

PROFESSIONAL CARE WORKERS' WEEK

Monday 16th to Friday 20th September 2024

Join us for a week-long celebration of our incredible care workers and the vital role they play in our communities!

When: September 16th - 20th, 2024

Where: Online (accessible from anywhere) and in person

Hosted by: The Care Workers Charity

Celebrate and Shape the Future of Social Care!

Get Involved and Make a Difference!

#PCWW2024 #CareWorkers #SocialCare
#CelebrateCare

For more information and to get involved
thecareworkerscharity.org.uk/pcww2024





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Monday 16th to Friday 20th September 2024

Professional Care Workers' Week 2024: The Future of Social Care

What's Happening?

- Virtual Panels and Information Sessions
 - Social Care Reform
 - The Future of AI in Social Care
 - Skills for Care Workforce Plan
 - Future of Home Care and Residential Care
 - Workforce Safety and Well-being
- Afternoon Tea for the CWC (see fundraising pack and poster)
- 'ASCEND TO NEW HEIGHTS' Charity Challenge Trek (see poster)

Why Participate?

- Celebrate the incredible contributions of care workers
- Learn from top figures in Adult Social Care
- Share best practices and collaborate
- Show your appreciation for care workers

How to Get Involved:

1. Attend Sessions: Free and open to all
2. Raise Funds: Support care workers and their mission
3. Organise Events: Celebrate with your team and community

Show Appreciation:

- Cards, Cakes, Parties, Certificates



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Elevate Care Workers as Professionals

- Recognize their diverse skillset and responsibilities
- Advocate for fair wages and career development
- Ensure safety, accountability, and transparency in care

Why “Professional” Matters:

- Care work is a highly skilled profession
- Address systemic issues: low pay, inconsistent training, high turnover
- Help fill the 152,000 daily vacancies in the sector

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Visit our website for more information and to get involved:

www.thecareworkerscharity.org.uk/pcww2024

Contact Us: fundraising@thecwc.org.uk

Join the Celebration!

Don't forget to tag us on social media

#PCWW2024 #CareWorkers #SocialCare #CelebrateCare



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How to get involved online

 @the-care-workers-charity

 @thecareworkerscharity

 @careworkersfund

 @thecareworkerscharity

 @thecareworkerscharity

Please find some sample copy below to post on your organisation's social channels from Monday 16th to Friday 20th September. Tag us in your post so we can share and thank you. Please feel free to adapt the copy to suit your organisation. Thank you for supporting this campaign!

Facebook/Instagram/LinkedIn

We are/I am supporting Professional Care Workers' Week 2024 because we believe that Care Workers are skilled professionals and should be seen and paid as such. Join in and show your support at XXXX, where you can find out about webinars, fundraisers and more #PCWW2024 #CareWorkers #SocialCare #CelebrateCare

Twitter

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MON
16

10AM-11AM

The Future of Social Care Reform

12NOON-1PM

The Future of AI in Social Care: Creating Sector Guidance

2PM-3PM

Transport issues for care workers

WED
18

10AM-11AM

Sexual Safety of the Social Care Workforce

11.30AM-12.30PM

Skills for Care: Adult Social Care Workforce Plan

1.30PM-2.30PM

Issues facing international recruits

THURS
19

10AM-12NOON

Care Sector Leaders: The Future of the Social Care Workforce

1PM-2PM

The Future of Residential Care

3PM-4PM

The Future of Home Care

ALL DAY

Afternoon Tea for the CWC



FRI
20

ALL DAY

ASCEND TO NEW HEIGHTS Charity Challenge Trek



For More Information
thecareworkerscharity.org.uk/pcww2024



SCAN FOR MORE INFO



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Other Fundraising Ideas

Bake Sale, Raffle or Tombola

Dress-up Days and Quiz Nights

Eating Contests or Fitness Challenges

Wheelchair Races or Cream Pie Your Manager

Summer Fete or Fun Day

Find a Wacky World Record and attempt to beat it

**If you're feeling really brave, why not do
something daring like a skydive**

There are so many ways you can raise money while having fun with your colleagues and residents. Make your fundraising event suit you. You could run a sports day, or a relay race around town, getting staff, friends, family, and those who draw on care from your service involved with the fun! Not all challenges have to be physical. The sky's the limit to what you can do!

How to Donate

Online platform - we are registered with both Enthuse and JustGiving. You can use either of these to set up your fundraising events; the money will come straight to us. Or scan the QR Code.

Bank Transfer - If you would like to make a direct transfer via BACS to The Care Workers' Charity, please email fundraising@thecwc.org.uk

Donate Here





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WE'RE CELEBRATING PROFESSIONAL CARE WORKERS' WEEK

Event:

Date:

How to Get Involved:



PROFESSIONAL CARE WORKERS' WEEK

The Future of Social Care

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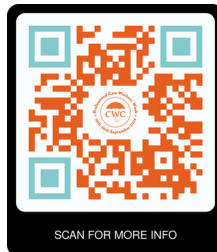
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