

IMPACT REPORT 2025



**SUPPORTING
THOSE WHO CARE
FOR OTHERS**

THE CARE WORKERS' CHARITY

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LETTER FROM THE CEO



**KAROLINA
GERLICH**

CEO, The Care Workers' Charity

2025 has been a challenging year for the care workforce. The cost-of-living crisis has continued to tighten its grip, and every day we hear from care workers who are making impossible choices - between heating and eating, between paying a bill and getting to work, between staying in the job they love and finding something that pays enough to live on.

And yet, despite everything, they keep caring. They keep turning up. They keep making a difference to the lives of people they support. That dedication is extraordinary, and it's why this charity exists to make sure that when care workers need help, someone is there for them, just as they are there for others.

In 2025, we awarded **864** grants totalling **£366,316** to care workers in crisis. Every single one of those grants represents a real person, in a real moment of need, who was able to keep going because of the generosity of our supporters.

Our partnership with Virgin Money raised **over £125,000**, directly supporting care workers in crisis. Over 100 organisations supported us through sponsorship, supporter membership and events fundraising.

We expanded our work beyond crisis support to influence the wider conditions affecting care workers. Our Care Worker Advisory Board Members and Champions Project gave care workers a voice and a seat at the table with politicians, in research, at conferences, and in policy discussions.

We published our Wellbeing Survey, where we heard from over 2,000 care workers, and launched it at the Houses of Parliament. We launched a Co-Production Guide that is setting a new standard for how the sector works with its workforce.

I want to say a heartfelt thank you to everyone who has supported us this year - our donors, partners, trusts and foundations, corporate sponsors, and fundraisers. Thank you to our wonderful team and trustees.

A special thank you to the care workers who do an amazing job every day, have shared their stories with us, joined our Advisory Board, and trusted us with their most difficult moments. You inspire everything we do.

OUR IMPACT AT A GLANCE

£366,316

distributed to care workers across the UK

£125,037

raised through our pioneering partnership with Virgin Money

864

grants awarded to care workers in crisis

45%

of grants helped with essential daily living costs

23

Mental Health First Aiders trained

83%

of grants prevented hardship

£422

average grant awarded

93%

felt more supported by their workplace and the care sector because of our grants

HOW WE HELPED: FINANCIAL SUPPORT

Adult social care in England alone is estimated to contribute £77.8 billion to the UK economy each year (1), yet the workforce delivering it remains one of the most financially vulnerable in the country. Care workers are being asked to do more with less, often while struggling to meet their own basic needs.

For many care workers, there is no safety net. Savings have run out. Family and friends are struggling too. When something goes wrong: a car breaks down, a health scare hits, an energy bill arrives that's double what it was last year, there's often nowhere to turn.

That's where The Care Workers' Charity comes in. Our grants provide rapid, practical support that prevents financial hardship from escalating into crisis.

In 2025, we awarded 864 grants totalling £366,316:

Programme	Total Awarded	Grants
General Crisis Grants	£168,526	411
Local Authority Partnerships	£130,116	281
Employee Own Grants	£41,733	112
Mental Health First Aiders	£10,000	23
Mental Health Session	£15,941	37
Total	£366,316	864

The average grant was £422. For recipients, this meant staying in work, maintaining housing, and avoiding financial crisis. We processed grants in an average of just nine days from application to payment, because when someone is in crisis, every day matters.

This highlights how quickly everyday challenges can escalate into crisis without support. To understand this further, here is how grants were used.

(1) [The state of the adult social care sector and workforce in England, 2025.](#)

WHO ARE OUR RECIPIENTS?



SARAH'S STORY: "IT DIDN'T JUST FIX MY CAR. IT KEPT ME IN THE JOB I LOVE."

This case study shows the reality facing many care workers:

CASE STUDY: SARAH

"Without the grant, I would have had to leave my job. I couldn't afford to get to work."

Sarah, a domiciliary care worker, faced losing both her job and her home after her car broke down. With no savings and no access to credit, she had no way to continue working.

A £400 grant covered urgent repairs. Within days, she was back at work, continuing to support the people who rely on her.

OUR 'TYPICAL RECIPIENT'

- They earn between £10 and £15 an hour.
- They feel they make a real difference to the people they care for - 87% of their colleagues agree.
- But they don't feel financially secure. 72% of care workers told us they worry about money, and 81% have been directly hit by the cost-of-living crisis.
- In many cases, they may have had to use a food bank - nearly one in four care workers have.
- Petrol is one of their biggest expenses, but only a third of employers help with mileage.
- They love their job, but 42% of their colleagues feel unhappy or depressed, and a third say the work is affecting their mental health.
- They have probably witnessed or experienced abuse at work - 74% of care workers have and yet, they keep going because they care.

This is the workforce that looks after our parents, our grandparents, our children, and our most vulnerable neighbours. They deserve so much more, and The Care Workers' Charity exists to help make this a reality.

WHAT WE'RE SEEING: KEY THEMES IN 2025

Most grants are supporting essential day-to-day living costs. Nearly half of all grants (45%) went towards the most basic need of all: putting food on the table and keeping the lights on, 17% went towards car repairs and transport, 22% went towards international recruitment support and 7% went towards visa and work expenses.



Cost of living pressures have been the dominant challenge in 2025.

Rising energy bills, grocery costs, and fuel prices have hit care workers hard. Short-term financial pressure has become sustained financial instability.

We heard time and again from applicants who had exhausted their savings, maxed out their overdrafts, and had nowhere else to turn. Many described having to choose between heating their home and buying food.

THE COST OF LIVING

helping care workers meet the most basic household needs.

Cost of living grants given:

364



For care workers, especially those in domiciliary care, a car isn't a luxury. It's how they get to the people who need them.

When a car breaks down and there's no money to fix it, it doesn't just affect the worker, it affects every person they care for.

GETTING TO WORK

They would have been forced to either incur high-interest debt or exit the sector altogether.

Car repair and transport grants given:

149

WHAT WE'RE SEEING: KEY THEMES IN 2025

SUPPORTING INTERNATIONAL CARE WORKERS



International recruits make up a growing and vital part of the UK's care workforce.

In recent years, the sector has become increasingly reliant on overseas recruitment to fill persistent vacancies. Around 385,000 roles are filled by internationally recruited workers, accounting for more than 80% of workforce growth since 2021 (2).

These workers can face sudden loss of employment and housing through no fault of their own. When a care provider's sponsor licence is revoked, experienced workers can find themselves displaced through no fault of their own.

In 2025, we provided 63 grants for visa services and Work Expense Grants (up to £500) to help displaced workers start with new employers as quickly as possible. Through the International Recruitment East project alone (a collaboration spanning 12 local authorities), we've awarded £84,000 to 191 recruits, helping to protect the region's care capacity.

THE LINK BETWEEN MONEY WORRIES AND WELLBEING

How recipients felt after a grant	% improved
My financial situation improved	82%
I felt better emotionally	69%
My family's situation improved	53%
I felt more supported in the sector	42%
My physical health improved	24%

(2) [The state of the adult social care sector and workforce in England, 2025.](#)



MENTAL WELLBEING

Financial hardship is only part of the picture.

Across the UK, one in four adults experiences a mental health problem each year, and NHS waiting lists for talking therapies remain high.

For care workers, who spend their days supporting people through some of the most difficult moments of their lives, the emotional toll is especially high.

In 2025, we continued to see the toll that the job takes on people's mental health. Burnout, exhaustion, and the feeling that you can't afford to take a day off were common themes. Many care workers told us they felt they were running on empty.

This year, many care workers told us our counselling service was far quicker and more effective than NHS referrals. For those in crisis, waiting months is not viable, and several said they would have left the profession without our support.

Our support addresses immediate need while strengthening mental health support across the sector.

In 2025, **23** care workers completed our accredited MHFA training, equipping them to recognise and respond to signs of distress in colleagues.

Demand remains strong, with managers keen to train more workers, and **95%** of participants reporting that the course was directly relevant to their daily work.

10

number of counselling sessions available

37

number of care workers approved for counselling

19

care providers who took part in training



MENTAL WELLBEING: OUR IMPACT

What recipients told us	Result
The grant prevented me falling into financial hardship	83%
I felt more supported by my workplace and the sector	93%
I feel better able to provide quality care (counselling)	78%
I was satisfied with my counselling service	94%
MHFA training met or exceeded my expectations	92%
MHFA training was relevant to my workplace	95%

Pete is 31 and has been a care worker for several years. When he was promoted, he was proud, but the pressure quickly became too much. He started experiencing severe anxiety and what he describes as “imposter syndrome”, feeling like he wasn’t good enough for the role. One day, Pete had a panic attack at work. He was signed off and didn’t know if he’d ever go back.

“I couldn’t sleep, couldn’t eat, couldn’t function. I felt like I’d let everyone down. I knew I needed help but didn’t know where to turn.”

We provided Pete with 10 sessions with a qualified therapist, who helped him develop coping strategies and rebuild his confidence. After six weeks of supported recovery, Pete returned to his role.

“The counselling showed me I was stronger than I thought. I learned techniques to manage the anxiety, and I’m back doing the job I love. I don’t know what I would have done without that support.”

Pete’s story reflects what we see across our mental health programme: 78% of care workers who received counselling said they felt better able to provide quality care afterwards.

ADVOCACY AND CHAMPIONING CARE WORKERS

There is a deep-rooted misconception in our society that care work is “unskilled”. That it’s something anyone can do.

The reality could not be more different. Professional care workers exercise clinical judgement, emotional intelligence, and extraordinary resilience every single day.

At The Care Workers’ Charity, we are working to ensure care workers are recognised as skilled professionals and that their voices directly shape the future of social care.

THE ADVISORY BOARD AND CHAMPIONS PROJECT

Funded by The Rayne Foundation, our Advisory Board and Champions Project puts care workers where they belong: at the heart of decisions that affect their lives.

This isn’t a token consultation. It is a paid, professional body of subject experts who help drive the national agenda for social care, compensated at £25 per hour or £200 a day, in line with NIHR guidelines, because their time and expertise have real value.

Advisory Board Members shape policy through direct engagement with government and regulators. In 2025, they took part in roundtables with the Department of Health and Social Care and the CQC, co-produced our “Centring Care Workers” guide, and presented our Wellbeing Survey findings.

Our Care Worker Champions bring that same expertise to the public, sharing their stories through speaking engagements, media interviews, and trade press to reclaim the narrative of care work as a skilled, professional vocation.

With **26%** of care workers planning to leave the sector as soon as they can, this work is not a luxury. It is a necessity.



Photo Credit: [PROMXZIPHOTOGRAPHY](#)



Photo Credit: [PROMXZIPHOTOGRAPHY](#)

ADVOCACY IN ACTION

CENTRING CARE WORKERS: OUR CO-PRODUCTION GUIDE

In March 2025, we published “Centring Care Workers: A Guide”, co-produced with our Advisory Board. It sets a new standard for meaningful engagement across the sector, providing clear frameworks for recognising care workers as key stakeholders, creating safe spaces for honest feedback, and addressing practical barriers like rota requirements and fair payment for workers’ time.

You can read the full guide at <https://www.thecareworkerscharity.org.uk/centring-care-workers-a-guide/>

We also strengthened our research partnerships. We joined a major five-year NIHR study (2025–2030) with King’s College London and the University of Leeds, focused on workforce wellbeing.

We helped publish an Ethical AI Framework with Oxford University. And we are a key partner in the OSCAR study, investigating how to attract and retain a younger workforce in social care.

“Being part of the Advisory Board and Champions Project has given me a valuable platform to share my voice and contribute to meaningful changes for care workers. The experience has been empowering, collaborative, and has helped strengthen connections across the sector”.

Clementina Odih Okozi, Care Worker Advisory Board and Champions Member



CARE WORKERS' WELLBEING SURVEY 2025

ADVOCACY THROUGH EVIDENCE: WHAT CARE WORKERS TOLD US



Over 2,000 care workers responded to our 2025 Wellbeing Survey.

Together, their answers paint a portrait of a workforce that is holding the country together while quietly falling apart.

The typical care worker earns between £10 and £15 an hour.

They love what they do. 87% feel they make a real difference to the people they support but they don't feel secure. 72% worry about money. 81% have been directly affected by the cost-of-living crisis. Almost one in four have used a food bank. Petrol is one of their biggest expenses, but only a third of employers help with mileage, and 62% aren't paid for travel time between clients.

The emotional toll is just as heavy. 42% reported feeling unhappy or depressed. Over a third said the job is affecting their mental health but taking time to recover is almost impossible when 24% can't take any time off, and only 13% can access paid leave.

Only half believe their workplace offers adequate mental health support. And 74% have witnessed or experienced abuse, bullying, or harassment, much of it from managers and colleagues rather than the people they care for. Too many have come to accept this as part of the job. It shouldn't be.

Perhaps the most telling finding is what they plan to do about it.

While 76% feel valued by friends and family, only 56% feel valued by the wider public. During the pandemic, the nation stood on its doorsteps and clapped. The applause faded, but the challenges have only grown. 37% often think about leaving. 26% plan to go as soon as they can. The reasons are pay (65%) and the impact on their health and wellbeing (61%).

Care workers cannot keep running on goodwill alone. Fair pay, mental health support, and professional respect are the minimum this workforce deserves, and we are using this data to demand change at every level.

You can read the full report here: <https://www.thecareworkerscharity.org.uk/advocacy/care-worker-wellbeing-survey-report/>

FUNDRAISING

This year, we were supported by a broad spectrum of donors, from individual givers to major corporate partners. These supporters contributed directly to sustaining our services through sponsorship, fundraising events and challenges.

Whether through ongoing giving, community initiatives, sector events or prize donations, these contributions enabled us to maintain crisis grants, expand counselling provision and invest in preventative wellbeing initiatives.

Care Research and CarePoint 365 both invited us to be part of events held enabling us to network and fundraise selling raffle tickets for prizes kindly donated by them.

“We are so proud to support the Care Workers’ Charity for one simple reason- we value the work that care workers do and we want care workers to get as much support (whether financial, practical or around mental health) so they can positively continue in the vital work they do. It makes such a huge difference in the lives of our amazing care workforce. We are privileged to be a part of it!”

Louie Werth, Director, Care Research

The collective impact of these partnerships goes beyond financial totals. Networking events, sector conferences, lending office space for our team meetings, charity balls and sponsored challenges have helped raise the profile of care workers and enabled our work supporting them.

Photography, video content and social media generated through these activities have amplified our voice across the sector, while partners have introduced us to new supporters, collaborators and opportunities.

Every sponsor, event host, trek participant and individual donor has played a part in strengthening the charity and ensuring more care workers can access the help they need. Every pound raised contributed directly to keeping care workers in employment, supporting their wellbeing and ensuring continuity of care for those who rely on them.



SPONSORSHIP

Sponsorship in 2025 directly supported crisis grants and wellbeing services. It was about building a growing network of organisations and individuals who actively champion care workers. The impact of this support can be seen not only in the funds raised but in the stability it has given our services, the visibility it has created for care worker wellbeing, and the confidence it has given us to expand our work.

Sponsors and partners such as Access Care Management Group, who pay a professional barista at the London and Birmingham Care Shows every year, where they provide coffee in exchange for donations to the charity, held a Festive Networking Event, which was full of creative seasonal games, music, fun, food and drinks.

Howden Insurance, which co-hosted a summer networking event at their London offices, enabled us to network with new and existing clients, as well as providing raffle prizes for us for a draw which raised £500. In addition, two of the team joined our annual trek; their fundraising total was also kindly co-matched by the business.

“Howden are thrilled to continue our partnership with The Care Workers’ Charity. Over the past few years, we’ve been proud to support their work in several ways: from becoming Bronze Sponsors, hosting networking events and podcast conversations to support care leaders, to donating prizes for raffles and joining the charity trek.

In 2026 we will be deepening that commitment with a regular monthly donation to help sustain the vital support CWC provides. At Howden, backing the social care workforce is fundamental to our purpose. Care workers hold our communities together, and we’re committed to standing alongside them and the organisations that champion their wellbeing”.

Tracey Trent, Associate Director – Head of Strategic Initiatives, Health & Care, Howden and
David Taylor, Executive Director - Head of Health & Care, Howden

“Care workers give everything to the people they support, and the Care Workers’ Charity exists to make sure more people are looking out for them. At Access, this resonates deeply with us. Last Christmas, we brought care sector leaders together at our London office to highlight the incredible work the charity does, from emergency grants to mental health support. We’re really proud to be a sponsor and help grow awareness of a charity that genuinely changes lives. This is just one of the initiatives we are involved in to help raise funds and awareness; we look forward to many more.”

Freya Saunders Martin, Director of Marketing, Access Care



VIRGIN MONEY



A FIRST OF ITS KIND PARTNERSHIP

April saw the announcement of the first partnership of its kind within the Health and Social Care Sector.

Virgin Money put its money where its mouth is (their words, not ours!) and committed to donating a percentage of the arrangement fee on all new and renewed lending that takes place within the Care team at the bank.

This attitude to community and giving back to the sector sets Virgin Money apart from others, being positive disruptors within the financial sector and genuinely caring to donate over **£125,037** from April to December 2025.

“Virgin Money has been delighted to give our support to The Care Workers’ Charity; we hold your organisation’s purpose and the invaluable work you do for care workers in the highest regard. To support the sector we work in, with a meaningful rolling donation gives something back. We are proud to continue to contribute to your crisis fund and to learn of the benefit this provides care workers in need.”

Derek Breingan, Head of Health and Social Care, Virgin Money



OUR SUPPORTER MEMBERS

Supporter Members are care providers who choose to support us through the year with an annual subscription and a variety of fundraising activities. They are a vital part of our fundraising and awareness-raising work and a fantastic resource for raising awareness of the charity among front-line care workers.

Throughout the year, our members take part in a variety of fundraising activities and events. They will walk for us, run for us, trek for us, and even jump out of perfectly functional planes to raise vital funds for The Care Workers Charity and the care workers we support.

Thanks go out to Prosperity Care, who not only were very involved in The Care Workers Charity: Professional Care Workers Week, but also generously sponsored our Afternoon Tea at the House of Lords in support of the charity. They helped bring together key figures and advocates from across the care sector in an iconic setting to celebrate and recognise the incredible contributions of care workers across the UK. Also, thank you to LDC Care Company for sponsoring this, raising funds for the people who care for our most vulnerable every day.

“At Clece Care Services, we are proud to continue our supporter membership with The Care Workers’ Charity because we believe in the incredible work they do to support care workers across the sector. Their commitment to mental health, training, and financial grants has directly benefited our teams, ensuring they receive the support they need. We value their dedication and are honoured to stand alongside them in championing the wellbeing of care workers.”

Emma Mugridge, Group Bid Director,
Clece Care Services

“At Majesticare, we are incredibly proud of our Supporter Membership with The Care Workers’ Charity into 2025. Our team is at the heart of everything we do, and through this partnership, we are reinforcing our commitment to supporting their wellbeing - both in and beyond the workplace. Knowing the CWC is there as a safety net means so much to our team and us, and we are honoured to stand alongside a charity that champions those who care for others.”

Caren Burton, Chief People Officer, Majesticare



OUR SUPPORTER MEMBERS

“At Principle Care Homes, we’re proud to stand alongside the Care Workers Charity once again. Renewing our membership is a reflection of our continued commitment to the incredible individuals who care for others every day. Supporting care workers is central to our belief in creating a world where everyone feels truly special. Through this partnership, we aim to champion the wellbeing, recognition, and resilience of those at the heart of care”.

Hayley Bull, Head of Charity Committee,
Principle Care Homes

Throughout the year, our Supporter Members have raised money through their own fundraising activities, making us feel as if we have multiple birthdays across the year. For example, Jamie Stuart, of Fortava Healthcare, achieved the incredible feat of covering 55 kilometres in 5 hours 38 minutes! We are grateful for his outstanding contribution and dedication in raising an incredible **£2,600** to support care workers.

In 2025, through a collaboration with August International Partnership, the charity received a **£15,000** donation to support a pilot programme testing wearable devices within a home-care organisation in Hertfordshire. Both clients and care workers were compensated for their participation, which involved wearing the devices and providing feedback on usability, the impact on care-worker efficiency, and the added sense of safety for clients. The trial ran over a monitored six-month period.

We are grateful for all contributions, which directly support care workers in need, such as the one from supporter member Spectrum Care, who raised **£1,500** in March, making a very real difference for care workers suffering from financial or mental hard times in 2025.

“Our commitment to supporting the Care Workers’ Charity strengthens with each year. The work that the charity does resonates with our teams. They have shown that our core values of empathy and support are not only extended to our residents and their families but to the thousands of skilled care workers who sometimes need this help too. I am incredibly proud of the efforts made by the Forest Healthcare family and delighted to continue to support the wonderful work of the Care Workers’ Charity.”

Amanda Scott, CEO, Forest Healthcare

TRUST AND FOUNDATION FUNDERS

We are grateful to our Trust and Foundation Funders whose support enables us to provide practical assistance to care workers while strengthening the voice of the workforce across the UK.

Their support allows us to respond to immediate needs while working towards long-term change for care workers. Here are details of some of the main funders.

The Rayne Foundation **Advocacy and Care Worker Voice**

With the ongoing generous support of The Rayne Foundation, we have been able to strengthen our advocacy work and ensure that care workers' voices are at the centre of national conversations about social care.

Through our Care Worker Advisory Board and Champions Project, we are working alongside care workers to influence policy and improve practice. This support allows us to bring real experiences into decision-making spaces and to advocate for meaningful change across the sector.

CSIS Charity Fund **Unrestricted Support**

Once again flexible funding from the CSIS Charity Fund enables us to respond to the realities care workers face every day.

Their unrestricted support helps sustain our core services, allowing us to provide financial assistance, mental health and wellbeing support, and practical guidance to care workers across the UK. This flexibility ensures we can respond quickly to emerging needs and continue to support care workers when they need us most.

Drapers' Charitable Foundation **London Crisis Grants**

Support from the Drapers' Charitable Foundation allows us to provide crisis grants to care workers living and working in London who are facing financial hardship. London-based care workers often face particularly high living costs, and this funding enables us to provide targeted support during periods of financial crisis.

These grants help care workers remain in employment and maintain stability at times when they are most vulnerable.

Edward Cadbury Charitable Trust **Targeted Crisis Grants**

Funding from the Edward Cadbury Charitable Trust enables us to provide essential crisis grants to Midlands-based care workers experiencing financial difficulty. These grants offer immediate support at times of unexpected hardship, helping care workers manage urgent financial pressures and continue in their vital roles.

This support makes a tangible difference to care workers facing some of the most challenging moments in their working lives.

“It has been a real joy to be alongside the development of The Care Workers Advisory Board and Champions Project. Enabling care workers to take their rightful place in policy, research and media is vital to the transformation of adult social care, and working with The Care Workers' Charity team to advocate for the voice and value of care workers has both informed and inspired us.”

Holly Baine, Programme Development Lead, The Rayne Foundation

WORKING WITH LOCAL AUTHORITIES



One of the things we're most proud of is our growing partnerships with local authorities. By working together, we can make sure that support reaches care workers in the communities where they're needed most.

OXFORDSHIRE COUNTY COUNCIL

Now in its fourth year, our partnership with Oxfordshire has become a model for the rest of the country.

Together, we've distributed over **1,200** grants totalling more than **£600,000**.

A new addition in 2025 was the Specialised New Starter Grant (up to £750), helping people with the costs of starting or returning to a career in care — things like transport, childcare, and work clothing.

NORFOLK AND THE EAST OF ENGLAND

Through the International Recruitment East programme, spanning 12 local authorities, we provide a safety net for international recruits.

When things go wrong, a provider's licence is revoked, or employment practices are unethical, we step in with Work Expense Grants of up to £500 and help with visa costs. So far, we've helped **191** recruits stay in the UK care system.

“The Care Workers Charity is a valued delivery partner of the International Recruitment East Programme, their commitment in supporting displaced International care workers and proactive promotion of the fund has supported many workers with the expenses associated with new employment. It has been a pleasure to work with Taylor and her team.”

Marie Watson, Commissioning Project Officer, Norfolk County Council

A YEAR OF EVENTS

This programme of events generated funding, awareness and sector engagement. From adrenaline-filled physical challenges to heartfelt community campaigns, our supporters showed up in extraordinary ways.

The year opened with our seventh annual **Writing Competition** (March–April), inviting care workers and supporters to share stories of care and resilience. Into spring, supporters took on our Run For Charity Events.

The Oaks Care Home Rubery hosted a **Fire Walk Experience** on 24th April which was widely supported with lots of walkers as well as the Mayor of Birmingham, and all of the CWC Trustees.

The **Zip World Adventure Challenge** gave supporters the chance to take on the world's fastest zip line and other high-adrenaline activities in aid of The CWC, alongside a flexible Virtual Events Programme accessible to all.

Summer brought our flagship **Soar for a Cause** skydiving fundraiser (June–July), with participants defying gravity at drop zones across the UK and raising sponsorship through individual JustGiving pages.

On 11 September, adventurers of all levels came together for our **Annual Charity Challenge Trek**.

Wear It Orange Day brought communities across the UK together in a vibrant show of support for care workers. The campaign was backed by the Homecare Association, Home Instead UK, All Care, MyLife Homecare and many more, generating significant engagement across LinkedIn and Facebook.

As the year drew to a close, the **Winter Prize Draw** ran from 7 November to 12 December, offering supporters the chance to win prizes while raising funds.

On 17 November, **Cup of Care - A Moment That Matters** encouraged the care workforce across the UK to sit down with a colleague over a hot drink



A YEAR OF EVENTS



and have an open, honest conversation about their wellbeing.

December's Finish Strong Month rallied end-of-year support.

JustGiving remained a vital platform for individual and team fundraising throughout 2025.

Person Centred Software also donated £2 to The CWC for every Glad to Care Toolkit download in 2025, building on the 579 downloads recorded the previous year.



Throughout 2025, the CWC attended more than 50 industry conferences and sector events, strengthening relationships, advocating for care workers and connecting with new supporters and potential partners. These engagements were a crucial part of our strategy to raise awareness of our work among providers, commissioners and policymakers alike.

At the National Care Awards in London, The CWC proudly presented our Top Fundraiser Awards for the third consecutive year, recognising supporters who went above and beyond.

Individual Top Fundraising Award - John Timbs completed the London2Brighton Ultra Challenge 100km in just 24 hours. An extraordinary feat of endurance and determination.

Company Top Fundraising Award Forest Healthcare Ltd delivered a full year of fundraising - walks, bake sales, skydives, virtual cycle challenges, dog walking, raffles and more - raising **£10,000** in total. CEO Amanda Scott personally completed a skydive as part of the effort.

The energy, creativity and commitment shown by our supporters, partners and community in 2025 is a testament to how much people across the UK care about the social care workforce.

Every step taken, every pound raised and every orange outfit worn has contributed to a growing movement of support for care workers.



THE CARE SECTOR FUNDRAISING BALL 2025

The Care Sector Fundraising Ball 2025 was one of the year's most impactful moments for The Care Workers' Charity, demonstrating the sector's strength and generosity in supporting its workforce. Bringing together leaders, partners and care professionals from across the UK, the evening was not only a celebration of the sector but a significant driver of income that directly supports our work.

Together, the Ball raised over **£215,000** for The Care Workers' Charity, Marie Curie UK and Care Rights UK, providing vital funding that enables us to continue delivering crisis support, mental health services and advocacy for care workers.

For our charity, this funding enables us to deliver crisis support and wellbeing services at scale. Funds raised through events like this allow us to respond quickly to care workers in urgent need, while also investing in longer-term wellbeing and initiatives. It is a clear demonstration of what can be achieved when the sector comes together with a shared purpose.

We are incredibly grateful to Championing Social Care, the Chair, Co-Chair and organising committee for their leadership and commitment in delivering such a successful event. Our thanks also go to the sponsors, partners, volunteers and every individual who attended, donated or supported the evening in any way.

The Care Sector Fundraising Ball continues to be more than just an event. It is a powerful statement of solidarity with care workers, and a reminder that, together, the sector can create meaningful and lasting impact.





PROFESSIONAL CARE WORKERS' WEEK

In September, we held our eighth annual Professional Care Workers' Week. What started as an awareness campaign has grown into one of the most important advocacy weeks in the social care calendar.

We use the word "Professional" deliberately. Care work isn't just a job; it's a skilled vocation that requires clinical knowledge, emotional intelligence, and resilience. We believe care workers deserve fair wages, proper career development, and the recognition that comes with being professionals.

This year's programme was shaped by our Advisory Board Members and Champions, with care workers leading discussions on the future of social care, ethical AI, and the rights of migrant care workers. In a sector frequently characterised by low pay and high vacancy rates, averaging 152,000 daily vacancies, the "professional" framing is a necessity for the narrative shift.

We use PCWW to argue that professionalism must include fair wages above the Real Living Wage, clear career development, and legal title protection. Skill Validation: The week spotlights that care is not "just a job" but a highly skilled vocation requiring clinical expertise, emotional intelligence, and resilience.

Care workers led virtual and in-person discussions on critical 2025 themes, including the future of adult social care, ethical AI, and the rights of migrant care workers.

A key highlight was the House of Lords Reception on Wednesday, 17th September, where Advisory Board members directly briefed parliamentarians and sector leaders on the urgent need for structural reform.

The week culminated in the Wear It Orange Day on Friday, 19th September 2025. This national event served two critical functions: by turning the UK orange, the Charity made the "invisible" workforce impossible to ignore. The day mobilised the sector to raise vital funds, directly supporting our Crisis Grant Funds that serve as a financial lifeline for workers at their breaking point.



HOUSE OF LORDS AFTERNOON TEA

CARE WORKERS AS ARCHITECTS OF POLICY

In September 2025, sponsored by Baroness Kay Andrews OBE, we brought together care workers, sector leaders, and charity partners at our House of Lords Afternoon Tea.

Advisory Board member Hannah Reseigh-Lincoln addressed the reception directly, speaking to the importance of amplifying care workers' experiences in driving sector reform. This was a powerful reminder that the voices in that room were not guests, but central to the purpose of the evening.

The reception also received support from sponsors LDC Care, Prosperity Care & Wellbeing, and Cornerstone, reflecting the breadth of sector commitment to the cause. It formed a centrepiece of Professional Care Workers' Week 2025, building momentum going into the final days of the week's programme of panels, campaigns, and events.

Earlier in the year, we launched the survey findings at the Houses of Parliament, hosted by David Baines MP, where ten of our Advisory Board members stood at the heart of government to present the raw data of their professional lives directly to policymakers.

The event was a powerful demonstration of what it looks like when care workers are treated not as subjects of policy, but as its architects.

LOOKING AHEAD TO 2026

FUTURE PLAN

The need for what we do isn't going away. Average Care Workers' pay remains around the National Minimum Wage, the cost-of-living crisis continues, the workforce is under enormous pressure, and every week we hear from care workers who are close to breaking point.

In 2026, we will build on this work by:

- Build on the success of our Virgin Money partnership to create more embedded, sustainable models of corporate giving.
- Expand our Advisory Board to 40 members, ensuring even more diverse voices are heard at the highest levels.
- Publish Delegated Healthcare Activities findings as a comprehensive report.
- Deepen our Local Authority Partnerships, working with councils to create ring-fenced Crisis and Resilience Funds for 2026–2029.
- Continue our academic collaborations.
- Keep pushing for fair pay, better conditions, and professional recognition for every care worker in the UK.



The road ahead isn't easy. This report represents a shift from describing what we do to clearly demonstrating the difference it makes.

But with the dedication of our team, the generosity of our supporters, and the strength of the care workers we serve, we are confident that we can keep making a difference - one grant, one conversation, one life at a time.

THANK YOU



We would like to thank our supporters and sponsors, funders, trusts and foundations, local authority partners, and every person who raised money, gave their time, or spread the word about our work in 2025.

Your funding has helped prevent evictions, put food on tables, cover funeral costs, keep cars on the road so care workers could get to the people who need them, and provide mental health support to those who were at breaking point. It has helped care workers stay in the profession they love, and ensured that the people they care for continue to receive the support they need.

Many thanks to the Board of Trustees for their time, energy, expertise, and support during another challenging year. Thank you to the care workers who kindly permitted for us to share their stories and a special thank you to the members of our Advisory Board and Champions Project, who give their time and expertise to fight for a better future for everyone in the care sector.

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