

Pennies add up to support for carers

FORTY thousand pennies could provide a wealth of vital information to reach Wirral's vast number of "hidden" carers.

About 40,000 carers live on the peninsula but only 4,000 receive support.

With its 40,000 Pennies campaign, Wirral Connect, formerly Wirral CVS, is on the road to finding the 36,000 "hidden" carers - many of whom don't see themselves as carers but look after loved ones day in, day out without any help or support.

Wirral Connect chief executive Paul Growney said: "Our 40,000 Pennies campaign - each coin representing someone who is caring for a family member - is a way of raising awareness throughout Wirral that these hidden carers exist and that there is a way of reaching out to them."

"Many people don't even see themselves as carers and therefore struggle on alone; others may be too proud to ask

for help or don't know where to turn to for assistance."

Helping launch the campaign, was Magenta Living, Wirral's largest provider of social housing.

And Wirral Connect is urging other businesses and organisations to join in and reach its collection total of 40,000 pennies by filling a collection box with coins.

The pennies will eventually be made into a work of art to be displayed as a permanent tribute to the carers' journeys.

Paul explained: "This campaign is not about raising money but to raise awareness that thousands of people don't access the services available to them but just plod on regardless of the impact it has on their lives."

"This is because they are dedicated to looking after their loved ones."

"They do it simply because they do."

"We want these people to know that help and support is out there."

Brian Simpson, chief executive at Magenta Living, said he was proud to support the campaign.

For more information about the campaign, or to

support it by a having collecting box, contact Wirral Connect at 30, Woodside Business Park, Shore Road, Birkenhead, CH41 1EL, call 0151-647 5432.



Brian Simpson, left, with Karen Giner, Care Connections project co-ordinator, and Paul Growney

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