

Here's how your Stream for Ages will help older people.



You and your online community can make a huge difference to the lives of older people by supporting Age UK. Keep this document close to hand when streaming, so you can talk confidently about your cause and boost donations.

Why do older people need your support now more than ever?

The last few years have been challenging for lots of us, but older people are disproportionately affected.

Cost of living crisis

- Before the crisis, 2.1 million older people were living below the poverty line and 1 million were living in fuel poverty.
- Between 2021 and 2023, homelessness for people aged over 75 increased by 18.2%

Loneliness

- Almost 1 million older people often feel lonely.
- Lonely older people are about 25% more likely to develop dementia.

I was very worried about the bills. So, I ate less and less. In the end, I was just having bread water and tea.

James, 72

Loneliness is devastating. I don't know what I would've done if it wasn't for Age UK's Telephone Friendship Service. I always look forward to Gemma's call.

Michael, 73

You can help Age UK reach even more older people.

For example:

£40

could help pay towards in-depth advice from a specialist Advisor for an older person who is struggling to make ends meet.

£140

could help pay for a Benefits Entitlement Check that, on average, identifies £2,000 in additional income per year for an older person.

£250

could help pay towards a whole year of telephone friendship calls to a lonely older person when they have no one else to turn to.

If you or anyone you know needs help, contact Age UK's Advice Line on:

0800 678 1602

Open 8am-7pm, 365 days a year.

How does Age UK help?

Everyone deserves to feel included and valued in our community. Age UK are specialists in making that happen for older people.



Answered 172,943 Advice Line calls



Identified over £25 million a year in unclaimed benefits



Sent out 772,813 guides and fact sheets



Clocked up 4,972,427 minutes of telephone friendship calls