

caba:

for the everyday
and the exceptional

**supporting the global
ICAEW community
our impact in 2022**

caba.org.uk





welcome

2022 proved another year of uncertainty for our community as we continued to face the very real challenges of the cost-of-living crisis.

Rising global inflation, along with the lingering impact of the Covid-19 pandemic, has led to a hugely challenging economic environment for individuals.

The ongoing economic difficulties have impacted our community like everyone else. We saw increasing numbers of people seeking advice and emotional health support, legal advice, and financial help over the past year. These trends are likely to carry over into 2023 and beyond. According to our recent cost-of-living crisis report, over a third of working accountants are concerned about their future, with many feeling anxious about their future, stressed by challenging and changing working patterns, and feeling depressed about not only their own financial position, but also their friends and families.

To help support our community through this crisis, we launched a cost-of-living campaign to provide practical support for ICAEW members and others that we support, wherever they are in the world.



This new package of services included financial support, help with energy costs, and back-to-school donations. I'm proud to lead an organisation that is committed to supporting our global community through these challenging times, and the impact it's had on people's lives.

2022 was also a busy year for us operationally as we launched our new brand and website, ensuring caba remains relevant, accessible and appealing for our audience. We also prepared for the launch of the 'my caba' website portal which will enable people to interact with us more easily, access support quickly, and view everything they need in one place.

My sense is that these challenges and uncertainties are here to stay for at least the forthcoming year, and it remains of paramount importance that caba continues to strive to be relevant in the support we can offer, across all our channels, for our community.

Dr Cristian Holmes, Chief Executive at caba

caba: our impact in 2022

We're the occupational charity helping the ICAEW community thrive by equipping individuals with the practical, emotional, or financial tools to manage whatever's in front of them, from everyday situations to exceptional life-changing circumstances.



We spent **£2.9 million** supporting our community¹



6,297

people accessed direct support*

*Direct support classes as people accessing a live facilitated course, support services, or advice and information from a support officer.

53,707

people accessed support from caba



47,410

people accessed online health and wellbeing resources



612

people requested tailored legal advice



608

people worked with a counsellor



¹ Our reporting structure has changed so numbers aren't comparable to last year.



caba: our impact in 2022

We support ACA students, existing or former ICAEW members and close family dependants with their mental health, physical health, financial health, legal support and career development. Our vision is that everyone in the ICAEW community can fully participate in life.



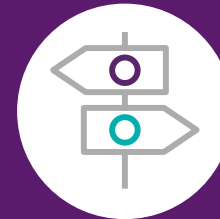
332 people received financial grants or donations



78 people received debt advice

166

people accessed career coaching



107

people received carer support



3,455

people accessed live facilitated courses



cost of living campaign

2022 was another challenging year, with the cost-of-living crisis affecting everyone, regardless of their profession or background.

We've seen first-hand how the ongoing economic difficulties have impacted the ICAEW community – those who might never have had to ask for support are now finding themselves in need.

Qualified accountants are just as vulnerable to this crisis, however many are reluctant to ask for help and are struggling in silence, causing rising levels of emotional distress in the profession. Our recent cost-of-living research showed that over a third (34%) of ICAEW members are already struggling financially, with many feeling anxious, stressed and even depressed.

We exist to help the global ICAEW community thrive through everyday and exceptional circumstances, and 2022 was a year where our support was needed more than ever. So, how did we help?

We launched a cost-of-living support package, with a range of services including financial support, debt advice, year-wide energy fuel payments, and back-to-school donations.



£44,575
in fuel payments



over
£13,000
spent on back-to-school payments

During 2022, we awarded £44,575 in winter fuel payments, the highest amount compared to any previous year, and we spent over £13,000 on back-to-school payments.

As cost pressures continue to impact our community, we have developed a further campaign which will run into 2023, acknowledging the impact on financial health, emotional wellbeing and supporting employers to help their staff.

We have also pledged to increase any future fuel payments to avoid fuel poverty or people being made to choose between fuel or food.

We strive to ensure that we remain relevant and accessible to our community and can meet both today's and tomorrow's needs. With 2023 looking like another challenging year, we will continue to explore ways to offer support through this ever-evolving crisis.





emotional and psychological support

Demand for emotional and psychological support has never been higher within our community. Referrals for our counselling service increased by **190% overall** between 2016 and 2021, despite a dip in 2020 due to Covid-19 lockdowns.

Following the pandemic we received an increasing number of enquiries from people in our community with more complex needs, including addiction, trauma and eating disorders. By 2021, we recognised that this increase in severity and specialised cases was only going to increase. We wanted to ensure we had the resources available to support people effectively, so we decided to broaden our counselling provision.

In 2022 we introduced a new psychological support service to address the growing need within our client base, with the aim of complementing our generalised counselling provision.



referrals for our counselling service increased by **190%** overall between 2016 & 2021

"I greatly appreciated the opportunity to speak with someone who clearly knew what they were talking about, even at the assessment. It felt like I was being taken seriously, and that there was a real investment in helping me from the very beginning. I've accessed similar services in the past, this one stands out above the crowd."

As well as counselling, the new service also offers clients Cognitive Behavioural Therapy (CBT), and sessions with a psychologist. This means we can support a much wider range of clients, including those who we would previously have failed to help, such as those seeking assessments for neurodiverse conditions like ADHD.

We launched the six-month pilot in late 2022, and will look at the impact, need and use of the new service in Spring 2023. Following this, we will assess whether to keep running it on a permanent basis.

online learning

We understand how busy people's lives are and how much of a struggle it can be to find time for personal and professional development. But we also know how important learning new skills is to our community. Despite the challenges 2022 brought, we continued to see an increase in people accessing our online learning, compared to the previous year.

"Great session. Super engaging and thought provoking. Also, about the right balance on the number of attendees."

We reviewed our learning programmes to ensure they remained relevant and useful for our community. This included broadening our range of learning options, ensuring we catered for different learning preferences. We also addressed accessibility challenges so that people could access our e-learning, videos and webinars wherever they lived in the world, at whatever time suited them.

We launched our popular Espresso webinar series; short one-hour webinars ideal for watching in your lunch break. Topics include practical productivity hacks, navigating burnout, financial wellbeing, and mindfulness tools and techniques.

"Really enjoyed the course thank you. Straight to the point, practical tips that can be implemented day to day."

Our online videos were our second most-watched content series, after Espresso webinars. Popular videos included our 10-minute guided meditation and our thought leadership panel discussion on 'How the cost of living is affecting accountants'.

Number of people accessing online learning	Number of people accessing on-demand learning and online videos
15,302	11,847

Total number of live course attendees	Number of webinars
3,455	81





looking ahead

2022 was a turning point for caba, and the first year of our new three-year strategy. We're proud of our achievements and the impact it's already had on our community.

We refreshed our brand identity and relaunched our brand along with our new website. This will help ensure we remain relevant, accessible and appealing for our audience.

We asked for feedback from our chartered accountant community to ensure the support we offer remains relevant, and to help us improve and enhance our provision.

We moved towards a digital-first future for caba, being mindful of not leaving anyone behind. We developed a new 'my caba' portal which went live in early 2023, helping to streamline user journeys. This will enable members to interact with us more easily, access support more quickly, and view everything they need in one place.

2023 will be another busy year. We will continue to focus on the four key strategic pillars of our work – **Supporting, Influencing, Engaging, and Capacity** – and the ways we can help our chartered accountant community, both in their personal and professional lives.



We will **support** our community by:

- implementing our new person-centred support framework
- enhancing the 'my caba' website portal to enable self-directed support
- continuing to develop new innovative support provision focused on needs

We will **influence** our community by:

- developing a framework for how we gather and use insight, so we remain agile and responsive to our community's needs
- building our capability to provide content and resources that are relevant and tailored to individual user's needs
- gaining a view of what good health in the profession looks like through our theory of change

We will **engage** with our community by:

- focusing on digital enablement across caba so we become digital first and more accessible
- evaluating the role of our advocates and developing a clear plan and purpose
- completing a review framework aimed at improving the diversity of our pool of associates

We will **build capacity** with our community by:

- developing and delivering our diversity, equity and inclusion (DEI) strategy
- implementing the findings of our governance review
- reviewing current policies and developing best practice policies that build an inclusive culture of high performance and innovation

Vandana's story

We're here to support our community with whatever they're going through, from everyday moments to life-changing events, wherever they live in the world. Taking that first step to ask for help can be hard, but it can make a huge difference. Vandana shares how she got in touch for support when she felt stuck in life.

"I've lived in India for over 25 years, since moving from the UK. Although my parents are from India, I live in a city where I don't have any direct relatives or family support. After going through a divorce, my kids were settled and happy in their school – I didn't want to uproot them to another city, or back to the UK. I had also exited my business so I could spend more time with my children. But I was stuck at a crossroads and worried about what I would do next.

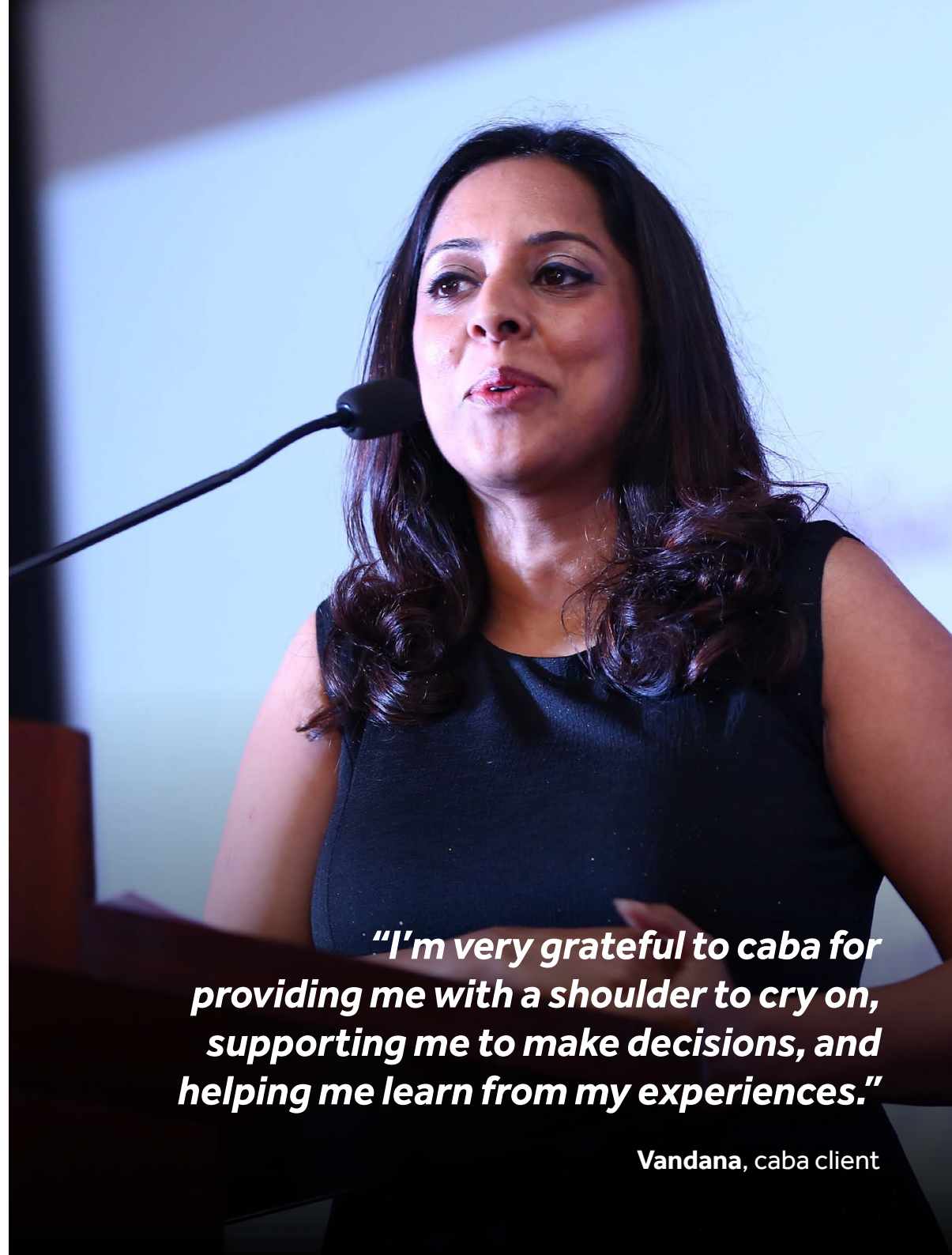
A call with caba made me realise I was not alone. When I explained that I was a little lost with life and wanted to get back into work, caba arranged some sessions with a coach to help me think through my next stage of career whilst balancing the needs of my children. Caroline, my career coach, was amazing. She had been in a similar position, and she coached me to create a new future for myself.

I've also turned to caba when I needed someone to talk to when I was struggling to care for my parents. caba arranged a counsellor who helped me with practical steps on how I could support my parents as well as look after my own wellbeing.

I'm where I want to be, and everything is on track. I'm very grateful to caba for providing me with a shoulder to cry on, supporting me to make decisions, and helping me learn from my experiences."

If we've helped you, sharing your experience could help others. Talk to us about how to share your story anonymously.

Call +44 (0) 1788 556 366 or email marketing@caba.org.uk



"I'm very grateful to caba for providing me with a shoulder to cry on, supporting me to make decisions, and helping me learn from my experiences."

Vandana, caba client

To learn more about us, the work we do and the support we offer our global community, visit caba.org.uk

Contact us:



enquiries@caba.org.uk



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