

# East Sussex Carers Card

## Supporting unpaid carers in your local community

Promote your business for **FREE**. Sign up and give something back to your local unpaid carers.



## Who are carers?

A carer is someone who provides unpaid care and support to a family member or friend who has a disability, mental or physical illness, substance misuse issue, or who needs extra help as they grow older.

Many carers do not identify themselves as carers for various reasons. Most feel they are doing what anyone else would do in the same situation, looking after their mother, son or best friend and just getting on with it.

**There are an estimated 69,000 unpaid carers in East Sussex with an additional 34,000 carers because of the Coronavirus pandemic.**

- Carers are the largest source of care and support in the UK.
- Every day, **6,000 people in the UK** take on a caring responsibility
- In East Sussex alone they help save **£700 million** by taking the pressure off council and NHS services.
- It is in everyone's interest that they are supported.

## The East Sussex Carers Card has three functions:

- Identifies a carer in an emergency
- Provides an Emergency Respite plan (the CRESS card)
- Gives discounts and special offers to carers



## Why sign up?

### Benefits of signing up include:

- ✓ It's free to join!
- ✓ **Free** advertising for your business in our carers card directory
- ✓ **Free** promotion in our quarterly CareLine magazine circulated to 10,000 local people
- ✓ **Free** promotion on our social media and in our monthly e-newsletter sent to 3000 recipients
- ✓ Receive a **free** welcome pack with a window and surface sticker showing that you are part of the scheme
- ✓ You will be showing support and making a difference to unpaid carers in your local community. This commitment supports your corporate responsibility.

**Join other local businesses and make a difference**



**Barracloughs**  
THE OPTICIANS



**Kamsons Pharmacy**

**To sign up or for more information please get in touch.**

**Phone: 01323 738390 Email: [info@cftc.org.uk](mailto:info@cftc.org.uk) Visit: [www.cftc.org.uk](http://www.cftc.org.uk)**

## **Building Carer Friendly Communities**

Care for the Carers represents carers and raises awareness of caring, working with local communities, organisations, service providers and businesses to build a carer friendly East Sussex.

Little things can make a big difference and we encourage organisations and businesses to consider what they can do to help. You may have family, staff and customers who are in a caring role. We can support you to support them and get your business recognised as carer friendly.

If you would like to know more about the carers card scheme, other ways you can support or how you can gain carer friendly recognition please contact us.

## **Care for the Carers**

Care for the Carers is an independent charity and the Carers Centre for East Sussex. We have been supporting and representing unpaid carers in East Sussex since 1989.

Our team of staff and volunteers provide free practical and emotional support, information and advice. We also offer carer support groups, counselling, events and social activities to provide carers with opportunities for some time out to relax and meet new people. As part of our building a carer friendly East Sussex initiative, we offer free carer awareness training for professionals, volunteers and employers.

All our work is developed with carers, and in response to their expressed needs and reflects local and national strategy, legislation, research and best practice.

## **No one left to care alone**



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