

Partner with Carefree

Change Happens Overnight

How your business can fund life changing overnight breaks for the UK's 5.8 million unpaid carers.

carefreespace.org



Caring is the story of your colleagues.

Your customers.

Your family.

**Help us give them
a break.**





We give the UK's unpaid carers the breaks that help them carry on.

Carefree is a charity with a different model: we turn **unused hotel rooms** and business support into **short overnight breaks** for unpaid carers.

Did you know that there are **5.8 million unpaid carers** in the UK? They are parents, partners, children and friends holding our society together through hours of their own time caring, often at real cost to their health and wellbeing.

A Carefree break gives them something small but essential = a moment to just be themselves again.

- ✓ 20,000+ breaks delivered to date
- ✓ 200+ hotel and corporate partners
- ✓ Breaks delivered nationwide across the UK & NI



Partner with us, your way.

Strategic multi-year partnership: Funding, campaigns and employee engagement, integrated over multiple years, with in-depth impact reporting delivered throughout. Impact for carers, and for you.

Sponsorship, donation or grant: Fund carer breaks through CSR/ESG budgets. £2,617 of reportable social value per break.

Charity of the Year: A bespoke twelve-month plan, from staff fundraising to customer activations

Customer activation & co-marketing: Round-ups, limited editions, co-branded campaigns.

Tech & tool partnerships: Your product powers our work – as our partnerships with Intercom, Glide and SumSub do today.

Team bonding through fundraising & events: Hosted dinners, challenges, in-venue activations.

Pro-bono expertise: Marketing, legal, design or tech skills that build our small charity's capacity.

A selection of our hotel and corporate partnerships.



[View Online Map of 200+ UK Hotel Partners](#)

Why carer breaks matter

Julie's story

Julie's partner became disabled suddenly, and as his full-time carer, she found her mental health suffering. The constant demands left her feeling drained and undervalued. A respite care break offered her much-needed time for herself. This brief but essential time away allowed Julie to recharge, improving her well-being and enabling her to continue providing care with renewed energy.



Having time for myself was very precious and helped me to feel valued.



Click or scan the QR code to explore our Wall of Love - powerful testimonials from carers sharing what a Carefree break meant to them.

4.1m

full-time unpaid
carers in the UK

77%

of carers said overnight
breaks helped **a lot** to prevent
a care crisis

The reality facing unpaid carers

Our healthcare system is under pressure, but the real crisis is unfolding in homes. Families like Julie's are providing £184bn worth of care every year (More than the entire NHS budget) without financial support or the chance of respite. They are caring for loved ones with frailty, illness, or disability.

Unpaid carers are the backbone of our healthcare system, yet many struggle with burnout and mental health challenges. Julie's story shows how vital respite care is in sustaining their well-being and ability to continue.

With your partnership, we can provide life-changing breaks to carers, helping them recharge, feel valued, and continue their essential role.

The carer break journey

Every break is a journey for the carer. Every stage is a place your brand can help.

1



Preparing for their break

Booking, packing, arranging cover from friends and family. After years of putting someone else first, booking a break often brings guilt.

WHAT YOU CAN DO

Fund the breaks that give carers permission to rest, or run a co-branded campaign that helps carers discover Carefree.

2



Travelling to the break

Booking trains, hiring cars, grabbing food for the journey. Excited but anxious, often leaving home for the first time in years.

WHAT YOU CAN DO

Sponsor on-break spending so travel costs never block a break. Pre-break emails put your brand beside a carer taking time for themselves.

3



On their Carefree break

Finally exhaling. Sleeping through the night, eating a meal they didn't cook, remembering who they are beyond caring.

WHAT YOU CAN DO

This is the moment your funding creates: £2,617 in measurable social value per break, and real stories your customers will actually feel.

4



Returning home

Rested and steadier, they reconnect with the person they care for, with renewed energy and appreciation.

WHAT YOU CAN DO

Help us prove and share what the break achieved. Every carer gets post-break comms – a natural moment to hear from your brand.

5



Staying connected

Part of something. Carers return for future breaks, share feedback, and tell other carers about Carefree.

WHAT YOU CAN DO

The carer break experience runs on technology and people: tech partners like Intercom power our comms; funding partners keep us supporting carers year after year.

Why partner with Carefree?

- ✓ **Measurable impact:** live impact reporting, co-branded partner assets, and real stories/video testimonials from the carers you've supported.
- ✓ **Visibility with people who care:** reach Carefree's community of 50,000+ carers, plus hospitality professionals and wellbeing advocates.
- ✓ **Support your own team:** 1 in 7 UK employees is an unpaid carer. Partners can refer their own staff for breaks, at no extra cost, as an additional employee benefit.
- ✓ **Flexible and bespoke:** no off-the-shelf packages. Every partnership is designed around your brand, budget and goals.

We can help you prove your impact, not just on the carers you support, but towards society as a whole.

£2,617

total social and economic value created from every overnight Carefree break, calculated from the impact it creates for carers, their families, communities and the state.

How much value will your business create?

Source: Independent research "A Lifeline, not a Luxury" by Just Economics, 2025. [Read more here.](#)

**Your staff are
carers too.**

**Give them a real
break through our
employee referral
scheme.**

1 in 7

employees will be caring for someone who is older, disabled or seriously ill. Many will give up work or reduce their hours.

5 days

Carers Leave Act 2023: New legislation gives employees who are unpaid carers up to 5 days of unpaid leave from work a year so they can better balance their caring responsibilities.

68%

of carers can't get a break when they need one (Carers Trust). Time off work rarely means time out from caring. Our employee referral scheme offers an annual break to support carers' wellbeing and help them balance work and caring responsibilities.

Partnership in practice

Punch's team threw themselves into the partnership from day one: office quizzes, raffles, then the Three Peaks challenge to raise funds for carer breaks.

But the partnership went beyond fundraising: for Carers Week, Punch's expert marketing team created beautiful campaign assets, opened doors to trade press, and helped shape our fundraising email. The result was Carefree's most successful fundraising campaign to date.

£3,481

raised through employee fundraising

£7,149

raised through pro-bono expertise & campaign support

Charity of the year

partnership type

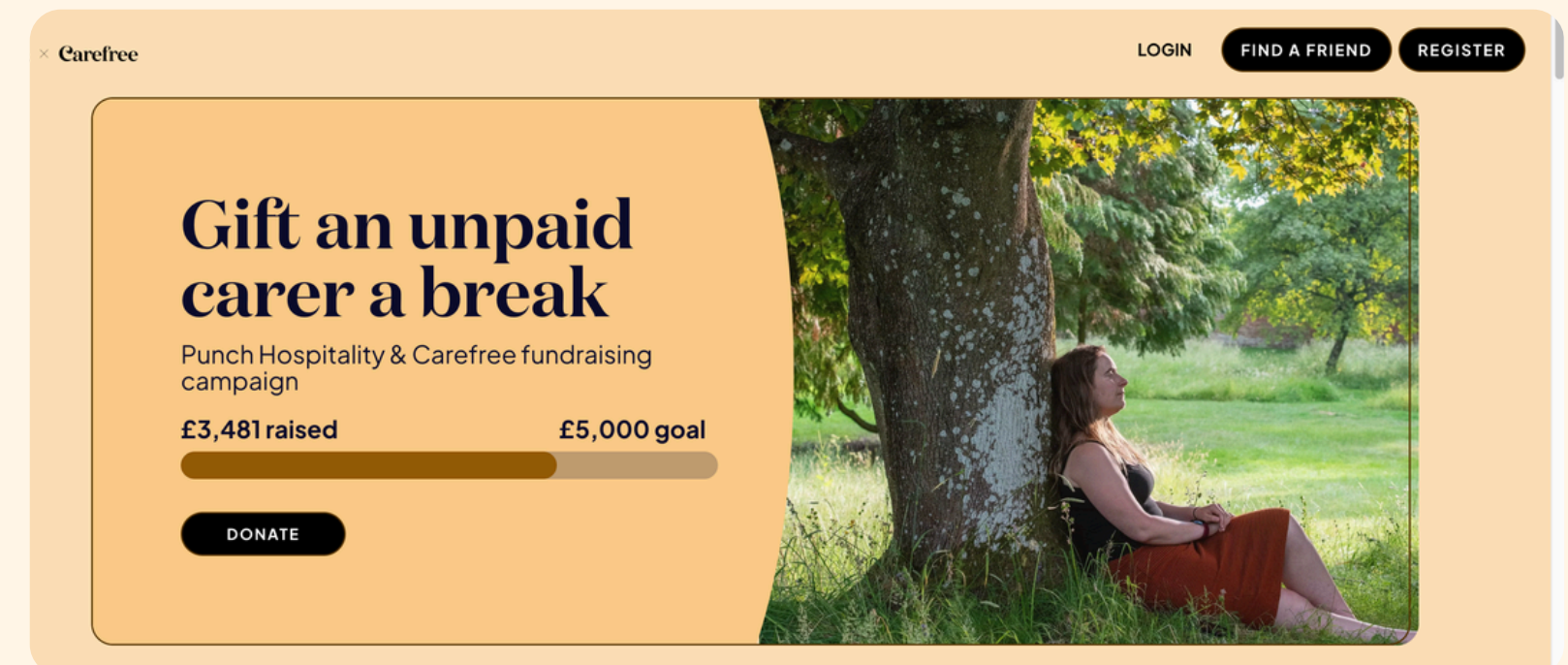
279

equivalent carer breaks delivered

Punch × Carefree

"From the Three Peaks to office raffles, the whole Punch team got behind it - and together we've funded almost 300 breaks for carers. You can't beat that feeling."

- Helen Fairburn, Office and People Manager, Punch Hospitality



Co-branded fundraising landing page made by Carefree for Punch's employee fundraising.

The impact so far

6.2m

value of donated breaks

55k

carers verified

95%

carers say taking a break improved their wellbeing

22k

breaks delivered

77%

carers said that a Carefree break prevented crisis breakdown

75%

carers said they were “unlikely” or “definitely not” able to take a break without Carefree

£16.87m

total value created in 2025 for carers, their families, communities and the state.

Read our published research report, [“A Lifeline, Not A Luxury”](#), and find out more about the economic impact of carer breaks.



Let's find the right way to work together.

What happens next:

1. An intro call to explore where your brand might fit on the carer journey
2. We design a bespoke partnership proposal around your goals and budget
3. Launch, with impact reporting from day one.

Our shared goal: for every full-time unpaid carer to access an annual break. By joining forces with you, we'll be one step closer to making that a reality.



Contact:

Kate O'Neill

Brand Partnerships Director

kate@carefreespace.org

*Carefree is the trading name of Carefreespace
- Registered Charity No. 1176459*

“

Caring for people is what we do in hospitality. We care about the experience of fellow humans.

So when someone says, 'Why should we partner with Carefree?' I say because it's easy and because it's the right thing to do.

Andrew Elliot

Director of Hotels with Heart Foundation