



# CareTech Foundation Impact Report 2019/2020

# Introduction

***"This year has brought a spotlight on the challenges both for people with long-term health difficulties and to the care sector as a whole. This impact report – our second – highlights how CareTech Foundation and our partners have worked together to seek innovative solutions to delivering change, removing barriers to employment and supporting individuals in need. In doing so, we are delighted to have encouraged collaboration across the sector and directly supported 142,556 people this year alone."***

Jonathan Freeman MBE, Chief Executive, CareTech Foundation



**The CareTech Foundation delivers meaningful impact to communities in the UK and overseas by supporting and championing the social care sector, care workers and those living in care. Our trustees have made a conscious decision to deliver the Foundation's mission through a mix of high volume/lower impact to lower volume/high impact programmes. The Foundation's work is focussed on three main areas:**

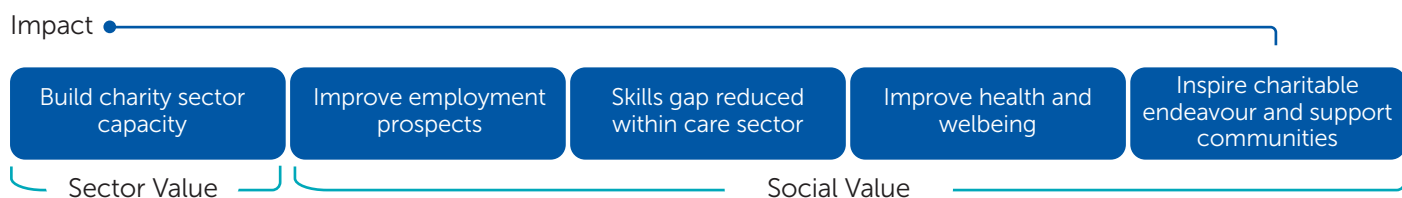
- Supporting those with long-term health difficulties including those with mental health conditions and complex physical and learning disabilities.
- Skills development for those from disadvantaged backgrounds into careers in the care sector.
- Supporting the communities, family and friends of CareTech plc employees facing significant financial, health or similar challenges.





# Summary

This report details progress against our Theory of Change developed last year, identifying ultimate aims for social impact being:



In reporting against the Theory of Change framework, we continued to work with Bean Research to ensure independence and validity in our reporting data.

*“Last year, we built an impact framework to help CareTech Foundation measure and report its impact. This year, it is fantastic to be able to share the growth in the reach of the Foundation, but more importantly the difference that has made through increased resilience and sustained employment. And it is rewarding to work with the Foundation to understand how these insights can help increase its social impact still further.”*

Charlotte Turner, Director, Bean Research

**£ 446,073**  
invested this year alone

**36** days of CareTech plc staff support of Foundation partners

**10** strategic partnerships

CareTech Foundation has helped  
**51** charities to deliver its programmes this year

**142,559**  
people directly supported

**223,725**  
people indirectly supported this year

So far, CareTech Foundation has supported

**495,023**

as well as a social media campaign on mental health reaching

**5.6 million**  
people in Pakistan.

# COVID-19

## Response - Adaptation - Investment

**Response:** In April 2020, CareTech Foundation signed a declaration, the London Funders' COVID-19 commitment, along with 350 other major funders, recognising that COVID-19 would have an impact on civil society groups, and offering reassurance that 'we stand with the sector' during this time. Through signing this, CareTech Foundation committed to supporting grantees to adapt activities, timelines and offer both flexible support and finance.

**Investment:** In addition, CareTech Foundation developed new partnerships and investments supporting three innovative responses to the global pandemic, and in doing so supporting the development of these new charitable enterprises:



**Kit4Carers** was formed by a group of professionals, drawn from healthcare and MedTech firms, in the early days of the COVID-19 pandemic

when it became clear that there was a serious shortage, and subsequent price hike, of personal protective equipment (PPE) for health and care workers. CareTech Foundation funded **48%** of monies raised and, as a result,

**Kit4Carers** was able to distribute **13,000 PPE** to those providing care to the most vulnerable in the community outside the NHS and care homes in the UK, including **Noah's Ark Children's Hospice**, **Blue Crystal Care Agency** and the **North London, Harlington**, and **Michael Sobell Hospices**.

It also distributed

**10,457 face masks**, sanitiser, and hand gloves to ASHA workers, Primary Health Care and Rehabilitation staff and unpaid family caregivers in India, employing **32 carers** and people with disabilities who stitched the masks for distribution which provided a month's income for each person involved. Through the number of families reached, the front-line health workers have been able to raise awareness of, and gather data on, the virus to more than

**340,000 people.**

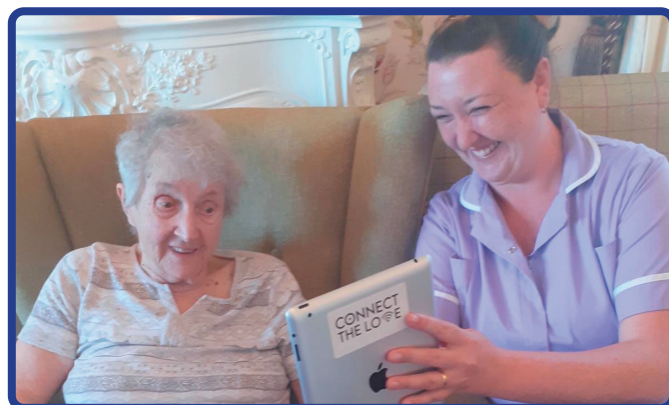
**CONNECT THE LOVE**

The Foundation also seed-funded and hosted **Connect the Love**, a new non-profit

established to support digitally unconnected people isolated in smaller care homes, hospitals and other locations, by providing devices to connect them to loved ones and other means of support. To date, **Connect the Love** has been able to provide

**165 iPads**

to care homes, hospitals and vulnerable situations.



**National Care Force**

**National Care Force** was set up to match volunteers with social care providers which need their support to look after the most vulnerable members of society. Since April 2020, it has signed up and is matching 493 organisations and

**2,477 volunteers.**



**“The services provided by the National Care Force, help us to bring in extra resources swiftly, ensuring there’s no break in our delivery of care. With that in mind, we’re encouraging as many people as possible to sign up, helping to expand and grow this vital support service.”**

April Dobson, Head of Relationship-Centred Care at Hallmark Care Homes

**Adaptation:** We also helped our current partners to pivot and adapt services. Often, these resulted in producing new resources and support that will be of value to beneficiaries long after the pandemic, and have helped extend the reach of an original project.



**Depaul UK** took over two hotels to provide a safe place for people who are sleeping rough to self-isolate during the

crisis. Programmes were adapted to be delivered remotely, including training for staff, new resources and activities for young people – updated every week to ensure everyone involved received continued and relevant support in best managing the negative impacts caused by the pandemic.



BRITISH ASIAN TRUST  
TRANSFORMING LIVES  
TOGETHER

**British Asian Trust** developed a new proactive helpline with **IRD**, supporting those isolating with coping strategies, a new app developed with Digital

Pakistan by **Sehat Kahani** to provide mobile health provision & new multi-channel campaign to raise awareness of mental health and signpost to services with **Taskeen**. **Aga Khan University** provided digital webinars, remote training and support for professionals.

disability  
resource  
centre



**Birmingham DRC** redesigned delivery via social media platforms and produced new media, eg videos and podcasts,

to help support people all around the country. As many referral sources closed, project officers widened their reach online.

## EY Foundation

**EY Foundation** launched a social media campaign #voiceforyoungpeople to understand young people’s concerns. In response, they developed 10 full-accredited online employability skills training programmes, virtual work experiences and launched an online mentoring pilot programme, connecting

**72 mentors with  
71 young people.**

**“We are thankful to CareTech Foundation for the rapid communication at the beginning of the lockdown and for confirming your support of our work.”**



Click the image to play the video.



# Partnerships & Collaborations

## Strategic partnerships developed

This year, CareTech Foundation has developed 10 strategic partnerships consistent with its three priority impact areas and granted

**£446,073**

with an additional £11,800 of in-kind support from CareTech plc, directly supporting at least

**142,273 beneficiaries**

and indirectly affecting thousands more.

The development and trust established through these partnerships last year, enabled both a quick response to the pandemic and the opportunity to extend the reach of previous initiatives this year. For example, in Pakistan, Taskeen's social media campaign, developed in partnership with the **British Asian Trust**, reached

**5.6 million people.**

These, and those supported through its partner's proactive app, are examples of indirect delivery enabled by CareTech Foundation.

The Foundation also provided advice and support, as well as funding, to three new initiatives (**Connect the Love**, **Kit4Carers** and **National Care Force**) established in the pandemic to enable them to get up and running as soon as possible.

*"The relationship between the CareTech Foundation and the EY Foundation continues to go from strength to strength, with ongoing strong communication and mutual understanding underpinning everything we do together. The support provided by the CareTech Foundation has continued to allow the EY Foundation to think about better ways of providing mentoring opportunities to our young people and how best to attract people into the care sector."*

Jodie McNally,  
Head of Young People's Services, EY Foundation

We have worked with all of our partners to ensure consistent evaluation and reporting of funded activities, outputs and outcomes for both individuals and the organisations we engage. Our Theory of Change was shared in the **last impact report**, and is available on our **website**.

## Increased capacity: Leveraged Funding

Our support and seed funding in the early days of lockdown meant that the three innovative, needs-led charities supported were able to raise a

**total of £36,310**

In addition, by providing funding to **Connect The Love**, allowing it to be established quickly, the Foundation facilitated support through its charitable status, allowing **Connect the Love** to channel 100% of donations and claim the additional 25% Gift Aid.

## Increased organisational learning: Mobilising Staff Expertise

The Foundation encourages employee engagement, providing valuable in-kind support – in particular, sharing expertise with charity partners – and in doing so adds value to partner charities and their beneficiaries.

**52%**

Encouragingly, 52% of CareTech plc's 10,000+ employees are aware of the Foundation. Over the last year, despite the challenges, even more employees were involved. The in-kind support provided by CareTech plc employees in 2019/2020 is costed at **£11,800**, but its value is much higher.

16 CareTech PLC employees were involved in the Our Future programme in Birmingham, including Charlotte Smith, Managing Director for Adults Services North and Nasir Quraishi, Group HR Director.

In fact, Michelle Mendu, a CareTech plc mentor to Yunus Ravat, was nominated for mentor of the year at the **EY Foundation** 2020 Impact Rewards by her mentee. Here's what he had to say about the support she gave him throughout the Our Future programme:

*"I nominate Michelle for the mentor of the year. She is funny and is a really nice person. She is kind and a person who can relate to me and she helped me when I needed help. She helped me when thinking about my future and she was confident in me. She also helped me think about different career pathways which made me really think about my options."*





In December 2019, Helen Stokes, MD, and Dr Alice Parshall, Head Psychiatrist, both from Specialist Services in CareTech plc, visited the **British Asian Trust's** programme in Pakistan.

## Collaborations

### On the ground

CareTech Foundation encourage funded organisations to work in partnership with delivery experts and collaborate on best practice and learnings to ensure greater social value.

As of last year, two of our partners have been working with local delivery partners to ensure tailored, needs-based support and connections in Pakistan and in the UK. As a result, CareTech Foundation is able to support people across the UK and Pakistan, as shown here:



### And across the care sector

This year, when it has been needed most, CareTech Foundation has supported the 10 month development of **EY Foundation's** Beyond Your Limits programme for Care Experienced Young People, including 26 providers and a steering group with six employers in the care sector.

Across the **Skills for Care** employment programme, partnerships were developed with 61 care providers and employers in Leeds and Manchester, seen to be most beneficial to smaller care providers, reducing recruitment and attrition costs. Now the programme is complete, some of the care providers shared their feedback:

***"The initiative saves us time and money in recruiting and training and having to bring new recruits up to speed."***

***"You sent us a male applicant nine months ago, he had no care experience, he went through your programme and he is our best carer"***

***"There has been a positive difference in the attitudes of candidates who have come through 'Step into Care' compared to other recruitment programmes"***

***"I just wanted to feedback after her first week – yet again another brilliant candidate and an absolute credit to your team!"***



Encouraging increased collaboration across the care sector still further, CareTech Foundation is a Founding Partner of the **Championing Social Care** initiative. It is a group of leaders

from across the social care sector, coming together to ensure a wider and deeper public understanding, appreciation and respect for social care.



Click the image to play the video.



# Support of people with disabilities & long-term health conditions

The CareTech Foundation supports people with long-term health conditions through three partnerships.



BRITISH ASIAN TRUST  
TRANSFORMING LIVES  
TOGETHER

**British Asian Trust** and its partners launched a multi-channel campaign to raise awareness of mental health and signpost to services available, reaching

**5.6 million people**

in Pakistan. Its community outreach programme moved from door-to-door to a new proactive

**The British Asian Trust** is working to transform mental health services in Pakistan, increasing access to support and reducing stigma. Needing to pivot its face to face delivery during the pandemic,

helpline supporting those isolating with coping strategies. Through this, it was able to support

**210,591 people,**

doubling its reach in 2019.

**41,771 people**

in Pakistan have this year been provided with clinical access to mental health provision. As well as directly supporting people, **British Asian Trust** and its partners have trained

**1,278 practitioners**

on mental health across Pakistan.



## Improved Awareness

**5.6 million people**

reached through Social Media Campaign

**210,591**

reached through proactive Community-focused Outreach this year (480,791 total)

## Improved Access

**132,644 people**

were actively given mental health information and where to find support (173,006 in total)

## Improved Provision

**41,771 people**

have accessed mental health clinical and non-clinical support services (67,626 to date)

Training has been provided to 835 Practitioners on Mental Health (991 to date)





Through CareTech Foundation's support, **DePaul UK's'** mental health and wellbeing intensive workshops

were delivered to 48 homeless young people in North East England. 91% of participating young people, who identified health & wellbeing as an area for concern, experienced positive change by the end of the programme.

*"My mental health improved drastically with DePaul. Staff were professional but also allowed a safe space for you to confide as a human."*

King, Aged 22



Click the image to play the video.

**“ Long-term commitment from CareTech Foundation had already helped our new Mental Health and Wellbeing team to develop strong processes and resources to support our young people’s mental health and as a result we have been able to quickly respond to this crisis. ”**

Mike Thiedke, Chief Executive, DePaul UK

**“ We really appreciate CareTech Foundation’s support of Depaul UK. This has been invaluable during this unprecedented and challenging year as it has enabled us to provide mental health and wellbeing support to young people in our care, helping them to build resilience and mental health awareness. These are attributes that will serve them well as they progress towards stability and independence. Thank you. ”**

Mike Thiedke, Chief Executive, DePaul UK



The ToddlerLab at **Birbeck University's** Centre for Brain and Cognitive Development, supported by CareTech Foundation, has now finished construction. Despite restrictions caused by COVID-19, the opening remains

scheduled for early 2021 enabling researchers to study toddlers in their natural Environment. The Home Lab will transform our understanding of neurodevelopmental conditions.



# Improving skills among young people facing challenges

CareTech Foundation supports five initiatives working with young people to improve employability and skills, particularly in the care sector.

There is a growing need for health and social care professionals, with the UK already facing a shortfall of at least

**90,000**

adult social care staff. This gap could grow to as high as

**380,000**

by 2026. (Global Future, 2020)

**650,000** young people will be unemployed as a result of Covid-19 and the impact it has had on the economy (ONS, November 2020)

This year, they have supported

**359 young people**

with employability skills and qualifications, with **173** already employed in the health & social care sector.

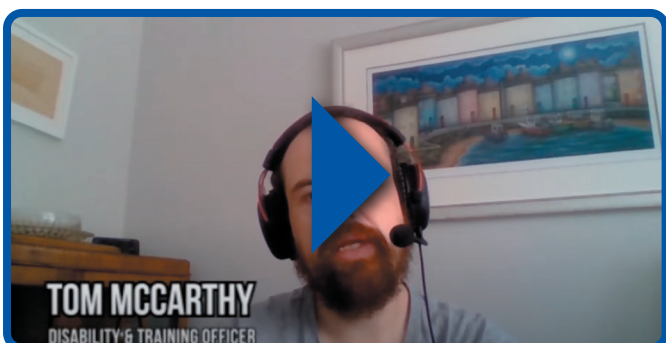
## Employability support, training & qualifications provided



The Positive Pathways project has supported 124 people with disabilities in the West Midlands to move towards their goals and aspirations in relation to their employment, training and volunteering in a person-centred way.

With additional support for those digitally excluded, **DRC** has moved online with the Back on Track programme – a new six week course that comprises of weekly workshops covering Understanding Disability, Latest COVID 19 Information, Managing Isolation, CV Skills/Job Search Online, Interview Skills and Techniques for video calls & Confidence and Self-Belief. Participants are also supported through the Opportunities Hub, where anyone who is on or who has been on one of employment programmes can drop-in or zoom for additional support.

This has been supplemented by interviews and tutorial videos on the **DRC** YouTube channel.



## CareTech Foundation supports EY Foundation across three programmes:



Smart Futures is a 10-month programme for young people who have been eligible for free school meals or a college bursary, developing employability skills and a paid two-week work experience placement. Students also achieve a Chartered Management Institute (CMI) Level 2 adult qualification and receive 10 months of mentoring support. This was postponed due to COVID-19 and will re-commence in Easter 2021 in Manchester.

Our Future is a six-month programme for young people qualifying for free school meals who face significant barriers to entering the labour market. This programme develops transferable skills and all students receive paid work experience, gain a CMI Level 2 adult qualification and six months of mentoring support. This year, 10 young people in Birmingham took part, all achieving a Level 2 Team Leading qualification.

In addition, **EY Foundation** developed a new employability programme with CareTech Foundation for Care Experienced Young People, helping to move young people significantly closer to employment by providing vital insight, experience and connections to the care industry. This is a result of a scoping project funded by CareTech Foundation. The first cohort start in October 2020 in Hounslow.





The 'Step into Care' Programme involved 228 participants in a three - to six - month support and training programme

created and delivered by three delivery partners in Manchester and Leeds. Its purpose was to engage with adults Not in Education, Employment or Training (NEET) and with barriers to work, and support them to become employment ready within the health and social care sector, while creating a pathway for work experience and employment opportunities. This was achieved through partnering with local social care providers, promoting the programme's outcomes, training and preparing potential candidates and guaranteeing an interview with potential employers.

*"Thank you for giving me the chance to go in to 'Step into Care'. I was successful and now have a job in my area. I hadn't worked for 28 years and didn't know how to even go about it. I was scared to go out and had no confidence at all but am building on it and still getting there. Please give others the opportunities. Thank you so much."*

Step into Care participant

*"Once again I am grateful to you and your team for your support and help and I am genuinely enjoying my job. It's hard work but it's so rewarding and I have already had excellent feedback from my peers as well as the residents who are lovely."*

Step into Care participant

## Increased resilience & wellbeing

CareTech Foundation is still committed to supporting the development of **Barnardo's** 'Journey' App - aiming to increase resilience of children and young people leaving care and the likelihood of employment, training or education. So far, the programme has engaged with a test group of 75 care leavers and care workers, but development was paused during COVID-19 restrictions and plans to re-start in 2021.

Brought to you by



Across other projects, we work with partners to assess the extent to which their intervention has resulted in increased resilience and wellbeing among participants. This is not only seen by CareTech Foundation as one of the key determinants of effective interventions, but an underlying predictor of sustained positive outcomes:

**93** people with disabilities in Birmingham have increased resilience and wellbeing during the course of the programme, as defined by the Warwick Edinburgh Scale. Using the same scale, **50%** of the 10 young people on the Our Future programme experienced a meaningful increase in wellbeing.

**151** adults on the 'Step into Care' programme experienced a positive change in their emotional and mental wellbeing, with 24% of those measured also experiencing a notable change in their physical health.

## Into Education, Employment or Training and Number employed in Care Sector

As a result of **DRC's** Positive Pathways: 23 People have achieved new qualifications, such as IT, Foundational English, Estate Agency and debt management and

**66 are employed,** volunteering, in education or training at the end of the programme.

**95** As a result of the **Skills for Care** 'Step into Care' programme achieved their level 1 Adult 'Preparing to work in adult social care' qualification

**172** achieved employment in the care sector, with another five into other employment and education.

This year, despite restrictions,

**10 young people**

in Birmingham took part in **EY Foundation's** Our Future programme. All 10 achieved a Level 2 Team Leading qualification, while

**66%** (of both this years and last year's programme) were in work, education or training six months after the programme completed. Of those in work, one is within the care sector, while all four going to university were studying nursing or counselling.

Click the image to play the video.



# Supporting Employees & Local Communities

CareTech Foundation runs three programmes to support local communities and the family and friends of CareTech plc employees facing challenges.

## Community Grants

**£** This small grants programme provides support for issues affecting local communities and to family and friends of CareTech plc facing challenges. Over this period of this report, the Foundation has provided funding of

**£39,790 to 35 organisations.**

These are just three examples:

CareTech Foundation provided a £2,500 grant to provide social, sports and leisure activities and outings for 170 children, young people and adults with **Cerebral Palsy**.



CareTech Foundation provided a £2,500 grant to purchase equipment to set broadcasting studios in the local area, which – particularly this year with so many isolated – benefits listeners by entertaining and informing and participants of all ages by making programmes and other material. 30 members of the community support the radio station, with over 500 listeners worldwide.

A £1,000 grant enabled **Crossroads Care Oxfordshire** to purchase PPE equipment, which allowed staff to care for the 200 residents in safety.



## Staff Hardship Grants

The Foundation receives a restricted donation from CareTech plc to provide small grants to CareTech plc staff who find themselves in significant financial hardship or at serious risk of becoming in significant financial hardship. Now in its second year of operation and recognising the hardship caused by the pandemic, CareTech Foundation was able to support 140 staff, providing grants totalling

**£99,270, 4x more than last year.**

**“ I can't put into words how overcome I feel following your phone call. This grant will truly make a huge difference in my life; it will enable me to shake off the worries I have about making ends meet. ”**

The CareTech Foundation has also supported the **Care Workers Charity** this year, who launched an Emergency Fund. Launched on 28th March 2020, the COVID-19 Emergency Fund was created to provide funding to care sector workers who were isolating/shielding and had received no financial support other than statutory sick pay. Since the launch, the **Care Workers Charity** has fundraised

**over 2million**

from a variety of donors and individuals, and with an average processing time of less than 14 days, the fund has been praised by beneficiaries for being able to provide grants quickly and efficiently. Through CareTech Foundation support,

**271** care sector workers have received a hardship grant from the **CWC Crisis Fund**.

## Match Funding

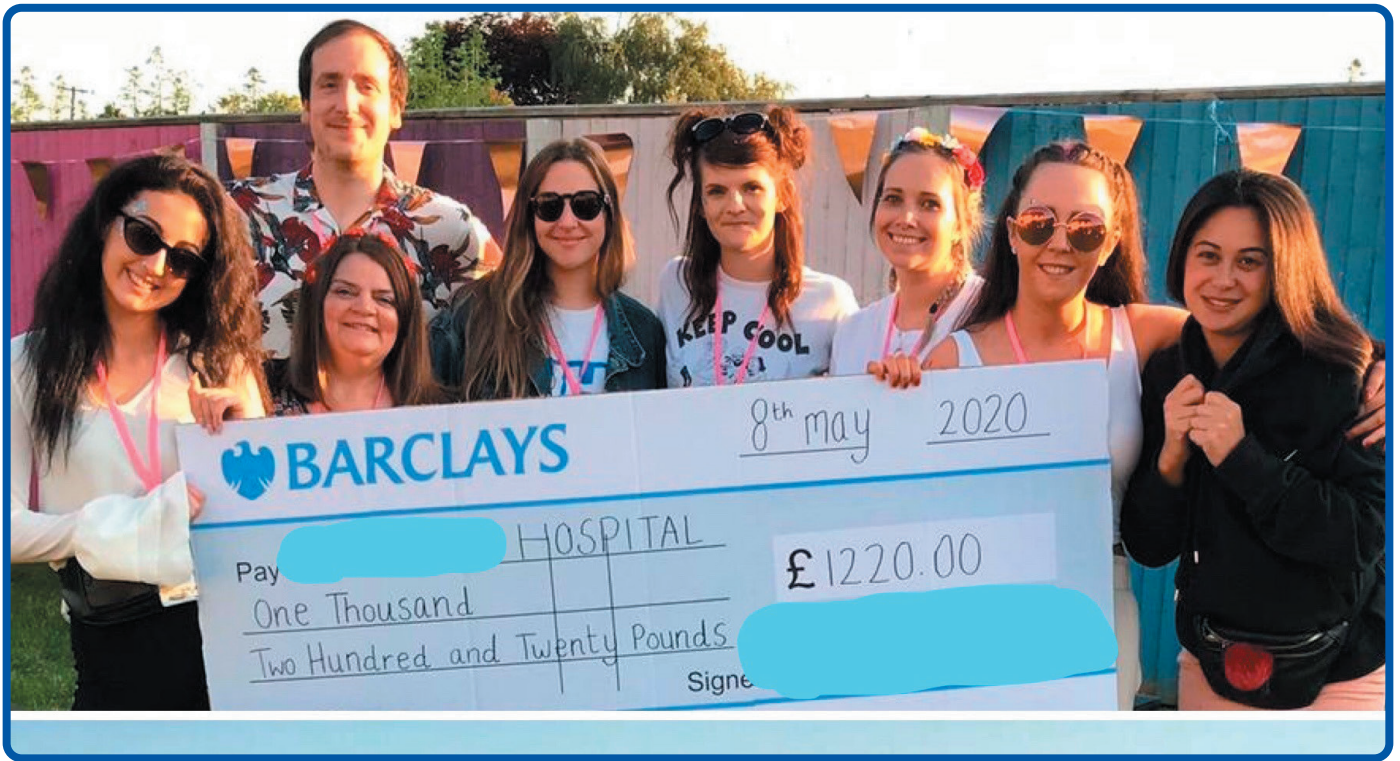
**31** CareTech Foundation was also able to support employees in their fundraising efforts, matching a further £7,766.

Two examples this year are:



During lockdown, a team of five carers at **Carrs Farm, CareTech plc**, organised a charity raffle to support **Love Musgrove** enabling extra equipment that improves the experience of patients. It also provides staff with training and development opportunities. They raised £1,220 which was match-funded in its entirety by the Foundation.





*prevalent in Exeter and Julian House need a lot of financial support to run this on a full time basis. We did not know what to expect and what we discovered was quite an eye opener. It really brought home what it must be like not have anywhere to live and to need to sleep where you can regardless of how cold and noisy it is*

*We would like to thank everyone that sponsored us, and the young person from one of our homes who came all the way from Plymouth to cheer us on!! We raised a grand total of £730 and the CareTech Foundation kindly matched this total, so we were able to give a grand total £1,460 to Julian House! ”*



CareTech Foundation was also able to support the fundraising efforts of 'The Cambian Girls' who completed a sleep out on a cold winter's day in

January. Sarah Shapter, Danielle Gaye and Karen Sanders said:

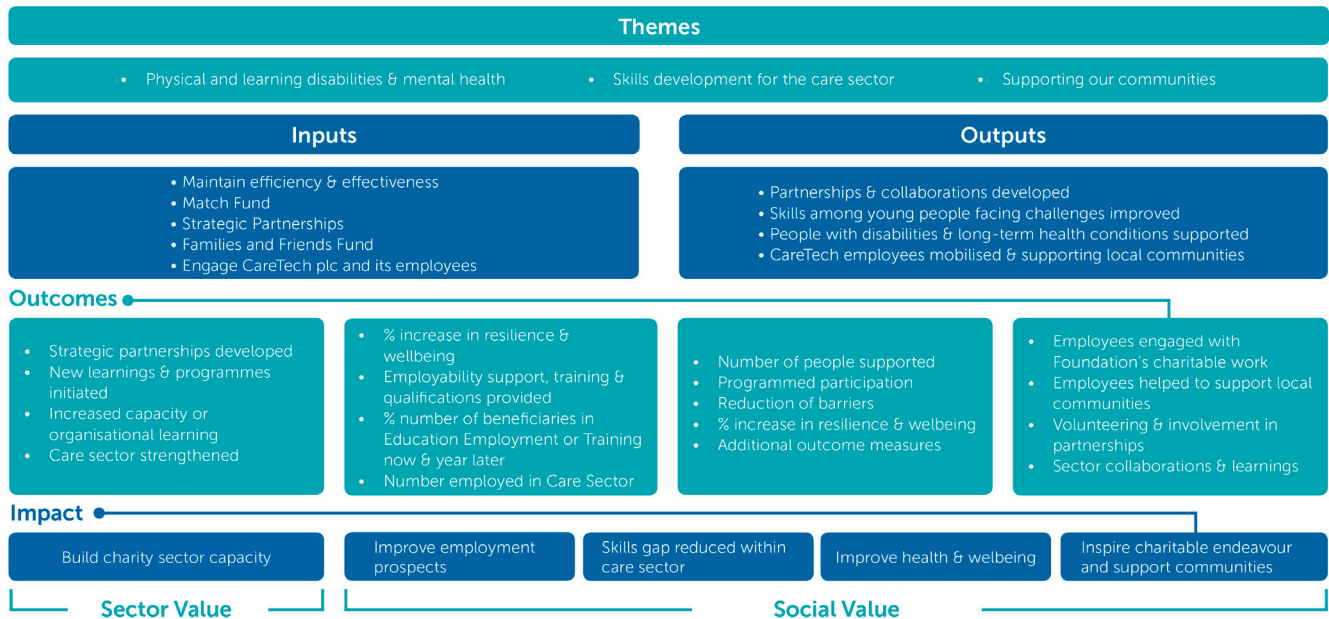
**“ We wanted to do this so that we could raise money for Julian House in Exeter, which supports the homeless community with food, shelter and access to other services. Homelessness is really**



# Theory of Change



**Purpose:** The CareTech Foundation delivers meaningful impact to communities in the UK and overseas by supporting and championing the social care sector, care workers and those living in care.



# Impact Assessment Framework



<b>Mechanisms</b>	<b>Efficiency &amp; Effectiveness</b>	<b>Match Fund</b>	<b>Strategic Partnerships</b>	<b>Families &amp; Friends Fund Hardship Fund</b>	<b>Mobilise CareTech Employees</b>
	<ul style="list-style-type: none"><li>ROI</li><li>% spend on available budget</li><li>% spend on charitable spend</li></ul>	<ul style="list-style-type: none"><li>Growth in applications</li><li>Charities supported</li></ul>	<ul style="list-style-type: none"><li>Number of partnerships</li><li>Organisational capacity building &amp; learning</li></ul>	<ul style="list-style-type: none"><li>Applications received</li><li>Number supported</li></ul>	<ul style="list-style-type: none"><li>Awareness &amp; engagement with Foundation</li><li>In-kind support</li><li>Nature of staff volunteering</li></ul>
<b>Themes</b>	<b>Physical and learning disabilities &amp; mental health</b>	<b>Skills development for the care sector</b>		<b>Supporting our communities</b>	
	<ul style="list-style-type: none"><li>Number of people supported</li><li>Health &amp; wellbeing / resilience</li><li>Perceived reduction in barriers</li></ul>	<ul style="list-style-type: none"><li>% increase in resilience &amp; wellbeing (Warwick Edinburgh Scale)</li><li>Skills &amp; qualifications gained</li><li>Education, Employment Training and into Care Sector</li><li>Reduced skills gap across Sector</li><li>Collaborations developed and new training &amp; resources</li><li>Support for key issues across sector</li></ul>		<ul style="list-style-type: none"><li>% aware, engaged &amp; applying</li><li>Employees and F&amp;F supported</li><li>Outcomes of support</li><li>Volunteering Value</li><li>Organisations match funded</li></ul>	
<b>Stakeholders</b>	<b>People with long-term health conditions</b>	<b>Disadvantaged Young people</b>	<b>CareTech employees</b>	<b>Partners &amp; Collaborators</b>	<b>CareTech plc</b>
	<ul style="list-style-type: none"><li>Number supported - direct &amp; indirect</li><li>Improved access to support</li><li>Outcomes for programme</li><li>% increase in resilience &amp; wellbeing (Warwick Edinburgh Scale)</li></ul>	<ul style="list-style-type: none"><li>% increase in resilience and confidence (Warwick Edinburgh Scale)</li><li>Employability support &amp; training</li><li>Qualifications</li><li>EET a year later</li><li>Employed in care sector</li></ul>	<ul style="list-style-type: none"><li>% aware and engaged</li><li>Applied for Matching / F&amp;F</li><li>Number of hours in kind support provided</li><li>Skills developed through volunteering</li></ul>	<ul style="list-style-type: none"><li>New collaborations &amp; learnings</li><li>Training and resources provided</li><li>CTF regarded as credible</li></ul>	<ul style="list-style-type: none"><li>% upskilled workforce as inclusive employer</li><li>Alignment of recruitment</li><li>Increased retention</li><li>Driver of pride</li><li>Learnings incorporated into business</li></ul>









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