



the CARE™ badge CIC

Introduction:

There are over 2 million social care workers and 7 million more unpaid carers in the UK today*. With each carer supporting at least one person, **over a quarter of the UK population** is either providing or receiving care outside of a hospital environment every day. The daily impact of care is even greater, given the significant number of family members of those working in or receiving care, as well as the suppliers and employees that assist the sector across the UK.

These social care champions deliver this service each day, no matter if it's a holiday for the rest of the population or if the weather is adverse and travel is difficult. Unfortunately, they often do so with minimal or no financial reward and without the public interest and support that other care professionals reasonably enjoy.

It is time to raise the public profile of this crucial service and the esteem in which it and its participants are held. To this end Care England, everyLIFE Technologies and latterly the National Care Forum (NCF), launched the CARE badge initiative as a unifying symbol of pride and quality in care.

Genesis of the CARE badge:

The CARE badge was born on the 19th March 2019, while listening to Professor Martin Green, Chief Executive of Care England, highlight the challenges faced providing care and the unfortunate message that the Secretary of State for Health and Social Care inadvertently sends to those involved by only wearing an NHS lapel badge. The Chairman of everyLIFE Technologies, sitting in the audience turned to his colleague and said, "We should work with Care England to change that". The CARE badge was officially launched on the 26th & 27th June at the Residential & Home Care Show at ExCeL London.

Wearing the CARE badge – a unifying symbol of pride and quality in care:

While the CARE badge is personal to every individual wearer, common benefits include:

- showing your involvement with and/or support of care in its many forms
- building a team spirit within a widely distributed care community
- a personal commitment to quality in care
- an invitation to start conversations about care
- to encourage recruitment and retention
- to reinforce the size and importance of this often-overlooked community

Please post pictures of individuals and groups with badges on "Caring, Wearing and Sharing" using @theCAREbadge and #badge4CARE on Twitter, Facebook, Instagram and LinkedIn.

How to get CARE badges and display trays:

The CARE badge and display trays are sold to companies, charities and other organisations by the CARE badge CIC (community interest company). They are not sold to the public directly. Badge purchasers are both from the care industry and also those national corporations/organisations interested in supporting care workers and the carers in their own workforce, who then **distribute badges for free** to their employees and their customers (badges are not for resale).

Badge purchasers are also given the right to use the CARE badge logo in their marketing materials to highlight how much they too CARE.

Those badge purchasers with few employees or customer outlets can donate purchased badges to the **CARE badge “pool”**, that is distributed on their behalf to individual carers for free by the CARE badge CIC at care related events.

Orders can be placed online at <https://www.thecarebadge.org/buy-now/>. Badges cost £1 plus VAT, including P&P and there is a minimum order size of £100 with a choice of three fixing styles; butterfly pin, magnetic and brooch to suit both care and non-care settings. Display trays cost £2.50 plus VAT and orders of 500 badges or more receive a free display tray and become CARE badge Partners. Payment is only via online bank transfer.

All profits from selling CARE badges go to care related causes and charities:

The CARE badge CIC is administered and managed for free by everyLIFE Technologies who also donated the first 20,000 badges and 1,000 display trays. Costs incurred are therefore limited to the cost of badges, packaging and postage. All profits from the sale of CARE badges are distributed to care related causes and charities, suggested online by care workers and carers and selected by the CARE badge CIC charity committee, which is itself comprised of care workers and carers along with the CARE badge Board.

Grant nominations can be made online at <https://www.thecarebadge.org/grants/>

About the CARE badge Board:

Care England, a registered charity, is a leading representative body for independent care services in England. Working on behalf of small, medium and large providers, Care England speaks with a single unified voice for both members and the whole care sector.

everyLIFE Technologies Ltd provides a suite of care-planning software and apps, including the **PASSsystem** and **openPASS**, to the UK’s homecare, reablement and residential care sectors. everyLIFE is focused on serving the care sector and believes passionately in partnering with others to enhance the wellbeing of those receiving and providing care.

The National Care Forum (NCF) has been promoting quality care through the not-for-profit care sector for 25 years and has become a leading voice in the sector. The NCF ensures member interests are represented at all levels and are in constant contact with government departments, politicians and the media to ensure your message gets across.

Contact: Robin Batchelor at enquiries@thecarebadge.org

*1. Skills for Care: “The size and structure of the adult social care sector and workforce in England”, 2018.

2. Carers Trust: <https://carers.org/key-facts-about-carers-and-people-they-care-for>

3. Carers UK: <https://www.carersuk.org/news-and-campaigns/press-releases/facts-and-figures>