



Bridgit Care: Empowering Carers at Scale

Supporting over 130,000 unpaid carers with personalised advice, digital self-help plans, and AI-driven support.



Since 2022, Bridgit Care's Generation 1 advice platform has transformed how unpaid carers are identified and supported. Working with councils, NHS partners, and charities, we have reached tens of thousands of carers, helping them access financial benefits, wellbeing support, and practical advice.

Our Impact

- **131,000+ carers identified** through ads, websites, and partners
- **151,000 self-help plans created**, guiding carers step-by-step
- **500,000+ areas of support accessed**, from Carer's Allowance to dementia care
- **£2.5m in financial benefits unlocked** for carers through allowance claims and grants
- **80,000+ hours saved** for carers by making support faster and easier
- **£22m in system savings** from reduced admissions, care breakdowns, and crises prevented

From Gen1 to Gen2

Generation 1 proved carers want and need digital support. Building on this, our Generation 2 platform introduces **full AI coaching** – offering carers **personalised, 24/7 advice** and follow-up at a fraction of the cost.

Carers Trust Partnership

Together with Carers Trust, **we are scaling reach, strengthening local support**, and lobbying for innovation. This partnership ensures every carer can access guidance, while charities benefit from lower-cost digital tools.

“

Bridgit has given me clear answers when I needed them most – it's like having a support worker available anytime.

Family carer

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Bridgit Care is here to make caring safer, more sustainable, and less isolating. To learn more, visit www.bridgit.care

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