

Julie King
Parish Clerk to Newton Flotman Parish Council
22 Henry Preston Road
TASBURGH
Norfolk
NR15 1NU

Thursday 29th March 2018

Dear Julie King

In the last year, Age UK Norfolk has experienced a marked increase in the demand for our services supporting older people in Norfolk. Finding and accessing reliable information and advice, making the difficult decision whether to 'heat or eat' due to diminished incomes and facing a lonely, isolated future have all been recurring issues for older people in our county.

I am writing to ask if you would consider donating to help us tackle these issues in your community. Age UK Norfolk provides free, impartial information and advice, an accredited telephone befriending service, dementia services, and assistance with money matters, including practical help filling out complicated forms such as Attendance Allowance.

In 2016-2017, the number of calls to our advice line rose to 14,856, a 25% increase on the previous year; we helped boost the income of older people in Norfolk by £4,133,339 and provided 7,644 hours of telephone befriending.

Our information and advice, telephone befriending and dementia services are free at the point of delivery and are our key priorities for the forthcoming year. We are only able to continue to deliver these services thanks to donations from our generous supporters and donors.

I realise that you have many calls on limited funds, but do hope that you will feel able to join with us in making a difference to the lives of older people in your community by donating and helping us to continue making Norfolk a great place to grow older.

Yours sincerely



MICHELLE JAY
Fundraising Officer
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Case Studies

- How We Help

Vera* lives by herself in private rented accommodation; the cost of her rent is only just covered by her pension. As a result, she found the cost of heating her home sufficiently through winter “a dread, year on year”.

We undertook a benefits check and identified a potential entitlement to Council Tax and Housing Benefit, which were both later awarded. A grant was also awarded from the Surviving Winter Appeal thanks to Age UK Norfolk

Vera told us that she thought her story was probably typical of many who suddenly find themselves entirely alone and have not been left with any means of support other than their own pension – which can be very small in some cases.



After David’s wife, Jean*, was diagnosed with dementia, David steadily spent more and more of his time caring for her, resulting in him having on average, only 15 hours a week to himself.

David found out about our Pabulum dementia cafes and began visiting with Jean. David said he felt that, “People who don’t socialise or join groups might find it harder and harder to care for their loved ones and if the group wasn’t there, it would be difficult. I wouldn’t know what other services are available.”

David is also a telephone befriending member and has received assistance from our information and advice team with filling out attendance allowance forms. A successful application means the beneficiary can claim up to £83.10 a week.



When we first went to visit Betty*, she was quite tearful and said how lonely she can get even though she has a loving family.

We explained that there was no pressure with our telephone befriending service, it would just be someone to chat, smile and have some light hearted conversation with, but if she needed to just talk we were good at listening too.

Betty agreed to sign up and give it a go and hasn’t looked back since.

“The telephone befriending service is lovely, it is so nice knowing someone is out there contacting you to see if you are OK. If I had a problem I couldn’t see my way through, I know I can either phone or wait for my call and they will listen and help me.”

