Knitters beat target to raise £10,000 for local older people

Oxfordshire knitters have raised £10,000 for Age UK Oxfordshire by taking part in the national Big Knit campaign. This amount was part of the national total of 1.5 million hats – a total of £375,000 fundraised for Age UKs across the country.

Launched back in 2003, Innocent asked people to knit or crotchet little woolly hats, then they put those hats on their smoothies. For each bottle with a hat sold, Innocent donated 25p to the Age UK network. The deadline for the 2018/19 campaign was last July, with minature hats appearing on smoothies across the country last autumn.

A total of 40,000 hats were knitted locally for Age UK Oxfordshire – a massive 15,000 more than the Charity's original target of 25,000 hats. Following sales of smoothies, this means that £10,000 was raised for Age UK Oxfordshire. This money will help support local older people who have no one else to turn to, including those facing poor health, financial difficulties or loneliness.

Sophie Dyer, Age UK Oxfordshire's Marketing and Fundraising Officer, said: "We're incredibly grateful to everyone that helped to make the Big Knit a huge success, whether through knitting a hat or buying a smoothie. Your support meant we received the highest amounts of hats we have ever had, and subsequently the most money raised to help older people across Oxfordshire. Thank you so much".

Innocent are already planning for the next Big Knit, so you don't need to put your knitting needles away just yet! Every hat is important, and anyone can learn to knit, so whether you knit one or loads, you'll be making a difference. If you already have knitted hats ready to go, you can drop them off or post them to Age UK Oxfordshire, 9 Napier Court, Barton Lane, Abingdon, OX14 3YT. For further information on the Big Knit, please call 07827235405 or email sophiedyer@ageukoxfordshire.org.uk.

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Notes to Editors

About Age UK Oxfordshire

Age UK Oxfordshire is an independent local charity dedicated to giving older people in Oxfordshire comfort, support and opportunities and enabling them to love later life. We provide free local information, advice and support. We work with our national partner, Age UK, and our local Age UK partners in England. You can find further information on all our services and volunteering opportunities by telephoning 0345 450 1276 or by visiting our website: www.ageuk.org.uk/oxfordshire. Age UK Oxfordshire is a charitable company limited by guarantee (registered charity number 1091529 and company number 4328143)