

## Why choose us

We are an independent local charity which supports the lives of older people living in Cambridgeshire and Peterborough

- Keep it local. We support older people living in Cambridgeshire and Peterborough
- Helping you meet your corporate social responsibility objectives
- Motivate employees
- Variety of volunteer opportunities to enrich and support staff personal development, to learn skills
- Gain insight into the over 60s market and needs
- Gain some great PR
- Permission to use our logo on marketing partnership activities

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## Our impact

In 2024/2025:

- We supported 16,409 signposts and connections
- We supported around 2,000 people each week
- 75% of whom were over 75 years
- We supported people to claim grants and benefits to the value of £2.2m, enabling people to experience a better quality of life

## The basics

- We are **not** the same charity as Age UK! We are an **independent** brand partner of the national charity **we must raise all our own funds** to deliver our services to support local older people
- We help older people to remain living well, safely, and independently in their own home.
- We do this by offering a variety of services:  
**Information and Advice, Practical Support, Social Opportunities**

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## Contact Us



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