



Leicester Shire
& Rutland
ageUK

REWARDING PARTNERSHIPS

supporting you, supporting us

FOREWORD



Tony Donovan

Executive Director

“Despite these challenges, our organisation has demonstrated a resilient ability to adapt to changing income prospects, governance, and the evolving needs of older people.”

The world of charitable income has undergone significant changes, with reduced income streams affecting our ability to expand and diversify our services. Government grant opportunities are dwindling, individual monetary donations are decreasing due to the rising cost of living, and the popularity of online marketplaces has had a substantial impact on the quality and quantity of donations to our retail shops. The depletion of volunteers and their available time has also become a challenge as we reflect on life following the pandemic.

What is the solution? Despite these challenges, our organisation has demonstrated a resilient ability to adapt to changing income prospects, governance, and the developing needs of older people.

I am proud to say that our charity continues to evolve and positively impact lives. As we consider solutions, one aspect of our strategy involves expanding our outreach to businesses such as yours.

During the previous year, our organisation provided assistance to more than 21,000 older people, averaging just over £1 per person per day helped in relation to our total funds raised. Despite our growing outreach, many people in the community remain unaware of our efforts. A significant portion of older people and their immediate support systems approach us during times of crisis. Expanding our message will enable us to reduce these reactive scenarios, increasing our proactive support. Your team and their connections can play a crucial role in spreading this message.

A Rewarding Partnership with Age UK Leicester Shire & Rutland offers more than just Corporate Social Responsibility and financial aid; it is an opportunity to raise awareness of our work, create meaningful opportunities for your employees, and foster a collaboration with a clear sense of purpose.

Thank you in advance. I fondly look forward to the work we can do together.

A. P. Donovan

“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute”

Our Mission

Age UK Leicester Shire & Rutland has been part of the fabric of the region for over seventy years, and a rewarding partnership with us can be engaging and inspiring for everyone involved. This mutually beneficial arrangement can not only help us to continue supporting some of the most vulnerable and at risk older people locally, but help you meet your corporate social responsibility agenda and achieve a lasting legacy.

We work in the local area to help older people live happier, active, fulfilled and socially-engaged lives in communities around the City, County and Rutland. Your fundraising efforts will remain committed to helping those in most need amongst our community.



Our main aim is to develop sufficient and relevant services that reflect the needs and wishes of older people living in the city of Leicester and surrounding counties. Our organisation is devoted to the welfare of older people to help fulfil their highest potential and recognise their value as individuals.

How are we funded?

Although we benefit from the campaigning of a national brand, we operate as an independent local charity and rely on the generosity of our local community to continue our vital work. Our operations are sustained through public donations, legacies, corporate partnerships, revenue from our charity shops, commissioned contracts, and charitable grants from various foundations.



Richard Everard OBE DL

Chairman | Everards Brewery
President of Age UK Leicester Shire & Rutland

“Although I have been President of Age UK Leicester Shire & Rutland for over 30 years, I want to try and encourage as many other companies as possible to get involved.

As well as giving lots of benefits such as increased employee satisfaction, pride in the employer and team building opportunities; most importantly, it will help to provide that extra bit of funding to essential services for our local vulnerable older people when the need has never been so great. It would be wonderful if you could get involved.”

“The work that Age UK Leicester Shire & Rutland undertakes is imperative to our community. For family and friends it’s a life line and I am proud to be a part of this vital charity”



Fiona Lambert

Managing Director | Jaeger at Marks and Spencer
Befriending Volunteer, Age UK Leicester Shire & Rutland



Nick Wilkinson

CEO | Dunelm
Corporate Partner, Age UK Leicester Shire & Rutland

“It is no surprise to me that so many of our colleagues and customers voted for Age UK to be the new Dunelm national charity.

As the Home of Homes, we have a natural role to play in building communities that feel like home for older people and everyone for now and generations to come. We have a fantastic opportunity, both nationally and locally, to make a real difference in combatting loneliness and we are really excited by the partnership”





“Loneliness.
It creeps up on you.
I didn't think there was
a prescription for it until
I joined the shed”

Male Shed Member, 59



Why Us?

We are undoubtedly the largest charity across Leicester Shire & Rutland, providing direct support to the most individuals.

We are committed to providing a sustainable, affordable, and enjoyable means of backing charitable initiatives creating a positive impact across our community. Traditionally, supporting a charity has been a rather impersonal transaction, which fails to empower individuals to play an active role in contributing to worthy causes.

In today's social landscape, we all have the potential to be influencers and effect significant change through social sharing. With this in mind, we have developed a fresh approach to working with the wider corporate sector, infusing an element of fun and community spirit into fundraising efforts. This allows anyone, regardless of their financial means, to play a part in supporting charitable work.

With the help of your employees and their networks, we can effectively improve the lives of older people living in Leicestershire & Rutland.

“63% of UK employees believe that having paid time off during work hours to commit to charitable initiatives would significantly improve their engagement at work.”

(Source: HR Magazine)

Our Commitment

- A dedicated Rewarding Partnerships Relationship Manager.
- We allow you to choose where your fundraising is allocated to, providing a list of different funds your employees can vote for.
- Fully managed social media exposure, and engagement with our LinkedIn, Instagram and Facebook community.
- Tailored cross-marketing, PR and photo opportunities.
- Regular project updates and ongoing real life case studies, so you can see the impact of your corporate support.
- Site visits and opportunities to see projects (where suitable) in action.
- An exciting annual calendar of events for you and your staff to get involved in, including our annual Golf Tournament and Christmas Appeal.
- There are a variety of volunteering opportunities available that can help develop your employees' skills. These include roles in retail, gardening and the chance to directly participate in our project work on dedicated volunteer days.

What Can You Do?

Our Rewarding Partnerships truly live up to their name by providing mutual benefit for all involved - organisations, employees, and our older people.

An alternate way to use your volunteering days is to embrace a personal challenge, raising money for Age UK Leicester Shire & Rutland. Whether this be a departmental joint fundraiser or an individual endeavour. Lets see if the Three Peaks Challenge or the Leicester Round has what it takes for you and your team!

“ I lost my mum to Dementia in December '23 and throughout the last 5 years, Age UK were a great support for advice to myself and my sister. I ran the London Marathon to raise funds to allow this amazing work to continue to support others. ”



There is no limit when it comes to raising money for charity. Whatever the ambition, we are happy to help you achieve any goals you have in mind. From the London Marathon to Run Leicester Festival, we would welcome any registrations of interest to raise money for older people across the region.

Make an impact, utilise your volunteering days with us!

Our organisation offers several immediate voluntary opportunities to join our team without the hassle of extra paperwork. Take a look!

Befriending Service

To speak with clients who may be experiencing isolation and loneliness whilst offering support and companionship.

Gardening

A variety of gardening tasks are available, helping to maintain gardens used by older people.

Memory Cafes

Spend some time with our Dementia Services team providing a fun filled session at our Memory Cafes.

eCommerce

Help out our new venture from our online store warehouse. Taking photos, uploading items or distribution.

Retail

Join the force that is our charity shop team. With 26 stores across the region, there's always something to keep you busy!



Get Creative with Crowdfunding

It's never too late to start an annual fundraiser. Whether it be a 'Bangers & Cash' type event, or a company wide 'It's a Knockout' - anything to drum up support with a team building initiative is a multi-beneficial use of your Corporate Social Responsibility.

Using Crowdfunding is a highly effective way of appealing to a multi-network audience in order to raise much needed funds. Research shows that the average contributor's donation is much higher online with a personal connection,

than former more traditional modes of fundraising.

Utilising Crowdfunding means that company funds are not being used. By allowing an employee to take on a challenge with a volunteering day to help your charity partner is the only contribution you have undertaken.



Peggy's Story

Peggy and her husband, Andreas were referred to Age UK Leicester Shire & Rutland's (AUKLS&R) service; Anything Goes in 2016, a service designed to tackle loneliness and isolation. Their GP was concerned about the rapid decline in Andreas's health after suffering a stroke and an additional diagnosis of dementia.

After meeting then marrying her soulmate aged 17, there soon followed a baby, a new home and a joint business venture by the age of 18. Although blissfully happy with family life this impacted the prospect of making her own friends, as life was simply too busy.

As you can imagine, her whole world was tipped upside down when circumstances changed. As she watched the decline of her beloved husband's health, it was then that Peggy realised how lonely the world can be.

With two of her older children living in Cyprus, and the youngest living in London, Peggy being a full-time carer at the time, confirmed how isolated she felt proclaiming she "used to spend a long time crying in the kitchen."

Peggy and Andreas were encouraged to attend a local friendship and activity group. Although Andreas was reluctant to start with, once he saw the benefits there was no holding him back. They made lots of new friends and started to go on day trips and meals out.

Peggy says, "Without them [Age UK Leicester Shire & Rutland] I wouldn't have been able to cope. I thought God had sent them to me when they first came."

Sadly, Andreas passed away in 2022, but Peggy admitted that attending the free services provided by AUKLS&R have been pivotal. Having such a strong network of friends has hugely improved her life since the loss of her husband. Now, her weeks are filled with days out and a busy schedule catching up with friends she has met at our "Anything Goes" group. Peggy admits she has had a real boost in confidence and feels she is able to live life to the full again.

"I wouldn't change anything in my life, I've had a very lucky life. I just wish I had known of Age UK years before they found me. They picked me up when I was really down. Thank you... for everything."



I thought God had sent them to me when they first came...




Your Social Return on Investment

If you have particular Corporate Social Responsibility goals you want to reach, we can assist you in achieving them.

Here is an insight at how your employee's annual fundraising initiatives can make a significant impact.



£5,000



can pay for a specialist I&A caseworker to make up to 200 home visits to conduct a Benefits Check

£10,000



can fund new Dementia Social Support Groups, reducing our waiting lists for clients and carers

£3,000




can help 300 older people apply for an Attendance Allowance Assessment

£2,000



can make up to 55 homes warmer for older people across the region

Offset and track your carbon emissions by hosting one of our clothes donation station in your office.



Gifts in Kind

Gifts in Kind are a fantastic way to support our organisation where monetary donations are not possible. These contributions can be made in the form of time, services, expertise, and goods. Donating goods not only helps reduce waste and encourages the reuse of items that could be destined for landfill, but it also fosters a sense of community.

As a regional charitable network, we can action collections focusing on utilising end-of-line, surplus, and micro-defected stock. These items can be donated to our retail operation, raising much needed funds for the charity.

Pictured with Pound Stretcher Executive Team at their National Distribution Centre with an end of line stock donation.



A Pukka Partnership

Local enterprise, supporting local services

In addition to forging national partnerships, we are proud that household brands are showing interest in supporting our local organisation. With a national operation hosted within our community, Pukka have helped our charity no end.

Since 2021, Pukka have been a huge supporter of our Charnwood Men & Woman in Shed's project, showing a particular interest in our pottery section. With the necessary equipment now in place, paid for by their sponsorship, our "Shedders" are able to host public pottery classes. Pukka's ongoing very generous donations are set aside to sustain the Shed and its resources. This has brought immense relief to our members!



"It is our absolute privilege at Pukka to be able to support such a vital charity such as Age UK Leicester Shire & Rutland. We have and will continue to support the Business Club and other key projects that make such a difference to the lives of so many users. We are proud to have sponsored and continue to sponsor the Men & Women in Sheds project which offers a place to enjoy practical pursuits as well as social connection & friendship."

Isaac Fisher

CEO | Pukka

Rewarding Partner, Age UK Leicester Shire & Rutland

Where will your money be spent?

Naturally, you will be interested in knowing where your fundraising contributions will be utilised. With our network of service users growing on a monthly basis, here is a brief look at the free services that we provide across the region.

Information & Advice

Over 13,300 enquiries were filed in the last financial year. With referrals coming from the public sector, GPs, social workers, family, friends or older people themselves. We provide free, independent and confidential support to people over 50 on a range of topics relating to later life, with in person home visits to ensure enquirers get the help they deserve:

- Welfare benefits
- Housing & property
- Money matters (not financial advice)
- Residential care
- Health & care needs
- Accessing services & support
- Family & personal matters

Warm & Wise

This free service conducts a personal Home Energy Assessment to older people's houses to see how can they save money on energy bills without compromising their warmth.

Whilst supplying and fitting free of charge energy saving products to help save money on bills (inc. energy saving bulbs, remote power sockets and automatic LED night safety lights), we also carry out a benefits check to see if there's any added entitlement to help individuals pay their bills.

Menopause Awareness

Introducing a programme designed to raise awareness about menopause in businesses, community groups, and organisations; and to provide support for individuals going through this journey. A complimentary interactive session is open to all companies, aiming to educate, empower, and cultivate a network of Menopause Champions.

Last Orders

Conducting engaging workshops in community settings to emphasise the significance of practicing safe and responsible drinking among older people, with the goal of raising awareness about the risks of substance misuse and recognising potential triggers.

Dementia & Memory Services

Our Dementia Support Services offer those living with dementia and their carers the prospect of carer learning, information and social interaction.

- Provides tailored information and advice as required, to support people living with memory loss or dementia and their carers throughout their dementia journey.
- Support can be provided face to face in people's homes or at a Memory Support Cafes, over the telephone or online.
- Supports people to explore strategies enabling them to live well with dementia by focusing on their strengths and abilities.
- Provides short term emotional support.
- Supports people to access other health, social care and community services.





In their own words, Judy

“The older you get you're more likely to encounter loss, divorce, grief - losing two sons it just floored me.

Grief is something that is like an unwanted visitor in your house.

In addition to what I was going through, I'm also caring for my dad. He's now 96 and has Alzheimers.

You cannot help someone else if you are in pieces.

Age UK gave me the support to be able to deal with it. It was the beginning of my journey back.

I do have bad days, even if you shed a tear it's not unhealthy but you move forward because that unimaginable pain is not there anymore. Life goes on but you have to decide... to live.”

In their own words, Mark

“I could not talk about my own mental health without getting choked up. Now I can talk openly about my experience.

Talking about mental health with older people is difficult, because if you say mentally ill they assume a Victorian mental hospital from their upbringing, but if you start talking about these things and ask what you're having difficulty with, you'll get a money issue or bereavement issue... and those lead on to personal feelings.

I'm part of Age UK, so you're mixing with different groups, different ideas, different methods of communication. If you're suffering with mental health, one of the keys things is to talk to somebody... and those sort of issues can be resolved, and you can move forward.”



National Campaigns

Despite being local organisations, local Age UK branches, as part of the Age UK brand, collaborate on national campaigns to raise funds at a local level. Whether customers are purchasing a smoothie, chocolate bar or duvet cover, many household brands have joined the Age UK cause and really made a difference to lives across the region.

Like our national campaign endeavours, we want our message to spread across the generations. No one likes the idea of getting older, but our message is to embrace this journey. Our partners have channelled this message and have empowered a multigenerational approach to fundraising. When we say there is a mutual benefit, we really do mean it. The examples on this page are just a snapshot of how a rewarding partnership can inspire your customer base, put your brand top of mind and allow opportunities to support older people amongst our society.



innocent The Big Knit

little hats, large difference

Since the campaign's humble beginnings, together we have raised more than £3 million, won numerous sector awards and knitted over 10 million hats.

Each little hat, knitted individually by knitters up and down the country, is placed on an innocent smoothie bottle and sold in stores across the country, with 25p from each be-hatted smoothie supporting Age UK.

This unique and mutually beneficial partnership has helped Age UK engage with new audiences and drive sales and brand recognition for Innocent whilst allowing the public to get crafty and do good!

Just to say how much I've enjoyed knitting the little hats! It has kept me busy through some lonely evenings, and I've enjoyed helping those less fortunate than myself.

Cherie, Big Knitter



Cadbury Donate Your Words

Moved by the fact that more than 225,000 older people often go a whole week without speaking to anyone, Cadbury took the bold move to remove the words from the front of their Dairy Milk bars and 'donate their words' to Age UK, alongside 30p from each bar sold.

This campaign encouraged the public to think about the number of older people who face loneliness and isolation often going through life without any company, inspiring nearly one million people to take action by 'donating their words' too.

Whilst sales were not the aim of the partnership, Cadbury Dairy Milk saw a 90% uplift increase during the campaign period proving that purpose pays off.





Are you looking for a new facilities contractor?

Competitive, vetted & reliable

At AUKLS&R, our specialist teams will provide you with professional, tailor made cleaning services designed to fit into your working environment. We pride ourselves on our sparkling service and high-quality cleaning standards. These are just a couple of the reasons why our clients have awarded their cleaning contracts to us, and why they stay long term.

Our operatives are fully vetted before they can start work with us giving you peace of mind that your premises are cleaned by the best possible staff. All our team are reference checked, uniformed and we supply all our own cleaning products and equipment, compliant with Health & Safety procedures.



Experienced network
of professional staff



Dedicated Project
Manager / Auditor



Unique approach to
customer service




Benefitting the
local community

The Social Impact

Allowing AUKLS&R to carry out commercial work is another way of investing in the local community.

As prices continue to soar, this means the cost for our paid for services (respite, home care, domestic help) continue to rise. Although we try to mitigate rising costs, sometimes this simply is not possible. Our commercial arm helps to fund these paid for services, subsidising the cost for older people, meaning they have more money in their pockets to spend on essential living.

For Enquiries

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Thank you for considering your
local charity, supporting older people.

Lets begin the conversation
fundraising@ageukleics.org.uk



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