

Mrs J King
Newton Flotman Parish Council
22 Henry Preston Road
Tasburgh
Norfolk
NR15 1NU

Age UK Norfolk
Henderson Business
Centre
51 Ivy Road
Norwich
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Monday 8th July 2019

Dear Mrs J King, Newton Flotman Parish Council

As a representative of your local community, you no doubt understand the pressing need for support for older people in your community, who often do not know where to turn for help.

Older people in our county are faced with a variety of challenges and it may surprise you to know that **1.9 million pensioners are living in poverty in the UK**, over **16,000 people are living with dementia in Norfolk** and there are **38,000 lonely older people** in our county.

In recent years, 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.

From April 2018 to March 2019 **our Information and Advice team supported 1,530 people in the South Norfolk district** through our telephone help line and outreach work and our Phone Friends **telephone befriending service currently provides 910 hours of befriending (that's 1,820 calls) a year to lonely older people in South Norfolk.**

Age UK Norfolk provides free, impartial information and advice on a range of issues, an accredited 'Phone Friends' befriending service and assistance with money matters, including practical help filling out complicated forms for benefits such as Attendance Allowance.

But our efforts to tackle these issues can't take effect unless we have the support of everyone in our community. *That's where you come in!*

I'm writing to you as the Fundraising Officer of Age UK Norfolk, to ask if you will support us. You may like to donate to us, support us as your charity of the year or donate valuable time. If you would like to sit down and have a discussion about donating time, money, or services, you can contact me on 01603 787 111 or michelle.jay@ageuknorfolk.org.uk.

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.**



Making Norfolk a great place to grow older

All funds raised benefit older people in Norfolk

Follow us



ageuknorfolk.org.uk

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

Kind Regards,

Best wishes.

Yours sincerely

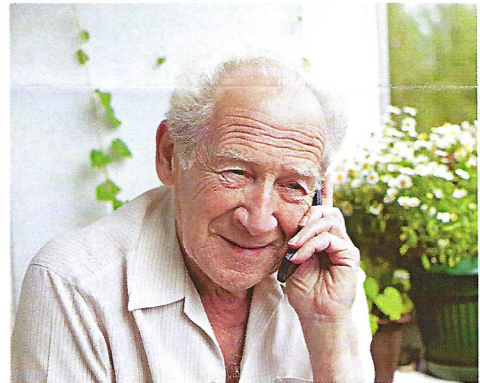


MICHELLE JAY
Fundraising Officer
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How We Help

Fred's Story

Fred*, aged 72, contacted Age UK Norfolk in 2016 to request our Phone Friends befriending Service as he was feeling very lonely. He has no family and only two friends. Fred lives in a remote cottage in the Norfolk countryside with access along a track through some woods. He felt cut off and isolated and said he only leaves the house to go to the shops and occasionally the pub.



Fred gets called every week by a Telephone Friends befriending volunteer. During a yearly review call in 2017, he said when asked about receiving the calls: "Yes, I do enjoy them. It's nice to get things off my chest and have a bit of support." Fred also suffers with depression and finds some days a struggle. He said he just likes to know someone is there and taking the time to call.

*Name and details have been changed to protect identity.