



FUNDRAISING PACK

CWC (CHARITY NO. 1132286
AND SCo48051)



Registered with
**FUNDRAISING
REGULATOR**





CUP OF CARE

CupOfCare is an initiative to get everyone in the care sector to listen and be listened to. We want to encourage you to open up to a colleague or hear someone's story over a warm brew.

Care workers often put themselves, and their mental health, last. This campaign is a gentle reminder that a problem shared is a problem cared.

Whether it's a chat in the staff room or a moment during the morning meeting, we want to encourage you to open up, seek support, or simply lighten the mental load.



17th
November





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.

The Care Workers' Charity (CWC) was founded in 2009 to provide crisis grants funds to current and former employees of care groups.

As a country, we depend on care workers to be there for us when we need them. The Care Workers' Charity is there for care workers in their moment of need.

In February 2021 we launched the mental wellbeing and health fund in response to the significant number of applicants citing mental wellbeing issues in their applications. This provides 1:1 therapy for individuals, this was in addition to the Mental Health First Aider Training programme.

HOW YOUR MONEY HELPS...

£5 - Could help a care worker in times of hardship

£10 - Could help towards specialist equipment for a retired care worker

£25 - Could help fund essential white goods for someone who's had to flee domestic violence

£50 - Could help towards costs of essential home repairs or maintenance

£100 - Could help towards unexpected funeral costs for a loved one

13,500 care workers helped since 2020

£6.6m awarded in grants since 2020

359 applicants have utilised Mental Wellbeing sessions

278 MHFA

PAY IT FORWARD

The Price of a Coffee, the Power to Help





As part of CupOfCare, we're inviting everyone to take part in our Pay It Forward challenge. A small act of kindness with a big impact.


If you're enjoying a warm drink and a meaningful chat on the day, why not donate the price of a coffee to The Care Workers' Charity? Your contribution will help us continue supporting care workers facing financial hardship, crisis, or emotional strain.

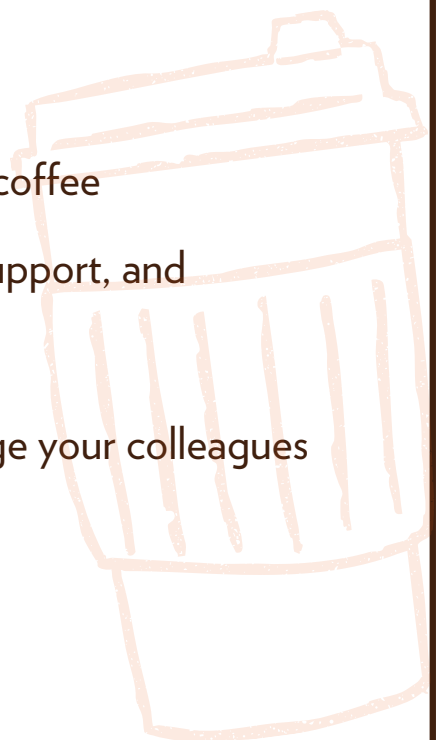
It's a simple way to show you care and to pass that care forward to someone who might really need it.

HOW

 **Suggested donation:** £2.50 – the average cost of a coffee

 **Where it goes:** Emergency grants, mental health support, and wellbeing services for care workers

 **How to take part:** Donate on the day and encourage your colleagues to do the same. Together, a little goes a long way.



TIPS AND ADVICE FOR ORGANISING YOUR COFFEE MORNING



- Be creative and inclusive, recognise diverse abilities
- Choose a location, this could be a well-known local café, church hall, community centre or your care service to host your coffee morning
- The success of your coffee morning will depend on the the amount of people invited, so be sure to reach out to your community.
- Advertise!
- Ask family members, friends and colleagues to bake some homemade treats for your coffee morning.
- Ask for help! Recruit a team of helpers to assist in planning, promoting & hosting your coffee morning.

YOU WILL NEED:

- To ask for helpers so that you can provide drinks and snacks to your guests on the day of your event
- To set a target, so you all know what you are working towards.
- Make sure everyone is aware of the QR Code for your event to make donating easier.
- Use the CWC donation label - just print it onto card.
- Set up a donation page for your coffee morning so you can collect online donations from your community



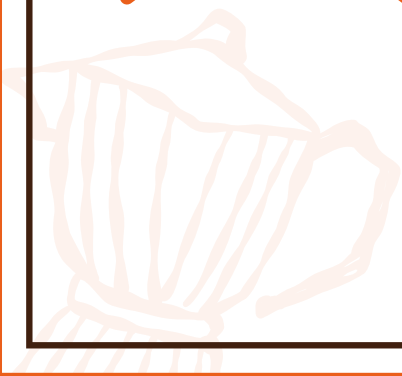
HOST A COFFEE MORNING

We are thrilled to invite you to join us in supporting CWC by hosting a Coffee Morning

CAKE FLAGS



**Cut out your chosen flag
and stick it onto a cocktail stick!**



DONATION LABEL

Cut it out and stick it on!



**WE ARE FUNDRAISING
FOR THE CWC**



DONATE HERE



PRINTABLE BUNTING



PRINTABLE BUNTING



PRINTABLE BUNTING



NOTICE BOARD CUTOUTS





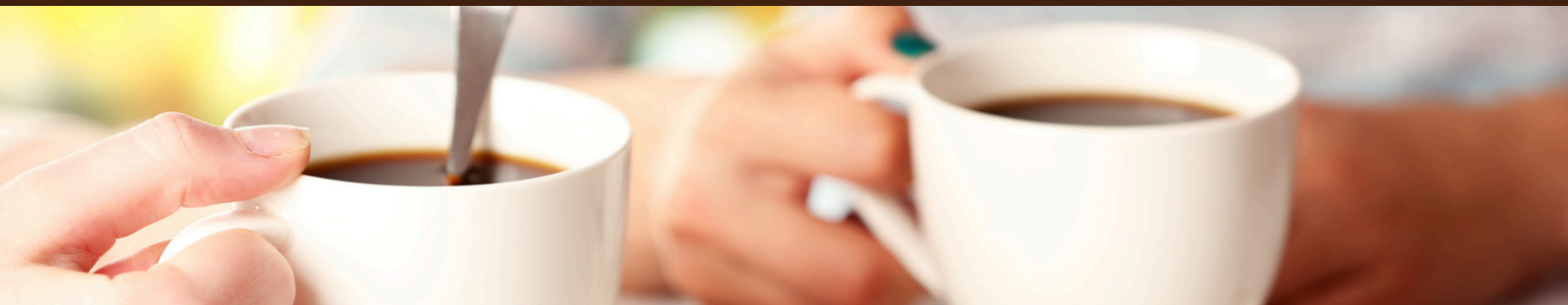
WE ARE FUNDRAISING!

FOR THE CARE WORKERS' CHARITY

Date:

Time:

Location:



HOW TO DONATE

Your support goes directly to care workers in need



ONLINE:

Send in you donations through our website here.

<https://thecareworkerscharity.enthuse.com/donate>

BANK TRANSFER:

If you would like to donate via BACS, please email us at
fundraising@thecwc.org.uk

JUSTGIVING:

If you fundraise through Justgiving (the QR code below)
the money will automatically come to us



DONATE HERE



Don't forget to tag us on social media

Instagram - @thecareworkerscharity

Twitter - @CareWorkersFund

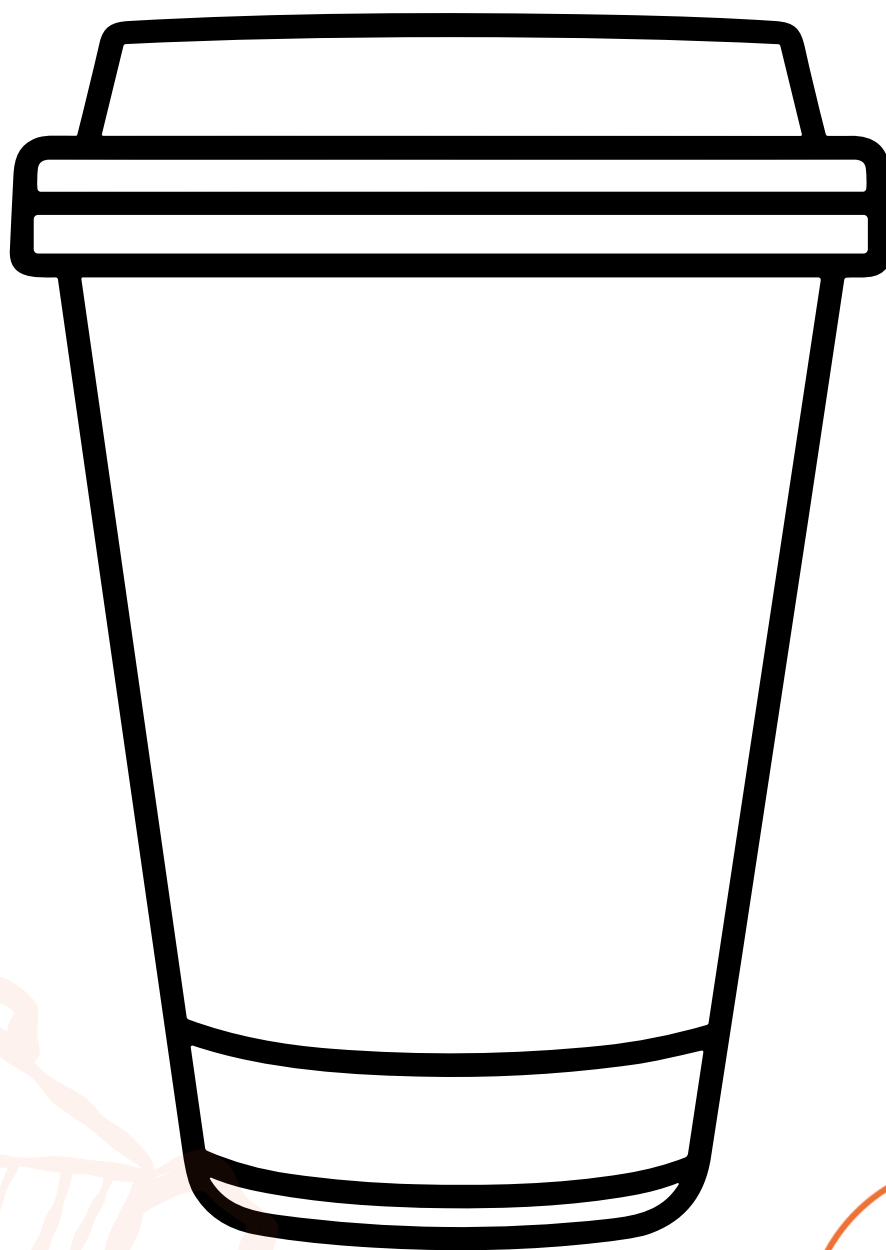
Facebook - @thecareworkerscharity

Youtube - The Care Workers' Charity

TikTok - @thecareworkerscharity

DESIGN YOUR OWN COFFEE CUP

BEST ONE WINS!





the
care
workers
charity