Caring Together Charity

Care Home Supporter Scheme

Partner with us:
Supporting carers, strengthening your care home community

Caring Together Charity



Welcome

We know that care homes play an essential role in supporting families through some of life's most challenging moments. When a loved one is living with long-term illness, disability, or dementia, families often carry an enormous emotional and practical load - long before a care home becomes part of their journey, and long after.

As a charity dedicated to supporting unpaid carers, we work to provide the emotional, practical and wellbeing support families need. Our mission is to make sure no unpaid carer feels alone, that's why we are inviting a limited number of care homes to partner with us - so together we can provide families with the holistic support they deserve.

We are inviting you to become a Caring Together Charity **Care Home Supporter**. This scheme both benefits local vulnerable people and facilitates promotion of your care home services and events to our charity supporters.

This may be in person at our monthly supporter hubs in Cambridgeshire, through joint events in your care home, and online via our website, newsletters and magazine. To kick the partnership off, we will provide you with a Care Home Supporter logo and certificate you can use on your own promotional materials during your annual partnership.

The benefits of our Care Home Supporter Scheme are detailed on the following pages.



Please note: this partnership does not constitute an endorsement, accreditation, or formal approval of the care home's services or standards.

Choose your supporter tier



Bronze - for care homes that commit to fundraise or donate at least £750 per year for Caring Together Charity



Silver - for care homes that commit to fundraise or donate at least £1,500 per year for Caring Together Charity



Gold - for care homes that commit to fundraise or donate at least £3,000 per year for Caring Together Charity

Why become a Care Home Supporter?

This scheme is a way for local Care Homes to support the unpaid carers we are helping in your local community.

You will probably be very aware of the often-immense challenges of caring at home for a partner or spouse, or perhaps a parent, with a condition such as dementia or Parkinson's disease. Many unpaid carers struggle on alone for years before they get any help, some reach crisis point. We want to change that.

With your help we can provide outreach into your local community so that families know we are there and can help.

We can offer practical support like our hubs for carers, cover in emergencies, support for carers to attend hospital appointments, and advice about managing financially.

By working together with us, your team will know you are committed to helping local people. They will have fun opportunities to raise funds and work as a team. They will derive a sense of satisfaction knowing they work for a company that does good and really cares.



Our Bronze tier in detail



Bronze - for care homes that commit to fundraise or donate at least £750 per year for Caring Together Charity

Benefits for you

- Caring Together Care Home Supporter logo and digital certificate.
- Profile on our website and a link to your website.
- A thank you every six months in our email newsletter (circulation of 4,100 unpaid carers and families) which includes a link to your website.
- A joint annual unpaid carer event at your care home.

Our Silver tier in detail



Silver - for care homes that commit to fundraise or donate at least £1,500 per year for Caring Together Charity

Benefits for you

All the benefits of Bronze, plus:

- An invitation to attend our in-person monthly hubs up to four times a year. We run hubs at Ely, Great Shelford, Huntingdon, and Wisbech with an average attendance of 20 unpaid carers per month.

Our Gold tier in detail



Gold - for care homes that commit to fundraise or donate at least £3,000 per year for Caring Together Charity

Benefits for you

All the benefits of Bronze and Silver, plus:

- A Caring Together Charity press release to local media when we launch our partnership.
- Eight opportunities to attend our in-person carer hubs plus the opportunity to present at one hub session during the year about a topic that is helpful to unpaid carers.
- The opportunity to contribute a full-page article to our Caring Magazine during the year, focussed on a topic beneficial to carers.

Your fundraising plan

£750, £1,500 or £3,000 may feel like a lot of money. But here's how it could breakdown. Obviously, your activities will be up to you!

Spring/summer	Amount raised
Easter egg hunt for families with refreshments	£75
Open garden or summer fête for families and residents	£300
Plant sale	£100
Two coffee mornings	£75
Two staff members or family of residents run in the Cambridge Half Marathon	£200 each

£950
raised so far

Autumn	Amount raised
Children's art competition (£2.50 an entry)	£25
Auction of donated prizes with cheese and wine	£500
Quiz night	£150

£1,625
raised so far

Winter	Amount raised
Christmas carols event with raffle and craft sale	£400
Two staff participating in a Santa Run or Christmas Day Dip	£200 each
Winter fayre sale of homemade cakes and sweets plus craft items	£300
Christmas raffle	£300

£3,025
raised in total

What you'll receive

When we launch our partnership, you will receive:

- A digital certificate to confirm you are a partner for the year.
- A logo that you can use on your own materials.
- Fundraising materials including collection tins, bunting, balloons, etc.
- Support from Caring Together Charity to run fundraising events.



	Bronze	Silver	Gold
Caring Together Care Home Supporter logo			
Caring Together Care Home Supporter digital certificate			
Caring Together Care Home Supporter pull-up banner			
Profile on our website and a link to your selected web page			
Thank you every six months in our email newsletter with link to your website			
Joint annual unpaid carer event at your care home			
Invitation to attend our in-person monthly hubs up to four times a year			
Annual listing in our Caring Magazine including your logo and URL			
Caring Together Charity press release when we launch our partnership			
Eight opportunities to attend our in-person carer hubs			
Opportunity to contribute a full-page article to our Caring Magazine			

What our partners say



Working with Caring Together has been one of the most rewarding partnerships we've been a part of.

At Connaught Care, supporting our local communities is at the heart of everything we do, and from the beginning it was clear that Caring Together shares that same value. Their dedication to supporting the lives of unpaid carers - people who give so much of themselves every day to look after their loved ones - really struck a chord with our team, so felt it felt very special to play a small part in supporting their work.

Like any partnership, this collaboration has required time, energy and real focus. However, all those challenging moments felt worth it when we saw the passion and integrity of the whole Caring Together team.

They are an organisation that truly lives its values – communicating openly, following through on every commitment, and always putting people first.

I've no doubt that knowing what and who they were working for gave many of our runners that extra push they needed to keep going, right through to the finish line.

For our own team of full-time carers, knowing that our efforts helped to provide vital emotional and practical support to people who need it made it all the more rewarding. Caring Together really is a brilliant charity, and we're incredibly proud to support their work and continue building this partnership in the years ahead.

Domonic Bird
Group Sales Development Manager

CONNAUGHT
CARE COLLECTION

Want to know more?

Membership of our exclusive scheme is by invitation only.

By becoming a gold, silver or bronze partner we are offering you the opportunity to raise visibility of your care home and the services you provide *directly* with your target audience in Cambridgeshire.

And by partnering to raise funds for Caring Together Charity, you are showing families that your care home is supporting your local community, and families struggling with disability and long-term illness.

You won't be on your own! Caring Together Charity will provide a named contact person for you to chat to plus fundraising ideas, resources and support (including balloons, bunting, collecting tins, displays, etc.). We will be happy to give a short talk to your staff team about the challenges of being an unpaid carer, and how we help, so they understand the relationship.

Your staff could organise raffles, take part in events, or host coffee mornings to help raise funds. Everyone can get involved.

Perhaps you could match the amounts your staff raise pound for pound. It's an easy way for your fundraising to quickly grow.

Let's make a difference together!

Your fundraising will allow Caring Together Charity to reach more people who need us, and ensure no unpaid carer is isolated and struggling alone.

For next steps in setting up the partnership, please contact us on **0345 241 0954** or email **fundraising@caringtogether.org**.

Get in touch today and let's support carers, together.



Terms and conditions

We at Caring Together Charity are excited to partner with care homes in Cambridgeshire for the benefit of local unpaid carers and families affected by disability and long-term illness.

This document sets out the terms and conditions of our Care Home Supporter Scheme, including what you can expect of us.

A. The scheme term

1. Each partnership between Caring Together Charity and a care home will last for a period of 12 months. The 12 month period will begin on a mutually agreed start date, and end 12 months later.
2. From the start date the care home may publicise the partnership. This will include:
    - Use of the Care Home Supporter logo which will be supplied by Caring Together Charity. This may be used online and offline for the term of the partnership. The logo will include the partnership years (e.g. 26/27).
    - Use of a supplied Caring Together Charity pull up display within the care home premises or at events.
    - Display of a supplied certificate. This will be supplied in digital format suitable for printing.
    - Use of agreed wording, including: "We are pleased to announce that we are a Care Home Supporter of Caring Together Charity in 2026/27."
3. From the end date, the supplied logo can no longer be used. The pull up display should be returned to Caring Together Charity or may be collected by a member of our team within 14 days.

B. Eligibility

1. To be eligible for the Care Home Supporter Scheme a care home must have a Care Quality Commission (CQC) rating of 'Good' or above. If the rating drops below 'Good' during the term of the partnership, Caring Together Charity may cease the partnership at their discretion with immediate effect.
2. If Caring Together Charity notifies the care home in writing that the partnership must cease in circumstances described in B. 1. above, the care home must cease any use of the Care Home Supporter logo within seven days. The supplied pull up display should also be returned to the charity within 14 days.
3. Caring Together Charity reserves the right to cease any partnership at their discretion with immediate effect if there are potential reputational risks to the charity from receiving support from a named care home. In this situation we will contact you to explain our reasons and give you the opportunity to respond.
4. Where a care home partnership ceases in less than 12 months, the charity requests that financial support is given to the charity at a level commensurate with the length of the partnership. For example, if a Bronze level relationship ceased after three months in 26/27 the charity would request 25% of the pledged support is donated (£187.50).
5. Care homes may join the Care Home Supporter Scheme by invitation and at the sole discretion of Caring Together Charity.
6. At least seven days prior to the agreed start date, all potential care home partners must complete a partnership agreement confirming their agreement to the Terms and Conditions in this document. This must be completed and approved by the Care Home Manager where a care home is independent. Where a care home is part of a company managing multiple care homes or care services, the agreement should be completed by a Director, or the Care Home Manager where they can confirm that authority has been delegated to them.

C. Scheme tiers

1. To allow for smaller care homes to join the scheme as well as large homes, and to facilitate lower and higher levels of charity support within the scheme, there are three tiers of support named 'Gold', 'Silver' and 'Bronze'.

2. Levels of financial support requested per tier are set out at **caringtogether.org/chss** along with publicity and benefits the charity can offer to the care home. The charity will seek to provide all benefits as detailed to the very best of its ability, but may alter these in discussion with the care home if unforeseen or extenuating circumstances occur.
3. We kindly request that 10% of the pledged amount (e.g. £75 for Bronze level) is provided at least 14 days before the partnership start date to cover initial costs of Caring Together Charity providing the Care Home Supporter logo, pull up display and certificate.
4. The care home is requested to provide at least 50% of the agreed financial support by the end of the sixth month into the relationship. The care home will be invoiced by the charity for this amount, unless it has already been donated in other ways (e.g. via use of the Just Giving platform). If a proportion of 50% is outstanding, the care home will be invoiced for that sum.

   As an example:

   - In 26/27 a Silver level partner home would agree to raise or give £1,500 during the 12 month period. If no funds have been donated by the end of six months from the start date, they would be invoiced for £750.
5. At the discretion of Caring Together Charity, the charity may agree a small delay on the invoicing in C. 3. For example, if a large fundraising event is to be held seven months into the partnership.
6. The charity requests that the full agreed amount is donated within six weeks of the end date of the partnership. We will invoice you to request any outstanding amount after the end date of the partnership.

D. Support from Caring Together Charity

1. Each care home supporter will be given a named contact person at the charity to liaise with. This will be a member of the Fundraising team. The relationship will work best if the care home also identifies a named person to liaise with the charity.
2. The charity will seek to provide friendly, helpful support to the care home with fundraising at all times.
3. The charity will provide support with fundraising in the form of guidance, tips, ideas and free resources (such as balloons, bunting and loaned tablecloths with the charity logo).

E. Nature and purpose of the relationship

1. The Care Home Supporter Scheme facilitates a philanthropic relationship between a Care Home in Cambridgeshire and the charity, with potential added business benefits to the care home. The charity is not a business or marketing partner and can make no commitment to ensuring business benefits to the care home.
2. Caring Together Charity does not endorse or recommend any residential care setting or home. Supporting the charity via the Care Home Supporter Scheme does not entitle a care home or care home provider to be endorsed or recommended by the charity.
3. For clarity in communicating with unpaid carers, local families, and the community, all materials and web pages with content about the Care Home Supporter Scheme will give wording to the effect of: "Joining of the Care Home Supporter Scheme by a care home does not constitute an endorsement, accreditation, or formal approval of the home's services or standards by Caring Together Charity."
4. Where a care home representative is entitled to attend charity hubs, similar wording to E. 3. will be given verbally by the responsible staff member at the hub session attended by any representative.

F. Approvals

1. Any media releases by the care home about the partnership should be provided in draft form for approval prior to circulation to **communications@caringtogether.org**.
2. Any media releases by the charity about the partnership will be provided to the care home in draft form for approval prior to circulation.

Partner with us:
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We aim to work with you for the support of unpaid carers, those they look after, and your local community. We would hope for fruitful and mutually beneficial relationships that ultimately ease the often immense pressures on unpaid carers locally.

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Caring Together Charity

Registered with FUNDRAISING REGULATOR

A Network Partner of CARERS TRUST

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