

**CROSS
ROADS
CARE**

Richmond & Kingston
upon Thames

*We are the people
Carers turn to*

Crossroads Care
Richmond and Kingston upon Thames

Annual Review

2018-19

*Caring for our local community
for over 30 years*

www.crossroadscareruk.org

Patron: Rt Hon Sir Vince Cable MP

A registered charity, and network partner of Carers Trust,
together we are working for the benefit of the UK's
7 million unpaid Carers.

"I am delighted to be a Patron of Crossroads which does a wonderful job supporting Carers and those who need care"

Rt Hon Sir Vince Cable MP, Patron

About us

Crossroads Care Richmond and Kingston upon Thames is a network partner of Carers Trust, the UK's leading provider of support for Carers and the people they care for.

We provide bespoke, high quality home and community respite services. Our team are not volunteers; they are highly trained, paid and experienced Care Support Workers.

We deliver high standards of care and services to people of all ages and disabilities including specialist, complex care and support services.

Our non-profit organisation is a Carer Quality Commission (CQC) regulated service, which ensures we provide a quality and safe service. We are also a Centre of Excellence under the Carers Trust Quality Mark.

Our Mission and Vision

Our Mission is to provide high quality services that respond to the needs of Carers and the people they support, offering them peace of mind and understanding. As well as developing new services, working with Carers and the people they care for and other stakeholders, to influence service innovation and growth.

Our Vision is for every Carer to be recognised and supported and have access to a range of quality care and support services, to maintain their own health and wellbeing.

What we do

Our organisation gives unpaid Carers an essential break from their caring role by providing a minimum of two hours 1:1 respite service within the home or community. This allows them to:

- spend quality time alone
- have time out
- meet appointments
- participate in activities with their other children or with friends
- spend time with their partner.

In order to maximise the benefits of a respite break, each package of care is bespoke and personalised. This may or may not include looking after the whole family unit.

Cover: Alice Bailey, Crossroads Senior Care Support Worker with Ethan, 11, at Marble Hill House Park, Twickenham.

All photos: Crossroads Care Richmond and Kingston upon Thames

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.

"I am hugely grateful for what Crossroads has been able to give us. Thank you for all the great work you do in our community" A Carer



Children's Saturday Club members having fun at a local park.



Julie Da Costa



Peter Adcock

From The CEO and Chair

Thank you for reading our Annual Review 2018-19. In these increasingly difficult times for the not-for-profit sector, we are pleased to report that this financial year was very positive. One of the aims of our Strategic Plan for 2018-2023 is to move our organisation forward into a new improved financial position and we achieved well against this.

Due to the successful launch of 'Friends of Crossroads' we have been able to increase our unrestricted funds and extend our respite services. Together with an increase in grants from local charities and the launch of a match funding initiative, we have been able to reduce our waiting list and provide more accessible and affordable respite services.

This year we are delighted to report that we have significantly increased the amount of home and community respite care and support, providing 37,329.75 hours to over 500 Carers and the people they care for.

Over the years, we have positioned Crossroads Care strategically across the borough and every day we work with other voluntary and statutory services to strive to meet community needs. We feel this has helped to identify specific 'hidden' and 'hard-to-reach' groups and enabled us to develop specialisms and extend our services to assist adults and children in our local community.

As CEO and Chair, we are committed to sustaining this growth, and with the support of our core funders, sponsors, supporters and partners we will continue to provide high quality home and community services; particularly to those who are isolated and vulnerable and often outside the statutory framework. We are particularly thankful to Hampton Fund, Richmond Parish Lands Charity and Barnes Workhouse Fund.

We are grateful to our trustees who, through their wealth of experience, knowledge and expertise, continue to provide ongoing strategic leadership and support. We'd also like to thank our dedicated Care Support Workers and volunteers who constantly seek to deliver high standards of care and support. Thank you for your commitment and dedication and for always going the extra mile.

With thanks,

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

In 2018-19 we delivered 37,329.75 hours of care to over 500 Carers and the people they care for

This year, Julie Da Costa and Francis Ring-Davies celebrate 20 years with Crossroads Care. 45% of our 11 volunteers and 27 staff members have worked for us for over 10 years, and 4 for over 20 years!

Community Heroes' Awards 2018 - Dignity of Care

In 2019, Care Support Workers, Francis Ring-Davies and Tyler Freddino, after being nominated by Carers, received Richmond upon Thames Community Heroes' Awards 2018 – Dignity of Care. They are pictured with Nicola Wilson, Crossroads Care Manager.

"I joined Crossroads in November 1999, following a career as an electrical research scientist. I was a bit apprehensive at first but have not looked back. I have worked with a wide variety of clients and have found much fulfilment and privilege in being part of their lives. This has all been made possible by amazing and continuing support and friendship from all my colleagues here at Crossroads, at every level. I look forward to more years in this milieu," **says Francis.**



For a full listing of staff and volunteers head to www.crossroadscarer.org/meet-the-staff

Core Services

We offer specialist care in the home and community 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 gives unpaid Carers an essential break from their caring role.
- **Emergency Respite Care.** For over 15 years, we have provided Emergency Respite Services and Support for the London Borough of Richmond.

Community Services

Our safe and supportive outreach projects are confidential spaces for people to relax, socialise and meet others in similar situations. These are:

- **Children's Saturday Club.** Run for over 18 years, our weekly Saturday Club in Hampton offers specialised activities for children and young people (8-18 years) with Special Educational Needs and/or Disability (SEND).
- **The Caring Café.** Now in its 18th year, The Caring Café in Sheen is for Carers of people with dementia to socialise and gain helpful information. Run in partnership with Alzheimer's Society South West London.
- **Men Who Care.** A male-focused monthly social group for men of all ages, Men Who Care offers friendship, specialist support and activities for male Carers.

In 2018-19, thanks to local funding, we were able to start three new much-awaited projects.

- **The Transition Project.** Running since October 2018, this weekly life skills workshop is for 14-18-year-olds with SEND. This pilot year is funded by Richmond Parish Lands Charity.
- **Carers Café.** Due to the long-running success of The Caring Café, in September 2018 we started a sister project in Hampton Hill. Funded by Hampton Fund.
- **Dads Who Care.** An extension to Men Who Care, this male parent/Carer focused project began in March 2019 in partnership with Achieving for Children and is funded by Hampton Fund, Richmond Parish Lands Charity and Barnes Workhouse Fund.

Ethan's Story



"It is a joy working with this family; they treat you like a part of the family. They make us feel that our support is vital, and they are a delight to work with," says Magda, Crossroads Care Senior Support Worker.

Ethan is 11 years old and lives with his mum and dad, twin brother, younger sister and older brother. He has cerebral palsy, epilepsy, visual impairment and global developmental delay. He is registered blind and has no verbal skills, so uses facial expressions, vocalisations and smiles to communicate his needs.

Since September 2018, Crossroads Care has been providing Ethan and his family with eight hours a week respite support through a bespoke care package, mostly funded through Achieving for Children.

Magda and Alice, our Senior Care Support Workers, not only care for Ethan but all four children over three days. They collect them from school, cook meals, supervise homework, take them to afterschool activities and babysit. They also meet all of Ethan's care needs with enteral/tube feeding, by following a programme of food tasters, epilepsy management (emergency medications), moving and handling (hoisting), administering medication, bathing and changing.

"Having Magda and Alice has had a profound impact on all of our lives," says Ethan's mum. "I get a great sense of calmness and consistency knowing they are qualified and experienced with great temperaments and are able to fully attend to Ethan's needs. It definitely lifts the mood in the house.

"Initially I was not sure how a two-hour visit would help as we have had support in the past that was more stressful than helpful. But what Crossroads Care does in two hours, other services have taken five. I only wish I had known about Crossroads Care before."

Financial Snapshot 2018-2019

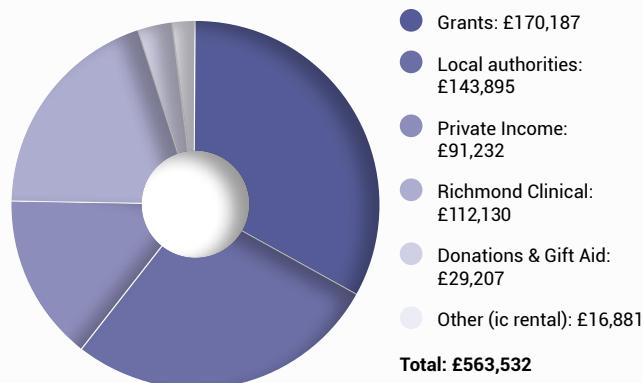
Income and Expenditure for the year ended 31 March

	2019	2018
Total Income from all Sources	£563,532	£538,708
Less: Total Expenditure	(£555,162)	(£553,101)
Net Income (Deficit) for the Year	£8,370	(£14,393)
Reserves Brought Forward	£129,233	£143,626
Total Funds Carried Forward	£137,603	£129,233

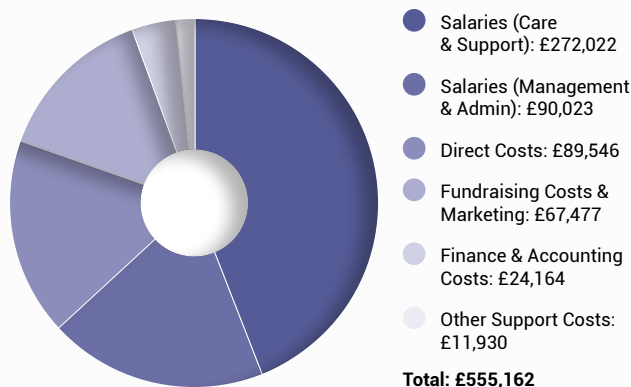
Balance sheet as at 31 March

	2019	2018
Fixed Assets	£320,124	£327,409
Debtors	£50,205	£54,222
Cash	£123,195	£87,439
Less: Current Liabilities	(£165,096)	(£140,926)
Long Term Liabilities	(£190,825)	(£198,908)
Total Assets Carried Forward	£137,603	£129,233

Income



Expenditure

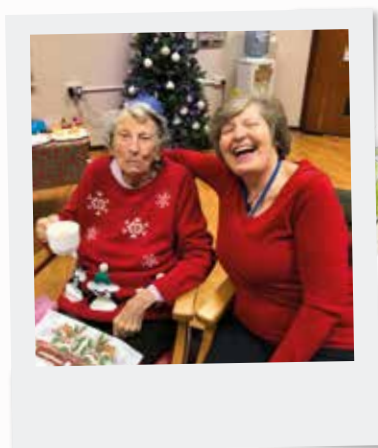


Our Highlights

Fully-Funded Activities and Events

- Over 90 Carers and children attended the annual Christmas pantomime at Richmond Theatre
- We took 6 Young Carers with SEND on a three-day Haven Holiday and 11 to two professional football games
- The Caring Café Christmas Party was funded by Friends of Barnes Hospital

Thank you to the trustees for funding our annual Christmas party for staff and volunteers.



Dorothy, 93, enjoying entertainment and good food with her daughter and Carer, Lynda, at The Caring Café 2018 Christmas party in Sheen.

Marketing and IT

- We were nominated to make a My Life Films video. Watch at, www.crossroadscareruk.org/news-events/
- Our IT systems were improved
- A Marketing and Fundraising Sub Committee was implemented to assist in stability and growth.

Structure and Strategy

- At our annual Strategic Away Day for 2018 we embedded the new Strategic Plan for 2018-2023
- We continued to promote and expand our services, projects and relationships with partners
- As our aim is to provide affordable services, we continued to promote match funding and Friends of Crossroads
- We employed a full-time Care Manager, Nicola Wilson, to oversee operations and ensure continued high-quality services.

Feedback & Quality

Our most recent annual feedback survey reported that:

- 55% of Carers use their break to go shopping
- 100% of service users are happy with the service, reliability and care received
- 100% are satisfied with the quality of our support
- 100% would not want to make any changes to their visits

Looking Ahead

Over the next 12 months we will continue to:

- **Secure** the financial stability of the organisation so we can improve the financial status, reserves and income.
- **Grow** business revenues, margins and reserves by expanding and/or developing both existing and new services.
- **Continue** to deliver high quality services that meet the needs of Carers and the people they care for.
- **Secure** and/or build upon and expand our quality services and projects to meet the health and social care needs of all 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 Partners

A non-profit organisation, we extended our respite breaks beyond our charity services and provisions through private purchasing or match funding with direct payments, and contracts from health and social care providers e.g. NHS, Continuing Care Nursing team, Adult Social Services, Achieving for Children.

We pride ourselves on the excellent working relationship we have with our voluntary and statutory Health and Social Care Professionals across Richmond and Kingston. Together we are ensuring that Carers and the people they care for, living within these boroughs, receive the very best possible care and support.

Our Supporters

We would like to extend an enormous thanks and gratitude to all our supporters, volunteers and funders, particularly Hampton Fund, Richmond Parish Lands Charity, and Barnes Workhouse Fund. These organisations have been generously donating and supporting Crossroads Care Richmond and Kingston upon Thames for many years.

And again to The Victoria Foundation for their support and generous proceeds from the silent auction at their annual Christmas Ball 2018.

This continued support makes it possible for our charity to continue providing high quality services to Carers.

Get involved

As a charity, Crossroads Care Richmond and Kingston upon Thames – outside of providing contractual respite services to the borough – is entirely dependent upon our supporters, funders and volunteers. Without your assistance, we could not continue. Every donation, large or small, helps us to improve the lives of Carers.

Become a Friend of Crossroads Care

- **Fundraise** as an individual, school or corporate. You can also fundraise via www.easyfundraising.org.uk
- **Volunteer** make a difference and join our team
- **Donate** a one-off amount by texting **Club11** to **70070**. To donate £5, for example, simply text **Club11£5** or visit www.crossroadscareruk.org/donate
- **Join us** become a member and attend our AGM and help influence strategy

Get in Touch

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- 📘 @crossroadscarerichmondandkingston
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- 🌐 www.crossroadscareruk.org
- 🏠 1 Beverley Court, 26 Elmtree Road, Teddington, Middlesex, TW11 8ST

Registered in England No. 3004206
Charity Registration No. 1053224



Barnes Workhouse Fund



Become a Friend of Crossroads Care

Other ways you can support our cause

Individual

- Run a marathon or other fundraiser
- Volunteer at one of our events or projects
- Feel good knowing you're supporting a local charity

School

- Support a cause in-line with the ethos and culture of your school
- Hold a one-off event e.g. Mufti Day
- Donate a small percentage of proceeds from your school fair

Corporate

- Raise your profile and improve your work skill-based development
- Volunteer for Crossroads Care events
- Make us your Charity of the Year or hold a one-off event e.g. team building

I would like to support Crossroads Care Richmond and Kingston upon Thames by:

holding a **fundraising event** or **volunteering** at one of their events. Please contact me.

making a **one-off donation** by cash, debit/credit card or cheque OR

making a **monthly/yearly (please circle) donation** by 'Standing Order' for the amount of:

£10

£20

£30

Other £

CONTACT DETAILS

Title: First Name: Last Name:

Address: School / Business:

Postcode: Telephone:

Email:

YOUR BANK DETAILS

I authorise my Bank:

Bank Address: Postcode:

Account Name:

Account Number: Sort Code:

From now on, please debit from my account the above amount £ on 1st of each month/year (please circle), until further notice, by 'Standing Order' to Barclays Bank, sort code 20-72-33, account number 60303542, account name Richmond upon Thames Crossroads.

Signature: Date:

Please **Gift Aid** my donation so Crossroads Care can claim an extra 25p for every £1

By ticking here, I confirm that I am a UK taxpayer and would like to **Gift Aid** my donation and any donations I make in the future to Crossroads Care from the date of this declaration. I understand that to **Gift Aid** my donation I must pay an equal amount of income tax or capital gains tax in that same year. I will notify Crossroads Care of any changes.

Give database consent

By ticking here, I give consent for my details to be added to your secure database.

Privacy Statement: We are committed to keeping your personal details safe. We will use them to communicate with you and any other persons' in the way(s) required to carry out our work and services. We are legally required to hold some personal information to fulfil our statutory obligations. You have control over your data and your preferences, and can contact us at any time to request or change these. For full details, see our Privacy Policy at <https://carers.org/privacy-policy>, email info@crossroadscarerkerk.org.uk or call 020 8943 9421.

Friend of Crossroads Care Richmond and Kingston upon Thames
Registered Charity No. 1053224

"Without a Crossroads service I would be anxious that my husband has no social interaction with the outside world" **A Carer**

Fundraise *Volunteer* **Join us** **Make a difference** **Donate**



Become a Friend of Crossroads Care

There are plenty of ways to help our organisation continue and grow. For lots of ideas, head to www.crossroadscareruk.org/join-us or call our friendly team on 020 8943 9421

Training **Community** *Support* **Advice** **Raise your profile**



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