

Here's how your run will help older people

By fundraising for Age UK, you can make a huge difference to the lives of older people.

Why do older people need your support now more than ever?

The last few years have been challenging for lots of us, but older people are disproportionately affected.

Cost of living crisis

- Before the crisis, 2.1 million older people were living below the poverty line and 1 million were living in fuel poverty.
- Between 2021 and 2023, homelessness for people aged over 75 increased by 18.2%

Loneliness

- Almost 1 million older people often feel lonely.
- Lonely older people are about 25% more likely to develop dementia.

I was very worried about the bills. So, I ate less and less. In the end, I was just having bread water and tea.

- James, 74

Loneliness is devastating. I don't know what I would've done if it wasn't for Age UK's Telephone Friendship Service. I always look forward to Gemma's call.

- Michael, 74

How does Age UK help



Advice

The Age UK Advice Line provides free information and advice 365 days a year.



Friendship

Our Telephone Friendship Service arranges weekly phone calls for lonely older people.



Support

Age UK's Silver Line Helpline is here day & night for older people.



Local services

Local Age UKs offer essential services for their communities – from lunch clubs to IT classes.

You can help Age UK reach even more older people. For example:

£20

Could help pay towards in-depth advice from a specialist Advisor for an older person who is struggling to make ends meet.

£140

Could help pay for a Benefits Entitlement Check that, on average, identifies £2,000 in additional income per year for an older person.

£250

Could help pay towards a whole year of telephone friendship calls to a lonely older person when they have no one else to turn to.



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