



# THE CARE WORKERS' CHARITY SUPPORTER MEMBERSHIP PROGRAMME



WE BELIEVE NO CARE WORKER  
SHOULD FACE CRISIS ALONE

## WHO WE ARE

The Care Workers' Charity (CWC) was founded in 2009 with the aim of supporting care workers during periods of financial crisis

In 2020, we distributed over £2.2m in grants to 3,266 care workers in need of urgent financial support. The support we offer care workers evolves with the emerging needs of the social care workforce and we are now proud to offer wellbeing support alongside financial assistance



*Half of the battle is having the courage to ask for help and I have never felt anything other than support, compassion and kindness from CWC*

**Caroline, grant beneficiary**



## WHAT WE OFFER

Crisis Grants for care workers who are struggling financially as a result of some unforeseen change in circumstances such as a bereavement, housing crisis or illness

Covid-19 Grants to see care workers through a loss of income due to having to isolate or shield, or to help cover extra expenses such as child care, incurred by the pandemic

FREE one-to-one professional therapy for care workers and managers, delivered by an accredited mental health organisation

Signposting to other trusted support services and affiliated partners

## THE CWC SUPPORTER MEMBERSHIP PROGRAMME

The Care Workers' Charity Supporter Membership Programme was established to:

- get us closer to the care workers we support to raise awareness of our services and better understand our beneficiaries' needs
- increase our capacity to provide financial and wellbeing services to the social care workforce
- enable care providers to show their commitment to the sector

We have developed relationships with multiple care groups across the sector, facilitating interactive and meaningful programmes of engagement.

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*The Care Workers' Charity supporter membership programme helps us to be an employer of choice in the sector. It's one of the ways we support our CAREGivers' wellbeing which is of paramount importance to us.*

**Martin Jones, CEO - Home Instead**

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## SUPPORTER MEMBERSHIP BENEFITS

### PLEDGE SUPPORT TO THE SOCIAL CARE SECTOR



The CWC is the only dedicated social care charity in the UK.

We have a direct dialogue with care workers and care providers and have worked with multiple organisations across social care; we understand the issues affecting social care and the action needed to address them.

We give all of our supporter members the opportunity for active engagement, so whether it's taking part in our consultations or calls for action, or getting involved in our Professional Care Workers' Week, you will have the chance to contribute towards meaningful change in the social care sector.

What's more, by making an active pledge to supporting the social care sector, you can show your staff team how much you value their work.

## SUPPORTER MEMBERSHIP BENEFITS

### IMPROVE THE WELLBEING OF YOUR WORKFORCE



You can easily enhance your Employee Assistance Programme as you'll receive a range of personalised resources that will help promote the following support services to your staff team:

- financial support for care workers via Crisis and Covid-19 non-returnable Grants paid directly to the individual
- 10 hours FREE one-to-one professional therapy for care workers and managers with an accredited mental health organisation, to help support their mental wellbeing
- signposting to trusted support services and affiliated partners operating in the areas of debt and finance and health and wellbeing

With access to the CWC's confidential support services, your staff can maintain their dignity and independence when receiving help.

Increasing the wellbeing of your workforce can positively impact staff presentism and absenteeism and consequently improve the quality and continuity of care your organisation can provide.

## SUPPORTER MEMBERSHIP BENEFITS

### BOOST YOUR PR AND COMMUNICATIONS



You can use the CWC logo on your website, email footers, social media, and marketing materials to help demonstrate your commitment to care workers and the social care sector.

Your organisation and staff will have the opportunity to feature in:

- The CWC's monthly supporter and general newsletters which have a combined readership of 1,600 individuals
- news and blog articles on the CWC's website which in 2020 had over 105,000 users and approximately 294,000 web page views
- The CWC's social media posts across Instagram, Facebook, LinkedIn, and Twitter which have a combined following of over 11,000

Your team will be invited to the CWC's exclusive events such as Professional Care Workers' Week, which in 2020 featured 16 webinars with 45 speakers (from care provider leaders and suppliers to research fellows and MPs) and had over 800 views.

Supporting



the  
care  
workers'  
charity

## SUPPORTER MEMBERSHIP CONTRIBUTION

We request a financial contribution from our Supporter Members to help fund our vital work. The sum is determined by the size of your organisation and can be paid annually, quarterly or monthly.

## GET IN TOUCH

We would love to speak to you about the CWC Supporter Membership Programme

Please contact:

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[THECAREWORKERSCHARITY.ORG.UK](http://THECAREWORKERSCHARITY.ORG.UK)

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