



CASE STUDY

Approach Development, Engagement With Registered Providers & Case Study Design

BACKGROUND

Welfare Together (WT) is a specialist organisation providing 1:1 support for residents facing debt, council tax arrears, mental health challenges and complex financial vulnerability. They work with multiple Housing Associations and Councils through the HHS ecosystem. They work closely with the Vulnerability Initiative support residents for council tax arrears and wellbeing community support.



CHALLENGE

WT needed support to articulate their service model clearly, demonstrate real-world outcomes and create compelling case studies that could be shared with Local Authorities and Registered Providers. Their casework is often complex and sensitive, requiring careful communication.



OUR APPROACH

CharityCom supported Welfare Together through:

SERVICE MODEL DEVELOPMENT

- Helped refine and document WT's value proposition, including their proactive debt support, council tax interventions, form-filling assistance, benefit maximisation and hardship pathways.
- Supported the development of language aligning WT's work with LA/HA KPIs such as arrears reduction, safeguarding and improved tenant stability.
- Supported the development of partnership collaboration for testing AI engagement with vulnerable and most in need homes to help provide digitally excluded residents with greater access to support partners.

REGISTERED PROVIDER ENGAGEMENT



Created short-form and long-form documents for RPs outlining WT's support model, expected outcomes, and measurable benefits.



Structured materials to support onboarding of new RPs and HA teams.



Produced example pathways demonstrating WT's unique combination of soft engagement and in-depth casework.

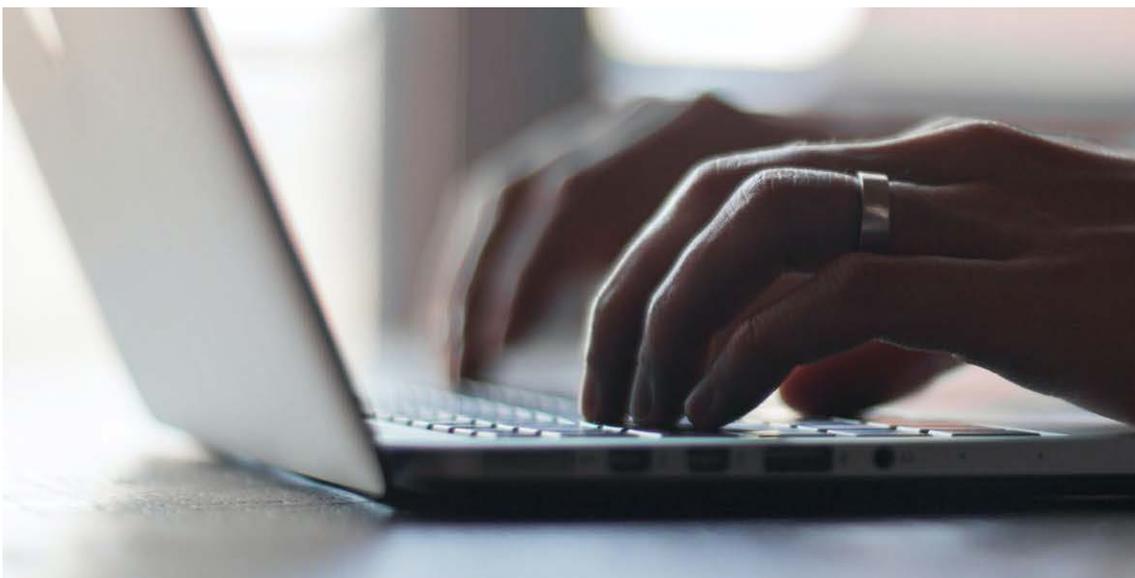


CASE STUDY DEVELOPMENT

- Designed a full suite of real case studies (e.g., Mr A, Miss W, Mr P, family debt resolution etc.), ensuring sensitivity, dignity and clarity of outcomes.
- Highlighted the multi-agency collaboration between WT, Councils, HHS and RPs.

OUTCOME

WT now has a strong set of communication tools that clearly articulate their specialist role. The new case studies and engagement packs support HA/LA onboarding, improve clarity of WT's offer, and demonstrate measurable impact to commissioners and partners.



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