

# World Elder Abuse Awareness Day (WEAAD)

Monday 15 June 2026

## Go PURPLE for a purpose

### Together let's STAND UP to elder abuse in Solihull

#### Get involved:

- 1 WEAR, DO, MAKE or BAKE** something **PURPLE** on or around **15 June**
- 2 DONATE** to **Age UK Solihull** to help us support local older people who may be isolated, frightened, or at risk of abuse.
- 3 SPREAD THE WORD** to let others know how they can help vulnerable older people in our community, and please send us photos of your purple activities!



#### Ways to donate:

- Scan the **QR code** →
- Text **GOPURPLE** to **70480** to donate £2\*
- Visit **[www.justgiving.com/campaign/weaad2026](http://www.justgiving.com/campaign/weaad2026)**



\*Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text GOPURPLENOINFO instead.



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