

Corporate Partnerships with Age UK Exeter



A Call to Action: Supporting Devon's Aging Population with Age UK Exeter

Did you know that Devon's population has a higher average age, compared with other regions in the UK? This presents both opportunities and challenges for our community.

While aging often brings its share of challenges, such as frailty and illness, at Age UK Exeter, we're committed to shifting this narrative. We recognize that aging also opens doors to increased freedom, opportunities for hobbies, and travel. Our services are designed to support individuals throughout the aging process.

Our older people are the backbone of our economy, generously volunteering their time and expertise. However, there's an urgent need for comprehensive support to help them maintain their independence as they age. With private and employer-sponsored pension provisions declining and a social care system in crisis, addressing old age poverty has become imperative for both individuals and businesses.

Statistics show a significant increase in the population of over 65s in Exeter by 14% in the last decade, with our services being eligible for over 33% of the total population. Specifically, there are currently under 20,000 people diagnosed with dementia in Devon, expected to rise by 10,000 over the next decade.

This crisis extends its impact far beyond individuals and families and carers, it affects the local economy, healthcare, and access to essential services. In the face of limited resources, it's crucial for businesses, non-profits, and government to collaborate effectively to address local needs.

Age UK Exeter, a local charity with over 30 years of experience, is leading the charge in providing essential support services to older individuals and families. As demand surges post-pandemic, we're seeking strategic partnerships to ensure effective support delivery.

Our services have witnessed remarkable growth, with demand doubling over the past year alone. From July to September 2023, we made over 10,000 contacts with older individuals, experiencing an 80% increase in the number of people we serve year-on-year. Additionally, our volunteer visiting scheme connects over 40 volunteers with more than 60 clients monthly, tackling the growing issues of loneliness and isolation.

Despite the significant contributions of those over 50 to society, negative attitudes and ageism persist. Over 21 million people in the UK are aged over 50, comprising nearly 40% of the population.

While we generate income through various projects, we heavily rely on donations and grants to fill gaps in funding, particularly for services like dementia care and volunteer visiting.

The demand for our services has doubled, with over 10,000 contacts made in just three months. It's crucial for us to ensure sustainability to meet the increasing need for years to come.

Please join us in a vital dialogue to explore how your business can contribute to supporting older community members, while meeting your organizational goals effectively.

Together, we can strengthen Devon's social fabric and build a more resilient, self-sufficient community.

Nicky Flynn

Chief Executive Officer

Potential Volunteering Opportunities

Volunteering can be invaluable for team building and staff morale, it can develop core skills, providing investment for the future and can be great fun.

Corporate partnerships can help meet your social responsibility needs and demonstrate to the local community your dedication, giving positive exposure to your business.

A few of the types of opportunities we have include:

- Budding Friends Allotment work parties – half or whole day work parties to help with projects on the Allotment in St Thomas
- Fundraising – Bucket shaking at the Exeter Chiefs
- Charity Car parking Volunteers
- Lunch Club – helping deliver our fortnightly lunch club at the Sycamore Centre.
- Group Projects at the Sycamores – half or whole days projects such as decorating or reorganising areas within the centre
- Digital Champions – working 1:1 with clients or small groups to support digital inclusion
- Hosting an activity – e.g. craft or art activity – as a one off event open to all clients or as part of the day care services for Dementia clients
- Singalong group – come and join us and/or provide musical accompaniment
- Walking Groups – one off or regular – guided walk leading clients around the local area with tea and coffee at the end.



What can a partnership with Age UK Exeter offer your organisation?

As well as offering volunteering programmes we can also provide workshops and talks to educate and inspire; with a vision to create a unified workforce and increase employee satisfaction and engagement.

With an increasing older workforce it's important to support the over 50's demographic.

"Over 30% of people in employment in the UK are over the age of 50, and there are unlikely to be enough younger people entering the labour market to replace this group when they leave the workforce, taking their skills and experience with them"

www.cipd.org/uk/knowledge/reports/ageing-workforce-report/



We can help educate your teams and provide workshops and advice to support Health, Safety & Wellbeing, Diversity & Inclusion, Employees and Training.

We can help with a range of topics including:

- Recognising Ageism in the workplace.
- Succession Planning – How can you utilise the older workforce for knowledge transfers?
- Mentorship programmes and Skills partnerships to drive business growth.
- Challenges faced by older employees in an ever-increasing digital world.
- Recognising signs of abuse.
- Benefits and support for the over 50s.
- Scams that target the over 50s and how to avoid them.
- Dementia awareness
- Accessibility
- Employee health and wellbeing - managing policies and risks.
- Pre-retirement planning & legacies.
- Supporting carers in the workplace.

Testimonials

“I really enjoy spending time with the elderly and just volunteering in general. I like to think I can help and love getting stuck into any activity, volunteering in the community is definitely good for everyone’s wellbeing . A real team spirit and caring feeling.”

“For me it’s just a good feeling knowing I’ve helped out in the community and just to chat to some very interesting characters along the way . I know some of them only see people when they go to these lunch clubs which is so sad, so it’s good to give back and just put a smile on some faces.”

“What I like about volunteering is that I believe I’m making a positive impact on the Age UK staff that are there every day. By me helping, doing dishes, setting up the room etc. the Age UK staff can focus on their job and give more time to the elderly.”

“I would say what i get out of it is the sense of giving back, what i mean by that is giving up my time to help and hopefully put a smile on their face and brighten up their day and interact with people that come along.”

“I volunteer for Age UK because I am passionate about giving back to people who have made this country what it is. I am very kind and caring and enjoy spending time and listening to other’s amazing stories, plus the fish & Chips help haha.”

How your support helps Age UK Exeter

Our fundraising efforts help support anyone over 50 who is experiencing isolation, loneliness, dementia or is caring for a loved one. We provide free information and advice as well as pre-retirement planning to help people make the most of later life.

Aging is something which affects us all - so community support is so important to us whether it be hands on help or through donations.

Here is a snapshot of how your financial support can help:

£10 pays for a month of Careline calls to someone living alone.

£20 pays for a month of face - to - face visits to someone isolated in the community.

£25 pays for a month of support for someone with Dementia and their carer.

£40 pays for someone to have a home visit to help them ensure they are claiming all the benefits they are entitled to.

£50 pays for an isolated older person to attend one of our social groups for six months.

£100 pays for 20 people to come together each month.

£240 pays for an isolated older person to be connected with a volunteer visitor for a whole year.

You can donate online here: [Age UK Exeter - JustGiving](#) or scan the QR code:



Age UK Exeter, The Sycamores, Mount Pleasant Road, Exeter, EX4 7AE

Event sponsorship

Age UK Exeter run regular activities throughout the week, giving much needed support to our clients including gardening, lunches, singing and exercise classes.

We also host regular fundraising events throughout the year and welcome sponsorship of these events as well as refreshment sponsorship or gifts and prizes.

We currently are seeking sponsorship for these upcoming fundraisers:

Date	Event	Info	Cost
Ongoing	Skittles & Social	A meet up for all Age UK Exeter Volunteers to thank them for their hard work but also provides an opportunity for volunteers to meet one and another and share concerns and advice.	£100
Ongoing	Volunteer Visitor Support Groups	A chance for lone workers to get together and discuss the role together and with staff and raise concerns they may have and seek advice.	£50
10th June 2024	Friendship Group Cake Sale	A fundraising cake sale ran by the Age UK friendship group to help raise money for our services.	£100
10th June 2024	Carer's Walk	A walk to help provide social support to carers in the community, An opportunity for people to meet with those in a similar situation and share experiences.	£100
14th June 2024	Group Art Project	A collaborative project between service providers and clients to unite and celebrate the work of Age UK Exeter.	£150
Summer 2024	Age UK Sensory Garden	Redeveloping the Sycamore Centre garden into a sensory experience which can be enjoyed by those who attend our day centre.	£500
Ongoing	Age UK Sycamore Sensory Events	We have an on-going vision to bring more sensory experiences to our service users. Sycamore Sensory events will bring visual and sensory elements to clients to aid cognitive stimulation.	£1000

If you would like to find out more email us on fundraising@exeter.org.uk or call 01392 202092

