



# IMPACT REPORT 2022





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# OUR MISSION AND VALUES



## CREATING BETTER LIVES

FOR CHILDREN,  
YOUNG PEOPLE  
& CARE EXPERIENCED  
ADULTS



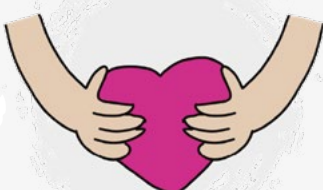
CHARITABLE  
& FAIR



CONNECTED  
& INCLUSIVE



CHILD & PEOPLE  
CENTRED



CARING &  
COMPASSIONATE



# 2022 HAS BEEN A VERY BUSY AND PRODUCTIVE YEAR FOR TACT

We became an entirely home working organisation during the pandemic years which freed up valuable resources to invest in our children, foster families and services. **In 2022 we continued to improve how we support our staff and foster carers to excel in creating better lives for children, young people and care experienced adults.**

The cost-of-living crisis and political machinations of the year were unwelcome and presented many challenges. We had five Secretaries of State for Education in 2022, so turnover has been similar to that of UK social workers, as experienced by children in care. Neither rate of turnover is acceptable and clearly demonstrates dysfunctional systems and structures.

Thankfully, due to prudent financial management and planning during the pandemic years, TACT was able to step in and **support our foster carers with additional fees and one-off payments during the cost-of-living crisis.** This was vital as the Department for Education (DfE), following failures to do so throughout the pandemic, failed yet again to provide substantive ring-fenced support for foster carers. DfE commitment to foster carers remains highly questionable which is extraordinary given the crucial role they play in caring for the vast majority of children in care.

Our foster carers continued to offer safe, loving and stable homes to children through all the events of 2022. Their commitment to their children is awe inspiring and deeply humbling to witness.

Alongside our continued investment in our excellent Education Service in 2022, **we launched our Health Service and that has already had a positive impact** which we are confident will continue to grow. As statutory services in local authorities and the NHS continue to suffer from chronic underfunding, it is

beholden on charities such as TACT to step up so that our children are not disadvantaged by the lack of prioritised support for them by local authorities, which are ultimately their corporate parents.

Our TACT Connect community of care experienced people has continued to grow and the input of Connect members has enriched and improved our approach in a number of ways. **We continue to be clear that parenting is lifelong and our commitment to our care experienced community matches this.** Our children may move on from their foster homes, but they will never leave TACT's care.

My main takeaway from 2022 is that it is a privilege to be involved in raising our wonderful, unique and brilliant children and young people, and that the way in which our foster families and staff have dealt with the events of the year has been magnificent. In late 2022 **we began our journey to becoming a more trauma informed organisation**, so we enter 2023 with both purpose and determination to continue to achieve the best possible outcomes for our children, young people and care experienced adults.



**Andy Elvin,**  
**CEO**



# CHAIR OF TRUSTEES

*"The true measure of any society can be found in how it treats its most vulnerable members".*

- Mahatma Gandhi

As I have noted in previous years, society often fails to give the most vulnerable the empathy, care and respect that they deserve. It is individuals and families such as foster families and social workers, who ensure that our most vulnerable children are given a loving and caring home, and who carry a burden that should be shared more broadly across society.

In 2022 TACT's Board of Trustees benefitted from regional visits, away days and having foster families attend our meetings, to get **a deeper understanding of the positive impact of TACT's work, not just on children but also on families**, as well as gaining ideas on what we can do better.

The Board and I greatly enjoyed attending the three regional away days which brought together our staff, foster carers, and care experienced community from across the whole of the organisation. We greatly appreciated the valuable opportunity that those days gave us to hear directly from everyone.

One of the continuing issues that arose during the away days, was the difficulty of obtaining passports for children in foster families, with a number of foster parents approaching me directly on the subject. I'm happy to report that as an outcome, our team, working with one particular foster family and their local Member of Parliament, were able to ensure that the children received their passports, albeit at the last minute, and got to go on holiday at Christmas with the foster family. A big thank you to Barry Sheerman MP for championing this cause.

But it is not just about passports, **foster families should know that they are fully supported by TACT whenever any kind of challenging situation or problem arises with our children**. We are constantly improving our processes to ensure TACT is ready to provide additional support when difficulties emerge.

The away days also gave me the opportunity to hear our area teams talk about their successes during the year. Being a social worker is a tough gig in my opinion, so taking this time to share and talk about the things they have achieved was really important in acknowledging the great work that our people do.

While there were too many to list, to give you a flavour, I

personally enjoyed hearing about how our children had been able to fulfil their personal goals, while moving past the potential negativity of having been in care. In listening to these stories, **I was reminded of an observation that our CEO Andy once made to me which was 'why does the system aspire for children to be the veterinary nurse and not the vet?' What I heard in these sessions were children aspiring to be the vet.**

It has been educational having foster families come to our board meetings, letting us know what is going well, of which there is much. They have been very complimentary about the support TACT has given them, including the support from our staff, our Education Service and new Health Service. We also heard feedback on what we can do more of to make the lives of our children and families better. **TACT has listened to and acted upon that feedback, and that is reflected in the plans and budget for 2023.**

On a personal note, during the year I was able to participate in a trip to Hadrian's Wall with a group of our children. I enjoyed getting to spend time with them and share a bit of my knowledge. An illuminating interaction I observed, was when a young person made a sexist comment, and one of the social workers immediately addressed the issue with the young person in a firm but also compassionate and empathetic manner. As it has been said, it takes a village to raise a child.

I want to take this opportunity to also acknowledge the great work of the TACT team members who are not social workers, and thank them for their contributions, which are just as important and impactful in helping our children and families.

While this annual Impact Report highlights TACT's successes of the last year, it is worthwhile reflecting on the long-term outcome of that work and how it will continue to have a positive impact on the lives of our children and families in 10 or 20 years from now. **I would like to challenge anyone reading this report, to share with us any ideas they think of how we can further make a positive impact on the lives of children and families.** We at TACT are always happy to consider new ways we can continue to grow, develop and innovate in our work.



**Matthew Doyle,**  
Chair of Trustees



# CELEBRATING OUR FOSTER CARERS

TACT is extremely proud of its UK wide force of highly skilled and dedicated foster carers. They come from a wide variety of experiences and backgrounds, but all share a mission and passion to provide better lives for our children and young people.

## CARING FOR TEENAGERS

Across the UK a large percentage of our foster carers welcomed teenagers into their homes in 2022.

There is a common misconception that teenagers who are fostered are difficult and that they are in care because of something that they have done – but this is not the case.

Teenagers in foster care will have been removed from their family for a wide range of reasons including experience of abuse or neglect, or there may have been concerns about the home environment or the parents' ability to care for them.

As well as the normal challenges that young people face during the transition to adulthood, teenagers in foster care are also coming to terms with being separated from their family, the experiences that have brought them into care and uncertainty about what the future holds.

Our foster carers regularly tell us that they find caring for older children and teenagers rewarding, including Jillian and Ronnie:

***"A shy, frightened 15-year-old who never spoke, and has now grown into an amazing adult who is fulfilling her dreams and studying to become a social worker at University".***

*- Jillian and Ronnie, TACT Scotland foster carers since 2013*



## CARING FOR SIBLINGS

Most children in care have at least one sibling and far too often they are separated, usually because of a lack of foster families with available space to accommodate them together. Separation from siblings has been linked to poorer child well-being. TACT naturally recognises the importance of keeping siblings in care together, whenever possible, and we currently look after nearly 300 siblings, with the overwhelming majority living with each other. This is made possible thanks to our wonderful foster carers who have opened their homes to enable brothers and sisters to avoid the trauma of separation at an already difficult time in their lives.

Our carers are very keen to welcome siblings into their homes if they have the physical space to do so. We have urged government to find solutions to address the pressing issue of lack of suitably sized foster carer accommodation for sibling groups. Addressing that issue could vastly increase the number of siblings kept together.

***"Quite soon after becoming approved carers we found out that we were going to have two teenage siblings placed with us. I was excited and scared at the same time, but mostly I was pleased that we would enable the siblings to stay together. They might not be able to live with their family, but they would at least have each other. Being fostered together helped them to settle well into family life with us."***

***- Elaine, TACT West Midlands Foster Carer since 2018***

Nothing is beyond our foster carers when it comes to putting a smile on the faces of their foster children. In 2022 our foster cares across the UK did lots of big and small heart-warming things, including Gemma from TACT Cymru who dressed up as a rabbit to deliver Easter eggs to young people.





# HOW WE SUPPORT OUR FOSTER CARERS

We know fostering isn't a 9-5 job, which is why we offer our foster carers help and guidance 24 hours a day, seven days a week. When a person becomes a foster carer with TACT, they are assigned their own supervising social worker who will provide support every step of the way. And we are always seeking more ways we can help our foster carers do what they do best – care for vulnerable children and young people.

## OFSTED

TACT is widely recognised for the fantastic quality of support that our social work teams across the UK provide foster carers. Last year we continued to receive fantastic feedback from Ofsted with our regional teams consistently receiving Good ratings.

In 2022 TACT South West, was awarded the highest possible Ofsted rating – Outstanding, for its work with vulnerable children and young people in the South West of England.

Following the inspection, Ofsted reported that ....

***“Outcomes for children are consistently outstanding in all areas. Children who spoke to the inspector said that they had made great progress since living with their foster families.”***

TACT strives to become a more trauma informed organisation, and it was noted by Ofsted that the charity... ‘underpins every aspect of their care for children with trauma-informed practice. Carers are skilled in understanding children’s behaviour. They know how to respond to children in ways that promote their self-esteem and resilience. This ethos is led from the top’. During the inspection, the inspector saw this practice in all areas of care.



## FOSTER CARER WELLBEING

The welfare of our foster carers is very important to us which is why in 2022 we launched our Foster Carer Wellbeing Programme. In addition to the many existing resources and services available to our foster carers, they now have access to the Help@Hand service, giving them access to free online GP, physio and second opinion services, as well as access to menopause support and mindfulness amongst other things.

## SUPPORT WITH THE RISING COST OF LIVING

Last year was a tough one economically for everyone, including our foster carers. While everyone was feeling the pinch as a result of the cost-of-living crisis, we wanted to ensure that none of our foster carers had to consider giving up fostering for financial reasons. As such, following consultations with our Foster Carer Representatives group we provided £350,000 of additional financial support to our carers to help them through this difficult period. That represented a significant portion of TACT's budget surplus for the year, underlining our commitment to our carers in such unprecedented times and a reflection of our gratitude for the incredible work that they do.

## TRAINING

Last year we continued to invest in a wide range of training and development opportunities ensuring that our carers have the necessary skills and knowledge they need to handle whatever comes their way.

More than 80 different training courses were made available, with training delivered in a variety of ways online and in person.

## SUPPORTING CARERS OF CHILDREN WITH DISABILITIES

Having listened to our carers of children with disabilities we realised that they sometimes feel isolated because of their responsibilities and experiences. In response to this feedback, we created

a TACT wide network for carers of children with disabilities, to enable them to connect and provide peer support to each other.

The network now meets monthly, giving them the opportunity to share their experiences and how they are feeling. They are also regularly joined by guests such as heads of specialist services, who can provide information and support that is bespoke for the group.

## SUPPORTING OUR LGBTQ+ COMMUNITY

In 2022 we also launched our LGBTQ+ Network, with the first group meeting in November. The network aims to be open and inclusive for carers who are part of the LGBTQ+ community or those that care for or support children who are part of the community, as well as any staff or carers that want to inform their practice around supporting LGBTQ+ carers and young people.

Meeting virtually, every six weeks, the LGBTQ+ network is a space for people to come together to discuss subjects and issues that are relevant to the LGBTQ+ community.

Both of these new networks are facilitated by foster carers who are also part of our Foster Carer Reps group. As Foster Carer Reps they meet with TACT CEO Andy Elvin, giving them the opportunity to raise awareness of particular needs of these carers and influence the organisation's policies and practice.







## SUPPORTING OUR CHILDREN AND YOUNG PEOPLE: CHILDREN'S SUPPORT WORKERS

Across the UK, TACT has Children's Support Workers (CSWs) who work closely with our children and young people, listening to them and providing the support and guidance that will enable them to deal with difficulties and challenges they may face, and help them fulfil their potential.

Among their varied tasks CSWs bring our children and young people together for year-round group activities that provide the opportunity to have fun, try new things, build confidence and make new friends. They also undertake specifically targeted one-to-one work based on young people's needs.

CSWs also help amplify our children and young people's opinions about TACT and being in care, empowering them to help shape our policies, procedures and working practice.

As well as focussing on the needs of children and young people in care, they also offer support to the birth children of fostering families, organising activities that give them the opportunity to have fun and be with young people who understand their situation. We have also started to provide an online forum for children who foster, so they can share their experiences.

Here are some of the highlights from 2022:

- Young people from across the South of England enjoyed **a residential activity break at Bewl Water in Kent during the summer**. Canoeing and wall climbing were among the variety of exciting challenges our young people took on, plus there was plenty of opportunity to socialise and bond with each other.



- Young people aged 10-16 from Wales, East Midlands and West Midlands enjoyed **a weekend of orienteering, gorge walking and canoeing** in North Wales in the Summer. Rounded off with an evening at the beach to watch the sunset.
- A highly successful **three-day cookery residential** took place in August 2022 involving young people from the East Midlands, West Midlands, South West and North West of England. All the young people thoroughly enjoyed learning new culinary skills and being able to experiment with recipes. And of course, the best part was being able to hang out with each other and make new friends.
- For Christmas TACT Scotland organised for over **100 of their foster carers and young people to attend local pantomime performances** in Edinburgh, Falkirk and Glasgow. It was a fantastic opportunity to have fun and socialise together.
- We ran three TACT **young people's awards ceremonies** during the summer holidays in London, Kent and South Coast with both young people and carers enjoying a special day together, celebrating the talents and achievements of our young people.
- The annual **Christmas Card design competition** attracted lots of fun and creative entries from our children and young people across TACT. Our Chair of Trustees Matthew Doyle chose the winning design.
- Some young people are anxious about joining in with events and activities because of not knowing anyone. To help overcome this, **a buddying system was created** to pair those that might be new to TACT with other children who can offer reassurance and be a familiar face.
- Across the UK there were lots more activities and fun events organised for TACT children and young people including **go karting, ice skating, ten pin bowling and trampolining**.

# SUPPORTING OUR CHILDREN AND YOUNG PEOPLE: OUR EDUCATION SERVICE

Educational attainment for children in care is sadly much lower than those not in care. This is due to a variety of reasons including having to face difficult circumstances in their home lives, meaning absence from school or moving schools often. TACT's Education Service works to close that attainment gap by supporting our foster carers and social workers in ensuring our children and young people achieve the best possible educational outcomes.

The Service's team of education professionals expanded in 2022 and now includes a Head of Education, Advisory Teachers for each of the three nations, Education Service Administrator, and a Post 16 Advisor to offer focused support to our care experienced adults.

Last year the Education Service made a hugely positive impact on the education of our children and young people. A large proportion of the Service's time was spent acting as a communication link between the child/foster family and the school, including advising on educational meetings, Personal Education Plans (PEPs), assessing and assisting with any strategies to deal with issues within the school environment, and providing funding for short falls in resources (for example, Education Psychology Assessments).

## In 2022 the Education Service achieved the following:

- Successfully advocated to ensure **that no young person has been permanently excluded from school** and worked to significantly reduce other punitive sanctions including fixed term exclusions, detentions and isolations which we believe are trauma inducing and inappropriate ways of teaching our young people to make positive choices.
- **Delivered over 30 training sessions to carers, schools and area teams** on a range of topics including Trauma Informed Education, Personal Education Plans (PEPs), Education Health Care plans (EHCPs), Phonics, and Communication Needs to name but a few.
- **Participated in hundreds of meetings** from PEPs, EHCP reviews, Children with Disabilities network meetings, carer forums as well as many more.
- **Delivered over 30 one-to-one career guidance sessions** to our young people, which have been followed up with bespoke personalised pathways plans for Post 16 education.

- Started **offering TACT wide exam preparation and revision sessions** this year to support all our young people who will be sitting exams.
- Advice Notes were circulated to carers on: Managing Transitions, 'The Promise', What should you expect from your child/young person's school.
- **Pro-active practice in setting up 'settling in meetings'**, notably when a child or young person has experienced a transition year, moving key stages, curriculum levels or education settings.
- Participated in the consultation process led by the Centre for Excellence for Children's Care and Protection (CELCIS) around an improvement framework for Care Experienced children and young people on behalf of the Scottish Government.
- **Supported young people new to the UK** from overseas to access suitable English for Speakers of Other Languages (ESOL) programs.

## The Education Service also enabled our care experienced adults to access training, further education, higher education, and employment opportunities:

- It worked with colleges to consider **a more trauma informed response to low attendance and young people's personal challenges**, overturning two college exclusions and one revoked college place to ensure our young people are accessing further education.
- **Reduced the number of young people Not in Education, Employment or Training (NEET)** and supported several back into college.
- **It supported young people going to university to access extra funding** from the local authority to cover gaps in their accommodation costs, and to apply to university bursaries, as well as access funds for travel support.
- **We significantly increased the number of young people over 18 remaining with foster families in Scotland** under the Continued Care scheme, and 80% of our TACT young people now remain with existing foster carers on that basis.





## SUPPORTING OUR CHILDREN AND YOUNG PEOPLE: LAUNCHING OUR HEALTH SERVICE

As with children and young people's educational needs, their physical and mental health can suffer as a result of coming into care, particularly if there has been family abuse or neglect leading to disconnection or feelings of abandonment.

In 2022 TACT launched a new Health Service to support foster carers, social workers and other professionals in addressing children and young people's physical and mental health difficulties. The Service works in line with TACT's trauma informed approach and helps identify previous and ongoing traumas and subsequent consequences for the child.

**While still in its infancy and evolving, some of the key features that have been developed by the Health Service so far include:**

- Consultation for TACT social workers, Children's Support Workers (CSWs), foster carers and external agencies, providing them with a level of **clinical oversight which considers past, current and potential difficulties and finds solutions.**
- Attended multi-agency and stability review meetings, which offer **support and guidance to foster carers, helping to reduce disruption** and increase stability in foster placements.
- Implemented **peer support for TACT's Children's Support Workers** to help share good practice and resources.
- Engaged with TACT's Children with Disabilities group to **ensure children with additional needs are supported to the best of our ability** and reviewed all current external therapies to ensure all are in line with TACT's values.

There are lots of exciting plans for the next 12 months for the Health Service and we're optimistic about the continued positive impact it will have on the health and wellbeing of young people cared for by TACT.



## SUPPORTING OUR CARE EXPERIENCED COMMUNITY: **TACT CONNECT**

**TACT Connect is a membership scheme that is offered to TACT care experienced young people and adults who are aged 15 and over. Our TACT Connect members are offered spaces to be together, connect and co-create all aspects of our scheme – including who works within it.**

At **TACT Connect**, we're really proud of how far we came in 2022. We are now a totally co-created membership scheme, with our members and Advisors' wants and needs completely guiding the way that we develop. We started the year committed to growing our membership in a way that feels safe and comfortable for everyone, and have seen our membership continue to grow.

As we integrate TACT Connect into TACT we've visited all of our TACT Area Teams and updated all of our colleagues about our growing scheme, as well as now sending regular newsletters keeping those colleagues and foster parents who know our young people best in the loop, and empowered to spread the word!

Events have been booming, and we launched our very first face-to-face **TACT Connect Getaway** residential! This was a weekend trip to a house in the Peak District, where our TACT Connect Team and members spent quality time together, doing activities and cooking meals together. This went down so well that we have planned three more in 2023; one in each country of Great Britain.

Our virtual events have also grown, with new ones being created by our members – such as a gaming group and a safe space for people who might want to

be mentored. **Members have been getting involved with writing articles for our quarterly magazine, utilising external opportunities alongside our support, and coming to events** such as the annual TACT Connect Development Day to make their opinions known.

There have been lots of changes within the political landscape throughout the last year, and our TACT Connect Team have been alongside our members as they think through and express their views on things like the John Lewis advert and the Government's response to the English Care Review. What we've seen is that many **of our care-experienced community want connection and relationships**, especially from those who understand and value the experience of being in care.

Whilst we are always available to chat about the harder stuff, we also know that it's important to provide a safe space to have fun and connect with others, and not be talking about the care sector at all. This has been one of our biggest learning curves and has really shaped our priorities over what we offer to our members.

Going into the next year, **we want to continue to offer more opportunities to develop ourselves as a community** (not a service!) that continues to provide human connection and strengthens the relationships we already have and hope to develop.



TACT  
**CONNECT**







# GIVING A VOICE TO FOSTER CARERS AND THE CARE EXPERIENCED COMMUNITY

In 2022 we were closely involved in the consultation process for the English Care Review and many of the recommendations on fostering reflected the suggestions we made alongside our partners in the [Fairer Fostering Partnership](#).

We are now working closely with the DfE and others to make the necessary changes to practice and regulation. **We are seeking to strengthen delegated authority** for foster carers so that decisions are made with children in the homes they live in. We also pushed hard for a national government backed recruitment campaign for foster carers, and this has been agreed, though underfunded. We continue to advocate that **the care experienced community are central to the design, planning and enactment of any changes that are made.**

In Scotland TACT is an active member of Stand Up for Siblings, a collaboration between organisations within Scotland that recognise the importance of protecting the rights and needs of siblings in care. **TACT is committed to keeping siblings together, when possible and appropriate**, and works tirelessly to ensure that they can do so.

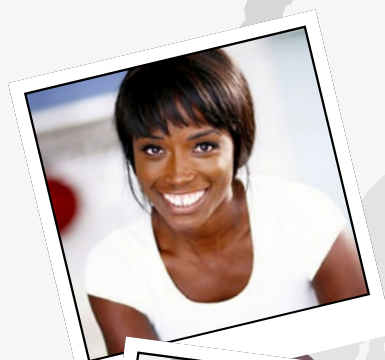
The Fairer Fostering Partnership, which is chaired by TACT CEO Andy Elvin, sent an open letter to the Secretary of State for Education in 2022 calling for higher fees and allowances for foster carers to help them through the cost-of-living crisis. While TACT was pressing the government to provide more financial support to carers, **we increased our own fees to help our foster carers through the crisis.**

In Wales we are an integral part of the Welsh Plan for Government, working closely with our charitable partners to ensure that **we feed into the Government's Consultation to end profit-making in children's social care.** This consultation is part of the Welsh wider objective to redesign how they look after children and young people, and TACT has worked to ensure that the voices of our carers, children and care experienced people in Wales are listened to during the process.

# THANKING OUR SUPPORTERS

TACT could not continue to be one of the UK's leading fostering charities without the hard work and commitment of our staff, foster carers and trustees. There are also people and organisations beyond TACT that have played an important part in supporting us.

- In 2022 TACT said a fond farewell to Phillip Woodman who was a valued member of TACT's Board of Trustees for ten years. Phillip was a diligent and committed Chair of the Finance Committee through some of the organisation's most challenging times and we are very grateful for the fantastic contribution he has made to TACT.
- **Thank you to TACT's Patrons Lorraine Pascale and Baroness Howarth of Breckland.**
- **Thank you to TACT Ambassador Solomon O.B. for continuing to support and inspire TACT staff and young people.**
- We were fortunate to have **Ashley John-Baptiste** – care experienced broadcaster, reporter and TV presenter, deliver a heartfelt and inspirational keynote speech at TACT's three special Away Days for staff and foster carers across the UK.
- Thank you to the **Big Lottery Fund** for supporting our innovative TACT Connect community in England, which offers social connection and community as well as support for all TACT care experienced people from the age of 15.







## SUPPORTING OUR TRAUMA INFORMED JOURNEY

Staff and carers told us in 2022 that they want TACT to **become a more trauma informed organisation** and TACT is committed to this as a key priority over the period of our new strategic plan. To help us on our journey towards becoming trauma informed we are fortunate to have the expert support of:

- **Lisa Cherry** - Over the course of 2022, those in TACT working alongside care experienced young people and adults benefitted from the expertise of Lisa Cherry - an author, researcher, trainer and consultant. Lisa is supporting us as an organisation in thinking about relational approaches when working with young people and adults who have experienced trauma. We were also pleased that Lisa was able to participate in a book club with TACT based on one of her books 'The Brightness of Stars'.
- **Dr Karen Treisman, MBE** - Karen is a Specialist Clinical Psychologist and Organizational Consultant, who has worked extensively in children's services, including the fostering sector. She is playing a key role in supporting TACT on its journey to becoming a more trauma, adversity, and culturally informed organisation. We look forward to continuing working closely with her in 2023.



A smiling man and a young girl are looking up together. The man is wearing a plaid shirt and jeans, and the girl is wearing a yellow shirt and overalls. They are both looking up towards the top right of the page. There are decorative elements around them: a large grey flower outline in the top left, a yellow star and a grey star to the left of the man, and a pink wavy line at the bottom.

## LOOKING AHEAD

2023 is a particularly exciting time for TACT as we launch our new five-year Strategic Plan, created in consultation with our staff and foster carers. This Plan supports our mission to create better lives for our children, young people and care experienced adults and is accompanied by our fantastic new Values (right).

Underpinning our new values and strategy will be our commitment to becoming more trauma informed in our policies and practices. To that end we are working closely with Dr Karen Treisman – a renowned Highly Specialist Clinical Psychologist and trauma specialist.

We will continue to build on the fantastic progress TACT made during the pandemic years, and will persist in investing in our children, carers, care experienced adults and staff to ensure that everyone has the best possible opportunity to achieve their potential.

**With so much to look forward to in 2023 TACT is well positioned to remain the fostering sector's leading charity and will continue to excel at creating better lives for our children, young people and care experienced adults.**



# THE JOHN LEWIS CHRISTMAS AD

We wanted to acknowledge the 2022 John Lewis Christmas advert, which managed to achieve what TACT has long lobbied government to do - a national campaign to celebrate fostering. The ad provided a heart-warming depiction of two foster carers welcoming a young person into their home and was a welcome spotlight on the lengths carers go to in making often traumatised children and young people feel safe and welcome, at a difficult and disorientating time in their lives.

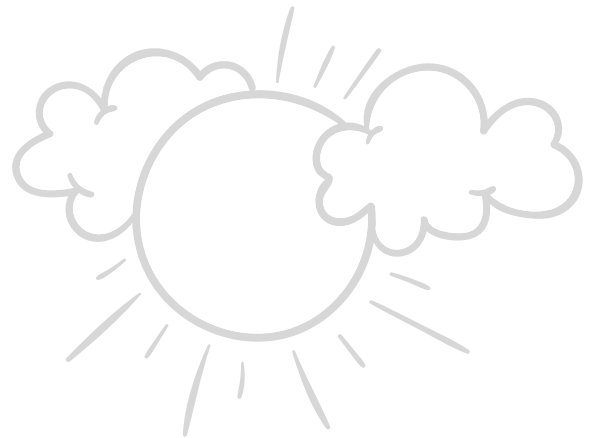
The ad was warmly received by TACT staff and foster carers:

*"It illustrates the lengths we go to for our young people, but the ad was just the more superficial physical and social aspect, there's tonnes of emotional investment that doesn't get seen or appreciated sometimes."*

- Faye, TACT foster carer

*"As a foster carer I was very emotional after watching the ad and it just shows the lengths that we as carers will go to, to make a child welcome. Making Christmas special for my foster children is so important."*

- Carol, TACT foster carer



*"For a child or young person, moving in with a new foster family can be an extremely confusing and lonely time. There will be a lot of caring as well as hard work for everyone involved, and crucially, what is reflected in the John Lewis advert is how important the beginning is. Something as simple as learning to skateboard – finding a way of connecting with a young person on their level can be a really powerful way to build the trust and connection that will set the relationship on solid foundations."*

- Christine McGillvary, TACT Area Manager







## TACT IN YOUR AREA

TACT is the UK's largest dedicated fostering charity. We support over 600 foster carers across the country providing loving homes to some of the UK's most vulnerable children and young people.

**READY TO START YOUR  
FOSTERING JOURNEY?**

**GET IN TOUCH:**

**BY PHONE: 0330 123 2250**

**OR VISIT: [WWW.TACTCARE.ORG.UK](http://WWW.TACTCARE.ORG.UK)**



Registered Charity Numbers: England and Wales 1018963 | SC 039052

