

caba:

for the everyday
and the exceptional

making a difference

2024 impact report

caba.org.uk



welcome

At caba, everything we do is about supporting the ICAEW community and their close families. Over the past year we've continued to listen to the challenges people are facing and responded with services that make a real difference.

This report brings that work to life - showing the needs of our clients, the trends we've seen and how we've used our resources to help.

But this is about more than numbers. It's about giving a clear picture of life in the accountancy profession today, the difficulties people face, the support they've relied on and the positive impact we've been able to make for individuals, helping to make their lives that little bit easier.

We're here to support any member of the ICAEW community, past or present facing financial, mental or physical health challenges. We offer a huge range of resources, practical tools and, most importantly, caring professionals at the end of the phone.



3,015
enquiries received

49,560



visits to our online advice & guidance pages



every
40
minutes

someone
asked us
for support

we're helping more people

With the effects of the cost-of-living crisis still felt from 2023, 2024 brought little relief. Many continued to struggle with rising prices, while ongoing inflation and higher essential living costs pushed more households into financial difficulty.

At the same time, pressure on the NHS led to longer waiting times, especially for mental health support, and the rapid rise of AI created uncertainty around job security. Against this backdrop, caba played a vital role in supporting its clients through particularly testing times.



3,913

people received tailored one-to-one help from our support team



4,838

individual instances of support given

↑ up **5%** from 2023



we provide a wide range of services and support covering anything from counselling to financial grants, assessments for neurodiversity to help with care.



25%

of our support related to
mental wellbeing

we helped **812** individuals
with counselling and emotional support

↑ up **8%** from 2023



20%

of our support
helped those
struggling financially

£991k

was provided in grants and donations
to support those struggling
financially to **1,113 individuals**

↑ up **9%** from 2023



we are built around the accountancy community, our wide-ranging services are available to ICAEW members past and present, ACA students as well as their close family dependants, both in the UK and abroad. Of those we supported...

22%
were students



7%
were dependants



17%
cases from abroad



and most importantly we're making a difference

We want to be confident that the support we offer is making a real difference to the lives of our clients.

Throughout 2024 we tracked how people felt about the support they received and what changed for them as a result.

We continue to work with our 400 strong community research panel, augmenting their insights and feedback with a broader analysis of contemporary health and hardship issues.

64%*



of clients reported that our services are making a positive difference to their wellbeing

For every 1 person directly supported in a household, we help on average 1.8 additional people, including spouses and children under 15, closer to 2 for households with children up to 18 years.



*Of the 147 people who responded to the outcomes survey, wellbeing was measured using the ONS4 (Office for National Statistics four wellbeing questions), which capture personal wellbeing across four key areas - life satisfaction, sense of worthwhileness, happiness, and anxiety - to provide a holistic view of how people are feeling about their lives.

"The support I received was incredible. It helped my family stay in our home and gave me the chance to rebuild after a major crisis. I'm so grateful - thank you"

financial support

For many accountants and their families, 2024 was another year of financial strain. The lasting effects of 2023 were still being felt, while rising unemployment, soaring energy and fuel costs, and inflation that outpaced wages created new pressures. During this time, our clients turned to us not just for understanding, but for practical support.

Through financial support grants and donations to cover essential costs, debt and benefits advice, and online tools for budgeting and financial planning, we helped to ease immediate burdens and built confidence for the future.

"I can't begin to describe how much the support has helped me and my family."



1,492

financial cases supported

£991k

was spent on grants and donations to support 1,113 individuals struggling financially

↑ up **9%** from 2023



our outcomes research shows how we're helping people better manage their money, plan for the future, and feel more confident about their finances.

16,067



accessed our financial content online including tools for financial planning and budget management

62%



of respondents said their financial wellbeing improved

53%

felt more confident in managing their finances



63%

felt better about their household's financial situation



back to school grants

We know that a huge number of children don't have access to basic school essentials, such as PE kits, uniforms and necessary technology, due to rising costs and the need for specialist items.

Many schools require children to have 10+ branded items per child, according to the Department of Education – something many families struggle to afford. Lack of access to proper school items leads to increased feelings of social isolation, exclusion and shame in children, while parents feel significantly more stressed.

"Alexander has a great waterproof coat from Sports Direct - it keeps him dry in his wheelchair and he looks cool too. Thanks to your support, I feel proud that I can buy things for my children"

in 2024, we awarded

£25,857

on back-to-school grants



we helped

274

↑ up **9%**
from 2023

families to ensure their children had
access to school essentials

energy grants

2024 saw the combination of the rise in the Ofgem energy price cap and the discontinuation of the government's automatic Winter Fuel Payment.

Low-income households, those already in debt, and retirees were at particular risk of falling into further financial hardship.

Due to the increase in need because of inflated energy prices, we increased our energy grant from **£450** to **£500** in 2024, aiming to ensure those in difficulty had access to the funds they needed.



as a result, we helped

256 people

paying out

£138,716

in energy grants



debt support

In 2024, an estimated 4.1million people were said to be in debt in 2024 in the UK alone – some of whom would be eligible for caba's support.

While grants can support those in need or experiencing financial shortfalls, for those in debt, grants and financial aid may only scratch the surface – we go further providing advice, guidance and support to put clients on a plan to take back control of their finances.



we helped

54



people with queries related to debt

we carried out **40** benefit checks, helping
clients gain **£189k** of previously unclaimed benefit



mental wellbeing

We offer free, impartial and confidential mental health advice and resources. Our services are designed to help people better understand their mental health and develop practical strategies to build resilience and emotional wellbeing. Our services include structured counselling through our partner PsychHealth and flexible online support via Qwell.

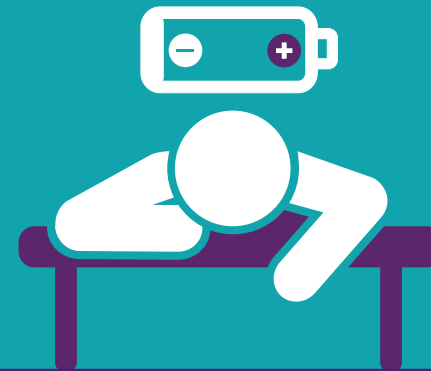
Financial health is heavily entwined with mental health. For some, financial hardship can lead to poor mental wellbeing, while in other cases, poor mental health can cause further financial difficulty. Our 2024 'my voice' survey found that financial health was a common reason for mental health difficulties.



the scale of the problem:

In 2023, there were **2 million people** on NHS waiting lists for mental health support services in the UK.

Our needs assessment which identified the issues and needs of those within our community highlighted that potentially **179,274 members** of the ICAEW community regularly felt stressed or anxious and potentially **111,548** regularly felt low or depressed.



32%

of accountants report that they have sought professional help to manage feelings of burnout, either currently or in the past*

Of those that haven't, the barriers identified were:

28% are unsure whether it would help

19% are unsure where to get the help from

19% don't feel they have the time

17% don't want to pay to get the treatment

Stigma still plays a role, with **17%** feeling embarrassed to get professional help, and with **19%** feeling unable to deny the severity of their symptoms.

* The number of responses the caba burnout survey related to, conducted in 2024

At caba, it's our long-term goal to help break the stigma of seeking mental health support within the accountancy community.



344

people registered for support through Qwell



64%

of clients reported improved mental wellbeing having been supported by **caba**

812

individuals received psychological therapy, counselling or CBT

↑ **up 8.4%** from 2023



£959,000

spent on emotional support services



career

In 2024, redundancies and job loss continued to affect the industry. The Big 4 made over 900 redundancies over the year, citing slow market growth and decreased demand as factors. With long-term job loss leading to increased financial instability and mental health difficulties, it was important for us to ensure that we helped those experiencing job loss and redundancy get back into work as quickly as possible.

Throughout 2024, we strengthened our partnership with Renovo, which allows us to freely offer our clients expert career coaching, CV builder, interview simulators, career assessments and access to job search tools.



provided Renovo's unlimited coaching programme to **128 people**

38% secured a new role

8% pursued self employment

2% undertook training or education

93
people
accessed
the 2-hour
coaching

Overall, **63%**
reported feeling clearer
about their career direction
and more confident in
achieving their goals.



"During a time when I was losing confidence as a result of being out of work for the first time in my career for a prolonged period, this was an invaluable service for me."

legal

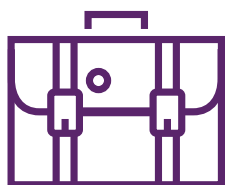
In 2024, we continued our partnership with Law Express to provide vital legal advice to our community.

Covering a wide range of issues, this service has been a lifeline for many, helping people feel heard, less alone, and easing the stress that legal challenges often bring.



we provided legal advice to **676** people

Topics we supported included:



Employment

35%



Property

8%



Consumer issues

8%



Family matters

7%



Landlord and
tenant issues

5%

We're deeply grateful to our volunteers, trustees, and those who support us through donations and legacies. Thanks to your generosity and commitment, we can continue to help our community thrive and ensure no one feels alone. 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



+44 (0) 1788 556 366



[caba](https://www.linkedin.com/company/caba)



[caba charity](https://www.facebook.com/caba.charity)



[cabacharity](https://www.instagram.com/cabacharity)



Merrett House
Swift Park
Old Leicester Rd
Rugby
CV21 1DZ