



Inspire



Supporter newsletter



Welcome to the first issue of Inspire – our supporter newsletter. We’ve really enjoyed showcasing the fantastic way in which our supporters across the country have helped us make a real difference to the lives of older people in Scotland.

A rising number of older people are struggling. Many have been affected by the rising cost of living and are having to make the devastating choice between heating their homes or eating adequately. Loneliness and isolation continues to be a huge issue, with over 200,000 older people feeling lonely all or most of the time.

With your help, we are able to support those older people who have no one else to turn to. Our helpline advisers provide much-needed information and advice, and our friendship services are a lifeline to older people who are feeling lonely and just need a friend to talk to.

I would like to thank all our supporters for their kindness, generosity, and commitment to supporting us. Together, we can make Scotland the best place in the world to grow older.



Stacey

Stacey Kitinger
Head of Fundraising & Marketing



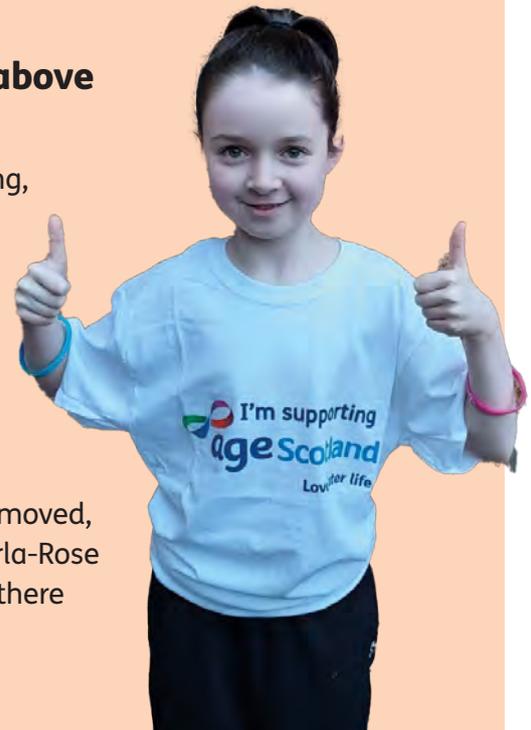
Fundraiser highlight

The generous eight-year-old fundraiser who went above and beyond for Age Scotland.

Every year, we see members of our community raise funds by running, walking, skipping, and even taking on jaw-dropping adrenaline challenges. Every penny raised by our wonderful fundraisers goes towards supporting older people across Scotland. We couldn't do it without you!

Last year, one fundraiser stood out. In March, eight-year-old Orla-Rose joined in the Supernova race in Falkirk and raised an outstanding £425 in support of Age Scotland. After learning that many older people in Scotland experience loneliness, Orla-Rose felt moved, and motivated to make a change. The generosity and kindness of Orla-Rose means so much, and we are so grateful for her efforts to help us be there for every older person who needs us.

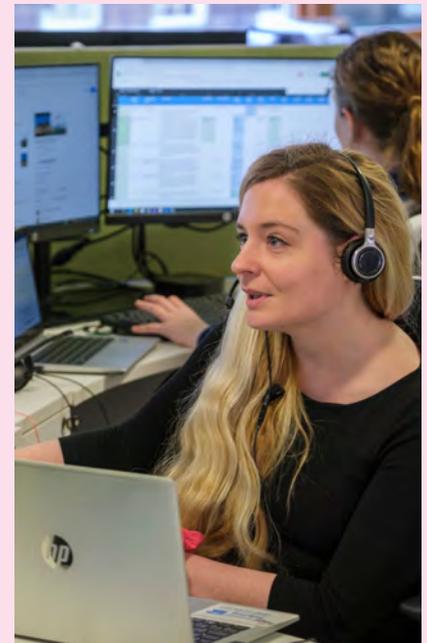
Visit age.scot/events to see more of our events.



Our helpline is a lifeline

Our helpline is led by a team of experts, including benefits advisers.

Many older people and their carers do not know about the benefits they are entitled to, which means that many struggle financially and suffer in silence. A few months ago, our team received a call from Mr Munro*. Mr Munro has health problems and supports five children, including a disabled son. Mr Munro's ability to work is impacted by his health as well as his caring responsibilities, which has meant that he has found himself really struggling financially and worried about the days ahead. After calling our helpline to seek advice and reassurance, our team of skilled experts were able to identify substantial financial help available to him allowing him to feel reassured that he could continue to support his family. Financial stability is a huge factor in improving the lives and wellbeing of older people, and there's no doubt that our helpline plays a valuable role in enabling this.



28,140
calls handled by
our helpline.



3,079
friendship calls made
to older people.





Tackling loneliness

A story of friendship from one of our service users.

Last year, I found myself in a situation I wasn't expecting. I lost my wife, and this was a shock to me. I found myself not only grieving, but really feeling the loss of companionship. When I was still working, I was seeing people every day, and had people to open up to. It's different now that I've retired - sometimes I can go days without talking to people. While out and about, I found an Age Scotland brochure in my local library, and I decided to call the helpline. The person on the line was lovely and told me about their friendship service. I now enjoy weekly calls and no matter what mood I'm in, I never feel judged by the person on the other end of the line. Talking on the line has also increased my confidence more generally - I feel good about striking up conversation and making connections with new people when I'm out and about. What I enjoy most about the friendship calls is the conversation. I try to make it a two-way conversation - for me that's important. It's that mutual, warm conversation that helps me to get out of my own head.

Just £5 funds a friendship call to an older person in need.

"I have nobody in my family left so it helps me so much."



Feeling inspired?

In 2024, we have lots of upcoming fundraising events and challenges for you to take part in.

Raising funds by taking on a fitness challenge is a fun and rewarding way to boost your wellbeing while supporting a cause you care about. Whether you enjoy bracing the elements and training outdoors or prefer to workout at home, we have a challenge waiting for you.

Why not make 2024 the year of trying new things by signing up to one of the Edinburgh Marathon Festival events, there's something for everyone with a 5k, 10k, half and full marathon as well as the junior races so the ideal motivation to kick start your new year.

Throughout 2024, you can also take part in the Kiltwalk in Glasgow, Aberdeen, Dundee, or Edinburgh. The Kiltwalk has three distances to choose from, so can make this challenge your own and take it at your own pace. The Wee Wander route is also suitable for children, so it's a perfect day out for all the family.



548

older veterans supported by the helpline.



We secured over £1.5M in life changing benefits for older people.



*Please note we are not using real names to protect privacy.

*Leave light,
not loneliness*

**No one should feel
alone in later life.**

A gift in your Will to
Age Scotland will ensure
that lonely and isolated older
people in Scotland will have
someone to talk to for
friendship and reassurance in
years to come.

**Leave light, not loneliness.
Leave a Legacy to Age Scotland.**

 ageScotland

Watch our film at:
www.age.scot/legacy
0333 323 2400