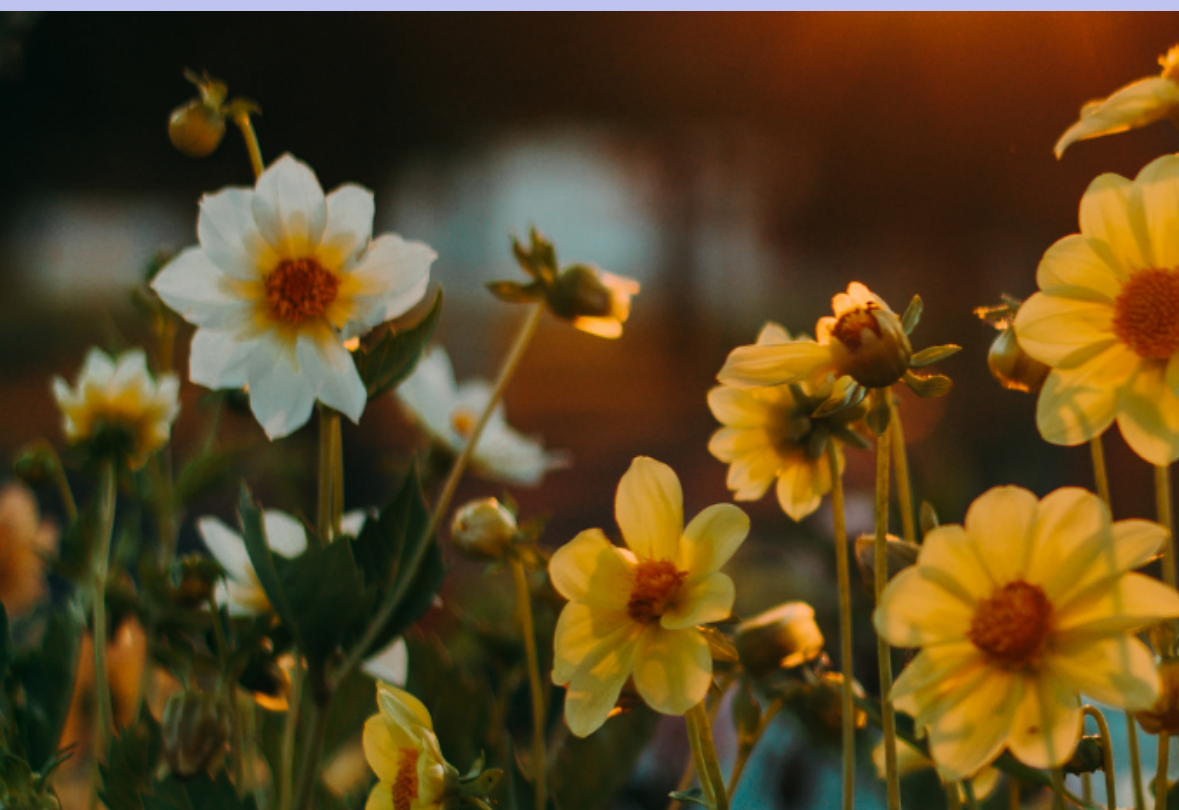


Social Care Day of Remembrance and Reflection

Fundraising Pack



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About the Day Of Remembrance & Reflection

This document details how organisations as well as individuals can support, celebrate, and mark this important day and help us to acknowledge, appreciate and support our adult social care workforce.

The past 18 months has been one of the most challenging times in the history of the social care sector. Despite the substantial pressures during the pandemic everyone working across social care continued to show incredible dedication, skill and tenacity in supporting those who draw on social care and support in the UK.

Findings suggest that 926 social care workers have lost their lives from Covid-19 between the 9th of March 2020 and 21st May 2021. In recognition of their loss, 21 organisations supported by the Department of Health and Social Care and Minister of State for Social Care Gillian Keegan have joined together from across the sector, to create a memorial where people can come together to reflect and remember those that we lost during this time.

We also know that other adult social care workers have also lost their lives for other reasons during this challenging time, and we believe it is important that we recognise and remember everyone.



Media Launch

On 7th September, during Professional Care Workers' Week, we launched this initiative through a media campaign. A Memorial Wall and Thank You page are now available for the public which is accessible on **The Care Workers' Charity website**.

People are able to submit a picture and message in memory of a friend, colleague or family member who they have lost, which, in turn, will be featured on the Memorial Wall. Following this launch we are now encouraging everyone to use this and populate the Wall over the following months.

Accompanying this is a Thank You page, where people can write a message of thanks to the social care workforce. These can be personal messages for a care worker who supported a person's relative or someone thanking their colleagues.

The media launch is the catalyst for people to share their stories and having a national platform will be a meaningful way for people to remember and reflect.



Memorial Event

The media launch is the pre-cursor to the Social Care Day of Remembrance and Reflection which will take place in March, to mark two years from the onset of the pandemic and since the UK was placed into lockdown.

The 21 partners involved in this project have been considering many options for the main event.

What is possible will be completely dependent upon the funding secured. This is where we are seeking your help, which will support the initiative!

Every donation small or large will enable us to reach our target and create the very best testament to the courage and dedication in remembrance of the amazing individuals who continued to support some of the most vulnerable members of our society through the past two years: a dedicated workforce who deserve our thanks and respect.

We have outlined below some estimated costings required and our three targets to reach. We will work to reach our top target and with your help we can get there.

What is possible?

Fundraising Target 1

£30,000

- Building, maintaining, and uploading to our Memorial Wall and Thank You Wall.
- Promoting and holding the day of Reflection and Remembrance in March 2022.
- Supporting local initiatives, such as planting a tree, a bench or local remembrance.
- Hosting an online event to mark the Day of Reflection and Remembrance.

Fundraising Target 2

£60,000

Everything listed in Target 1.

- Commissioning and creating a small symbol display marking the Day of Reflection and Remembrance.
- Provide an opportunity for the local community to be involved in the design and creation of the symbol display.
- Raise money through the display which will go to The Care Workers' Charity to support the social care workforce through grants and wellbeing support.

Fundraising Target 3

£100,000 - £150,000

Everything listed in Target 1 and an extension of Target 2.

- The construction of a physical sculpture/installation or other structure to pay tribute to the social care workforce.
- Providing the opportunity for the social care workforce and people with lived experience to be involved in the design and creation of the structure.
- Providing an opportunity for people to visit the sculpture for free.
- Creating a version of the sculpture which is available for the public to purchase.
- The proceeds raised from the small versions of the sculpture will go to The Care Workers' Charity to support the social care workforce.

How to get involved?

To make the day as special as possible, we need support to make the outlined plans a reality. If you can donate any amount of money, you are remembering and supporting those who have passed away.

Fundraising Ideas

- Share the **JustGiving_page** with your friends and family. Donate in memory of someone you have lost by paying tribute to them.
- Add the JustGiving link to your email signature.
- Contact suppliers and companies to see if they will donate to the memorial
- Hold a cake sale with your colleagues
- Have a collection box either in your work place or at home to collect petty cash.

How to donate funds raised?

JustGiving

You can make an individual donation using JustGiving. There is a page that has been set up for the Social Care Day of Reflection and Remembrance.

Go onto JustGiving, and search 'The Care Workers' Charity'. Scroll down the page and under the campaign section the 'Social Care Day of Reflection and Remembrance' should be there.

You can donate, create your own fundraiser and share with colleagues, friends and family.

BACS

If you would like to donate directly, please email **donations@skillsforcare.org.uk**

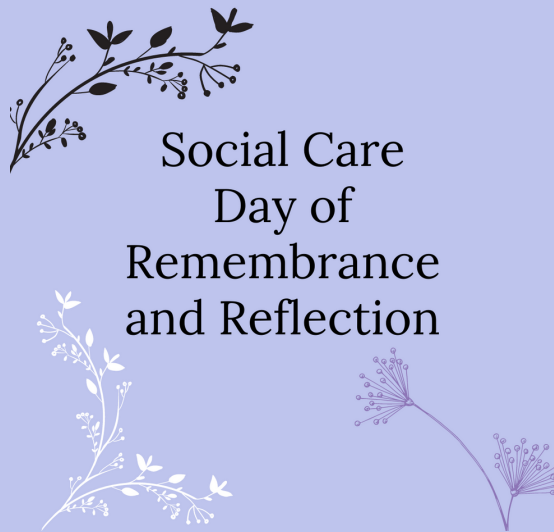
Promotional Materials

Newsletter content

Social media content

Social media icons

- Image 1
- Image 2



Partners

