



Our Impact Report Card

Together, we envisage a society where social care is deeply valued for its transformative impact on people's lives.

www.championingsocialcare.org.uk



Introduction

2024 has been a momentous year for Championing Social Care.

In April we launched as a stand-alone entity after many years of being hosted by the CareTech Foundation.

We delivered Care Sector's Got Talent in the spring, with record numbers of applications and a spectacular Grand Final in Coventry. Applications for Talent 2025 are open now.

Care Home Open Week in June faced the unusual challenge of coinciding with a General Election. Despite that, we staged another successful event with record levels of engagement.

Alongside Open Week we run the Great British Care Cycle Relay and there are exciting plans bring the Relay to new parts of the country in 2025. Please take a look on the Championing Social Care website to find out how to register. Everyone who takes part in the Relay says what fun it is, and how much they learn about care by taking part.

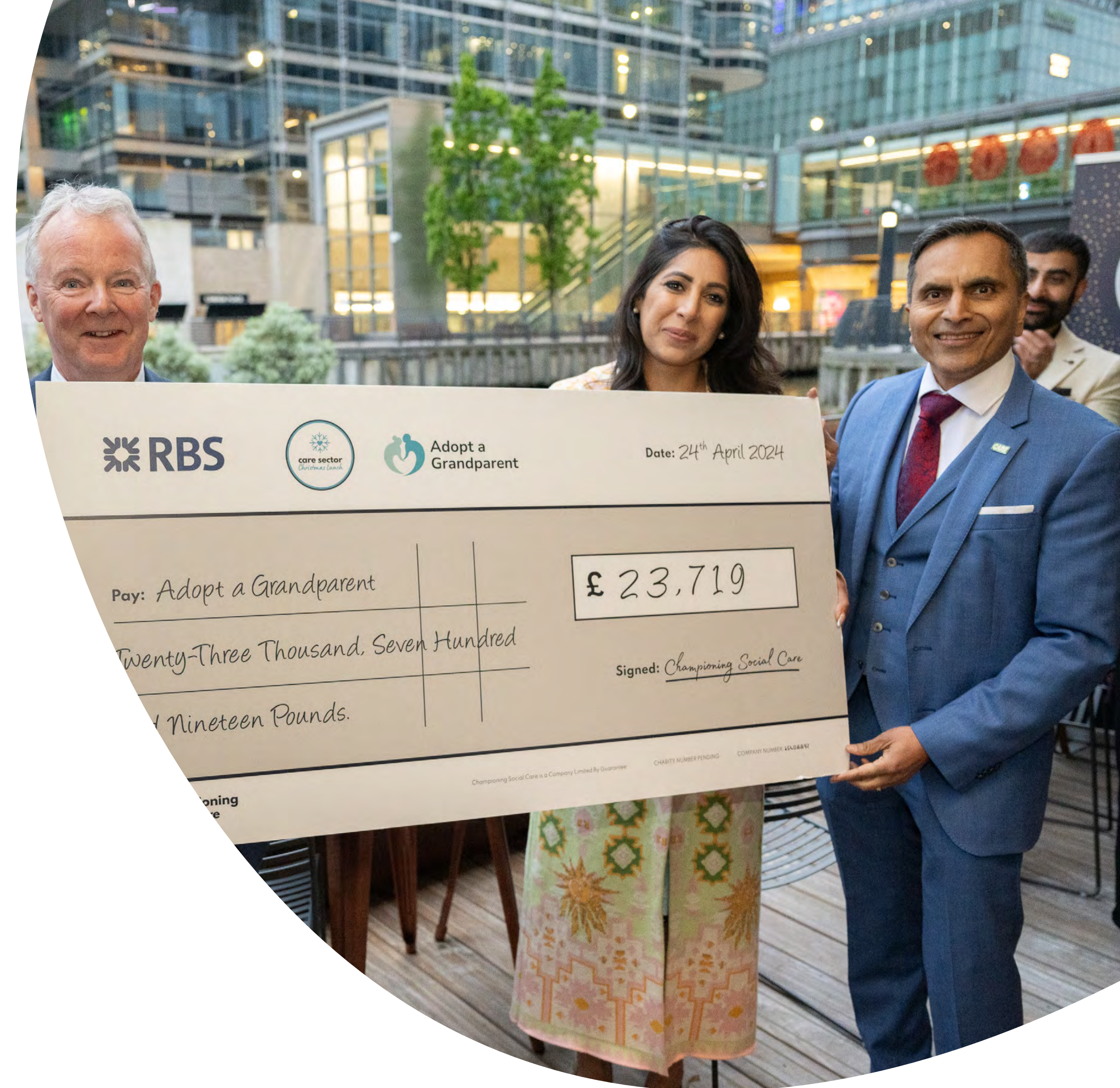
In September, we held the Care Sector Fundraising Ball which raised more than £200,000 for charities working in the sector. I know what an enormous task it is to run the Ball, and our Chair, Angela Boxall, and her committee deserve huge thanks for directing another tremendous success on behalf of the sector.

In November, the Hallmark Foundation staged the second National Care Careers Conference at the Tottenham Hotspur stadium. We brought together 500 students, speakers and a range of potential employers from the sector for a day of development and learning. I am delighted that Championing Social Care will be taking on the role of staging the conference in the future.

As well as the Care Careers Conference, we have plans to deliver other new programmes that will help the sector to grow.

None of this would be possible without the support of our Funding Partners.

We were pleased to welcome Boutique Care as our latest Patron at the start of the year. And we want to recruit more as we continue to grow out ambitions into 2025.



Care Sector's Got Talent

Care Sector's Got Talent is a core part of Championing Social Care's mission, helping to shine a positive light on the work of the care sector. The programme shows the public the amazing range of skills at work in care.

Our aim is clear: to give everyone linked to care the chance to #sparkle; to show off their hidden (and not so hidden) talents through a spectacular competition that culminates in a live show at an eye-catching venue.

In 2024 we had:

- a record number of applicants from across the sector
- eight amazing finalists
- almost 500 people in the audience for the final at Coventry Arena
- the final watched over 2,200 times online
- a public vote that awarded two development prizes
- one fantastic winner, Molly, who wowed the audience with her performance

Finalists from Care Sector's Got Talent have performed at sector events, spreading the message to audiences throughout the year.



Care Home Open Week

Care Home Open Week, running in tandem with the Great British Cycle Relay, opens the door to care services across the UK. It helps people to discover how care is at the heart of their community. This year, independent research shows that almost a million people took part in a Care Home Open Week event.

In 2024, we:

- Saw engagement from around a third of care settings across the country
- Worked with associations and sector organisations to grow our reach and impact
- Completely revamped our free, downloadable resources for care providers
- Grew the Great British Care Cycle Relay in its second year, with more participants, more engagement and the addition of a 'Scottish Leg' to make it a truly British event
- Delivered set-piece launch events for the Cycle Relay and Open Week that were video-linked
- Saw extensive local press coverage and impressive levels of engagement online through social media



Fundraising

Our programmes support charities working across the sector. The Care Sector Fundraising Ball is a spectacular evening of fun and fundraising that has truly made its mark on the sector. The Care Sector Christmas Lunch has grown into a fixture in the social care calendar which is increasingly showing its power to raise funds for charities working in care.

The 2024 Care Sector Fundraising Ball raised another £200,000 for charity, bringing the total raised to almost £1.5 million since its inception. The Ball aims to raise vital funds for chosen charities who provide exceptional care and support to individuals in need. This year's lead charity beneficiaries were the Care Workers' Charity and Marie Curie. For the first time, the Ball also supported four smaller charities with donations of £5,000 each. Around 500 guests enjoyed an evening filled with top quality entertainment, great food and friendship. Showcasing all that's great about the sector.

The 2024 Care Sector Christmas Lunch brought together 250 guests at the iconic Dorchester Hotel to mark a year of achievement and to raise funds for Barnardo's the charity for children.



Our supporters

Championing Social Care was formed by a group of leaders within the sector coming together to change how social care was viewed by society. All of our programmes are led by committees of volunteers who share their skills and enthusiasm to shine a positive light on the work of the sector. The work of Championing Social Care is overseen by a Board of Directors drawn from leadership roles across the sector and chaired by Avnish Goyal CBE.

We are supported by a group of almost 80 Ambassadors who help to spread the word about our work.

Our programmes are delivered thanks to the generous support of a wide range of donors and funding partners. We are particularly grateful to our Founder Patrons who ensure we can provide year-round development and delivery of our programmes.

Founder Patrons





**WHO
CARES
WINS!**

**The National Care Careers Conference
is coming to Championing Social Care**