KinMatch

A BRIEFING FOR AGENCY LEADERSHIP

Find the right family for a child, faster

KinMatch is the UK fostering platform for explainable, safeguarding-first family finding. It helps your team get a child into the right home sooner, with the reasons shown, and brings you new carers along the way. It works alongside the systems you already run.

Why now

Finding the right home for a child still happens across inboxes, spreadsheets and third-party portals, by hand. The systems most agencies run were built to store case history, not to help you match a child to a carer or bring new carers in.

Matching is manual

Referrals arrive by email or sit on portals. Deciding which of your carers fits means reading, cross-checking approvals and remembering availability, all by hand, while the clock runs.

Recruitment is costly

Bringing in a new approved carer takes months of marketing, enquiry handling and assessment. Most agencies carry that cost up front, with no guarantee of a return.

Compliance is constant

Ofsted readiness, a defensible audit trail and provider verification are ongoing work, not a one-off project.

KinMatch was built for exactly these jobs, matching first, so your team spends less time on administration and more time finding the right home for a child.

A system of intelligence, not another system of record

Traditional fostering and case management software stores your statutory case history. KinMatch sits on top and does the family finding and recruitment those systems were never built for. It works alongside what you already run, so there is nothing to rip out and replace.

Match

Explainable, ranked family finding that helps your team get a child into the right home faster, with the reasons shown. A qualified person always decides.

Grow

A public funnel brings you people who want to foster. You pay only when one becomes an approved carer. Bring your existing carers across in minutes.

Comply

Verification, role-based access, a tamper-evident audit trail, Ofsted-ready exports.

It fits around your current setup

Keep your case management system of record. KinMatch streamlines family finding, matching and recruitment, then hands clean, auditable records back. No per-seat licensing and nothing to migrate to get started.

Match, grow, comply, in one place

Family finding and matching

- KinMatch reads a referral and ranks your approved households, with a plain reason for every suggestion. A qualified person always decides.
- Match Check: found a child on a national matching portal, or sent one by email? Paste it in and instantly see which of your carers fit, privately, without creating a formal referral. Nothing is saved.
- Respond to referrals a local authority has shared with you and propose a household in a few clicks.

Grow your carer base

- A public "become a foster carer" journey that brings enquiries straight into your pipeline.
- No win, no fee. You pay a success fee only when an enquiry becomes an approved carer.
- AI-assisted bulk import: upload your existing carer spreadsheet, the columns map themselves, every row is validated, and you are matching the same day.

Compliance and oversight

- Verification against the Ofsted register, Companies House, the Charity Commission.
- Role-based access with named logins, so every action is attributable to a person.
- A tamper-evident, independently timestamped audit trail, with clean exports for inspection.

How it pays for itself

- **Faster matching wins placements.** Getting the right proposal to a local authority quickly, with the reasons shown, helps you fill vacancies and keep carers active.
- **A verified two-sided network.** Local authorities use KinMatch free and raise referrals. Agencies pay to have their approved carers in front of those referrals. The more authorities on the network, the more valuable it is for you.
- **No win, no fee recruitment.** Recruiting an approved carer through traditional marketing typically costs thousands. With KinMatch you pay a success fee of £750 and only when the funnel delivers an approved carer.
- **Transparent subscription.** A simple tier based on your number of approved households, with unlimited staff logins on every tier. No per-seat charges.

PLAN	APPROVED HOUSEHOLDS	STAFF LOGINS	PER MONTH
Startup	Up to 15	Unlimited	**£349**
Starter	Up to 30	Unlimited	**£699**
Growth	Up to 100	Unlimited	**£1,399**
Professional	Up to 200	Unlimited	**£2,799**
Enterprise	Unlimited	Unlimited	**Custom**
Local authority	Unlimited	Unlimited	**Free**

Prices shown per month, billed annually, excluding VAT. Monthly billing is available. Recruitment success fee of £750 per approved carer brought in through the funnel. Indicative plans, confirmed on enquiry.

Try it before you commit

A 30-day free trial. No card, no commitment. Long enough to match on your own referrals and see the recruitment funnel bring you enquiries. Large national groups are offered a measured pilot instead, arranged with our team.

Built around safeguarding, to UK GDPR

A platform that holds children's data has to earn trust. Every measure below is live today. KinMatch is Cyber Essentials certified (certificate eb9d5359-eb99-483d-a286-6518cd77f2cf) and registered with the ICO (McTip IT Limited, ZB098611).

Independently certified

- Certified to the UK government-backed Cyber Essentials scheme (whole organisation, November 2026), so our baseline technical controls are assessed against a recognised standard, not just asserted.
- Registered with the Information Commissioner's Office (McTip IT Limited, ZB098611).

Accounts and access control

- Authentication through a specialist identity provider (Clerk) with multi-factor authentication available.
- Role-based permissions with a view-only default. Only permitted roles can change records.
- Unlimited named staff logins so every action is attributable to a person. No shared accounts.
- Deactivated users and suspended organisations are blocked at the server, not merely hidden.
- The platform operator console is kept separate from your workspace.

Your data stays yours

- Strict per-organisation isolation. You see only your own records. You see a referral only where a local authority has shared it with you.
- Held in a dedicated UK (London) database, encrypted in transit and at rest, with automated backups.
- Your records are never sold or passed on. You can export your data at any time at no cost.

Children's data is minimised

- Children are stored by initials and an anonymised reference only. A full name is never stored.
- Where the optional AI assistant reads a referral, contact details and identifiers (email addresses, phone numbers, NHS or National Insurance numbers, case references) are removed before anything leaves our servers.
- The software ranks and explains options. A qualified person always makes the decision.

Tamper-evident audit trail

- Every action is recorded in an append-only log, sealed into a cryptographic hash chain, then independently timestamped by an external authority. Any change to a past record is detectable, even by us.
- Audit records export cleanly for Ofsted scrutiny and internal review.

Safe intake, safe attachments

- Inbound referral email is protected by a shared secret. It fails closed if it is not configured.
- Password-protected or encrypted attachments are detected and flagged for a person to handle. Their contents are never stored, only safe metadata.

Protection against abuse

- Public forms are guarded by layered anti-spam measures (a hidden honeypot field, signed timing checks, content heuristics, optional Cloudflare Turnstile) together with rate limiting.

Verification

- Agencies are verified against the Ofsted register, Companies House, the Charity Commission.

Modern, explainable, built for the sector

Explainable by design

Nothing is a black box. Every match shows why, in writing. The software speeds up the work and a qualified person always makes the decision.

A verified network

Every agency on KinMatch is checked against the Ofsted register, Companies House and the Charity Commission, so the network you work in is trusted. Local authorities join free, which widens the referrals your carers are seen for.

Built in the UK, to UK GDPR

Records held in a UK database, under your control, never sold or shared. Unlimited staff logins and free data export on every plan.

Made by The DM Lab

KinMatch is built by The DM Lab, a UK digital agency, working closely with the fostering sector to keep it practical, honest and safeguarding first.

KinMatch

NEXT STEPS

See it with your own carers

- Bring your own carer list and watch the matching in action.
- Start a 30-day free trial. No card, no commitment.
- Book a short walkthrough tailored to your agency.

hello@kinmatch.co.uk
kinmatch.co.uk