

CROSS ROADS CARE

Richmond & Kingston
upon Thames



Celebrating Friends of Crossroads



Annual Review 2024-2025

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 38 years.

Patron: Rt Hon Sir Vince Cable



crossroadscarerkerk.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 eight 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 25 years.



Chief Operating Officer (COO):

Rachel Tawadrous has devoted her career to the care sector and has worked for our organisation for over 35 years.



Operations Manager:

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



Care Manager:

Valentina Murzilli joined us in 2024 and has a strong foundation in healthcare, having previously worked as both a nurse and a practice manager.

Despite the current staffing crisis within the home care sector, we are pleased to say that we have successfully recruited and inducted a number of new care support workers and volunteers over the last 12 months.

Care Support Workers:

We currently have 29 highly trained and experienced care support workers.

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 ten years. They support our organisation through our outreach community-based projects, marketing/fundraising, office administration and bespoke work.

Friends of Crossroads:

We have over 50 Friends of Crossroads (supporters).

Staff Milestones:

25 years: Francis Ring-Davies

10 years: Chair of the Board of Trustees, Peter Adcock

60 years old: Tandiwe Sithole, Care Support Worker

30 years old: Tyler Freddino, Care Support Worker

21 years old: Mark, Young Ambassador

More information can be found about our staff and volunteers at:
crossroadscareuk.org/meet-the-team

In 2024-2025, we delivered over 49,467 hours of care and support to over 1,434 carers and the people they care for, of all ages and disabilities, often those most at risk, vulnerable and socially isolated.

Chair and CEO Foreword

Thank you for reading our 2024–2025 Annual Review.

We are pleased to share our continued progress in what remains a challenging climate for the not-for-profit sector and home care industry. Despite ongoing pressures, we have achieved well on the goals set out in our new strategic plan for 2024-2029. This forward-looking vision builds on the strong foundations of the past five years and sets a clear course to deepen our impact across the borough.

The financial year presented a complex range of pressures — rising operational costs, unexpected

than ever. Our charity remains firmly committed to meeting these challenges head-on, supporting carers' mental and physical health and wellbeing — striving to reduce isolation and hardship.

As Chair and CEO, we warmly welcome all the new care support workers and volunteers who joined us this year and extend our heartfelt thanks to our entire staff team for their professionalism, resilience, and passion. We are equally grateful to our Board of Trustees for their expert guidance and steadfast commitment to strategic governance, risk management, and mission alignment.

As a Care Quality Commission (CQC) regulated provider, Crossroads Care plays a pivotal role in bridging local gaps and championing those most vulnerable — especially individuals at risk of being overlooked. We are deeply grateful to our core funders — Richmond Foundation, Hampton Fund, The Barnes Fund, The Victoria Foundation, The National Lottery, City Bridge Trust, the London Borough of Richmond upon Thames, and NHS South West and North West London Integrated Care System — whose continued support underpins our work.

As a long-standing network partner of Carers Trust, this year we proudly marked 50 years of unwavering service to unpaid carers. This milestone not only celebrates our shared legacy, but also deepens our commitment to learning, evolving, and improving in response to changing needs. Looking ahead, we will maintain our focus on sustainable growth, income diversification, and innovative partnerships to meet the increasing and changing demands in our community.

Finally, we are honoured that The Rt Hon Sir Vince Cable continues as our Patron, championing carers and raising awareness of their critical role in society.

To everyone who supports Crossroads Care — our trustees, ambassadors, staff, volunteers, funders, partners, and Friends of Crossroads — thank you for your dedication, compassion, and belief in our mission. Together, we will continue to make a meaningful difference in the lives of carers and those they care for.

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

**Stand
With Carers.
Make a Lasting
Difference.
Because Every
Hour They Give
Deserves a Lifetime
of Support.**



increases in National Insurance contributions, London Living Wage, workforce shortages, changing eligibility criteria, and growing demand, particularly among older carers and those supporting people with complex needs such as dementia. These factors contributed to increased waiting lists and service pressures, yet we responded proactively and successfully expanded our staff team. This growth has allowed us to enhance our capacity and maintain the delivery of high-quality, person-centred care amid significant uncertainty.

We ended the year with a small, carefully managed deficit, reflecting our deliberate investment in workforce development, wellbeing, and service adaptation. This prudent approach ensures we balance meeting urgent community needs with maintaining long-term financial sustainability. Alongside careful cost management, we implemented a multi-strand strategy to strengthen financial resilience, including launching a refreshed fundraising approach with our volunteer-focused Friends of Crossroads group, building new strategic partnerships, and strengthening our leadership capacity. We also maintained reserves aligned with our policy to ensure stability and flexibility.

Despite ongoing sector-wide challenges — such as rising costs, funding uncertainties, and the national workforce crisis — we made deliberate efforts to grow and support our team. Prioritising wellbeing and retention remained central to our approach, enabling us to continue delivering compassionate, consistent care. These workforce investments helped us navigate uncertainty and reaffirmed our long-term commitment to carers and the wider community.

Carers in our community often make profound personal sacrifices, giving up work, education, and social connections to care for loved ones. As the complexity of need increases and statutory support faces growing pressure, our role is more vital



With more carers than ever in urgent need of support, now is the time to act. Become a Friend of Crossroads and help us reach even more unpaid carers with the support they so urgently need. Your involvement can change lives.

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 respite 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 38 years in Richmond, and Kingston since 2011.

We provide essential services to families who are often hard-to-reach and 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 disabilities, 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 and mental health and emotional wellbeing 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:

crossroadscarer.org



Donate



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 service improvement 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:

crossroadscareruk.org | 020 8943 9421



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The Environment and Challenges

Across the UK



132bn
per year

Financial cost
of caring

2 in 3
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

*"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 physical and mental health and emotional wellbeing of carers.
- **COVID-19 AND THE COST OF LIVING** Cuts in disability benefits and 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 being hit hard by the significant rise in the cost of living.

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

crossroadscareruk.org



Donate

Friend of Crossroads Crosses the Finish Line for Carers

Our long-term volunteer and former client, 75-year-old Remo Grasso, completed the 2025 London Marathon to raise funds for three local charities, including Crossroads Care, which supported him during one of the most challenging periods of his life.



Though it had been over twenty years since his last race, Remo was inspired to run his third marathon after watching the 2024 event on television. Driven by a commitment to helping unpaid carers, he decided to take on the challenge once again.

"Caring is a cause very close to my heart," says Remo. "I had the longest goodbye with my precious mum, Flora, whose light and life faded due to the ravages of Alzheimer's. For many years, I was her full-time carer — often a torturous and lonely time — but I was blessed with the support of my dear sister, Vilma, and others, not least the absolute gold dust in the form of local charities such as Crossroads Care."

During those years, Remo experienced firsthand the essential role that local support organisations play in the lives of carers and their families. Crossroads Care provided him with essential respite, understanding and compassionate support.

Now retired, Remo continues to give back by volunteering regularly, but he wanted to go many steps further. Aware of the growing financial pressures facing the charitable sector, he chose to run the London Marathon once again — this time to raise essential funds for unpaid vulnerable carers.

"26.2 miles is a hell of a distance," he said during the lead-up to the London Marathon. "It's going to be gruelling, but I'm determined."



Indeed, on race day, Remo drew strength from the energy of the crowds, the support of staff from Crossroads and the other charities, as well as the cherished memories of his parents.

"I felt so moved by many of the other runners who had such guts and so much spirit. I kept thinking of my late mum and dad as I ran. I was surrounded by a swell of emotion and love not just from the other runners raising money for charity, but the spectators too. I had my name printed on my t-shirt and because of this, I kept hearing my name being called out and people cheering me on which was so inspiring."

By the twenty-mile mark, fatigue had set in, but Remo pushed through.

He says,

"I thought of what I'd gone through with my mum and that I was running for other people who are going through the same thing right now, as well as all the other carers and children that Crossroads supports too."

"When I crossed the finish line, I wasn't euphoric; I just felt quietly pleased and grateful that I was still able to walk, that I wasn't out of puff and that I wasn't in pain. It was such a relief!"

Most importantly, Remo reached and exceeded his fundraising target.

"I'm eternally grateful to everyone who contributed. Every donation — however big or small — is equally appreciated. They will all go towards helping these incredible charities to continue their good work. That's what running the marathon is all about for me. As I've said before, a minor detail in all of this is that I don't enjoy running — that's why I could never imagine doing the marathon and not running in aid of charity. Raising money to support unpaid carers and their loved ones made it all worthwhile."

Julie Da Costa, CEO, Crossroads Care:

"We are incredibly grateful to Remo for his dedication, generosity, and determination. Fundraisers like this don't just raise money — they raise awareness and bring our community together in support of unpaid carers. Every pound raised helps us continue to provide essential care and respite for those who are often struggling in silence. Remo's efforts really will make a lasting difference."

If you are interested in running an event for Crossroads Care or in volunteering, do please get in touch with our friendly team.

If you would like to support our work, contact:

crossroadscarer.org | 020 8943 9421



Become a Friend of Crossroads – Stand With Carers

Unpaid carers are the invisible backbone of our community – supporting loved ones day in, day out, often with little recognition or rest.

At Crossroads Care Richmond and Kingston, we provide essential services that are a lifeline. But with rising demand and financial pressures, we can't do it alone.

By becoming a Friend of Crossroads, you help us be there for unpaid carers who are always there for others.

Visit www.crossroadscareruk.org or call **020 8943 9421** to get involved.

Together,
**we can make
sure carers are
never alone.**



Donate to Crossroads – Make a Real Impact

Every donation helps us deliver expert care, respite, and support to families facing life's toughest challenges – making a lasting difference.

Why It Matters


In these challenging times, your generosity is more important than ever. With growing demand and limited resources, we need your help to continue delivering essential services – especially to those most vulnerable, socially isolated and at-risk.

Ways to Give:

- **Whether it's a one-off or regular contribution**
- **£28.50 a month = one hour of high-quality emergency respite support**
- **£120 a year = funds a full year of community engagement for a carer and their loved one**

Katie's story:

"Our daughter, Hebe, who is 16 and has autism and learning disabilities, loves going to the Crossroads Care Saturday Club where she can spend time with her friends and do activities like street dancing. It's a truly special place, with dedicated and compassionate staff and a range of activities for all ages and disabilities – that's why we became Friends of Crossroads." Katie, Mum to Hebe

 justgiving.com/charity/richmondcrossroads
or **Bank transfer:** Richmond upon Thames Crossroads
Sort Code: 20-72-33 **Account Number:** 60303542



Fundraise for Crossroads – Move for a Mission

From quiz nights to marathons, personal to team challenges – every act of generosity brings us closer to a world where unpaid carers feel seen, supported, and valued.

Why It Matters


Fundraising helps us reach carers who are often overlooked – those juggling school, work, and care responsibilities with little support. Every pound raised helps us offer respite, connection, and hope.

How You Can Help:

- **Join our Turks Head 10K Team for 2026**
- **Organise a community event or challenge**
- **Celebrate a milestone with a birthday fundraiser**
- **Run a raffle or quiz night in your local pub or community hall**

John's story:

"I ran the Turks Head 10K, aged 73, not for glory, but for gratitude. My wife Monica has Multiple Sclerosis, and the Crossroads Carers Café has been a lifeline for us both. Together with the other members of the Crossroads team, we raised over £2,600 – and a lot of smiles. With my whole family cheering from the sidelines, it was a wonderful day with lots of memories made." John, carer and fundraiser

Start your fundraising journey today and bring hope to families who need it most:
 crossroadscareruk.org/become-a-friend

For more information about Crossroads Care, please visit our website:

crossroadscareruk.org





Volunteer for Crossroads — Make a Real Difference

Join our friendly and passionate team of volunteers and help support unpaid carers in your community.

Why It Matters

Whether it's a few hours a week in our office, helping at a Carers Café, or supporting a local project, your time and energy can make a world of difference. With more carers joining our waiting list each week, your support helps us reach those who need it most.

How You Can Help:

- Lend a hand with admin, events, or fundraising
- Be a voice — promote us locally or become an ambassador
- Get involved at Carers Cafés, youth clubs, or community stands

Victoria's story:

"I've volunteered with Crossroads Care for over five years, initially during COVID and now weekly at the Carers Cafe. I've met amazing people, and the time I spend with the carers and their families is the highlight of my week. It's hugely rewarding, and you feel like you are absolutely making a difference. To anyone who's thinking of volunteering for Crossroads — I'd say go for it." Victoria, volunteer

Whatever your time or skills, we'll help you find the role that fits. Sign up:

👉 crossroadscareruk.org/volunteering



Corporate and Community Giving — Partner for Good

Support from local businesses, schools, and community groups helps us reach even more unpaid carers every year.

Why It Matters

Whether through fundraising, sponsorship, or creative partnerships, your support helps us deliver vital services to unpaid carers who are often stretched to their limits. Together, we can build a more compassionate and connected community.

How You Can Help:

- Choose Crossroads Care as your Charity of the Year
- Fundraise at school — Collis Primary School raised £400 with a simple cake sale
- Partner creatively — Shambles Restaurant donated £1.50 per Aperol Spritz during Carers Week

Peter's story:

"Partnering with Crossroads Care as our Charity of the Year has been deeply rewarding — not just for the lives we've helped change, but for the positive impact on our team culture. It's brought our colleagues together, inspired meaningful fundraising, and strengthened our connection to the community in a powerful way." Peter Adcock, Chair of Trustees and Managing Director, Adcock Financial

Big or small, your support makes a real difference:

👉 crossroadscareruk.org/become-a-friend

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



Photo: A Crossroads specialist mentoring client by iJudge Photography

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 disabilities, 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**

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 Wellbeing 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 physical and mental health and emotional wellbeing of carers and the people they care for, through:

- 1. Improved Mental 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 Wellbeing** 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 look after their own health and wellbeing. Carers can attend GP and hospital appointments and go to social events while Crossroads does the caring. 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 disabilities, 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.

***"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*

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

Our Community Projects: Building a more Cohesive Community for Carers

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. This has enabled us to identify specific 'hidden' and 'hard-to-reach' groups, and over the years, 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:

Dementia Inclusive Cafes



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*.

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

Services for Children and Young People

Children's Saturday Club. For 8-18-year-olds with special educational needs and disabilities (SEND). Running for over 20 years, in close association with SEND schools.



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 embark upon all the challenges that come with the transition to adulthood.

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 Achieving for Children (AFC) and Child and Adolescent Mental Health Services (CAMHS).

Other Community Projects

Men Who Care/Dads Who Care. Monthly social groups for male carers. Run in close association with Day Centres, AFC and CAMHS.



Mental Health and Wellbeing Support Programme.

For carers, parent carers, children with disability and the Crossroads' staff team – specialist workshops, individual and group mental health and wellbeing sessions and therapies.

Therapy Rooms. Many carers often feel that self-care isn't as important as 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, the Carers' Book Club is a great way for carers to take timeout and develop new friendships.

Peer Support Project. Crossroads Care offers tailored individual support for carers and/or the people they care for who are experiencing enduring mental health conditions. We assess, develop and deliver plans of support to carers that will optimise their ability to continue caring whilst maintaining their own health and wellbeing.

We work closely with the Community Mental Health Transformation Programme (CMHTP), Richmond Mind, and alongside South West London & St George's Mental Health NHS Trust (SWLSTG).

The aims of the project are to improve pathways and coordinated services for carers experiencing mental health issues, often as a direct result of caring. This new model of care has been developed to help remove barriers between primary and secondary care, promoting better integration between services, reducing waiting times and the number of people going into crisis.

New Community Services



Winter/Summer Response Programme 2024-2025.

With the soaring cost of living, we once again stepped in to offer a comprehensive Winter/Summer Response Programme which included a Warm/Cool 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/summer months, Monday to Friday, offering hot soup in winter, as well as a range of drinks, fruit, and biscuits.

We focused on our waiting list and those most isolated, vulnerable and at-risk during the cold/summer spells. Our nurse and experienced, skilled, and trained staff team also provided free health checks, information and advice, risk assessments, winter safety plans and more.

"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

Thank you to our core funders for enabling these projects:



Impact and Highlights

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 2024-2025 revealed:



Improved Mental/Emotional Health

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

“When I was introduced to Crossroads Care and the Dads Who Care group, it was life changing. The group helped me connect with other men whose lived experience mirrors mine, and they’ve become an extension of my family. They understand, and we help one another.”



Improved Physical Health

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

“Tom absolutely loves the karate at The Saturday Club for children and young people with SEND. It’s the one sport that

he’s stuck at, having been inspired by Tony, the club’s karate teacher. The sport keeps Tom healthy, boosts his confidence and makes him feel more relaxed. We’re so proud of him and tell him so.”



Improved Emotional Wellbeing

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

“The charity’s care support workers, who help me to care for Annabel, are highly trained, kind and positive. They celebrate all of her achievements including her super skill in reciting books word for word. They give me a proper break from my caring role and feel like family.”



Respond to Care and Support Needs through High-Quality Bespoke Services

- 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.

“Before Crossroads, I felt extremely isolated. Now I’m part of a community where people truly understand what caring means.”

Thanks to our funders and supporters:



“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.”

Some Highlights 2024-2025



Summer Wellbeing Day. Thanks to the NHS (SWL Health Inequalities Fund) and our core funders, Richmond Foundation, Hampton Fund, The Barnes Fund and The Victoria Foundation, we were able to host a Summer Wellbeing Day for the amazing carers that we support, many of whom brought along their children with disabilities to join in the fun!



Carers’ Book Club. Our patron Sir Vince Cable and his wife Rachel Smith spoke about their memoir, *Partnership & Politics in a Divided Decade* at a very special Carers’ Book Club event. Both the book and the event proved a huge hit with our parent carers!



Celebrating the Past, Present and Future at our Annual General Meeting (AGM). Our annual general meeting in October 2024 brought together the original head of Crossroads Care Richmond as it was then known — Anita Fox, former CEO and trustee, Eleanor Willett and our current CEO Julie Da Costa.

We were also delighted to welcome many of the carers that we support, along with our patron Sir Vince Cable and our ambassador Jacki Piper — whose ongoing support continues to shine a light on the essential role of unpaid carers in our communities.



Carers’ Christmas Party. Our wonderful Christmas party at The Anglers pub, Teddington, in December 2024 was full of the festive spirit! The party brought together 50 of the people that we support for a delicious meal, cracker-pulling and much laughter and conversation.



Personalised Hampers. We are incredibly grateful to the Rotary Club of Kew Gardens, longstanding supporters of our work, for their generous delivery of personalised Christmas hampers and Easter treats. These thoughtful gifts brought joy to the families from our Saturday Club, which supports children and young people with special educational needs and disabilities (SEND).

Financial Snapshot 2024-2025

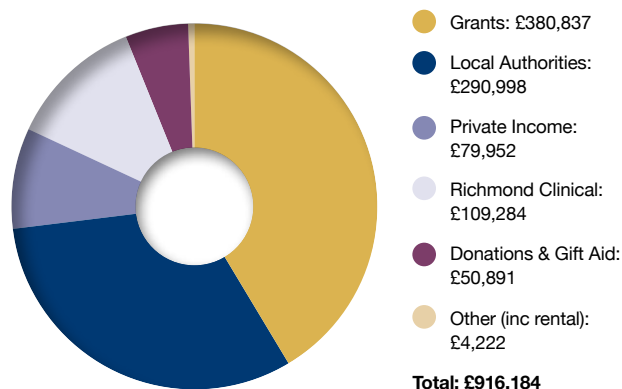
Income and Expenditure for the year ended 31 March

	2025	2024
Total Income from all Sources	£916,184	£794,748
Less: Total Expenditure	(£929,909)	(£816,614)
Net Income (Deficit) for the Year	(£13,725)	(£21,866)
Reserves Brought Forward	£268,756	£290,622
Total Funds Carried Forward	£255,031	£268,756

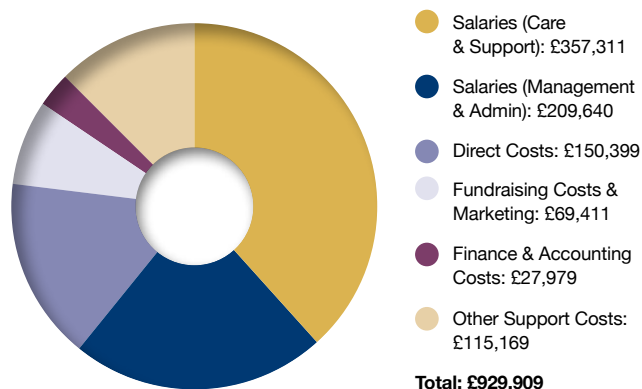
Balance sheet as at 31 March

	2025	2024
Fixed Assets	£303,167	£305,090
Debtors	£91,021	£71,699
Cash	£221,261	£214,175
Less: Current Liabilities	(£229,803)	(£180,836)
Long Term Liabilities	(£130,615)	(£141,372)
Total Assets Carried Forward	£255,031	£268,756

Income 2025



Expenditure 2025



Major Fundraisers

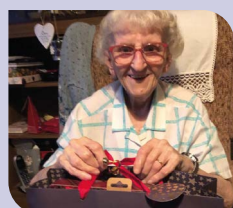
As we face the tough economic challenges ahead and look towards 2025-2026, support through sponsorship, fundraising, volunteering, and donations has become even more important to us.



Turks Head 10K. Sophie Crosswaite ran the Turks Head 10K on 9th June 2024 for Crossroads, raising more than £1,365! Sophie took on the challenge because the charity provides practical and emotional support for her sister Jane, and her niece Annabel, 15, who has a rare chromosomal disorder characterised by developmental delay, autism and epilepsy.



The Victoria Foundation's Winter Ball. An online auction held at this festive event on 7th December 2024 raised money to enable us to continue providing our vital Mental Health and Wellbeing Support Programme for carers and children with SEND.



Christmas Hamper Appeal. Our 2024 festive hamper appeal raised over £4,100, allowing us to lift the spirits of more than 50 older carers by delivering luxury hampers to them.



Cuppa and Cake. In October 2024, Rachel Smith and our patron, Sir Vince Cable, hosted the very first Cuppa and Cake fundraiser in aid of Crossroads. Now we are inviting others to join in! Host your own Cuppa and Cake event any time during the year – bring friends together, have fun, and raise money for unpaid carers.



Californian Ironman. Harry Messenger took on the gruelling Californian Ironman on 27th October 2024 to honour his parents who are both supported by Crossroads. This involved running a marathon, cycling 112 miles and swimming 2.4 miles. Harry's dad, Colin, said: "What an extraordinary achievement. Harry started swimming in a big river at 7:30am in the pitch dark and finished in the dark at 8pm. It was very emotional!" Harry's enormous efforts raised almost £7,000 for Crossroads. A truly heroic effort!

Leaving a Legacy

Leave a Legacy of Care – Support Unpaid Carers in Richmond and Kingston

By remembering Crossroads Care Richmond and Kingston (legal name: Richmond upon Thames Crossroads Care) in your will, you will help ensure that we continue delivering over 50,000 hours of vital support each year to more than 1,500 unpaid carers and their loved ones — now and for generations to come. A gift in your will can make a lifelong difference.

A legacy will help to ensure no carer is ever left isolated, exhausted and unsupported — especially during life-changing events like a dementia diagnosis or the discovery of a child's serious illness.

Your gift will enable us to be there with expert advice, compassionate care, and a lifeline when families need us most.

- It will help us to provide regular, two-hour respite care visits, so carers can rest and recharge their batteries.
- It will fund specialist care for loved ones, including oxygen administration, saturation monitoring, and oral suctioning.

Why Your Gift Matters

With 2 in 3 people expected to become a carer at some point in their lives, your gift will support future generations and ensure access to timely, expert help.

"You can't imagine how necessary Crossroads are until you really need them. They are invaluable."

Jacki Piper, Crossroads Care Ambassador and former carer

How Your Gift Will Help

- **£1,400** funds a specialist dementia care support worker for one family for six months
- **£70,000** will fund all our community dementia cafés for a year, including monthly specialist groups and weekly cafés, helping more than 100 families
- **£300,000** will secure a long-term resilience fund for carers in crisis, providing emergency support, home visits, and rapid-response care during unexpected events

Real Stories, Real Impact

"When my husband Douglas was diagnosed with Alzheimer's, I felt overwhelmed and alone. Crossroads gave me moments to breathe, rest, and carry on. I will never forget them. Imagine if they hadn't been there." Jacki Piper, Crossroads Ambassador

We're Here to Help

If you're considering leaving a gift in your will and have questions, please contact:

Anna Ferguson, Crossroads Trustee and Treasurer
anna.ferguson@crossroadscareruk.org.uk | 020 8943 9421

Suggested Wording for Your Will

I give to Richmond upon Thames Crossroads Care, 1 Beverley Court, 26 Elmtree Road, TW11 8ST, Registered Charity No. 1053224, [% of the residue] of my estate/[specified amount] absolutely for its general charitable purposes.

Legacy gifts are tax-free and can reduce inheritance tax. Please speak to a solicitor for guidance.

A Lasting Gift of Hope

When you remember Crossroads Care in your will, you are offering more than financial support; you are offering relief to exhausted carers, comfort to frightened families, and hope to those feeling alone.

Your kindness will echo through time, bringing strength, dignity, and peace to those walking the hardest roads.

Thank you for thinking of them.

Looking Ahead

As we move further into 2025-2026, 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, driven by local carers' needs, many waiting for urgent support (mostly over 80 years of age).
- **National/local staff challenges.** Recruitment, retention, and salaries remain critical issues in the context of the significant rising cost of living.
- **Address the changing need.** Carers in their 60s-70s (who were previously managing) are now at breaking point, alongside growing demand from people with young-onset dementia.
- **The level of support required.** With the growing ageing population, more people living with multiple long-term conditions and dementia-related health problems, compounded by the ongoing impacts of COVID-19 and rising living costs, our services have never been more in demand.

We will continue to:

Grow in a sustained manner through securing long-term, stable grants to ensure we meet local needs.

Improve our financial position, reserves and income, which is crucial to the organisation's financial stability.

Expand and develop existing and new services by increasing our business revenues, margins, and reserves.

Deliver high-quality services that effectively meet the needs of carers and the people they care for.

Help carers and the people they care for to have a strong 'voice' in the community.

Secure, build upon and expand our quality services and projects to meet the health and social care needs of all carers and those they support.

Develop and maintain our people, including our partnerships, to ensure organisational, governance, financial, and staffing structures are appropriate and robust to support our objectives.

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

Continue to work closely with local commissioners, 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:

Leave a Legacy

Leaving a legacy is a meaningful way to support our mission to provide vital services to often vulnerable and socially isolated families and carers. It is also a lovely way to keep a loved-one's memory alive.

We were deeply touched and very grateful to one of our late clients who recently left us a generous legacy in her will.

A family member said: *"The legacy feels like a drop in the ocean compared to what Crossroads Care did for us, but at least it's something.... Crossroads made a huge difference."*

Our team is always here to help. Simply call us on **020 8943 9421** or email anna.ferguson@crossroadscarerark.org.uk or info@crossroadscarerark.org.uk

If you would like to leave a legacy, please use our official name: Richmond upon Thames Crossroads Care and quote our Registered Charity Number: 1053224.

Donations

- Every donation, large or small, helps Crossroads Care to improve the lives of carers and the people they care for
- Funding helps us directly reduce our long waiting list — to support individuals and families and carers both emotionally and practically
- £28.50 will buy 1 hour of high-quality emergency respite support
- £20 will enable a carer and their loved one to attend one of our community-based projects

Easy Ways to Give

- Make a regular or one-off donation via Just Giving: www.justgiving.com/charity/richmondcrossroads
- Fundraise as an individual, school or corporate using JustGiving to create your own fundraising platform www.justgiving.com
- Volunteer for the charity and help make a direct difference.
- Become a Friend of Crossroads, attend our AGM, and help influence strategy crossroadscarerark.org/wp-content/uploads/CRC_Adult-leaflet-2022.pdf



Get in Touch



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020 8943 9421



[@crossroadscarerichmondandkingston](https://www.facebook.com/crossroadscarerichmondandkingston)



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crossroadscarerark.org



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Registered in England No. 3004206

Charity Registration No. 1053224

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

The people
Carers turn to



Together Making a Difference

