

Age UK Barnsley Annual Review 2023



**Making Barnsley the best possible
place to grow older**

Table of Contents

1. Introduction
2. Our Cultural Journey
3. Quality Awards
4. Social Inclusion Projects
5. Information and Advice
6. Elizabeth Activity and Care Centre
7. Ken Littlewood Suite
8. Maintenance Cognitive Stimulation Therapy (MCST)
9. Men in Sheds
10. Shops and Access Barnsley
11. BOPPA
12. Handyperson/Gardening Service
13. Communications
14. Fundraising



Introduction

Age UK Barnsley is a fiercely independent local charity that promotes the dignity, wellbeing, safety and independence of older people in the Barnsley Borough.

Our mission is simple: to make Barnsley the best possible place to grow older.

To achieve that we provide a wide range of services on behalf of Barnsley residents – from social inclusion to information and advice; shops to specialist day services; affordable shopping to help around the home. We've even got a spa!

We are hugely proud of the work that we do to support older people in our communities and enable them to lead independent and fulfilling lives. If we can make a difference to the life of one older person in Barnsley, then it is a job well done. Thankfully, through our services and our work with partner organisations and through local alliances, we make a difference to the lives of thousands throughout the year.


But we are not complacent about the work that we do. We are always seeking the next challenge, the next project to deliver, the next opportunity to improve the lives of Barnsley's older generation. Our services are shaped by the experiences of those we serve. If any resident has a suggestion either about how we can improve our current service offer, or a new service that is missing and we can deliver we will gladly look for ways to make that happen.

As an organisation, Age UK Barnsley has grown considerably over the last year. We now employ around 50 full- and part-time staff and have around 150 regular volunteers who support our staff in the work they do. I do want to take this opportunity to say a heartfelt thanks to our wonderful staff and volunteers for the work that they do to deliver our mission in the community. None of our many achievements over the last year would have been possible without their commitment, dedication and hard work on behalf of the clients we serve. Everyone can be immensely proud of the contribution they have made. **Thank you.**

Finally, I hope that you enjoy this Annual Review, which offers a brief snapshot of the work we have been doing in our service areas and captures some of the key milestones from this year. In 2024 we will celebrate our 50th birthday as an organisation (and become eligible for our own services!) and we are already looking forward to celebrating that milestone achievement in style!

If you have any questions about our services, or suggestions about where you would like to see us go next, please do not hesitate to get in touch.

With my very best wishes,

A handwritten signature in black ink, appearing to read 'Debby Bunn', with a horizontal line underneath.

Debby Bunn
Chief Executive
Age UK Barnsley

Our Cultural Journey

Over the last year Age UK Barnsley have been on a journey of cultural and organisational transformation, modernising our services and our working practices to ensure that we are in the strongest possible place to keep delivering our mission of making Barnsley the best possible place to grow older.

This has included a significant staffing restructure since October 2022, with Debby Bunn stepping up from her role as Projects and Development Manager to take the helm as Chief Executive. As part of Debby's review of how the organisation operates, we have seen the recruitment of new managers and senior officers to provide both leadership in their individual service areas but also collective leadership for the organisation through the creation of regular Senior Management Team (SMT) meetings. This SMT function has given all service areas a greater overview of operations across the organisation, to ensure that we embed a 'one team' approach and eliminate silo working and parochialism wherever that might exist.

Beyond the management level, we have seen a number of new staff join Age UK Barnsley both to fill the new roles created as our services expand and grow, and to replace staff who have left us for pastures new. Although this has undoubtedly brought fresh perspective and new energy, we have also been mindful of preserving institutional memory and celebrating our long-serving staff alongside bringing in new people and new ideas. In May, we held a celebration event at Queens Road for Sue Simms, one of our longest-serving staff members (who had been with Age UK Barnsley for an amazing 23 years!) to thank Sue for her service in just about every area of the charity!

The epitome of our cultural journey was the very first Age UK Barnsley all-staff away day which was held in June at Barnsley FC and brought together the whole organisation for an opportunity to get to know each other and share ideas about the next steps for Age UK Barnsley, especially as we look towards celebrating our 50th birthday in 2024!



Quality Awards

We are hugely proud to have achieved the Age UK Charity Quality Standard (CQS) and Information and Advice Quality Marks which recognises the very high standard of performance and delivery as an organisation.

The CQS is externally assessed by industry leaders SGS, who undertake a rigorous review of our working practices. CQS is awarded to members of the Age UK network that have demonstrated they are well governed and managed; have a clear direction and strategy; and are committed to ensuring the well-being and safety of older people, their staff and volunteers.

This Standard requires us to demonstrate that we:

- ensure the safety and wellbeing of older people.
- value diversity and promote equity and inclusion.
- protect people's data and ensure there are no surprises about how we use it.
- encourage, listen to and act on feedback.
- plan and review our activities strategically, making sure we use our resources effectively to respond to local need.
- value our volunteers and staff, ensuring we have the right people with the right skills and support to deliver our plans.
- anticipate and manage risk effectively to ensure we are resilient and responsive to change.

In addition to the overall award, Age UK Barnsley also received the 'Quality of Advice' and 'Advice Quality Standard' for the Information and Advice Service, recognising the consistent high achievement that the service delivers.

In order to achieve these quality standards, Age UK Barnsley received an highly rigorous external assessment; including reviews of our policies and procedures, interviews with staff, volunteers, clients and Board members and visits from the assessors to examine our work on the ground.

This double award for quality is a recognition of our extremely high organisational standards and working practices. It is a real testament to the work that we do, all year round, to deliver services on behalf of older people and make Barnsley the best possible place to grow older.

Huge thanks must go to our staff, volunteers, clients and the Board of Trustees. This success is their collective success – they can all be immensely proud of the difference they make to the lives of older people in Barnsley.



Social Inclusion Projects

Age UK Barnsley is contracted by Barnsley Council's Stronger Communities and Area Councils to provide Social Inclusion Projects in five out of the six Areas of Barnsley. These include: Central, North, North East, Penistone and South. We do not currently hold the contract for the Dearne Area, although this remains a potential area for future development work to secure that contract.

Each contract is slightly different and tailored to meet the specific needs and agreed priorities of the Area Council in question, and the contract value differs between areas depending on what we are asked to tender for. However, there is a common structure between all five contracts in that our time is split between providing one-to-one support for clients at greatest risk of social isolation and loneliness and community development work through the establishment of, or support for, social groups. These social groups include: coffee mornings, craft groups, knit-and-natter, lunch clubs, community walking groups, general social events, games, and much more besides! In addition to the area-based projects we also run a boroughwide Musical Memories Singing Group at Queens Road every Thursday.

Love Later Life

Each year, to coincide with the International Day of Older People on 1st October, Age UK Barnsley participates in Love Later Life Week which is a celebration of later life and an opportunity to promote positive images of ageing well. In 2023, this took the form of a single big celebration event held on Friday 26th September in the Rigby Suite at the Barnsley Metrodome, alongside celebrations at our regular social inclusion groups throughout the week.

The main event brought together 150 of our one-to-one clients who we specifically invited on the basis that they often struggle to attend regular social groups and are at greatest risk of social isolation and loneliness. Our guests enjoyed an afternoon of live entertainment from our hugely talented driver and local musician Rob Allbrook, hot buffet, refreshments, a raffle quiz and we were delighted to welcome the Deputy Mayor of Barnsley (and long-time friend of Age UK Barnsley) Councillor John Clarke to officially open the event.

This year's Love Later Life Week built on the experiences of previous years and reflected the feedback we received from clients about the importance of providing a single, central, accessible event that all could enjoy together rather than being spread across too many areas. Ultimately, we received hugely positive feedback, both on the main event and the celebrations throughout the week. We are already looking forward to next year's Love Later Life!



Information and Advice

The impact of the cost-of-living crisis in Barnsley has been severe, with older people on low incomes bearing the brunt of the impact of inflation and economic hardship – leading many to turn to Age UK Barnsley for assistance and support.

Our Information and Advice Service has dealt well with the additional pressures, continuing to provide benefit checks, advice on housing, social care, legal, energy and much more besides. We continue to offer both telephone appointments and can arrange home visits for clients who are housebound or otherwise unable to access our service remotely.

Information and Advice – Key Statistics

Between January and October 2023, Information and Advice have:

- Made **4,487** client contacts (including repeat contacts to the same client)
- Supported **1,925** individual clients
- Gained **£1,124,705.25** in benefits that would have otherwise gone unclaimed, including **£34,975.05** in backdated payments
- Completed **171** attendance allowance claims, **75** Council Tax claims and **54** Pension Credit applications

Warm Homes Checks

In 2022/23 and 2023/24 Age UK Barnsley have been commissioned by Barnsley Council, funded through the Household Support Grant, to provide free warm homes checks for residents at greatest risk of fuel poverty. We have completed **288** checks to date. A warm homes check entails:

- Initial assessment by a fully trained adviser to check the energy efficiency of your home;
- Advice on how you can improve your home's energy efficiency;
- Provide and fit free energy saving lightbulbs; draught excluders; and radiator foil covers - to meet your needs;
- Signposting to specialist agencies that deal with energy and fuel poverty.

Although we are funded to carry out a limited number of warm homes checks through the current project, we are using the enquiries process to identify clients who may be in need of other Age UK Barnsley services, such as referrals to Social Inclusion or to the Elizabeth Activity and Care Centre meaning that although they may not meet the criteria for a warm homes check they are then known to our services and can receive ongoing support in other areas of their lives.



Barnsley ageUK

Winter is Coming... Contact us Now!

- Are you worried about the cost of heating bills as we approach the winter months?
- Are you facing the impossible choice between heating and eating this winter?
- Could you be claiming some of the 1.7 billion Pension Credit unclaimed each year?

If so, Age UK Barnsley is here to help. We can offer you a free Home Energy Check, Benefit Check and much much more....

Services available

- Home Energy Check (energy efficiency advice)
- Energy Saving Items (free radiator foils/draught excluders, Insulation, energy saving lightbulbs)
- Benefit Check (check eligibility to Pension Credit & other benefits)
- Benefit Advice (Cost of Living Payments, Winter fuel allowance, Cold Weather Payments, Warm Homes Discount)
- Benefit Applications (assistance with completing forms)
- Winter Emergencies (loan of Electric Heating Equipment, blankets, Torches)
- Referrals (to the Fuel Pre-Payment Support Service and other energy Services)

Funded by

For further details and to book an appointment please Call us on **01226 776825** or email information@ageukbarnsley.org.uk to find out more.

Elizabeth Activity and Care Centre

Back in April, we relaunched our Day Services as the 'Elizabeth Activity and Care Centre' – named in honour of Her Late Majesty Queen Elizabeth II and to recognise her seven decades of service to our country.

The relaunch saw an extensive transformation of the ground floor level of Queens Road, including the installation of dementia-friendly flooring; a new quiet room for clients in need of a break from the hustle and bustle of activity; and a general refresh to give our offices a new and welcoming feel.

The Elizabeth Activity and Care Centre provides a safe, stimulating day care environment and fun activities programme for older people, including those in need of a little extra support.

We also provide respite provision for family and carers who can have a break from their caring role, knowing that their loved ones are having a safe, enjoyable experience in the care of a dedicated, trained and experienced staff team who offer a warm welcome to all who come along to the centre.

We offer specialist support for older people living with health conditions, mobility problems, those who are socially isolated and for people living with dementia.

Our activities programme provides a person-centred approach to a variety of activities, we focus on supporting people to retain their existing skills and offer opportunities to gain new ones. Our team ensure that every person can get involved in something they enjoy, promoting the wellbeing and independence of those we support. Activities include gentle exercise, art and crafts, musical and sporting opportunities, local and life history reminiscence and so much more besides!

Our team are proud of the centre's friendly atmosphere and engaging activity programme.

A delicious two-course hot meal and refreshments are served throughout the day.



Ken Littlewood Suite

Alongside the relaunch of Day Services as the Elizabeth Activity and Care Centre, we also launched the brand-new Ken Littlewood Suite Spa Treatment Centre.

This involved the installation of a spa facility – including massage, hairdressing, nail and beauty and footcare – and accessible wet room to provide showering and toileting facilities for clients in need of a little extra support.

The Ken Littlewood suite is Age UK Barnsley's brand-new shower and treatment facility where clients can enjoy a wonderful array of spa treatments, hairdressing, massage, nail & beauty therapies, foot care and relaxation in a safe, comfortable environment. We are also able to offer accessible showering and toileting facilities in our new wet room, with a little extra support from our staff team for those clients who need it.

The Suite is named after the late Ken Littlewood. Ken was a long-standing client with Age UK Barnsley who very sadly passed away earlier this year, leaving a donation to the charity – which has been used to partly fund the renovation and installation of the Shower and Treatment Room. Therefore, the Board of Trustees decided that to honour Ken's kindness and generosity, and to remember his long-term involvement with us, the new facilities would be named The Ken Littlewood Suite. We are so proud to be able to recognise and remember Ken's involvement with Age UK Barnsley in this way and feel that this is the perfect tribute to such a great friend to us all.

We do not apply a fixed fee for any of the services provided through the Ken Littlewood Suite but we do recommend a suggested donation in order to cover the cost of the service. The services provided are to the same standard and quality as can be found in local salons, and we ask that the donation reflects that standard provided. However, we entirely appreciate that some clients are not able to afford the make this contribution and we ensure they receive the service without charge. We do also run a 'pay it forward' scheme for donations where clients can make an extra donation to cover the cost of treatments for those unable to make their own contribution.



Maintenance Cognitive Stimulation Therapy (MCST)

Age UK Barnsley are proud to provide a Maintenance Cognitive Stimulation Therapy (MCST) programme, which is an evidence based treatment recommended by the National Institute for Health and Care Excellence (NICE) to improve cognition, independence and wellbeing for people living with dementia.

What do MCST sessions involve?

Group members participate in stimulating and meaningful activities proven to help maintain memory and mental function. The groups provide a fun, supportive environment where people can build new friendships. Activities include discussions, word games, quizzes, physical activities, creative and musical activities

Why is MCST so important?

After someone is diagnosed with dementia, they may be offered Cognitive Stimulation Therapy (CST). This is a short-term programme for people with mild to moderate dementia and usually runs twice weekly for seven weeks following diagnosis.

However once this programme finishes, there's limited provision of services for people with mild to moderate dementia. MCST is a longer-term programme based in community settings which helps to fill this gap.

Cognitive Stimulation is the only non-drug treatment recommended to improve cognition, independence and well-being by the National Institute for Health and Care Excellence (NICE).

When do MCST sessions take place?

Historically, the MCST programme ran from our Day Centre but we have moved to providing a 24 week community-based MCST programme at locations sessions across the Barnsley Borough and we respond to the needs of the local community to determine where sessions will take place. However, we are looking at reinstating an MCST session in the Elizabeth Activity and Care Centre as part of our specialist Dementia Support Thursday.



Shops and Access Barnsley

In order to support our wider service offer, Age UK Barnsley operate three Charity Shops: Eldon Street in the Town Centre; Barnsley Road at Cudworth; and on Wombwell High Street.

Through the shops we sell a wide assortment of pre-loved and nearly new clothes, homeware, furniture, specialist items, books and DVDs and we gratefully accept donations from members of the public who are looking to pass on unwanted items for a good cause. Every penny that we raise through the shops is reinvested into delivering services on behalf of older people in Barnsley.

Our shops are a focal point for Age UK Barnsley services in the community and we run a series of 'shop front' theme events throughout the year – including Pride, Summer, Movie Night, Halloween, Christmas – to generate further interest and footfall through the shops.

Our retail arm is currently undergoing a period of change and modernisation, with particular focus on increasing stock levels and donations received from the public to in order to maximise revenue and unrestricted income for the wider charity.



Access Barnsley

We are contracted by Barnsley Council to provide an affordable wheelchair and scooter hire service for less mobile residents who need mobility support in order to access Barnsley's fabulous new town centre. We run the Access Barnsley service from our Eldon Street Shop, which is ideally situated in close proximity to the Barnsley Interchange and taxi rank for clients seeking to hire a wheelchair or scooter. From April 2023 we applied the first increase in price in the service's history increasing the fee from £5 to £5.50 for a full day and £3 to £3.30 for a half day. We have found that clients are happy to pay the increased fee and demand for the service has not been affected – indeed it is as popular as ever!



Men in Sheds

2023 has been a year of consolidation at Barnsley Men in Sheds, with significant changes to enable continuous improvement for volunteers and members.

We were delighted to receive confirmation in March that we had been successful in renewing National Lottery Community funding in order to continue running the project and providing regular staff support to the volunteer steering group.

Since then, we have had a regular staff presence to co-ordinate activities and a particular focus on promoting membership of the Shed through social media and in the press, working with volunteers to generate interesting content.

During the summer, Shed members have undertaken a project in conjunction with Barnsley Library Service and Guinness Housing Association to produce wheelchair accessible planters for use in the library grounds, with planters being gratefully received by Hoyland and Roundhouse Libraries and Fitzwilliam Court to date.

We were particularly pleased to welcome the then Mayor of Barnsley, Councillor Sarah Tattersall, to Barnsley Men in Sheds to see the work that is ongoing and to meet the members. Councillor Tattersall had a great time visiting our premises on McLintock Way – marking her visit in the traditional Shed manner by adding her name to the big social table!

Barnsley Men in Sheds provides a vital social opportunity for men aged 50 and over in Barnsley to come together, socialise, learn new skills and tackle the risk of social isolation and loneliness. Research has found that older men are much less likely to have a developed social network, especially in instances of bereavement or illness, and many struggle to talk about their feelings or seek the support of others.

Barnsley Men in Sheds aims to break down those barriers through offering a structured space and opportunity to meet men who may be in a similar situation and to develop skills such as woodworking, IT and more besides. Or to come down for a brew and chat if that's what they want to do. A number of Shed members have been absolutely transformed by coming regularly to the Shed – and we are always on the lookout for new members to join.



The Barnsley Older People Physical Activity Alliance

The Barnsley Older People Physical Activity Alliance (BOPPAA) is an alliance of charities, Barnsley Council, the NHS and independent physical activity providers who work to promote physical activity for older residents in Barnsley and encourage more to get fit and active in later life. This includes a whole host of physical activity opportunities in the borough, from Aerobics to Zumba and everything in between!

BOPPAA activities range from social groups with a physical activity element; to organised sport at a more gentle pace (like Walking Cricket and Walking Football); to community events such as walks and dementia-friendly swims. As part of the promotional work for the BOPPAA, we have developed a separate section on the Age UK Barnsley website with a fully interactive events programme that can be sorted by day, activity and area for clients to find activities that suit their needs and interests. The online programme can be viewed here: <https://boppaa.ageukbarnsley.org.uk/> and a physical booklet is also available.

BOPPAA providers also participate in key milestone events throughout the year, including the annual Falls Awareness Week in Barnsley Markets, which involved Project Co-Ordinator Sarah Hughes and Postural Stability Instructor Lesley Featherstone running an information stall for the day and undertaking Functional Fitness MOTs for older residents interested in getting involved in the activities.

In October, the BOPPAA launched a video to showcase the work it does in our communities and to encourage more older people to get involved in the activities on offer. The video, produced in collaboration with Script Media, showcases the work of the BOPPAA and the huge difference it is making to physical and mental health and wellbeing in Barnsley. The video can be viewed here: <https://youtu.be/d6M-dO8jcLE>

Age UK Barnsley is hugely proud to be the lead organisation for the BOPPAA and we are delighted to be able to celebrate the huge successes that the alliance is having in our communities.

Improving physical and mental health and wellbeing – and having a great time whilst doing so! – is an integral part of our collective mission of making Barnsley the best possible place to grow older.



Handyperson and Gardening Service

Completely new for 2023, we decided to launch the Handyperson and Gardening Service in response to feedback from residents about the extortionate costs some were facing when trying to hire a private contractor. This services provides an affordable, personal handyperson and gardener who could both complete small DIY tasks and maintenance around the home and garden for residents in need of a little extra help.

During the current cost-of-living crisis, this service provides a very affordable alternative for older people in Barnsley and will make a big difference to older people who might be struggling with jobs around the house and in the garden. We have also found that our Handypeople and Gardeners will often stop for a chat with clients and can refer them on to other services we provide to better meet their needs.

Handyperson Services we provide:

- Key Safe Fitting
- Fitting curtain rails and basic shelving
- Fitting smoke detectors/carbon monoxide alarms
- Fitting security items such as door chains
- Hanging pictures and mirrors
- Repairing loose fitting cupboard doors and drawers
- Assembling/Disassembling flat pack furniture
- Changing light bulbs
- Moving furniture
- Any other basic DIY jobs will be considered upon request

Gardening Services we provide:

- Lawn mowing
- Weeding
- Digging
- Hedge/bush cutting
- Planting
- Moving outside furniture
- And other basic gardening jobs will be considered upon request

We do apply a reasonable charge for the Handyperson and Gardening Service of a minimum 1 hour labour charge of £20 per hour plus VAT (incl VAT £24 per hour) and there is an extra charge for any equipment/materials supplied. We encourage clients to fit in as many small jobs as possible within their hour appointment.



Communications and Marketing

As an organisation we proactively promote our work, key campaign messages and information relating to our partners and local organisations.

Social media

The primary tool for social media is Facebook. This both directly reaches our clients but also the adult children and grandchildren of some of our older clients who are not online to enable them to be kept informed about the services we provide.

In Q4-Q2 (January-September 2023) Age UK Barnsley released XXX Facebook posts. These reached **1,020,471** users; generating **13,816** reactions, **1,426** comments and **4,173** shares.

Press

We aim to issue at least one press release per week to local media and partner organisations and have a good track record of securing coverage in the Barnsley Chronicle. This editorial content is supplemented by paid advertising and references to national news stories involving Age UK which reflect positively on our local charity. All press releases that we issue are uploaded to our website and can be viewed here: <https://www.ageuk.org.uk/barnsley/about-us/news/>

Broadcast

We have taken part in broadcast interviews on BBC Radio Sheffield and Hallam FM to promote key media messages, including Pension Credit, digital exclusion, fundraising activities and donation appeals.

Digital media

In September, we worked with Barnsley Local TV – a community-run media company – in order to produce a video that showcases our services and that we can use to promote the work that Age UK Barnsley does now and support future funding applications. The video can be viewed here:

<https://youtu.be/N2i6qeWxzvw?si=Y3BwGSwe219YGd5C>

Making melodies and memories

By Finn Smith

AGE UK staff members have been creating musical memories for those who they support through new singing sessions designed to help people escape loneliness and stimulate their brains.

Starting only a few months ago, the Musical Memories Singing Group takes place every Thursday from 1pm to 3pm and is open to anyone over the age of 50.

The group is fully accessible to those with dementia, with participants singing for one hour before spending their second hour enjoying biscuits, hot drinks and a good chat with friends.

Originally hosted at Emmanuel Church, the group has now moved to the Age UK headquarters on Queen Street which has gone through an extensive redesign to make it more accommodating for users.

James Higginbottom, communications and fundraising manager for Age UK Barnsley, told the Chronicle: "This makes a big difference to the lives of older people."

"It all started by accident really – we found out one of our employees was a whizz on the piano and it came from there."

"We've redone the entire headquarters – it's state of the art with a lot of space ready for new activities."

Groups like these have grown in popularity recently, popping up across the country and being noted as being particularly helpful for people with dementia.

NHS studies have supported this, dis-



covering that an active involvement in musical activities like singing groups can vastly improve a patient's memory and help them to reconnect with those around them.

Importantly however, it's also fun – and allows people to gather together over their favourite songs whether they have dementia or not.

"I love it," said Geoff Toone, one of the attendees of the Barnsley group. "I don't get out a lot so it's really nice to have this so I can have someone to talk to."

Geoff found the group thanks to his daughter, Sarah Toone, who works as part of the charity's shopping service. She added: "I'm part of the Barnsley Singers group so it felt right to join in."

"People really enjoy it, there's a lot of opportunities to have fun."

Many of the current members have been referred through the charity's social inclusion project, which suggests activities people would like to take part in.

These can range from knitting groups to woodworking skill sessions – with the charity supplying transport for anyone who struggles to access the services.

Members of the singing group enjoy a variety of tunes, some from their childhood and some completely new, with a few wildcards sprinkled throughout.

Debbi Bunn, chief executive of Age UK Barnsley, added: "Our Musical Memories Singing Group is a wonderful addition to the services we provide for older people in Barnsley."

"It gives older people the chance to have a good old sing-a-long, let their hair down and enjoy some musical reminiscence."

"This is fully accessible for clients with dementia but we do want to stress that it is open to everyone aged 50 and over in Barnsley."

"We'd urge everyone to come along and get involved you'll have a wonderful time."



ON SONG:
Left: Geoff Toone.
Above: The choir at their rehearsal.



Fundraising

As a fiercely independent local charity, Age UK Barnsley relies on the generous support of local people in order to keep on delivering services on behalf of our older community and achieve our mission of making Barnsley the best possible place to grow older.

Unlike the biggest national charities, we do not have virtually unlimited advertising and marketing budgets to support our fundraising efforts, and instead rely on small donations, fundraising events and our retail arm to generate unrestricted income; alongside the restricted income we receive through commissioned services and grant funding to deliver specific profits to often highly specified reporting criteria.

Maximising our unrestricted income enables us to fund more general projects or to deliver capital improvement works such as the renovation of the Elizabeth Activity and Care Centre; the creation of the Ken Littlewood Suite; or, through the generous support of local business, the transformation of our outdoor space.

Case Study 1:

Our biggest individual fundraiser to date, *50km for the 50 plus* was a 50km walk around the Barnsley Borough, starting in the Glass Works Square at 6am and aiming to visit as many towns and villages as possible throughout the day before ending back in the town centre at around 6pm. Fundraising included sponsorship, online donations, cash collections and a tombola and the event raised a total of **£1,596.22**.



Case Study 2: Summer Fundraising Event



Back in June, we organised a fundraising day in our Eldon Street Shop, with the dual aim of raising funds and using the publicity to generate interest and footfall through the shop. Events included a raffle, football card and donation buckets, with prizes generously donated by local businesses – raising a total of **£203**.

Case Study 3: Love Later Life

As part of the annual Love Later Life celebration events, we ran a small-scale fundraising effort alongside existing events. This included a raffle quiz where guests could either attempt the questions or simply pay £1 to enter in the hope of winning a prize donated by a local business. The raffle quiz was successful, providing a talking point at the events and helping to raise **£102.39**.



In total, we have raised **£1,946.61** through fundraising events, alongside revenue generated through the three shops.