on social care, their friends, family and the wider community.

We thank all speakers, especially the frontline care workers, and invite you to watch the discussions [HERE](#).



## WRITING COMPETITION

We were thrilled to host our annual writing competition, generously sponsored by Access, CarePlanner/Nourish Care, and CareHomeLife, centered around the theme of Empathy. Exclusively open to current or retired care workers, we received over 70 creative entries.

All the submissions were terrific, but the chosen winner left a lasting impression on all the judges, moving everyone to tears.

### **The Smile** **by Cassie King from Care UK**

*A bright light comes on, is it day? Is it the sun?  
When had the day begun?  
I blink my eyes through a sleepy haze,  
I try to organise my thoughts of days.  
Who's this person walking through my door?  
It looks like they know me. of that, I'm sure.  
They bend with a smile as I squint up to see.  
Why do they look as if they already know me?  
I wrack my brain, but no recognition grows.  
They hold my hand with a caring that shows.  
"Would you like a cup of tea before we get you up?"  
I nod my head at the smiling face and gladly take the cup.  
I watch them as they let the light in.  
Opening some curtains I don't remember buying.  
The smiling person turns with a frown, holding dresses in the air.  
"Which one of these wonderful gowns would you like to wear?"  
She lets me decide with a point of my finger  
And approves of my choice without any linger.  
She gathers more items and lets me decide.  
She seems so at home, she's glowing in pride.  
She offers me her hand, the smile still on her face.  
She assists me to stand with ease and with grace.  
"Let me show you to the bathroom, then I'll help you start your day."  
Her kindness eases me out of bed, I let her show the way.  
She kneels by my side as I sit myself down.  
"Could I assist you with a wash today?" she asks me with a frown.*

*I feel a wave of unease flash through my mind.  
It's gone in a flash because of this person so kind.  
She helps me to do things I struggle to do.  
Smiling throughout and helping me through.  
The chatter she offers helps me feel so at ease.  
While she soaks my aching feet while down on her knees.  
When did it happen when I stopped being able?  
When did my body start feeling painful?  
She offers me a cloth, breaking thoughts of my pain.  
Water drips on my knees and it feels like the rain.  
"I like the rain" I say to her and she looks at me with glee.  
"When we're done in here, come and take a walk with me"  
She helps me with my wash, she helps to get me dressed.  
I see myself in the mirror, and even I'm impressed.  
I look so good, I feel so alive,  
I'm washed and dressed and fill with pride.  
I turn to the smile and feel my own smile then  
This person before me must be a wonderful friend.  
She takes my hand and leads me, through a place comfy but new.  
She puts on my coat, opens a door and ushers me through.  
We stand there together in wonder, while gentle rain falls from the sky.  
I look to my friend and smile at her,  
And I begin to cry.  
"I like to dance out in the rain, I don't want it to end"  
She holds my hand and winks at me, my wonderful smiling friend.  
"Don't you worry I have a plan" was exactly what she said.  
"For tomorrow I'm here to get you up, and you can dance in the shower instead."*



## LOOKING TO THE FUTURE

Growing our work of 2023, we will continue to increase our support for care workers across the UK. Building new partnerships with local authorities and care providers and continuing to diversify and grow our fundraising efforts will mean more care workers have a financial and emotional safety net when they need it most.

As we look ahead, we are committed to making a lasting impact and driving continuous improvement within the care sector.

New campaigns such as **#ConnectedToCare** will help raise the profile of care workers and the social care sector. We remain

dedicated to centering the voices of care workers and have some exciting projects coming up!

With our supporters, partners, and, most importantly, the social care workforce, we will continue to strive for positive change and advocate for the rights and recognition that care workers deserve. We look forward to working with you to build a better future for care workers and those they support.

If you are a local authority or care provider and would like to partner with us to provide a financial and mental wellbeing safety net to your employees, please contact our [info@thecwc.org.uk](mailto:info@thecwc.org.uk).



“  
**Being part of this team at the CWC gives me a sense of belonging. Working together to promote awareness and to effect positive change for the social care workforce across the UK.**  
Neil Flack, National Accounts Manager

Charity Challenge





# THANK YOU

We are immensely grateful to all our supporters and donors, whose generosity enables us to carry out our vital work.

**5 On a Bike**  
**Abbey Healthcare**  
**Abbeyfield Friars Mead Care Home**  
**Adept Care Homes Limited**  
**Advanced**  
**Allenby Douglas**  
**Allied Care**  
**Alpha Healthcare**  
**Ambient Support Limited**  
**Amron Home Help Ltd**  
**Angel Care**  
**Apetito**  
**Arcadia Care Homes**  
**ARN Care Ltd**  
**AS Care**  
**Askham Vilage Community Limited**  
**Aspirations Care**  
**Athena Care Homes**

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**Betha Care Limited**  
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**Care and Support West**  
**Care Dorset**  
**Care Friends**  
**Care UK**  
**Carehires**  
**CareHomeLife**  
**CarePlanner**  
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**Elizabeth Finn Homes**  
**ENS**  
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**Florence Academy**  
**Forest Healthcare**  
**Fountain Care**  
**Fulcrum**  
**Future Care Group**



# THANK YOU

We are immensely grateful to all our supporters and donors, whose generosity enables us to carry out our vital work.

**Hartwig Care Limited**  
**HC One**  
**Hillcroft Nursing Home**  
**Holmes Care Group**  
**Home Instead**  
**Howden**  
**HRM Homecare Services**  
**IBC Healthcare**  
**Iris Care Group**  
**Lady Of The Vale**  
**Larchwood Care North**  
**Larchwood Care South**  
**Lilian Faithfull Care**  
**Log My Care**  
**Loving Care**  
**Majesticare**  
**Mansfield advisors**  
**Mariposa Care Group**  
**Melody Care**

**Mencap Kirklees**  
**New Dawn Care**  
**Nexus**  
**Nourish Care**  
**Oakland Care**  
**One Housing / Baycroft**  
**Only Care**  
**The Order of St John Care Trust**  
**PCS**  
**Principle Care Homes**  
**RCH Health Care**  
**Renray**  
**Sekoia**  
**ShoreLine Partners**  
**Social Care TV**  
**Saint Cecilia's Care Group**  
**Stonehaven**  
**Sure Care Rugby**  
**Surewise**

**Swallow Court**  
**The Access Group**  
**The Close Care Home**  
**The Royal Alfred Seafarers Society**  
**The Salvation Army**  
**TLC Care**  
**Tomorrow`s Guides**  
**UniquelQ**  
**Visiting Angels**  
**Walc Limited**  
**Walfinch**  
**Westgate HealthCare**  
**World Seniors Snooker**  
**Your Comms Group**

