

The people  
Carers Turn to

**CROSS  
ROADS  
CARE**

Richmond & Kingston  
upon Thames

# Annual Review 2022-2023



## The Hidden Value of Care

*"I wanted to make a difference,  
but never for one minute did  
I imagine just how working  
for Crossroads Care would  
enhance my life too."*

**Danielle Way, Saturday Club  
Lead and Senior Care  
Support Worker**

**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 35 years.

**Patron: Rt Hon Sir Vince Cable**

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

# Leadership *and* Management

Through their wealth of experience, knowledge and proficiency, 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 intrinsic 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 four years.

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

#### **Care Support Workers:**

Of our 27 highly trained, paid, and experienced Care Support Workers, 31% have worked for us for over ten years.

#### **Volunteers:**

We have 24 volunteers who bring a wide range of experience and knowledge to the team. Eighteen of them have been volunteering for Crossroads for more than ten 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:**

**20 years:** Kay Howden, Care Support Worker and Caring Café Support Worker (30th July 2022)

**70th Birthday:** Carole Coyle, Caring Café Volunteer (12th June 2022)

**21st Birthday:** Olivia Keadell, Care Support Worker (29th June 2022)

**30th Birthday:** Alice Bailey, Operational Care Coordinator (9th July 2022)

**70th Birthday:** Rachel Tawadrous, COO (6th Nov. 2022)

**During Volunteers Week, human resources expert Jane Vines, talked about just what it takes to be a trustee for Crossroads Care Richmond and Kingston upon Thames.**

When asked, “**what does being a charity trustee bring to your life?**” Jane, who joined the charity in 2019, said: “I immediately felt that this was a brilliant gem of a charity with a fantastic team of people who it would be a privilege to serve alongside and be inspired by. It’s a win-win where I use and develop my skillsets and experience while seeing clearly how the charity makes a positive difference to people’s lives.”



## Welcoming our

### New Ambassador – actress Jacki Piper!



Jacki, who made her name by starring in the *Carry on* films including *Carry on Matron*, has a remarkable connection to the charity.

She also appeared in a TV show called *Crossroads*, from which Crossroads Care originated. The show featured a storyline in which motel owner Meg Richardson, played by Noele Gordon, looked after her disabled son, Sandy. This created such interest among real-life carers that programme makers ATV donated £10,000 towards a caring-for-carers pilot scheme, which was to become the start of Crossroads Care branches across the country.

More recently, Jacki’s husband, Douglas, who was diagnosed with Alzheimer’s back in 2015, was cared for by our charity, so Jacki knows all too well the challenges that face carers and how we support them.

“It is a privilege to become the ambassador for such a wonderful charity. I cannot praise highly enough the work that Crossroads Care does to support carers. I was bowled over by the team, who are so kind and cared so well for my husband Douglas,” says Jacki.

“I’m so pleased to be able to highlight the important work that Crossroads Care does to support carers,” says Jacki. “The charity is amazing.”

# Chair and CEO Foreword



Thank you for reading our Annual Review 2022-2023.

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

While the past few years have been difficult for everyone, this is particularly true for carers and the people they care for who have been disproportionately affected by Covid-19 and the new financial climate.

We have seen our waiting list almost double over the past year, meaning that our services have never been more in demand, with many carers reporting a significant deterioration in both their own and their loved ones' physical health and mental well-being. We are noting a marked increase in people with early-onset dementia and unpaid carers either requiring support much earlier in their caring role or taking on caring for the first time. Others who were previously coping are now saying that they are at breaking point. The need for 'a break' in the form of high-quality respite support, is the overarching request from unpaid carers.

As a proactive and regulated provider, responding to these additional pressures remains our central focus as we continue to amend and adapt our home and community respite and care support services to meet the new and existing needs within our local community.

Thanks to funding from Richmond Council and South West London Integrated Care System, we were able to provide additional support to those most vulnerable and at-risk throughout the winter months, offering a comprehensive seven-day-a-week Hospital Discharge and Winter Response Programme. This included a Warm Hub for those most at-risk during the cold spells. Our skilled staff team were also able to provide health checks, information, advice, risk assessments, and implement winter safety plans.

Increasing pressures on the home care sector, together with the national staffing crisis, and the soaring cost of living, fuel costs and local emission charges have led to changes in lifestyle and increased anxiety for both service users and staff, and is a high priority for the charity, as we continue to adapt our services to meet local need while also enhancing our staff well-being offer.

As Chair and CEO, we would like to pay tribute to our amazing and dedicated staff team who have, and continue to, overcome many of the challenges presented during this turbulent period in our history and who constantly seek to deliver high standards of care and support.

We are also grateful to our trustees who, through their wealth of experience, knowledge, and expertise, provide ongoing strategic leadership and support.

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 our service users and stakeholders to influence service innovation and growth.

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

We are committed to sustaining growth, and with the support of core funders, sponsors, Friends of Crossroads, and partners, we continue to provide high-quality bespoke home and community services, 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, the London Borough of Richmond upon Thames, BBC Children in Need, The National Lottery, and our social and health care partners.

Thank you all for your continued support.

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



**In 2022-2023, we delivered over 53,839 hours of care and support to over 1,010 carers and the people they care for, of all ages and disabilities, often those most at-risk, vulnerable and socially isolated.**

## Become a Friend of Crossroads Care

Why not join us in our mission and help us reach even more carers by becoming a Friend of Crossroads?

Visit [https://www.crossroadscareruk.org/wp-content/uploads/CRC\\_Adult-leaflet-2022-1.pdf](https://www.crossroadscareruk.org/wp-content/uploads/CRC_Adult-leaflet-2022-1.pdf)

# Who we are

*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**

## Who We Are

Crossroads Care Richmond and Kingston upon Thames is a key specialist voluntary organisation supporting carers, giving them time-out for themselves, by providing specialist, high-quality bespoke home and community care and support to 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 35 years in Richmond, and Kingston since 2011.

We provide essential services to those often hard-to-reach families and carers – often outside the statutory framework. More recently, those most affected by COVID-19 and the soaring cost of living – 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, and regulated under the Care Quality Commission 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*

## What We Do

Our organisation provides specialist, high-quality bespoke home and community respite care and support services, for carers and the people they care for, of all ages and disability, including behavioural, emotional and/or medical needs, as well as dementia care and palliative care.

A key regulated provider and network partner of Carers Trust, we provide integrated support services, in relation to individual and local need, together with health and social care priorities.

We aim to reduce the negative impact caring can often have on the physical health and mental well-being of the carer and the person they care for, by providing:

### Core services:

**Respite Breaks.** Our highly trained and experienced care support workers provide 1:1 respite support within the home and community, giving unpaid carers an essential respite break from their caring role, enabling 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, resources and relevant information.

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

### Our services are accessible through:

**Commissioned Contracts:** through Health and Social Care – for both children and adults

**Charitable Provision:** typically providing 1:1 free/affordable 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.crossroadscareruk.org](http://www.crossroadscareruk.org)



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### 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 or 'sandwich carers' (often caring for older relatives and children).

## Our Vision, Mission and Values

### 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
- Help create a stronger, more connected and carer-aware community
- 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 (including children) 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 bespoke home and community respite care and support services, placing the needs of the carer and the people they care for at the heart of everything we do.**

**If you would like to support our work, contact:**

[www.crossroadscare.org](http://www.crossroadscare.org) | 020 8943 9421



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# The Environment and Challenges

## Across the UK



## The Local Picture



*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.*  
**The Homecare Deficit 2021**

- **CARING** Over 80% of home care in the UK is undertaken by a hidden unpaid workforce of **10.6 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 COST OF LIVING** The long periods of isolation together with the additional stresses and worries around finances have disproportionately affected carers and the people they care for.
- **LOCAL PICTURE** Ageing population, multiple health needs, dementia, double carers; 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, 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** NHS trusts are struggling to discharge people from hospital due to lack of capacity in social care and community services (ITV News, 2021), with care workers leaving faster than they can be replaced (Townson, 2021).  
Care workers are feeling undervalued compared with equivalent roles in the NHS and are not only exhausted after the COVID-19 pandemic, but are now being hit hard by the significant rise in the cost of living.

If you would like to support our work, contact:

[www.crossroadscareruk.org](http://www.crossroadscareruk.org) | 020 8943 9421



## A Paid Carer's Voice:

# The Hidden Value of Care

**When Saturday Club Lead Danielle Way joined Crossroads Care as a care support worker five years ago, she wanted to make a difference, but never for a moment did she imagine just how working for the charity would enhance her life too**

“For as long as I can remember, I’ve always gone out of my way to help people, but it wasn’t a deliberate choice to become a care support worker, a job which I absolutely adore.

“I always knew that working behind a desk wasn’t for me. I was bullied at school and felt that I had so much to give back. Initially, however, I trained as a hairdresser. It was so poorly paid though, so when a leaflet about care support work dropped through my door, I decided to give it a go.

“I started working in domiciliary care which involved making food and giving medicine to often older people living alone in their homes. We did half-an-hour calls, which I felt were too short. I could sense their isolation and loneliness and it broke my heart every time I left, rushing out of the door to my next client.

“Working for Crossroads Care couldn’t be more different. Each visit is at least two hours long, which means you have time to really get to know the people you are supporting. I’ve worked with some families for many years now, and you feel like you make such a difference to their lives. That’s special.

“Every day is different, from taking an older person shopping or helping them work an appliance which they can’t fathom. There’s a lot of listening and often we have a good laugh!

“There’s also a lot of career development at Crossroads and the training is next to none. It’s a great place to work, in so many ways. I’ve been able to work around raising my young family, without putting my career and personal development on hold.

“Over the years, Crossroads has trained me to work with children and young people with complex care needs, to become a trainer (where I train staff in moving and handling), as well as becoming the lead at our Saturday Club for children and young people with special educational needs (SEND).

“At the club, we provide a safe environment and expand each young person’s experience – be it through dance, karate or crafts. You get the privilege to see and be a part of positive change, helping to keep the family together, often through challenging times.

“Being able to make such a profound difference to people’s lives is one of the many reasons I couldn’t imagine working anywhere else. We are proactive and listen.

“There’s never a dull moment. We have recently opened a 16+ group, after parents consistently told us that once their children



Photo: Danielle Way by iJudge Photography

leave school, they fall through a massive black hole with all their usual support systems coming to an end, at a time when they need more support than ever. It was so exciting being able to share this news.

“I’ve learnt so much and have also gained several qualifications, including a National Vocational Qualification, Level 3 in Health and Social Care.

“The charity doesn’t just care about its clients and the community, the staff team are really important to them too. Like most people, I’ve had personal challenges and the team are so supportive.

“We have many social events where staff come together, such as summer drinks and a Christmas meal and dance – it’s so much fun!

“Crossroads is an employer like no other; they look after you and care about you. I visit our therapy rooms and have a massage. I also participate in office yoga which helps me unwind and take timeout for myself which is a challenge when you work and also have a young family. The health and well-being offer benefits the whole family too, with private health care and a gym membership.

“Crossroads has helped me to far exceed what I thought I was capable of, and I feel so lucky to work here.”

***The health and well-being of our staff team is of utmost importance to the charity, helping to ensure that they live better both in their personal lives and at work, especially during these unprecedented and difficult times.***

**Julie Da Costa, CEO, Crossroads Care**

**If you would like to support our work, contact:**

[www.crossroadscare.org](http://www.crossroadscare.org) | 020 8943 9421



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# Our Services *and* Aims: Delivering a Better Future For Carers

Crossroads Care Richmond and Kingston upon Thames provides the specialist, high-quality bespoke home and community respite care and support services that give carers and the people they care for, of all ages and disability, peace of mind.

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

- **Provides direct support to the 'neediest' families**
- **Supports carers and families through crisis or challenging periods, together with a respite break**
- **Ensures effective integrated working, information sharing and signposting**



Photo: A Crossroads specialist mentoring client by iJudge Photography

## Organisation Aims

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**.

By addressing **four (4) specific areas**, our services enable us to provide better outcomes within this already especially vulnerable and socially isolated group.

**We aim to reduce the negative impact caring often has on the mental and physical health of carers and the people they care for, through:**

- 1. Improved Mental/Emotional Health** through regular breaks, timeout, and improved support and social engagement/friendships, carers are better able to cope with the demands of their caring role, ultimately helping to prevent burnout and breakdown. Helping carers to lead more active, independent, and healthy lives that are rich and fulfilling.

- 2. Improved Emotional Well-being** by reducing social isolation/loneliness and feelings of stress, fear, anger, depression, and worry — promoting responsive relationships and emotionally safe environments. Increasing support and network/friendships, self-confidence/esteem, awareness, and better coping strategies.

- 3. Improved Physical Health** breaks enable carers to attend appointments (GP, hospital, etc) and engagement in social/informative groups promotes better mental health and self-care. We are also helping to raise awareness of carers' needs and increase local support.

- 4. Respond to Care/Support Needs; Provide High-Quality Bespoke and Flexible Respite Care and Support** we do this by providing essential home and community respite services, which ensure carers receive a much-needed break from their caring role, delivered by our highly skilled, familiar, motivated, experienced and trained staff team.

## Our 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 (AFC), to carers and the people they care for, of all ages and disability, providing:

**Children's, Adults' and Older Persons' 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.

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

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

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



# Community Services

**20 YEARS**  
of Supporting  
the Local  
Community

*The agency had a highly developed professionals' network that enabled seamless joined-up working between services based on people's needs, wishes and best interests. CQC 2019*

We work closely with the council and our voluntary and statutory partners, to strive to meet the needs of carers and the people they care for. We have been able to identify specific 'hidden' and 'hard-to-reach' groups, and over the year, with the support of local and national funders, we have been able to develop specialisms and extend our services, to cover the needs of our local community of all ages and disabilities, to include:

**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.** For 8-18-year-olds with SEND. Running for over 20 years in September 2021; run in close association with SEND schools.

**Men Who Care/Dads Who Care.** Monthly social groups for male carers. Run in close association with Day Centres, AFC and Children and Adolescent Mental Health Services (CAMHS).

**Carers Café.** For carers and former carers. Run in close association with our community partners.

**Mental Health and Well-being Support Programme**  
For carers, parents carers, children with disability and the Crossroads' staff team – specialist workshops, individual and group mental health and well-being sessions and therapies.

**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.

**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 timeout and develop new friendships.

*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*

## New Community Services

**16+ Saturday Group.** For young people with SEND. We started the group after becoming increasingly aware that older members of our Saturday Club still very much need our support as they start a new journey into adulthood facing all the challenges that come with that transition.



Sascha, now 17, pictured here, who we have been supporting since he was eight years old, attends the new group, meaning that he gets to continue with the karate lessons there that he so loves.

**Specialist Mentoring Service.** Three-year project for young people with complex needs, focusing on holistic, preventative, and sustainable support interventions – working with the family as a whole. Run in close association with AFC and CAMHS.

**The Carers' Emergency Hospital Discharge Respite Service.** We are continuing our work with Kingston Hospital to ensure better outcomes for carers, by helping to facilitate a smooth and timely discharge from hospital. Thanks to funding from the London Borough of Richmond, this new initiative is supporting carers and/or the person they care for across a range of services in hospital and back home in the community.

**Winter Response Programme 2022-2023.** With the soaring cost of living, we stepped in to offer a comprehensive Winter Response Programme which included a Warm Hub for carers and the people they care for. Thanks to grants from Richmond Council and the NHS (South West London Integrated Care System), the charity opened its doors throughout the winter months, Monday to Friday, offering fresh soup as well as a range of hot drinks, fruit, and biscuits.

Focusing on our waiting list and those most isolated, vulnerable and at risk during the cold spells, we also offered free health checks from our registered nurse, and our experienced, skilled, and trained staff team provided information and advice, risk assessments, winter safety plans and more.

Thank you to our core funders for enabling these projects:



# Outcomes *and* Highlights

“Crossroads is the best organisation that I have 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.”

## Delivering Better Outcomes for Carers

By providing high-quality bespoke respite care and support, our services enable us to meet positive outcomes within this already especially vulnerable and socially isolated group. Our robust monitoring and Care Quality Assurance evaluation tools for 2022-2023 revealed:



Photo: Sensei Antonio Sakim with the Saturday Club karate club by iJudge Photography.

### Improved Physical Health

- Almost 90% reported improved physical health, with 80% feeling ‘less exhausted’

*“We only have really positive things to say about the karate. I didn’t ever think that A would get to a stage of being able to go for grading — this shows the amazing teaching and patience of Tony. A’s mobility, coordination, motor skills, listening skills and his ability to learn a sequence have all improved significantly.”*

### Improved Mental/Emotional Health

- 100% reported improved mental health – saying they felt less trapped, helpless and depressed and experienced fewer negative thoughts and feelings

*“If my mental health continued at its decreasing slide and Crossroads weren’t there, I truly fear the potential critical consequences of my thoughts and actions. I hope they remain here to help people in need for many years to come.”*

### Improved Well-being

- 100% felt ‘Better Supported with ‘Improved Communication and Social Networks’

*“Crossroads have been a Godsend in my life. When I first contacted 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.”*

*“Yoga is not only a physical unwind, but time away from everyday stresses and emotional space. And usually after a session, I have slept better.”*



## Respond to Care Needs

- 100% of service users felt positively about the Crossroads Care service they received, and the reliability of, and care from, the allocated care support workers.

*“I could write pages expressing profound thanks for the professional support received from Crossroads. Instead, I simply offer heartfelt appreciation for the compassionate understanding of the severely difficult responsibilities of carers.”*

## SOME HIGHLIGHTS 2022-2023



**50 years of Crossroads –** We celebrated 50 Years of Crossroads Care at the Carers Trust event at the Old Bailey in March 2023.



**Hampton Hill Theatre –** Members of the Crossroads Care Saturday Club for children and young people with SEND had the most wonderful time when they saw *Guardians of The Pantoverse* at Hampton Hill Theatre in December 2022.



**Annual General Meeting (AGM) –** Our AGM in October last year brought together our wonderful staff team as well as our patron Sir Vince Cable and the Mayor of Richmond amongst many other guests.



**Queen’s Jubilee –** There was celebration cake and bunting aplenty when we marked the Queen’s Platinum Jubilee in a special way by throwing parties across our community outreach projects in June 2022.



**Our Carers’ Book Club** enjoyed a lively discussion about books in June 2022 when BBC Radio 4 broadcaster and presenter of ‘A Good Read’, Harriett Gilbert visited us!

## Thanks to our funders and supporters:



# Financial Snapshot 2022-2023

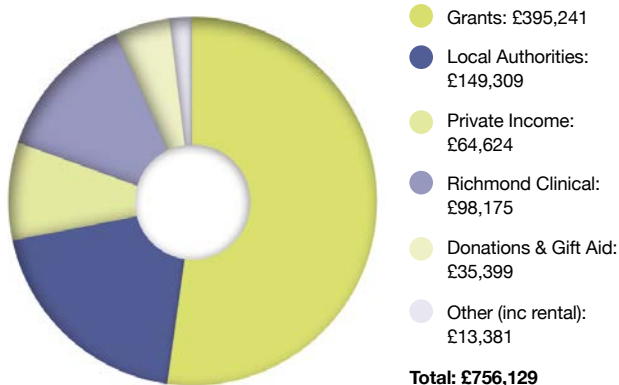
## Income and Expenditure for the year ended 31 March

	2023	2022
Total Income from all Sources	£756,129	£777,647
Less: Total Expenditure	(£677,392)	(£755,377)
Net Income (Deficit) for the Year	£78,737	£22,270
Reserves Brought Forward	£211,885	£189,615
Total Funds Carried Forward	£290,622	£211,885

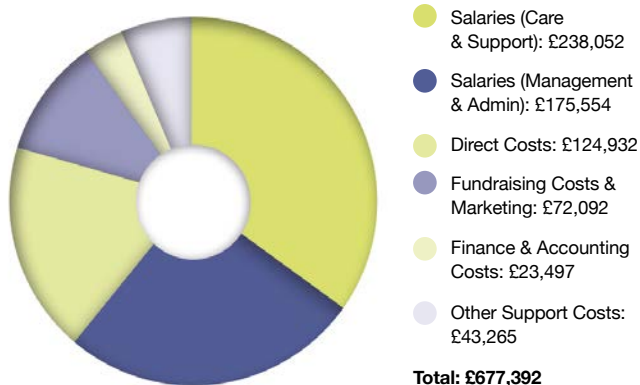
## Balance sheet as at 31 March

	2023	2022
Fixed Assets	£306,841	£313,308
Debtors	£52,806	£45,726
Cash	£303,811	£191,860
Less: Current Liabilities	(£220,783)	(£179,874)
Long Term Liabilities	(£152,053)	(£159,135)
Total Assets Carried Forward	£290,622	£211,885

### Income 2023



### Expenditure 2023



## Major Fundraisers

As we face the daunting challenges within the current economic environment and move towards 2023-24, sponsorship, fundraising, volunteering and donations have become even more important to us.

**London Landmarks Half Marathon.** On 3rd April 2022, Katie Cass ran in aid of The Victoria Foundation and Crossroads Care Richmond and Kingston upon Thames, raising more than £300 for our charity.

**The Victoria Foundation Crystal Anniversary Ball.** An online auction held at this festive event on 10th December 2022 raised an amazing £16,000, enabling us to continue providing our vital mental health and well-being support programme for carers and children with disability.

**Christmas Hamper Appeal.** Our 2022 festive hamper appeal raised an incredible £2,803, allowing us to lift the spirits of more than 50 older carers by delivering luxury hampers to them. The children of St Mary's and St Peter's School, Teddington, designed Christmas cards which made the hampers even more special.

**Charity of the Year.** We are delighted to have been selected as Adcock Financial's Charity of the Year, 2023. The Richmond and Nottingham-based company is fundraising for Crossroads Care, and the money raised will help to provide ongoing, vital services for isolated, often vulnerable carers.



Photographs clockwise from top left show: fundraiser Katie Cass; The Victoria Foundation Crystal Anniversary Ball 2022; staff at Adcock Financial; 92-year-old Joyce receiving her Christmas hamper



# Looking Ahead

**CROSS  
ROADS  
CARE**

Richmond & Kingston  
upon Thames

As we move further into 2023-2024, 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 continues to increase, based on local carers' needs, many waiting for urgent support (many over 80 years of age)
- **National/local staff challenges/needs.** Recruitment, retention, and salaries in relation to the significant rising cost of living
- **Address the changing need.** Carers in their 60s-70s (who were previously managing) are now at breaking point, and young onset dementia
- **The level of support required.** With the growing ageing population, people living with more than one long-term condition and dementia-related health problems, together with the impact of COVID-19 and the rise in the cost of living, 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](http://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](https://www.crossroadscarerk.org/wp-content/uploads/CRC_Child-leaflet-2022.pdf)



## 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 • I care, Carers Week report on unpaid carer identification, June 2023 • Carers UK's State of Caring survey 2022