

## Testimonials

The Business Breakfast during their Wednesday morning meeting at Beaverbrooks House



### The Business Breakfast

“ Since we moved our Networking Group to Blackpool Carers Centre in June 2018 it has become very clear that it was the right decision. The positivity that comes from the centre and all the staff that work there gives all of our businesses a great boost every week. The members have loved getting involved with fundraising events to help to have a positive effect on our community. Not only is it rewarding to know we are contributing to the support of this great charity, but it gives our members exposure too, helping them to build integrity as a business. We feel that The Business Breakfast and Blackpool Carers Centre has been a match made in heaven as we are both helping and supporting our local area. ”

### Spire Fylde Coast Hospital

“ Working with Blackpool Carers Centre continues to be a pleasure as well as giving focus to the hospital's fundraising events. Our team are pleased to support a local charity that provides such valuable services and which also provides us with many community networking opportunities in terms of events and social media reach. ”



- 1 in 7 UK employees is a carer.
- The significant demands of caring mean that 600 people give up work every day to care for an older or disabled relative.
- 3 in 5 people will be carers at some point in their lives in the UK.
- The economic value of the contribution made by carers in Blackpool is £301m a year.
- By 2030, the number of carers will increase by 3.4 million (around 60%).
- 56% of young adult carers in college or university are struggling because of their caring role.
- 1 in 5 people aged 50-64 are carers in the UK.
- 1 in 5 children of secondary school age are young carers.
- Children as young as 5 are providing care to a loved one.



To make a donation to provide respite for our carers  
Text **BLACKPOOLCARERS to 70085**  
to give £5\*

\*Texts charged at your standard network rate

OR

JustGiving



If you would like to become a Caring Corporate, or require more information, please contact Terry Hodkinson, Head of Business Development and Fundraising on **01253 393748** or email: [terry.hodkinson@blackpoolcarers.org](mailto:terry.hodkinson@blackpoolcarers.org)

Blackpool Carers

Beaverbrooks House, 147 Newton Drive, Blackpool FY3 8LZ

[www.blackpoolcarers.org](http://www.blackpoolcarers.org)



## Blackpool Carers Centre

Quality • Passion • Respect

Charity No. 1114558

# Benefits of becoming a Caring Corporate



Identify carers in your workforce, help them to access appropriate support at the right time, improve staff retention, recruitment and wellbeing.



## Why should you become a Caring Corporate?

In Blackpool, thousands of people juggle a significant caring role alongside their working life.

The chances are that most working carers just 'get on with it'. The challenge comes when a caring role becomes excessive or overwhelming. This is the time when a valuable member of your team may take sick leave or even leave your company.

No one asks to become a carer, we're often not prepared for the role, but many of us will take on the care of a family member at some point in our lives.

The impact of caring can be all encompassing, but, for many carers going out to work each day is what helps them to maintain a sense of identity and routine.

As an employer, being armed with knowledge and information about how to support staff who are caring helps you to retain your best people!

Carers are, after all, pretty good at time management, prioritising, problem solving and communicating on different levels; all of these qualities you need to keep on your team!

Working with Blackpool Carers will help you to identify carers, help them to access appropriate support at the right time and improve staff retention, recruitment and wellbeing.



Marks and Spencer donated and built a new garden shed during their 'Spark Something Good' Campaign

## Corporate Packages

Once you reach any of the targets below, you will receive the benefits associated with each package. This could be a donation from your organisation or set a goal for your team to raise throughout the year. Think of the fun they will have whilst lifting team morale and building stronger relationships.

### Bronze - £500

- Caring Corporate presentation
- Fundraising Pack full of creative ideas to get you started
- Fundraising Barometer for you to update to show your progress
- Collection boxes/buckets
- Magazines for your staff room
- Quarterly Blackpool Carers newsletter/update via email
- Invite to The Business Breakfast
- Receive Blackpool Carers information for your staff noticeboard
- Certificate of partnership level

### Silver - £2,000

All the benefits of the Bronze Package above, plus

- You will be offered sponsorship opportunities at our events
- Rocco to attend events
- More than 'a tick in a box' for your ethical policy
- Bi-monthly contact
- Feature on the Corporate Partner noticeboard at Beaverbrooks House

### Gold - £5,000

All the benefits of the Silver Package above, plus

- 6 weekly contact
- Your logo on our website
- Volunteering opportunities for your team
- Our logo on your letterhead

### Platinum - £10,000

All the benefits of the Gold Package above, plus

- Monthly contact
- Quarter page advert in one issue of our triannual magazine, Caring Times (print run 9,000 copies)
- Prime seating at our annual fundraising Ball

## Diamond - £20,000

All the benefits of the Platinum Package above, plus

- Half page advert in 3 issues of our triannual magazine, Caring Times (print run 9,000 copies per issue)
- Prime seating at our annual fundraising Ball plus 4 free tickets

## What are the benefits of becoming a Caring Corporate?

By becoming a Caring Corporate, you will:

- Create a positive business image and good reputation
- Increase staff morale through team building activities
- Demonstrate that you are a carer friendly organisation
- Support a vital service for unpaid carers in your community
- Receive signposting for carers within your workforce, so that that they feel recognised, valued and supported
- Demonstrate that you take your Corporate Social Responsibility seriously
- Receive tax benefits by donating goods and/or giving financial support to a charity

## Ways you can support Blackpool Carers

- Corporate donations
- Employee and customer fundraising
- Event sponsorship
- Cause related marketing initiatives
- Volunteering opportunities
- Pro-bono work
- Rent rooms within Blackpool Carers for meetings, away days and events
- Use Rocco's Outside Catering

