Robin Batchelor, everyLIFE
Professor Martin Green, Care England
Liz Jones, National Care Forum

The Care Show
Birmingham, 9th & 10th October 2019
“The badge was born on the 19th March 2019, while listening to Professor Martin Green highlight the lopsided message that the Secretary of State for Health and Social Care sends by only wearing an NHS lapel badge.”
Our unifying symbol of pride & quality in care

The CARE badge is for those:

1. PROVIDING
2. RECEIVING
3. SUPPORTING
## Social Care & Health Roles

<table>
<thead>
<tr>
<th>Role</th>
<th>Number Active (as at 2017/18 UK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Care workers</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Social workers</td>
<td>34,830</td>
</tr>
<tr>
<td>Hospice carers</td>
<td>165,000</td>
</tr>
<tr>
<td>Occupational therapists</td>
<td>48,000</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>66,000</td>
</tr>
<tr>
<td>Unpaid carers</td>
<td>7,000,000</td>
</tr>
<tr>
<td>NHS</td>
<td>1,674,000</td>
</tr>
<tr>
<td>GPs</td>
<td>174,000</td>
</tr>
<tr>
<td>Dentists</td>
<td>24,000</td>
</tr>
<tr>
<td>Opticians</td>
<td>12,000</td>
</tr>
</tbody>
</table>
The CARE badge for care professionals

• It’s inclusive – **If you CARE you can WEAR**
• Build a team spirit within our widely distributed CARE community
• Proudly show your personal commitment to quality
• Encourage retention and recruitment
• Not just for the workplace – raise awareness & appreciation of CARE
The CARE badge for unpaid carers

• Over 7 million unpaid carers, including 1 in 8 members of the UK workforce:
  - don’t like being labelled
  - are reluctant to talk about care
  - often lonely, can weigh on mental health

• No rules so wear the badge when it suits you:
  - identify yourself as a carer when at hospital
  - an invitation to be recognised or talk about care

• An opportunity for employers to show their awareness and appreciation

• Identify “care champions” in a company
It’s personal - It’s your CARE badge

Brilliant idea and we’ll be thrilled to acknowledge the wonderful work our carers do to make a difference.

As soon as I saw the CARE badge I wanted one. It makes me really proud and makes me smile too.

Totally agree with this cause; we’ve had the wrong kind of heroes for far too long.

Loving the CARE badge, wearing mine now.

I will wear mine when next discussing contracts with the council.

My badge is an invitation to talk about CARE.

Would be great to see the Sec of State for Health & SOCIAL CARE wearing this alongside his NHS badge.

This may not solve all our issues, but it can build a renewed sense of pride and identity.

A dinky little badge is a sweet idea but hardly pays the bills does it.
Raising money for care charities

• All profits go to care-related charities ~ over £20,000 raised since 26th June launch

• Nominated by YOU so get involved (enquiries@thecarebadge.org)

• Selected by a cross section of carers working with the CARE badge board
Our CARE badge Charity Committee

- Ranking 8 carer nominated causes in our first quarterly assessment
- Making our first distribution of £8,000 split between the top three care related causes
How to get CARE badges

• Buy online at www.thecarebadge.org
• Butterfly pin, magnetic or brooch
• £1 + VAT per badge including P&P
• Minimum £100 order
• Orders over £500:
  A. receive a badge display tray
  B. your logo or name added to the CARE badge “Partners” web page
• Or free to individual carers at care events
“Pool” CARE badges

- Donate extra badges to the CARE badge “pool” to be provided free to individual carers on your behalf

- CARE badges are available for free today at:
  - Stand H35
  - Stand G35
  - Stand B50
Care, wear & share ~ over 76,000

@theCAREbadge

#badge4CARE
Secretary of State for Health & Social Care

CARE badge details and ordering from www.thecarebadge.org

Contact the CARE badge via enquiries@thecarebadge.org
Distributions to Care Related Causes and Charities

• 100% of profits go to care related causes and charities
• Below are estimated worked examples of a £100 and a £500 CARE badge order as at 8th October 2019.
• Between 31% and 45% of the order value is estimated to be ultimately available for distribution (subject to badge type, order size and tax rate etc.)
• The amount and timing of any distribution is also subject to prudent working capital management
• These estimates are indicative only & subject to significant change without notification (see Disclaimer)

Example of a £100 CARE badge order (estimate & subject to change)*

<table>
<thead>
<tr>
<th>Badge Type</th>
<th>Badge Supplier Cost**</th>
<th>Display Tray</th>
<th>Packaging</th>
<th>Label</th>
<th>Post</th>
<th>Tax***</th>
<th>Total Cost</th>
<th>Available for Distribution</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterfly Pin</td>
<td>£39.60</td>
<td>Not Included</td>
<td>£0.15</td>
<td>£0.08</td>
<td>£4.48</td>
<td>£10.58</td>
<td>£54.89</td>
<td>£45.11</td>
<td>45%</td>
</tr>
<tr>
<td>Magnetic</td>
<td>£57.60</td>
<td>Not Included</td>
<td>£0.15</td>
<td>£0.08</td>
<td>£4.48</td>
<td>£7.16</td>
<td>£69.47</td>
<td>£30.53</td>
<td>31%</td>
</tr>
<tr>
<td>Brooch</td>
<td>£43.20</td>
<td>Not Included</td>
<td>£0.15</td>
<td>£0.08</td>
<td>£4.48</td>
<td>£9.90</td>
<td>£57.81</td>
<td>£42.19</td>
<td>42%</td>
</tr>
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</table>

Example of a £500 CARE badge order (estimate & subject to change)*

<table>
<thead>
<tr>
<th>Badge Type</th>
<th>Badge Supplier Cost**</th>
<th>Display Tray</th>
<th>Packaging</th>
<th>Label</th>
<th>Post</th>
<th>Tax***</th>
<th>Total Cost</th>
<th>Available for Distribution</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterfly Pin</td>
<td>£198.00</td>
<td>£2.50</td>
<td>£0.46</td>
<td>£0.08</td>
<td>£16.85</td>
<td>£55.98</td>
<td>£273.87</td>
<td>£226.13</td>
<td>45%</td>
</tr>
<tr>
<td>Magnetic</td>
<td>£288.00</td>
<td>£2.50</td>
<td>£0.46</td>
<td>£0.08</td>
<td>£16.85</td>
<td>£36.98</td>
<td>£344.87</td>
<td>£155.13</td>
<td>31%</td>
</tr>
<tr>
<td>Brooch</td>
<td>£216.00</td>
<td>£2.50</td>
<td>£0.46</td>
<td>£0.08</td>
<td>£16.85</td>
<td>£50.66</td>
<td>£286.55</td>
<td>£213.45</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Order value exclusive of VAT (this will change to inclusive of VAT in November 2019). **Order badge cost inclusive of VAT. ***Corporation Tax at 19%.
**Disclaimer**

Whilst the CARE badge CIC (the company) has provided its expectations of the amount of money available for distribution to care related causes and charities this is based on the information available to it at the time. It has based its expectations on reasonable assumptions made at the same time. The company will make reasonable endeavors for it to be the case, however, factors within and beyond the company’s control could render the expectations inaccurate including but not limited to the cost and availability of badges, the retail price of badges, taxation, the minimum amount of money available for distribution to care related causes or charities or the timing, frequency and value of these distributions.

The company may make changes to statements of expectation in the future without obligation to monitor them on a frequent basis.

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