



Caramocare Annual Impact Report (03/05/2025)

Reporting Year: 2024 | Comparison Year: 2023

*This report is structured using the five categories of the B Impact Assessment:
Governance, Workers, Community, Environment, and Customers*

■ **Governance**

- **CaramoCare is legally committed to balancing profit and purpose** and lives its commitment to the Wellbeing Economy Alliance and Better Business Act
- Regardless of the outcome of the B Corps submission, this will always be embedded in the Articles of Association of CaramoCare
- We make decisions that prioritise trauma recovery, dignity and systemic change.
- Ethical leadership by Clinical Safety Officer / former Registered Manager and Emergency Medicine Consultant (governed by the General Medical Council's "Duties of a Doctor")
- CaramoCare's Code of Ethics, Safeguarding, Data Privacy, Data and Security, Anti-discrimination, Environmental Commitment and Clinical Governance policies are publicly available (on the CaramoCare website)
- CaramoCare's Mission Statement and Core Values are widely distributed and publicly available on our website (visitors, clients and prospective clients are actively directed to these and their importance is emphasised)
- CaramoCare reviews its impact and risks regularly, including quarterly reviews of pro bono sessions and access data.
- CaramoCare actively seeks client feedback (including anonymously), and surveys after initial contact, suggesting this option if the client feels they can't provide honest feedback otherwise.
- CaramoCare commits to publishing Annual Impact Reports even when it has been a challenging year and targets have been missed (the data should be viewed as a whole over the years, and the total benefit appreciated)
- In keeping with this, CaramoCare is open about financial and social targets.
- CaramoCare will generate pro bono impact tracking, environmental action tracking.
- CaramoCare therapist(s) participate in supervision and seek feedback from other ethical organisations

■ **Workers (starting recruiting)**

- Mentorship, personal brand support, and dignity-first leadership
- Support for short-term staff and portfolio career building
- Level 5 safeguarding training and trauma-informed onboarding

■ **Community**

- 86 pro bono therapy sessions in 2024 (↑ from 45 in 2023)
- 13 children in care and care leavers supported (↑ from 5)
- Trussell Trust Local foodbank contributions (£200 cash and large donation of small jam pots)
- £50 donated to Magic Breakfast
- The founder took on the role of Queenscourt Hospice Trustee 2024 (donating time and expertise, serving on Governance and Risk Committees, and being the Trustee lead for Controlled Drugs).
- Supporting individuals affected by the Southport 2024 attack

■ **Environment**

- 144 trees planted via Carma (3rd year in a row)
- 28 Too Good To Go meals saved (↑ from 5)
- Course meals sourced from the Company shop (short dates / mislabelled food destined for waste)
- Crockery for courses sourced from Mondego Outlet (2nds from artisans and sold by weight)
- Train travel for low-carbon transport (test-riding Cowboy e-bike w/c 18 May - also a Cowboy investor)

■ **Customers**

- 100 total clients supported in 2024 (↑ from 55)
- Very high client satisfaction from NHS staff and care leavers
- Dignity-first trauma therapy model using BLAST®
- *This report aligns with the B Impact Assessment to support Caramocare's B Corp certification.*