

The people
Carers turn to

**CROSS
ROADS
CARE**

Richmond & Kingston
upon Thames

The Face of Dementia

'One minute we were planning travels for our early retirement, the next we were receiving a diagnosis of young-onset dementia. I was falling to pieces inside as I was handed leaflets about power of attorney.'

Rosamund

Annual Review 2021-2022

Crossroads Care | Richmond and Kingston upon Thames

A registered charity and network partner of Carers Trust,
we have been caring for our local community for over 34 years.

Patron: Rt Hon Sir Vince Cable

Leadership and Management

Through their wealth of experience, knowledge and professionalism, our senior management team and Board of Trustees provide ongoing strategic leadership and support.

Trustees: there are currently six Trustees on the Board. Their different backgrounds offer extensive expertise to our organisation, and we are exceptionally grateful for their ongoing support.



Chief Executive Officer (CEO):

Julie Da Costa has a background in psychology, impact analysis and the care sector, and has worked for Crossroads Care Richmond and Kingston upon Thames for over 20 years.



Chief Operating Officer (COO):

Rachel Tawadrous has devoted her career to the care sector and has worked for our organisation for over 30 years.



Care Manager:

Nicola Wilson has worked for over 20 years within the health/social and youth sector, and our organisation for the past three years.

We have always been proud to say that our organisation has had a consistently low staff turnover rate.

Care Support Workers:

Of our 26 highly trained, paid, and experienced Care Support Workers, seven have worked for us for over 10 years.

Volunteers:

We have 24 regular volunteers who all bring a wide range of experience and knowledge to the team. Eighteen of them have been volunteering for Crossroads for more than 10 years. They support our organisation through our outreach community-based projects, office administration and bespoke work.

Friends of Crossroads:

We have over 50 Friends of Crossroads (supporters).

Staff Milestones:

10 years: Veronica Bridger, Care Support Worker and Caring Café Support Worker (1st November 2021)

21 years old: Young Ambassador Elliott turned 21 this year.

In 2021-2022, we delivered over 45,713 hours of care and support to over 991 Carers and the people they care for, often those most at risk, vulnerable, socially isolated and affected by the current financial climate.

Cover: Rosamund and Michael Newton at York House Gardens, Twickenham. **Cover and article photo:** Nicola Chapple. **Other photos:** Crossroads Care Richmond and Kingston upon Thames

Crossroads' very own *Baby Boom!*

Congratulations to all our wonderful new Crossroads Care mums. From left to right: Sansha Dsouza, Magdalena Szypulska, Alice Bailey, Danielle Way, Natalia Pilarska (left), Antonia Da Costa all welcomed babies this year.



Chair and CEO Foreword

Thank you for reading our Annual Review 2021-2022.



Despite the ongoing challenging times for the not-for-profit sector, we are very pleased to report that this financial year has yet again been positive. We have achieved well against the strategic aims of our Plan for 2018-23 and have continued to move our organisation forward into a new improved financial position.

The Covid-19 pandemic, now considered the most significant challenge for the UK since World War II, continued to dominate much of 2021/2022 and impacted our services. While the past few years have proved to be especially difficult for everyone, this is particularly true for Carers and those they care for, as the long periods of isolation and lack of support have disproportionately affected this group.

As a proactive and regulated provider, our response to the pandemic was immediate and impactful, as we set about and continued to amend and adapt our home and community respite and care services to meet the new and existing needs of our local community. As we saw our waiting list double over the past year, it became clear that our services have become even more in demand, with many Carers reporting a significant deterioration in both their own mental and physical health and well-being and that of the people they care for. We are noting marked increases in people requiring our support much earlier in their caring roles and those with young-onset dementia, together with people taking on a caring role for the first time, while others who were previously coping are now saying they are at breaking point.

As we emerge from many of the issues that the pandemic presented us with, we are now faced with new challenges associated with the sharp rise in the cost of living (especially energy and fuel prices) which are hitting both our Carers and our team hard. Allowing for inflation, comparably wages plummeted by 4.5% in April, the biggest fall since records began in January 2001, while inflation has jumped to a 40-year high of 9% (Job Centre Plus). The steep rise in the costs of living, fuel costs and local emission charges is leading to changes in lifestyle, increased anxiety, worry and concern, and for many, real financial instability.

Given these and other challenges related to the care sector and

frontline workers — including regular Covid testing, self-isolation and working for long periods with restrictive, protective clothing — as Chair and CEO, we would like to pay tribute to our amazing team of staff and volunteers. They have delivered exceptional care and support to meet the new and existing need for our services while overcoming the many obstacles during this turbulent period in our history. Our response to the pandemic would not be possible without the dedication and proficiency of the team, who always go the extra mile.

In the year under review, the charity continued to adapt, strengthen, and improve the services we offer to clients, to help meet local need and demand.

Over the years, Crossroads Care has positioned itself strategically across the borough. A network partner of national Carers Trust and regulated under the Care Quality Commission (CQC), we work with service users and stakeholders to influence service innovation and growth. We are committed to sustaining growth, and with the support of core funders, sponsors, Friends of Crossroads, and partners, we have continued providing high-quality home and community services where needed, particularly to those most isolated, vulnerable, and often outside the statutory framework.

We are especially thankful to our core funders, Richmond Parish Lands Charity, Hampton Fund, The Barnes Fund, The Victoria Foundation, and the London Borough of Richmond upon Thames, together with BBC Children in Need and The National Lottery.

We are again grateful to our Trustees who, through their wealth of experience, knowledge, and expertise, provide ongoing strategic leadership and support. Our immense gratitude also goes to our team of dedicated Care Support Workers, volunteers and supporters who constantly seek to deliver high standards of care and support to those in need.

Thank you for your commitment and dedication and working so very hard to support Carers.

With thanks,

Peter Adcock (Chair) and Julie Da Costa (CEO)

Communities Together Award 2021: We were thrilled to win the award at the London Borough of Richmond upon Thames Community Heroes Awards event, which recognises the contributions and achievements of local people towards making the borough a better place to be.

Photo: Julie Da Costa, CEO, Rachel Tawadrous, COO, and Trustee Margaret Dangoor received the award from Cllr Piers Allen, Lead Member for Richmond Adult Social Care and Health, at a ceremony in March 2022.



P J Greeves, Crossroads Care Trustee 2009 – 2015

In Memoriam: P J Greeves

“PJ was a remarkable person; his open and friendly manner was uplifting for all at Crossroads. His acknowledgment of his own mental health furthered his dedication to support others and help reduce the stigma for people who struggle to manage their lives.

“As Treasurer, he helped guide the charity with his extensive financial experience as a leader within the international corporate sector. He was truly a genuine and caring proud Irish man, and we were so sad to hear that he has passed away.”

Eleanor Willett, Trustee and former Crossroads Care CEO

Who We Are and What We Do

I am delighted to be a Patron of Crossroads which does a wonderful job supporting Carers and those who need care. The pandemic has been a massive challenge and the Carers who kept going, shielding the vulnerable, were heroic.

Rt Hon Sir Vince Cable, Patron



Veronica Bridger, in action at the Caring Café, celebrating 10 years as Café and Care Support Worker with Crossroads Care.

Who We Are

Crossroads Care Richmond and Kingston upon Thames is a key provider of high-quality bespoke home and community respite care services for Carers and the people they care for. We have cared for babies, children, young people, adults and older people with all disabilities, and their families, for over 34 years in Richmond, and Kingston since 2011.

We provide vital services to those often hard-to-reach families and Carers – often outside the statutory framework. More recently, those most affected by COVID-19 – those socially isolated, most vulnerable, at-risk, and financially affected.

[They] provided seamless levels of high-quality care. People could not praise the competence, professionalism and the way staff performed their duties highly enough. CQC 2019

A network partner of national Carers Trust, we work with service users and stakeholders to influence service innovation and growth. A non-profit organisation, we are the lead organisation for Carers, regulated under the Care Quality Commission (CQC) and Carers Trust, which ensures we provide a quality and safe service.

We are recognised as a 'Centre of Excellence' under the Carers Trust quality mark and were rated GOOD, and OUTSTANDING for 'well-led' in 2019 by the CQC.

This meant service leadership was exceptional and distinctive. Leaders and the service culture they created drove and improved high-quality, person-centred care. CQC 2019

Who is a Carer?

A Carer is a person of any age who provides unpaid care and support to a friend or family member who, due to illness, disability, a mental health problem or an addiction cannot cope without their help. Carers can be Parent Carers, Young Carers, Young Adult Carers, Distant Carers, Older Carers, Double Carers (Carers who also have health needs) or 'Sandwich Carers' (often caring for older relatives and children).

What We Do

Our organisation provides specialist, high-quality and bespoke home and community care and support services that give Carers and their cared-for peace of mind. We provide integrated support services and place the needs of Carers and the people they care for at the heart of everything we do, in relation to local priorities and need.

Our core services are:

Respite Breaks. Our highly trained and experienced Care Support Workers provide support within the home and community, giving unpaid Carers an essential respite break from their caring role and allowing them to take time out, attend appointments or spend time with family and/or friends.

Specialist Groups/Advice. Monthly sessions and regular discreet/interpersonal support and professional advice to manage personal and unfamiliar tasks. These meetups help to develop friendships and support networks.

Signposting (information/advice). Ensures Carers are aware of (local and national) services and relevant information.

Age/Carer-Friendly Communities. So, the role/contribution of unpaid Carers is better recognised.

These are accessible through:

Commissioned Services: through Health and Social Care Contracts

Charitable Provision: typically providing 1:1 free respite support (a minimum of two hours per week)

Private or Match Funding: often through direct payments



For more information on our services, please head to our website:

www.crossroadscarer.org





Our Vision and Values

Objectives

Crossroads Care is committed to providing practical and emotional support in the home and community in order to enable Carers to have a break from their caring responsibilities.

Our Vision

For the role and contribution of unpaid Carers of all ages to be recognised, and for them to have access to the support and services they need to live their own lives.

Our Mission

Crossroads Care seeks to:

- Provide services that respond to the needs and desired outcomes of Carers and those they support
- Work with service users and other stakeholders to influence service innovation and growth

Philosophy of Care

We respect the individuality of Carers and those with care needs, and seek to promote their choice, independence, dignity and safety. We believe Carers should have access

to high-quality bespoke services that enable them to fully benefit from a break from their caring responsibilities.

We respect the privacy and personal choices, lifestyles, customs, cultures, and values of each person who receives a service and seek to involve Carers and their cared-for in this process.

Crossroads Care Richmond and Kingston upon Thames:

- Seeks to provide a high-quality, person-centered, and user-led service
- Ensures our staff are trained, supervised, and supported to deliver high-quality services to people with a wide range of disabilities and illnesses
- Seeks to provide a flexible service, delivering care and support when it is most needed
- Is committed to continually improving the services we provide and carries out two annual service user satisfaction surveys

The staff induction and mandatory training was of a very high calibre that enabled staff to support people and meet their needs in an outstanding way. CQC 2019

We provide specialist-quality home and community care and support services that give Carers and their cared-for peace of mind.

*Photograph posed by models.

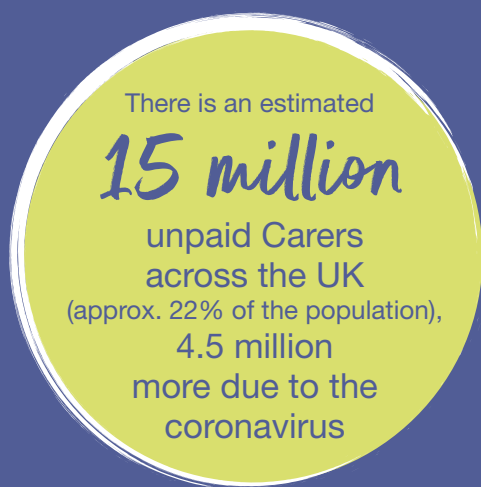
If you would like to support our work, contact:

www.crossroadscare.org | 020 8943 9421



The Environment and Challenges

Across the UK



132bn
per year

Financial Cost
of Caring

3 in 5
people

are expected to become
Carers by 2031

47%

of Carers struggle
to make ends
meet; cutting
back on food and
heating to cope

72%

of Carers have
suffered mental
ill health

61%

of Carers have
suffered physical
ill health as a
result of caring

93%

of Carers say they do not
receive enough support

The Local Picture



22%

are Older Carers
aged over 65 years

2,000
or 0.6%

people with
dementia (rest of
London 0.5%)

74%
anticipated
increase

in those aged 65
between 2018
and 2035

Martin 2021, suggested

Lack of investment in home-based and community services risks increased health service utilisation, higher cost in the longer term and a reduction in well-being and healthy life expectancy.

- **CARING** Over 80% of home care in the UK is undertaken by a hidden unpaid workforce of over **15 million** remarkable individuals, worth a staggering **£132bn per year**.
- **IMPACT** Caring takes a huge toll on the mental and physical health and well-being of Carers.
- **COVID-19** and the long periods of isolation have disproportionately affected Carers and the people they care for.
- **LOCAL PICTURE** Ageing population, multiple health needs, dementia, double Carers (Carers who also have health needs), complex multiple health conditions; increase in social isolation across socio-economic groups.
- **OBSTACLES** Carers can often be 'hidden' and 'hard-to-reach' and at risk of breakdown: 23% refuse care due to concerns over quality and the cost of care which demonstrates a clear need to provide high quality services that effectively meet the health needs of Carers and the people they care for.
- **CARE STAFF CRISIS** Care roles are far more than minimum wage jobs and we need to go further to attract, retain and develop a talent pool for the future.

If you would like to support our work, contact:

www.crossroadscarer.org | 020 8943 9421



Our Aims and Impact: Delivering a Better Future For Carers

Aim of the Organisation

Crossroads Care Richmond and Kingston upon Thames is a specialist voluntary organisation supporting Carers — giving them ‘time out’ for themselves, by providing high-quality bespoke care and support to those they care for.

Our services are aimed at the ‘caring’ experience: preventing breakdown/crisis and improving quality of family life by providing respite breaks, signposting (information and advice) and practical/emotional group support.

Our Services

Our core services and community projects reflect local need and commissioning health and social care priorities in the London boroughs of Richmond and Kingston upon Thames, and enable us to deliver improved outcomes, in line with the NHS Outcomes Framework and **Promoting Well-being and Independence**.

We address three specific areas by providing essential respite breaks from our highly skilled, familiar, motivated, experienced and trained Care Support Workers.

1. Improved Mental/Emotional Health

We aim to reduce the negative impact caring has on the mental and emotional health of Carers and the people they care for.

2. Improved Emotional Well-being by reducing social isolation and feelings of stress, fear, anger, depression, and worry, and increasing support and network/friendships, self-confidence/esteem, awareness, and better coping strategies.

3. Improved Physical Health through regular breaks, time out, the ability to attend appointments (GP, hospital, etc) and engagement in social/informative groups. We are also helping to raise awareness of Carers’ needs and increase local support.



8-18 year olds with SEND take part in karate lessons with sensei Antonio Sakim at our ever popular Saturday Club.

Carers are telling us that the following will make a real difference to their lives:

1. More financial support
2. Better support for the person they care for
3. A break from providing care

Source: Carers Trust — *Pushed to the Edge*, 2021



Our Impact and Feedback from Carers

- 100% felt **“Better Supported”** and **“Improved Mental Health, Communication and Social Network.”**
- 100% of service users felt positively about the Crossroads Care service they received, and the reliability and care received from the allocated Care Support Workers. **“Crossroads is the best organisation that I have ever come across in years. The Care Support Workers that come in show that they care as much as the Carer does – it’s more than a job to them.”**
- 100% would not make any changes to their visits. **“The only thing I would change about my Crossroads visits, is I wish there were more of them.”**
- **“Every one of the Crossroads Care Support Workers who have visited Dad are absolutely wonderful. They are kind and thoughtful, and always give Dad 100% attention with outings, games, gardening, singing, chatting and that’s only a few examples. Thank you, Kaya, Sarah, and Angela – you make such a difference to Dad’s life.”**
- **“Crossroads have been a Godsend in my life. When I first made contact with them, they became my entire life. I had nothing and they were there for me. I was so isolated and they gave me a connection with the outside world.”**
- **“The real strength in Crossroads is that the staff care for the Carer as well as the person they care for. It makes you feel important, that you’re part of a supportive network.”**
- **“Our son is just loving the dancing and karate at Saturday Club. I have wanted to get a special educational needs dance class for years, and never found anything. It really helps his coordination and dyspraxia.”**

Source: Crossroads Care Quality Assurance forms 2021-2022



If you would like to support our work, contact:

www.crossroadscare.org | 020 8943 9421



Our Home and Community Services

Core Regulated Care Services

We extend our services beyond our charitable provision, providing private and commissioned services through contracts from health and social care providers e.g. NHS, Continuing Care, Adult Social Services and Achieving for Children. We also hold the Emergency Respite Services for the London Borough of Richmond.

Our Core Services are accessible through:

- **Charitable Provision.** Typically providing 1:1 free (to the Carer) respite support (a minimum of two hours)
- **Core Grants.** Hampton Fund, Richmond Parish Lands Charity, and The Barnes Fund
- **Private or Match Funding.** Through our charitable provision and often through direct payments
- **Commissioned Services.** Through Adult and Children Health and Social Care Contracts (free to the Carer) — through health and social care providers

We provide specialist home and community support including:

Children's and Adult's Services Our team cares for babies, children, teenagers, adults, and the elderly with behavioural, emotional and/or medical needs (including dementia care).

Complex Care Our 1:1 complex and palliative respite care services within the home give unpaid Carers an essential break from their caring role.

Emergency Respite Care For almost 20 years, we have provided Emergency Respite Services and Support for the London Borough of Richmond.



One of our parent Carers doing a yoga session with her daughter, led by our Crossroads Care holistic therapist.

Our Community Projects

Caring Café. For Carers caring for people with dementia. It was 'showcased' as an example of excellence in the government's 2008 strategy document, *Carers at the heart of 21st century families and communities*.

Children's Saturday Club and 'Time Out'. For 8-18-year-olds with SEND (special educational needs and disabilities). Running for over 20 years in September 2021; run in close association with Clarendon and Strathmore Schools.

Men Who Care/Dads Who Care. Monthly social groups for male Carers. Run in close association with Day Centres, Achieving for Children and CAMHs.

Carers Café. For Carers and former Carers. Run in close association with Day Centres and the Alzheimer's Society.

The Transition Project. Six-week life skills course for 15-18-year-olds (inc. Young Carers) with SEND. Run in close association with Clarendon and Strathmore Schools.

Therapy Rooms. Many Carers often feel that self-care isn't as important as caring for their loved ones. For this reason, we wanted to create a space specifically for them. Therapies and respite care are offered subject to availability and funding, though can also be purchased privately. Our two therapy rooms are funded by The Victoria Foundation.

Talking Therapy Room. For talking therapists, counsellors, psychotherapists, and similar practitioners.

Holistic Therapy and Treatment Room. Offering stress-release massage treatments.

Carers' Book Club. Run on a monthly basis by local author, editor and Crossroads Care Media and Communications Officer, Fiona Mitchell, the Carers Book Club is a great way for Carers to take time out and develop new friendships.

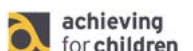


Some of our male Carers enjoying a summer night out at one of the Dads Who Care monthly meetups.

Community Care Services

Every day we work with the local council and other voluntary and statutory partners, and over the years we have identified specific 'hidden' and 'hard-to-reach' groups. Together with local and national funders, we have been able to extend our services to cover the needs of our local community, of all ages and disability.

Thank you to our core funders for enabling these projects:





A Carer's Voice: Rosamund's Story

Rosamund's husband, Michael, had just turned 60 when he was diagnosed with Alzheimer's. Here, Rosamund shares her journey and the profound difference Crossroads Care has made to both their lives.

By Fiona Mitchell, Crossroads Care Media and Communications Officer

'When Michael was diagnosed with Alzheimer's, two weeks after his 60th birthday, the shock of it was like being slapped in the face. It was the worst diagnosis I could have imagined.

'I was falling to pieces, but Michael was calm because now he knew why he was struggling to collect his thoughts and kept repeating things — before, he had thought he was going mad.

'The hospital didn't support us. One minute, having just closed our business — a Soho cocktail bar — we were planning to go travelling, the next the hospital were pointing us in the direction of a young woman with a tray of leaflets about power of attorney. It was horrible.

'As time went on, I realised how lonely caring is, especially when you're caring for someone with young-onset Alzheimer's. The activities on offer are for older people and we feel as if we don't belong. It's like looking into the future, one I'm not ready to face.

'When Michael was still able to do things independently, he went along to a get-together for people with dementia and everyone ignored him, thinking he was the Carer waiting for an elderly relative.

'The hardest thing about being a Carer is that you're not just dealing with the terrible loss you feel, but you have to manage the grief of the other person. I can see the sadness in Michael's face and have taken on his grief as well as my own. There are some days when the pain is so extreme that it feels physical.

'Further devastation came when Michael was diagnosed with Posterior Cortical Atrophy (PCA), a rare condition most often caused by Alzheimer's, affecting vision and mobility. I can't leave Michael alone for a second because he can't see properly and ends up injuring himself. I didn't know who to turn to for help.

'Our GP told me about Crossroads Care, but the thought of leaving Michael with someone I didn't know really worried me. It was the dementia nurse who persuaded me, saying, "if you're burnt out,

who's going to look after Michael?"

'From the outset, Crossroads were professional and reassuring. And just before Christmas 2021 one of their Care Support Workers, Angela, began visiting Michael which allowed me to go out. Because Angela cared for her father who had dementia, she knows what I'm going through. I don't know of anyone else who supports Carers in the way that Crossroads Care do.

'No matter what's happening with me or Michael, Crossroads are always there and I am so grateful.

'We have to do the small things that bring us joy in life — going for coffees and walks — and with the great support of Crossroads, we take each day as it comes.'

Rosamund and Michael's story challenges the traditional concept of dementia. It also highlights the complexity of caring, and the growing need for relevant and specialist support for Carers and people living with young-onset dementia.

When a person develops dementia before age 65, this is known as 'young-onset dementia' which affects over 42,000 people in the UK.

Given the statistics for the London Borough of Richmond (2,000 or 0.6% people with dementia), together with increased demand for our services, it is important that we adapt to meet this new need, and continue to provide timely specialist support and respite interventions.

Julie Da Costa, CEO, Crossroads Care

Photo: Rosamund with her husband, Michael

20 years of Supporting the Local Community

“The agency played a huge role in the community, running and participating in many projects, through well-established working partnerships that promoted people’s participation and reduced social isolation.”

CQC 2019

With thanks to our core funders, here are some of the highlights of:

The Saturday Club



Staff and young people helping to celebrate 20 years at the Saturday Club.

Initially set up in conjunction with Clarendon School, the Saturday Club opened its doors for young people with SEND for the first time in 2001.

Activities: dance, football, creative arts and karate. Karate went weekly in 2014, and grading started. Presently, several young people are well on their way to achieving their black belts!

Annual Events: have included trips to Whipsnade Adventure Park, Strawberry Hill Golf Club, and football at Brentford FC; art classes at Orleans House, Twickenham; Haven Holidays, and the Christmas Panto.

Young Carers with SEND: in 2008, after identifying some attendees as Young Carers, with funding from Comic Relief, we developed a ground-breaking ‘toolkit’ called ‘Time Out’. This helped other professionals to identify Young Carers with SEND. <http://www.crossroadscareruk.org/wp-content/uploads/toolkit.pdf>

Special Guests: have included Sir Vince Cable, Baroness Jenny Tonge and TV and radio presenter Jenni Falconer.

Julie Da Costa, CEO: ‘With funding from our three local supporters, I opened the club on Saturday 25 September 2001. I’m so proud it’s still going after two decades, as it makes such a profound difference to the lives of some of our most vulnerable children. Well done all.’

Saturday Club Member: ‘I felt alone with all my problems weighing me down, but have developed friendships at the Saturday Club where I can be myself. I’m in a different place now, and know that if I fall, or things become too much, Crossroads will always be there to catch me.’

The Caring Café



Trustees Eleanor Willett and Margaret Dangoor celebrating 20 years of the Caring Café.

The first of its kind in London, the Caring Café began in partnership with the Alzheimer’s Society in 2001, offering a meeting point, support, and respite care for people with dementia and their Carers.

Special Guests: included two visits from Princess Alexandra, in 2004 and again in 2007. Regular visitors have included Sir Vince Cable and mayors and councillors.

Fish and Chip Events: a café highlight, funded via the Friends of Barnes Hospital.

Music: visiting musicians always lift the spirits of café attendees.

Carers Support Group: is a place where Carers can receive information and advice and meet other Carers in a similar situation.

Gaye Goulding, Adult Senior and Café Lead: ‘It’s been a privilege to meet and work with Carers and their cared-for at various stages on their dementia journey and to have watched many friendships being formed.’

Rachel Tawadrous, Chief Operating Officer and Café Coordinator: ‘The most important thing is that the café’s relaxed atmosphere allows Carers and people with dementia to feel welcome and supported and find friends to help them along the dementia journey.’

Café User: ‘Caring is a lonely situation, but there’s always people to listen at the wonderful Caring Café. There isn’t anyone else like Crossroads. The level of support they offer feels absent everywhere else.’

With thanks to the funders, past and present, of both these projects



Financial Snapshot 2021-2022

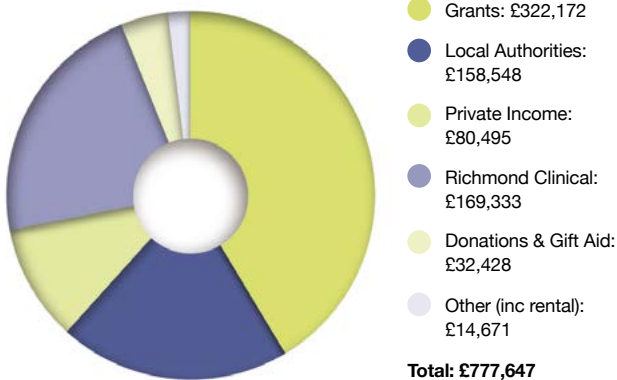
Income and Expenditure for the year ended 31 March

	2022	2021
Total Income from all Sources	£777,647	£739,540
Less: Total Expenditure	(£755,377)	(£707,069)
Net Income (Deficit) for the Year	£22,270	£32,471
Reserves Brought Forward	£189,615	£157,144
Total Funds Carried Forward	£211,885	£189,615

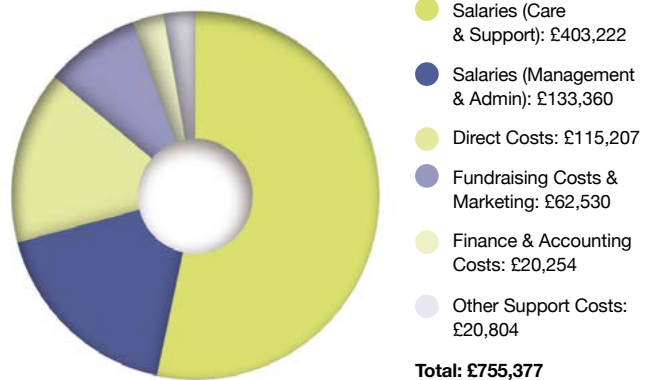
Balance sheet as at 31 March

	2022	2021
Fixed Assets	£313,308	£313,552
Debtors	£45,726	£53,452
Cash	£191,860	£153,454
Less: Current Liabilities	(£179,874)	(£160,138)
Long Term Liabilities	(£159,135)	(£170,705)
Total Assets Carried Forward	£211,885	£189,615

Income 2022



Expenditure 2022



Major Fundraisers

As we face the daunting challenges within the current economic environment and move towards 2022-23, sponsorship, fundraising, volunteering, and donations have become even more important to us.

London Landmarks Half Marathon. On 1 August 2021 our holistic therapist Jess West and volunteer Juliet Dexter ran for The Victoria Foundation, raising £2,361 for us.

The Victoria Foundation Winter Ball. An online auction held at this festive event on 11 December 2021 raised £14,000 for Crossroads, allowing us to provide a mental health and well-being support programme for Carers, and children with disability.

Christmas Hamper Appeal. Our 2021 festive hamper appeal raised £1,725, allowing us to lift the spirits of more than 50 older Carers by delivering luxury hampers. The children of St Mary's and St Peter's School, Teddington, designed Christmas cards, making the hampers extra special.

Press-up Appeal. After being named karate student of the year 2021, Saturday Club member Milan, 17, did a challenging 101 press-ups in a row in March 2022, raising £300 for the club.



Photographs clockwise from top left show: Crossroads Care holistic therapist Jess West and volunteer Juliet Dexter; the Victoria Foundation Winter Ball celebrations; karate student of the year Milan, and 95-year-old Vera receiving her Christmas hamper.



Looking Ahead

**CROSS
ROADS
CARE**

Richmond & Kingston
upon Thames

As we move further into 2022-2023, our biggest challenges ahead are to maintain and continue to secure the financial and staffing stability of the organisation so we can meet:

- **The new need.** Our waiting list has doubled over the past 12 months, with over 155 Carers waiting for urgent support (30 of whom are over 80 years of age)
- **National/local staff challenges/needs.** Recruitment, retention, and salaries in relation to the significant rising costs of living
- **The changing need.** Carers in their 60s-70s (who were previously managing) are now at breaking point, and earlier onset dementia
- **The level of support required.** With the rise in the ageing population, people who are living with more than one long-term condition and dementia-related health problems, together with the impact of COVID-19, our services have never been more in demand.

We will continue to:

Grow in a sustained manner through secure long-term and stable grants so we can continue meeting local need.

Improve our financial status, reserves and income which is crucial to the financial stability of our organisation.

Expand and/or develop existing and new services by growing our business revenues, margins, and reserves.

Deliver high quality services that meet the needs of Carers and the people they care for.

Help Carers and their cared-for to have a 'voice' in the community.

Secure and/or build upon and expand our quality services and projects to meet the health and social care needs of Carers and the people they care for.

Develop and maintain our people, including our partnerships, to ensure that the necessary and appropriate organisational, governance, financial and staff structures are in place to support the pursuit of our objectives.

Increase our social impact and profile through measurement, marketing and quality standards and accreditations.

Continue to work closely with local commissioners and other health and social care service providers and the voluntary sector to sustain, promote and develop services, knowledge and relationships.

Our Strategy

- We continue to promote and expand our services, projects, and relationships with our partners.
- As our aim is to provide affordable services, we continue to promote and offer match-funding. This will allow us to support more people.

How You can Help

- Every donation, large or small, helps Crossroads Care to improve the lives of Carers and the people they care for
- Funding will help us directly reduce our long waiting list – to support individuals and families and Carers both emotionally and practically through their caring experience
- £20 will buy 1 hour of high-quality emergency respite support
- £10 will enable a Carer and their loved one to attend one of our community-based projects

Easy Ways to Give

- Fundraise as an individual, school or corporate using www.justgiving.com to create a fundraising platform
- Make a regular or one-off donation via: <https://xero.gocardless.com/pay/co/GEN3398333991>
- Volunteer for the charity
- Join us by becoming a Friend of Crossroads, and attend our AGM and help influence strategy https://www.crossroadscarerk.org/wp-content/uploads/CRC_Child-leaflet-2022.pdf
- Follow us on [Facebook](#) and/or [Twitter](#)
- Make a regular or one-off donation. Call 020 8943 9421 or visit www.crossroadscarerk.org/donate



Get in Touch

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Sources: Care and Support Alliance (CSA) – A cry for hope: why 2021 must be the year for social care reform • Dementia Health Needs Assessment (Prevention and Care), London Borough of Richmond upon Thames (LBRUT) 2019 • LBRUT Richmond Carers Needs Assessment (Commissioning and Quality Standards Division, Adult Social Services), Feb 2019 • Carers Trust, Pushed to the Edge, Dec 2021 • The Homecare Deficit 2021