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Dear Newton Flotman Parish,

Thank you for supporting older people in your community

Here at Age UK Norfolk, we would like to thank you for all the hard work that you put in to supporting older people in your community over the past couple of years, in what turned out to be a very challenging and worrying time for us all.

Community responses to the pandemic were amazing and along with the support of the charity sector we were all able to make a real difference to the lives of older people. Staff and volunteers pulled together in their droves to make sure all the necessary resources and amenities were available to older people across the county.

Older people in Norfolk still need us

As we have emerged from this crisis, we have been thrown straight into another, with the war in Ukraine and the resultant cost-of-living crisis. We know that this winter we are needed by residents within your community; many older people are now facing deplorable decisions such as whether to eat a healthy meal or heat their home.

Since 2021, we have seen a consistent increase in the number of calls we receive to our advice line and in 2022, this figure reached around 1200 calls per month with welfare and benefits and personal finances being major concerns for older people we speak to.

Between April-December 2022, in South Norfolk we had 979 contacts from local people calling the advice line. This includes contacts with local clients, 3rd parties and tasks to process enquiries, such as additional referrals. We have been inundated with benefit checks, applications and helping to administer government assistance schemes.

This is a very challenging time for many people as we navigate the cost-of-living increases, particularly for the many older people on fixed incomes. Rising costs of utilities and fuel are also threatening to disrupt our work supporting older people at a time when they need us the most as we struggle to meet increased project expenses.

How you can help

Calls to our advice line continue to increase and between April-Dec '22 we received 207 referrals to our advocacy and money matters services. This crisis shows no signs of slowing down and we need your support to enable us to continue providing the help that we are: ensuring that older people are eating, keeping warm and are more financially resilient.

We would be very grateful for any donation you may be able to make to Age UK Norfolk at this time. Additionally, you may have capacity to consider volunteering at Age UK Norfolk or help us to share materials in your community promoting voluntary opportunities and the services we provide. You can find out more about the different ways to get involved, including donating on our website: [Age UK Norfolk | Get involved - how you can help?](#)

By supporting us, you will join with us in making a difference to the lives of older people in your community and helping us to **continue making Norfolk a great place to grow older.**

I hope to hear from you soon and thank you in advance for your generosity.

Kind Regards,

Vicky Aitken

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If you would prefer not to hear from us in the future, please let us know at fundraising@ageuknorfolk.org.uk and we will ensure you are unsubscribed.