As President of Carers Trust, it is with pleasure that I look back on what has been achieved in our first year as an enlarged charity. I was a strong supporter of the importance and value of merging the two former charities, Crossroads Care and The Princess Royal Trust for Carers, to form Carers Trust in April 2012, a major new charity for carers.

My direct involvement with unpaid carers goes back to 1991 when The Princess Royal Trust for Carers was founded and I took on the role of President. At that time, unpaid carers were little talked about or supported. While recognition of their role and the pressures they are under has grown considerably since then as our population grows older, so has the number of carers. I place great importance on meeting carers and the Carers Trust Network Partners that are providing hands on practical support to carers in their communities and this year I have met some inspiring carers of all ages across the UK. Carers experience many different caring situations but they all have one thing in common – they never stop caring, 24 hours a day, every day of the year.

We are living in financially challenging times where cuts to services mean that there are even greater demands on carers and those supporting them. Across the UK the message is clear: Carers Trust continues to deliver many benefits for carers and those that work with and for them. One of the values of the merger has been our ability to provide an even more united and stronger voice for carers. This enables us to continue to raise awareness of carers’ issues with Governments, other policy makers and all our supporters, and hopefully increase funding opportunities to develop and deliver the services so needed by carers and those they care for. Thank you all for your support over the last year.
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The economic value of the contribution made by carers in the UK is **£119bn** per year.

Her Royal Highness The Princess Royal meets Angela Rippon, Rhydian and guests at our fundraising Gala Dinner at the Langham Hotel.
Carers Trust is a major new charity for, with and about carers. We work to improve support, services and recognition for anyone living with the challenges of caring, unpaid, for a family member or friend who is ill, frail, disabled or has mental health or addiction problems.

We do this with our Network Partners – a unique network of 118 independent carers centres, 63 Crossroads Care schemes and 105 young carers services. Together we are united by a shared vision for carers – to make sure that information, advice and practical support are available to all carers across the UK*. 

At Carers Trust we aim to:

- Provide the best UK wide high quality care services and information and guidance for carers
- Provide help direct to carers.
- Campaign for change in policy for carers.
- Bring the voice of carers to Government.
- Raise the profile of carers.

This year:

- Carers Trust reached more than 450,000 carers through our network and interactive websites.
- Network Partners employed more than 8,300 staff and 5,700 volunteers.
- The total income for all Network Partners was £147.8m.

Our network enables us to drive policy change, based on direct knowledge of carers’ needs. It also gives us extensive reach and the power to broker partnerships with major organisations such as People’s Health Trust, Department of Health, Comic Relief and Department for Education.

*By UK we mean UK and Isle of Man
Carers Trust has had a highly effective first year. Among our achievements and thanks to our supporters we secured The Co-operative Charity of the Year Partnership for 2013 and we are already well under way to raising £5m to support 20,000 more young adult carers. I hope you will enjoy reading about more of our highlights in this Annual Review.

Every day in the UK over 6,000 people become an unpaid carer. This is one of the reasons we introduced our call to action – seven million reasons to care, make carers count. It helps us raise awareness, highlights that carers need support and shows that caring is a growing issue. By enabling us to drive home this point in innovative ways it also reinforces our work to secure funds to support carers.

Our aspirations for carers underpin all we do and our programme to give carers greater involvement in our work is going from strength to strength. Our focus this year has been to:

- raise the profile of carers and the caring role
- influence Governments and change society – to improve carers’ lives
- work with local partners to develop a strong network offering services of outstanding quality and innovation, supporting the growth and development of solutions for carers.

Meeting this focus has at times been a challenge but also enormously rewarding. Thanks to the professionalism and dedication of Carers Trust staff and Network Partners we are well placed to continue our work into the next year.

We held our first Carers Trust conference for Network Partners in November where we brought together over 300 colleagues. It was inspiring to see the commitment to developing services for carers across the UK.

However, without our wonderful supporters none of this work would be possible so a big thank you to everyone who believes in making carers count.

Thea Stein
Chief Executive, Carers Trust

Andrew Cozens CBE
Chair, Carers Trust
Caring concerns us all

Any of us could be affected by caring at any time regardless of age, nationality, gender or financial circumstances. **Three in five people** will become a carer in their lifetime, which means that one day, either you or someone you are close to may need our support.

There are currently around **seven million** carers in the UK – this will rise as the population gets older, social care becomes ever more expensive, and people live longer with life limiting conditions.

That’s at least seven million reasons for us to work together – with our generous supporters – to improve the quantity and quality of support carers receive.

**Why your support is important**

Simply put, with funding increasingly scarce, without our generous donors, we couldn’t go on – and neither could the carers we support.

And despite our long history of success, our limited resources mean there are still a great many carers we have yet to reach.

**How your support has made a difference**

Throughout this year you’ve helped us reach out to many more carers in the UK and improve the standard of support for those we are already helping.

This year, with your support, we’ve been able to:

- Provide grants for carers to purchase essential goods such as a bed, much needed respite, or to learn a new skill.
- Develop our dedicated websites – [www.carers.org](http://www.carers.org) and [www.youngcarers.net](http://www.youngcarers.net) – which are vital for carers in remote areas or in need of round-the-clock support.
- Raise the profile of carers among the public, in schools and in Government, ensuring carers receive the recognition they deserve.
Supporting our network for the benefit of carers

Network Partners are key to shaping and defining our strategic plans and ensuring that services are targeted towards benefitting and supporting them and through them, carers and the people they care for.

As part of a network, Network Partners benefit from a raised profile, greater influence, sharing best practice and innovation, quality advice and information, and improved opportunities for funding. Carers Trust also offers access to partnerships with organisations such as The Royal College of General Practitioners and Bright Horizons, a private company providing back up care solutions to employers.

Our new Carers Trust brand is designed to represent our range of services and service users – it is available to all Network Partners to adopt. Research has shown that it is already helping us raise the profile of carers.

Vital grants for carers

This year, thanks to our generous supporters such as People’s Health Trust, Openwork Foundation and Pears Foundation, Carers Trust was able to award grants to carers of all ages in excess of £1.2m.

We’ve enabled Network Partners to apply for grants for individual carers and to run activities for groups of carers totalling £123,676.74. Multi-year grants to develop sustainable solutions to address carers’ issues across the wider sector have also been available, totalling £1,059,463.94.

During the year ahead, Network Partners, thanks to The Co-operative Charity of the Year Partnership, will have access to grants totalling over £2,771,000 for work with young adult carers.

A break for exhausted carer

Paula cares for her two-year-old grandson Jake, who has autism, obsessive compulsive disorders and bowel problems. Paula rarely enjoys uninterrupted sleep and she has been diagnosed with depression.

A £200 grant from Carers Trust enabled Paula to take a hotel break with a friend. Well rested and relaxed, Paula felt strong enough to come back and continue to be a grandmother and carer to Jake.
Providing the best UK wide high quality care services for carers

Supporting the provision of high quality care services for carers and the people they care for is a major part of our work along with ensuring that all policy, legal and regulatory requirements are met.

Raising standards and meeting legislation
This work includes:
- Continuing to develop a quality assurance system suitable for all Network Partners which we look forward to rolling out in 2014.
- Providing an annually updated operational policy framework to Network Partner schemes offering regulated services, such as the provision of personal care to a person in their own home, in line with current legislation.

Prioritising local services
Network Partners in England and Wales can use our new community profile tool to give them accurate data, for example how many people aged over 85 are caring in their community, so that they can best meet local needs.

In Wales, 20 Network Partners are now using their community profile as evidence when tendering.

Mentoring programme offering valuable support
In our mentoring pilot, seven volunteer professionals from the business sector mentored Network Partners. The project was so successful we will be expanding it during 2014/15, thanks to funding from Pears Foundation.

Penny Collard, Chief Executive of Crossroads Care, Coventry & Warwickshire was linked up with mentor Brian Farrugia, an experienced business adviser. Brian’s valuable insights helped Penny plan and develop services for the next five years.

“Making Carers Count: Carers Trust, Annual Review 2012 – 2013 One Year On”
At Carers Trust we provide a range of information and guidance via our websites and social media, meeting the needs of our different audiences in a variety of innovative ways. Whoever you are, either you or someone you know is a carer or likely to become one so having the information at your fingertips can help make things a little easier.

**Helping carers find services on our website**
Following the launch of Carers Trust, and with the support of Slaughter and May, we were able to rebrand our website Carers.org. We have continued to develop the site, particularly ensuring that carers can easily find our services including their local carers centre or Crossroads Care scheme.

**During the year:**
- Average monthly visits to Carers.org grew by 24%.
- We averaged 100 likes per month on facebook.co.uk/carerstrust.
- Our Twitter followers on carerstweets doubled to nearly 8,000.

**Growing social media engagement**
We created our new Facebook page in April and both likes and engagement with carers and supporters have grown steadily. Likewise, we continue to attract growing attention on Twitter, and The Co-operative Charity of the Year has seen lots of social media activity.

**Digital forest campaign**
Our first ever digital fundraising campaign led to supporters decorating a tree and leaving messages and gifts for carers in our Digital Forest.

One of our most popular tweets was from Martin Lewis – Money Saving Expert – after he planted a tree in our Digital Forest.

I have witnessed first-hand the vital work this organisation does, for example through its dedicated website for carers.

**Hilary Devey CBE, CEO and Founder of Pall-Ex, is Vice-president of Carers Trust and also supports us through corporate giving and private fundraising**
For many carers, socialising with friends and getting out of the house to enjoy activities can be extremely difficult. Providing support online is one way that we can help carers who find it hard to access local information and guidance.

**Online support every day of the year**

Via our website (Carers.org) and our site for young carers (YCNet) we provide support and guidance to carers every day of the year, including Christmas Day. Our new website for young adult carers, supported by The Co-operative Charity of the Year, will be launching in spring 2014.

Our expert staff facilitate carer-to-carer support and give carers the chance to share experiences in our moderated chat rooms and discussion boards. We also run regular expert chats where carers can join discussion groups with specialists.

**This year:**

- We held 16 expert chats, two online parties, and a celebrity chat with Esther Rantzen.
- We provided emotional and practical support to carers of all ages on issues as diverse as benefits and how to cope with bullying at school.

**Young adult carers blogging**

We encouraged a group of young adult carers to blog and vlog their stories, advice and views on www.carers.org/community/young-adult/blog.

"To suddenly be in an environment where people were friendly, supportive and know what it’s like to be a young carer was fantastic." — Young carer
Campaigning for change in policy for carers

Campaigning for change is at the forefront of our work at Carers Trust and this year has seen some major activities.

**Personalisation**
Personalisation is about giving people the right to design and purchase their own care. Thanks to funding from the Department of Health we published a report on personal budgets for carers in England. It will help local authorities change their way of working to ensure carers receive personal budgets to spend on the support they need.

**Carers of people with dementia**
With funding from Ecclesiastical, we commissioned the University of York to undertake research on the needs of carers of people with dementia, in the UK. We are now ensuring that key recommendations are driven forward.

**Carers Week 2012**
Carers Trust is one of eight charities behind the annual Carers Week. The 2012 theme was In Sickness and Health and we launched the findings of a survey into the impact of caring on the health and wellbeing of carers. We called for sustainable social care funding, better signposting and access to support services, and for regular health checks to be offered to carers.

Paige is 18 and currently studying at university. She also has a part-time job which she juggles with her studies and caring. When she was 15, she started caring for her father who is paraplegic following a road traffic accident and her 23-year-old brother who is profoundly deaf and has learning disabilities.

Fortunately, Paige received educational support from her local carers service and respite care which meant she could go out with other young adult carers to enjoy activities and short breaks.

With funding from Carers Trust, Paige was also able to pay for driving lessons and once she passed her test, was able to use her car to transport her brother and father around much more easily.
Improving the law for young carers
The Government’s proposals for changing social care law in England will improve the rights of most adult carers, but do not do the same for young carers. Carers Trust has campaigned to persuade the Government that it can’t leave young carers behind. We worked with ministers, MPs, Lords, Government officials, young carers and Network Partners, as part of the National Young Carers Coalition, to ensure this is placed on the agenda. We believe this will result in real change as the Care Bill and other legislation passes through Parliament in the next year.

Carers breaks on the brink
We launched the findings of the final instalment in Carer Trust’s research into how primary care trusts (PCTs) have been using Government funding to support carers breaks, at an event in December. In 2010 the Government allocated an extra £400m over four years to provide breaks for carers. Since then, we’ve shown that many PCTs consistently failed to show how they used that money. Without this information there is no way that the NHS locally can be held to account.

Breaks are vital in helping carers to tackle the stress and physical and emotional impact of caring. They also allow them to develop interests of their own and pursue employment, training and education.

Triangle of Care – carers of people with mental ill health
The Triangle of Care is an approach, pioneered by Carers Trust, which emphasises greater involvement of carers in the treatment of those with mental ill health. With a grant from the Department of Health we have set up groups across England to promote the Triangle of Care and it is now being adopted in Scotland.

48 out of 58 mental health trusts are now working with us to improve the way carers are involved and supported.
Media coverage raises awareness
Throughout the year we have had a growing level of significant media coverage. It is always a highly effective way to raise the profile of Carers Trust, carers and caring issues.

The launch of Carers Trust led to stories in a range of national and local papers, broadcasts on at least seven regional radio stations plus live segments on BBC Breakfast and Sky News.

The Scottish Young Carers Festival received blanket coverage in the Scottish press while our work with Radio One enabled them to interview a number of young adult carers who took part in an October documentary for the station.

Thanks to sponsorship from The Co-operative, we delivered a carer supplement in The Times in December 2012. The supplement was distributed in Scotland and the north of England, as well as to more than 42,000 GPs, senior nurses and social workers. It was so successful that another one was produced in August 2013.

And one of our big hits was a blog on the Huffington Post popular news website by Moira Fraser, Director of Policy and Research at Carers Trust. She commented on the new census figures for carers and the need to provide adequate support for them.

This year we had 850 pieces of online coverage reaching a potential readership of 332,000,000.

Helping professionals become more carer aware
Our work in partnership with the Royal College of General Practitioners and Carers UK, is helping to make sure that health professionals make carers more aware of the support available.

The forthcoming changes to the NHS in England mean upheaval to the way local services are funded. To ensure young carers get the support they need, we produced our guide to Commissioning Services for Young Carers and their Families, funded by the Alan and Babette Sainsbury Charitable Fund.
Developing the network
In January we were delighted to welcome Devon Carers as the first new Network Partner with Carers Trust, extending the availability of Network Partner services further into the South West.

Working in partnership to support dementia carers
Carers Trust is a member of the Dementia Action Alliance in England which means we are committed to ensuring carers of people with dementia are included and supported in our work.

At a high level event, attended by our President Her Royal Highness The Princess Royal, we brought together top decision makers, carers and people with dementia to explore the issues affecting carers of people with advanced dementia.

Encouraging commissioners to consult with carers
With funding from the Department of Health, our website www.carershub.org provides commissioners with information about local support services for carers. It encourages consultation with carers and a whole-area approach.

Building the Practice, Building the Evidence
Funding from the Department for Education has allowed us to develop a project aimed at improving support available for young carers. Our Integrated Interventions programme funds partnerships between voluntary and statutory organisations, to provide support to the whole family. The project also identifies and shares examples where young carers are being supported.

- There are 5,430,016 carers in England – 10% of the population.
- In England, Carers Trust reaches more than 351,000 adult carers and over 25,500 young carers and young adult carers, through a network of Network Partners – 85 independent carers centres and 54 schemes with 79 of these providing support to young carers.
Putting carers on the agenda

Carers Trust has been influencing the political agenda in Northern Ireland and has made valuable contributions to the Compton Review which has set out the future of health and care.

Our report on older carers, Mind the Gap, was launched by the Health Minister Edwin Poots in April 2012. It laid out how services need to collaborate to make sure carers aren’t missed out.

We’ve also been meeting with all five main political parties about the need to support carers, making representations on the children and young people’s strategic plan and implementing Transforming Your Care findings.

Reaching older carers with a major new project – Mind the Gap

January 2013 heralded new opportunities for Carers Trust to reach older carers. The award of a grant of over £498,000 from Big Lottery Fund Northern Ireland will enable us to deliver our Mind the Gap project over three years across the five health trust areas.

With Carers Trust as lead partner, the project was developed with Network Partners in Belfast, Newry and Mourne, carers, and strategic partners from the statutory, private and voluntary sectors. It is employing a development manager and five carer outreach support workers. A separate Carers Forum and Carers Steering Group provide direction.

- There are 213,980 carers in Northern Ireland – nearly 12% of the population.
- There are two carers centres in Northern Ireland with one providing a young carers service.

“Seven million reasons
At a time of significant change in health and social care in Northern Ireland it is good for carers that for the first time Carers Trust will provide support throughout the region.”

William McCormick, Trustee and Company Director at Belfast Carers Centre and member of the Carers Trust Board.
Our work in Scotland

Supporting the network
Our team in Scotland provides Network Partners with important operational support for taking forward the quality agenda for carers services.

Self-directed Support
The Self-directed Support Bill and Strategy formed an important part of our policy and lobbying work in 2012, this included organising a site visit for the Bill Committee to hear first-hand from carers.

With funding from the Scottish Government, our training programme in Scotland helped carers to navigate the choices available to them through Self-directed Support.

• There are 657,000 carers in Scotland – 13% of the population.
• Carers Trust Scotland reaches more than 55,000 adult carers and more than 3,200 young carers and young adult carers, through a network of 25 carers centres with 19 providing services to young carers.

Extending our reach
Thanks to grants from the Scottish Government we’ve been able to work with more carers of people with mental ill health and are developing a wellbeing toolkit for carers.

Our work with condition-specific charities continues to enable us to reach carers and link them and Network Partners.

Young Carers Festival
Funded by the Scottish Government, the Festival brings together more than 600 young carers from all over Scotland for a weekend of respite, fun, the chance to meet other youngsters in the same position and the chance to speak to decision makers.
Our work in Wales

**Shaping health and social care in Wales**

Wales is undergoing a major change in the organisation and delivery of both health and social care. At the heart of this is the Health and Social Care Bill. Carers Trust has been closely involved in the development of the Bill, and continues to be involved as the details of its implementation play out. Working with Welsh Ministers, steering groups, local authorities and health authorities, our staff in Wales have ensured that carers are now recognised as a specific group within every section of the Bill.

We are now working with service providers, funders and commissioners to ensure that the aims of the Bill are met. This includes supporting Network Partners locally as they engage with this changing map of services.

**Supporting carers into employment**

Thanks to funding from the Waterloo Foundation, we have been able to run the Carers and Employment project in Wales. Our Carers and Employment Officer works with employers and attends events promoting the project. Network Partners have also been able to apply for funding to support carers who want to return to, or remain in, paid employment. This has enabled carers to continue working through a crisis or to attend work related training courses.

- In Wales, there are almost 400,000 carers – more than 12% of the population.
- Carers Trust Wales reaches just over 20,000 adult carers and nearly 1,000 young carers and young adult carers through a network of Network Partners – six carers centres and nine schemes with six of these providing support to young carers.

“At Carers Trust we believe in being united.”

“The grant has allowed us to provide over 80 hours of respite care to those most in need. An overnight service often gives carers the opportunity for a good night’s sleep. This preserves their health and reduces stress, tiredness and worry.”

Network Partner
How we deliver our work

The work of Carers Trust takes place across the UK, although certain activities may be implemented slightly differently in some locations due to national and legislative differences. In 2013/14 our objectives for each area are:

Policy and research

Providing an effective policy, public affairs and campaigning function for Carers Trust and Network Partners through four key programme areas:

- Ensuring carers feel valued and receive the support they need, regardless of their background, who they care for, or where they live in the UK.
- Making sure all carers have access to high quality support they can rely on and which meets their needs. Ensuring that Carers Trust and Network Partners or other sources of support respond to them as individuals.
- Ensuring young carers and young adult carers are protected from inappropriate levels of caring, and have the same chances to learn, develop and stay healthy as other young people.
- Ensuring we find ways to support those carers with specific needs which support services and communities often don’t recognise or understand fully, or find difficult to meet.

Network support

Our aim is to support our UK wide network of local independent partners to survive, thrive and grow in challenging times to meet the increasing need of unpaid carers.

- Ensuring that we support and maintain and grow our local partners to help us meet our overall aim of helping us to reach one million carers.
- Developing clear quality standards and the Carers Trust quality mark so that carers everywhere know they are benefiting from the same level of service excellence where an organisation is a Carers Trust Network Partner.
- Ensuring that Network Partners are supported to learn from each other and innovation spreads rapidly.
- Ensuring that those commissioning services understand what can be provided by Carers Trust Network Partners.
**Carer services**
Providing direct support to carers across the UK via online activities and a range of grant programmes. Lead on ensuring that Carers Trust’s work is underpinned by carer involvement at every level and is fully responsive to the needs of our existing and potential beneficiaries.

- **Online support services**: Deliver high quality online services to carers, 365 days of the year. Develop online activities and other online community building opportunities to extend our reach to carers.

- **Grants services**: Continue to deliver high quality grant programmes for individual carers and groups of carers. Identify relevant or innovative grant funding opportunities that will provide support to hard to reach carers.

- **Carers Hub (England only)**: Provide support to professionals to enable them to develop and deliver high quality carer-focused services.

**Marketing and Communications**
Making Carers Trust a household name and the caring role a household issue by:

- Developing our brand.
- Building our online presence.
- Raising awareness of carers.
- Ensuring staff and Network Partners are ambassadors for Carers Trust.

**Our financial plan**
Our operational plan is underpinned by a financial plan which shows how Carers Trust aims to move year on year to a position of financial sustainability. This will be done through gradually changing the business model from one 90% dependent on a wide range of voluntary income streams and grants from Government, to one increasingly sustained through alternative partnerships, other business opportunities and the growth and robustness of our Network Partner base and offer.

**Carers Enterprises Limited (CEL) – our trading arm**
Through www.carersenterprises.org we sell a range of products for carers and the person they care for plus services for organisations such as DBS checks. As all profits are ploughed back into Carers Trust this is just one of the ways we are working towards a sustainable future.
How we raised our funds

We raised £8.8m to benefit carers in 2012/13. Over half of this was generated from our fundraising activities, including trust, lottery, corporate and individual donations.

Working with Sainsbury’s and three Network Partners in London, we piloted a programme to help to identify carers in stores, ensuring they were signposted to support. As a result, 735 people were offered help.

Total Funds
2013 £

- Donations (54.2%)  4,780,950
- Government grants (22.8%)  2,016,100
- Legacies (3.1%)  277,434
- Events income (2.7%)  236,101
- Trading activities (6.4%)  564,046
- Investment Income (0.3%)  23,597
- Fees and other sales income (0.4%)  32,874
- Contracts for carer services (2.2%)  191,193
- Membership fees (8.0%)  705,717

Total: 8,828,012
How we used our funds to benefit carers

- Costs of generating voluntary income (14.1%) £1,192,403
- Costs of generating events income (2.0%) £164,660
- Costs of generating trading income (6.2%) £521,125
- Supporting the growth and development of solutions for carers (35.9%) £3,029,519
- Influence society to improve carers’ lives (8.1%) £681,408
- Work with local partners to develop a strong network (21.0%) £1,775,180
- Raising the profile and awareness of carers and the caring role (8.6%) £725,358
- Governance costs (1.4%) £114,379
- Merger costs (2.8%) £233,731
- **Total**: £8,437,763

This year we spent £8.4m – 74% of which was spent directly on our four main charitable activities. We have been able to make ‘back office’ savings due to the merger of The Princess Royal Trust for Carers and Crossroads Care and we will target more of these moving forward. One off costs associated with the merger process account for 2.8% of our total 2012/13 spend.
How we sustain our work

How we spend our income

- For every £1 raised, Carers Trust ensures that 81p is spent directly on charitable activities.
- For every £1 raised, Carers Trust spends 18p, raising more money to keep the issue of caring and carers at the forefront of people’s minds.

And for every £1 we spent raising money, we raised £5.39.

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<th>Description</th>
<th>Amount</th>
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<td>Restricted - for grant activities (49%)</td>
<td>£2,743,426</td>
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<td>Restricted - for direct activities (17%)</td>
<td>£956,673</td>
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<td>General unrestricted reserves (29%)</td>
<td>£1,610,210</td>
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<tr>
<td>Designated &amp; Other (5%)</td>
<td>£312,270</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>£5,622,579</strong></td>
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In these difficult financial times we are fortunate to be able to maintain a reasonable level of reserves. A significant element of these reflect monies from our funders which are restricted (set aside for the sole benefit of carers). These, together with our level of unrestricted reserves which are in line with our target 6 months of forecast unrestricted spend, enable our beneficiaries to benefit year on year.
President
Her Royal Highness
The Princess Royal

Vice-presidents
Andrew Robertson, OBE, LLB
Hilary Devey CBE
Dr John Lowrie Morrison OBE
Maureen Lowrie Morrison
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With thanks to everyone who has made carers count during the year

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Townswomen’s Guild, The
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Watson Laurie Limited
Welsh Government
Isabelle Wilson
David Winchcombe
Wood Group
Our brand values

United
Together we work as one organisation united by a shared vision for carers.

Aspirational and innovative
Together we can change lives for the better for all carers in the UK.

Listening and collaborative
Together we work with all carers and enable them to find their voice, exercise their choice and regain control. We actively seek collaboration and partnership with other organisations.

Expert and evidence based
Together we have real experience, carry out authoritative research and share solid evidence about what works for carers in terms of policy, legislation and best practice.

Campaigning and advocating
Together we raise the issues that carers face wherever it makes most impact and will change their lives for the better – with the public, opinion formers and the media.

The number of carers in the UK is fluid and can only ever be an estimate:

- Every year in the UK over 2.3 million adults become carers and over 2.3 million adults stop being carers.
- Every day in the UK over 6,000 people become an unpaid carer.
- People can become a carer at any time, and sometimes for a short period.
- People do not always see themselves as a carer while others shy away from having a label attached to them.