



Care & Repair Cymru

Commerical Membership Information Pack

Improving homes, Changing lives

“

Care & Repair has enabled me to have a dry, safe, warm home that I could not have achieved alone. Thanks so much!”

- Mrs B, Pontypridd



About Care & Repair Cymru

Care & Repair Cymru leads and supports 13 Care & Repair Agencies across Wales who deliver direct help to vulnerable older people, helping them to live in suitable homes.

Our vision is a Wales where all older people can live independently in warm, safe and accessible homes.

With help from our members last year, Care & Repair:



Helped over **31,000** older people to live independently at home



Completed **£13.4 million** worth of repair and improvement works and **17,460** adaptations to prevent trips and falls



Improved energy efficiency in homes, helping **1600+** people to stay warm at home



Supported claims for **£9.76 million** worth of unclaimed benefit entitlements, helping older people to afford food, transport, energy, bills and other necessities

In addition:

Our Managing Better service helped over **2600** people with sensory loss, stroke and dementia to live independently at home

Our Rapid Response Adaptations service prevented **19,000** admissions to hospital and residential care

Our Hospital to a Healthier Home service helped over **2500** patients across Wales leave hospital and return home sooner

We distributed **£86,600** from our hardship funds to more than **200 households** who needed help with energy efficiency, gas safety, and electrical safety works

We believe passionately in the rights of older people to have decent housing and to be able to live independently for as long as they want. We research and provide evidence to support our cause and constantly seek service improvements and innovation. We advocate on behalf of older people living in poor housing conditions and campaign for better government policy and resources.

As a commercial member you would help us to achieve all of these important objectives. Together we can support older people who continue to live in very poor and unsatisfactory housing across Wales.

About our Commercial Membership

Becoming a Commercial Member is a great way to show your commitment to improving housing conditions for older people.

In return we can offer your business opportunities to get your products known, and your messages heard by the Care & Repair movement and beyond.

Our Conference

Every year our conference brings together the Care & Repair Movement and our partner organisations on a huge scale. Our conference promotes good practice and expands the sector's knowledge. It is an excellent opportunity to engage with us, generate new leads and increase brand awareness.

Promoting your company through our platforms

We are active on social media and our website received around 53,000 visits last year. Our newsletter readership includes our Agencies and people who have benefitted from Care & Repair's services and want to keep in touch.

Promoting your products at our national Networks

We hold national Network Meetings throughout the year for our Caseworkers, Technical Officers and Leadership teams. Promoting your business at a network meeting can help you build strong relationships with new and existing customers and feel part of the Care & Repair Movement.

We offer a membership scheme which allows you to choose the level of support which best meets your needs as a business and represents your commitment to improving housing conditions for older people in Wales.

In Return

As a Care & Repair Commercial Member you can receive the following benefits

Benefits	Silver £300	Gold £500
Get your message heard by the Care & Repair Movement		
Announcement of your support to the Care & Repair Movement	✓	✓
Discount on exhibition rates at our annual conference in Autumn	10% discount	20% discount
First refusal on sponsorship opportunities for our events and publications	✓	✓
Distribution of your materials at one National Network meeting about your organisation and products	✓	✓
Invitation to attend one National Network meeting to talk about your organisation, products and services		✓
Promote your organisation through Care & Repair		
Listed as a Commercial Membership on the home page of our website		✓
Your organisation listed on the Commercial Membership page of our website, including 100 words about your organisation and a link to your own website	✓	✓
Announcement of your support in our quarterly In Touch newsletter which goes out to our Friends of Care & Repair	✓	✓
Promotion of your organisation through our Facebook page	1 post	2 posts
Promotion of your organisation through our Twitter page	1 post	2 posts
Promotion of your organisation through our LinkedIn page	1 post	2 posts
Invitation to write a blog on our website highlighting your business, products, promotions or our partnership, which will be promoted through our social media channels	1 article	2 articles
Invitation to write one article in our In Touch Newsletter highlighting your business, products, promotions or our partnership		✓
Feel part of the Care & Repair Movement		
Use of Care & Repair Cymru Silver Commercial Member logo	✓	
Use of Care & Repair Cymru Gold Commercial Member logo		✓
Email alerts about Care & Repair Cymru and the wider Care & Repair Movement	✓	✓
Discount on room hire	10%	20%
Free copies of our quarterly In Touch newsletter to keep up to date with the Care & Repair Movement	2 copies	5 copies
The opportunity for your team to have an information session about the work of Care & Repair		✓

Other ways to support

There are many ways to support Care & Repair

Conference Sponsorship

We give our conference sponsors maximum visibility, through pre-event publicity, on site signage and acknowledgements in the conference programme and opening address

By being sponsoring our conference, your organisation can gain maximum exposure to the Care & Repair Movement throughout Wales and create or raise brand awareness.

Donation

Give your support to improving the lives of older people across Wales who wish to remain in their own homes. No gift is too small to make a difference. A donation will help to make sure that practical help for older people is there when it is needed most.

Advertising through our channels

We can work with you to advertise your products and services on our social media channels

Fundraising

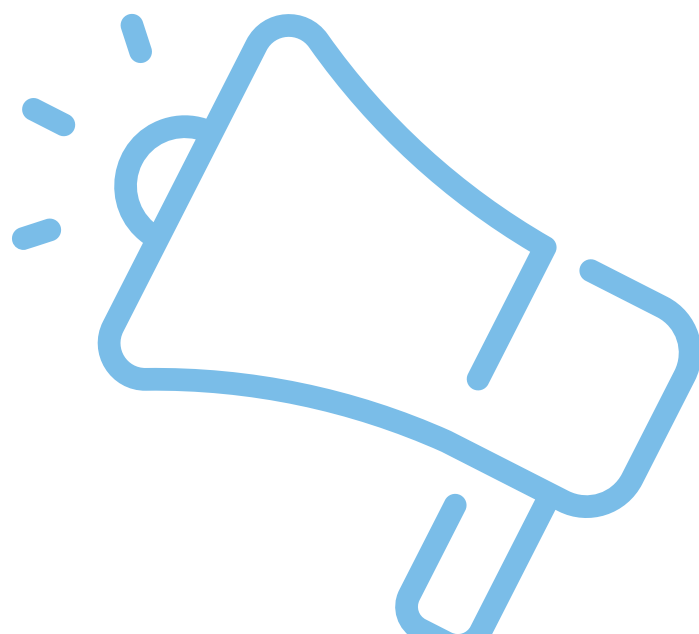
Fundraising as a staff team is a great way to build team morale and raise awareness of your business. There are lots of ways your staff can get involved in helping us to raise money to support older people across Wales.

Get in touch

If you are interested in supporting Care & Repair Cymru, get in touch with us. We would be delighted to hear from you and talk about our membership scheme.

Charlotte Powell,
Business Development Officer:

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☎ 07376 006 961



Together

We can achieve great things

We value our Commercial Members and are always ready to listen to new ideas. If you would like to work with us but you would like to put forward a proposal for an alternative membership package, then please let us know.

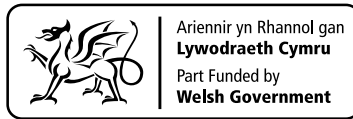




Care & Repair Cymru

www.careandrepair.org.uk

find us on



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Care & Repair Cymru is a registered charity:
Charity number 1163542