#CostOfLivingCrisis

Campaign Toolkit

Please support our campaign re. cost of living crisis facing unpaid carers

Launching on: Tuesday 15 March 2022
About this campaign toolkit

We have created this campaign toolkit to help you raise awareness of Carers UK’s #CostOfLiving campaign, which we are launching on 15th March 2022. In the toolkit, you will find information about the campaign, suggested content for your website and newsletters, sample social media posts, and shareable graphics for you to use.

Our key ask is that you promote the campaign as far and wide as possible to your networks of carers – and encourage them to do the same!

If you have any questions about our #CostOfLiving campaign, or how to use this toolkit – please contact John Perryman, Senior Policy and Public Affairs Officer, Carers UK at: john.perryman@carersuk.org / 07481 038 183

About our #CostOfLiving campaign

Unpaid carers are facing unprecedented financial challenges in light of the UK’s cost of living crisis. Without urgent support from Government, we are extremely worried that many will be unable to continue caring.

Caring often comes with additional costs that can have a significant impact on carers’ finances, and many carers suffer financial hardship as a direct result of the care they provide. With energy bills currently soaring and the cost of food and everyday items spiralling, we are now extremely concerned that carers in the UK are facing a cost of living crisis. Carers told us last year that they were having to dip into their savings, use credit cards, and cut back on essentials to keep the person they care for warm and healthy.

New research, based on a survey of over 3,300 carers that was undertaken in February 2022, reveals that the financial pressure on unpaid carers has now become unsustainable.

Just under half (45%) of unpaid carers told us that they are currently unable to manage their monthly expenses and that any further increases in energy bills will negatively affect their own physical and mental health or that of the person they care for. Many also said they were having to take difficult steps to manage their monthly expenses; 58% have cut back on
heating while 14% have already fallen into arrears with their energy bills. In the months ahead, 42% thought that they would not be able to heat their home to a safe level, while 32% are worried they will have to use a foodbank. Things are even tougher for carers in receipt of Carer’s Allowance or the Carer Element of Universal Credit; 58% were worried they will have to use a foodbank, while 55% are worried that increased energy bills will mean they have to cut back on food.

We are extremely concerned that unprecedented levels of stress and financial worries are now being piled on unpaid carers after an extremely challenging two years caring through COVID-19. Without immediate action from Government we are concerned that thousands of carers will be unable to cope.

To ensure carers are supported during this extremely difficult time, we are calling on the UK Government to immediately provide additional and targeted financial support for carers - particularly those on the lowest incomes. In particular, we want Government to take immediate action to:

1. Increase Carer’s Allowance and other benefits so they rise in line with current inflation predictions when benefit ratings take effect on 11 April 2022. Currently, Carer’s Allowance is set to rise by only 3.1% in April 2022, while inflation (CPI) is expected to reach 7.25%.

2. Immediately extend the Warm Home Discount scheme to ensure that it include carers on the lowest incomes. This would recognise the additional energy costs often faced by unpaid carers and provide targeted support to those most in need.

3. We also want to see the raise the earnings limit for those claiming Carer’s Allowance, so that it is at least equal to 16 hours work at the National Living Wage, and to provide a Carer’s Allowance Supplement to all carers with an entitlement in England, Wales and Northern Ireland – as those in Scotland have received since 2018 – so all carers across the UK receive the same level of support.

It is not too late for the Government to step in and recognise the vital role unpaid carers continue to play in supporting those they care for, and to put in place the much needed financial support they need. It can only be right that we give back to those who have done so much for others over the past two years. Without additional help, many carers, and the people they care for, will face real and increased hardship and suffering.
How you can get involved

1. **Complete our campaign action and write to your MP**
   We have provided a template letter. You can complete the action by clicking [here](#). Please make any carers that you are in contact with aware of our campaign, and ask them to also write to their MP.

2. **Sign our open letter to the Chancellor**
   You can see the letter in full, [here](#). If your organisation would like to sign:
   - Please provide us with the full name and job title of a senior contact (Director or Chief Executive) to include at the end of the letter.
   - As we are looking to send the letter to the Chancellor ahead of his Spring Statement on 23rd March, we ask that you [please respond by 5pm on 17 March 2022](#).
   - Please note, due to short timescales, we will not be able to make changes to the content of the letter.

3. **Support our campaign on social media**
   Please see suggested content and graphics to use when posting, below.
Suggested Tweets

• To help raise awareness of the unprecedented financial hardship that many carers are facing, please write to your MP today asking them to call on Government to provide urgent financial support for carers facing rising prices and soaring energy bills.  
  https://carersuk.e-activist.com/page/100195/action/1?ea.tracking.id=CUK-tw

• New @CarersUK research shows that carers are facing unprecedented financial hardship. Government must ensure Carer’s Allowance is uprated in line with current rate of inflation in April, and include carers in the extension to the Warm Homes Discount.  
  www.carersuk.org/underpressure

• We have signed @CarersUK’s open letter to the Chancellor, calling for greater financial support for carers in light of the UK’s cost of living crisis. @RishiSunak must act on 23 March #SpringStatement

• New research from @CarersUK shows 45% of carers are currently unable to meet their monthly expenses in the face of rising energy bills and soaring inflation. Find out more  
  www.carersuk.org/underpressure

• Government must urgently act to address the unprecedented financial hardship carers are facing. 46% of carers told @CarersUK that without more support, rising energy bills will have a negative impact on their health and of the people they care for.  
  www.carersuk.org/underpressure

• Carers are facing unprecedented costs and increased financial hardship because of the UK’s #CostOfLiving crisis. 83% of carers told @CarersUK they’re worried they will be unable to meet their monthly costs if living costs keep rising.  
  www.carersuk.org/underpressure

• When @CarersUK recently surveyed 3,300 carers about their finances, 37% of carers said they'll have to cut back on food if energy bills continue to rise. Government must immediately provide targeted support to carers on the lowest incomes #CostOfLiving  
  www.carersuk.org/underpressure

• With energy bills soaring, thousands of unpaid carers told @CarersUK they will be unable to meet their monthly costs without immediate support from Government. 14% of carers said they are already in arrears with their utility bills. #CostOfLiving  
  www.carersuk.org/underpressure
Suggested Facebook posts

• New @Carers UK research shows that carers are facing unprecedented financial hardship as a result of the UK’s cost of living crisis. 45% of carers are currently unable to meet their monthly expenses, 83% of carers are worried they will be unable to meet their monthly costs if living costs continue to rise and 37% of carers said they will have to cut back on food. Government must immediately provide targeted support to carers on the lowest incomes. Find out more: www.carersuk.org/underpressure

• Government must urgently act to address the unprecedented financial hardship carers are facing, ensuring Carer’s Allowance is uprated in line with current rate of inflation in April, and including carers in the extension to the Warm Homes Discount. 46% of carers told @CarersUK that without more support, rising energy bills will have a negative impact on their health and of the people they care for. Find out more: www.carersuk.org/underpressure

• Carers UK are encouraging carers to write to their MP to raise awareness of the financial hardship many carers are currently facing as a result of the UK’s cost of living crisis. They have provided a template letter for you to send, where you can add your own experience. Click here to find out more and support this campaign! https://carersuk.e-activist.com/page/100195/action/1?ea.tracking.id=CUK-fb
Shareable graphics

46% of carers say rising energy bills will negatively impact their health or of the person they are caring for.

45% of carers cannot manage their monthly expenses.

14% of carers are in arrears with their utility bills.

37% of carers will have to cut back on food if their energy bills continue to rise.

83% of carers are worried how they will manage their monthly expenses if living costs continue to rise.

You can download all the graphics by clicking here.
Follow us

Be sure to follow and share our #CostOfLiving campaign from our social media accounts.

www.twitter.com/carersuk

www.facebook.com/carersuk

www.linkedin.com/company/carers-uk