

# How **to talk** about your festive fundraising

We couldn't continue to provide our essential services and support for older people without incredible people like you – and the friends, family and colleagues who support you.

## Why not tell them a bit more about where their money will go?

### Keep it short and snappy with this ready-to-use explanation

This Christmas, thousands of older people will be isolated, lonely and feeling forgotten. I'm fundraising for Age UK to help change Christmas for older people who are feeling lonely and provide the human connection that too many live without. Please support my fundraiser. Together, we're not alone.

### Talk about the challenges older people are facing

Christmas is a time for togetherness, but sadly 1.4 million older people feel more isolated at Christmas than any other time of year.

I want to help change that for as many older people as possible. That's why I'm asking you to help me fundraise for Age UK so they can give comfort, friendship and joy to older people who need it most.

### Say a little more about the services people will be helping to fund

For thousands of older people who are feeling lonely, forgotten or who have no one else to turn to for help, Age UK is a lifeline.

Through their national telephone friendship services, Age UK is here for people 365 days of the year, even Christmas day. Their expert staff and volunteers can offer lonely older people a listening ear and a friendly voice to call or even a regular, weekly chat.

Local Age UKs are also on the ground in communities providing practical support, friendship and social activities that bring older people together over the festive season and throughout the year.