



Put **your business** at the heart of **your community**



"I urge you to keep your support local. One of the reasons it's so rewarding for businesses and people to help the communities around them is that the results are so visible and significant. There's something special about knowing that your donation has made a difference that you can actually see. The work of Age Connects, supporting lonely and vulnerable older people, is at risk from ongoing funding cuts. Please read on to understand how your corporate support can make an almighty difference to a small charity such as ours."

Jeff Hawkins

Chief Executive Officer
Age Connects Cardiff & the Vale



THE BENEFITS

to your organisation and employees

Ten reasons to partner with Age Connects Cardiff & the Vale:

1. Increased visibility within the local area
2. Brand recognition
3. Positive business image and reputation
4. Networking and marketing opportunities
5. Exposure to different sectors
6. Boost office morale and encourage teambuilding
7. Help define your corporate identity
8. Improved public relations
9. Enhanced employee relations and employee retention
10. Donating financial support to a charity is tax-deductible



THE BENEFITS

to your organisation and employees

You're local, we're local. Perhaps making charitable support a key part of your business strategy is something you already do or are interested in doing more of?

Supporting a local charity, like Age Connects Cardiff & the Vale, and the work we carry out in your community supporting vulnerable older people is a cause in which your staff can see the value and believe in. It's a great way of raising your profile in the local community and communicating to your customers that you are a socially-responsible organisation.

It will have a positive impact on your company by promoting team spirit, boosting staff morale and bringing employees together in an organised, coordinated way. And don't forget, our team will be on hand to support you at every step of the way.

In return for your support, our long-standing and reputable charity pledges open and regular communication and feedback, consistent press coverage, brand exposure and a strong partnership.

As this booklet highlights, Age Connects Cardiff & the Vale offers fantastic branding opportunities in return for comparatively little investment compared with typical marketing activity.

So, whatever your company's size and structure, we can work with you to ensure your Business Corporate Social Responsibility objectives are met and that your staff meet their personal objectives.

Did you know...

**LONELINESS IS
AS HARMFUL FOR YOUR
HEALTH AS SMOKING
15 CIGARETTES
PER DAY***



ANOTHER BIRTHDAY ALONE?



*Source: Holt-Lunstad

300
VOLUNTEERS

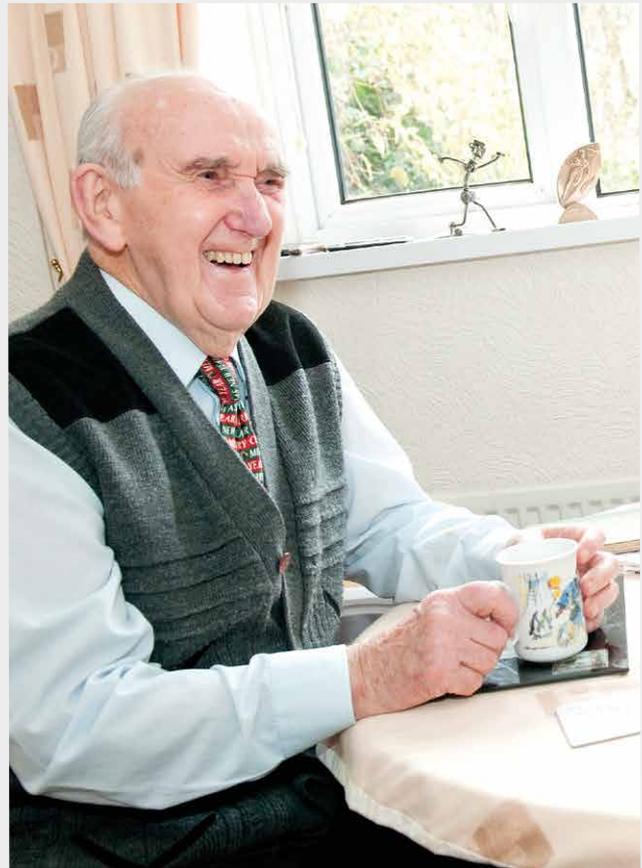
SUPPORTING

4,500
ELDERLY
PEOPLE

WHO WE ARE **WHAT WE DO** &

Imagine spending days alone without seeing another human being and only the television for company. Sadly, for too many vulnerable older people in our local communities this is the reality. For many housebound older people their weekly Age Connects Cardiff & the Vale volunteer may be the only person they see to talk to and spend time with.

For over 40 years, local charity Age Connects Cardiff & the Vale has been helping and supporting local older people and their families through some of the most difficult times in their lives. We are committed to tackling loneliness, isolation and poverty amongst older people and we strive to create a society in which older people are respected, valued and heard.



People come to us when they're not sure where else to turn and we help in so many ways:

- Assistance to settle back home after a hospital stay
- Support when making difficult choices, such as moving into a care home
- Ensuring correct benefit entitlements are claimed
- Advocates assisting to resolve issues
- Help with shopping and transport to appointments
- Access to our befriending scheme
- Encouraging participation in groups and activities to reduce social isolation

At Age Connects Cardiff & the Vale there is practical help and advice and people who care about the challenges faced by older people.

This vital work would not be possible without the tremendous support that we receive from volunteers, supporters and fundraisers as well as donations from people just like you.

38,400

VOLUNTEER HOURS

PER YEAR

£482,304

WORTH OF VOLUNTEER TIME



how you can make **ALL THE DIFFERENCE**

GET INVOLVED & FUNDRAISE

Whether you are someone who is keen to run a marathon or climb a mountain, having Age Connects Cardiff & the Vale as your chosen charity means you will have a cause in mind to motivate you on your challenge! If social events are more your passion, get your colleagues together and come along to one of our fun fundraisers throughout the year.

You can support us in-house too... encourage staff with fundraising efforts to build motivation and team engagement. Taking part in bucket collections, dress down days, cake sales all help... the options are endless and we will help you every step of the way. Don't just take our word for it...

Choosing Age Connects Cardiff & the Vale to benefit from your organisation's support is a decision every single member of your team will benefit from.

Whether you choose to sign up for an Age Connects Cardiff & the Vale support package or get involved as and when you can - there are so many ways to make a difference.



"I learnt about Age Connects after it became one of the Co-Op's Local Causes. As part of my role I was fortunate to spend time with its volunteers and witness how much of an impact they are able to have on the older people they support.

During 2017 I ran my first half marathon to raise funds for Age Connects. We were also able to link up with all our stores in the Cardiff area, grouping together to provide supplies for the Age Connects Summer Fundraiser. I personally feel strongly about giving something back to my local community and Age Connects is a great friendly charity to work with".

- Nathan, Co-Operative Stores



MAKE A DONATION

Make a much needed one-off donation towards our work or set up a monthly donation by standing order or direct debit. Alternatively, you can donate to us via payroll giving, which is a simple tax-efficient scheme which allows employees to donate to a registered charity such as ours directly from their salary, or occupational pension, before tax.



SPONSOR AN EVENT

Get involved in sponsorship of one of our many fundraising events. We organise many throughout the year to help in our fundraising efforts... from wine tasting and pamper nights to quiz and curry nights! Doing so provides branding and PR opportunities as well as networking with our staff, volunteers and supporters.



VOLUNTEER YOUR TIME

Volunteering your time (inside or outside of work), spreading the word and simply taking on a proactive and empathetic outlook to our work is vital and greatly appreciated. There are opportunities to take part in one-off or ongoing volunteering activities with us as an individual or as a team. Find out more about the challenges older people face through taking a hands-on approach to your partnership with us.

BRAND ASSOCIATION

Advertise within our client magazine, volunteer newsletter or promote your business online via our website and social media platforms.





Life Times Magazine Advertising

Advertise in our *Life Times* magazine distributed to hundreds of older people throughout Cardiff & the Vale three times per year



Volunteer Opportunities

Opportunities for your staff to volunteer and meet with the older people we support**



Press Coverage

Dedicated press releases distributed to local press promoting our partnership

WHAT'S INCLUDED



Website Coverage

Your logo, information and links from our website visited by over 500 visitors per month



Sales Opportunities

Opportunities to present your products and services to our staff and volunteers



Open Days

Access to get involved with Age Connects client events and open days.



Social Campaigns

Social media campaigns to run at agreed times of the year

we'll make your support **GO THE EXTRA MILE**

We can make your community support budget go a long way! Not only in terms of the support it will provide to older people in need but also in terms of the involvement and exposure your organisation will receive when we shout loudly about the great work we are doing together.

Here's a snapshot of how you can select the most appropriate opportunities for your business from our extensive menu

This range of partnership opportunities is not exhaustive, we are always open to new ways in which we can help add value to your business while you help us add value to the lives of those in need.

NO FINANCIAL COST TO YOU

Of course, financial support is essential in order to keep our services running, however we also welcome offers of time, expertise, resources and kindness. Volunteer with us, coach us, help us facilitate vital fundraising events and take part in our challenges, social events or run your own in-house fundraisers. Most importantly, please spread the word about the good work that we do – by word of mouth or via social media.

SOME COST INVOLVED

- Take a paid advertisement within our *Life Times* magazine* that is distributed to hundreds of older people throughout Cardiff & the Vale three times per year. Include a leaflet/insert in one edition. Costs range from £125 to £500 for an advert depending on size.
- Partner with us to run a social media campaign.
- Sponsor one of our fundraising events.
- Make a donation towards our work to combat loneliness and isolation.
- Get involved with Age Connects client events/open days or community events.

OUR COMMITMENT TO YOU

Any level of support is so very much appreciated. In return, we will provide:

- Opportunities (where appropriate) to present to our staff and volunteers on your products and services.
- Opportunity for your staff to volunteer and meet with the older people we support**.
- Inclusion in press features and social media posts we send out promoting our partnership.
- Your logo, information and links on ageconnectscardiff.org.uk.

*Life Times advertising is dependent on availability per edition.

**With client permission.



ANN'S STORY

The Age Connects Community Support Project aims to tackle social isolation and loneliness in old age, often caused by things that make life difficult, including, low income, poor health, limited transport and difficulty in accessing services and support. This project currently supports hundreds of older people and delivers volunteer led activities that provide practical and emotional support for older people living across Cardiff and the Vale.

Support for people like Ann. Ann aged 70 moved to Cardiff following the death of her husband one year ago. She had been living in Worcester and her son urged her to move to the area to be closer to him. Once settled into her new flat, Ann admits she felt very isolated and struggled to integrate with the already established friendship groups in her housing complex. Her son would come and visit when he was home but as his job took him away, Ann often found herself alone in her flat feeling cut off and isolated.

At the same time, Jenna, a 35 year old mum from Cardiff, would pay regular visits to her nan. The two were close and Jenna valued their relationship hugely.

With 18 month old Brinley also now also part of the family, Jenna began to think about older people who may not have family and grandchildren nearby. Jenna got in touch with local charity Age Connects Cardiff & the Vale to offer her time as a volunteer. The two women were matched as part of the charity's befriending initiative.

Ann explains: "As soon as I was told the willing volunteer had a toddler to bring along with her I was thrilled! I absolutely love children. Jenna and Brinley have become part of my family now. I look forward to seeing them every week, they bring so much joy and life. Sometimes we stay in together and watch television and occasionally we may go out if weather conditions and my health allow. I can honestly say they have both saved my life!"

Jenna agrees, "catching up with Ann each week is a pleasure, Brinley loves coming along and being part of our new friendship. As a mum, I feel that it's important that as Brinley grows up he will realise that not everyone is equally fortunate as each other and that reaching out and volunteering your time or support to those in need is such a worthwhile thing to do."

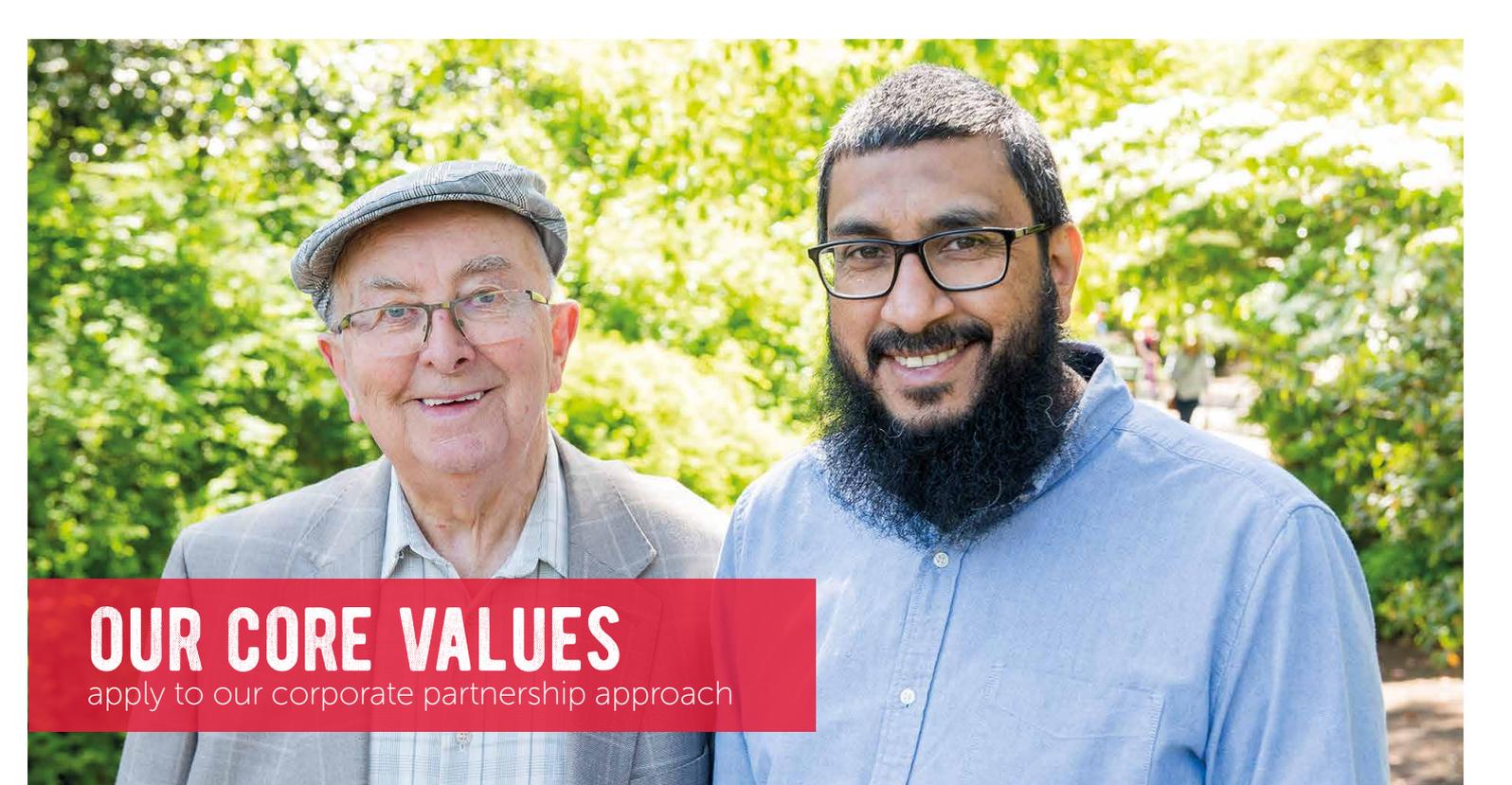
CORPORATE partnerships

Corporate partner Penguin Wealth employee, Gavin Baos, shares his team's experience of working with Age Connects:

All of us at Penguin Wealth feel strongly that giving something back to the community in which you live and work can bring an enormous sense of pride. Supporting local older residents who have spent their entire lives living in and contributing to their communities is especially rewarding. We can see that every penny Penguin Wealth helps the charity to raise goes towards helping the many thousands of older people who desperately need help in Cardiff and the Vale of Glamorgan. We attend events, run races and generally have fun working with the team at Age Connects towards the mutual goal of helping older people.

If you share our and Age Connect's passion that older people should be treated with dignity and receive the help they rightly deserve and believe in the concept of supporting the local community at grassroots level - get in touch with the team at Age Connects. Your organisation and staff will also feel the benefit.





OUR CORE VALUES

apply to our corporate partnership approach



Professional

Our staff and volunteers pride themselves on their professionalism



Deliver on Promises

Our partnership is a two-way street and we commit to fulfill all that is promised



Quality Communication

Promotional coverage and feedback following all joint activity



Understanding

We'll work to understand your business needs from a charity partnership investment perspective



Trusted

We have a long-standing reputation in the community



Person Centred

Our work puts people first and that includes your workforce

TALK WITH US

make a difference

To discuss becoming a corporate partner of Age Connects Cardiff & the Vale and join us in our goal of making a really positive impact on the lives of local older people, please contact us today.

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ageconnectscardiff.org.uk



Registered Address: Unit 4 Cleeve House,
Lambourne Crescent, Llanishen, Cardiff CF14 5GP
Registered Charity Number: 1137821



THANK YOU

We'd like to take the opportunity to thank our existing corporate partners for their continued support.

