



Dear Carer

We are delighted to inform you that we are rebranding our charity name to TuVida on 4<sup>th</sup> September 2020. The rationale for the rebrand is simple.

We currently operate under varying names across the country because many of us have come together through mergers over a period of several years. We all started out as either Crossroads Care (over 30 years ago!), Princess Royal Trust for Carers and latterly Carers Trust. You will be familiar with at least one of the listed areas below serving in your locality, but we are now one registered charity. All of the previously autonomous charities listed below approached Carers Trust East Midlands to become part of a larger charity, and further develop local services and support to beneficiaries.

**Carers Trust East Midlands**  
**Crossroads Care North Notts**  
**Carers Trust EHHR**  
**Carers Trust Thames**  
**Crossroads Care Harrogate, Craven & York**

**Berkshire Carers Hub**  
**Wokingham Outreach Carers Service**  
**Crossroads Care Reading**  
**Crossroads Care South Central**

We now feel it's the right time that we switch to a new operating name that reflects who we are, and what we do, in every location that we work in.

TuVida translated literally means "your life", and our new slogan will be "supporting your life" and localised to the specific area where we are operating e.g. Supporting your life in West Sussex



Whilst it may seem strange to some that we have chosen an unusual name, we wanted something different and fresh, but also had a meaning that puts people at the heart of what we do.....we're about supporting life: whether it's supporting a person's journey through life, an end of life support service or an interaction that supports someone who needs help at any given time of their life.

Our Trading name will be TuVida and our Company Registration will remain as East Midlands Crossroads – Caring for Carers which is a company limited by guarantee registered in England and Wales number 3128681. Our registered Head Office remains as 19 Pelham Road, Sherwood Nottingham NG5 1AP. Our registered charity number remains the same as 1051649. We have CQC registered Locations in all of our regulated care operating areas.

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Charity registration number 1051649. East Midlands Crossroads – Caring for Carers is a company limited by guarantee registered in England & Wales, registration number 3128681. Registered office 19 Pelham Road, Sherwood, Nottingham NG5 1AP.

**Registered with the Care  
Quality Commission**



The service or support you receive from us now will not change at all on 4<sup>th</sup> September. The only difference will be our new name and change to our brand. We are making these changes in-house, and therefore some of the modifications such as changes to our banking, and how some people will address their cheques or payments to us will be communicated in due course.

If you have any questions that you would like to ask, please email us on our dedicated address [newnameenquiries@tuvida.org](mailto:newnameenquiries@tuvida.org) or telephone our Communications Team on 0115 962 8920.

Thanking you in advance for your support during this exciting transition for our charity.

Best Regards

A handwritten signature in black ink, appearing to read "Ian Turnbull".

Ian Turnbull  
Chair

A handwritten signature in black ink, appearing to read "Christine Alexander".

Christine Alexander  
CEO