



Fundraising and Partnership Packages

Supporting older people in later life



Welcome to Age UK Hull and East Yorkshire

At Age UK Hull and East Yorkshire, we're dedicated to improving the lives of older people in our community. For over 75 years, we have been providing essential services and support to help older adults lead fulfilling and independent lives. From practical help and social opportunities to advocating for the rights of older people, our goal is to make a real difference.

Age UK HEY does not receive dedicated funding for all of its services. With demand rapidly increasing and waiting lists growing daily, now more than ever, fundraising and donations play a vital role in helping us support those who need us most

Our holistic approach ensures that clients receive not only the services they inquire about or are referred for but also additional support and guidance from our team. We go beyond expectations, connecting clients with valuable resources and assistance they may not have even known they were entitled to.



Information and Advice Service

At Age UK HEY we provide information and advice on a variety of topics including:

- Benefit Support
- Scams Prevention
- Housing
- Adult Health and Social Care Issues
- Carer Support and Advice.
- Plus any other specific personal issues.

Many older adults face financial challenges, often unaware of the support available to them. Our dedicated Information & Advice team, made up of 2 staff members, conducts thorough benefit checks to ensure individuals receive the financial assistance they're entitled to.

With the rising cost of living and many older people no longer in the workforce, this service has never been more essential. By offering expert guidance and connecting people to available benefits, we help ease financial pressures, promote independence, and improve overall well-being.

In 2024 Age UK HEY...

**Brought £1.5
million of new
benefits into the
city.**

**Carried out 24,000
different client
interactions**

**Helped 1,744
Clients.**

Befriending Services

We are proud to offer the widest range of befriending services in the region, currently with 165 befriending clients, each with their own volunteers, and our client list is continuously growing.

Our Befriending Service is dedicated to reducing loneliness for people aged 50 and over in Hull and East Yorkshire. Our volunteers are here to offer consistent, friendly companionship that provides friendship and emotional support. This service aims to alleviate feelings of isolation and help rebuild confidence.

Home Visiting Befriending:

Home visiting befriending is ideal for those who are housebound. This option is ideal for those who may feel socially isolated and prefer face-to-face interactions.

Telephone Befriending:

For those who enjoy or require support over the phone, Telephone Befriender will make regular calls to offer a friendly voice and engaging conversation.

Penpal Befriending:

If clients prefer to write, our Penpal Befriender service offers monthly letters. This option provides warmth and connection through personal correspondence, helping to reduce feelings of isolation.



Social Groups

Our social groups offer a variety of activities in a warm and welcoming environment all throughout the week.

We currently welcome around 180 clients each week. From engaging social events to valuable information and advice, there's something for everyone. These social groups, build friendships and reduce loneliness in older people.

Eventually, we would love to build up these groups to offer more for them or even day trips.

Monday

'Bee Social' - HU5 5JE

Tuesday

'Streetlife' - HU1 1PS

'Brough Group' - HU15 1BB

Wednesday

'VillAGE People' - HU8 8PZ

Thursday

'The Brunch Bunch' - HU4 6XH

'Feel Good Thursdays' - HU5 4BW

'Walkington Social Group' - HU17 8RX

Friday

'Friday Folk' – HU9 5HH





Falls Prevention

Falls can have a serious impact on elderly people's health and independence, but taking proactive steps can significantly reduce that risk. Our Falls Prevention Team offer a thorough, in-home assessment to identify and address potential hazards in your living space. This assessment includes evaluating the home for tripping risks, recommend safety modifications, and providing guidance on strengthening exercises and balance techniques.

Our Falls Team not only assesses the home for potential hazards but also utilise our holistic approach by identifying any additional needs the client may have. If further support is required, they signpost clients to the appropriate services, ensuring they receive the help they need to live safely and independently.

We have seen firsthand the impact of this service. After a visit from our Falls Team, many clients experience a **significant reduction in falls—or even none at all**—thanks to the tailored advice and mobility aids provided. By improving home safety and promoting independence, we help reduce the risk of injury and enhance overall well-being.

IT Training

At Age UK HEY, we understand the importance of staying connected in today's digital world, but we also recognise that many older adults face challenges when it comes to technology.

To address this we:

- Offer a free 8-week IT training course, led by dedicated volunteers. In these 2-hour sessions, participants learn basic skills such as using a mouse and keyboard, searching on Google, online safety, and how to shop and bank online securely.
- In partnership with KCOM, we provide a free monthly IT drop-in session on the second Monday of every month. This session gives individuals the opportunity to bring in their smartphones, tablets, or laptops and receive one-on-one support with any IT-related queries or concerns.

Older people report that the every changing technology can leave them feelign left behind so these services aim to empower older adults with the digital skills they need to stay connected, access essential services, and navigate the online world with confidence.



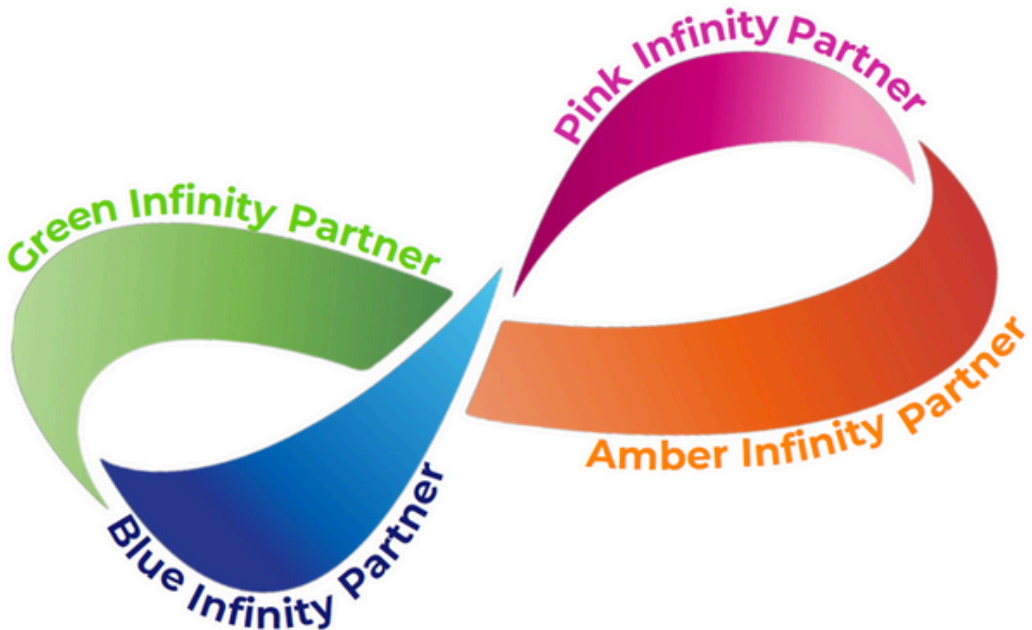
Home Support Service

At Age UK Hull & East Yorkshire, we understand that asking for help can sometimes be challenging, especially when it comes to maintaining your independence. However, reaching out for support is not just about getting assistance with daily tasks - it's about ensuring you live the life you deserve, full of comfort, dignity, and independence. Our Home Support Service is here to make that possible, offering compassionate and reliable help tailored to your unique needs.

We believe that everyone should have the opportunity to live well in their own home. Whether you need a little extra help around the house, someone to talk to, or assistance with essential errands, our team is here to support you every step of the way. Your well-being is our priority, and we are committed to helping you live a fulfilling and independent life.



Get Involved with Age UK HEY and become a partner!



Being a partner of Age UK Hull and East Yorkshire offers numerous benefits, not just for us, but for your company as well!

Supporting us is simple and impactful and together, we can make a real difference in the lives of older people in our community.

We offer 4 different Partnership Packages! Pink, Green, Blue and Amber.



Pink Infinity Partner Requests:

- **Donations in kind.**

(EG: Food for clients at social groups, prizes for our raffles etc, Shoe Box Appeal donations)

- **Supporting us on your Social Media.**

(Facebook, Instagram, LinkedIn, X)

- **Share Age UK HEY events and information in team communication.**
- **House one of our donation pots.**
- **Display our posters and leaflets for our events and services.**

In Return You Will Receive:

- **Partner thank you certificate to display at your business.**
- **Full social media coverage of our partnership.**

(Facebook, Instagram, LinkedIn, X, Age UK HEY Website)

- **Enhanced community representation by showing your support for us as a recognised local independent charity.**



Blue Infinity Partner Requests:

- **Host a fundraiser**

(EG: Bake Sale, Raffle)

- **Represent Age UK HEY at events.**

(EG: Hull 10k, Three Peaks Challenge)

- **Volunteer your time.**
- **House one of our donation pots.**
- **Display our posters and leaflets for our events and services.**

In Return You Will Receive:

- **Partner thank you certificate to display at your business.**
 - **Full social media coverage of our partnership.**
- (Facebook, Instagram, LinkedIn, X, Age UK HEY Website)
- **Enhanced community representation by showing your support for us as a recognised local independent charity.**
 - **The opportunity to boost team morale, by taking part in Charity Events.**
 - **Advertisement of your event across all Age UK HEY platforms.**

(Facebook, Instagram, LinkedIn, X, Age UK HEY Website)



Green Infinity Partner Requests:

- **Provide a service in kind.**

(EG: Venue Hire, Videography, Photography.)

- **Choose us as your Charity of The Year.**
- **House one of our donation pots.**
- **Display our posters and leaflets for our events and services.**

In Return You Will Receive:

- **Support on your Corporate Social Responsibility needs.**
- **Invitation to relevant Age UK HEY events and activities.**
- **Support your older person and loneliness needs.**
- **Press exposure.**
- **The opportunity to create stronger community links though our shared contacts.**

Plus all the benefits of our Blue Infinity Partner.



Amber Infinity Partner Requests:

- **Sponsor an upcoming Age UK HEY event.**
(£500, £1000, £2000, £3000 +)
- **Become a Services Sponsor.**
(sponsor Age UK HEY services or a social group.)
- **Donate a percentage of profit from one of your products or services.**
- **House one of our donation pots.**
- **Display our posters and leaflets for our events and services.**

In Return You Will Receive:

- **Logo on all relevant Age UK HEY materials and imagery.**
- **Opportunity to display your company banner at events.**
- **Verbal mentions at events.**

Plus all the benefits of our Green and Blue Partners.

Amber Partners are essential to the success of our events. Their support makes it possible for us to host these important gatherings, which not only help raise necessary funds, but also ensure we can continue delivering vital services to older individuals in need.

2025 Age UK HEY Events

APRIL 2025

- 14th - Easter Hamper Raffle Draw



MAY 2025

- 13th - Bee Lady Day



JUNE 2025

- Big Knit Deadline
- 8th - Hull 10k
- Abseil with Hull Children's University and PAUL



AUGUST 2025

- Summer Event



SEPTEMBER 2025

- 12th - Big Bingo Night



OCTOBER 2025

- Christmas Shoe Box Appeal
- Comedy Night



NOVEMBER 2025

- Christmas Shoe Box Appeal



DECEMBER 2025

- Christmas Shoe Box Appeal
- 22nd - East Riding Christmas Meal
- 23rd - Hull Christmas Meal



MARCH 2026

- Stars In Your Eyes!



Volunteering Opportunities

Volunteering is a rewarding way to contribute to your community while gaining new skills and making meaningful connections. Whether you can spare a few hours or want to commit regularly, there's a place for you at Age UK Hull and East Yorkshire.

Types of Volunteer Roles:

- **Fundraising Volunteer:** Help raise vital funds through events and campaigns.
- **Positive Activities Volunteer:** Assist with organising social groups and activities.
- **Events Volunteer:** Help with executing events and provide a helping hand.
- **IT Training Volunteer:** Teach older people how to use technology.
- **Volunteer Befriender:** Provide direct companionship and support through our befriending services.



If you would like to volunteer any of your time please feel free to get in touch!

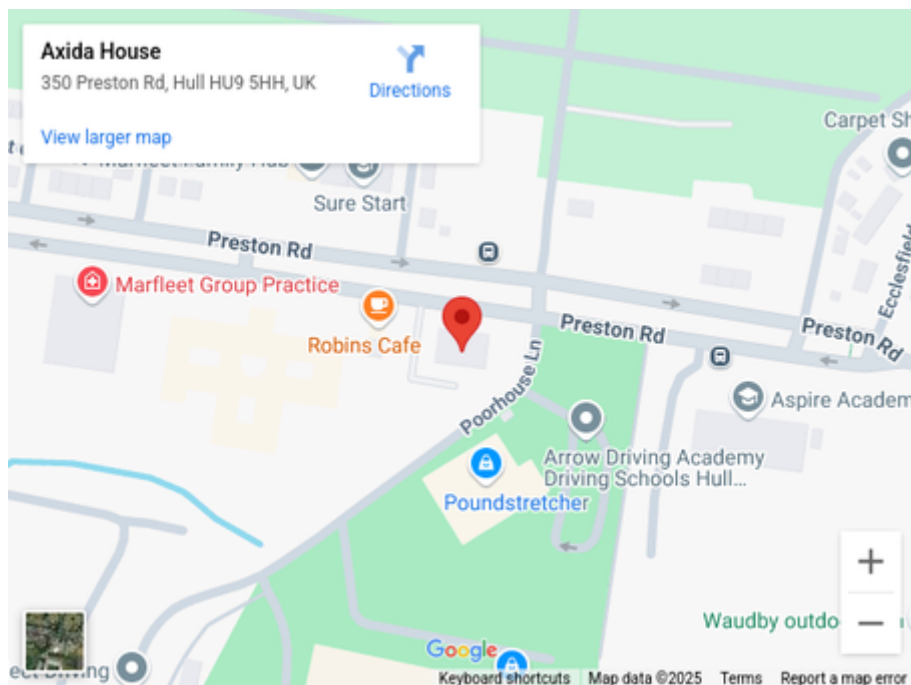
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