



Professional Care Workers' Week 2023

Fundraising Pack





Dear Fundraiser,

Firstly,

Thank You

Thank you for taking the time to download a fundraising pack and considering raising valuable funds for Care Workers' Charity.

We are so grateful to you and people like you who choose to support us and the social care sector as a whole. Your donations will allow us to continue providing vital support to care workers through times of crisis.

We are proud to have supported over 10,000 care workers through our grant schemes providing over £5.6 million of grants, which have prevented eviction, paid towards funeral costs, paid for white goods, car repairs, home repairs, household goods and daily living costs.

Many of our grantees have said that it has been the difference between staying in a job they love and leaving the sector altogether.

We couldn't do what we do without the support we receive from fundraisers. Thank you,

Sincerely,



fundraising@thecwc.org.uk



WHAT IS PROFESSIONAL CARE WORKERS' WEEK?

It is a celebration of care workers and the essential work they do, created to promote awareness and raise the profile of care workers in the UK.

From 18th – 22nd September we will be hosting a programme of panels and information sessions which will be delivered by care workers and care managers alongside some of the biggest names in Adult Social Care.

To keep the event as accessible as possible all the talks and panels will be virtual, so attendees can join from anywhere – and it's completely free!

We encourage everyone inside and outside the sector to get involved either by attending a talk, raising money or by hosting your own events to celebrate.

Alongside chats, panels and best practice sharing Professional Care Workers' Week is primarily a celebration. A celebration of care workers across the UK who continue to support those who draw on care every day, rain or shine, global pandemic or not.

**How can I
get involved?**

Attend Panels

**Celebrate Care
Workers**

For more information on our Fundraising Events -
South Downs Trek and Afternoon Tea For CWC
please check our website or contact ayasha@thecwc.org.uk
All Online Events are FREE - sign up on our Eventbrite page



Network

eventbrite

Fundraise



fundraising@thecwc.org.uk



FUNDRAISING IDEAS



Bake Sale, Raffle or Tombola
Dress up Days and Quiz Nights
Eating Contests or Fitness challenges
Wheelchair Races or Cream Pie your Manager
Summer Fete or Fun Day

Find a Wacky World Record and attempt to beat it
If you're feeling really brave why not do something daring like a skydive



There are so many ways you can raise money while having fun with your colleagues and residents. Make your fundraising event suit you. You could run a sports day, getting staff, friends, and family (or those who draw on care from your service) involved with the fun, a relay race around town! Not all challenges have to be physical, here are some other ideas of ways you can get involved, however the sky's the limit with what you can do!

HOW TO DONATE

Online platform - we are registered with both Enthuse and Justgiving. you can use either of these to set up your fundraising events and the money will come straight across to us

Bank Transfer - If you would like to make a direct transfer via BACS to The Care Workers' Charity please email fundraising@thecwc.org.uk

JustGiving™

DONATE TODAY

enthuse
donations • events • fundraising



fundraising@thecwc.org.uk



HOW TO GET INVOLVED ONLINE

 @the-care-workers-charity

 @thecareworkerscharity

 @careworkersfund

 @thecareworkerscharity

 @thecareworkerscharity

Please use the copy below and the accompanying assets to post on your organisation's social channels from Monday 18th - Friday 22nd September.

Tag us in the image so we can share and thank you.

Please feel free to adapt the copy to suit your organisation.

Thank you for supporting this campaign!

Facebook/Instagram/LinkedIn

We are/I am supporting Professional Care Workers' Week 2023 because we believe that Care Workers are skilled professionals and should be seen and paid as such. Join in and show your support

<https://www.thecareworkerscharity.org.uk/professional-care-workers-week-2023-2/> where you can find out about webinars, fundraisers and more. #PCWW23 #ProfessionalCareWorkersWeek

Twitter

We are/I am supporting Professional Care Workers' Week 2023 because we believe that Care Workers are skilled professionals and should be seen and paid as such #PCWW23 #ProfessionalCareWorkersWeek



fundraising@thecwc.org.uk



TIPS FOR HOLDING AN AFTERNOON TEA FOR THE CWC



Before the Day

- Decide a date for the fundraiser.
- Promote the fundraiser by using our blank poster template or creating your own. Advertise on social media too.
- Organise volunteers to help.
- Organise any food and beverages that will be available. We know that not everyone has bakers in their midst so why not approach your local Greggs, Krispy Kreme Donuts or Supermarket and ask for donations to your fundraiser, most are extremely willing to donate products and all you need to do is thank them and promote them with any marketing material you have on the day. If you need a letter of support, please do let us know and we can provide one.
- Organise any raffles or auctions that might run at the same time.
- Source tables, chairs and serving plates if your venue does not already supply these.

On the Day

- Ensure the room, is set up and ready to go.
- Brief Volunteers of their roles.
- Enjoy the event!
- Monitor the event.
- Take lots of photos.

After the day

- Let us know how you got on so we can thank you
- Publicly thank everyone involved
- Announce the amount of money raised in newsletters, on social media, and/or your website



SCHEDULE



A Week Celebrating Care Workers

Professional Care Workers' Week 2023
18th - 22nd September

Celebrate
Care
Workers

Network

Attend
Panels

Fundraise

MONDAY 18TH SEPT

THE WHY?
10am

THE HOW?
12 noon

THE WHO?
2pm

THE WHEN?
4pm

Why do we care?

Why is social care so undervalued in our society and how can we change it?

Why is being a care worker a vocation for people of any background but also not a job that just anybody can do?

Why are values so important?

How can we do things differently and challenge the usual practice?

How can we address 'Workforce wellbeing and enablement'-one of the quality statements in the new CQC framework that relates to caring about and promoting the wellbeing of care workers and, in turn, enabling them to deliver person-centred care?

How else can we support care workers?

Who are the care workers of the future?

Who are the future leaders and how to support them?

Who are apprenticeships suitable for and how to access them?

Who has the best idea of getting young people into social care?

When things go right, how to show appreciation?

When things go wrong, how to deal with it?

When you can see people burn out how to address it sensitively?

TUESDAY
19th SEPT

WEDNESDAY
20TH SEPT

THURSDAY
21ST SEPT

FRIDAY
22nd SEPT

Round Tables on the Social Care Workforce and it's Future

10-12noon
Sector Leaders
2-4pm
Care Workers

1pm
Live
Wellbeing Webinar



All Day
Fundraiser
Afternoon Tea
For CWC



All Day
Fundraiser
South Downs
Charity Trek



For more information or to sign up visit our website at www.thecareworkerscharity.org.uk or email ayasha@thecwc.org.uk



WE'RE CELEBRATING PROFESSIONAL CARE WORKERS' WEEK



Event:

Date:

How to Get Involved:



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WE'RE HOLDING AN AFTERNOON TEA FOR THE CWC