



'Making a Mark'

Mark Holder Social Impact Declaration

Forward Carers

Forward Carers is a West Midlands based Carer and family support organisation. We pride ourselves on making a real difference to the lives of people caring for elderly, frail, sick or disabled family members through working in partnership.



Our aim is simple – to improve the physical and mental wellbeing of unpaid Carers, young and old, including parent Carers, so that families stay healthier and happier together, for longer.

As well as offering direct support to unpaid Carers, we also advise and support organisations such as public body commissioners, providers and employers.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Forward Carers** is Making a Mark, striving to create a positive impact on people and planet.

Creating Carer Friendly Communities

We are committed to creating Carer Friendly Communities; places that value and understand the caring role and open their eyes and hearts to

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the lives of the unpaid Carers who are our neighbours, colleagues, friends, and relatives.

We provide free advice, support and wellbeing services that make a real difference to the lives of over 18,000 family Carers in Birmingham. We also raise awareness of the caring role and empower others to become Carer Friendly, a radical new approach to Carer support that brings whole communities together to make life better for Carers.

Developing services to respond to Carer needs

During 2020 we innovated new services and adapted our existing services to respond the Carers' needs. For example:

- we launched the Carer ID Card, which was distributed to over 1,000 Birmingham Carers for free
- we made 6,654 Safe and Well check-in calls to 2,966 Carers
- we fast-tracked £399,400 in new emergency funds, and wellbeing funds, to help 858 families affected by the pandemic
- our online groups, attended by 2,338 Carers, reduced isolation
- we provided over 836 one-to-one support sessions for vulnerable Carers, including making covid-safe doorstep visits
- we provided 100s of food and recipe parcels for young adult carers who cook for their families and food parcels for struggling families

Reinvesting profits to make a positive difference

In 2020 we launched our Carer Friendly Communities programme, which is funded through reinvestment of our profits. 100% of our surplus is reinvested Carer Friendly Communities. In 2020/2021 this was £70,911.

We flipped the model of support we offer – our core activities provide support and services direct to Carers. As Carer Friendly Communities, we raise awareness of the caring role amongst organisations, businesses and health care trusts, helping them to take practical steps that will make a positive difference to Carers, growing in strength as a community.

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