



PROVIDING HAPPY HOMES FOR CHILDREN ACROSS PLYMOUTH



How can your business make a difference to Foster Care in Plymouth?

"Our city is home to many children who, through no fault of their own, find themselves in need of a loving and stable home. These children deserve the chance to grow, to dream, and to thrive in an environment where they feel safe and cherished.

"Fostering is not just about providing a roof over a child's head; it's about offering them hope, love, and the opportunity to build a brighter future. We need more foster carers, and your support could make a real difference.

"Imagine the impact your business could have by promoting fostering among your staff, becoming a foster-friendly employer, or providing discounts and opportunities for local foster families. Together, we can create a community where every child feels valued and supported.

"Your support is not just a contribution; it's a lifeline for these children and a testament to the strength and compassion of our city."

Councillor Jemima Laing,
Cabinet Member for Children's Services



WHY FOSTERING MATTERS?

- **Stability and Care:** Foster carers provide a safe and stable home for children who cannot live with their birth families.
- **Community Impact:** Supporting foster care strengthens our community by ensuring children grow up in a supportive and familiar environment.
- **Positive Outcomes:** Children in foster care benefit from improved educational and emotional outcomes compared to those in residential care.

TOP FACTS ABOUT FOSTER CARE IN PLYMOUTH

- More than 520 children are in care in Plymouth but there are only 117 fostering households to support them
- Every year, dozens of new foster families are needed to meet the growing demand
- Nearly 40% of foster carers in the UK combine fostering with other work.

WHAT WE NEED FROM YOU?

We are appealing for businesses to:

- **Promote Fostering:** Share information about fostering in staff or public newsletters, on your intranet or social media, considering hosting a fostering event (which we can support) during Foster Care Fortnight, or display posters. We can provide materials, text and graphics.
- **Become a Fostering Friendly Employer:** Implement policies that support employees who are foster carers. (See below).
- **Provide discounts or opportunities:** Offer discounts or special opportunities to Plymouth foster carers and their families to show appreciation and support.

BE A FOSTERING FRIENDLY EMPLOYER

Fostering Friendly Employers commit to supporting employees who foster and help to promote and celebrate fostering.

Employers who understand foster carers' commitments and offer a flexible approach are helping them provide the best possible care for a child or young person. The scheme is simple and free to join for organisations of any size.

Through the UK Fostering Network, you will be offered expert support. All you need to do is agree a flexible working policy for foster carers.

More information: www.thefosteringnetwork.org.uk/get-involved/fostering-friendly-employers

WHAT IS IN IT FOR YOU?

Supporting this campaign can:

- **Enhance your brand reputation** and demonstrate your commitment to social responsibility. This can attract customers who value community-focused businesses and foster a positive public image.

- Implementing foster-friendly policies can **improve employee morale and retention**, as staff feel supported and valued in their roles.
- Offering discounts or special opportunities for foster carers and their families can also **create a loyal customer base** among foster families.

Also, businesses that actively promote fostering can benefit from **increased visibility through Plymouth City Council's promotional efforts**, including social media shout-outs, features in newsletters, and recognition at community events.

BENEFITS OF BEING A FOSTER CARER

- **A rewarding role:** knowing you're making a huge difference to the lives of children and young people
- **Financial support:** weekly allowances for the children you look after, as well as a weekly reward payment to reflect your commitment and extra allowances for holidays and celebrations.
- **Council Tax discount:** many foster carers are exempt from paying Council Tax or can receive a 50% discount (eligibility criteria apply)
- **Help to adapt your home:** funding may be available to expand or adapt your home to provide the space needed to care for more children
- **Personal development:** training opportunities to build your skills
- **Joining the fostering family:** you'll be supported by social workers and fellow carers at every step of your fostering journey.

READY TO FIND OUT MORE?

Together, we can create a brighter future for the children of Plymouth. For more information, contact our Fostering Team at: fostering@plymouth.gov.uk
Visit fosterforplymouth.co.uk
Follow us on [Facebook](#), [X](#), [Instagram](#) or [LinkedIn](#)

Request our toolkit where you'll find graphics and suggested social media posts by emailing communications@plymouth.gov.uk

CASE STUDY

Last year, Dartmoor Zoo pledged to provide each of the fostering families at Foster for Plymouth with a free family ticket. The zoo also gave free use of their events space for this year's Foster for Plymouth summit.

Dartmoor Zoo's CEO, David Gibson, said: "As soon as I learned about the challenge that Foster for Plymouth is currently facing trying to find new foster carers in the city, I knew we had to help. Dartmoor Zoo has always been focused on creating a nurturing, caring environment for families and individuals so this is a cause we can really get behind. We are very much looking forward to working with Foster for Plymouth."

