

Why support Manchester Carers Forum?

Carers play an invaluable role in society. Their support is often unpaid and saves the economy £132 billion annually – more than the annual budget of the NHS for providing healthcare services. In Manchester alone, this represents a saving of £854m

Manchester Carers Forum exists to provide support to the 60,000 unpaid carers who live in Manchester, many of whom are employed in either full or part time positions – and could also be on your workforce!

In the most recent survey by BRES*, the total working population of Manchester was estimated at 355,300. According to the data, this means that 17% are also performing a second job once they leave the workplace, that is, the caring role they have once they get home. By 2037 it is predicted the number of UK carers will reach to 1.9 million – or 1 in 6 in any workplace.

Many carers enjoy being at work as it gives them time to be themselves as well as feel like a valuable and productive member of a team. Working carers also develop additional skills such as time management and negotiation skills which can add value to their contribution at work.

Being a carer can impact greatly on those who are also employed in full and part time positions. This is evidenced by:

- More days off sick due to stress and mental and physical exhaustion
- This can cause them to be less productive at work
- They can lose confidence in the workplace as their productivity levels decline
- Can suffer long-term mental and physical health problems

Eventually this causes employees to have to reduce their hours, take a less stressful job or even have to quit work all together.

The impact of caring on working carers lives:

50%

Have reduced their hours at work so they can continue to care.

49%

Have given up work completely to be able to care.

23%

Have taken a less qualified job or turned down a promotion so they can continue to care.

17%

of Manchester's workforce also works as unpaid carers*

“BT introduced a Carers Policy into their working practice. As a result this has achieved a productivity increase of 21% a year, reduced absenteeism by 26%, and has added approximately £5m to their bottom line.”

**Supporting Working Carers Report,
Carers UK (2017)**

In supporting Manchester Carers you are helping to keep local families together & businesses healthy - including your own.

You are enabling your staff to continue to perform at optimum levels and as a result, your retention rates will improve as staff turnover is reduced, along with absenteeism caused by stress.

You will also:

- 1 Save money**
£4,333 is the amount the Chartered Institute of Personnel and Development estimate it costs to recruit a new member of staff.
- 2 Save time**
6-16 weeks is the amount of time on average it takes to recruit a new member of staff.
- 3 Improve morale**
Supporting a charitable cause will improve staff morale and lead to increased loyalty amongst employees, even more so when it's a cause that's not only local, but very close to home for so many of your employees.
- 4 Positive image**
Supporting a charity such as Manchester Carers Forum is great for Corporate Social Responsibility, making you more attractive to customers, other businesses and potential job applicants.

How many carers do you have on your workforce?

500
employees

55
of your employees
are caring for a
loved one with
an illness or
disability

5k
employees

550
of your employees
are caring for a
loved one with
an illness or
disability

25k
employees

2,750
of your employees
are caring for a
loved one with
an illness or
disability

“Employees who are looking after someone who is elderly or disabled are now protected against direct discrimination or harassment because of their caring responsibilities under the Equality Act 2010.”

Employers for Carers

How your business can benefit from supporting Manchester Carers Forum

Become a Gold, Silver or Bronze sponsor. Choose from one of the packages below.

Gold Package £20,000 Donation	Silver Package £10,000 Donation	Bronze Package £5,000 Donation
1 available	5 available	10 available
Sponsorship of an outdoor advertising campaign to help MCF raise their profile in the local area. Your company's logo will feature prominently.	Sponsorship of an outdoor advertising campaign to help MCF raise their profile in the local area. Your company's logo will feature prominently.	Sponsorship of an outdoor advertising campaign to help MCF raise their profile in the local area. Your company's logo will feature prominently.
Your corporate logo to feature as top tier supporter on all marketing literature	Your corporate logo to feature as second tier supporter on all marketing literature	Your corporate logo to feature on all marketing literature
Your corporate fundraising activity will be listed in our quarterly review publication	Your corporate fundraising activity will be listed in our quarterly review publication	Your corporate fundraising activity will be listed in our quarterly review publication
Your logo and thank you message to feature on the home page of Manchester Carers Forum website along with a link through to your company website	Your logo to feature on the supporters page of Manchester Carers Forum website, along with a thank you message and a link through to your company website	Your logo to feature on the supporters page of Manchester Carers Forum website with a link through to your company website
Receive a framed thank you certificate to display in your office	Receive a framed thank you certificate to display in your office	Receive a framed thank you certificate to display in your office
Your name and your company name checked on social media as a thank you.	Your name and your company name checked on social media as a thank you.	Your name and your company name checked on social media as a thank you.
Receive an annual report on the difference your contribution has made	Receive an annual report on the difference your contribution has made	Receive an annual report on the difference your contribution has made
Sponsorship of a local support group which will be fully branded with your business wherever it is mentioned		
Your corporate logo will feature on a commemorative thank you plaque displayed in Manchester Carers Forum head office		

“
These are people whose faces you will never see, and names you will never know. Your donation will change their lives. They can't say thank you - but we can.”

Manchester Carers Forum (2017)

How your donation will help

The difference you can make is very real and tangible

Gold Sponsors £20,000 Donation	Silver Sponsors £10,000 Donation	Bronze Sponsors £5,000 Donation
-----------------------------------	-------------------------------------	------------------------------------

Your £20,000 will help us identify hard to reach carers who feel socially isolated as a result of looking after a loved one

Your £10,000 will allow us to increase the number of people our service supports by 82%

You £5,000 will help provide respite for 50 carers in the city

1 available	5 available	10 available
Help Manchester Carers Forum raise their profile within the North West region.	Help Manchester Carers Forum raise their profile within the city of Manchester.	Help Manchester Carers Forum raise their profile within a specific area within the city.
Help fund the position of carer mentoring manager.	Help fund a dementia support worker.	Help fund a part-time fundraising role for 1 year.
Sponsor the commission of a survey of the state of care in Manchester.	Sponsor the commission of a survey of the state of care in Manchester.	Sponsor the commission of a survey of the state of care in Manchester.
Help more isolated carers connect with Manchester Carers Forum.	Help more carers become involved with Manchester Carers Forum.	Help more carers find Manchester Carers Forum.
Contribute to running costs and overheads of Manchester Carers Forum as an organization for 12 months.	Contribute to running costs and overheads of Manchester Carers Forum as an organization for 6 months.	Contribute to running costs and overheads of Manchester Carers Forum as an organization for 3 months.
Help cover the costs to support 50 carer mentoring volunteers.	Help cover the costs to support 150 dementia carers.	Help us raise funds to give carers respite.

Don't see a package that's right for you?

First check out the other suggestions in this pack to see if they're what you're looking for. Have some of your own ideas about how we can work together? We're all ears! Just give us a call to discuss your budget and your needs on 0161 819 2226

“At times it seems as though our work is not recognized and frequently undervalued, the work which we carers undertake is most definitely the glue that holds our society together.”

Manchester Carers Forum (2017)

There are many other ways you can help...

Fundraising

1 in 9 employees UK wide are currently caring for someone. Why not strike a chord with your staff and make us your business charity of choice this year – or every year! Your colleagues can get involved in the workplace with fundraising activities such as:

- Dress down day
- Desk decorating competition
- Cake sale
- Charity fun runs or sponsored walks

Donate Online

Make an online donation through our preferred partner Charity Choice – and just donate a figure of your choice

Donate Goods

You may produce products or services which can help improve the way of life for a carer by making things easier in the home or providing a little bit of hard-earned luxury for our time-starved carers. You can donate anything from white goods and treat items to anything which could be used as auction or raffle prizes.

Payroll Giving

Giving through payroll is an easy and tax efficient way of making a donation. To organise this as an employer, simply sign up with one of our approved partners such as Charitable Giving, Charities Aid Foundation or Charities Trust.

Just remember, every little helps.

What To Do Next

- Pick up the phone and call us on **0161 819 2226** or
- Email us at info@manchestercarersforum.org.uk or
- Visit our website for more information www.manchestercarersforum.org.uk

£25



Could change lives by letting us answer 5 emails from people who find it hard to pick up the phone.

£50



Would allow us to send out x 10 collection boxes for campaigners raising money on our behalf.

£100



Would sponsor a support group session for carers in your area.

£1000



Would help us raise the profile of Manchester Carers Forum through marketing and publicity, ensuring we can help more people.

“
*The increased stress has left me with depression,
high blood pressure and anxiety. Headaches,
low self-esteem, emotionally crippled. All hidden
behind a smile.*”

Carer, Manchester

Caring at Work

Manchester Carers Forum Factsheet

If you know of anyone on your workforce who would benefit from our support network, this fact sheet explains a little more about Manchester Carers Forum and what we offer.

Manchester Carers Forum exists to support carers and provide them with a collective voice. Whether it is for a few hours a week or around the clock, carers play an invaluable role in society. Caring for a loved one can be a lonely and isolating experience. Many people do not know where to turn, where to find help or even where to start.

We work to help improve quality of life for carers

We support

We run a number of support groups across different areas so there will be one close to home wherever carers live. We also run specialist support groups for people who care for loved ones suffering from dementia or substance misuse issues.

We care about carers health and wellbeing

At our support groups we offer a range of health and wellbeing sessions to help combat stress.

We listen

Our staff and volunteers are here to lend a listening ear. All are, or have been carers themselves so they understand what carers are going through and the mixed emotions they might feel.

We help people find the right information

We partner with many organisations across the city making it easy for people to access relevant advice and correct information.

We are a place to share experiences

Being a carer can be extremely stressful. We offer a forum where carers can share experiences with complete confidentiality. Without support there is no need for anyone to suffer in silence.

We offer practical help

We also help with the practicalities of being a carer, such as financial or legal support or helping people to find any equipment needed to help with their caring role.

We organize carers' breaks

Being a carer can be both mentally and physically exhausting. It can be hard to find time to take a break, or take a holiday – without feeling guilty about it. We plan and organise mini breaks and trips for our carers to give them some time for themselves and to help them recharge their batteries.

“The group keeps me going from week to week. I look forward to seeing everyone I know and can be honest about how I feel, and you always get such good advice from the workers and other carers.”

Carer, Manchester
