

# EMERGENCY APPEAL

## Age UK's response to COVID-19

**Age UK urgently needs to raise £10 million to help our older people in this time of national crisis.**

This is a time of great anxiety for everyone, but especially for older people. Age UK is determined to be there for older people who need our help and especially for those who have no one else to turn to.



We're working hard to ensure our vital information & advice, befriending and local services can continue to safely help the older people reaching out to us during these deeply worrying times.

With the Government's recommendations on self-isolation, particularly for those aged 70+, our national telephone services have never been more in demand. In communities across the UK, local Age UKs are providing a lifeline to older people who are relying on them to provide practical support with food supplies, prescription collections and much more.

### **Age UK urgently needs your help to:**

- Meet the growing demand on our **Advice Line** – *calls are 30% up and expected to rise* – so that we can provide expert advice and support to all older people, their carers and families
- Continue to provide our **friendship services**, through our befriending calls and our 24-hour Helpline, enabling us to provide comfort and reassurance to older people facing long periods of isolation
- Provide additional funds to our network of **local Age UKs** in over 130 communities to ensure that they can continue to provide local support on the frontline, such as food parcel deliveries, shopping services, over-the-phone support to use the internet, and prescription collections.

Some older people are fortunate and have family and friends to help, and there is no doubt that our communities are rising to the challenge and rallying round to offer support.

But there are millions of older people who are on their own, who do not have family and friends nearby or at all. **We cannot leave them without support.**

It is sobering to think that we are only at the beginning of this health emergency and already our services are struggling to keep up with demand. We need to put plans in place to ensure we can keep these vital services open, for however long is necessary, to ensure that older people continue to receive the support they need.

**Please help older people who desperately need our help.**