



THE CARE WORKERS' CHARITY FUNDRAISING PACK



MAKE CARE COUNT



the
care
workers'
charity

Thank you for choosing to support The Care Workers' Charity. This pack is full of ideas, tips, and resources to help you raise vital funds for the care workers who make a difference every day.

A care worker could be the person who looks after a loved one, brightens someone's day, or goes the extra mile when it matters most. By fundraising, you're giving back to the people who give so much to help others. You'll be helping to provide financial support, wellbeing services, and a stronger, more resilient care community.

Get ready to make an impact, have fun, and celebrate the incredible care workers in your life. Every action counts, and together we can make a real difference.



Registered with
FUNDRAISING
REGULATOR

CWC (CHARITY NO. 1132286
AND SC048051)

ABOUT



the
care
workers'
charity

The Care Workers' Charity (CWC) is a UK-based charity established to support 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 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.

We can only continue supporting care workers and making a real difference thanks to people like you fundraising. Every step, every challenge, and every donation helps us do the good work that truly matters.

13,600

care workers helped since 2020

£6.7 MILLION

awarded in grants since 2020



FUNDRAISE IN FOUR

PLAN

Choose your event, set a goal, and decide how you'll fundraise

1

2

SHARE

Tell friends, family, and colleagues, and spread the word online

DO

Take on your challenge or run your event and have fun!

3

CELEBRATE

Share your success, thank your supporters, and see the impact of their donations.

4



the
care
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PUSH YOUR FUNDRAISING FURTHER

SET UP A JUSTGIVING PAGE

Adding a page is simple, just go to justgiving.com to share your story and attract more donations.

BECOME A TEAM

Partnering with other fundraisers or local businesses can boost your reach, combine efforts, and raise even more for care workers.

SHARE LOCALLY

Sharing your fundraising with local communities and groups helps spread the word further, reaching more people and increasing your chances of raising more.

2 LEVEL UP





RESOURCES

Next, you'll find tools and printable resources to make your fundraising easier and more effective



the
care
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2026

EVENTS & CAMPAIGNS



Six Campaigns to Unite, Celebrate, and Fundraise to Support Care Workers

SEASON OF *Connection*

JANUARY - FEBRUARY

New Year, new strength. Kickstart 2026 by celebrating the resilience of care workers and finding your own challenge for care. This is the season to reconnect and set your giving goals. Whether you host a Brew Monday coffee morning, join a Run for Charity event, or take on a workplace wellbeing challenge, your energy fuels real impact.



MARCH - APRIL

SPRING OF *Strength*

Creativity, compassion, and connection are in full bloom. This spring, we're shining a light on the stories, creativity, and strength of care workers. Join our Words for a Cause creative competition or take on the Lego, Fire & Ice Challenge to raise vital funds and awareness.

SUMMER OF *Care*

MAY - JULY

Celebration, energy, and collective action. Summer is for connection, teamwork, and community. Rally your workplace, care home, or friends for a challenge that makes a difference. From National Sports Day for Care to the Golf Challenge and our daring Soar for a Cause Skydive, this is your season to take action in the sun!



AUGUST - SEPTEMBER

SEASON OF *Advocacy*

The flagship campaign champions advocacy, awareness, and unity across the care sector - we're raising the voice of care. We're honouring the sector with our 'Why You Care' campaign, the Thames Moonlight Walking Event, Professional Care Workers' Week, and Wear It Orange Day. We will continue to advocate, unify and show our pride for care workers.

AUTUMN OF *Action*

OCTOBER - NOVEMBER

Bold actions for a big impact. As the night draws in, we're turning up the heat with adventure and adrenaline. Take on the Royal Parks Half Marathon, the London Climbing Challenge or the 24-Hour Challenge for Care. We want you to go the distance and get involved. We will have plenty of cosy ideas too for those looking to make a difference in another way.



DECEMBER

WINTER OF *Warmth*

Together in care, together in kindness celebrates community, gratitude, and year-end giving. We end the year with appreciation and celebration — for every fundraiser, partner, and care worker who made 2026 brighter. Join our 12 Days of Giving campaign, enter the CWC Winter Prize Draw, or take part in the Santa in the City Run.



RUN FOR CHARITY

We're excited to partner again with Run For Charity, offering events from marathons and obstacle courses to bungee jumps and kids races. Take on a challenge, have fun, and raise vital funds for care workers.

CORPORATE TEAM DAYS

New for 2026, we're offering tailor-made corporate team away days to boost morale, offer purposeful teamwork and align your company's CSR goals with a powerful cause. We're combining purpose, fundraising and impact.

FUNDRAISING

A-Z

Looking for fundraising inspiration? Our A-Z of ideas is full of creative ways to kick-start your efforts and make a real difference!



Abseil

A

Afternoon Tea

Bingo

B

Bake Sale

Cinema Screening

C

Coffee Morning

Disco

D

Dress Down

Egg Hunt

E

Extreme Challenge

Film Night

F

Fancy Dress Day

Games Night

G

Golf Day

Head Shave

H

Hour's pay (donate)

Ice Cream Party

I

Irish Day

Jumble Sale

J

Jewellery Sale

Karaoke

K

Keepy Uppy Comp

Livestream

L

Loose Change (donate)

Marathon

M

Matched Donation

'Name That' Game

N

New Year's Party

Office Fundraise

O

Open Mic Night

Plank Challenge

P

Photography (Comp)

Quiz Night

Q

Quotes Comp

Raffle

R

Running

FUNDRAISING A-Z



Sports Day **S**
Sweepstake

Tombola **T**
Treasure Hunt

Uniform-Free Day **U**
University Challenge
Games

Village **V**
Fete

Walkathon **W**
Wear It Orange Day

X-mas Event **X**
X-mas Jumper Day

Yogathon **Y**

Zumba event **Z**
Zero waste day

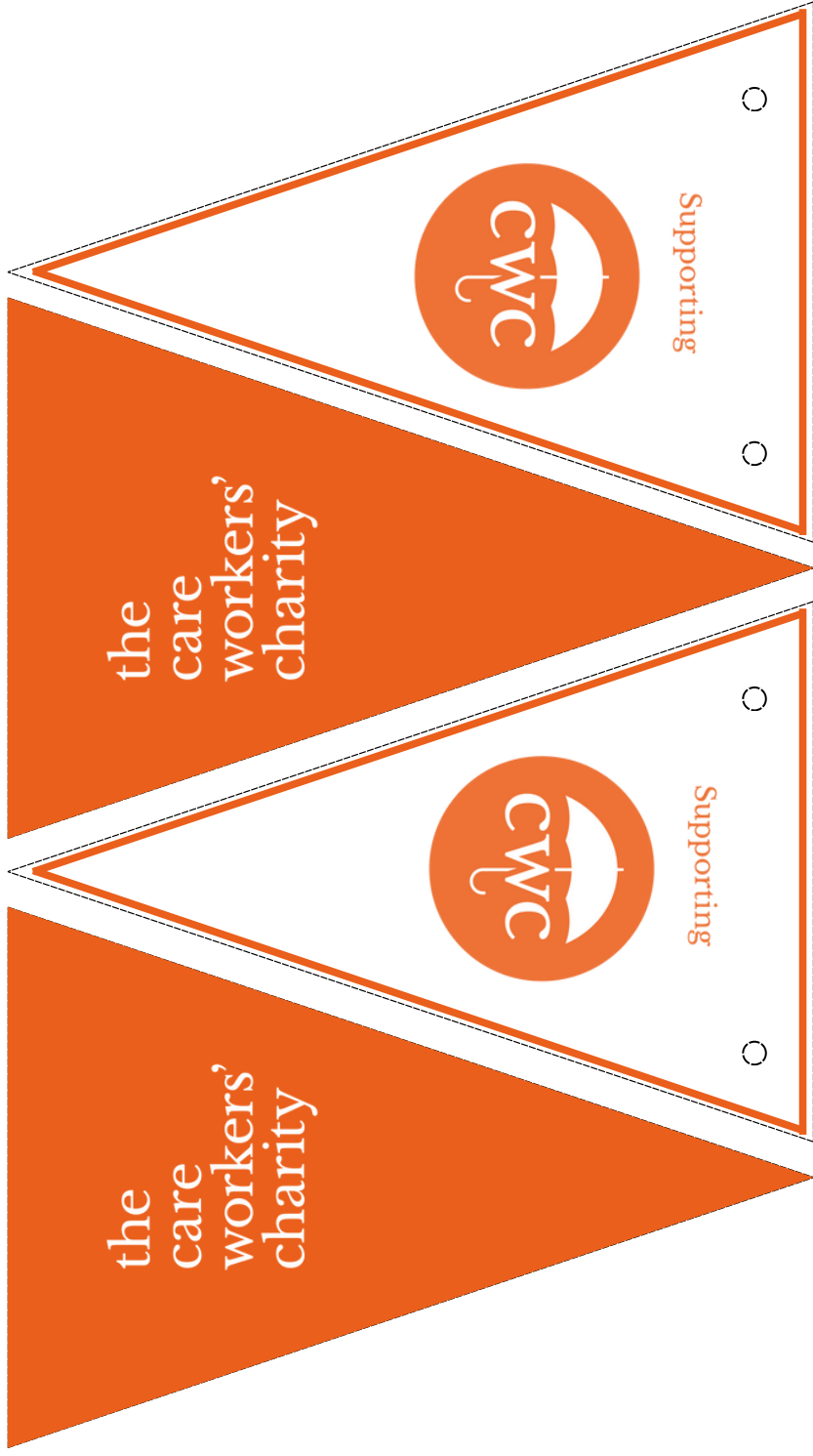


Whether you're planning something big or small, every fundraiser helps support care workers when they need it most. From bake sales to bike rides, quizzes to quiet nights in, there's no limit to what you can do. So get creative and have fun with it!

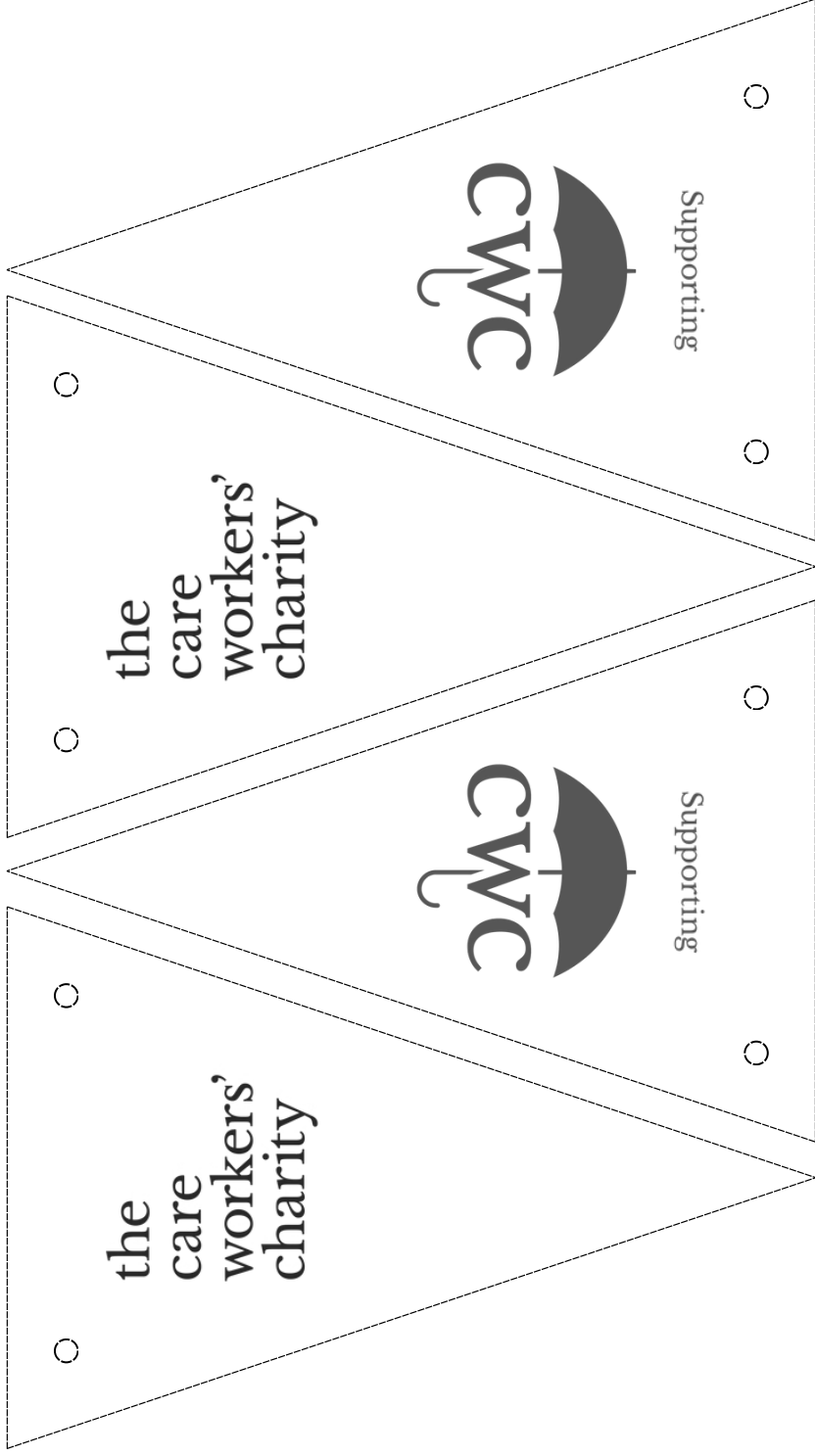
Every idea counts!



BRANDED BUNTING



B&W BUNTING



CUPCAKE TOPPERS




Attach to a cocktail stick and pop on top of your cake!


CUPCAKE TOPPERS



Attach to a cocktail stick and pop on top of your cake!

BINGO

14	30	41	53	74
4	28	35	57	68
10	23		46	75
8	16	43	48	70
12	27	39	56	66

15	26	38	59	68
13	20	42	53	62
8	19		60	71
1	28	33	55	70
12	24	41	51	65


BINGO

11	23	44	53	69
5	27	38	47	65
4	16		56	63
13	18	40	55	61
9	26	36	50	74


8	29	38	54	74
12	23	32	50	70
1	30		48	68
3	25	40	46	72
11	21	35	59	67


BINGO

14	23	39	59	63
8	17	35	55	61
15	26		53	71
10	25	31	57	64
6	20	44	52	68


8	24	44	48	75
2	20	40	46	69
11	18		56	66
10	16	42	49	71
5	29	37	53	65

BINGO

9	29	33	60	70
5	25	31	54	71
3	23		51	67
1	27	34	56	65
14	22	38	50	61

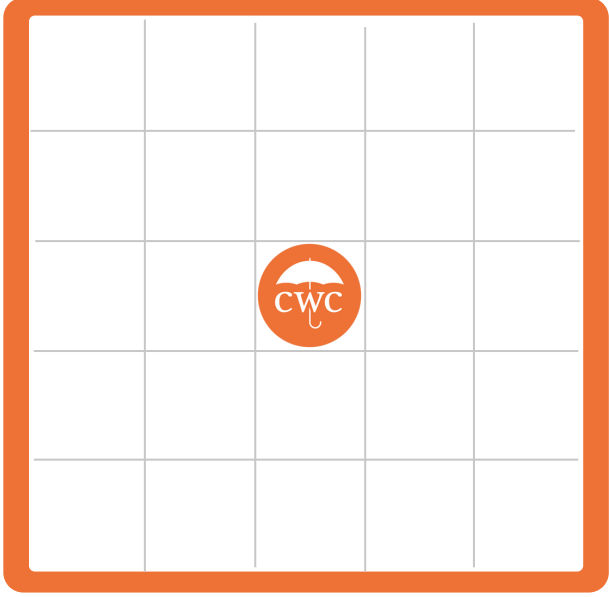
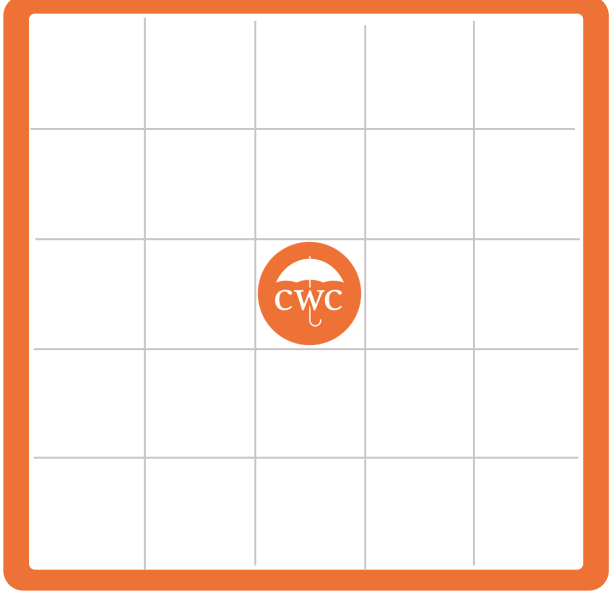
14	18	45	55	65
10	16	39	56	69
8	26		52	64
12	19	41	50	61
7	23	35	46	73

BINGO

3	30	40	50	73
1	24	41	54	72
11	21		49	71
4	26	35	46	63
8	20	31	58	62

15	25	35	58	69
9	26	39	57	68
6	22		56	63
11	20	31	48	66
5	16	43	47	62

BINGO



WE'RE FUNDRAISING!



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Supporting



the
care
workers'
charity

We at The Care Workers' Charity are
incredibly grateful for your support!
Your fundraising helps us be there for
care workers when they need it most.

DONATE



ANSWER SHEET



the
care
workers'
charity

Team Name

Round 1

1

2

3

4

5

6

7

8

9

10

Round 2

1

2

3

4

5

6

7

8

9

10

Round 3

1

2

3

4

5

6

7

8

9

10

Round 4

1

2

3

4

5

6

7

8

9

10

ANSWER SHEET



Team Name

Round 1

1

2

3

4

5

6

7

8

9

10

Round 2

1

2

3

4

5

6

7

8

9

10

Round 3

1

2

3

4

5

6

7

8

9

10

Round 4

1

2

3

4

5

6

7

8

9

10

SOCIAL MEDIA



Email Signature



Facebook



Instagram


Click the image
to download



LinkedIn

ORGANISE A GOLF EVENT

CLUB TOGETHER

Encourage golfers to donate an entry fee or set a personal fundraising goal to join the event. You could even introduce a light-hearted penalty system: small donations for every bogey, shot over par, or lost ball in the water or bunker!

SAVE ON COSTS

Stretch your fundraising total by asking the golf club if they can waive or discount the green fee for your event. Every bit saved means more money for your cause!

BRING ON THE COMP

Kick things off with some friendly rivalry! Organize mini contests like closest to the pin or longest drive to get everyone's competitive spirit going.

SPONSOR A HOLE

Reach out to local businesses to sponsor individual holes. In return, you could feature their logo on course flags, posters, or your event invitations – a great way for them to gain local exposure while supporting your cause.

SPONSOR A HOLE

Invite friends and families along and keep them entertained with extra activities in the clubhouse. Try a bake sale, bingo, or quiz—or even games like guess the number of tees in the jar or pin the tee on the 18th hole. Ask for small donations to join in, and don't forget to download your cake flags, bingo cards, quiz sheets, and posters to make the day extra special.

Supporting





STAR BAKER?

Think you could be the next star baker? Gather friends, family, or colleagues and host a bake-off challenge! Ask for a small entry fee, then sell the delicious results to raise even more funds. Or, if competitions aren't your thing, plan a simple cake sale at work, school, or your local club, everyone loves a sweet treat for a good cause.

GET CREATIVE

Try something a little different! Bake an autumn favourite like pumpkin pie, experiment with seasonal flavours, or honour a loved one with their favourite recipe.

SET THE SCENE

Transform your bake sale space with our printable cake flags, signs, and bunting, everything you need to make your display stand out and your fundraising event shine.

RAISE THE DOUGH

Create a JustGiving page to collect donations online. Add your target, a photo, and your personal reason for supporting The Care Workers' Charity. Don't forget to tell your workplace. Many companies offer match-funding or donations.

SPREAD THE WORD

Share your event far and wide! Post your JustGiving link on social media, WhatsApp, or by email. You can also download ready-made posters, invitations, and social tiles to make promotion quick and easy.



READY SET BAKE!

THANK YOU!

Every pound you've raised helps The Care Workers' Charity provide financial support, mental health resources, and essential services to care workers when they need it most.

Your kindness and effort make a real difference to the people who dedicate their lives to caring for others. We couldn't do it without you.

From all of us at the charity, thank you.



HOW TO DONATE YOUR FUNDRAISING

When your event or challenge is complete, you can send in your donations easily:

- **Online: Visit**
thecareworkerscharity.org.uk/donate
- By post: Send a cheque made payable to The Care Workers' Charity to: The Care Workers' Charity, c/o 1 Anson Close, Daventry NN11 4TJ (Please include your name, contact details, and details of how you raised the funds so we can thank you properly!)
- By BACS: email shanna@thecwc.org.uk



STAY CONNECTED

We'd love to celebrate your success and share your amazing efforts!

- Share your photos and stories on social media using
#TheCareWorkersCharity
#CWC
- Tag us on social media!