Organisation	Homecare Voices
Year founded	2024
Charitable status/registration number	Community Interest Company (CIC) - 15515878
Presenter	Rachel Kelso
Website	https://www.homecarevoices.org/

Organisation

Briefly describe your organisation (max 30 words).

Homecare Voices is a peer support network and advocacy body run by and for over 800 current and former homecare workers throughout the UK.

What problem(s) does your organisation address? (max 150 words)

650,000 people in England spend their working lives travelling from house to house, providing essential support to disabled, elderly and unwell people. This is high-pressure, high-responsibility work undertaken by lone workers, with little opportunity for contact with peers.

A historic lack of representation for this enormous, hyper-fragmented workforce has contributed to poor pay and employment conditions. Homecare workers face a high risk of National Minimum Wage underpayment due to non-payment of legally payable travel, waiting and training time and inadequate mileage payments. 72% of 511 homecare workers we surveyed are paid for contact-time only and 14% receive no mileage payments at all.

The workforce is also largely invisible to policy-makers, researchers and the media. As a result, decisions about homecare are too often made without meaningful input from the people who 'live and breathe' it everyday.

The way the homecare workforce is treated has inevitable implications for quality of care.

How do you address the problem(s) identified and how are the beneficiaries involved in developing the solution? (max 200 words)

Homecare Voices is a free-to-join peer support network and advocacy body run by and for current and former homecare workers. We provide a safe space for workers to connect, share experiences and support one another, and aim to extend this peer support into in-person community settings where workers can drop in between care visits.

We bring workers' experiences directly to policy-makers, researchers and the media. Our priority campaign focuses on fixing the foundations of pay in homecare, including ending the risk of National Minimum Wage underpayment through a move to shift-based pay and a mandatory mileage rate for homecare workers.

Our beneficiaries are not simply recipients of our work: they shape it. Campaign priorities emerge from workers' experiences and concerns; members contribute evidence, stories and feedback; and workers participate directly in meetings, research, roundtables and media opportunities. Through training and connections to opportunities in research,

policy and media, we also support workers to develop and use their own voices.

In this way, Homecare Voices creates both a platform for workers and opportunities for them to influence the systems affecting their lives and work.

What relevant skills and experience does the leadership team have to achieve the organisation's objectives? (max 100 words)

Homecare Voices has five voluntary Directors with complementary expertise:

Rachel Kelso, Founder and former homecare worker, with prior experience in PR and copywriting. Rachel is the sole member of staff (0.6 FTE) whose remaining two days are funded through a research Career Development Award administered by Homecare Voices;

Hannah Reseigh-Lincoln, a former homecare worker with project management experience from the pharmaceutical industry;

Kyly Richardson, a homecare worker who has been instrumental in developing our peer support offering;
Kamiah Overaa, not-for-profit marketing and internal engagement;
Mark Wilberforce, senior adult social care researcher;
Four further members sit on an internal Advisory Board.

Organisation at a glance:

Sustainable Development Goal addressed	**SDG 8 - Decent Work and Economic Growth**
Theme(s) that best describe your work	**Gender equality,Poverty alleviation**
Beneficiaries	**Women and girls,Other marginalised groups**
Country you work in	**United Kingdom**
Number of FTE staff in your organisation	**0.6**
Number of volunteers in your organisation	**5**
Does you have a safeguarding policy in place?	**Yes**

Impact

How many people does your work directly benefit in a typical year? (number only)

200

What evidence do you have that your solution is effective? (max 200 words)

Homecare Voices ensures homecare workers play a part in shaping policy on adult social care. For example, we recently facilitated three roundtables between 26 homecare workers and the Department of Health and Social Care (DHSC) as part of a national project exploring how local authorities commission homecare.

We received feedback from DHSC as follows: “The sessions were skilfully facilitated, creating a space where workers spoke openly about the realities of working in the homecare sector. What I heard has given our policy thinking a depth and credibility that data alone could not provide.”

Alongside campaign activity and policy-focused partnerships, we have connected more than 100 homecare workers with opportunities to participate in research.

One of our members comments: “Homecare Voices has literally changed me as a person. I would never have spoken in meetings and things and now look at me.”

Member feedback also illustrates the impact of our peer support offering:

“Knowing there are others out there in the same position or have been has been a life saver.”

“Welcome to our safe space. Vent, chat or read along. I've found it so helpful so far.”

Finance

What was your total income, expenditure and surplus/deficit in the last three full financial years?

Financial year	Income (£)	Surplus/deficit (£)
2023-2024	-	-
2024-2025	24,504.80	14,684.30
2025-2026	14,831.89	-8,588.21

What is your projected income in the current financial year? (£)
34532

What are your main sources of funding and how long are these secured for? (max 100 words)
NIHR Career Development Award - until March 2028
Tenacious Campaigner Award - until August 2027
Partnerships - ongoing
Donations - ongoing

Do you have a reserves policy similar to as though your organisation was a registered charity?
No

Non-charity

	Cash balance (£)	Net asset balance (£)	Fixed asset balance (£)
In your last published accounts	£6226	£3591	Not specified
Currently	£5992.06	£3993	0

What are your average monthly running costs? (£)
2100

Connector funding proposal

Name of your proposal
Homecare Story Bank

What is the purpose of the funding you are applying for?
Scaling a proven project

How would you use the grant received from TFN? (max 450 words)
In early 2027, we're bringing together a group of homecare workers to create a film about the times they've made a difference in other people's lives. This builds on our experience of telling the stories of our members as part of our wider work since day one. A grant from The Funding Network would allow us to build on this by creating a 'story bank' through which to capture and platform many more unheard voices.

Last week, one of our members was over the moon that both of the non-verbal people she supports spoke a single word. One said "thank you"; the other said "lasagne". As she put it: "I was just about in tears because of these achievements for my clients."

When I was a homecare worker, I visited a man who lived alone and had no family or friends. He had also lost the ability to speak through dementia. His garden had become home to a family of foxes, and his face lit up whenever he spotted one. So at the end of each visit, I made time to guide him to the window where we sat and watched, simply delighting in nature, for as long as time would allow.

These stories underscore the immense social value of homecare more powerfully than any statistic or campaign 'ask'. Yet the severity of the practical issues facing the workforce can mean they rarely reach the surface.

This project aims to establish a bank of at least 100 stories, collected through a form on our website. Contributors can indicate whether their story may be used anonymously or with their name in our wider advocacy and campaigning, and whether they would like it published on a dedicated webpage. Stories would be moderated before publication, with clear safeguards around identifiable information.

We would promote the project through social media, including content linked to our 2027 film, alongside paid advertising on Meta and TikTok. We would also approach relevant influencers and celebrities such as Justine "The Honest Carer", with whom we

already have a connection.

The story bank would provide a rich source of qualitative insights to support current and future campaigns, while giving homecare workers opportunities to shape the public conversation about adult social care. We would engage journalists about the project and fund broadcast media spokesperson training for five contributors, including compensation for time off work.

We would measure success through stories submitted, network and social-media growth, media coverage and participant feedback via an anonymous evaluation exercise. Ultimately, its success will be reflected in whether these stories help build public support for improvements to homecare workers' pay and conditions.

How does your proposal seek to achieve social justice? (max 150 words)

Our proposal seeks social justice by challenging both the material inequality experienced by homecare workers and their exclusion from decisions about adult social care.

Homecare workers provide essential support to some of society's most vulnerable people, yet many experience insecure or inadequate pay and working conditions, while having little collective voice. Our wider work seeks to address these inequalities by campaigning for fairer pay and employment conditions and ensuring workers' experiences inform policy and practice.

The story bank will strengthen this work by giving homecare workers a platform to shape the public conversation about social care.

Rather than speaking for workers, we will create opportunities for them to speak for themselves, share the social value of their work and influence attitudes and policy. In doing so, we seek greater recognition, representation and fairness for a largely invisible workforce.

Sponsor Statement

"What stands out to us is how she has turned her own experience as a homecare worker into a source of support and collective strength for others. Rachel combines a deep commitment to care with a practical determination to improve the conditions of those providing it. We particularly value that Homecare Voices connects workers who might otherwise feel isolated, while ensuring their experiences inform the decisions that affect them. This is a small, largely volunteer-led organisation with ambition and a clear sense of purpose. We believe a TFN event could bring not just valuable funding, but new supporters and connections to help it reach more workers and sustain its campaigning."