



Here's how your festive fundraising will help older people.

This Christmas, thousands of older people will be isolated, lonely and feeling forgotten.

By fundraising for Age UK, you're helping to provide the human connection that too many live without.

Age UK's national telephone friendship services and local Age UKs provide practical and emotional support, bringing comfort, friendship and joy to older people who need it most.



"I do find Christmas a very lonely time of year. I'm so thankful to Age UK. Knowing there is always a voice at the end of the phone has been life-changing."

- Michael, 73

You can help Age UK reach even more older people.

For example:

£50

could help campaign to ensure older people's voices are heard at the heart of government.

£140

could help pay for a Benefits Entitlement Check, to identify additional income for an older person during the cost of living crisis.

£310

could help pay towards a whole year of telephone friendship calls to a lonely older person who has no one to talk to.

If you or anyone you know needs help, contact Age UK's Advice Line on:

0800 678 1602

Open 8am-7pm, 365 days a year.

How does Age UK help?

Everyone deserves to feel included and valued in our community. Age UK are specialists in making that happen for older people.

Here's how we made a difference in 2023:



Answered 172,943 Advice Line calls



Sent out 772,813 guides and fact sheets



Identified over £25 million a year in unclaimed benefits



Clocked up 4,972,427 minutes of telephone friendship calls