

## MEDIA RELEASE



**The Royal Star  
& Garter Homes**  
Caring for the nation's military family since 1916

### **The Royal Star & Garter Homes appoints Director of Supporter Engagement**

Caley Eldred has been appointed as the new Director of Supporter Engagement heading up the Fundraising & Marketing Team at The Royal Star & Garter Homes. She joins the Charity, which provides specialist care for veterans and their partners who live with disability or dementia, in state-of-the-art care homes, on 9 July.

Previously the Director of Development at the youth charity City Year UK, Caley has held director level roles at both the food-waste charity FareShare and special care baby charity Bliss, as well as working at Mind and the NSPCC. She is also a trustee of the children's education charity Nurture UK.

Caley has extensive experience in brand development and will use this to lead the Charity's brand review next year. She will also have an initial focus on growing and developing the community events programme, working to increase legacy pledges and bringing new insight and direction into individual giving activity and processes.



*Director of Supporter Engagement,  
Caley Eldrid*

*Commenting on her role, Caley explained: "I'm excited to be joining an organisation that is able to be both long term and strategic about its fundraising growth. I am really driven by the cause, my father was in the Army Education Corp and my grandfather was a member of the TA serving in the Honourable Artillery Company. With this background I am looking forward to meeting residents, learning more about the first-class care they receive and being able to bring their stories to life."*

*The Charity's Chief Executive, Andy Cole, said: "I'm absolutely delighted that Caley is joining The Royal Star & Garter Homes. The Charity is on an exciting journey to deliver our new strategy, opening our largest Home in High Wycombe later this year and developing services to help more veterans than ever before. Caley has a fantastic track record and will lead a great team as we grow income streams and strengthen the position of one of the country's iconic military charities."*

**Ends**



# MEDIA RELEASE



**The Royal Star  
& Garter Homes**  
Caring for the nation's military family since 1916

## **For further information please contact:**

Diane Fisher  
Press Officer  
e: [diane.fisher@starandgarter.org](mailto:diane.fisher@starandgarter.org)  
t: 0208 481 7669

Cally Madden  
Marketing & Communications Manager  
e: [cally.madden@starandgarter.org](mailto:cally.madden@starandgarter.org)  
t: 020 8481 7692

Michelle Danks  
Senior Marketing & Communications Manager  
e: [michelle.danks@starandgarter.org](mailto:michelle.danks@starandgarter.org)  
t: 020 8481 7691

## **About The Royal Star & Garter Homes:**

### **The Charity provides award-winning care for veterans and their partners who live with disability or dementia.**

The Royal Star & Garter Homes is a charity founded in 1916 to care for the severely injured young men returning from the battlegrounds of the First World War. Today we provide specialist care to the whole military family in our friendly, state-of-the-art Homes. Disabled ex-Servicemen and women, and their spouses, can all benefit from our pioneering approach to nursing, dementia and therapeutic care.

We are in the process of building new Homes around the country to provide specialist nursing care for disabled ex-Service people in the best modern surroundings, including dementia care facilities to address this growing need. The Charity has award-winning Homes in Solihull, West Midlands, and Surbiton, Surrey, which also enables the Charity to offer interim care for young disabled Service personnel. Following the successes of the first two Homes, a third Home in High Wycombe, Buckinghamshire, is being built, with a planned opening in late 2018.

We are proud to have enjoyed Royal patronage since our foundation, including that of Her Majesty Queen Elizabeth II from 1953 to the present day.

The Charity celebrated its centenary in 2016: providing specialist care for disabled veterans since 1916.

**Twitter:** @starandgarter  
**Facebook:** facebook.com/starandgarter  
**Website:** [www.starandgarter.org](http://www.starandgarter.org)



The Royal Star & Garter Homes is a member of the National Care Forum – the leading voice for not-for-profit care providers. A national perspective may be available from [info@nationalcareforum.org.uk](mailto:info@nationalcareforum.org.uk) or by contacting 02476243619. More details on NCF available at [www.nationalcareforum.org.uk](http://www.nationalcareforum.org.uk).

