



the
care
workers'
charity

**Red
Umbrella**
The Mental Health Experts

carecoins

Caring Stars in Cars

**A Powerful Partnership Proposal:
Red Umbrella x Carecoins x The Care Workers' Charity**
Supporting Mental Health in the care community

Introducing Carecoins CIC

Carecoins CIC is a community interest company built on the Carecoins vision of creating lasting social impact. As a not-for-profit, our mission is to provide free, accessible support services to those who need them most, while ensuring our dedicated staff and qualified therapists are paid fairly for the vital work they do.

We believe in a true win-win-win approach - where the community receives support, professionals are valued, and our donors and sponsors gain unique opportunities to expand their reach, strengthen their PR, and even drive direct sales. Through meaningful partnerships and innovative ideas, we make sure every contribution counts and every action creates positive change.



What is Caring Stars in Cars?

Caring Stars with Cars is a mental health campaign that shines a spotlight on the unsung heroes of the care industry - care workers and care home owners. Traveling across communities, therapists take to the road to visit care homes, using the car as a space of connection and reflection. Along the journey, they sit down with staff and leaders to hear their stories, explore the challenges they face, and celebrate the compassion that drives their work.

By blending open conversations about mental health with the warmth of shared experiences, the campaign aims to break stigma and highlight the importance of looking after those who dedicate their lives to caring for others.

The featured car is later raffled or auctioned, with proceeds converted into Carecoins to support meaningful causes, making every journey as impactful as it is inspiring.

Each episode features:

- ☂ Filmed interviews with care workers and care home owners
- ☂ Real care workers & their struggles, real life interviews
- ☂ Therapy in action
- ☂ Stories of resilience, hope, and recovery
- ☂ A safe place to talk and spread the message to others.
- ☂ Cross over in the series with HR starts in cars

Content Distribution: Streaming pitches + PR + social media + press coverage



The Crisis in Care

Care workers face considerable mental health pressures due to a combination of staffing shortages, overwhelming workloads, workplace violence, and organisational stressors. Chronic understaffing forces many into relentless schedules - notably, nearly one-third of social care workforce sickness absence stems from mental health and stress-related issues.



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The Mission

Transforming Mental Health Support in the care community

Counselling through qualified, BACP-registered therapists

Unique Carecoins model

The Unique carecoins model allowed for free of charge BACP counselling including marriage counselling

Delivered in partnership with Red Umbrella

Red Umbrella provided training to the care workers



the care workers' charity

Red Umbrella
The Mental Health Experts

carecoins



What Are Carecoins?

At its core, Carecoins is about **flexibility, choice and trust**.

Each Carecoin is worth 30 minutes with a professional therapist, no AI bots, no waiting lists, no jargon. Just real help, when and how your people need it.

The "currency of care" used for wellbeing and mental health support

Recognised by the CWC internally

Used to access therapy, resilience coaching, crisis support, and more

Trackable, transferable, and purposeful

How Carecoins Will Be Used

1.

Support for pros, assistant pros/
apprentices, friends and family

Providing direct mental health resources

2.

Mental health training for care
workers and care home owners

Ensuring support continues beyond the
campaign

3.

Carecoins to fund services - specifically
the first-of-its-kind 24/7 support line
for all care workers.

4.

Auction proceeds converted into
Carecoins to support meaningful
causes

The Unique Opportunity

A mini-series spotlighting:



Real stories of UK care workers and care home owners



Counsellor care home visits in action



Their resilience struggles & the power of therapy



Showcasing your business as a champion of mental health in the care industry



Why the CWC

Holistic Support Aligned with Campaign Goals

CWC advances the financial, professional, and mental wellbeing of care workers through crisis grants, therapy sessions, training, and advocacy

Established Mental Health Infrastructure

CPIC are already partnering with Carecoins to provide access to therapy, counselling, and mental health support.

Deep Community Reach and Trust

Since its founding, CWC has awarded over £6 million in grants and supported more than 12,000 care workers in need

Powerful Advocacy and Co-Production Networks

CWC actively champions care workers via initiatives like Professional Care Workers' Week, the Care Worker Advisory Board, and partnerships in national research



Not Just a Donation – A Partnership

We're not asking for charity. We're offering a **win-win-win collaboration**:



Brand Visibility

Feature in each episode/segment



CSR Leadership

Champion a real social cause



Content Creation

Short films, reels, photography, care stories



PR

Campaign outreach + media traction



Brand Visibility

Through our partnership, you will have the opportunity for brand placements across our platforms and have access to our vast network.

Opportunities could include but not limited to:

- 🔴 Advertising space in our podcast
- 🔴 Brand placement on campaign vehicles
- 🔴 Spotlights in e-newsletters
- 🔴 Collaborative social media posts
- 🔴 Invitations to exclusive networking events



The Project in Action

How It Works:

- 🕒 Therapist visits filmed arriving at care homes
- 🕒 Intimate, human-led interviews with care workers in their vehicles
- 🕒 Explore issues of suicide, stress, marriage strain, and hope
- 🕒 Each episode ends with how therapy changed lives



The Impact

Together we will work to:

 Prevent suicides in the care industry

 Provide free, barrier-free therapy to hundreds more

 Raise nationwide awareness



The Ask

We are seeking:

Sponsorship

 Donation to support us in starting the 24 hour rural and farming counselling service, the first fully subsidised 24 hour support line managed by BACP therapists for immediate access. At the end of the series potentially the vehicle could be auctioned and the cash amount converted to carecoins.

Co-branded marketing campaign

 We would love the opportunity to talk about this, we are open to all ideas and ways to work together on this important project.

We would like to hear what you could do to support this and really make a difference.



Join Us on a Vital Journey to Empower Our Careworkers

Together, we can transform the lives of those who dedicate theirs to caring for others.

This project combines storytelling, sustainability, and tangible impact through:

The Filming & Production - capturing the heart of care and sharing the real stories that inspire change.

Careworkers Golf Tournament & Charity Auction - uniting partners and supporters to raise vital funds.

24/7 Careline - operated by fully qualified, BACP-accredited therapists, dedicated exclusively to careworkers' wellbeing.

Carecoin Fund - a unique digital ecosystem supporting careworkers' individual needs through direct access and assistance.

Our Goal:

£600,000 for the first 2 years TOTAL,
400k year 1 and 200k year 2

To fund:

- 🕒 A fully sponsored car/campervan for outreach & filming
 - 🕒 The Carecoin pool, therapist support line, and production costs
-

By Year 3, the initiative becomes self-sustaining through:

- 🕒 Ongoing commercial partnerships, Carecoin tithes,
- 🕒 Annual golf tournaments, charity auctions, Red Umbrella training,
- 🕒 Lottery match funding, and new community initiatives.



Next Steps

Let's talk

Find the right partner to drive it forward

Confirm locations, therapists, and storytellers

Put media campaign strategy in place

Start filming



Red Umbrella

The Mental Health Experts

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