



CONTACT
the elderly

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To support #PowerOfContact text POWR15
and the donation amount to 70070

Contact the Elderly is a registered charity in England and Wales (1146149) and in Scotland (SC039377).
Company Number (07869142) Registered office: 2 Grosvenor Gardens, London SW1W 0DH.



Qa Research is an independent social and market research agency specialising in engaging diverse audiences on topics that are often sensitive, complex or contentious. Key sectors include: health & social care; older people; children, young people & families; education; communities & local government; business & skills. www.qaresearch.co.uk



Impact Report 2014/15

Combating loneliness
amongst isolated older people

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For 92-year-old Irene, the endless days of seeing no one and doing nothing has taken its toll on her wellbeing.

Irene, who is housebound, says: “Sometimes I’ll just sit and cry, as life feels empty. I’ve no one to talk to, rarely have visitors and few phone calls. I’m completely alone.”

But since joining her local Contact the Elderly group, Irene says she “feels like a new person”.

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President: Lady Jasmine Cavendish

Founder & Chairman: Trevor Lyttleton MBE

CEO: Mary Rance

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Introduction to Contact the Elderly

Contact the Elderly is a national charity dedicated to combating loneliness amongst isolated, older people, aged 75 and over, by offering regular face to face contact through free, monthly Sunday afternoon tea parties.

Our social gatherings are supported by a network of volunteers: drivers collect our older guests from their homes and accompany them to tea parties, hosts hold the gatherings in their homes and group coordinators oversee the smooth running of the tea parties.

Since the charity was established in 1965, we have helped more than 100,000 lonely, older people living alone across England, Scotland and Wales.

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Celebrating 50 years

With more than two million people over 75 living alone in the UK, and almost a quarter of these older people going for days with no human contact¹, Contact the Elderly's simple solution of regular face-to-face interaction has never been more vital.

Now in our 50th year of combating loneliness through Sunday tea parties, we are encouraging new volunteers and supporters to join us in transforming the lives of even more isolated older people. With your support, through the Power of Contact, we can meet the future challenges faced by an increasingly ageing population.



Trevor Lyttleton MBE, Founder & Chairman



Mary Rance, CEO

¹ Promising Approaches (2015). Age UK and Campaign to End Loneliness



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Combating loneliness in old age

Contact the Elderly's independent research (2014) carried out amongst 1,200 older guests² confirmed that the charity's tea parties make a profound difference and significantly relieve feelings of isolation and loneliness.

It was revealed that more than 50% of older people joined a Contact the Elderly group because they were feeling lonely, and almost half are unable to leave their homes unaided due to mobility issues.

One in five Contact the Elderly guests only see friends and family a few times a year, or even less, exclusive of their monthly tea party.

Many guests added open responses to explain why they had decided to join a Contact the Elderly group.

Key comments include:

"Being in my 90s I have outlived all my friends."

"I was in danger of becoming a recluse."

"Weekends are VERY lonely."

"I was desperate and frightened."

² Research carried out by independent research agency Qa Research

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Improving wellbeing and happiness

As a result of the regular face-to-face contact provided by Contact the Elderly, the overwhelming majority of older guests reported improvements to their wellbeing and increased friendships.

- 96% of guests say the tea parties give them something to look forward to
- almost 90% have made friends with volunteers
- over 80% have made friends with other guests
- four in five guests feel happier as a result of joining a group
- almost 80% feel less lonely since joining a group

Increasing confidence

Through the friendships and connections that are formed at Contact the Elderly's monthly tea parties, one in three older guests have started doing new social activities.

Half of guests attributed this to increased confidence, whereas others had gained support from guests. They had either met someone at the tea party who had suggested an activity to them (21%), or attended the new activity with someone they had met at a tea party (17%).

When older guests were asked if they had learnt anything from volunteers or other guests, more than one in five said that they had gained new social skills. Other tangible skills included craft skills, and how to use an iPad.

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Financial Review

This financial information shows a summary of incoming resources and resources expended for the year 2014/15. A copy of the full audited accounts can be obtained upon request by calling freephone 0800 716543 or emailing info@contact-the-elderly.org.uk

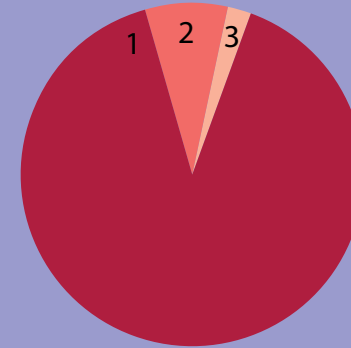
Fundraising

We thank all our donors, statutory trusts and foundations, community organisations, companies and individuals for all their support over the last 50 years. Contact the Elderly does not rely on Government funding which means that all donations received play a vital part in helping us to extend our vital lifeline of friendship across England, Scotland and Wales.

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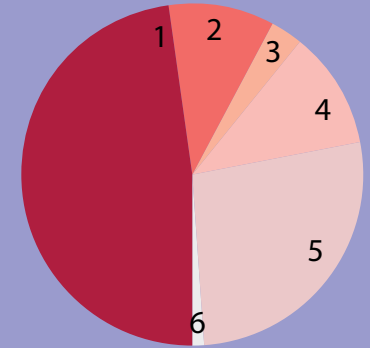
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Expenditure by type: £1.3m



1. Delivering our service 90%
2. Fundraising and awareness 8%
3. Governance 2%

Income by source: £0.88m



1. Trusts 48%
2. Grants 10%
3. Legacies 3%
4. Individual and community 11%
5. Corporate 27%
6. Other 1%





Our Golden Jubilee

To celebrate our success and generate a step change in the number of older people whose lives we transform, we aim to launch at least 125 new groups in 2015.

There are currently 1,200 people on record who are waiting to join a Contact the Elderly group. Through our ongoing Power of Contact campaign we want to recruit new volunteers, supporters and funders in order to reach people who desperately need our service.

We will focus primarily on areas where there is currently little or no support for older people, as well as our identified 'loneliness hotspots' in Manchester and Birmingham.

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Messages from our volunteers and older guests

Henry, aged 27, volunteer driver

Henry spotted a Contact the Elderly poster and felt inspired to contact us.

He says: *“Following the death of my grandfather, I wanted to spend time with other older people, who don’t have family and friends for company. I learn a lot from the older generation and love listening to their stories. It would be nice to think that when I’m older, I have visitors coming to see me.”*

Henry is keen to encourage others to become involved. *“Volunteering is incredibly rewarding and doesn’t involve a huge time commitment.”*

Sue, aged 47, volunteer host, says:

“I started helping after a visit to my doctor’s surgery when I witnessed the heartbreaking scene of a lovely elderly woman coming in and breaking down in tears at reception, saying, ‘I’m just so lonely.’ The receptionist was wonderful, but I could never forget that. There must be so many more people we could help.”

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Olive, aged 80, an older guest, says:

"I enjoy the company and I've always got stories to tell everyone! I think Contact the Elderly is doing a wonderful job and the volunteers are always very kind and so generous, ensuring there are lovely things on the table and coming to fetch us from our homes and taking us to the tea parties in their own cars."

Beatrice, aged 78, an older guest, says:

"Contact the Elderly came into my life at such an important time. I had just lost my partner, I had lost my parents and I'd been in hospital for a major operation. The tea parties give me something to look forward to and gave me the chance to meet other people. I feel that Contact the Elderly has helped me to be part of the world again, I still look forward to it very much each month."

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Margaret, aged 82, an older guest, says:

“We are a jolly group from all walks of life who greatly look forward to our monthly get-togethers of lively chat and plenty of laughs – sometimes with musical accompaniment. The tea parties are wonderful and the volunteers are very kind giving up their time.”

John, aged 84, an older guest, says:

“I’ve never had anything given to me in my life, and I can’t believe how kind people have been to me since I’ve been part of Contact the Elderly. It’s absolutely marvellous. It’s a wonderful organisation.”

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We need your support

Volunteering opportunities

We are looking to recruit volunteers to help launch new Contact the Elderly groups and sustain existing ones, as well as helping with the running of the tea parties. To become a volunteer host you must have easy access to your home and a downstairs toilet, whereas a volunteer driver needs a full driving licence and access to a car.

Financial support

It costs just over five thousand pounds to develop, launch and support a new Contact the Elderly group in its first year. We recognise the importance of establishing them in a way that means they can run effectively for years. In order to expand, and maintain our existing groups, we rely on the generosity of the public, corporate businesses, Trusts, Foundations and Grants.

Trusts, Foundations and Grants

These are a vital source of funding for us. In particular, their support enables us to maintain and strengthen our network of over 7,300 volunteers in England, Scotland and Wales.

Individuals

There are many ways you can support us

- Take part in our regular fundraising events.
- Leave a gift in your will. This gives you the knowledge that you are combating social isolation by bringing more people together for tea parties.
- Become a Friend of Contact the Elderly and give a donation on a regular basis.
- Introduce Contact the Elderly to your company or club.

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Corporate support

We offer a dedicated service and an individual approach to all our corporate partners, ensuring that we build mutually beneficial relationships that enable companies to promote Corporate Social Responsibility to employees, stakeholders and prospective customers.

Opportunities for support can include:

- Becoming a Jubilee Friend
- Charity of the Year
- Volunteering
- Fundraising events
- Sponsorship
- Payroll giving
- Recycling ink cartridges

Please contact our Fundraising Manager, Debra Bollan, on debra.bollan@contact-the-elderly.org.uk or 020 7240 0630 for more information.

Contact the Elderly is a regulated member of the Fundraising Standards Board, committed to best practice in fundraising. We promise to always be honest, open and accountable in our fundraising, helping you to give with confidence. For more information, visit www.givewithconfidence.org.uk.



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