



Press Release - FOR IMMEDIATE RELEASE



CWC and NAPA Join Forces for Fundraising Campaign in celebration of **Care Home Open Week 2024**

The Care Workers Charity (CWC) and The National Activity Providers Association (NAPA) are excited to join forces again for a special fundraising campaign during **Care Home Open Week 2024**.

"This collaboration aims to support Care Workers and Activity Providers during times of hardship while empowering people to defy against ageist and ableist stereotypes and fulfil their dreams and ambitions"

Care Home Open Week, 24th to 30th June 2024, is an annual event that celebrates the valuable contributions of care homes and promotes transparency, understanding, and engagement within the care sector. **CWC and NAPA** have seized this opportunity to launch a joint fundraising campaign, harnessing the spirit of unity and compassion that defines the care community.

NAPA, is dedicated to promoting meaningful and engaging activities, believes that activities play a crucial role in enhancing the wellbeing and quality of life of residents in care homes. By partnering with **CWC**, a charity committed to providing financial support to care workers during times of need, this partnership aims to offer assistance to those who tirelessly work to bring joy and enrichment to the lives of individuals living and working in care homes.

Hilary Woodhead, **NAPA's** Executive Director, shared her enthusiasm for the campaign, stating, *"This fundraising partnership between **CWC and NAPA** is of utmost importance to us. It not only helps care workers and activity providers during times of hardship but also enables older people to defy ageist stereotypes and pursue their dreams and ambitions. By coming together during **Care Home Open Week**, we can create a positive impact and champion the wellbeing of residents and care and activity teams alike."*

Karolina Gerlich, CEO at **CWC** says, *"We are very excited to come together with **NAPA** for this fundraising campaign during **Care Home Open Week**. Care Workers work in partnership with Activities providers every day, so it makes perfect sense for them to come together and raise funds for colleagues that need support, especially in the cost-of-living crisis and hopefully in fun ways that include residents and their families and friends. **Care Home Open Week** is such a great initiative run by **Championing Social Care** and a great way to bring people together and we hope that it will help people rally behind the workforce that works tirelessly to deliver outstanding care all the time"*.

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The joint campaign invites care homes, activity providers, care workers, and individuals across the country to participate and support the cause. Fundraising activities can include sponsored events, challenges, social media campaigns, and more. The funds raised will be used to provide direct financial assistance to care workers facing financial difficulties and to support **NAPA's** initiatives aimed at delivering innovative and meaningful activities for older people.

CWC and NAPA encourage care homes, care workers, and Activity Providers to register for **Care Home Open Week** and take part in the fundraising campaign. Together, we can make a difference in the lives of care workers and people using care and support services, ensuring that they have the resources and opportunities to thrive.

For more information and to get involved in the campaign, please visit the websites of **CWC and NAPA**.

Find out more about Care Home Open Week **HERE**

Donate directly to the fundraising campaign **HERE**

All funds raised will be shared between the work of both charities.

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Ends:

For media enquiries, images and interview requests, please contact

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About CWC:

The Care Workers Charity (CWC) is a UK-based charity established to support current, former, and retired care workers facing financial hardships. CWC provides crisis grants, advice, and support to care workers, recognising their essential role in delivering quality care to vulnerable individuals.

About NAPA:

The National Activity Providers Association (NAPA) is a registered charity dedicated to supporting the care sector to prioritise wellbeing. As the Association we champion the importance of activity and engagement and the role of the Activity Provider and offer professional and practice development opportunities, tools, and resources to support meaningful engagement.