



THE CARES FAMILY **WORKING WITH YOU**



NORTH LONDON **CARES**



SOUTH LONDON **CARES**



MANCHESTER **CARES**



INTRODUCING THE CARES FAMILY

The Cares Family (North London Cares, South London Cares and Manchester Cares) is a group of community networks of young professionals and older neighbours hanging out and helping one another in our rapidly changing cities.

We do this because while our big cities are amongst the greatest places on earth – hotbeds of culture, dynamism, business and progress – they can also feel anonymous, lonely and isolating.

This is particularly true for many older people, for whom the pace of change can often now feel too much. Getting around can be frightening, and trends including globalisation, digitisation and gentrification are transforming communities faster than ever before – leaving many feeling left behind.

Meanwhile, the young people who bring so much to our cities can feel out of step too. Social media, urban transience and ‘Fear of Missing Out’ can leave people craving more – more of the heritage, community and connection that make urban living so vibrant.

Indeed, while people over 75 are the loneliest age group in the UK, younger people from 21 to 35 are the second loneliest.

The Cares Family seeks to address this modern blight of disconnection in our connected age by harnessing the changing people and places around us for the benefit of all. Sibling charities in sibling communities, our objectives are to:

- Reduce loneliness and isolation amongst older people and young professionals alike;
- Improve the confidence, wellbeing, skills, connection and power of all participants;
- Bridge the gaps across social, generational, digital, cultural and attitudinal divides.

We achieve these objectives through four core programmes:

- Regular **Social Clubs** which bring people together to share time, laughter and new experiences in groups – through dance parties, new technology workshops, ‘back to work’ business visits, choirs, men’s cooking sessions, pub clubs, themed cultural activities like ‘Grand National Day’, podcasting clubs and more;
- A **Love Your Neighbour** programme bringing young professionals and older neighbours together to build friendships one-to-one, often in people’s homes;
- Pro-active **Outreach** which harnesses the connections of young professionals to identify older people at risk of isolation where they are – in chemists, supermarkets, food banks, betting shops, pubs, libraries and in the community;
- **Community Fundraising** which offers a fourth way for younger and older neighbours to share experiences and support the network, through corporate partnerships, events, challenges and campaigns.

We can only do what we do with the generous, ongoing support of corporate partners. We would love to have a conversation about how your company can be involved. Please do get in touch to find out more.

Alex Smith, Founder/CEO





HOW CAN YOUR BUSINESS GET INVOLVED?

The Cares Family works closely with businesses in our community to help older neighbours to feel part of our rapidly changing cities.

Corporate partnerships are therefore an integral part of our work. We introduce our older neighbours to the people behind businesses to help strengthen community, bridge divides and promote neighbourliness. And the benefit is mutual. Whilst older neighbours gain confidence and an understanding of the changing world around them, young professionals gain a new perspective, a feeling of community and a chance to make genuine connections with their neighbours. This helps reduce feelings of disconnection for all.



“Over my time in London, I’ve realised that my generation has become detached and separated from the rest of this city. The older neighbours I’ve met through South London Cares have seen their city change beyond all recognition. They’ve made me realise – amongst other things – that when a new high rise set of flats goes up, it has replaced a landmark that was once held dear by the people in that community.

As my peers strive to better their careers by creating a visionary city on a global stage, we should all remember that London once belonged to a different generation and they created this wonderful city that we now call home, for which we should be grateful.”

Patrick, Accountant
South London Cares volunteer

WHAT COULD YOUR BUSINESS DO?

- **‘Back to work’ days;** Welcome your older neighbours into your workplace! Enjoy a cuppa and a natter, hold a presentation about your business or run a creative task to help your neighbours understand what you do.
- **Take on a challenge;** Rally the troops to run a half marathon, walk 100km or create a challenge unique to your business to help make our activities possible.
- **Hold an event;** From bake sales to pub quizzes, we have plenty of ways you could get creative.
- **Join our events;** Bring your team to one of our fundraising nights. Previous events include our Summer Gala at Stamford Bridge and ‘Hilarity for Charity: Hosted by Stewart Lee’ at Leicester Square Theatre.
- **Take part in our #LondonTreasure hunt;** Work as teams to orienteer your way around Camden or Elephant and Castle, using stories from your older neighbours to guide you between key city landmarks.
- **In-kind support;** Share your Excel, finance, HR, management or digital skills with our staff team.
- **Make us your Charity of the Year;** and create a formal partnership with the Cares Family.



MEET OUR CORPORATE PARTNERS



"The Cares Family are doing fantastic work to make older people feel at home in the cities we all love. We at Octopus couldn't be prouder to have supported them over the last few years.

Judging by the number of our colleagues who have volunteered, it's obvious that everybody here at Octopus has enjoyed the opportunity to get to know their older neighbours a little better – be it through the regular social clubs that the charities arrange, or indeed by welcoming them to our headquarters.

And it's been heartwarming to see how the grants we have made have helped to build a vibrant, fast-growing community network that benefits everybody, young or old. The Cares Family: we love you!"

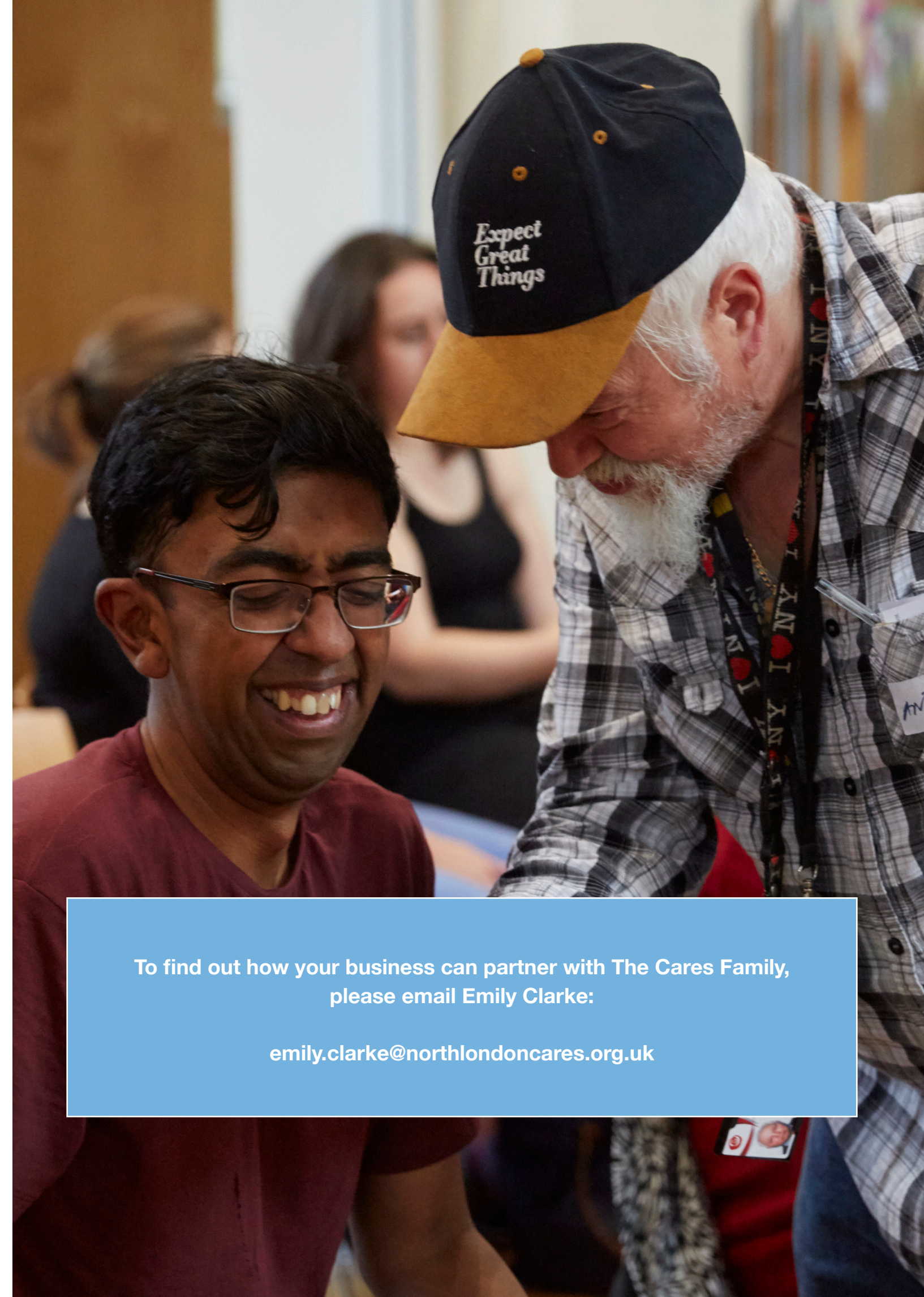
Stuart Sheppard, Octopus Investments

"Our employees have thoroughly enjoyed getting to know their neighbours at social clubs. The charity provides an opportunity to engage with those in the community that you may not ordinarily cross paths with – and it's an enormous amount of fun!

Knowing that our fundraising efforts have helped The Cares Family to do even more great work in tackling isolation and loneliness in our local community is truly fantastic."

Rosie Mackenzie, MUFG Securities

Over the past six years, our charities have developed a strong approach, deep partnerships and a proven track record. Across our existing networks we now have **5,000 young professionals** signed up to spend time with over **4,000 older people**. Those neighbours have shared **230,000 interactions**, **42,000 hours**, **2,164 social clubs** and **7,800 one-to-one hours**.



To find out how your business can partner with The Cares Family,
please email Emily Clarke:

emily.clarke@northlondoncares.org.uk



NORTH LONDON CARES

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SOUTH LONDON CARES

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MANCHESTER CARES

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