

**Company:** Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

**Company Description:** Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Organization of the Year – Government or Non-Profit– More Than 10 Employees

**Nomination Title:** Cherishers 811 CIC



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

Written response

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 195 words used.**

Cherishers 811 CIC is a Lichfield-based social enterprise founded in 2017 to transform care access and employment for vulnerable individuals—especially women, the elderly, disabled people, and trauma survivors. It reinvests profits from ethical cleaning and ironing services to provide free, lifesaving community-based care and wellbeing services tailored to local needs.

From its inception, Cherishers has been grounded in values-led leadership, co-directed by Julie Edensor, Allison Dodd, and Alec Jones-Hall. Together, they have grown it into a 30+ employee, 30+ volunteer enterprise with trauma-informed governance, 80% female staff, and 25% BAME senior management—many overcoming adversity.

During the pandemic, Cherishers pivoted from domestic services to direct care: delivering prescriptions, food parcels, and running a 24/7 befriending phone line. Since July 2022, the organisation has secured £500k+ in grants, CQC registration, and a council partnership—while supporting 2,000+ individuals through warm rooms, therapy, inclusive lunch clubs, and transport.

Cherishers delivers 60 wellbeing sessions weekly to 100+ people society often overlooks. Its model proves that small, inclusive, female-led organisations can outperform larger care providers in trust, cultural safety, and responsiveness. It is a beacon of grassroots impact, helping isolated communities feel seen, heard, and supported through life's hardest moments.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 240 words used.**

Since July 2023, Cherishers 811 CIC has delivered exponential growth in service delivery, impact, and funding diversification. Under the co-leadership of Julie Edensor and Allison Dodd, the organisation secured £150k+ in grants and donations, and designed a four-stream income model combining public sector contracts, earned revenue, crowdfunding, and philanthropic support—ensuring long-term resilience.

Cherishers opened an expanded, dementia-friendly venue tripling capacity for services like sensory therapy, grief support, and warm lunch clubs. They co-developed a transport programme employing accessible drivers for severely disabled clients. Five crowdfunds—including a sold-out business gala raising £8,000—boosted donor visibility and sustainable income.

The organisation now delivers over 60 wellbeing sessions weekly and achieved a grant success rate above 85% in 2023. Their trauma-informed mentoring enabled dozens of women to re-enter employment, many after surviving abuse or caregiving burnout.

Externally, they expanded influence through GB Expos, won Staffordshire Dignity in Care Awards, and became a hub for other CICs—sharing toolkits, fundraising templates, and DE&I frameworks.

Cherishers also enhanced operational resilience through improved digital systems, new community feedback mechanisms, and staff training initiatives to meet rising demand.

Cherishers' turnover rose from £327,089 (2022) to £833,424 (2024)—a 155% increase. Their holistic support model, inclusive governance, and frontline compassion have transformed them into a national exemplar of community-rooted, scalable care.

They also expanded bespoke, community-led services—introducing financial and digital inclusion programmes, singing and social groups, and strengthening 24/7 safeguarding through partnerships with community police and health workers.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 243 words used.**

Cherishers 811 CIC offers a radical yet practical reimagining of care: small, responsive, and led by those who've lived through what they serve. In a sector dominated by large contractors, Cherishers proves that human-first leadership drives better outcomes.

They serve 100+ clients weekly, with 80% being elderly women facing isolation, digital exclusion, or trauma. Their trauma-informed model blends care delivery with mental health, grief, and sensory support—offering dignity, not dependency.

Unlike many competitors, Cherishers reinvests every pound earned. Their four-stream income model and 85%+ grant success rate far exceed sector averages (typically under 40%), demonstrating strategic excellence. Their services are co-produced with clients, ensuring trust and emotional safety.

They also deliver safeguarding, emergency aid, and bereavement care for those who have nowhere else to turn—meeting real needs in real time.

Their impact is scalable and systemically significant. In two years, turnover rose 155%, 140+ jobs were created, and training spaces were shared with other charities. Their warm room kept 100+ people safe last winter. Their bee-friendly garden provides both therapy and nourishment.

Cherishers' leadership team—80% female, 25% BAME—mirrors the communities they serve. They don't just employ women—they free them from unpaid care by offering professional respite and paid roles with Living Wage certification.

While others provide care hours, Cherishers delivers connection, confidence, and contribution. Their model has been recognised as best practice in Staffordshire and beyond.

Cherishers 811 CIC is not just a provider—it is a movement, restoring hope where systems fall short.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 166 words used.**

This nomination is supported by multiple attachments and media links that demonstrate Cherishers transformative impact.

#### Videos:

*WHO ARE CHERISHERS?!* ❤️ ([YouTube](#)) captures the lived experiences of beneficiaries impacted by Allisons work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

*Why Cherishers* ([YouTube](#)) and *Who are Cherishers* ([YouTube](#)) illustrate how inclusive services and infrastructure, enabled by strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjQRrHX4>

#### Social Media Evidence:

The *Cherishers Facebook page* ([Facebook](#)) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowdfunded activities—all delivered through the income streams. <https://www.facebook.com/cherishers>

#### Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunds and grants,
- o Attached testimonials from Cherishers 811 CIC to validate DE&I impact.

Together, these materials reinforce every major claim made in this entry—with visible, quantifiable, and third-party endorsed evidence.

#### Attachments/Videos/Links:

[Cherishers 811 CIC](#)



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