



Here's how your festive fundraising will help older people

Almost a million older people will face a crisis hiding in plain sight this winter: loneliness.

Most won't see it. But Age UK does.
And with your support, we won't let older people spend a winter alone.

Right now, all across the UK, we're providing expert help and friendship to older people – from our 24-hour helpline and weekly friendship calls, to home visits and social activities at community day centres.



"I do find Christmas a very lonely time of year. I'm so thankful to Age UK.

Knowing there is always a voice at the end of the phone has been life-changing."

- Michael, 74

You can help Age UK reach even more older people. For example:

£20

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 us campaign to ensure older people's voices are heard [at the heart of government.

£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.

How we're helping, thanks to supporters like you in 2024/25:

 **208,926**

calls were answered by the Age UK Advice Line, offering guidance and support.

 **96%**

of older people said their wellbeing had improved since they started receiving Age UK friendship calls.



£25 million

a year in unclaimed benefits were identified.

