



# WEAR IT ORANGE FOR THE CWC



The Care Workers' Charity, trading as Care Workers Support.  
Charity No 1207208 (previously 1132286) | Number in Scotland:  
SC048051 (Charity no. 1132286 and SC048051)

**19/09  
2025**





# WEAR IT ORANGE FOR THE 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.

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

**Proud to have supported over 13.4 thousand  
care workers with over £6.6 million in grants**

**359 awarded counselling**

**278 MHFA**





# WEAR IT ORANGE FOR THE CWC

On Friday 19<sup>th</sup> September, turn the UK orange for Professional Care Workers' Week! Join us in celebrating the incredible contribution of care workers by wearing orange, having fun and raising vital funds for The Care Workers' Charity.

It's a fun and simple way to show support for care workers—just add a splash of orange! Whether it's clothing, accessories or face paint, your orange helps shine a light on this vital workforce.

## How to Get Involved:

Dress in Orange

Host an Orange-Themed Event

Share on Social Media – #WearItOrangeforCWC

Set up your just giving page or donate at

<https://www.justgiving.com/campaign/wearitorangeforcwc>

Enter our prize draw

**Scan the QR code below to sign up**



**19/09  
2025**

**Donate as  
little as £1  
each to join  
the fun**



# WEAR IT ORANGE FOR THE CWC

## What Can You Do?

On the 19th of September, show you care. Wear orange. Raise vital funds.

Join us for Wear It Orange to celebrate care workers across the UK during Professional Care Workers' Week. Whether it's a bright outfit, funky accessories, face paint or orange-themed bakes – every splash of orange helps shine a light on the amazing people who care for others every day.

## How to Get Involved:

- Wear your boldest orange
- Donate as little as £1 to take part
- Host an orange-themed fundraiser
- Set up a JustGiving page
- Share your photos using #WearItOrangeforCWC
- 

All funds raised support The Care Workers' Charity, providing emergency grants and support to care workers in crisis. Let's turn the UK orange and show care workers we care!



**19/09  
2025**

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# WEAR IT ORANGE FOR THE CWC

## SET UP YOUR JUSTGIVING PAGE

### Fundraise your way for Wear It Orange!

Set up your own fundraising page and help raise even more for The Care Workers' Charity.

It's quick and easy to get started – here's how:

#### Step-by-Step Guide:

1. Go to our campaign page: [justgiving.com/campaign/wearitorangeforcwc](https://justgiving.com/campaign/wearitorangeforcwc)
2. Click "Start Fundraising"
3. Log in or create a JustGiving account
4. Choose your fundraising activity (e.g. dress-up day, team fundraiser, bake sale, sponsored event)
5. Name your page
6. Add a personal or team name and a short description about why you're supporting care workers.
7. Add photos and set your target
8. Make your page stand out with a photo or team logo and set a goal you want to reach.
9. Share your page!
10. Once set up, share the link with your friends, family, team, or customers. You can also add it to posters, emails, and social media.

Every penny raised helps provide emergency support to care workers in crisis.

Let's flood JustGiving with orange this September!





**WEAR IT ORANGE  
FOR THE CWC**

**We're Wearing It Orange...**

**Insert Your  
QR Code**

**Donate as  
little as £1  
each to join  
the fun**



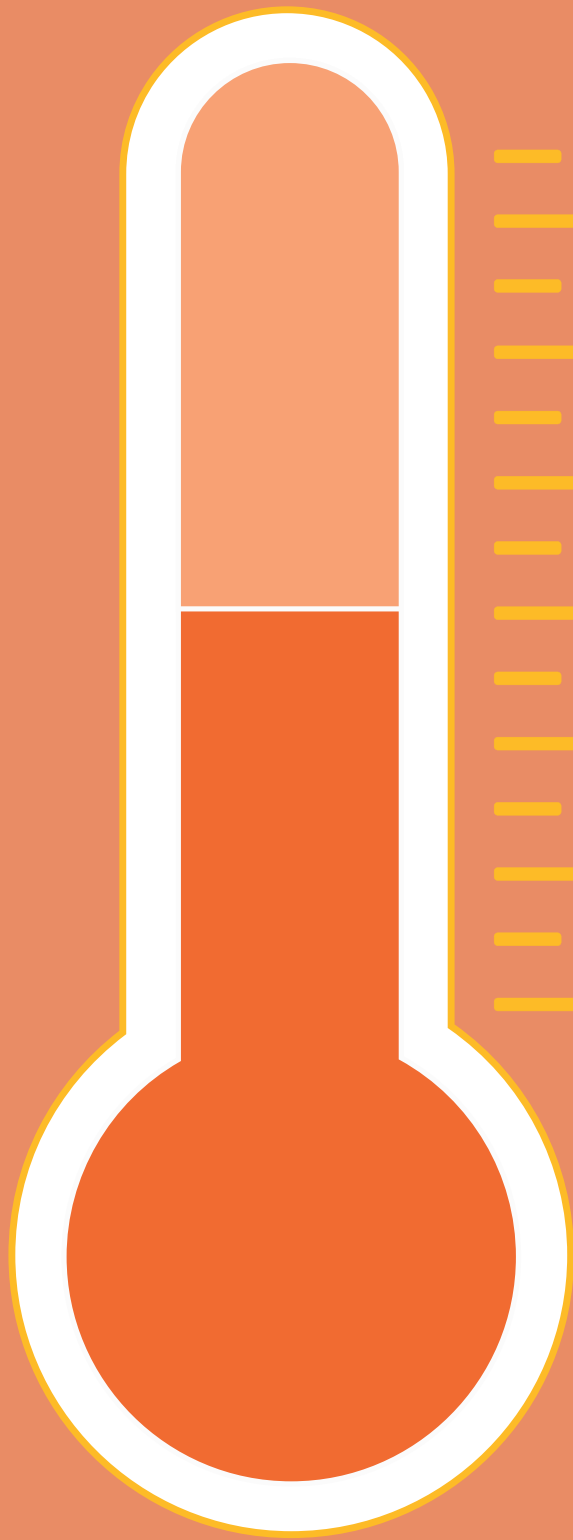
**WEAR IT ORANGE  
FOR THE CWC**

**We're Wearing It Orange...**

**19/09  
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# WEAR IT ORANGE FOR THE CWC



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**Donate now to help  
us reach our goal!**



We're In!

# WEAR IT ORANGE FOR THE CWC

In support of The Care Workers' Charity, we're proud to take part in Wear It Orange – a national day to celebrate and support care workers across the UK.

On the day, we're asking everyone to:

Wear something orange – bold, bright, and proud!

Donate as little as £1 to take part and show your support.

Share your orange moments on social media using #WearItOrangeforCWC

Every £1 raised helps provide emergency grants and essential support to care workers going through tough times.

Let's turn our organisation orange and show that we care for those who care for others. Thank you for helping us support The Care Workers' Charity!

Scan the QR code below to sign up and donate as little as £1.

**Insert Your  
QR Code**

**19/09  
2025**

**Donate as  
little as £1  
each to join  
the fun**



# WEAR IT ORANGE FOR THE CWC

**You're invited to Wear It  
Orange at...**



Donate directly to  
the CWC

**Donate as  
little as £1  
each to join  
the fun**



# WEAR IT ORANGE FOR THE CWC



## Social Media Links:

Instagram - @thecareworkerscharity  
Twitter - @CareWorkersFund  
Facebook - @thecareworkerscharity  
YouTube - The Care Workers' Charity  
TikTok - @thecareworkerscharity

## Example Posts:

We're proud to be taking part in #WearItOrangeforCWC on 19th September 2025 in support of The Care Workers' Charity!

We'll be wearing orange and donating a minimum of £1 each to help raise funds for care workers who go above and beyond every day.

Want to get involved?  
Wear something orange  
Donate as little as £1

Share your orange look with #WearItOrangeforCWC


Together, we can turn the UK orange and show care workers how much we care!  
sign up here: <https://www.thecareworkerscharity.org.uk/event/wear-it-orange-for-the-care-workers-charity/>

We're proud to be taking part in #WearItOrangeforCWC on Friday 19th September!

We'll be wearing orange and donating to support care workers across the UK through @thecareworkerscharity.

Want to join us?  
Wear orange  
Donate as little as £1  
Spread the word

Together, we can make a difference.  
#WearItOrangeforCWC



# The Impact of your donations...donate as little as £1 each



## Support Worker Recovers from Scam with Help from The Care Workers' Charity



Salma, a dedicated support worker, has been with the same social care provider for over a decade. She handles some of the most complex cases in her role. "It is a responsible but stressful job which I absolutely love. Making a positive difference to people's lives is so rewarding," says Salma. Unfortunately, Salma recently fell victim to a scam. A fraudster, pretending to be her bank, tricked her into transferring her money into what she thought was a safe account, but it was actually controlled by the scammer.

"I was also embarrassed. I've always thought I'd know if something was a scam. I notified my bank, but they said they couldn't help. I had no money and didn't know what to do," Salma recalls.

In the wake of the scam, Salma had to borrow money from friends and family to pay her rent and bills. The incident left her feeling frustrated and worried about repaying the borrowed money. Additionally, Salma began to suffer from anxiety and struggled to trust others. This difficult period lasted for several weeks, severely impacting her daily life.

"I mentioned my situation at work, and someone told me about The Care Workers' Charity. I applied for a crisis grant online and, to my surprise, they were able to help me. I had felt like everything was on hold and had been struggling to sleep at night. Now, thanks to The Care Workers' Charity, I am back on track," says Salma.

The Care Workers' Charity provided Salma with the financial support she needed to recover from this challenging time, allowing her to regain stability and peace of mind. The charity continues to support care workers in crisis, offering vital assistance to those who dedicate their lives to caring for others.

[www.thecareworkerscharity.org.uk](http://www.thecareworkerscharity.org.uk)

# The Impact of your donations...donate as little as £1 each



## Maintenance Operative Receives Crucial Support from The Care Workers' Charity



Kevin, a dedicated maintenance operative for a care home, faced significant financial challenges after suffering an injury. Following a wrist fracture that required a cast and subsequent physiotherapy, Kevin's doctor recommended a phased return to work to ensure a full recovery.

"I broke my wrist and couldn't work at my job as a maintenance operative for a care home. After the cast was removed, I needed physio, and my GP suggested I have a phased return to work," Kevin explains.

During his time off, Kevin's financial situation became increasingly strained, making it difficult to cover his essential bills. He contemplated returning to work full-time against medical advice to alleviate his financial burden. "I spoke to a work colleague about going back full time, even though I wasn't really fit enough, because I was struggling on my reduced wage. They said to try and get a grant to help me out," Kevin recalls.

Taking his colleague's advice, Kevin reached out to The Care Workers' Charity and applied for a grant. The charity provided the financial support he needed during this difficult period, allowing him to focus on his recovery without the added stress of financial worries.

"I'm back at work now at my maintenance job, and my wrist is fine. Taking the time to heal and not rushing back was only possible thanks to The Care Workers' Charity and the support of my employer," says Kevin.

The Care Workers' Charity's assistance enabled Kevin to follow his doctor's advice and ensure a complete recovery, preventing further health complications. The charity continues to offer essential support to care workers in crisis, helping them overcome financial hardships and focus on their health and wellbeing.

# The Impact of your donations...donate as little as £1 each



## Care Worker Receives Critical Support from The Care Workers' Charity to Avoid Eviction

Sammy, a dedicated full-time care worker, faced a dire financial situation that threatened her stability and well-being. Referred to The Care Workers' Charity by the manager of the home where she works, Sammy reached out for help when she was on the brink of eviction.

"I was so nervous as I'd never applied for a grant before, but I had to think of my situation. I really needed some help," Sammy explains. Sammy had recently moved into a new flat when her flatmate experienced a change in circumstances that prevented them from working. This left Sammy solely responsible for the rent. Compounding her financial strain, Sammy had also lost her grandmother and was trying to assist with funeral costs.



"I'm working as a full-time care worker and had just moved into a new flat when I found out that my flatmate would not be able to work due to a change in their circumstance, so I was liable for the entirety of the rent. I also lost my Gran recently and I was trying to help out with the funeral costs," Sammy says. Without sufficient funds, Sammy found herself struggling to make ends meet. She explained that, in the previous year, she might have managed, but the rising cost of living left her with no cushion for unexpected expenses, often forcing her to cut back on essentials like food and heating.

"I find that every month I'm juggling my money to see what I have to pay and what I can leave until the following payday. I love my job and I work hard, so it makes me sad when I can't make ends meet. It's getting harder," Sammy shares.

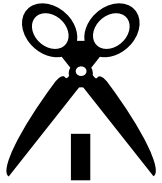
The Care Workers' Charity stepped in, providing a grant to help Sammy with her rent arrears and funeral costs. "It was easy and quick. I just applied online. It made a huge difference. I can't thank them enough," Sammy says. Thanks to the support from The Care Workers' Charity, Sammy was able to stabilize her financial situation and avoid eviction, allowing her to focus on her work and well-being. The charity continues to support care workers in crisis, offering vital assistance to those dedicated to caring for others.





# DONATION LABEL

Cut it out and stick it on!



We are Fundraising for

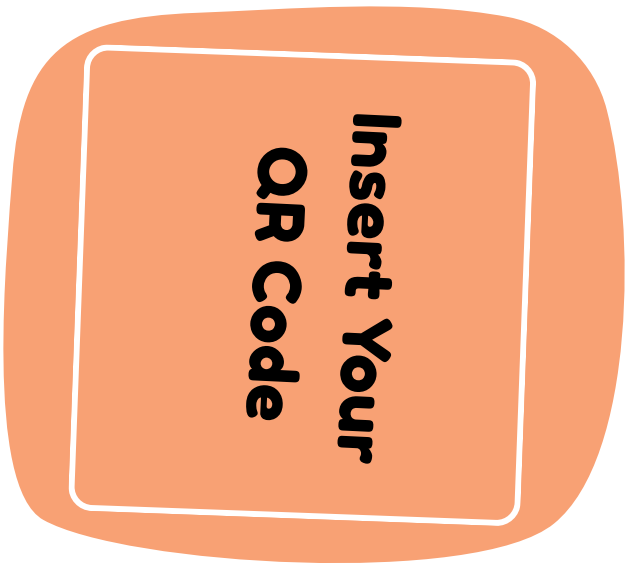
CWC



*Donate Here*

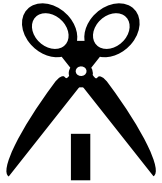


Insert Your  
QR Code



# DONATION LABEL

Cut it out and stick it on!

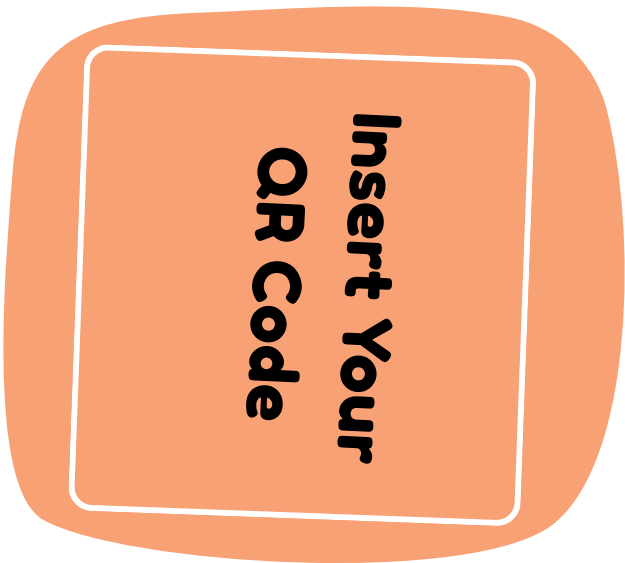


**We are Fundraising for**

**CWC**



*Donate Here*



**Insert Your  
QR Code**



# WEAR IT ORANGE FOR THE CWC

## Host A Coffee Morning

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

### Tips and advice for organising your Coffee Morning

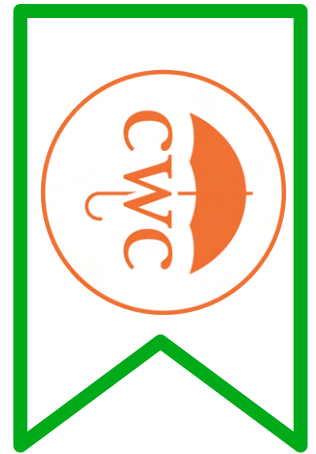
- Be creative and inclusive, recognise diverse abilities
- Choose a location, this could be a well-known local café, church hall, community centre or your care service to host your coffee morning
- The success of your coffee morning will depend on the the amount of people invited, so be sure to reach out to your community.
- Decide on a date for your event and 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:

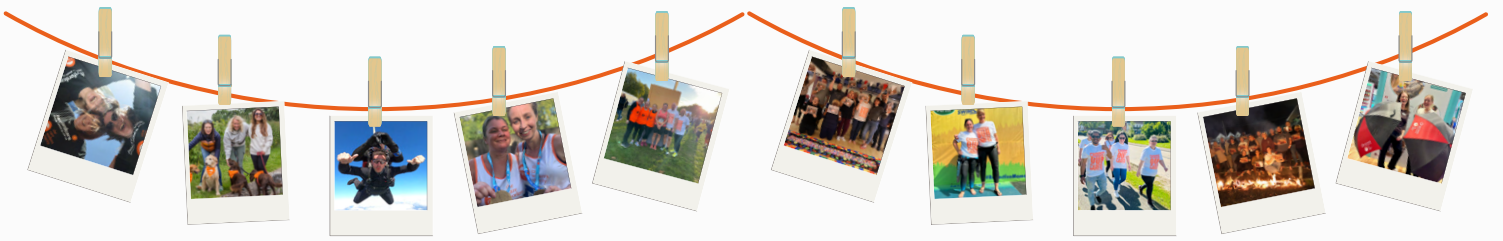
- To ask for helpers so that you can provide drinks and snacks to your guests on the day of your event
- To set a target, so you all know what you are working towards.
- Make sure everyone is aware of the QR Code for your event to make donating easier.
- Use the CWC **donation label** - just print it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

# CAKE FLAGS

Cut it out and stick it on!

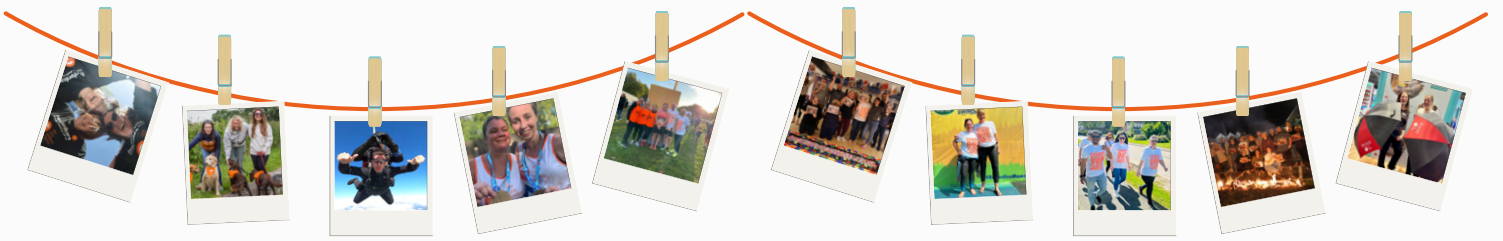


Cut out your chosen flag  
and stick it onto a cocktail stick



## PRINTABLE BUNTING





## PRINTABLE BUNTING





# NOTICE BOARD CUTOUTS





# WEAR IT ORANGE FOR THE CWC

## OTHER FUNDRAISING IDEAS

Do you have your own idea, or have a challenge you would like to do with your team? please do get in touch on [fundraising@thecwc.org.uk](mailto:fundraising@thecwc.org.uk) and we will do our best to support in anyway we can. Below are just a few ideas that people have done over the years:

- Skydiving
- Runs
- Raffles
- Pub Quizzes
- Abseil
- Bungee Jump
- Step Challenge

### QUIZ:


Who doesn't love a quiz! there are lots of ways to find questions for a quiz, pick popular topics, ask the team for baby pictures and have everyone guess who they are. the options are endless.

Charge entry for each team you can also have a secondary prize for the best team name. Ask local companies for prizes, good options for the quiz would be vouchers for restaurants.

### GUESS THE NUMBER OF SWEETS IN A JAR OR NAME THAT TEDDY:

Both of these are relatively simply fundraisers but have been firm favourites for a long time!

Ask people to guess a number for a £1 donation and the winner receives the jar of sweets. See if anyone has a teddy or doll at home they are willing to donate. If not contact your local toy store.



**CLIMB THE STAIRS:** To save yourself some time why not use the stairs to climb the equivalent of a world landmark? This is something you can get the whole team involved in by taking on a bigger challenge.

Ben Nevis the tallest mountain in the UK which would be 6,550 stairs.

Snowdon is the highest mountain in Wales and would be 4,610.

If you really want a challenge take on Mt Everest which would be 17,475

**EATING CONTEST:** Ask your local supermarket for donations, set a time limit and ask people to sign up for the challenge. Ask people to donate or sponsor the eaters. (£1 to view the competition)

Below are some records to try to beat!

The most Ferrero Rocher chocolates eaten in one minute is 9.

The most ice lollies eaten in one minute is 6.

The fastest time to peel and eat three oranges is 1 minute 7.94 seconds.

The fastest time to eat three pickled eggs is 7.80 seconds.

## HOW TO DONATE

**Online:** Send in you donations through our website here.

**Bank Transfer:** If you would like to donate via BACS, please email us at [fundraising@thecwc.org.uk](mailto:fundraising@thecwc.org.uk)

**JustGiving:** If you fundraise through JustGiving the money will automatically come to us

Don't forget to tag us on social media

**Instagram** - @thecareworkerscharity

**Twitter** - @CareWorkersFund

**Facebook** - @thecareworkerscharity

**Youtube** - The Care Workers' Charity

**TikTok** - @thecareworkerscharity

