

# Corporate Pack

*How you can help us make a difference...*



Age UK Herefordshire and Worcestershire is an independent, local charity and brand partner of Age UK, working in the two counties and striving to make Herefordshire and Worcestershire a great place to grow older.

**We give advice:** Our trained advisors offer free information and advice for older people and their families.

**Support at home:** We offer support services that help older people remain safe and independent in at home.

**Wellbeing:** We have a range of wellbeing services that keep older people safe and well.

**We provide training:** Offering health & social care training across the West Midlands.

# What are the benefits of partnering with Age UK Herefordshire & Worcestershire?

People are living longer. The number of people aged 75 and over in Herefordshire and Worcestershire is projected to increase from 77,000 to 112,000 by 2026 (an increase of 45 per cent)\*. So our work to improve the lives of local older people is more important than ever.

\*CRMP DEMOGRAPHIC PROFILE 2018, HWFR

At Age UK Herefordshire & Worcestershire we help over 10,000 older people every year, your business could help us reach even more. By developing a partnership with us you could help us to continue providing our vital support services for older people and empower your own businesses impact in the local community.

## Every Year...

We support **25,000** people to remain independent and make the most of later life.

We carry out over **6,000** DIY Jobs to ensure people's homes are safe and maintained.

We reconnect over **1000** older people to their local community, helping to tackle loneliness in Worcestershire.

We provide information, advice & support and guidance for over **5,000** older people.

We help over **1000** older people return safely home from hospital.



## Why work with us? *A partnership with us could help you..*

- Meet your corporate social responsibility objectives
- Motivate and inspire employees
- Develop new skills and experience for staff
- Show you care about people later in life or those who may be vulnerable in the local community
- Understand your older customers and maximise their potential
- Get some great PR
- Help Age UK H&W to support vulnerable people across the two counties
- Get your brand associated with a local charity

# There are a number of ways your organisation can partner with us...

**Choose Age UK H&W as your Charity of the year**

A partnership with us could be beneficial for your business by helping you meet your corporate social responsibility objectives. It's a great way to motivate employees, gain insight into the over-50s market, get some great PR and help Age UK H&W to support vulnerable people in your local community.



**Group Challenge**

If you have a team who are interested in taking part in a parachute jump day, sponsored run or tough mudder type challenge, please get in touch with us and we can help organise this for you.

**Donate a raffle prize or service**

Could you donate a prize for one of our many fundraising raffles and competitions - perhaps a bottle of wine, box of chocolates or biscuits, bath goodies, gift vouchers, or free services? We always acknowledge your donation at the event.

**Sponsorship**

We have various sponsorship opportunities throughout the year, from sponsoring our t-shirts or our newsletter, to an event. For example, by sponsoring an event you help us with the costs and in return get some great PR and local media coverage for your business.

**Display a collection tin**

Could you display a collection tin in your office or shop? This would help us to collect much needed donations to continue our vital work.

**Send employees to volunteer**

Could you send a team to help at an event or activity? It's a great way for staff to bond by working together. Previous staff teams have volunteered at our supermarket bag packs and collection days.



**Run a fundraising event**

Your employees could run their own fundraiser to help raise vital funds for our work. They could do a cake sale, dress down day, a sponsored walk or run, or a raffle. The list is endless! - contact us for more ideas!

## Contact us:

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Registered charity number 1080545



**DAA** Dementia  
Action Alliance



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