**Kinship Friendly Employer Scheme: raising awareness**

***Purpose: Raising awareness about kinship care is a key part of being a Kinship Friendly Employer, and sharing the news of becoming a Kinship Friendly Employer inside and outside your organisation is an important celebration of the recognition you’re receiving.***

***The templates below will be most helpful to HR, Internal Communications and External Communications/Social Media colleagues as they provide some draft copy for use on your internal and external channels.***

***The grey areas can be filled in to personalise each communication.***

**Raising awareness of kinship care within your organisation, business or company**

“Are you a kinship carer? Kinship carers are grandparents, aunts, uncles, siblings, or other relatives or friends who step up to permanently raise a child or children because their parents aren’t able to.

Becoming a kinship carer can happen suddenly, and often at a time of crisis. Being a kinship carer makes a huge difference to children’s lives, but it can also be challenging practically, emotionally and financially. However, despite there being more than twice the number of children in kinship care compared to foster care, there is much less recognition and support of kinship families.

We’re working with the national charity Kinship, which supports kinship families in England and Wales.

If you are a kinship carer, you can access free and independent information, advice and support through their Kinship Compass – you can seek specialist advice, join in groups with other kinship carers for peer support and can download lots of information and fact sheets about your rights, entitlements and how to navigate your kinship journey. The website is here: [www.kinshipcompass.org.uk](http://www.kinshipcompass.org.uk)

**Sharing the news that you’re a Kinship Friendly Employer internally**

**Draft intranet article/internal communication:**

“We’re thrilled to announce [organisation name] has been recognised a Kinship Friendly Employer.

Leading national charity Kinship has recognised us as a [Gold/Silver/Bronze] Standard Kinship Friendly Employer, and we’ve been proud to work with them to recognise, value and support kinship carers – relatives and friends who step up to raise a child when their parents are unable to – in our workforce.

We’re doing this by ensuring all of our Family Friendly policies include kinship carers; providing our managers with guidance to help them support kinship carers with flexibility and kindness; and raising awareness of kinship care to our staff. We are also proud to be introducing paid kinship care leave [on a par with adoption leave].

We’re committed to [organisation name] being an employer that supports all families, and we hope a number of colleagues will benefit from this new policy.

If you’d like to know more about our new policies, please speak to [HR contact] or [read our policies here].

If you are a kinship carer in need of information, advice or support, please visit [www.KinshipCompass.org.uk](http://www.KinshipCompass.org.uk) for free, independent advice. “

**Sharing the news that you’re a Kinship Friendly Employer externally**

**Draft news story:**

[Organisation name] has been recognised as a Kinship Friendly Employer.

Leading national charity, Kinship, has recognised [organisation name] as a [Gold/Silver/Bronze] Standard Kinship Friendly Employer for recognising, valuing and supporting kinship carers – friends and relatives who step up to raise a child when their parents are unable to – in its workforce.

[Organisation name] has shown its commitment to kinship carers by ensuring all of its Family Friendly policies include kinship carers; providing managers with guidance to help them support kinship carers with flexibility and kindness; and raising awareness of kinship care to its workforce of [number].

The company is also pioneering the introduction of paid kinship care leave [on a par with adoption leave] which will make a significant difference to kinship carers in the workforce.

Name, Title said:

“We’re proud to be recognised as a Kinship Friendly Employer and to be able to support kinship carers in our workforce at [organisation name].

Kinship carers are often unsung heroes, stepping up in crisis to raise children, and we are committed to supporting them as part of our wider approach to being a Family Friendly company.”

Lucy Peake, CEO Kinship said:

“We are grateful for the support of [organisation] and the steps they’ve taken to become a Kinship Friendly Employer.

Providing kinship carers with flexibility, kindness and support – often as they navigate unexpectedly becoming a kinship carer in a time of crisis – is so important and we’re proud to be working with employers like [organisation name], committed to making their organisation an employer of choice for kinship carers”

For more information about [organisation] please visit company website. For more information about Kinship and the Kinship Friendly Employers Scheme please visit [www.kinship.org.uk](http://www.kinship.org.uk) .

ENDS

**Draft LinkedIn post:**

“We’re thrilled to announce that we are a recognised Kinship Friendly Employer and are stepping up for the kinship carers at [organisation name].

Leading national charity Kinship has recognised us as a [Gold/Silver/Bronze] Standard Kinship Friendly Employer, and we’ve been proud to work with them to recognise, value and support kinship carers – friends and relatives who step up to raise a child when their parents are unable to – in our workforce.

We’re doing this by ensuring all of our Family Friendly policies include kinship carers; providing our managers with guidance to help them support kinship carers with flexibility and kindness; and raising awareness of kinship care to our staff. We are also proud to be introducing paid kinship care leave [on a par with adoption leave].

Find out more about our work here [company website] and the Kinship Friendly Employer scheme at [www.kinship.org.uk](http://www.kinship.org.uk) .”

* You can find the Kinship Friendly Employer logo, and the Gold, Silver and Bronze Standard versions in a number of different formats in the Logo folder in the Kinship Friendly Employer toolkit for your use.
* Please do share any external links (e.g. on your website or LinkedIn) with us so we can amplify these on Kinship’s channels too! You can email these to [employers@kinship.org.uk](mailto:employers@kinship.org.uk) . You can also send us your company logo and we will display it on the Kinship website showcasing your work as a Kinship Friendly Employer.