



# Brew Monday Fundraising Pack





**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

**12,500 care workers helped since 2016**

**£6.2 m awarded in grants since 2016**

**289 awarded counselling**

**235 MHFA**





# BREW MONDAY

Did you know the third Monday of January is often called "Blue Monday," the gloomiest day of the year? This year, we're flipping the script! Gather with friends, family, or colleagues over a warm cup of tea or coffee.

Together, we can create brighter days for care workers across the UK. Host a coffee morning event on Monday 20th January, step up for care and connect with loved ones.



## BREW SOME GOOD!

**FOR SUPPORT SETTING UP YOUR BREW MONDAY  
EVENT PLEASE EMAIL:  
FUNDRAISING@THECWC.ORG.UK  
[www.thecareworkerscharity.org.uk](http://www.thecareworkerscharity.org.uk)**





# Host a 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



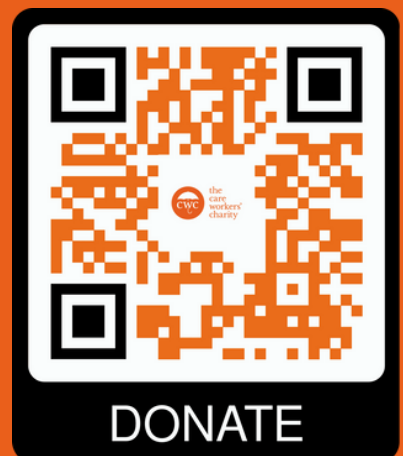
# BREW MONDAY

COFFEE  
TIME

TEA  
Time



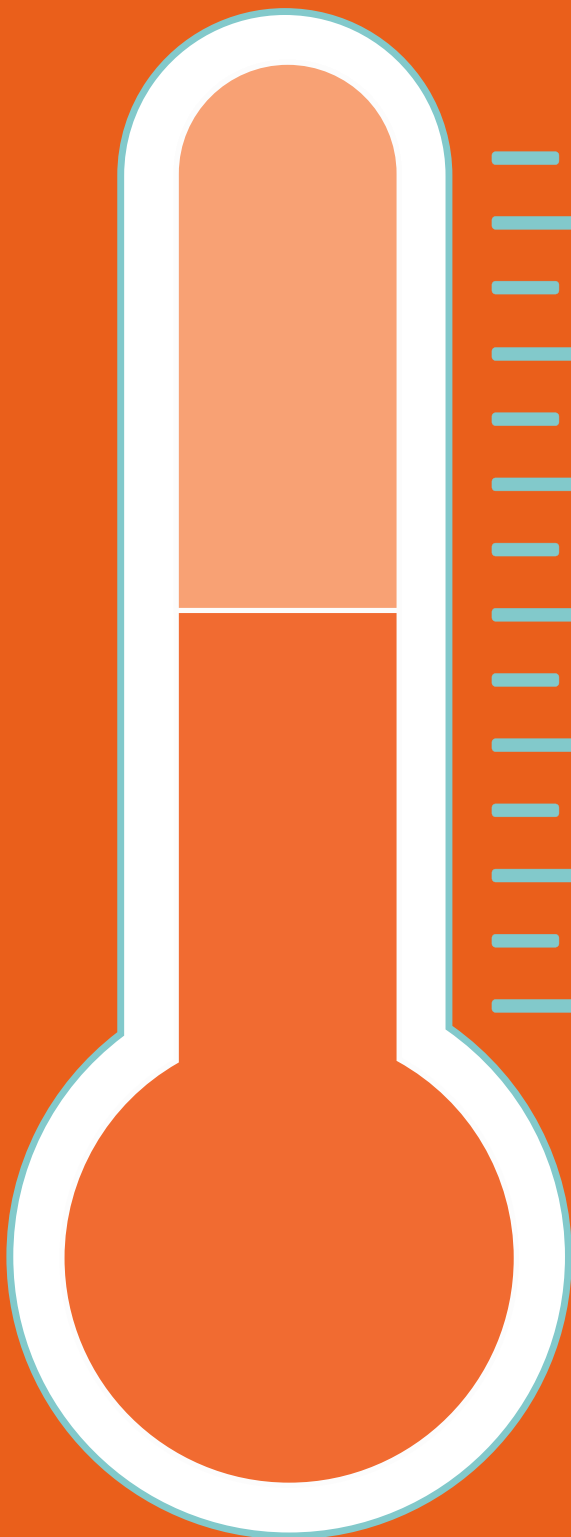
BREW SOME GOOD!





# BREW MONDAY

Donate now to help us reach our goal!



— £.....



— £.....

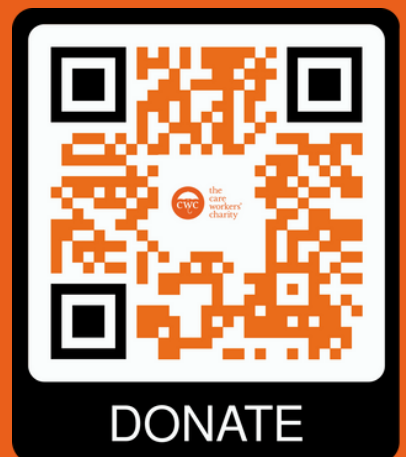


— £.....



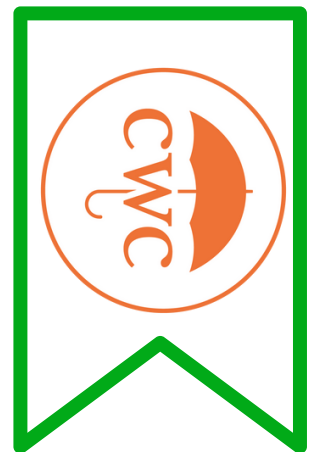
— £.....

BREW  
SOME  
GOOD!



# CAKE FLAGS

Cut it out and stick it on!



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



# DONATION LABEL

Cut it out and stick it on!



CWC

We are Fundraising for



*Donate Here*





## PRINTABLE BUNTING





## PRINTABLE BUNTING



# NOTICE BOARD CUTOUTS





We're having A *Coffee Morning* to raise money for the **Care Worker's Charity** & you're invited!

**Date:**

**Time:**

**Location:**





**WE ARE**

**FUNDRAISING**



**Date:**  
**Time:**  
**Location:**





# 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.

<https://www.thecareworkerscharity.org.uk/get-involved/monthly-or-annual-donations/>

**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

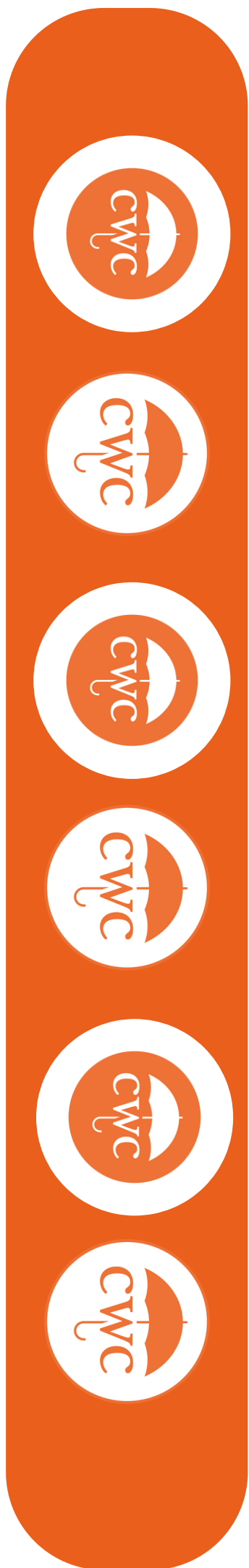
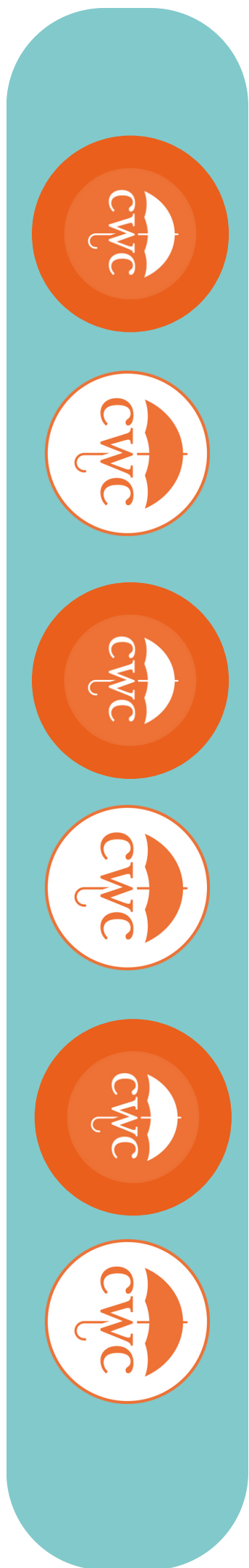
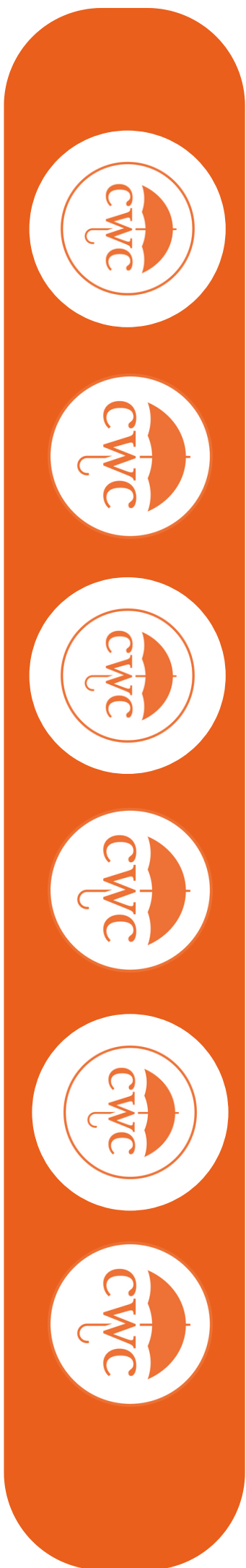
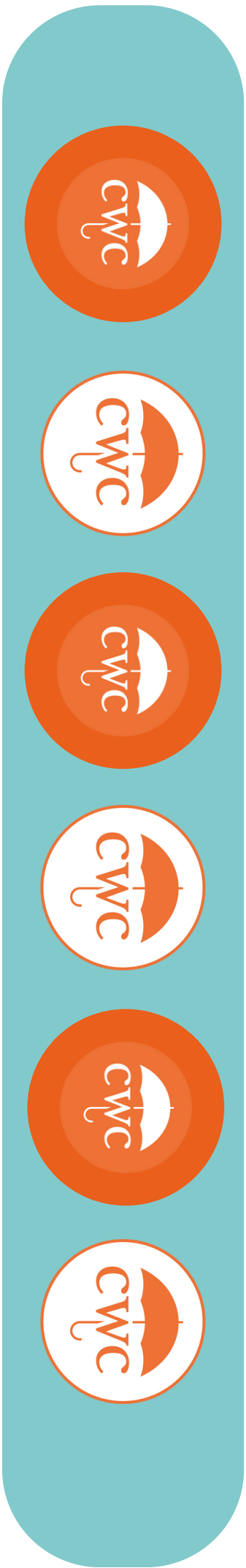
**Twitter** - @CareWorkersFund

**Facebook** - @thecareworkerscharity

**Youtube** - The Care Workers' Charity

**TikTok** - @thecareworkerscharity





**Design your own  
coffee takeout**









the  
care  
workers'  
charity

# 2025 EVENTS



## JANUARY

### Step Up for Care

20 January Brew Monday

## FEBRUARY

### Connected to Care

February Connected To  
Care Share Your  
Stories

14 February Valentines Day  
Virtual  
Challenge

## MARCH

### Words for a Cause

3 March Writing  
Competition

31 March Virtual Easter Run

## APRIL

### Care Adventurers

1 April ZipWorld Event  
5 April Lake District Trial  
Challenge  
5 April Inflatable 5k Ipswich  
20 April Bungee Jump  
23 April FireWalk (Midlands)  
27 April Shakespeare Marathon  
& Half

## MAY

### Walks for Care

May The CWC  
DogJog  
10 May Tough Mudder  
(London)  
18 May Colchester Zoo  
Stampede

## JUNE

### Soar for a Cause

June Charity Skydive  
7 June Blenheim Palace  
Triathlon  
27 June Abseil Trafford  
Centre

## JULY

### Make Memories Together

13 July Ride Reigate 25k  
(inc. Children)

## AUGUST

### Together We Care

10 August Solihull Junior  
Race  
31 August Inflatable 2.5k  
& 5k

## SEPTEMBER

### Advocate for Care

7 September Run Thorpe Park  
12 September Annual Trek  
15 September Professional Care  
Workers' Week  
17 September Afternoon Tea  
for the CWC

## OCTOBER

### Haunted Hearts Care

12 October Royal Parks Half  
Marathon  
25 October London Halloween  
Walk (Ultra)  
29 October Haunted  
Sleepover  
TBC FireWalk

## NOVEMBER

### Gaming for Good

November Gaming Event  
- Care Quest  
3 November Virtual Everest  
Challenge  
15 November Run Alton  
Towers

## DECEMBER

### Finish Strong for Care

December Winter Prize  
Draw  
3 December Santa in the  
City London

TO DISCUSS OUR EVENTS and BESPOKE FUNDRAISING PLEASE EMAIL:

FUNDRAISING@THECWC.ORG.UK

www.thecareworkerscharity.org.uk



CWC (CHARITY NO. 1132286 AND SCo48051)



Registered with FUNDRAISING REGULATOR