



THE CARES FAMILY



Annual Impact Report 2022

In spring 2010, I serendipitously met a neighbour in his 80s – a man named Fred who'd lived rich experiences, held different views of the world to my own, and who had recently fallen into deep isolation.

Fred and I became friends. We challenged one another, laughed together and talked about the people and places familiar to us both. Though we were separated by a 60-year age gap, I saw something of myself in Fred: like me, he had once felt rooted in community and a deep sense of belonging but had recently experienced feelings of loss, loneliness and broader disconnection buffeted by the accelerating pace of change in the world.

It turned out that these feelings of separation and dislocation are not uncommon. Nine million adults in the UK often or always feel lonely. Between 2015 and 2018, people's sense of belonging to their neighbourhood fell by 10%. Untold stories in the media tell of a social fabric frayed and a society fragmented – of how our disconnection from one another is a personal crisis, a public health crisis and a political crisis.

That's why I'm so proud of The Cares Family. Over 12 years we have connected over 26,000 older and younger people to share experiences across difference. Those interactions and the relationships that follow are shown to reduce loneliness, improve intergenerational understanding, build a sense of collective belonging, and deepen happiness. By feeling closer to the community, people feel 'part of something bigger' than their own lives. The Cares Family has done this when it's been needed most: amid austerity, Brexit, a pandemic and now a cost of living crisis. In times of separation, our work has helped people to hold one another close.

Through over a decade of driving change locally, we've also sought to drive it nationally.

The Cares Family's stories of hope have been featured by every major news organisation in the UK. We helped shape the world's first ever government loneliness strategy, which was launched by the former Prime Minister at one of our intergenerational social clubs. In the last two years, we have started new national programmes, The Multiplier and Ripple Effect, and new national campaigns, which are sharing our learning with people in places all across the UK. To do that, we've raised over £14million and built a team of 50 staff each as passionate about building connection as I am. And in 2022 we published our updated strategy setting out our renewed vision for the next five years.

As each of these milestones has racked up, I have become ever more confident that 2023 is the year to step aside and allow someone else the privilege of leading The Cares Family. I am so excited to see what the team, the new CEO and the board will achieve together next.

This report shows what's possible. In the last three years we have brought together more people than ever before. We have influenced the agenda in new ways. The ripples of connection in local places – ripples that started with my friendship with Fred, which showed that people living side-by-side but who rarely interact have so much to gain from and to give to one another – are now swelling into a wave all across the country.

I'd like to express my deep gratitude to everyone who has supported The Cares Family on this extraordinary journey: the friends who heard a story and encouraged me to take action to make a difference; the supporters who have given time, money and advice to help build a movement; the trustees who have helped a growing team to think even bigger; the staff who have each given something of themselves in service of a shared mission; and most of all the communities of people from different walks of life who have shown in their example that we have far more in common than that which divides us.

Alex Smith
Founder/CEO

In today's world, too many of us are experiencing isolation and division. Our communities are in a crisis of social disconnection.

Loneliness and social isolation are increasing in the UK. As our population ages, the number of people experiencing chronic loneliness in later life – a life short of meaningful interactions and conversations – increases with it. At the same time, more younger people are feeling more lonely more often.



1 in 10

people **over the age of 65** experience chronic loneliness



2 in 5

16 to 24-year-olds report feeling lonely often or very often, making them among the loneliest age groups in our society



1 in 5

18 to 34-year-olds now say that they have one or fewer close friends

Across our communities, we are still seeing the long-term effects of increased isolation during the pandemic, with many struggling to regain their social confidence. What's more, the cost of living crisis will plunge the UK further into a loneliness epidemic, with millions of people without spare income to spend on social interaction.

36%

of people in the UK say they feel **lonelier than they did before the pandemic**

62%

of people in the UK are worried that the **rising cost of living** will meaningfully impact their social life

At the same time as feeling less connected to others, people also feel increasingly less connected to their communities. And the communities from which people feel more alienated are becoming more socially and spatially divided along lines of ethnicity, income, education and age, as research shows people increasingly interacting with and moving to live alongside those who share their experiences of life more closely.



The geographic separation of young adults and retirees **more than doubled** between 1991 and 2016

45%

of younger people feel as though **they belong within their neighbourhood**



Most people have **40-50%** fewer social interactions with people of different ethnicities than they would if their social networks reflected the areas they live in

The devastating impact of loneliness is well known: it brings on strokes, heart attacks, anxiety, depression and dementia and has been shown to be as harmful to our health as smoking 15 cigarettes a day. Social division and dislocation have a similarly corrosive impact. Beyond health and wellbeing, it undermines trust in our democracy and deepens the pockets of power and powerlessness which too often shape our communities.

We believe this crisis can be overcome.

The Cares Family's vision is of socially connected communities in which people feel less lonely, more united and that they belong.

We achieve this by bringing people together across generations, backgrounds and experiences to build community and connection through our family of six charities.

Our five local charities – based in London, Manchester and Liverpool – bring older and younger neighbours together to share time, laughter, new experiences and solidarity within their local communities. Given the pace of change our communities have experienced in recent decades, the connections forged by older and younger neighbours through our local programmes often also transcend lines of class, ethnicity, faith and worldview.



Our national charity works to bring about systemic, cultural and narrative change by seeding and supporting community-building action across the UK, lifting powerful stories of connection everywhere and campaigning for wider change to strengthen communities – while also providing our local charities with senior leadership, fundraising and operational support.

Finally, our model is rooted in the belief that, when people come together across generations, backgrounds and experiences, the result is increased health and happiness, trust and togetherness, and confidence and capability.

We fulfil our mission in different ways in different communities.

Our strategy for the next four years is shaped by a belief in the transformative power of human relationships and an awareness that systems-level challenges require systems-level responses.

Through our local charities and local programmes, we are going deeper by bringing more older and younger people together, sustaining meaningful relationships between them and supporting neighbours to feel visible, connected and that they have a stake in their communities.

Through our national projects, we are spurring a ripple of connection across the UK by sharing our learning with others, influencing policy and decision-making, and shifting narratives, attitudes and behaviours.

All this work is underpinned by operational consolidations to ensure the sustainability of our organisation and philosophy.

We are delivering this strategy by:



Driving **ACTION**

We have always been rooted in communities and made an impact in individual lives and we will continue to do this through our local charities. As our understanding of the structural and cultural drivers of disconnection grows, we are taking action through projects at the national level too.



Lifting **VOICE**

Our journey tells us that supporting people in our communities to share their stories can change behaviours, narratives, attitudes and policy. We are expanding our storytelling to inspire more people to connect with one another and believe in the power of community.



Cultivating **POWER**

Our crisis of social disconnection is systemic and cultural. Tackling it requires engaging with power to spur policy change and shift institutional behaviours. It also means working to unlock the agency of people in communities.

Finally, our strategy is grounded in a conviction that, when people come together across generations, backgrounds and experiences, they create ripples of connection which build to powerful currents of community, solidarity and belonging – currents that can help tackle our crisis of social disconnection.

Through our four local programmes at North London Cares, South London Cares, Manchester Cares, Liverpool Cares and East London Cares we bring older and younger people together to share time, laughter, new experiences and solidarity.

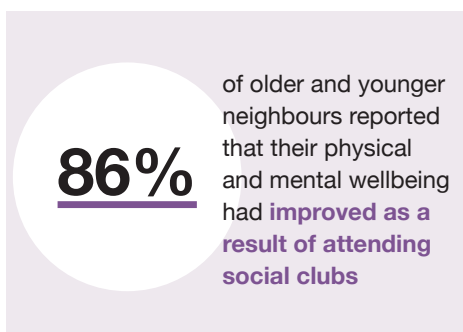


These programmes are our fundamentals – rooted in local places, they demonstrably improve thousands of lives while also giving us the expertise and stories we need to affect wider change.



Our Social Clubs are group activities that take place between three to six times a week at each of our local branches, connecting older and younger neighbours through a variety of activities and new shared experiences.

Clubs range in size from 10 to 150 attendees and take many forms – from cooking classes, Desert Island Disc nights and local history sessions to table tennis sessions, cocktail making lessons and local business visits – but all share a focus on providing a welcoming, inclusive and fun space for older and younger neighbours to have meaningful interactions, learn from each other and create shared memories.





We place importance on neighbours shaping the programme through regular opportunities to provide feedback and suggestions, or the chance to design and lead clubs themselves – whether this be a one-off musical performance or a regular creative writing class. By working closely with a variety of local partners, clubs also open new avenues for neighbours to explore and connect with their communities together.

We've adapted our social clubs to help neighbours to stay warm, active and socially connected during the cost of living crisis, extending some social clubs to four hours, providing more free food and drinks, and focusing some activities on low-cost cooking or how to access support with energy bills. All our programmes remain free for older and younger neighbours to join.





Judith
South London Cares

Judith started attending South London Cares' social clubs in August 2022.

“The most memorable things I did with South London Cares in 2022 were some of the trips. We visited a local restaurant that supports people who have just left prison and we found out about all the work they did there. I also enjoyed our trip to the Royal Albert Hall – it was one of those places you never expect to have a tour of!

“Since joining South London Cares, it’s just been brilliant to have something to look forward to in the week. I really don’t like too many days at home doing nothing. I’ve been

retired for 20 years now, and I’ve kept myself busy, but this has really made a difference to planning my week and feeling like I’m on the go. I think it’s made me feel like I’m very busy again: I’m fitting in my friends and family around all the activities I’ve got on. And that’s a good feeling.

“I love the way that conversation flows naturally between older and younger people. I love talking to people and I like listening to people, so it’s perfect for me.”



Jemima
Liverpool Cares

Jemina started attending Liverpool Cares' social clubs in September 2022.

“I moved back to Liverpool in September 2022, after many years away. I immediately got involved with social clubs, as I was looking for some kind of community connection, and I have definitely found that. It’s a reminder that there are like-minded people in the city who just want to be that bit kinder to each other and make sure nobody has to be alone.

“The most memorable club was when we went to Unity Theatre to see Nana Funk! A lot of the messages from the show could be transferred to Liverpool Cares – age shouldn’t be a barrier to your passions or your autonomy. How amazing to think we could have a free trip to the theatre, and I

immediately felt like I was part of the group. It was like seeing old friends, even though I had never met them before.

“Liverpool Cares has had a really positive impact on my life – it helps me feel connected. I know whenever I go to an event, we’re all going to have lovely conversations and make new friends. I also get to try activities I wouldn’t usually!

“It’s a true sense of community. People of all ages, from all parts of the city, just coming together to have a good chat and a bit of fun. There are no pressures or other motives – just looking out for each other and enjoying company.”

Our Love Your Neighbour programme connects older and younger neighbours to spend time together one-to-one.

Through weekly visits or local outings, neighbours build long-term friendships – with younger neighbours often bringing the outside world in for people who can struggle to get out.

Love Your Neighbour provides companionship and solace in an uncertain world. Neighbours bond over their shared interests, life advice and stories. At the same time, they gain insight into different experiences of life in the cities they live in.



3,930 one-to-one visits or calls took place in 2022, totalling **3,758** hours



482 pairs of older and younger neighbours enjoyed **one-to-one** friendship in 2022



161 older and younger neighbour matches met for the first time

98% of older and younger neighbours reported **feeling more connected** to others as a result of taking part in the programme

70% of older and younger neighbours on **Love Your Neighbour** reported that their mental wellbeing had improved since taking part in the programme



Katie
East London Cares

Katie met Walter through Love Your Neighbour in March 2022.

“I feel that Walter and I have formed a natural friendship. We really bonded over a time when I went on holiday to Berlin and visited some of the sites that were important to him and related to his history. We also have a similar sense of humour, in that we’ll take the mick out of each other a bit. I play lots of sport and I tell him how my team lose every week. It’s become a running joke – he answers the door and says ‘did you lose this week?’

“Our friendship also gives Walter an opportunity to speak about some of the frustrations he has at this stage in his life, and it’s been great to help him get out a bit more and to feel independent. Travelling

around and spending time with Walter has been a really big reminder of what it’s like to live in London with a disability.

“Spending time with Walter picks me up a lot: some weeks I’ll be really tired, but by the time I’ve had an hour with him, I’ll feel much more upbeat. It’s just a friend to talk to and get you reflecting on the wider world and other people’s lives, instead of being stuck in your own head.

“It’s nice to feel connected to someone else. I don’t know any of my neighbours otherwise. Walking around where he lives, people will come up to us and say, ‘hi’.”



Stanley
North London Cares

Stanley met Poppy through Love Your Neighbour in March 2022.

Each week, they cook together, sharing recipes or trying something new for the first time.

“Poppy comes round every Monday for cooking lessons, and after cooking we go out and sit in the garden. It’s made a great difference, someone coming in for a chat instead of looking at the telly. I’m so happy now. I struggled after my wife passed away, but now I’m feeling much better. Poppy has introduced me to her partner too, and we get on really well. They feel like my family.”

Stanley and Poppy decided to share their love of cooking by leading a pasty making social

club for other neighbours in north London.

“The pasty making club was my favourite memory of 2022! We made the dough at home beforehand. Everyone who came loved it. Me and Poppy were like brother and sister by the end of the day!”

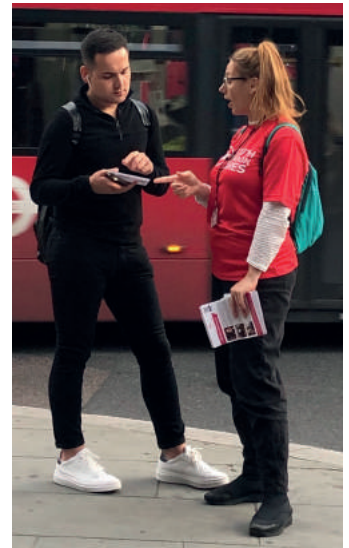
Stanley and Poppy have inspired the North London Cares team to establish a new regular cooking social club, where neighbours can connect while preparing some fresh food.

“A North London Cares social club is one of the greatest clubs you can go to! It’s so sociable!”

Through our proactive Outreach we meet and invite older and younger people, and local referral partners, to be part of our local networks.

We get out and about in our communities to speak to older and younger neighbours and grow local partnerships. Through storytelling and conversations, we raise awareness of our activities and learn more about the communities we work in.

Building trust is at the core of our Outreach activities. We spend time getting to know neighbours as they join our programmes, and by working with local partners, our staff teams support neighbours to overcome barriers they face to connecting with their community, referring or signposting them to support ranging from energy use to mental health advice.



431

We conducted 431 outreach engagements in 2022, ranging from **coffee mornings in sheltered housing units to hosting stalls** at community fairs



973

older neighbours were **referred to our programmes by 309 community partners**



527

We supported neighbours with 527 interventions in 2022, **connecting 342 older neighbours to 91 different partner organisations** for further support



10,209

Our staff team made 10,209 phone calls and 391 home visits to **support neighbours onto our programmes**



Slipper Swap *Manchester Cares*

In December 2022, Manchester Cares ran a special ‘Slipper Swap’ event for older neighbours, collaborating with local community partners, health services and businesses to provide hot food, distribute warm items, and provide information on support available during the winter months – including our own programmes.

80 older neighbours received a pair of slippers, hot water bottles and other items such as hats, scarves and gloves. Younger neighbours gave out the warm items, played board games and introduced people to Manchester Cares to give them a taster of what we’re about.

Violet, who attended her first ever Manchester Cares event, said afterwards:

“I really enjoyed the Slipper Swap. I made friends with two other neighbours – Sue and Sheila. We’ve stayed in touch and been chatting over the phone a lot!”

By working with partners, our Outreach programme can help to remove barriers and anxieties that prevent people from finding opportunities for connection. Like Violet, the Slipper Swap was also Val and Diana’s first Manchester Cares event. They said:

“We had a wonderful day. I came away with a whole bag full of information on support I can claim, and I’m excited to book onto some Manchester Cares social clubs!”

“Thank you so much – I appreciate all Manchester Cares’ kindness. I’ll be coming to more social clubs soon!”

Our Community Fundraising offers the chance for neighbours to share a sense of camaraderie with one another by raising funds to support their local Cares branch and keep all activities free.



1,554

neighbours fundraised **£157,251 for The Cares Family** through events, campaigns and donations



81

challenge fundraisers raised **£22,398 through 14 different events**



45

Corporate partners supported or hosted **45 social clubs**

Throughout 2022, our networks fundraised through events, online campaigns and by taking part in sports challenges.

We also work in partnership with businesses, providing them and their employees with the opportunity both to be a part of our community and to support our activities financially. Partners also welcome their older neighbours into their workplaces for special visits, giving them the chance make new connections and learn more about businesses in their area.



Charlotte

North London Cares

Charlotte joined The Cares Family through her employer in 2021, attending social clubs in London, and in 2022 fundraised for both North London Cares and South London Cares.

“Having gone to social clubs at North London Cares and South London Cares, I recognised it was a cause I wanted to support. It’s important that The Cares Family is able to continue to provide such a fantastic Social Clubs programme, as I do believe it contributes so much to the community.

“Joining The Cares Family has been great for my confidence! Going along to social clubs – where I’ve tried new activities and met lots of new

people – it’s pushed me out of my comfort zone, and it’s been incredibly rewarding.

“Completing the ASICS 10k was also a huge achievement for me, and it was really lovely to feel a part of the fundraising team for North London Cares. Santa in the City – where we dressed up in Santa costumes and ran 5k – was definitely memorable too: it was so much fun and such a good atmosphere.

“The Cares Family is a network of younger and older neighbours supporting one another, and being a part of it through my work and fundraising means I get the support of that network too and feel part of a community.”

The Cares Family is made up of five local charities delivering our four core programmes across London, Manchester and Liverpool, as well as the national organisation.

Our local work is based in urban locations because, historically, that's where feelings of disconnection, division and dislocation have been most keenly felt by younger and older people. Since starting our work in 2011, we have rooted ourselves in these communities, bringing people from different age groups, backgrounds and experiences together to facilitate friendships and mutual support.



NORTH LONDON CARES

North London Cares started in 2011 and now supports a network of over 11,000 neighbours living in Camden and Islington.

Building on activities created to connect neighbours during lockdowns, the North London Cares team continued to host walking social clubs throughout 2022, with neighbours exploring the legacy of LGBTQIA+ campaigning in Holloway, Black history and its influence in Bloomsbury, and the remnants of Agar Town. At the same time, Outreach focused on deepening links with the universities and student communities based in North London, welcoming over 100 students to their programmes.



SOUTH LONDON CARES

South London Cares started connecting neighbours in Southwark and Lambeth in 2014, and their network expanded to over 9,600 neighbours in 2022.

To showcase their community's hidden talents, South London Cares launched its own intergenerational variety show in 2022: nine neighbours performed magic, sang, told jokes or danced to 50 fellow neighbours at two shows in Stockwell. The team also strengthened its partnerships with the local arts sector, working with organisations like The Old Vic in Waterloo and Bold Tendencies in Peckham to provide neighbours with more creative and memorable experiences.



MANCHESTER CARES

Manchester Cares celebrated five years since opening in 2017 with their biggest ever social club, as 100 older and younger neighbours came together to celebrate with conversation, dancing and cake.

Love Your Neighbour friends contributed to social clubs by supporting one another to share their passions and histories with other neighbours: William and Cindy ran a special trip for neighbours to learn more about Manchester Art Gallery and its archives; and Pepe and Isabel taught neighbours about Latin America and the Spanish language.



LIVERPOOL CARES

In its fourth year, Liverpool Cares continued to grow, meeting another 584 neighbours who joined their community in 2022.

Alongside their core programmes, the team focused on building togetherness among Liverpool Cares' network of younger neighbours. 50 younger neighbours came together at two separate events in the docks and the Baltic Triangle areas, where they shared stories and provided feedback to shape programmes and improve the experiences of other younger neighbours at Liverpool Cares.



EAST LONDON CARES

East London Cares is our youngest charity and last year celebrated its 400th social club, its 50th Love Your Neighbour friendship, and its third birthday with a party in Bethnal Green.

Older and younger neighbours became more involved in shaping local social clubs in 2022: Archie hosted a BBQ, Sue led a sewing and stitching class, and Melissa led an autumnal art workshop. All three neighbours joined East London Cares through Love Your Neighbour, demonstrating the confidence newly formed friendships can provide.

Through our national projects, we invest in, support and connect people from across the UK who are working to build socially connected communities where they live, with the goal of spurring a ripple of local connection across the UK.

We also advocate for community and connection to sit at the heart of policy and decision-making, inspiring action at all levels to tackle our social disconnection crisis. And through our communications and storytelling, we raise the voices of neighbours and communities, crafting new narratives about togetherness that highlight the power of connection.

The Multiplier



The Multiplier is our leadership programme for individuals wishing to develop and grow bridge-building initiatives in their own communities in their own ways. People throughout the UK have brilliant and simple ways to create connection in the places they know best, and we believe it's vital to support community-builders to scale these local solutions and be part of a national movement of connection.

In 2022, 12 community change-makers took part in the second year of The Multiplier. Their work is rooted in communities across the UK – Aberdeen, Dudley, Derby, Lancashire and beyond – and responds to a variety of issues, from creating spaces for LGBTQIA+ people to connect to nature, one another and the wider community; to leaders building interfaith friendships and connections; to change-makers tackling rural racism. By 2024 we will have supported 50 Multipliers in total.

Through peer support, coaching and expert-led learning, Multipliers increased their resilience, confidence and capability in driving connection and sharing stories that inspire others to action in their communities too.



12/12

Multipliers felt **more connected to other community leaders** at the end of the programme



12/12

Multipliers felt **confident in their organisation's future** at the end of the programme



12/12

Multipliers were thinking about **how to make systemic change** at the end of the programme



11/12

Multipliers felt **their project had driven wider community change** at the end of the programme



Ripple Effect

Ripple Effect is The Cares Family's new national programme, through which we actively support organisations, groups and individuals to adopt and adapt our intergenerational model in their communities.

By sharing stories and learning from our local programmes, Ripple Effect supports coalitions across the UK to build on their local knowledge and networks, and to start their own intergenerational programmes.

Ripple Effect consists of tailored workshops, guidance and shared resources. It was successfully piloted with a coalition in York in 2022 – which is now engaging over 100 neighbours through regular social clubs – and we plan to support another 10 groups across the UK in 2023 and 50 by 2026.



York Cares and City of York Council

When York Cares and City of York Council approached us, keen to bring their own version of The Cares Family to their city, we decided it was the right time to share our learning with more people in more places up and down the country – in a more planned and intentional way.

“For a practitioner who’s done community development most of her life, I’ve never been part of conversations that go into that level of experience and depth. I felt it was good to be with people who’d been on a similar journey.”

The pilot consisted of six workshops held between May and September and led by The Cares Family staff. It explored the various methods through which our programmes engage older and younger neighbours and result in meaningful interactions between them.

“Having been at all of the workshops, I now have a clearer understanding of how the model works and how we can adapt this for York.”

Alec

ACE Voices

Alec leads ACE Voices, which runs projects for people of different ages in Aberdeen.

“I found out about The Multiplier three months before applications closed, but I only applied three hours before the deadline, because there was a lot of self-doubt. But in the end, I applied, and just getting through to the programme, elements of the self-doubt started to dissolve. And then, as we went through the programme – meeting other Multipliers, working with the staff team and coaches, attending sessions run by experts, receiving the grant – the self-doubt and lack of confidence disappeared. I feel I can dive into new projects and ideas with a much clearer sense of ambition now.

“Taking part in The Multiplier has been life changing. I knew it was what I needed, but I didn’t expect such a dramatic impact. It helped me get to the roots of personal challenges I’ve had for many years, and to get to the heart of

what made me tick. I can face challenges in a different way now, and the challenges don’t seem as big as they used to be.

“Having gone through a personal transformation on the programme, my ideas have changed too. I’ve honed in on the core things I wanted to achieve and I have a much clearer vision for ACE Voices now: there are some new, bigger projects coming as a result of taking part in the programme. Our community choir will launch soon, and I’m looking to make this a long-term intergenerational project. I’m also exploring other new intergenerational projects in the Torry area with different partners. Finally, I’m keen to develop our own leadership programme, so local people can receive support and gain the confidence that allows them to take their ideas and run with them too.”

Building Belonging

In May 2022, The Cares Family launched a podcast in partnership with the think tank Onward, which showcased initiatives working purposefully to deepen cross-community connection.

Building Belonging explored the work of some of Britain’s most inspirational civic innovators and told the stories of the institutions. Guests included the Founder of Good Gym Ivo Gormley; serial innovator and Founder of the RECLAIM Project, The Roots Programme and Rekindle Ruth Ibegbuna; and Little Village Founder Sophia Parker.

The podcast also featured several rich discussions with figures including Kim Leadbeater MP and the former government adviser Jon Yates about the relationship between civic innovators and those who hold political and policy power. Over the course of its 10 episodes, it investigated how government might work differently to unlock the power of communities and to create the conditions required for community to flourish.



Campaigns

We campaign for action to nurture relationships within communities and to drive the need to build connection up the political and policy agenda.

In 2022, we published a joint report with Power to Change, *Building our social infrastructure: Why levelling up means creating a more socially connected Britain*, which demonstrates the importance of local connecting institutions – organisations and initiatives which are working in purposeful ways to nurture meaningful connections across perceived lines of difference.

Meanwhile, the We're Right Here campaign, which we co-founded and co-lead, draws together inspiring community leaders and organisations to build a movement for community power.

Nominated for the Campaign of the Year 2022 in the Democracy Network Awards, it launched its proposal for a law – a Community Power Act – which would give more people more say over local spaces, services and decision making.



Our **'Building Belonging'** podcast, which highlights the work of community organisations across the UK, launched in May 2022 and has had over 10,000 engagements

Community Champions

Community Champions puts neighbours at the front and centre of our storytelling. Through media training and storytelling opportunities in collaboration with local and national media, we support neighbours from our local charities to share their own stories of discovering connection and community with The Cares Family. These stories challenge stereotypes about older and younger people found in the media, and in doing so help to craft new narratives about intergenerational togetherness.



13 Community Champions took part in 20 press engagements, including on BBC Radio 4's Today programme and in The Big Issue, and local pieces on BBC Merseyside, Smiley News and MyLondon



Community Champions supported the making of five new films

featuring the work of each of our local charities, which were released in November 2022 which have been viewed over 70,000 times



Viridon

North London Cares

Viridon has attended social clubs since North London Cares started in 2011. In 2022, she joined the Community Champions initiative.

“When I was told about Community Champions, I thought why not! Before the filming, I was so nervous. I thought I was a bit too shy to do it at first, but then I started talking. And when I saw the video of me afterwards, I was so excited.

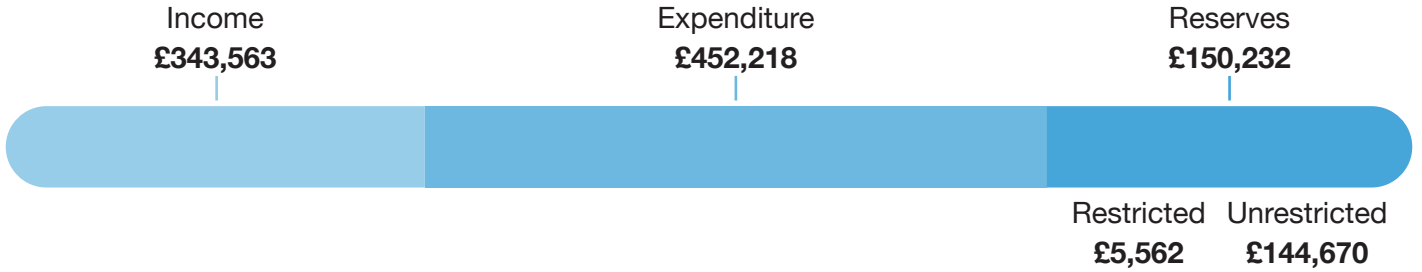
“It’s been an interesting experience, meeting other Community Champions and members of the staff team. Everyone has been so friendly and welcoming. You don’t feel old.

“I’ve been a part of North London Cares since it started. The first club was down the road from where I live. They really care for you, regardless of who you are and your ability, and you meet people from all sorts of places.”

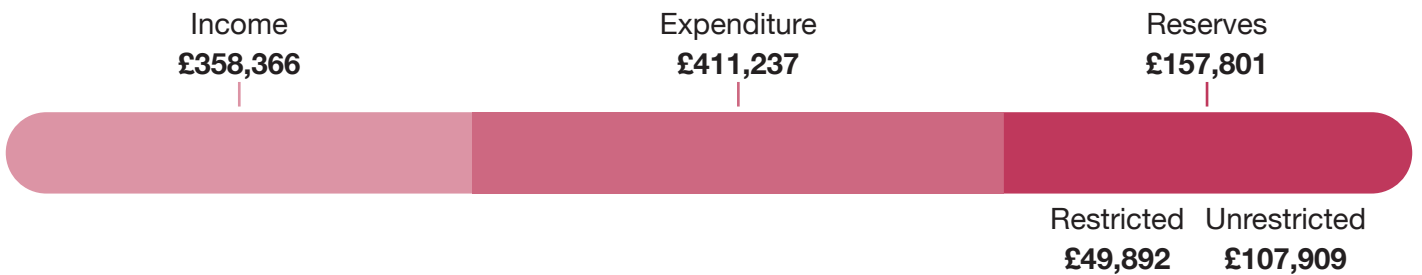
OUR FINANCES



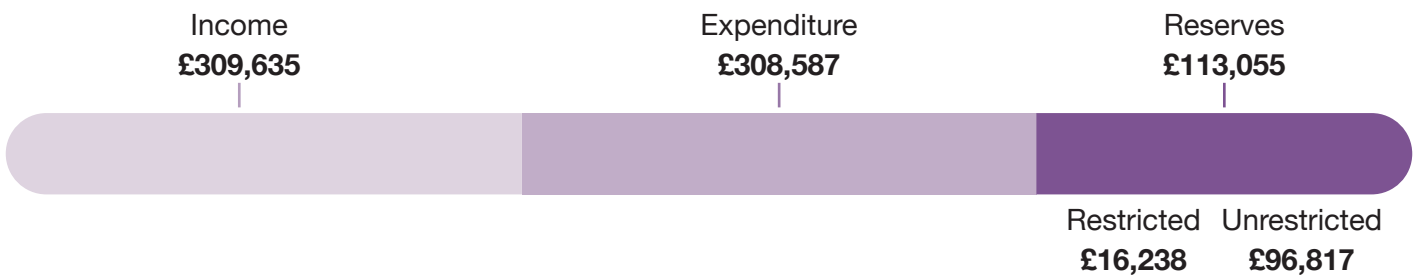
NORTH LONDON CARES



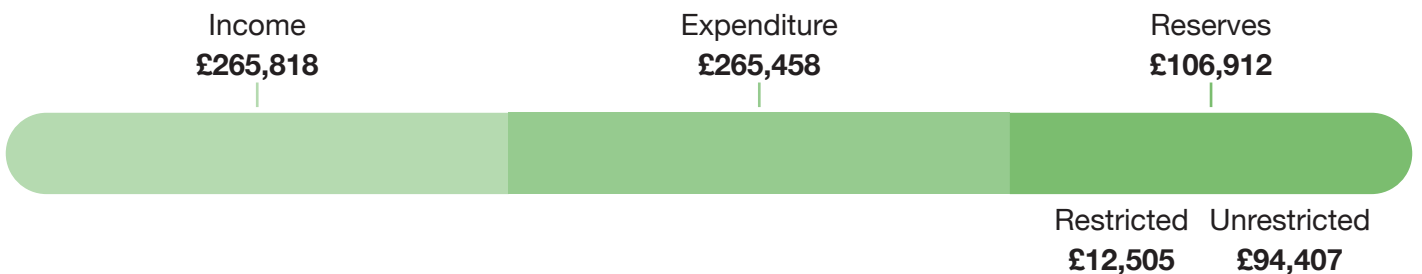
SOUTH LONDON CARES



MANCHESTER CARES

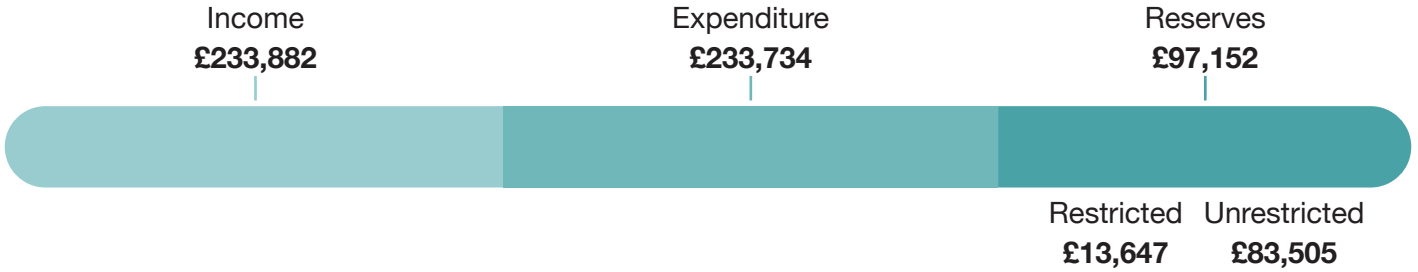


LIVERPOOL CARES

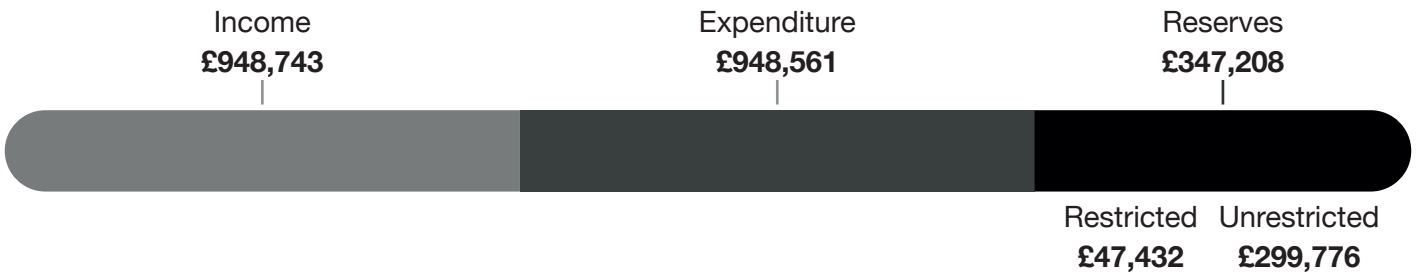




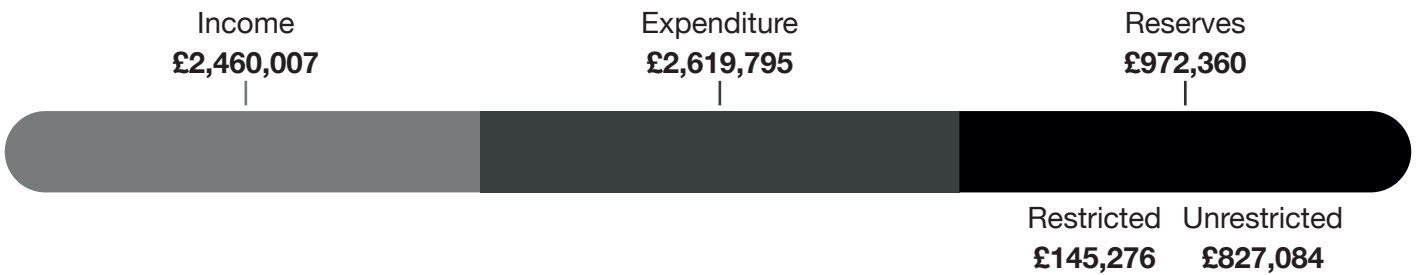
EAST LONDON CARES



THE CARES FAMILY



Overall



All figures shown are from our 2021/22 annual accounts submitted to the Companies House and the Charity Commission which cover the period from September 1st 2021 to August 31st 2022.

The Cares Family communities are supported by wonderful trusts, foundations, corporate partners, local businesses and individuals whose investment makes our work possible. We are so grateful for their commitment to building more connected communities.

“The epidemic of loneliness in the UK is a terrible thing – it affects way too many people, young and older alike. The prospect of people spending days or even weeks alone, without meaningful contact with another human being, is a very bleak one.

The Cares Family offers a simple and beautiful solution, bringing people together in activities, in conversations, in moments of connection that are profound. At Ajaz.org, we are delighted to support this work and the happiness it brings.”

"The Astra Foundation is a relatively recent funder of The Cares Family, but we have built a great partnership in the two years of collaborating. Staff are open, communicative, and share their reflections freely. We are humbled to work with a partner that is keen to empower others to reduce loneliness and build connection.”



Morris Beneficent Fund | The Marguerite Foundation | Henry Oldfield Trust

We are also grateful to the hundreds of wonderful individuals and businesses in **London, Liverpool and Manchester** who donate their time, products, skills, money and love to help The Cares Family deliver our programmes. All those supporters are part of the community, and benefit in return from the connections they facilitate.

The Cares Family is an extraordinary organisation. Over 12 years, what started as a single friendship in a single place has grown into a movement of six charities bringing over 26,000 people together, with impact and influence at the local, national and international levels.

Our mission is to connect people across generations, backgrounds and experiences, to build community in local places, and to turn that ripple of local connection into a wave all across the UK. Beneath that ambitious idea is a philosophy that matters just as much: that the route to community is through genuine, mutual relationships across difference; rooted in places that are characters in people's lives and not just backdrops to them; and that we have to be proactive and passionate if we are to build connection in a disconnected age.

These principles, along with our values of kindness, community, bravery, learning and trust, lie at the heart of everything The Cares Family does. They are carried by our inspirational staff team of nearly 50 people. They inform how we have grown a budget of £2.5m this year, even in difficult times. They inspire us to adapt to and embrace change as it occurs. And they drive us to share our learning widely to make the biggest difference we possibly can.

This report shows the impact that those principles, allied to action, can make.

They are the principles that drew me to The Cares Family as a younger neighbour in 2014, after I'd learned of the organisation from my grandmother who was part of its communities herself; that inspired me to walk 50km to raise money for South London Cares and to return to be part of East London Cares after a period away; that led to me being a coach on The Multiplier in 2021; and finally to become The Cares Family Chair of Trustees in 2022.

I want to place on record my gratitude to Ben Wilson, who served as Chair before me, and who guided The Cares Family through its most extraordinary period of change when the pandemic required that we re-invent our work for times of even deeper separation. In that period, we connected more people and raised more money than ever. Ben had already supported the development of The Cares Family's financial management over many years as Treasurer. His contribution to the Cares communities is immense.

And on behalf of all of the Board of Trustees, I want to say a special thank you to our Founder/CEO, Alex Smith, whose vision has helped others to understand the insidiousness of loneliness and broader disconnection; whose leadership has galvanised so many thousands of people to come together even in times of separation; and whose determination to leave The Cares Family in the strongest possible position ensures that we still have so much potential to make an even bigger difference in the future.

Alex has led The Cares Family with ideas, integrity, inclusion and impact as core tenets: these are the foundations that The Cares Family will continue to build on as we seek to spur a wave of connection everywhere.

Iana Vidal
Chair



THE **CARES** FAMILY

The Cares Family is a UK registered company (10236615)
and registered charity (no. 1180638).



NORTH LONDON **CARES**

North London Cares is a UK registered company (07737818)
and registered charity (1153137).



SOUTH LONDON **CARES**

South London Cares is a UK registered company (08757344)
and registered charity (1157401).



MANCHESTER **CARES**

Manchester Cares is a UK registered company (10893107)
and registered charity (1176902).



LIVERPOOL **CARES**

Liverpool Cares is a UK registered company (11166325)
and registered charity (no. 1177749).



EAST LONDON **CARES**

East London Cares is a UK registered company (11809555)
and registered charity (no. 1186012).