



THE RAINY DAY FUND FOR EVERYDAY HEROES

ANNUAL IMPACT REPORT 2017

THE SOCIAL CARE CHALLENGE

11 million people living in the UK today will live to 100*, many with increasingly complex needs. A large proportion will need social care services to live as comfortably as possible for the final 20 to 30 years of their lives. Social care services – mainly homecare, residential care and day care – are vital so that those being cared for can live independent and happier lives, at home and in their communities.

The pressure being felt from a rapidly aging population and funding cuts is having a devastating impact on care workers. Faced with an already mentally and physically demanding role, it is no secret that this dedicated and selfless workforce can also struggle with low pay, staff shortages and limited access to training. These factors can often push care workers beyond their financial limits.

OUR MISSION

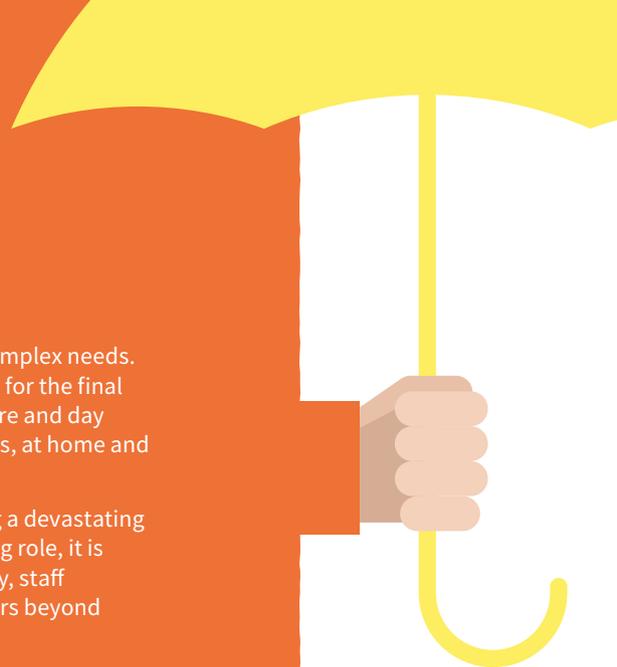
The Care Workers Charity (CWC) was founded in October 2009 with the objectives of supporting persons who are, or who have been, engaged in the care sector by relieving poverty and sickness through hardship grants.

An analysis of our grant applications has demonstrated the daily challenges faced by our nation's passionate carers; from bereavement or bankruptcy, through to poverty, domestic violence or life changing illness.

Take Lauren for example, who had to reduce her hours as a care worker after fleeing domestic violence with her son and moving into an unfurnished property. With nothing in savings, Lauren explained to us that she “felt failed and let down after approaching local authorities for help”, but being signposted to our charity by Turn2Us gave her hope in her time of need. To ensure Lauren could live independently, we awarded a grant to pay for a cooker and carpets to provide a home that Lauren now describes as a “safe place and a castle that my son and I have so much pride in”.

Until now, these committed individuals have had little access to the support their hard work deserves when facing financial hardship, and this is where CWC proudly aims to make a difference.

* (Carers UK, Age UK (2015), Caring into Later Life: The Growing Pressure on Older Carers, <https://www.carersuk.org/caringinto-later-life-report>)



A REVIEW BY THE CEO

**THIS YEAR HAS SEEN CWC TAKE ITS FIRST SIGNIFICANT STEP TO REACHING OUR VISION;
NO CARE WORKER WILL EVER FACE FINANCIAL HARDSHIP ALONE.**

In my first year as CEO we saw the Charity move its offices to Wimbledon, London, where we took advantage of free office space in the Oomph Wellness building. We spent the first few months in start-up mode, firefighting plenty of legacy issues, preparing a strategic plan and hiring what is now a strong team of three; Rebecca, Anna and myself.

Working together we've transformed what was a struggling charity and laid down the foundations for the long-term viability of CWC. I'm most proud of;

- ✓ Awarding more hardship grants than the previous seven years combined (since the Charity launched)
- ✓ Increasing annual turnover from £11,000 to over £300,000
- ✓ Launching the Supporters Club which gained memberships from over 46 care providers with over 125,000 care staff
- ✓ Winning Transform Foundation's £18,000 website grant and launching our new website
- ✓ Launching our national Champions (volunteer) initiative securing grassroots support in care settings, now with over 70 Champions
- ✓ Our awareness campaign run with Care England, NCF and UKHCA which reached over 100,000 care workers, many of whom didn't know we existed
- ✓ Launching a digital version of the grant application form, which significantly reduced the time taken to award a grant

I hope that progress inspires you. It's certainly inspired our team and new supporters!

It's heartening to see the backing we have gained through the Supporters Club which launched in February 17 and has since closed over £170,000 in memberships. Thank you to those organisations and people who have given their money, time and support this year. You are the lifeblood of this charity and I hope you know you are transforming lives.

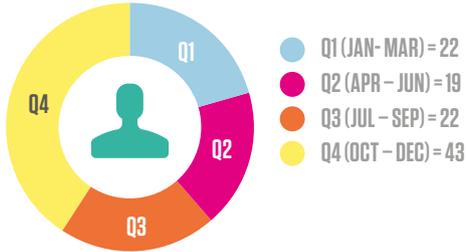
We exceeded every one of our five key objectives for the year and are looking forward to 2018 where we will be even more ambitious and continue to take innovative approaches to get us closer to our vision.



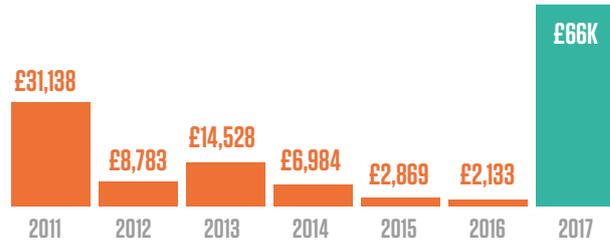
*Alex Ramamurthy
Chief Executive*



106 GRANTS AWARDED IN 2017



£66k TOTAL GRANT EXPENDITURE FOR 2017



331 APPLICATIONS RECEIVED IN 2017

WE RESPONDED TO MORE THAN DOUBLE THE NUMBER OF APPLICATIONS IN THE SECOND HALF OF 2017 COMPARED TO THE FIRST HALF



329 ENQUIRIES RESPONDED TO

TYPE OF SUPPORT PROVIDED FOR GRANT BENEFICIARIES



100,000

CARE STAFF REACHED THROUGH A COMMUNICATIONS CAMPAIGN WITH CARE ENGLAND, NCF AND UKHCA

*A ONE OFF PAYMENT TOWARDS THE COST OF AN ITEM OR A NEED NECESSARY FOR HEALTH OR WELLBEING, OR TO IMPROVE A POOR QUALITY OF LIFE, OF THE PERSON

**A ONE OFF PAYMENT TO SUPPORT SOMEONE EXPERIENCING AN UNFORESEEN OR LIFE CHANGING CIRCUMSTANCE, SUCH AS BEREAVEMENT, ILLNESS OR INJURY AND WHO HAS NO RESOURCE TO MEET ASSOCIATED COSTS

IMPACT OF OUR SUPPORT



AGREED OR STRONGLY AGREED THAT THE GRANT AWARD MET THEIR NEED



AGREED OR STRONGLY AGREED THAT THE GRANT HAS INCREASED THEIR PEACE OF MIND AND FINANCIAL SECURITY



AGREED OR STRONGLY AGREED THAT THE GRANT SUPPORTED THEM IN STAYING IN, OR GETTING BACK TO WORK



AGREED OR STRONGLY AGREED THAT THE GRANT HAS INCREASED THEIR INDEPENDENCE

£124k SPENT ON CHARITABLE ACTIVITIES



FOR EVERY £1 THE CHARITY SPENDS, 66P GOES TO HELP THOSE WHO NEED IT. TOTAL EXPENDITURE FOR THE YEAR WAS £189,040.12

REASONS FOR CONTACTING THE SERVICE



SOMEONE CLOSE HAS DIED IN THE LAST 9 MONTHS



EXPERIENCED A SUDDEN OR UNEXPECTED ILLNESS OR INJURY



SUDDEN OR UNEXPECTED LOSS OF INCOME



SUDDEN OR UNEXPECTED CHANGE IN LIVING CIRCUMSTANCES OR LOSS OF HOME



RECENTLY FACED A RELATIONSHIP BREAKDOWN AND/OR DOMESTIC ABUSE

73
CHAMPIONS
APPOINTED






CWC CYCLE CHALLENGE
RAISED: £24K



#GIVINGTUESDAY PYJAMA DAY 
RAISED: OVER £1,000

 **NATIONAL CARE AWARDS 2017**
RAISED: OVER £4,800



£80K
RAISED IN 2017
THROUGH
EVENTS



SKYDIVING
RAISED: £500



BESIDE THE SEASIDE
BEACH PARTY
RAISED: £5,200



WOMEN IN HEALTHCARE
PROPERTY FORUM
RAISED: £11,700





THE SUPPORTERS CLUB

THE SUPPORTERS CLUB WAS ESTABLISHED IN 2017 TO DELIVER A SUSTAINABLE ANNUAL INCOME STREAM FOR GRANT GIVING, WHILST GETTING US CLOSER TO THE CARE WORKERS WE SUPPORT. IN 10 MONTHS, WE GAINED MEMBERSHIPS FROM 46 CARE PROVIDERS, 17 SUPPLIERS/ADVISERS AND 5 ASSOCIATIONS, GENERATING OVER £170,000. OUR CHAMPIONS INITIATIVE WAS ROLLED OUT ACROSS MEMBERS, NOW WITH OVER 70 CHAMPIONS NATIONWIDE. CHAMPIONS ACT AS OUR EYES AND EARS FOR THEIR LOCAL COMMUNITY, SIGNPOSTING COLLEAGUES IN NEED TO THE CHARITY AND RUNNING FUNDRAISING EVENTS.

"Stonehaven joined the Supporters Club last year as we wanted to give something back, by way of support, to the amazing team of carers who work for us, and all the other caring organisations in the UK. We have been so impressed by the level of commitment shown to the industry by CWC, that we now have Champions in all our homes, busy fundraising for this fantastic and much needed cause."

Emily Winslow, Marketing, PR & Service Development Manager, Stonehaven Care Group



"We absolutely believe in the aims of the charity, are humbled by some of the amazing work the team has done to date and are committed to playing an active part in plans for the next evolution of CWC."

Jacqui White, Director, Care UK Wellbeing Foundation



"I hope that all Care providers will support CWC so that when our dedicated and professional staff are in need, there is a charity that is able to support them."

Professor Martin Green OBE, CEO, Care England



"I am delighted that Caring Homes Group has pledged to support CWC as the work which the charity does is invaluable in the sector.

The people our colleagues support on a daily basis rely on them to be there and it is reassuring to know that CWC exists to provide help for care workers who may need it.

In order to support the charity we are encouraging colleagues to become involved as 'Champions' across Consensus and Caring Homes."

Paul Jeffery, CEO, Caring Homes Group



"The CSIS Charity Fund is very pleased to have played their part in supporting the very worthwhile work that the CWC is doing. We know that the £20K grant awarded in August was much valued by the charity."

Sally Bundock, Lead Trustee, CSIS Charity Fund



"We are extremely proud to be working with CWC. At Hartford Care, we recognise and value the dedication, commitment and love shown by all our staff, as well as those working elsewhere in the sector. We joined the Supporters Club as we felt it would help to shine a light on the amazing work that is carried out each and every day by those working in the care industry, as well as support anyone who may run into financial hardship."

Leah-Marie Mills, HR Director, Hartfordcare



"Orchard Care Homes are proud supporters of CWC. Care workers are the backbone of the industry who look after some of the most vulnerable in society. Our support demonstrates our commitment to improve their quality of life in their time of need. CWC do fantastic work in promoting this and championing the cause. I would encourage and advocate all care companies in the sector to support their work and become supporters of the charity"

Tom Brookes, Chief Executive Officer, Orchard Care Homes



"Carers and frontline staff working at our homes are the foundation of Greensleeves Care and we greatly value the vital role each and every individual performs to deliver the best possible care to our residents. For us, supporting CWC was a natural extension of this mind-set."

Paul Newman, Chief Executive, Greensleeves Care



**£170K
RAISED
THROUGH OUR
SUPPORTERS
CLUB**

"Athena Care Homes (UK) Limited were delighted to join the Supporters Club after seeing the passion and dedication of the CWC team to their cause. The focus of what the Charity is all about has added value to our company in that our care workers are recognised for the amazing job they do day in and day out."

Mandy Jackson, Operations Director, Athena Care Homes



"We are proud to be associated with CWC and to be a part of the Supporters Club. We are pleased to have found an organisation that share so many of our core values."

Darren Stapelberg, Managing Director, Grosvenor Health and Social Care





“CWC REMINDED ME THAT THE SKILLS AND EXPERIENCE I HAVE GAINED DURING 10 YEARS AS A CARE WORKER WOULD GIVE

ME THE POWER TO HELP MY MOTHER WITH HER STRUGGLES”

Bridget was left in a desperate situation when she needed to provide care for her ill Mother in Zambia but had little resource to pay for her travel. As a single working mother Bridget’s income was already stretched, and she was struggling to raise enough to pay for her flight to Zambia.

“IT FEELS LIKE I HAVE BEEN SET FREE FROM CHAINS BECAUSE NOW I CAN CARRY OUT AN IMPORTANT DUTY FOR MY MOTHER”

Each day, Bridget’s brother would ring, distraught, asking when she was arriving as she was the only family member with the skills and experience to provide appropriate care.

After Bridget’s loan applications were rejected, she felt hopeful when she came across CWC and was excited to learn that an organisation existed specifically to support people just like her. Receiving a grant of £702 to pay for her travel to Zambia has put Bridget’s mind at rest. Not only is she now able to spend four weeks caring for her Mother in her time of need, but the grant has enabled Bridget to better budget her income. She was excited to tell her Manager about the support she has received and is looking forward to telling her hard-working colleagues at ‘Little Sisters of The Poor’ that CWC is there for them too.

BRIDGET

“THE PROCESS OF APPLYING FOR GRANTS THROUGH CWC WAS SO EASY, WHICH REALLY MADE ME FEEL HOPEFUL IN OUR TIME OF NEED.”

Lauren was forced to reduce her hours as a care worker when she and her son fled domestic violence from an ex-partner. Residing in bed and breakfast accommodation was unsettling for Lauren and she was determined to find somewhere permanent for her and her son to call home where they would not be exposed to violence.

“OUR HOME IS OUR SAFE PLACE, A CASTLE THAT MY SON AND I HAVE SO MUCH PRIDE IN”.

The local authorities supported Lauren in finding an unfurnished property for her and her son to move into, however, with nothing in savings Lauren needed additional help.

Determined to help Lauren live independently we awarded a grant to pay for a cooker and carpets to provide the first steps for her and her son to live safely. Lauren’s support worker has been so impressed with her resilience since the grant award and has admired Lauren’s new home. Lauren has now developed confidence in returning to work in February, rested and assured she has a sanctuary to go back to at the end of each shift.

LAUREN



"ON TOP OF THE FINANCIAL SUPPORT I RECEIVED FROM CWC, I WAS GIVEN REASSURANCE THAT SEEKING SUPPORT IS NOTHING TO FEEL SHAMEFUL ABOUT"

A colleague urged Jacqui to contact CWC when she was signed off work to take time to overcome a particularly traumatic experience involving one of her clients. The drop in Jacqui's income meant that she had to move out of her home and begin living in shared accommodation further away from work.

I FEEL PASSIONATELY ABOUT CARE WORKERS SHARING THEIR REALITIES. I'M THRIFTY, I'M PAYING MY BILLS, I'M DRIVING TO WORK...SO WHY AM I STRUGGLING TO SURVIVE?"

At the time of applying for a grant, Jacqui was also coming to terms with the idea of needing support, and was collecting the same food bank vouchers that she was used to giving out to her clients. A grant from CWC paid for the essential repairs to her car so she could travel to work and was a vital push to getting Jacqui back on her feet. Although Jacqui is still overcoming the incident that happened at work 6 months ago, she is keeping her head high and looking forward to the professional care she is now able to offer her clients.

JACQUI

LOOKING AHEAD

IN 2018, WE WILL BE EVEN MORE AMBITIOUS AND CONTINUE TO TAKE INNOVATIVE APPROACHES TO GET US CLOSER TO OUR VISION: NO CARE WORKER WILL EVER FACE FINANCIAL HARDSHIP ALONE.

Our key objectives for the year are:

- ✓ Increase grant awards by 70% to over £120,000
- ✓ Launch a new support service to care workers by quarter 3
- ✓ Invest in our Champions, through training, reward and recognition
- ✓ Grow the Supporters Club by 50% and renew 70% of current members
- ✓ Host a series of events for our Supporters to drive engagement and awareness

Further, the development of a theory of change in 2018 will provide evidence that increases our understanding of what works, why it works, and for whom. This will help us articulate what we are trying to achieve and how we intend to get there. We therefore look forward to sharing more in-depth findings next year about the impact of our support.

For a copy of our full 2018 Business Plan and Budget contact alex@thecareworkerscharity.org.uk

A huge thank you to our supporters in 2017



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