

The Care Workers' Charity raising money to help hard pressed care workers, with help from Kreab.

The Care Workers' Charity (CWC) paid out over £1 million in grants to individual care workers in 2021. This is an impressive performance for such a small and relatively new charity. However, with over 1.6 million people working in social care, compared with 1.4 million in the NHS, much more is needed to impact on the lives of the many carer workers who find themselves struggling to make ends meet. Overwhelmingly women (the social care workforce is 80% female), the average care worker is 44 years old, she earns around £9 per hour and she is likely to have children to support. With the rising cost of food, fuel and energy, life is getting hard for many. That is why Kreab London has decided to support The Care Workers' Charity with pro bono work, aiming to increase the profile of the charity and to help it raise much needed funds.

“CARE WORKERS ARE THE BACKBONE OF SOCIAL CARE, DELIVERING HELP TO THOUSANDS OF OLDER AND DISABLED PEOPLE EVERY DAY. WITHOUT THEM THE WELLBEING OF SOCIETY AS A WHOLE WOULD BE SERIOUSLY REDUCED.” SARA LIVADEAS, SENIOR ADVISER AT KREAB

Kreab is experienced in developing and executing comprehensive communications strategies that combine proactive and reactive media engagement. We look to enhance an organisation's communication goals and engage with key stakeholders.

Specialising in crisis communications, Kreab assists companies to counter negative publicity and rebuild their brand. Following consultation with Karolina Gerlich, CEO of The Care Workers' Charity, Kreab is going to deploy its extensive experience in supporting in-house communications functions with thought leadership, reputation management, and media relations, to assist CWC in achieving its goals.



From left, Sayoko Oyama, Executive Associate at Kreab London, Karolina Gerlich, CEO of The Care Workers' Charity and Sara Livadeas, Senior Adviser at Kreab London

“THIS IS THE TOUGHEST YEAR THAT THE CARE WORKERS' CHARITY HAS FACED SO FAR, WITH THE NUMBER OF APPLICATIONS FOR GRANTS INCREASING ALL THE TIME. I AM GRATEFUL FOR THE SUPPORT OF KREAB IN HELPING US TO RAISE THE PROFILE OF THE WORK WE DO IN SUPPORTING CARER WORKERS GET THROUGH AN UNPRECEDENTED FINANCIAL CHALLENGE.” KAROLINA GERLICH, CEO OF THE CARE WORKERS' CHARITY

Typically, grants made by The Care Workers' Charity provide finance for essentials such as car repairs – you can't get to your client's homes without a car - and perhaps more concerning, preventing eviction, most often threatened due to rent arrears. An example of support is that given to Mrs Brown.

Case study: Mrs Brown

Mrs Brown's spouse contracted coronavirus and spent a long period in hospital before passing away. During the height of the pandemic, Mrs Brown had to go to work while dealing with her husband's death, covering shifts for absent colleagues who were ill or self-isolating due to the virus, which was extremely difficult for her.

Mrs Brown applied to The Care Workers' Charity for financial assistance for her partner's funeral expenses. She asked the Grants team if they could help with his burial, which could only be attended by a few close friends and family members. To make matters worse, she had to determine who would attend the funeral and who would be excluded due to COVID-19's limitations at the time. The CWC was not able to grant the whole amount as funds were getting low, but they awarded Mrs Brown just over half the funeral costs, much to her relief and gratitude.

Together Kreab and The CWC are working on a communication strategy to enhance the organisation's position as an expert leader in its field and to raise awareness of its mission with the goal of attracting new supporters and donors. Focusing on two workstreams to support the strategy (1) proactive media engagement to raise the profile of the organisation and (2) media training to support ongoing media relations. These complementary work streams will drive fundraising by increasing the charity's visibility in the national and specialist media landscape.

"I AM DELIGHTED TO BE SUPPORTING THE CARE WORKERS' CHARITY TO PROVIDE PRO BONO STRATEGIC COMMUNICATION ADVICE AND SUPPORT TO ENHANCE THE ORGANISATION'S PROFILE AND RAISE AWARENESS OF ITS GREAT MISSION. HAVING SUPPORTED A FEW HEALTHCARE CLIENTS, I'M EXCITED TO UTILISE MY KNOWLEDGE AND EXPERIENCES AND START WORKING WITH KAROLINA AND THE TEAM TO SHED MORE LIGHT ON THE ESSENTIAL WORK DONE AT THE ORGANISATION AND REFLECT ON THE ISSUES AFFECTING CARE WORKERS." SAYOKO OYAMA, EXECUTIVE ASSOCIATE, KREAB

If you want to donate to The Care Workers' Charity you can do so here.



"Once I've paid my bills I can't afford to feed my children"

**Please support The Care Workers' Charity
Cost of Living Crisis Fund**



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care
workers'
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