

'Working with' Cavell *Content Kit*

Everything you need to make the most of your organisation's membership with Cavell.



Supporting the Nursing and Midwifery
family through tough times

Membership overview

'Cavell's 'Working with' membership is an exclusive offer to all NHS employers and GP practices, private and independent healthcare sector, and recruitment agencies, employing nursing, midwifery, and healthcare professionals.

By being a 'Working with' member, your organisation is showing its commitment to supporting nursing and midwifery professionals.

The Cavell Support Team provides an independent, confidential, and personal tailored package of support to everyone who gets in touch. A Cavell 'Working with' membership is your organisation's investment in its staff and their well-being in times of need.



Using this content kit

This kit is designed to aid your promotion of your membership to nursing and midwifery staff with key messaging and assets to get you started.

Please use the content provided in this kit freely to share the message both online and in your internal communications to staff.

p.s. don't forget to log in to your exclusive member's webpage to download your assets:

Webpage: cavell.org.uk/working-with-exclusive-members/

Password: cavellwwlogin



Some key facts

80% of nursing and midwifery professionals surveyed in 2023 said they were unlikely to speak to their employer if they were facing a financial crisis.

96% of nursing and midwifery staff supported by Cavell agreed that the help positively affected their mental health.

81% of those working agreed Cavell helped them get back to, or stay in, work.

Your membership fee goes directly into providing support to nurses, nursing associates, midwives and maternity support workers going through tough times; your support helps improve their health and wellbeing, reduce anxiety and stress, and can support individuals returning to work. It also benefits the wider community, helping and supporting patients and families, and ensuring your business continues to provide professional and essential care to those in need.





The Support Hub

The Cavell Support Hub can be found at: cavell.org.uk/get-support/

The hub is a one-stop location for multiple resources to help people struggling emotionally or financially. Working with Cavell's partners to deliver specialised advice and support, we have consolidated a range of links and tools to empower the nursing and midwifery family to take control of their struggles and feel more confident about managing their circumstances.

Resources include:

- Confidential debt advice
- Mental health resources
- Financial grant application
- Money management advice
- Help with domestic abuse
- Guidance with pensions
- A benefits calculator
- Guidance for international nurse

Suggested social posts

Use these social posts to promote your membership for two reasons:

- 1) To tell your staff about the support available
- 2) To tell your followers about your commitment to supporting nursing and midwifery staff

You can tag us with the handle: @CavellCharity on X, Instagram, Facebook, and LinkedIn.



If you're a nurse, midwife or maternity support worker and you're struggling to cope with bills due to sudden financial burdens, relationships or health problems, help is available. @CavellCharity offer nursing and midwifery staff relief. Access help here: <https://cavell.org.uk/get-support/>

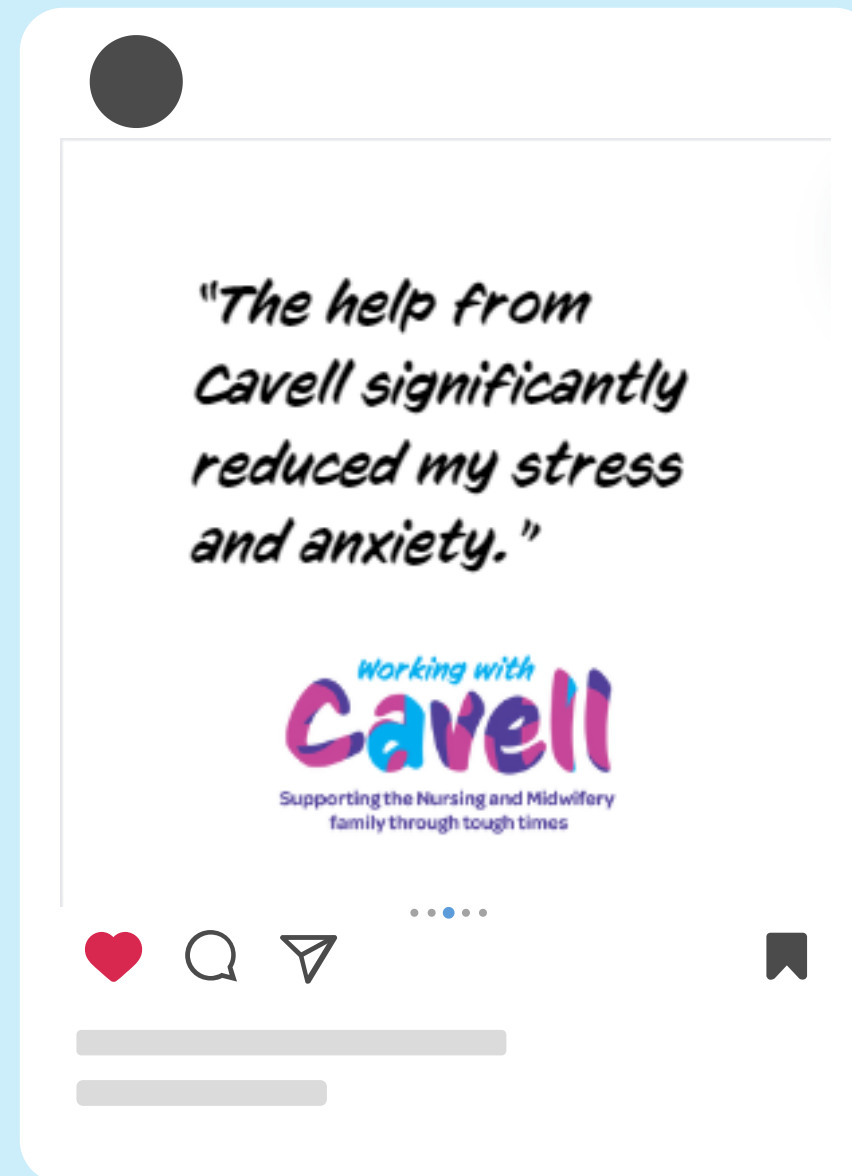
We are proud to work with @CavellCharity to support UK nursing and midwifery professionals when they are going through a tough time, facing things like illness, domestic abuse or sudden financial emergencies. Learn about Cavell's support here: <https://cavell.org.uk/what-we-do/>

Nursing and midwifery staff seek help from @CavellCharity for grants, advice and a listening ear. ***Name of your organisation*** works with Cavell to provide support to those going through a tough time. Find financial and emotional support resources here: <https://cavell.org.uk/get-support/>

Social media assets

We have created social media assets for you to use along with the posts on the previous slide.

You can download your files by logging into your exclusive 'Working With' members page on the Cavell website.



We work with Cavell, the charity supporting UK nursing and midwifery professionals. Tap to learn about the support Cavell provides...



Suggested email content

Dear ***first name***,

Sometimes life throws unexpected challenges, whether that's ill-health, personal caring responsibilities or sudden financial burdens. Nursing and midwifery staff spend a lot of time looking after others, but when it comes to seeking support for themselves, it can be hard to know what help is available.

As part of our commitment to the wellbeing of nursing and midwifery professionals, ***name of your organisation*** is working with the charity Cavell to build a safety net for staff going through a tough time. Cavell offers a tailored package of support to nurses, registered nursing associates, midwives and maternity support workers, from advice, signposting and referrals to specialist services, to one-off grants and emergency funding for those at great risk.

Our membership with Cavell allows you to have a listening ear and seek guidance and support from a confidential source outside of work. There are many resources on the Cavell Support Hub, including a benefits calculator, support with debt and money management, links to emotional support, and more. Visit the Cavell Support Hub here: <https://cavell.org.uk/get-support/>

Template blog



***NAME OF YOUR ORGANISATION* JOINS MEMBERSHIP WORKING WITH THE CHARITY CAVELL TO SUPPORT THE NURSING AND MIDWIFERY FAMILY THROUGH TOUGH TIMES.**

When life throws unexpected challenges, like ill-health or sudden financial burdens, it can be hard to know what help is available.

Nursing and midwifery staff spend a lot of time looking after others, but when they need support themselves, they don't always know where to turn.

The charity, Cavell, offers a tailored package of support to nurses, registered nursing associates, midwives, and maternity support workers, from advice, signposting, and referrals to specialist services, to one-off grants and rapid emergency funding for those at great risk.

As part of our commitment to the wellbeing of nursing and midwifery staff, ***name of your organisation*** is working with Cavell to build a safety net for staff going through tough times.

In 2023, Cavell surveyed nursing and midwifery professionals and found that 80% were unlikely to speak to their employer if they were facing a financial crisis.

Our membership with Cavell gives nursing and midwifery staff a confidential and listening ear for support and guidance outside of work. And the impact is clear to see... Of the staff supported by Cavell, 96% said the help positively affected their mental health, and 81% said that the support helped them get back to, or stay in, work.

Grant applications can be made online on [Cavell's Support Hub](#), where you can also find a host of resources, including a benefits calculator, support with debt and money management, links to emotional support, and more. Staff can also phone to speak to a member of the Cavell Support Team about their circumstances and the help available on 01527 595 999.

This blog contains all the key information to promote your 'Working with' Cavell membership either as a blog, newsletter or press release.

Download your blog by logging into your exclusive 'Working With' members page.

Help cards

You can download a design file for a 'help card' via the assets pack on your exclusive members page.

These can be printed and used to distribute in the staff breakroom, for example, to remind nursing and midwifery staff about the support available to them.

You also have access to PDF posters for printing and distributing.



Front:



Back:



Email banner

Download your 'Working with' Cavell email banner to add to your email signature. This both celebrates your membership with Cavell whilst also promoting that there is support available for nursing and midwifery staff.



Cavell

**Supporting the Nursing and Midwifery
family through tough times**