

# Friends of Citizens Advice Dacorum

Can you support us to help  
solve problems and change lives?



**citizens  
advice**

**Dacorum**

# About us

The National Citizens Advice charity was founded in 1939 and for over 80 years has provided free independent advice, information and support to anyone who needs it.

Citizens Advice Dacorum is your local advice-giving organisation – an independent charity which is a member of the National Citizens Advice network.

We help people online, over the phone and face-to-face through our network of local centres. Every year, thousands of people turn to us. This gives us a unique insight into their needs and concerns.

We use this knowledge to campaign on big issues both locally and nationally such as changes in Universal Credit and Payday Lending regulation.

One way, or another, we're helping everyone - not just those we support directly.

## Our local impact



### We change lives

**4 in 5** clients say we improve their lives including reducing stress and improving finances. They say this even when problems are not fully resolved.



### We help everyone that needs support

We helped **6,767** people with **16,308** issues  
**87%** said they couldn't have solved their problem without us.



### We help people find a way forward

Our advice helped improve financial outcomes for our clients by **c.£5m**.

Those we help locally are almost **5 times** more likely to be on a low income than the average person in England and Wales.

# An appeal from our CEO



Dear Supporter,

Citizens Advice Dacorum is an independent charity and the leading organisation in the area which provides free, impartial and confidential advice to help people in the community overcome problems that they face.

Through our dedicated team of staff and 50+ volunteers, we offer advice on benefits, debt, housing, employment and other issues. We also use what we see and hear to campaign to make society fairer for everyone. Last year our advice helped improve the financial outcomes for our clients by some £5m, bringing much needed relief to those affected, and providing an indirect benefit to the local economy.

The cost of providing our core service has, to date, largely been funded by Dacorum Borough Council. Our other work, mainly short-term projects, is mostly funded by a variety of grants and other charitable sources.

Today, though, we face unprecedented pressure on our services from a surge in demand associated with the cost-of-living crisis, and with the aftermath of the Covid pandemic. These pressures, coupled with escalating office costs to keep our services running, mean that we could face a significant funding shortfall.

We would really welcome your support! As a charity we can struggle to make ends meet, and in these particularly difficult times we are looking to diversify our funding and establish additional regular income and support from other sources.

Our Friendship schemes are open to any individual, business, or community organisation that supports the overall aims of Citizens Advice Dacorum. We encourage individuals and businesses to make a contribution with their active participation in our agenda and with the promotion of our cause. We also welcome regular financial assistance from both individuals and local businesses, wherever they can.

As a charity, we need to make sure that the service we offer is relevant and effective in helping the people of the Dacorum area deal successfully with life's problems. And our Friends play a vital role in encouraging, sustaining and helping to develop what has now become an essential service for many people in the local community.

Please read more about our Friendship scheme below. Please help us if you can and become a Friend of Citizens Advice Dacorum.

**Angela Fox**

CEO, Citizens Advice Dacorum

# What is the purpose of the Friends of Citizens Advice Dacorum?

At Citizens Advice Dacorum, our network of individual and corporate Friends, spread across local businesses, community groups, and other organisations, provides an essential support for our work with clients, helping us to put our best foot forward in a challenging world. Our Friends help us in many ways, providing voluntary service, professional guidance, financial backing and a reference point for highlighting our community's needs.

## What are the benefits of becoming a Friend of Citizens Advice Dacorum?

Our Friends benefit from association with a strong local and national Citizens Advice charity brand, renowned in the communities in which it serves for its independence, expertise and compassion.

We welcome feedback from our network of Friends, who will receive an invitation to our AGM and a copy of our Annual Impact Report. We will keep you in touch with our news and our plans for the future.

### For local businesses and other organisations

A key purpose of the Friends scheme is to build relationships with businesses in the Dacorum area, which in turn helps them deliver on their own Corporate Social Responsibility programmes. There are many opportunities to achieve this including:

- Volunteering specialist expertise, in areas such as IT, Legal, Finance, Human Resources and Marketing so that we can target our limited resources where they are needed most
- Sponsorship and partnerships, on shared projects
- Encouraging employee engagement with Citizens Advice charity events

If your company shares our core values of integrity and compassion, please consider how you can help, and join us as a 'Business Friend'.

For a local business, becoming a Friend offers:

- A practical way for your business to deliver its Corporate Social Responsibility commitment; an opportunity to identify and explore business partnerships which support shared aims and objectives

- For local businesses who can make a significant regular financial contribution in support of our work, or provide ongoing services, your logo will be shown on our website and on selected marketing materials

If, as a business, you wish to support us financially, please get in touch with our CEO Angela Fox directly: [friends@dacorumcab.org.uk](mailto:friends@dacorumcab.org.uk)

## For community groups

We recognise the diversity of the population of Dacorum and welcome the specialist knowledge of representative Community Groups. By joining our Friends scheme, you will be able to ensure that our services reflect your communities' specific needs, including, for example; minority ethnic communities, youth or older persons groups. Please join us as a 'Community Group Friend' if you can help us target our work where it is most needed.

For a Community Group, becoming a Friend offers:

- Mutual exchange of information about our respective services to promote awareness amongst service users and staff and volunteers
- Positive engagement in helping us to better organise our services to meet the needs of your members/clients

To apply for your Community Group to be a Friend, or if you require any further information, please get in touch with us at [friends@dacorumcab.org.uk](mailto:friends@dacorumcab.org.uk) and include your address and your telephone contact details. If you are able to support us financially this would be wonderful, but we understand this may not be possible for community groups.

## For individuals

We recognise the importance of continuing to connect with clients, past volunteers and staff members, and with other people in our local communities who share our values and support our aims. Their knowledge and experience of Citizens Advice makes them great ambassadors and champions.

For individuals, becoming a Friend offers:

- An opportunity to provide financial or practical assistance to a charity which provides vital support to the local community
- A way of maintaining contact for past employees and volunteers, and keeping in touch with developments
- An opportunity to 'step up' your association by applying to volunteer at some stage in the future, if you so wish

To become a Friend of Citizens Advice Dacorum please set up a regular donation through our website. This can be reached using the QR code on the back of this leaflet.

A donation of just £5 per month can make a huge difference!

# How do I become a Friend of Citizens Advice Dacorum?

Membership of our Friends network is open to any individual, business, or community organisation that supports the overall aims of Citizens Advice Dacorum.

Find out how to apply in the relevant sections above, or if you require any further information, please see [www.dacorumcab.org.uk/supportus](http://www.dacorumcab.org.uk/supportus) or get in touch with us at [friends@dacorumcab.org.uk](mailto:friends@dacorumcab.org.uk) - we would love to hear from you.

Any information which you share with us will only be used to contact you about our Friends scheme membership and provide updates. A copy of our Data Protection and Privacy policies can be obtained on request.



[dacorumcab.org.uk/get-involved](http://dacorumcab.org.uk/get-involved)

If you need Advice please contact us:

[dacorumcab.org.uk](http://dacorumcab.org.uk)

[twitter.com/dacorumcab](https://twitter.com/dacorumcab)

[facebook.com/DacorumCAB](https://facebook.com/DacorumCAB)



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