

THE CARE WORKERS' CHARITY
IMPACT REPORT 2024

Shaping the Future of Care: Our Work in 2024



Foreword

2024 has been another significant year for The Care Workers' Charity, marked by both challenges and triumphs. As we continue to navigate the ever-changing landscape of social care, our unwavering commitment to supporting care workers remains at the heart of everything we do. Whether through mental health initiatives, financial grants, or advocacy work, we have seen firsthand the difference that targeted support can make in the lives of those who dedicate themselves to caring for others.

I want to extend my heartfelt thanks to everyone who has supported us this year—our donors, partners, and fundraisers—as well as our incredible staff and trustees, whose dedication makes our work possible. A special thank you also goes to the frontline care workers who have joined our Advisory Board and Champions project. Their voices, experience, and leadership will be vital in shaping the future of social care and ensuring that care workers are heard and valued.

The demand for our services has never been greater, reflecting the ongoing struggles that care workers face amid economic pressures and workforce shortages. Yet, through strong partnerships and the generosity of our supporters, we have continued to provide crucial aid, ensuring that care workers receive the help they need when they need it most.

As we move forward, our focus remains on expanding our reach, increasing funding opportunities, and amplifying the voices of care workers. With the invaluable support of our community, we are driving forward change and working towards a future where care workers are truly valued and supported in their roles.



Karolina Gerlich
CEO, The Care Workers' Charity

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With
Thanks To

Our Impact 2024

**Over
£555,000**

awarded to care
workers across the UK

1242

care workers
supported

£457

average Crisis
Grant award

30

frontline care workers recruited for
our Care Worker Advisory Board
and Champions Project

56

care workers self
referred for counselling

243,896

people visited
our website



“

“I’ve been working at The Care Workers’ Charity for five years now and I still get immensely proud of all the work my team and the charity does. It’s really inspiring hearing care workers stories and the dedication they have for the people they care for despite their own circumstances.”

Taylor McCarthy, Head of Grants

”

One month we received

80

applications in

15-minutes

50

care workers from

15

different care providers attended Mental Health First Aider Training

“

“Clece Care Services are proud to be a Supporter Member of The Care Workers’ Charity, an invaluable partnership that has directly benefited our workforce. Through this collaboration, many of our staff have received Mental Health First Aid training, equipping them with essential skills to support colleagues and service users. Additionally, many of our care workers have accessed financial support grants, providing crucial assistance during difficult times. We strongly encourage all providers to support The Care Workers’ Charity and help make a meaningful difference in the lives of care workers across the UK.”

Lois Adamson, Head of Marketing and Digital Communications, Clece Care, (UK)

”

Our social media following grew to

21,122

“

“At Access, we are honoured to support The Care Workers’ Charity through a variety of fundraising and awareness initiatives.

From skydives and sponsored dog walks to raffles, quizzes, writing competitions and more, we are proud to have raised over £12,000 in 2024 alone.

Whether volunteering at the Care Sector Ball or donating coffee at conferences, we are committed to giving back to those who provide care and support the community.”

Freya Sauders-Martin, Marketing Director, Care, The Access Group

”



Everything just costs more!

Sue has been a care worker for 12 years, she started as a cleaner in a local care home, working part-time when her children were small.

"I just needed something part-time and local and started as a cleaner, but after a while I decided to train and become a care worker, and my employer was really supportive."

Sue did a course in Health and Social Care at her local college. She loves her job and really likes working with the older residents.

"Everyone knows that care work does not pay well, but over the last 12 months I've been struggling more and more to make ends meet. The cost-of-living crisis has affected so many people."

Sadly, Sue found herself going into debt and having to cut back on essentials. When the children were on holiday over the Summer, the cost of feeding and entertaining them was too much.

"I sat and cried; my kids get free school meals but over the holidays even making beans on toast was a struggle. They asked for an ice cream, and I had to say no."

Sue reached out to The Care Workers' Charity for help.

"I asked if they could help me get back on my feet and to buy school uniforms."

Her application was assessed and approved after she submitted the necessary paperwork.

“

"I was delighted, I caught up on my gas bill and bought shoes and school uniforms for my two children, it really helped me."

”

Advocacy & Campaigning

2024 was a big year for The Care Workers' Charity as we strengthened our advocacy and campaigning efforts, ensuring care workers' voices are central to shaping the future of the social care sector.

One of our most exciting initiatives this year was the formation of our Care Worker Advisory Board and Champions Project. This groundbreaking initiative is designed to empower care workers, enabling them to influence key policy issues and drive meaningful change in the sector. In December, we recruited our first 30 care workers, carefully selecting a diverse and representative group that reflects the true demographics of the workforce. Although the initiative has only recently launched, it has already generated considerable interest, with many eager to engage with the group. We are incredibly excited to see where this can go.

We worked closely with academic institutions to amplify care workers' perspectives in cutting-edge research. This included partnering with The University of Oxford on AI in social care, where care workers contributed to some of the first guidance on AI use in the sector. We also participated in discussions and advisory boards with the London School of Economics, the University of Kent, and The King's Fund. Our leadership role in IMPACT (Improving Adult Care Together) and our collaborations with Skills for Care further strengthened our position in championing co-production and inclusive networks.

To close the year, we hosted a series of roundtable discussions in November, bringing together care workers, people

drawing on care, unpaid carers, providers, commissioners, and advocacy groups. These discussions created a safe and open space for diverse voices to share their experiences, priorities, and ideas for reform—placing frontline care workers at the heart of these crucial conversations. The insights gathered will be compiled into a comprehensive report launching in 2025.

The momentum we have built in 2024 sets the stage for an even more impactful 2025, and we look forward to driving further change in the sector.

“

“For the first time I feel heard and valued and I have hope that my voice will be instrumental in making a much-needed change in the care sector thanks to the Care Workers' Charity!”

Advisory Board and Champion Member

”





Mental Wellbeing Initiatives

56

Number of care workers referred for counselling

50

MHFA training participants

15

Number of different care providers who took part

We continued our vital partnership with Red Umbrella to offer counselling and Mental Health First Aider (MHFA) training to care workers. Staff members and providers alike have praised the effectiveness of these services, noting how accessible and well-organised they are. As awareness of mental health continues to grow, more employees have shown interest in participating in these programmes. Those who have benefitted from our mental health wellbeing sessions are also requesting the opportunity to take part in MHFA training.

One care provider recently funded a large-scale MHFA course for their care workers across multiple branches. They were highly impressed by the administration and communication provided by The Care Workers' Charity, making the process simple and efficient.

“

“Thank you!! I love working with The Care Workers' Charity – awesome!”

Provider who funded the MHFA course

”

Mental health support must be prioritised in every workplace. Through initiatives like these, we continue to provide meaningful resources to care workers, ensuring their wellbeing is supported now and in the future.

"This was an excellent course that will enable me to support my work colleagues and myself."

"Please keep sharing this course in the industry."

"I feel that all staff members should do this course and any other courses that would benefit them."

"Thank you for giving me the opportunity to understand what mental health is."

91%

agree or strongly agree that the course content met their expectations

95%

agree or strongly agree that the training was relevant and applicable to their workplace

99%

agree or strongly agree they would recommend this opportunity to other care providers

Stronger Than Before

Gillian worked as a Senior Care Worker for a large Social Care provider in Buckinghamshire. She has been with the same company for 16 years, having started as a trainee in 2008.

"I enjoy my job and the responsibility I have as a senior member for the team, I work hard but always find time for my friends and family, I am really happy in my work."

Unfortunately in 2023 her mental health started to deteriorate and Gillian started to experience anxiety and panic attacks.

"I started having panic attacks, mainly at home when I was on my own, I felt a sudden sense of dread, I couldn't function properly and felt I couldn't breathe. They started getting more frequent and more intense. I went to see my GP. I was so worried as I've always been so healthy. I was initially signed off from work for a fortnight, telling myself that I would then go back to work like nothing had happened and I would put this experience behind me. Sadly, for me, that did not happen."

After suffering a crippling panic attack, on the morning of returning to work, Gillian was signed off from work for another month by her GP and put on a waiting list to see an NHS therapist for her anxiety.

“

"I knew that the care workers charity could offer help with Mental Health Support, so I reached out to them and asked if they could provide me with a therapist, who I could see quickly."

”

Gillian applied online for help and The Care Worker Charity approved her application for person-to-person support via Red Umbrella.

"They put me in touch with a counsellor called Andy and he arranged to see me the following week. It was hard to open up at first, but he created such a safe environment for me that it felt like I was talking to a friend I had known for years, suddenly I was talking to someone who made me feel human and I knew it would help me."

Gillian has started to feel more in control of her anxiety and the panic attacks have lessened, she has returned to work part-time and is now looking forward to making a full recovery.

Crisis Support



"I'm extremely grateful and thankful and would recommend the support of the care workers charity to any of my colleagues who are struggling financially or mentally. Thank you for this precious gift as it has been of great support to me and my family helping us to ease the financial pressure".

Grant Recipient



2024 was another impactful year for our grant-giving programme. While working with a smaller budget, we continued to see high demand for financial support, often presenting significant challenges. Despite these difficulties, we remained committed to providing essential assistance to care workers in crisis.

A new care provider partnered with us to establish a dedicated support fund for their

staff, and we expanded our work with the East of England to support internationally recruited care workers. We also continued collaborations with key partners from 2023. The ongoing cost-of-living crisis remained the primary reason for applications, with 60% of all financial grants going towards daily living costs.

We have also focused on supporting international recruits affected by license revocations and unethical employment practices. The issue of displaced international care workers remains a key concern in discussions with care associations, local authorities, and workers themselves.

84%

said the grant made them feel more supported by my workplace and the care sector

Key Insights and Lessons Learned

The cost-of-living crisis has eroded financial security for many applicants, forcing them to rely on overdrafts and leaving them with no financial safety net for unexpected expenses.

Many care workers previously turned to family and friends for financial help, but this option has become less viable as their support networks also face financial hardship.

Small interventions have a big impact: The average grant awarded in 2024 was £457. Timely financial support helped applicants manage immediate crises, preventing further debt accumulation and mental health deterioration.

Applicants appreciated the simple, non-judgmental grant process, often expressing relief at how easy it was to access support. On average, grants were processed within nine days from application to payment.

Operating with limited financial resources remains our biggest challenge. To manage demand, we have had to adjust eligibility criteria and restrict fund availability to prevent overwhelming our capacity. While it is difficult to turn away those in need, we continue to assist as many care workers as our funding allows.

One of our main goals is to expand partnerships with Local Authorities and Care Providers, working together to create tailored support funds for care workers. We also remain committed to processing grants quickly and efficiently.

We extend our sincere gratitude to Norfolk County Council, Oxfordshire County Council, and Solihull Metropolitan Borough Council for providing funding to support care workers in their regions. Additionally, we thank Berkley Care Group, Radis Home Care, and Scottish Autism for offering employer-funded grants to help workers navigate financial challenges, and Clece Care for their investment in mental health first aid training across their branches.

Through these partnerships and initiatives, we are ensuring that care workers receive the financial support they need during their most difficult moments.

Daily living costs	550
Travel or transport (fuel costs, travel expenses, contribution to purchase mode of transport, car repairs)	141
DRO/Bankruptcy fee	11
Funeral costs	34
Health Improvement Aids	7
Home repairs	30
Rent/mortgage arrears, preventing eviction, moving costs	135
Increase in food costs and utility bills	81
Childcare costs	12
White goods or household items	135

83%
of grant recipients said the grant had prevented them from falling into financial hardship

Fundraising

In 2024, our corporate partners went above and beyond to raise vital funds for The Care Workers' Charity. A special thank you to our top company fundraisers:

- **Howden – Raised £10,000 through their raffle and trek.**
- **Access – Contributed £12,000 via internal fundraising initiatives and barista donations at the Care Show.**
- **Elevation – Raised £2,000 through their trek and charity walk.**

We must also thank our top individual fundraisers:

- **Amanda Scott (Forest Healthcare) – Raised £2,725 through a skydive**
- **Amanda Wright-Kluger (Bevan Brittan), Bruce Walker (Aedifica) and Keith Crockett (Lovett Care) – Raised £5,880 via a skydive.**
- **Jamie Stuart (Virgin Money) – Raised £1,810 via the Backyard Ultra**

Our corporate sponsors and supporter members continued to be invaluable partners, not just in financial support but also in their wider contributions to the charity. Their efforts included:

- Trekking, skydiving, running, and walking in aid of CWC.
- Providing office space for our team meetings.
- Volunteering at events.
- Donating prizes for fundraising raffles.
- Supporting care workers by donating used technology.
- Funding co-hosted networking events to expand our reach to new partners.

Their willingness to step up whenever needed ensures that we never feel like we are 'holding out the begging bowl'—a common challenge for charities. Their

contributions go beyond fundraising inviting us to networking events, introducing us to prospective partners, volunteering personal time. We deeply value each and every one of them.

We are excited to continue building on these incredible contributions and partnerships in 2025.

During 2024 the charity hosted a range of virtual roundtables throughout Professional Care Workers Week and an Afternoon Tea at the House of Lords launching our Champions Project. We are incredibly grateful to our corporate and care provider supporters who were sponsors of these flagship events making them possible. With thanks to Eleo Talent, Flourish, Sona, Myako, Casson Consulting and Cornerstone Care.



"We're incredibly proud to sponsor The Care Workers' Charity. Our collaborative efforts to bring sector leaders together and understand how AI can help deliver both better care and better outcomes for care professionals have yielded tangible results, as more and more providers start adopting new technology and looking to digitisation as a means of improving the lives of carers everywhere. From roundtable discussions that drive real change in the sector, to AI adoption research materials, to supporting awards that bring joy to those caring for our most vulnerable, we're honoured to have played a part.

The CWC team is relentless in its support for Care professionals, and we couldn't be happier to contribute to their incredible work."

Steffen Wulff Petersen, CEO and Co-Founder, Sona



Some of the incredible contributions from individuals and organisations:

Amanda Scott

CEO, Forest Healthcare

Took fundraising to new heights by completing a parachute jump for our Soar for a Cause campaign, helping raise £10,000.

Kelechi Nduka

Operations Director, Clece Care

Dedicated his time to support the Care Workers' Advisory Board public speaking training, empowering care workers across the sector.

Lifeways Group

Tackled the Three Peaks Challenge, pushing themselves to the limit while raising awareness and support.

Lois Adamson

Head of Marketing and Digital Communications, UK, Clece Care Services Ltd

Played a key role in the Wear It Orange campaign, raising awareness and funds.

Michael Butcher

Took on the ambitious 21 x 21 Challenge, running 21 half-marathons over 21 weekends

Universal Care Services and The Close Care Home

organised Summer Fêtes, offering games, raffles, and entertainment while raising vital funds



“Cornerstone is proud to be a supporter member because of what CWC stands for and the contribution it makes to care workers and to the future of the social care sector. I also know firsthand how many of my own front line carer workforce have accessed CWC’s resources and support and what a difference it has made to them.

Care workers are the backbone of the entire health and social care system. There are around 1m care workers employed in adult social care in England alone. With local authorities spending close to 30 billion on adult social care funding, the contribution that care workers make to this country and to the lives of millions of people has never been greater. That demand and challenge only continues.

Recognising the immense and vital contribution to our society that care workers make has never been more critical. We still have around 130,000.00 vacancies in adult social care waiting to be filled. We owe it to ourselves and to every person who has ever, or will ever need care, to understand the role of the care worker and the impact it has at a humanitarian level. What we know about our demographics and demand tells us that the consequences of failing to do so, will have a very grave impact on the quality of life for many of us in the future.”

Paul Hayes, Chief Executive Officer, Cornerstone Care



Events

Our 2024 Events: A Year of Impact and Community

In 2024, we brought people together through a series of inspiring events, raising vital funds and awareness for care workers.

Supporters took to parks and trails for our dog-walking fundraiser, stepping out in solidarity for care workers. Colleagues, families, and friends tackled physical challenges, from 5K runs to marathon hikes, pushing their limits to make a difference. Our Charity Challenge trek tested endurance and fostered camaraderie, while brave fundraisers took on adrenaline-fueled skydives and fire walks, symbolizing the resilience of the care sector.

We wrapped up the year with our Winter Prize Draw, raising essential funds while giving participants the chance to win fantastic prizes.

These events not only raised much-needed funds but also highlighted the dedication and strength of those who care for others.

We attended over 50 industry conferences and events, engaging with key stakeholders, advocating for care workers, and strengthening partnerships.

As we look ahead to 2025, we remain committed to making an even greater impact for care workers across the UK.

Launching the Care Workers Advisory Board at the House of Lords

One of the most significant milestones of 2024 was the launch of The Care Workers' Charity's Care Workers Advisory Board at an exclusive House of Lords Afternoon Tea event. This initiative marked a transformative step in ensuring that care workers' voices are heard at the highest levels of decision-making.

During the launch event, industry leaders, policymakers, and care workers came together to discuss the future of social care and explore ways to bring long-lasting positive change. The event also celebrated the dedication of care workers and reinforced CWC's mission to advocate for better support, recognition, and financial security for those in the sector.

A special thank you to Baroness Neuberger for welcoming our guests, Baroness Andrews for her support leading up to the event and Minister of State for Care Stephen Kinnock MP, for his support and inspiring opening speech. Ongoing thanks to our project sponsor The Rayne Foundation and a huge thanks to our event sponsors, Flourish, Cornerstone Care, and Eleo.







“We have been a long-term partner of The Care Workers' Charity, supporting the essential work they do to empower those who care for our communities. 2024 was our fourth year fundraising for The CWC, raising over £6,500 across two events.

A team of trekkers from Elevation completed the marathon Three Peaks in Yorkshire and – less than one week before – our ESG Director Jacob Hurtley also completed a 100km trek in under 24 hours along the Thames Path. 140km in 7 days is quite an achievement!

We were also proud to be named one of the Top Fundraisers at the National Care Awards, and were delighted to take part in a showcase of the accomplishments of all nominees and celebrate the positive change our collective efforts bring to the sector.”

Andrea Auteri, Managing Partner, Elevation



The Care Sector Fundraising Ball 2024



A night of glitz, glamour, and generosity, the Care Sector Fundraising Ball once again brought together industry leaders, supporters, and care professionals for an unforgettable evening at the Grosvenor Hotel, London in September.



With over 500 guests in attendance, the night was filled with dazzling entertainment, photo opportunities—including with Paul Harmen of Chuckle Brothers fame—and an inspiring atmosphere celebrating the dedication of those in the care sector.

The Care Workers' Charity was honoured to be chosen as beneficiaries alongside Marie Curie and some smaller but equally amazing charities.



An incredible £200,000 was raised on the night with £80,000 going to support The Care Workers' Charity.

A massive thank you to the organisers, sponsors, and volunteers who worked tirelessly behind the scenes to ensure the event was a resounding success. Their dedication and commitment made the evening not only a spectacular celebration but also a meaningful fundraiser for care workers across the UK.



Looking Ahead

The Care Sector Fundraising Ball continues to be a highlight in the charity calendar, bringing the sector together in support of our mission. We look forward to another incredible event next year and continuing our vital work to support care workers in need.

Professional Care Workers' Week

A big thank you to the 56 incredible panelists who participated in our 6th Professional Care Workers Week webinars. The week highlighted not only the growing urgency for social care reform but also the incredible opportunity to shape a more sustainable and compassionate future for care workers and those drawing on care.

Key themes included the need for bold policy changes, sustainable funding, and elevating the status of care workers. Conversations focused on ensuring care professionals are valued, compensated, supported, and offered training and career development opportunities.

Inspiring contributions from care workers themselves revealed ongoing challenges around pay, working conditions, and public perception. Despite these difficulties, their love for the job shone

through, reinforcing the need to act now to ensure they receive the recognition and support they truly deserve.

Throughout the week, we launched key initiatives, including the Careworkers' Guidance and Statement of Expectations on the Responsible Use of AI in Adult Social Care, and the Care Worker Advisory Board and Champions Project. These projects are just some of the ways we are ensuring care workers' voices remain at the heart of workforce conversations.

This week sparked valuable discussions and introduced practical solutions for the future. The Adult Social Care Sector has so much knowledge, and there is a shared desire to collaborate—with each other and the new government—to find answers. Let's keep these discussions going.



With Thanks To

1st Homecare Solutions
Abbey Health Care
Abbeyfield Friars Mead Care Home
Access Group
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Mariposa Care Group (CAREPORT)
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The Close Care Home

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The Royal Alfred Seafarers Society
The Salvation Army
TLC Care
Tomorrow's Guides
UniquelQ
Vida Healthcare Limited
Visiting Angels
Walc Limited
Walfinch
Westgate HealthCare



"In 2024 the Health & Care team at Howden decided to put themselves through a gruelling challenge of walking the length of the Jurassic Coast. A trek which, although was no easy feat, was none the less rewarding both in regards of the achievement of the team members that completed it and, most importantly, for the fundraising we were able to do for such a great charity, enabling them to support such incredible workers in time of need.

It is a tremendous privilege to collaborate with the Care Workers Charity. To support an organisation dedicated to helping those care workers in need receive support is an absolute honour and we are so proud of the award we won.

We see first-hand the impact care workers have, helping the most vulnerable in our society and often doing so with limited financial reward for themselves. Without their dedication and hard work many of our friends & family who rely on them would find life very difficult. It is why we are delighted to do what we can to help support them where we can. Some of the fundraising activities were physically challenging but our team knew the pain was only temporary & the effects on those who would ultimately benefit would be long term, which pushed us forward. We are committed to doing as much as we can in the future."

Mark Westgarth, Managing Director of Howden Health & Care



Looking to the Future

As we look ahead to 2025, The Care Workers' Charity is preparing for an ambitious year. One of our key priorities is increasing fundraising efforts, ensuring we can continue delivering essential support. With the cost-of-living crisis continuing to impact care workers, the need for additional financial resources has never been more urgent. We are actively seeking new partnerships with local authorities, care providers, and corporate sponsors to expand our reach and secure sustainable funding.

Our Advisory Board and Champions Project will play a pivotal role in shaping the future of social care. These dedicated individuals bring their lived experiences and sector expertise to the forefront, influencing policy discussions and ensuring care workers' voices are heard at every level. In 2025, they will be engaging in research, advocacy, and awareness campaigns designed to drive real change in the sector.

The road ahead is not without challenges, but with the dedication of our team, supporters, and sector partners, we are confident that we can build a more resilient, valued, and well-supported care workforce. Together, we will continue to champion care workers and advocate for a brighter, more sustainable future in social care.

“

“Being part of a team and organisation where everyday a difference is made in someone’s life is incredibly rewarding. Knowing that the current environment is very harsh on people and daily living costs are continuously on the rise, we do our best to provide support in a variety of ways. I am pleased that our charity is there for care workers during their most difficult times.”

Daina Karai, Grant Administrator

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