

Rewarding Partnerships



 **ageScotland**
Love later life

About Age Scotland

Age Scotland is the national charity for older people, working to improve the lives of everyone over the age of 50. We work to inspire, involve, and empower older people in Scotland, and influence others, so that everyone can make the most of later life.

Our strategic aims:

- Help older people be as well as they can be
- Promote positive views of ageing and later life
- Tackle loneliness and isolation

Our activities:

- Provide information, advice and friendship via our free helpline, friendship line and supporting printed and digital guides
- Support and enable older people's community groups
- Promote age friendly workplaces and communities
- Deliver health and wellbeing programmes
- Campaign and influence



Our outcomes for older people:

Our vital work across Scotland contributes to older people having a more **effective voice**, improved **health and wellbeing** and feeling more **independent, secure, connected** and **included**.

Why partner with Age Scotland?

Right now older people across Scotland are facing unimaginable hardships:

Loneliness kills: Being lonely increases the risk of depression and doubles the risk of dementia

100,000 older people in Scotland feel lonely all or most of the time

180,000 pensioners live in poverty

1 in 10 older people are at risk of malnutrition

Imagine feeling lonely and isolated day after day.

Imagine having no company other than your TV or pet. Imagine worrying about your health or income with no one to talk to. The reality is older people across Scotland are experiencing these challenges and these vulnerable people desperately need our help.

The good news is that together we can be there for those who need us most, leading the change we want to see in the lives of older people across Scotland.



Our impact



Sadly, Betty lives alone and has no family nearby. Betty rarely receives gifts at Christmas. Through our Big Gift Appeal

organisations made donations of Christmas presents which we were able to distribute to older people like Betty. Betty told us with a huge smile that the joy it brought could not be underestimated and it made her feel so special to think a gift had been bought for her. Thanks to our partner organisations we were able to spread that joy to older people across Scotland.



An Age Scotland member group needed to provide vital services to its local members during the Covid-19 lockdown but did not have the facilities to work remotely in a safe way. Through a corporate donation Age Scotland was able to provide a small grant that allowed laptops and a printer to be purchased so they could continue to support those most in need. Weekly deliveries of printed crosswords and activity packs along with a doorstep chat alleviated the sense of loneliness and boredom felt by the members during this time.



Partnerships with Age Scotland

We will work with you to create a corporate partnership that allows you to support our work whilst meeting your business aims and objectives.

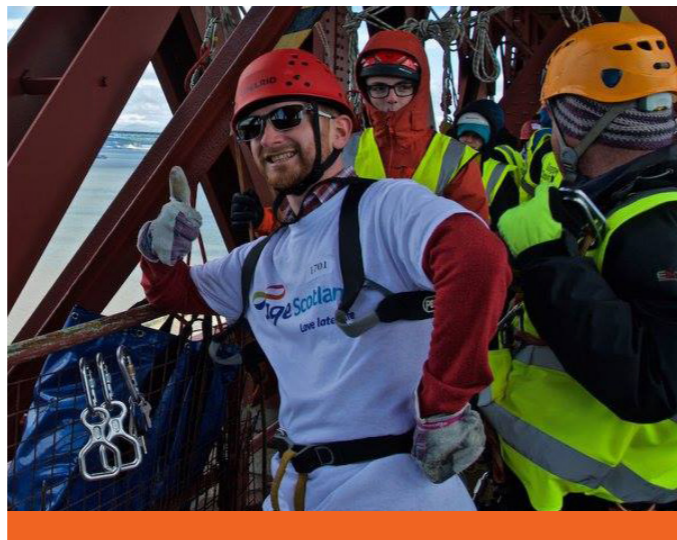
Working with Age Scotland your organisation can:

- Support older people across Scotland, nationally and locally.
- Provide teambuilding opportunities and boost team morale.
- Create opportunities for positive PR.

Our dedicated fundraisers will support you in planning and delivering the partnership. They will:

- Work with you to establish the best way for your organisation to partner with us.
- Generate ideas and ensure all opportunities are considered and maximised.
- Engage with your staff to raise as much money as possible to support older people, whilst showing the wonderful impact of your support.

We will also use support from our communications team to promote your efforts and its impact via tradition and social media, press and communications. Everyone inside and outside your organisation will see the great work you are doing to support our cause.



Ways you can get involved

With a variety of ways to get involved we will work with you to establish a partnership that is the best fit for your organisation. This will ensure employees are committed to the partnership and bring mutual benefit to Age Scotland and your organisation.



Charity of the year partnership

A charity of the year partnership will be tailored to your organisation, from fundraising to volunteering and awareness raising sessions, you can be sure we will galvanise and support your employees every step of the way.



Corporate donation

A cash gift can directly fund our vital services and projects.



Sponsorship

Sponsor one of our events such as our annual national conference, AGM or our vital services including friendship calls to older people who need them most.



Fundraising event

Host a one-off fundraising event in your workplace and boost team morale. Join one of our existing events or let us help you come up with something new.



Cause related marketing

Cause related marketing such as our Big Knit campaign with Innocent Drinks can raise funds and awareness of our work while increasing sales of your product and reaching new markets.



Payroll giving

Run a payroll giving information campaign, encouraging staff to sign up to making regular donations from their salary to us.



Matched funding

Provide matched funding for any staff who complete a personal fundraising challenge.



Donate gifts-in-kind

Donate items we can distribute to older people through our networks. Small Christmas gifts, essential items or Easter eggs show an older person that someone cares. You could also arrange a stock generation day to help replenish our Broxburn charity shop.



Raising funds and awareness

Place collection boxes and our information guides in your premises.

Invite us along for a talk or lunch and learn to raise awareness of our work within your organisation.



Engaging with your organisation



Launch

Where possible we will host a launch event to kick off the partnership.



A Personal Touch

We will attend regular meetings or team building events to raise awareness of our work and partnership. Our teams can also have a presence at fundraising events to thank your employees in person for their efforts.



Newsletters

We will send copies of our Advantage magazine to keep your organisation up-to-date with our work. Where possible we will create partnership specific newsletters for your organisation.



Training

We can provide bite-sized training to engage your employees in the work we do.



Fundraising calendar

We will create a bespoke fundraising calendar including ways staff can get involved through traditional fundraising, gifts-in-kind and potential volunteering opportunities.



Impact

We will provide tangible examples of the impact of your work to boost team morale and encourage participation.



Communications

We love to tell people about the amazing support our partners give us. Through social media, local press or inviting you along to talk to our local member groups we will share the message of the vital work you are doing to support our cause.

Organisations who work with us have said

“This year, in particular, has opened people’s eyes to the true impact of isolation and loneliness. In a time when we need the whole nation to come together, I am proud that Sky Cares and Age Scotland have been able to leverage our longstanding partnership to help older people across Scotland access essential support during these challenging times.”

Chris Stylianou,
CEO, UK and Ireland and an executive
sponsor of the Sky Cares programme



“Age Scotland is a phenomenal charity. Those who know me, recognise the extent to which my maternal grandmother had a big influence upon my life. She’s been gone a long time, now, but I think of her a lot when I see the extraordinary work that the charity is doing to support those in later life and I’m glad Electrify can be part of that work.”

Lawrence Broadie,
MD, Electrify Marketing



“We were delighted to be able to support Age Scotland. At ARRAN Sense of Scotland, knowing that we have been able to help support the most vulnerable and make a difference is truly touching and morale boosting. Please keep up the great work Age Scotland!”

Kevin Meechan,
CEO, Arran Sense of Scotland



“All the crew at Brew Toon are so proud to be able to support Age Scotland. Many of our staff members have dealt first-hand with the care of their elderly family members and understand the day to day challenges that they face. So, when it came to the choosing of a charity to work with, Age Scotland became a very organic and natural choice.”

Brewtoon Brewery, Peterhead



Feedback from the older people we help

"I live alone without family nearby. **Receiving a Christmas gift from Age Scotland brought such a smile to my face. Thank you!**"

"You've been awfie helpful. It's nice to know **that you are there** at the end of the phone."

"I don't see anyone at the moment and I'm not online so I **don't know** what I'd have done if I hadn't been able to phone you."

"It's been **nice to chat to you.** It feels good just to hear a cheery voice."

"Thank you so much for helping my Mum organise her medication. **She is so relieved.** It's reassuring to know you are there to help."

"I was really worried, but **you've put my mind at rest.** You are a treasure."



Let's work together



Together we can make a difference to the lives of older people in Scotland.

To discuss a partnership that best fits your organisation contact our fundraising team today.

Get in touch:



fundraising@agescotland.org.uk



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www.agescotland.org.uk



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