

THE COMPLEXITY OF CARING

'I'm used to being the one who helps other people ... going from being a Carer to being cared-for hasn't been easy at all.' Rachel

*We are the people
Carers turn to*



**Crossroads Care
Richmond and Kingston upon Thames**

Annual Review

2020-2021

A registered charity and network partner of Carers Trust, we have been caring for our local community for over 33 years.

www.crossroadscarerk.org
Patron: Rt Hon Sir Vince Cable

Leadership and Management

Through their wealth of experience, knowledge and proficiency, our senior management team and Board of Trustees provides 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 20 years.



Chief Operating Officer (COO):

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

We are very proud to say that our organisation has an extremely low staff turnover rate

Staff: of our 26 highly trained, paid and experienced Crossroads Care team, 50% have worked for us for over 10 years, three for over 20 and one for 30 years.

Volunteers: our 24 regular volunteers provide additional support that enhance our outreach community-based projects along with offering support within the office or on more bespoke projects.

Friends of Crossroads: we have over 50 Friends of Crossroads (supporters).

More information can be found about our staff and volunteers at www.crossroadscareruk.org/meet-the-staff

Staff Milestones

10 years: Karen Forbes, Care Support Worker and Café Support Worker (3 January 2021)

20 years: Sarah Toma, Office Manager (12 March 2021)

30 years: Rachel Tawadrous, COO (7 January 2021)

In 2020-2021, we delivered over 47,350 hours of care and support to over 775 Carers and the people they care for, as well as 1,250 people most at risk, vulnerable, socially isolated, and financially affected by COVID-19.

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

In Memoriam: Ann Schauerman

"In the short time I worked with Ann it was clear that she cared very much about the charity and the work it did. She always showed a strong and positive warmth, care and consideration for others." Pat Riordan, Former Chair

"I had the privilege of working closely with Ann for many years. Her professional understanding of the social/health care and needs of Carers helped steer our charity through periods of great change. Ann was kind and compassionate; she was a leading light and her dedication to Crossroads Care was absolute. The spirit of her light shines on within all who knew her." Eleanor Willett, Former CEO



Ann Schauerman, Crossroads Care Trustee 2000-2016 (Chair 2004-2012) with Eleanor Willett, Former CEO.

Chair and CEO Foreword



Thank you for reading our Annual Review 2020-2021. In these increasingly difficult times for the not-for-profit sector, we are very pleased to report that this financial year has yet again been very positive. We have achieved well against the strategic aims of our Plan for 2018-2023 and are continuing to move our organisation forward into a new improved financial position.

The COVID-19 crisis – now considered the most significant challenge affecting the UK since WW2 – erupted in mid-March 2020 and has dominated much of 2020-2021. While the year, however, has proved to be especially difficult for everyone, this is particularly true for Carers and those they care for, as the long periods of isolation have disproportionately affected this group. Moreover, many people have taken on a caring role for the first time, while others who were previously coping are now saying they are at breaking point.

As a proactive and regulated provider, our response to COVID-19 was immediate and impactful, as we set about amending and adapting our services to meet the new and existing needs of our local community. Our support services have never been more essential, and we have worked hard to adapt and continually risk assess to meet demand and needs. Our team have responded exceptionally well to these challenges.

In the year under review, despite again facing significant challenges, our charity continued to adapt, strengthen and improve the services we offer to Carers and the people they care for. As Chair and CEO, we would like to pay tribute to the magnificent response of our staff and volunteers during an extremely turbulent period in our history.

This response, particularly during March to July 2020, would not have been possible without our core supporters and funders, local community and traders. We would like to thank and acknowledge their dedication, proficiency and invaluable contributions. Over 50 volunteers signed up to assist and over this time they, very graciously, made phone calls, delivered food and medicine, produced food, donated items to our food bank and/or offered financial assistance/donations. Collectively, we achieved so very much.

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

We are especially thankful to Richmond Parish Lands Charity, Hampton Fund, Barnes Fund, The Victoria Foundation and the London Borough of Richmond Upon Thames Council.

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

Thank you for your commitment and dedication, and for always going the extra mile.

With thanks,

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



For more information, please refer to our report 'COVID-19 Response 2020'. Available on our website under 'Publications & Reports'.

There is an estimated 13.6 million unpaid Carers across the UK (26% of the UK population). This is 4.5 million more since the coronavirus outbreak began. Carers UK, 2020

Who We Are and What We Do

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

Rt Hon Sir Vince Cable, Patron



"I can walk out the door and leave with no stress, knowing they will be very well looked after." Parent Carer

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).

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

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

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

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

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

These are accessible through:
Commissioned Services: through Health and Social Care Contracts
Charitable Provision: typically providing 1:1 free respite support (a minimum of two hours per week)
Private or Match Funding: often through direct payments

"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

Who We Are
Crossroads Care Richmond and Kingston upon Thames is a key provider of high-quality bespoke home and community respite care services for Carers and the people they care for. We have cared for babies, children, young people, adults and older people with all disabilities, and their families, for over 33 years in Richmond, and Kingston since 2011.

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

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

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

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



Our Vision and Values

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

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

Our Mission

- To provide services that respond to the needs and desired outcomes of Carers and those they support
- Work with service users and other stakeholders to influence service innovation and growth
- Help create stronger, more connected and Carer-aware communities

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:

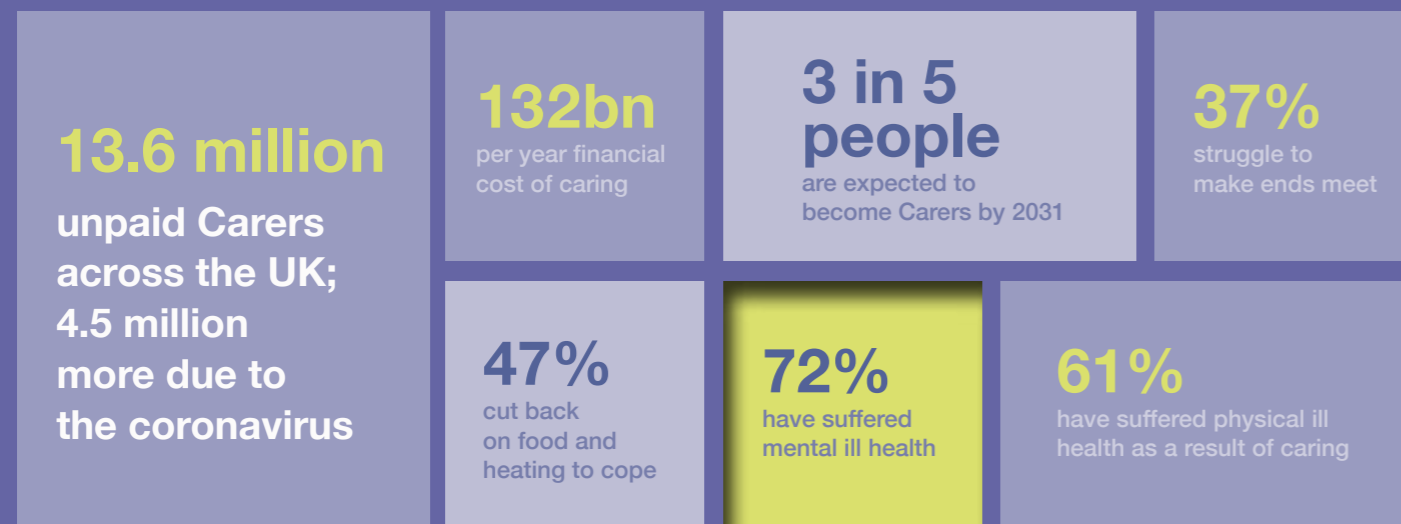
- **Seeks** to provide a high-quality, person-centered and user-led service
- **Ensures** our staff are trained, supervised and supported to deliver high-quality services to people (including adults and children) with a wide range of disabilities and illnesses
- **Seeks** to provide a flexible service 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 home and community care and support services that give Carers and their cared-for peace of mind.

The Environment and Challenges

Across the UK



The Local Picture



- **CARING** Over 80% of homecare in the UK is undertaken by a hidden unpaid workforce of over 13.6 million remarkable individuals, worth a staggering £132bn per year.
- **IMPACT** Caring takes a huge toll on the mental and physical health of Carers with over 70% of Carers aged 65+ reported not to have sufficient social contact and having at least one long-term health condition. 39% are providing more than 50 hours of unpaid care per week. Caring is likely to affect everyone at some point in their lives.
- **COVID-19** The long periods of isolation have disproportionately affected Carers and the people they care for. It is now estimated that 3 in 5 people are expected to become Carers by 2031 (Carers UK, 2020).
- **LOCAL PICTURE** Ageing population, multiple health needs, dementia, Double Carers, complex multiple health conditions, increase in social isolation across socioeconomic groups.
- **OBSTACLES** Carers can often be 'hidden', '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.

Sources: see back cover

Our Aims and Impact: Delivering a Better Future For Carers

Aim of the Organisation

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

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

Our Services

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

We address three specific areas through essential respite breaks from highly-skilled, familiar, motivated, experienced and trained Care Support Workers. These breaks respond to care/support needs and ensure that Carers (usually Older Carers) receive much-needed time out.

1. Improved Mental/Emotional Health
2. Improved Physical Health
3. Improved Well-being

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

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

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

"We need to treat the spend on Carers, not as a cost, but as an investment. It's an investment in an infrastructure, in a hidden army of people, some of whom are very young, and some of whom are older, and who are effectively keeping our economy and our society going."

"It is very much a call to arms, for civic society to engage with local and public authorities and with the private sector to deliver a sea change in the interest of Family Carers and with Young Carers." Professor Saul Becker in conversation with Andrew Marr, October 2020



Celebrating 20 years in September 2021, 8-18 year olds with SEND can learn graded Karate at the very popular Saturday Club.

Our Impact and Feedback from Carers

- 100% felt **"Better Supported"** and **"Improved Mental Health, Communication and Social Network."**
- 100% of service users felt positively about the Crossroads Care service they received, and the reliability and care received from the allocated Care Support Workers.
- 100% would not make any changes to their visits. **"The only thing I would change about my Crossroads visits, is I wish there were more of them."**
- **"Crossroads Care's service means that I can cope better and care for myself. Without it I would be even more stressed and bad tempered."**
- **"Without Crossroads Care, I would feel even more like a care prisoner."**
- **"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 severely difficult Carers responsibilities. I do realise I'm only one of innumerable people confronted with the anguish of similar experiences. Dementia is a vicious enemy."**

Source: Crossroads Care Quality Assurance forms

Our Home and Community Services

Core Regulated Care Services

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

Our Core Services are accessible through:

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

We provide the specialist home and community support that gives Carers and the people they care for peace of mind.

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



"I didn't even imagine that anyone would be kind enough to fund this kind of thing [Men Who Care] and it's nice to know that we are being considered." A male Carer

Thank you to our core funders for enabling these projects:



Community Care Services

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

Our Community Projects

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

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

Men Who Care/Dads Who Care. Monthly social groups for male Carers. Run in close association with Day Centres, the Alzheimer's Society, Achieving for Children and CAMHS.

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

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

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

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

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

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



Having fun at the Saturday Club.

A Carer's Voice: Rachel's Story

Rachel, 52, worked as a Care Support Worker for Crossroads Care for five years until a terrible accident at home meant that she needed care herself. Without her weekly two-hour visit from Crossroads Care Support Worker Danielle Way, Rachel says that she would be virtually housebound.

By Fiona Mitchell, Crossroads Care Ambassador

'I'm used to being the one who helps other people - it's just in my nature; it's who I am,' says Rachel. 'Going from being a Carer to being cared-for hasn't been easy at all.'

Rachel's life radically changed in 2016 after she slipped over in the bath one morning, hitting her head against a wall. Although she was in agony, Rachel was so determined to get to her client that she simply took a couple of painkillers and got on with her job. It was only later that day at hospital that an X-ray revealed that she had broken a rib, although no other health concerns were evident.

A few weeks later, still immersed in grief following the death of her father and now additionally caring for her mother, Rachel made the heart-rending decision to resign from the job she so loved. It was a particularly emotional moment because Crossroads Care had been part of Rachel's life since her youngest child Zak, now 25, who has dyspraxia and dyslexia, attended the Saturday Club back in 2005 for eight years.

'I call Zak my blessing, but back then he was 24/7. You couldn't leave him at all because he had no sense of danger. I remember meeting the people from Crossroads for the first time and immediately they understood what I was going through. They were wonderful.'

Despite still caring for Zak, as well as her daughter with mental health issues and now her mother, when a job came up at Crossroads Care a few years later, single mum-of-two Rachel jumped at the chance.

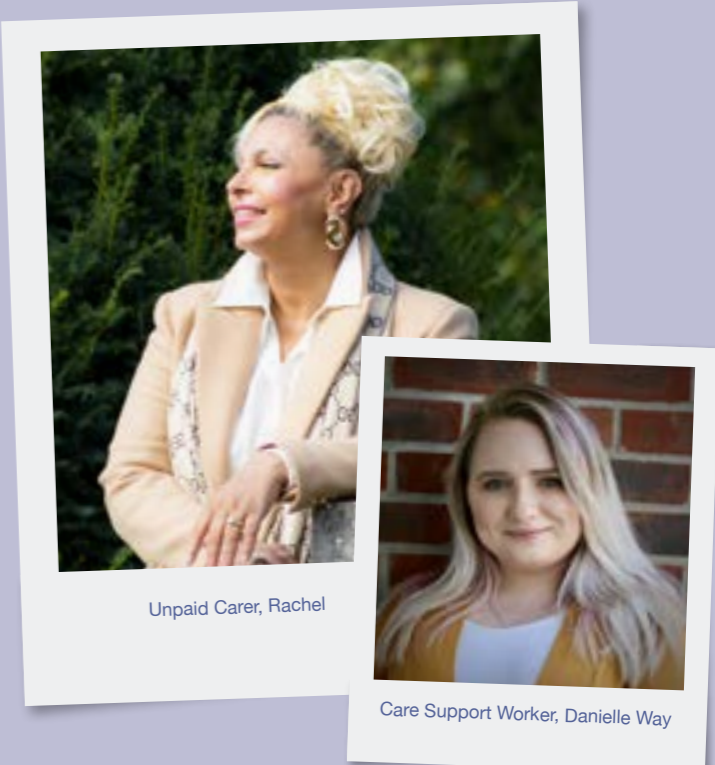
'Working for Crossroads was so rewarding because of all the people I helped, not only clients but their families too,' says Rachel. 'I understood their frustrations and fears. I saw and felt that with them. We become part of the family really. They rely on us to talk to.'

About two months after leaving Crossroads Care, Rachel's health deteriorated. She began to drop things and started to have the first of what she now knows to be drop seizures where she falls to the floor without warning. She lost sensation in the lower half of her body and started to suffer from mobility issues. She cannot digest her food properly and some days even loses the ability to swallow. Doctors are unable to pinpoint the reason for Rachel's ongoing neurological problems.

'When a friend suggested I needed Carers, I said "no way", but in the end I just couldn't cope on my own,' says Rachel.

'I was too scared about having a seizure to go out. Although my children and mum are great, I didn't want to put them through that stress.'

'When former colleague Rachel Tawadrous from Crossroads visited me and suggested sending in one of their Care Support Workers to help me, I was reluctant. These were my old work colleagues and I didn't want them to see me like this. I felt ashamed.'



Unpaid Carer, Rachel

Care Support Worker, Danielle Way

But Crossroads Care had just the right person in mind to help.

'Danielle and I hit it off straight away,' says Rachel. 'I feel safe with her - I know she's got me. If I get bad when we go out, she knows just what to do. Nothing is too much trouble for her. We get on like a house on fire.'

'Whenever I get down, Danielle cheers me up. Our first trip out was to McDonalds, but it took me 40 minutes to get from the car to the Bentall Centre. I'm quicker than that now.'

'I have good days and bad days, and when I have bad days, Danielle will just be with me. I love being with her. She makes me feel alive.'

Rachel's story highlights the often complex nature of caring and specifically the new phenomenon - Sandwich Caring - which relates to a growing population living longer than ever before and people finding themselves caring for their children and their parents at the same time.

With 3 in 5 people expected to become Carers, caring is likely to affect almost everyone in their lifetime. Moreover, with the evidenced effects that caring has on the Carers mental and physical health, the need to increase the profile of caring and to provide timely, high-quality respite support and advice has never been more vital.

Julie Da Costa, CEO, Crossroads Care

Care During COVID-19

While the past year has proved to be especially difficult, this is particularly true for Carers and those they care for, as the long periods of isolation have disproportionately affected this group. Many people have taken on a caring role for the first time, while others who were previously coping are now at breaking point.

Research from Carers UK (2020) revealed that:

- 70% of Carers provide more care
- Carers were already under pressure before, but now over (55%) feel overwhelmed and are worried they are going to burn out

As a proactive and regulated provider, our response to COVID-19 was immediate and impactful, as we set about amending and adapting our services to meet the new and existing needs of our local community.

COVID-19 Volunteer Response

Under our regulatory framework we inducted over 50 volunteers and upskilled 3 volunteer coordinators to join our core team. From March to July 2020, they supported over 1,250 people.

Health and Safety. We ensured that our frontline team and volunteers were fully trained and protected through regular risk assessments, monitoring and having full access to PPE, weekly testing and vaccinations.

Adapted Core Services. Our volunteer response enabled our core paid staff team to continue focusing on and adapting our core regulated services.

Digital Support. We offered technology training and applied for grants for those financially affected and/or without computer or internet access.

Welfare Checks. Our volunteers and staff team were paramount – offering regular telephone calls, Zoom sessions, training and support.

Acts of Kindness. Deliveries such as flowers, chocolate and children's art/ educational packs were especially important over the lockdowns.

Financial Support. Thanks to generous grants from Carers Trust, Richmond Charities, the Richmond Council Winter Grant and Achieving for Children, we were able to offer small grants to those most in need financially.

"I don't know what I would have done without you. If it wasn't for you, my children would not have been fed."

"I found the Zoom meeting wonderful. It was so good to talk to people who really understand what caring for someone with dementia during this time is like."

Men Who Care

Simon* is in his late 30s. Following the death of his father in early 2020 to COVID-19, he has been caring for his mother who is in her mid-70s. Hospitalised from a fall which has affected her long-term mobility, Simon's mother spends most of her time in bed. Simon receives assistance from a lunchtime Carer, but otherwise spends two-thirds every day caring for her.

Simon said that he felt extremely stressed and anxious, trapped and isolated in his caring role to the point he felt "locked up". He was very aware of his poor mental well-being but did not know where to turn.

Simon first heard of Crossroads Care and the Men Who Care project during our response to the first COVID-19 lockdown. In March 2020, we helped the family twice weekly with medication drops and shopping when his mother was in hospital and his father had recently passed away.

Men Who Care allows Simon to have a respite break, socialise and meet others in similar situations. He has also attended a virtual mental health, well-being and suicide awareness workshop.

"Crossroads Care has been amazing. They have been extremely proactive and stepped up without being overbearing. Even during the COVID-19 crisis I have not felt left behind in any way. The Men Who Care project has been a godsend."

*Name changed to protect privacy



Thanks to London Borough of Richmond upon Thames, Wandsworth Council and Alcove, Brian, 75, received an Alcove Video Carephone; helping shielding clients to keep in touch with family and friends more easily.



"Thank you London Borough of Richmond upon Thames for the 2020 Dignity in Care Community Heroes Award," says Nicola Wilson, Care Manager.

Financial Snapshot 2020-2021

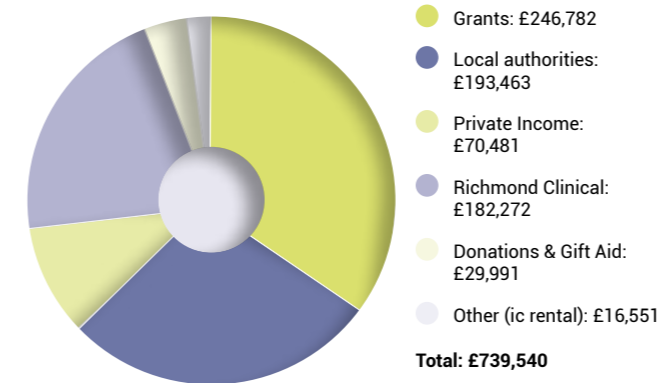
Income and Expenditure for the year ended 31 March

	2021	2020
Total Income from all Sources	£739,540	£664,027
Less: Total Expenditure	(£707,069)	(£644,486)
Net Income (Deficit) for the Year	£32,471	£19,541
Reserves Brought Forward	£157,144	£137,603
Total Funds Carried Forward	£189,615	£157,144

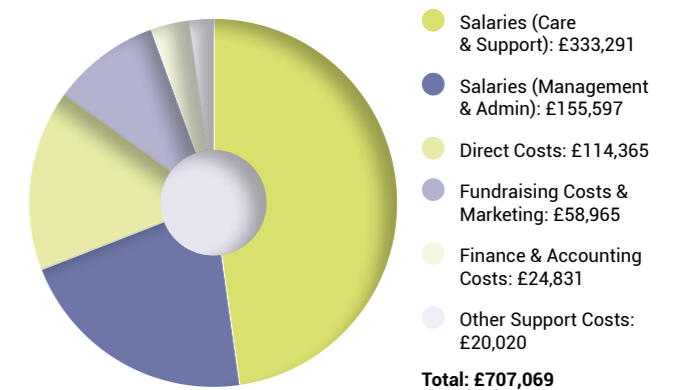
Balance sheet as at 31 March

	2021	2020
Fixed Assets	£313,552	£317,243
Debtors	£53,452	£50,231
Cash	£153,454	£133,353
Less: Current Liabilities	(£160,138)	(£162,146)
Long Term Liabilities	(£170,705)	(£181,537)
Total Assets Carried Forward	£189,615	£157,144

Income 2021



Expenditure 2021



Major Fundraisers

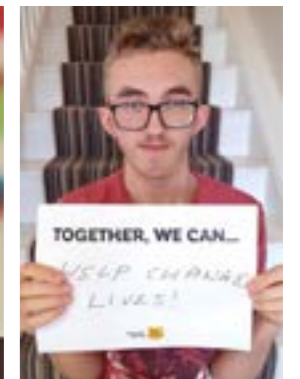
As we face the daunting challenges within the current economic environment and move towards 2022, sponsorship, fundraising, volunteering and donations have never been more important.

Rockin' the Lockin: on 25 April, 16 musicians put on a live Facebook show. Organised by Teddington Together, this event (match-funded by Barclays) raised **£3,716**.

Kids in Lockdown 2.6 Challenge: on 26 April, school student, Livia Talbot-Smith and 19 friends raised **£2,405** by taking part in a marathon around Teddington.

Harrison's Head Shaving Extravaganza: on 17 May, Harrison Gurney live-streamed his hair being cut and shaved by his wife, Stevie-Leigh, on Facebook. Together they raised **£1,130**.

The Victoria Foundation's (virtual) 'Big Night In' Winter Ball 2020: on 11 December, **£17,000** was raised through the silent auction; **£10,000** of which was donated to our organisation.



Together We Can

Thank you to Ambassador, Fiona Mitchell; Children's Specialist Lead, Magda Szypulska and Young Ambassador, Elliott, 20, for pledging your support to the BBC Children in Need 2020 Appeal Campaign – Together We Can.

Looking Ahead



As we move further into 2021-2022, our biggest challenges are to continue to meet:

This New Need. Our waiting list has doubled over the past 12 months, with over 130 Carers waiting for urgent support (30 of whom are over 80 years of age).

The Changing Need. Carers in their 60s and 70s who were previously managing are now at breaking point.

The Level of Support Required. With the rising and growing ageing population, people living with more than one long-term condition and dementia-related health problems – together with the impact of COVID-19 – our services have never been more in demand.

We will continue to:

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

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

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

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

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

Secure and/or build upon and expand our quality services and projects to meet the health and social care needs of 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 Strategy

- We continued to promote and expand our services, projects and relationships with our partners.
- As our aim is to provide affordable services, we continued to promote and offer match-funding.

Support Us

As a registered 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 and the people they care for.

Fundraise as an individual, school or corporate through www.justgiving.com

Give easily when you shop through www.easyfundraising.org.uk

Volunteer make a difference and join our team

Make a regular or one-off donation. Visit www.crossroadscarerk.org/donate or call 020 8943 9421

Join us become a member and attend our AGM and help influence strategy

Follow us on Facebook and/or Twitter

Contact us about becoming a Friend of Crossroads

Our Supporters

Thank you to all our supporters, volunteers and funders. Thank you to Richmond Parish Lands Charity, Hampton Fund, Barnes Fund, London Borough of Richmond upon Thames and The Victoria Foundation for your ongoing and generous support.

Get in Touch

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Sources: 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 UK, 2020