

WORK WITH US TO IMPROVE THE LIVES OF OLDER PEOPLE!

Our guide for local businesses in Barnet



How you can help us!

- Sponsor an event
- Support our newsletter
- Donate prizes
- Offer us a function room
- Volunteer your staff





Thank you for choosing to find out more about Age UK Barnet!

By reading this brochure, you're already showing an interest in our essential work and an empathy for the vulnerable and often isolated people who we work with in Barnet. We are there for all older people, providing quality services and activities to help tackle loneliness in the borough.

Because we are linked to Age UK, the national charity that everyone has heard of, people might think that we are a big organisation, but in reality, Age UK Barnet is an entirely separate, small, local charity and we have to raise our own funds for all the work we do.

We need funding to continue the services so needed by our clients, so we do hope that you decide to support us. If you do, there are a variety of ways we can work together, building a mutually beneficial relationship.

With best wishes

Helen Newman
Chief executive

How Age UK Barnet helps older residents

We are reaching out to all older people in the borough who need our help and here are some of our main services and activities...

✓ We offer information and advice on crucial issues affecting older people including benefits, care options, and housing so that older people in Barnet can make informed decisions for themselves.



Our advice team has dealt with over 3,000 calls, letters and emails over the last year

✓ Our Handyperson team carries out small jobs around the home to help people stay safe

✓ Our Shopping service supports those struggling to get out to the shops.



Why support us?

Our mission is, quite simply, to help improve the lives of older people in Barnet. In Barnet, more than 60,000 people are over the age of 55. It is estimated that more than 10 per cent of those live in poverty, and that the number of over 65s living with a life limiting condition will increase by 50 per cent by 2035.

Loneliness, isolation and poverty in later life is something that most people don't want to think about and often believe won't happen to them, but these issues really can affect anyone and everyone, no matter where they live...

What's in it for you?

Fundraising and volunteering is a great way to motivate staff and provide a common focus, or goal for your organisation. Supporting a local charity such as Age UK Barnet not only provides a positive impact to local older people but is also extremely rewarding for the volunteers too. Research by NCVO, has shown strong links between volunteering and improved health and wellbeing for volunteers.



On the next couple of pages we show the many different ways you can get involved...

How Age UK Barnet helps older residents



Our befriending volunteers give freely of their time to ensure that people who are isolated or lonely have a trusted friend to meet with regularly.



We help older people struggling with smart phones and computers, connecting people with loved ones and the online world..



We offer a wide range of activities such as exercise, cooking, crafts, art and languages to help people make the most of later life.



Our dementia hubs offer specialist advice and day opportunities for families affected by dementia



Ways you can help us

Choose Age UK Barnet as your chosen 'Charity of the Year'

This gives endless opportunities to fundraise. You can ask different teams to compete to see who can raise the most money over a period of time.

Gifts in kind... products or services that may otherwise cost us money.

This can include gifting the use of function rooms, providing refreshments or food for an event or paying for the design or printing of leaflets or other merchandise. Or maybe you could offer us some training or put on a one-off workshop for the older people we support. You could also donate a product or service for us to use at a raffle, or as a prize.

Sponsor an event

You could support us by sponsoring an event or purchasing publicity materials, which would then have your company logo featured. Our regular events include a charity golf day, carol concert, quiz nights and music performances.

Come to us with an idea for a fundraising event and we'll work out how we can support you, whether it's a ball, a music fundraiser, a staff dress-up day or sponsored silence.


Sponsor our newsletter or Pigeon Post magazine

An opportunity to have your logo on our newsletter or Pigeon Post magazine, which is delivered to over 1,250 Barnet residents who are not online.

Match Funding Many employers operate a Match Funding Scheme whereby any fundraising donations that are made by individual employees are matched by the employer. This means double the donation!

Corporate volunteering opportunities - a few ideas to engage your teams!

- 1: Leaflet distribution to reach out to older people who may need our services.
- 2: Sponsored events or challenges like running the marathon for us.
- 3: Volunteer for an activity or event or, for a longer term involvement, become a shopping or befriending volunteer or help people get to grips with their computer, tablet or phone.
- 4: Bucket collections




A few of us helped out on a quiz night - it was wonderful to see the great work that Age UK Barnet does, I'm keen to help out again!

Jim from Ecoworld




'My company raised money for a new fridge freezer which Age UK Barnet desperately needed'

**Lydia from
accountancy firm BDO**



We've been supporting Age UK Barnet with food donations for a few years and we are huge fans of the work that they do

**The manager, Whetstone
Waitrose**



Age UK Barnet has been great to partner with - I've run lots of flower arranging workshops now which has been really rewarding

**Ursula from The
Flower Bank**

What we can do for you?

Deliver a presentation to your staff about our services and how your support will benefit the local community

Provide fundraising materials for your events including balloons, leaflets and collection buckets - we also have gate banners to display outside your organisation

You'll be recognised in our Annual Review and Trustees' Annual Report which goes out to over 1,300 newsletter subscribers.

Your company name and logo will also be featured on our 'Corporate Fundraising' page on our website

You'll have the opportunity to visit one of our services in your local area

We will send press releases to the local newspapers such as The Archer and Barnet Post to recognise your support

Our social media accounts will tag you in our posts and we will share your posts about the amazing work you have been doing.

We can mention you in our newsletter which goes out monthly to our subscribers and Pigeon Post magazine which is delivered to older Barnet residents who are not online.

Reach our supporters through our social media, website and newsletters...

Over 1,250
Pigeon Post
magazines
delivered to
Barnet residents
who aren't online

Website hits in
the last year -
160,000!!

Average
monthly impressions
on twitter - 16,400

Average monthly
reach on
Facebook - 11,000

Monthly
newsletter
subscribers
1,350

Instagram followers -
980 - doubling in the
last year!



The difference you can make!

The older population of Barnet is growing exponentially with an estimated 70% increase between 2010 and 2035

We would love you and your staff to get to know more about us... Less than 2% of people that give to charity, give to older people's charities so we urgently need help!

To discuss how you can get involved please contact Karen on karen.williamson@ageukbarnet.org.uk or phone 077889 994298

