

We shine a light on the incredible value of the social care sector to society and those who live and work within it.



Championing Social Care is a volunteer-led group of leaders from across the social care sector.

Our vision is to ensure a wider and deeper public understanding, appreciation and respect for the 1.6 million people who care for some of the most vulnerable people in our society.

We deliver positive stories and initiatives about the sector about which we all care so passionately. Core to our work is fundraising for care sector-relevant charitable causes.



Launched in 2018 at the iconic Grosvenor House hotel, the Ball celebrates the incredible work of our sector & most importantly, raises funds for care-related charities. To date we have raised an incredible £348,000 & in 2021, we are proud to again support the valuable work of the Alzheimer's Society and The Care Workers Charity.



Established in 2020 at the height of the COVID-19 lockdown, our #SparkleForSocialCare social media campaign was launched to highlight the incredible efforts of the nation's 1.6 million care workers caring for some of the most vulnerable members of our society.



Established by Care England, the Care Home Open Day encourages people to visit their local care homes. Our aim is to enrich the lives of the unique, intelligent & charming residents and those special people who care for them through building long-standing and joyous relationships within the local community.



Care Sector's Got Talent! is a fantastic virtual event to showcase the amazing talents of the social care sector. From singing, dancing, comedy, magic or music this will be a talent extravaganza with the winner/s performing live at our 2021 Care Sector Fundraising Ball.

Our Leadership

To underpin the ethos of volunteer leadership, our work is overseen by a small cross-sector Organising Committee, drawn from a wider volunteer group of Ambassadors. Our Ambassadors are senior leaders from a wide range of organisations across the care sector, supported by our Executive who marshals our efforts and manages our day-to-day operations.

We are supported by our Founding Patrons and others and hosted by the CareTech Foundation



Championing Social Care is hosted by the CareTech Charitable Foundation
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