

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, carer awareness training for health and social care professionals and employers, events and social activities to provide carers with opportunities for some time out to relax and meet new people.

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

Care for the Carers | 01323 738390 | Text 07507 240793 | info@cftc.org.uk | www.cftc.org.uk



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 over 69,000 unpaid carers in East Sussex

- Carers are the largest source of care and support in the UK.
- Every day, **1200 people in the UK** take on a caring responsibility
- The value of carer support across the UK is estimated to be a staggering £184 billion a year
- 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 (CRESS)
- 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 bi-annual CareLine magazine sent to 10,000 carers and professionals
- ✓ **Free** promotion on our social media and in our bi-monthly e-newsletter sent to 9,500 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



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

Tel: 01323 738390

Email: info@cftc.org.uk

Visits: www.cftc.org.uk