Celebrating 50 years of tackling loneliness amongst older people

#PowerOfContact  www.contact-the-elderly.org.uk
“Being alone and unwanted is the world’s greatest disease” - Mother Theresa

In the UK today, one million older people are left lonely and forgotten without regular social contact

Contact the Elderly is the only national charity focusing solely on combating loneliness and isolation amongst people aged 75 and over, through its programme of monthly Sunday afternoon tea parties, led by an army of volunteers

Since our first tea party held in 1965, Contact the Elderly has supported more than 100,000 lonely older people

In 2015, with your support, we want to dramatically accelerate the numbers of isolated older people we reach – and together we can directly tackle one of society’s greatest challenges

Combating loneliness since 1965 - Contact the Elderly’s achievements over 50 years:

- Providing a vital service for lonely, older people on a Sunday when there is little other service provision and feelings of isolation are most acute
- Creating a million friendship links between Contact the Elderly volunteers and isolated older people
- Establishing more than 560 volunteer-led Contact the Elderly groups throughout England, Scotland and Wales
- Enlisting the support of thousands of volunteer drivers, hosts and group coordinators for our tea parties
- Making a profound difference to the lives of our older guests - with 80% feeling happier since joining a group*

“I was so lonely before, and I’m not now because I’ve made such a lot of lovely friends. When you lose your husband, people are afraid to talk to you. Going to the tea parties brought me out of my shell and back to my old self. I’m much happier now.”

Marjorie, 84

*Contact the Elderly 2014 survey conducted by Qa Research, carried out amongst 1,200 older guests
What are our plans for 2015?

- **A rolling programme of media campaigns** - ranging from high profile events to grass-root activities - to raise awareness of our work and highlight our simple solution to combating loneliness in old age

- **Ongoing promotion of our **#PowerOfContact** campaign:** a national campaign to recruit new volunteers, supporters and funders, in order to extend our vital lifeline of friendship to a greater number of isolated older people

- **The Jubilee Fundraising Challenge:** encouraging individuals to collectively raise a minimum of £50,000 for our 50th anniversary year, through organised events such as a skydive or chosen sponsored activity

Transform lives through the **#PowerOfContact**

To celebrate our success and generate a step change in the number of older people whose lives we transform, we need your support to:

- **Expand the reach of our invaluable work to double the number of older people we support**

- **Provide 15,000 additional opportunities for lonely older people to be taken out for tea in the course of a year**

- **Generate an additional 24,000 friendship links between Contact the Elderly’s older guests and our volunteers**

- **Launch at least 125 new groups in 2015 alone, and ensure that Contact the Elderly can reach many more isolated older people in areas of the UK where people are waiting for our help**

- **Raise an additional £250,000 during our Golden Jubilee Year to support the expansion of our work**

- **Meet the future challenges faced by an increasingly ageing population addressing the real health issues caused by loneliness and isolation**

Pound for pound, your return on investment with Contact the Elderly will be significant. 94 pence of every pound you invest in our work will be applied directly to benefiting isolated older people. There has never been a better way to help combat loneliness in our ageing society.
How can you help?

Headline Sponsor (£100,000): Make a real difference. Your investment will generate 4,000 new opportunities for older people during the Jubilee Year and beyond.

Individual Project Sponsor (from £10,000): Support an individual campaign activity such as: a high-profile event, research project, volunteer recruitment initiative, regional event or a Jubilee publication or newsletter.

Charity of the Year: Adopt Contact the Elderly during its Jubilee year, giving your staff unlimited ways to get involved and making a significant difference to your local community.

Become a Corporate Friend: For £5,000 you can launch and sponsor your own Contact the Elderly group, providing 120 opportunities for older people to go to tea during a year.

Tailor-made Packages: We can tailor any sponsorship packages to meet your own specific requirements.

What will we bring to the party?

- Position your company as a key supporter and become a change-maker in tackling loneliness amongst older people.
- Help us to build upon and accelerate our achievements to date, and see the real difference our work makes.
- Position your company within the local community and see first hand the difference your support is making in your local area.
- Encourage team building through volunteering and fundraising to boost staff morale and improve employee and customer relations.
- Demonstrate to your employees, customers and potential customers, your commitment to tackling one of the biggest issues facing society today.

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We are very pleased to be raising money to help combat loneliness amongst isolated older people. The service that Contact the Elderly provides is vital and many will benefit from the great work of the charity.

Jane Ashcroft CBE, Anchor Chief Executive"