



#CostOfLivingCrisis Campaign Toolkit

Please support our campaign about the cost of living crisis facing unpaid carers and promote our open letter to the Chancellor!

For use on Monday 21st March 2022

About this campaign toolkit

We have created this campaign toolkit to help you raise awareness of Carers UK's #CostOfLiving campaign and, specifically, the open letter that we have organised and sent to the Chancellor. It contains information about the wider campaign, suggested content for your website and newsletters, sample social media posts, and shareable graphics for you to use. If you have any questions about our #CostOfLiving campaign, or how to use this toolkit – please contact John Perryman, Policy and Public Affairs Manager, 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.

[New research by Carers UK](#), 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. 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'll have to use a foodbank, while 55% said 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 upratings 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.
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.

Open letter to the Chancellor

Thank you for signing our open letter to the Chancellor, which we sent to his office on 18th March. We have published the letter (with 78 signatures) on our website this morning (21st March 2022). [You can see the letter here.](#)

We are hoping that all organisations who signed the letter will share it on social media today, and below we have provided some suggested content for your Twitter, Facebook and LinkedIn channels. We have also provided some graphics for you to post, which come from the research we published on 15th March regarding the unprecedented financial hardship carers are now facing.

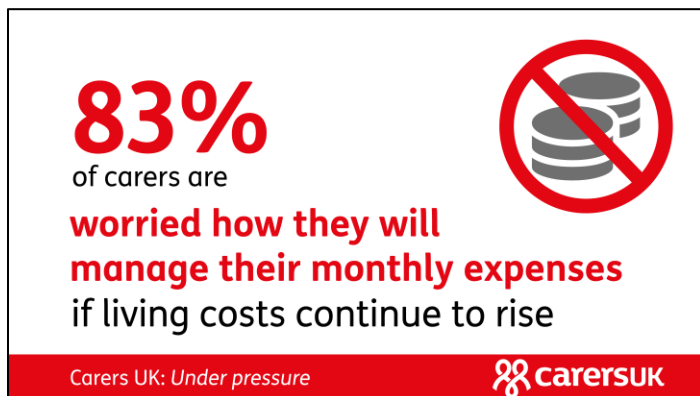
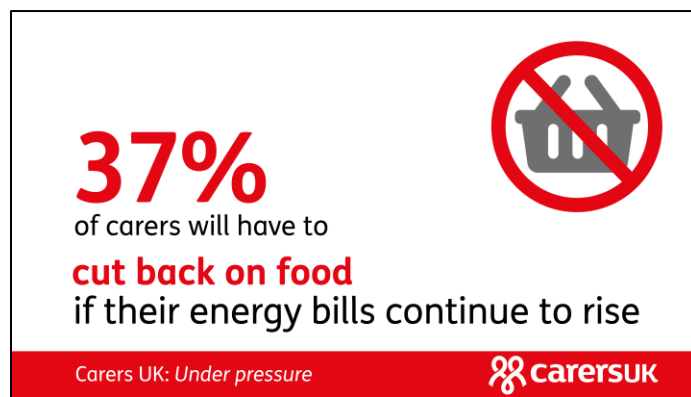
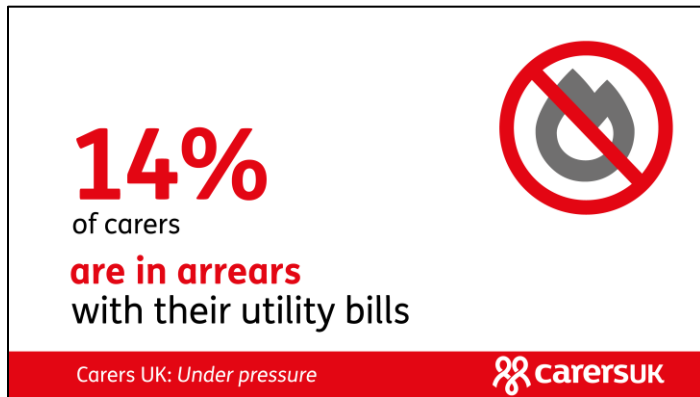
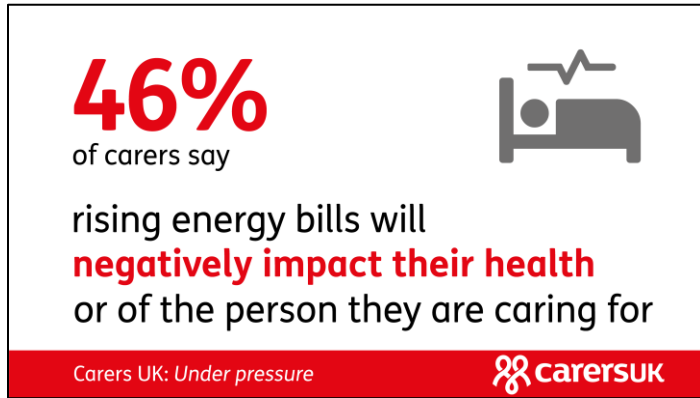
Suggested Tweets

- Alongside 77 other organisations we've signed @CarersUK's open letter to the Chancellor, calling for enhanced financial support for unpaid carers who are facing a #CostOfLivingCrisis. @RishiSunak must deliver for carers at his #SpringStatement on Wednesday. See here <https://bit.ly/3ijQs1w>
- We have signed @CarersUK's open letter to the Chancellor @RishiSunak, calling for greater financial support for carers in light of the UK's #CostOfLivingCrisis. Government must act on 23 March #SpringStatement. See here <https://bit.ly/3ijQs1w>
- To help raise awareness of the unprecedented financial hardship that many carers are facing, 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. See here <https://bit.ly/3ijQs1w> #CostOfLivingCrisis
- We are calling for the Government to immediately raise Carer's Allowance and other benefits to match inflation and to extend the Warm Home Discount scheme so that it includes carers on the lowest incomes. You can read our full letter here <https://bit.ly/3ijQs1w> #CostOfLivingCrisis
- 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 updated in line with current rate of inflation in April, and include carers in the extension to the Warm Homes Discount. www.carersuk.org/underpressure
- 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

Suggested Facebook / LinkedIn posts

- Alongside 77 other organisations we've signed an open letter to the Chancellor, calling for enhanced financial support for unpaid carers who are facing a cost of living crisis. @RishiSunak must deliver for carers at his #SpringStatement on Wednesday. See the letter in full here: [https://www.carersuk.org/images/Open letter to Chancellor re cost of living crisis and unpaid carers - vFINAL with signatures.pdf](https://www.carersuk.org/images/Open_letter_to_Chancellor_re_cost_of_living_crisis_and_unpaid_carers_-_vFINAL_with_signatures.pdf)
- 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

Shareable graphics



You can download all
the graphics by clicking
[*here*](#)

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Follow and share our #CostOfLiving campaign from our social media accounts.



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