

British Gas's winter packs benefit thousands

Up to 85,000 older people have benefited from advice on keeping warm in winter, thanks to information packs received as part of the British Gas Help the Aged Partnership's winter campaign on fuel poverty. The '3 Steps to a Warmer Winter' pack contains valuable tips on insulating the home, information on claiming benefits, and a free room thermometer.

It is estimated that nearly 3 million pensioners are living in fuel poverty, which means that they need to spend more than 10 per cent of their household income on heating their homes. The campaign's aim to mobilise older people to maximise their incomes by improving their benefit take-up and the energy efficiency of their homes was given a boost after receiving excellent coverage across national and regional broadcast and print media. It was also featured on GMTV during its launch week in November 2008.

The British Gas Help the Aged Partnership has been running since 1999. As well as public affairs and awareness-raising work, it has also funded our unique benefits advice programme, which helps older people on low incomes or in poor health to access benefits.

Two international programmes shortlisted for Prudential's Chairman's Award



Help the Aged is delighted to announce that two of our international partners have been shortlisted for Prudential plc's Chairman's Award.

Foundation for Older Persons Development (FOPDEV) in Thailand, which renovates the homes of older people living in the congested areas of Chiang Mai, and Helping Hands in Hong Kong, which makes home visits to older people who have no relatives or friends, are among five projects shortlisted by a panel of judges, led by Harvey McGrath, Chairman of Prudential plc.

The winners will be awarded with cash grants from Prudential: £10,000 (first prize), £7,000 (second prize) and £3,000 (third prize). Employees will

make the ultimate decision as to which project wins the overall Chairman's Award prize.

These grants, along with the £100 Prudential plc awards for every Prudential volunteer that is signed up to a project, provide vital input to the projects' great work and are essential for their success. These two shortlisted projects are part of five Help the Aged programmes that Prudential has supported in 2008 and which reach out to the most vulnerable and disadvantaged older people in the UK and the developing world.

If you would like to find out more about these programmes, please contact Claudine Masson on 020 7239 1580 or email claudine.masson@helptheaged.org.uk



London Clubs International funds two SeniorMobility buses



Isolated older people in Nottingham and Glasgow are enjoying getting out and about, thanks to two new SeniorMobility buses funded by London Clubs International Harrah's Foundation as part of its five-year partnership with Help the Aged.

In November 2008, Carol Smillie handed over a new minibus to Parkhead Elderly Transport Scheme, enabling the project to continue providing a valuable transport service to older people throughout the east end of Glasgow. Meanwhile, Help the Aged ambassador June Whitfield presented the keys to a new minibus to Nottingham Community Transport, which provides a safe, affordable – and wheelchair-accessible – minibus service to local organisations in Nottingham, in June 2008.



Proceeds from Leeds Building Society Caring Saver accounts fund money management service



Thanks to all those people who have opened a Leeds Building Society Caring Saver account, we have received £11,500 to help fund our Your Money Matters project, which provides money management and debt advice.

Every year Leeds Building Society supports our Charity's work with a donation equivalent to 0.25 per cent of the average balance in its Caring Saver accounts, which offer an attractive rate of interest for any investment and easy access to your money.

For more information, call the Caring Saver hotline on 08451 960 589 or visit www.leedsbuildingsociety.co.uk/savings/helptheaged

Three Valleys Water makes us its Charity of the Year



Staff at Three Valleys Water have begun volunteering at day care centres in their local communities after choosing us as their Charity of the Year for 2009.

Andy Smith, Managing Director of Three Valleys Water, said: 'We've chosen this charity because all of us know and may care for older people and understand the issues that they face. This year will provide a focus for employees at Three Valleys Water to make a real difference to this growing part



of our community. Our staff will be involved in activities throughout the year to raise funds and also help the charity in carrying out its important work.'

The partnership was launched with the presentation of a £15,000 cheque to Help the Aged in January. Exciting team-building activities are also being organised involving local Help the Aged shops, and staff are arranging their own innovative fundraising plans.

Help us fundraise outside a B&Q near you



Help the Aged has been given the fantastic opportunity to fundraise outside all B&Q stores for four designated weekends this year – and we're counting on you to join us.

We need your help on any one of the following days: 28 February–1 March, 6–7 June, 26–27 September or 5–6 December 2009. Help us to raise vital funds by giving up a couple of hours of your time.

During one weekend in December 2008, 238 volunteers braved Arctic winds and torrential rains to raise an impressive £10,500 for Help the Aged, bringing the B&Q collection total for last year to a whopping £29,000.



Get your colleagues together to smash this target for 2009, stir up a bit of healthy competition and enjoy some team-building too. If you're interested in getting involved, please call Claudine Masson on 020 7239 1580.

ID8136 02/09 Registered charity no 272786

Corporate Update News



Legal & General Cardiff office make comedian Stan Stennett an honorary HandyVan fitter

WE WILL fight to free disadvantaged older people in the UK and overseas from **POVERTY, ISOLATION** and **NEGLECT**



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Dear supporters

Welcome to the first Corporate Update of 2009. It has been an amazing year for Help the Aged. Thanks to the help of all our corporate supporters, we have raised nearly £3 million to support our vital work.

Our partnership with Morrisons is well on its way to reaching its £1.5 million target, and we are delighted to have extended our partnerships with Zurich Community Trust, Legal & General, and Prudential. I would also like to extend our grateful thanks to Barclays, which has donated over £1.8 million over the last three years to support essential debt and money advice programmes across the UK.

This is a time of change at Help the Aged. The merger with Age Concern on 1 April will create a new and dynamic organisation dedicated to improving the lives of older people – and we look forward to your continued support.

Best wishes

Louise Parkes

Head of Corporate, Trusts, Events
Help the Aged



Zurich extends its partnership for another five years

Help the Aged is delighted to announce that we will be extending our partnership with Zurich Community Trust for a further five years, building on a successful relationship with the trust that began in 2004. By working together and recruiting new partners, we will be looking to expand and develop our A Call in Time volunteering programme.

A Call in Time is a telephone befriending service, whereby volunteers call older people – friends – on a regular basis. This national programme was launched by Help the Aged and Zurich Community Trust in 2005, and has since provided a lifeline to hundreds of older people.

As part of the partnership, Help the Aged and Zurich Community Trust commissioned a report last year into the impact of the A Call in Time volunteering programme. The research, carried out by the Centre for Health Promotion Research at Leeds Metropolitan University, has shown that telephone befriending services provide a vital service for older people who are socially isolated and lonely. Receiving a regular phone call has been shown to increase self-confidence, reduce fear and anxiety, and help older people re-engage with their community. As one beneficiary says: *'You can't put it into words. It's just knowing that there's somebody there, especially when you live on your own. It's just priceless.'*



Following the success of the pilot phase of the project, Help the Aged and Zurich Community Trust now plan to promote the employee volunteering model, pioneered through A Call in Time, to other organisations.

Legal & General supports its fourth HandyVan service



Help the Aged and Legal & General launched a new HandyVan service in Swindon in February, making it the fourth service the company supports in communities where it operates its business.

Moreover, it will be boosting the service further by asking its customers and staff to nominate an older person to benefit from one of the Charity's 37 HandyVan services across the UK. To find out how your business could support HandyVan, email jasmine.barratt@helptheaged.org.uk.

New charity's Chief Executive gets down to business



We would like to take this opportunity to introduce Tom Wright CBE, the Chief Executive of the new charity being formed by Age Concern England and Help the Aged. He has already begun building on the exceptional track record of these two organisations. His task is to develop advocacy and policy, and promote the needs and rights of older people in the UK and overseas.

Tom who began work in January said: *'The challenges that face us are immense. The new charity will have to grapple with enormous social change as societies age worldwide. Working with staff, volunteers, supporters and donors of Age Concern England and Help the Aged, we will construct together a new charity of which we can all be proud. I want to help fashion an organisation that will have the influence to create change, to deliver flagship services that address the challenges of growing older both in the UK and across the world, and which puts older people at the heart of everything we do.'*

Formerly the Chief Executive of VisitBritain, Tom was also a trustee of the Imperial War Museum and chair of its trading company. He has previously served as Chief Executive of the British Tourist Authority and as a board director of the Saga group. He also has extensive experience in leading high-profile organisations through successful transformational change.

Celebrity chefs' charity recipe booklet on sale now



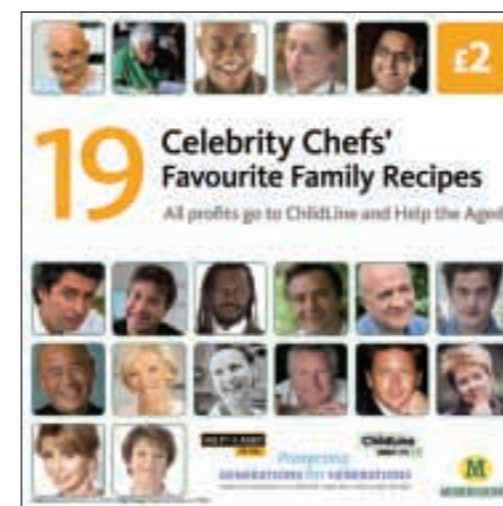
Top celebrity chefs including Raymond Blanc, Delia Smith and Rick Stein reveal their mouthwatering food memories in a new pocket-size recipe booklet currently on sale in aid of Help the Aged and ChildLine.

Celebrity Chefs' Family Favourite Recipes is available exclusively at Morrisons for just £2, as part of its Protecting Generations for Generations charity of the year campaign, which aims to raise £1.5 million for ChildLine and Help the Aged to help protect children and older people.

Recalling his dad's pumpkin soup, BBC's *What to Eat Now* celebrity chef Valentine Warner says:

'The delight this soup used to cause my brother and me seemed immeasurable. Dad would tie on his striped pinny, which always struck me as a faintly ridiculous look for a man of six foot five, and then close the kitchen door. Muffled crash-bang-tinkles would be heard through the house as the special soup was created by the master. God it was good – the theatre and the eating.'

The booklet features 19 delicious recipes hand-picked by each chef to represent the meals that have been passed down through their family, from one generation to the next.



Help the Aged runners wanted for Flora London Marathon

If you've got a place through the ballot for the Flora London Marathon 2009, please join the Help the Aged team and run for frail and vulnerable older people.

We're offering you fundraising and training support, regular newsletters, a personalised running vest, three cheering groups along the race route and a post-race party for you and your supporters with massages, a buffet and goodie bags.

If you wanna be in our gang, please call the Events team on 020 7239 1922; email events@helptheaged.org.uk or visit our website at www.helptheaged.org.uk



Masternaut trio trek the Great Wall

Three staff members from Masternaut UK undertook the challenge of a lifetime along the world-famous Great Wall of China, raising a fantastic £8,400 for Help the Aged.

Among them was Alex Epstein, Head of Communications at Masternaut. He said: *'We had an incredible time in China and met an amazing group of people. It was a fantastic experience – from the fun you have raising the sponsorship to the life-changing experiences you have during the actual trek. We scaled thousands of steps up and down the Great Wall and flew down a gigantic zip wire. Each day was so different. The team who looked after us was just superb. Everyone should do something like this in their lifetime.'*

The Masternaut group joined 20 other people for a ten-day adventure, including trekking along ancient and restored parts of the wall, passing iconic watchtowers and admiring breathtaking scenery en route. They trekked through villages, met local Chinese people and enjoyed a variety of interesting and delicious food.

If you would like to discuss how your employees can get involved, please call 020 7239 1922 or email events@helptheaged.org.uk



Barchester Healthcare to launch new exercise initiative in care homes



An exciting new exercise initiative is set to be rolled out in 2009 in Barchester Healthcare's care homes throughout England, Scotland and Wales thanks to a partnership between Help the Aged and this major care home provider.

By taking part in Fitness with Care, Barchester Healthcare residents will enjoy activities ranging from Nintendo Wii to outdoor musical instruments and putting greens, all of which have been designed to be fun and to provide the positive impact which physical activity has on the health and well-being of people in care homes.

Dr Lorna Layward, Senior Research Manager of Research into Ageing, the biomedical research arm of Help the Aged, said: *'We're working with Barchester on the Fitness with Care initiative to help older residents improve their overall health. The initiative is so important because our bodies are never beyond improving and respond surprisingly well to lifestyle changes, whatever our age. Keeping fit also forms part of a holistic approach to living life to the full in our later years. Physical exercise not only means we stay mobile for longer, but also has a significantly positive impact on our psychological well-being.'*

To find out more, go to www.barchester.com



BAA makes Help the Aged and Age Concern its Charity of the Year

Help the Aged and Age Concern are proud to announce a new Charity of the Year partnership with BAA Heathrow and the first joint venture for the two charities.

BAA is aiming to raise £200,000 for Help the Aged and Age Concern to support the 1.2 million older people in the UK who always or often feel lonely.

The income raised will pay to train volunteers and run services, such as befriending schemes, to ensure that those older people who have no family or friends still have a link to the outside world and have someone to talk to.

Planned fundraising activities include bucket collections, foreign currency recycling, golf days and quiz nights.

To find out more about the partnership, please call Claudine Masson on 020 7239 1580 or email claudine.masson@helptheaged.org.uk