
BrightLife



A local charity for older people.....



Mission Statement:

We are dedicated to tackling loneliness and isolation amongst people aged 50+ in Chesterfield, Bolsover and N.E. Derbyshire.

Loneliness is a subjective, unwelcome feeling of lack or loss of companionship, which happens when there is a mismatch between the quantity and quality of the social relationships that we have, and those that we want (Perlman and Peplau, 1981)

The Problem: Loneliness - a socioeconomic cost

Loneliness and social isolation are linked to poorer physical and mental health - including early death, higher rates of depression and cognitive decline.

- **A Cost to Society - Loneliness Makes Society Poorer.**

The mental and physical health problems that arise from loneliness are a cost to a community - they impact a community's quality of life and financially they impact the bottomline as a cost to a community's support and health services

- Older patients living alone are 50% more likely to access emergency care services (1)
- 40% more likely to have more than 12 GP appointments (2)
- Independent risk of care home admission (3)

- **A Cost to Business - Loneliness leads to higher costs for businesses and the economy.**

"The cost of loneliness to UK employers has been estimated to be £2.5 billion every year.(1) These costs are primarily due to:

- Increased staff turnover (64%, £1.62 billion)
- Lower wellbeing and productivity (26%, £665 million),
- The impact of caring responsibilities (9%, £220 million) and
- Ill health and associated sickness absence (1%, £20 million)"(4)

1[15] Dreyer K, Stevenson A, Fisher R, Deeny SR. The association between living alone and health care utilisation in older adults: a retrospective cohort study of electronic health records from a London general practice. BMC Geriatrics 2018;18:269 Available at: <https://bmgeriatr.biomed-central.com/articles/10.1186/s12877-018-0939-45>.

2 Ibid

3 [17] Hanratty B, Stowl D, Collingridge Moore D, Valtora NK. Loneliness as a risk factor for care home admission in the English Longitudinal Study of Ageing. Age and Ageing 2018;47(6):896-900

4 Co-op and New Economics Foundation (2017) The Cost of Loneliness to UK Employers: The impact of loneliness upon business across the UK

The Problem: How big?

- Over 12,722 persons aged 50+ are estimated to feel lonely 'all or most of the time' in Chesterfield, Bolsover & NE Derbyshire ⁽⁵⁾

Age Distribution	Chesterfield		Bolsover		North East Derbyshire		Total Est. Lonely
	Population	Est. Lonely	Population	Est. Lonely	Population	Est. Lonely	
50-59 Years	15,788	1579	12,511	1,251	15,440	1544	4,374
60-69 Years	12,859	1286	9,750	975	13,673	1367	3628
70-79 Years	10,555	1056	7,916	792	12,404	1240	3088
80-89 Years	4,848	485	3,312	331	5,511	551	1367
90+ Years	1,066	107	651	65	926	93	265
Total	44,846	4513	34,140	3414	47,954	4795	12,722

Loneliness kills - Social isolation itself increases the risk of all-cause mortality by 29%, while loneliness increases it by 26%, and living alone by 32% ⁽⁶⁾

No Contact - Two fifths of older people (about 3.9 million) say that the television is their main company ⁽⁷⁾
 - Half a million older people go at least five or six days a week without seeing or speaking to anyone at all ⁽⁸⁾

Living Alone - Well over half (59%) of those aged 85 and over, and 38% of those aged 75 to 84, live alone ⁽⁹⁾

⁵ '10% of older people are lonely' statistic, Professor Christina Victor, Campaign to end Loneliness 2023.

⁶ Holt-Lunstad J, Smith TB, Baker M, et al. Loneliness and Social Isolation as Risk Factors for Mortality: A Meta-Analytic Review. *Perspect Psychol Sci* 2015;10:227-37.

⁷ Age, U.K., 2014. Evidence Review: Loneliness in Later Life. London: Age UK

⁸ Age UK 2016, No-one should have no one

⁹ <https://webarchive.nationalarchives.gov.uk/20160105214013/http://www.ons.gov.uk/ons/rel/census/2011-census-analysis/do-the-demographic-and-social-economic-characteristics-of-those-living-alone-in-england-and-wales-differ-from-the-general-population/-story-characteristics-of-those-living-alone.html> ⁽⁶⁾

The Problem - A visual perspective

- The 12,722+ persons aged 50+ & estimated as being lonely in Chesterfield, Bolsover and NE Derbyshire is just 27% greater than the 10,000+ seating capacity of the Chesterfield FC football stadium





The Solution

By coming together with the support of community businesses, the public, and volunteers we can beat loneliness and isolation.

Together we can reduce and prevent the physical, mental and financial costs that loneliness has within our communities

A local problem, requires a local solution.

The Solution

1. Expansion of the Telephone Befriending Service

What it means to those who use it.....

*“I love my calls and I feel a lot better after the calls. **Calls are wonderful.**”*

“I feel brighter, as I go days without talking to anyone.”

“Lovely to have someone to talk to other than the TV”

2. 10x Social Events per year

Our own research confirms a fundamental need for human interaction & wanting to socialise.....

What other service would you want BrightLife to offer?.....

“Meeting up with people I do not know, but who live near me.”

“Get together for tea and cake.”

“Social groups. Games evenings/afternoons”

“Meet up with other people and have more company”

“People on their own would appreciate trips out”

“Meet up in groups.”

“Meet up with people”

The Solution

1. Expansion of BrightLife's Telephone Befriending Service (TBS)
2. 10 Social Events - 10x face to face social events per year

Current TBS Service

Current Service Provision:

- 95 people supported
- 1 call per week, 50 weeks per yr
- 4940 calls per year

95 People Supported

4940 calls per year

Fundraising Objectives

To provide for:

- Salary volunteer team manager
- 20 Volunteers - recruitment & training
- Volunteer travel costs
- DBS Checks
- Telecoms, IT software and hardware
- Charity overheads
- 10x social events per year
- Ongoing running costs

150 People TBS Supported
7800 calls per year
10x social events per year

Fundraising Targets

Target	Funding Required
10x social events per year	£5,000
Telephone Befriending Service <ul style="list-style-type: none">★ 150 People Supported★ 50 weeks per yr★ 7500 calls per yr @£6 per call (inc all overheads & associated costs)	£45,000

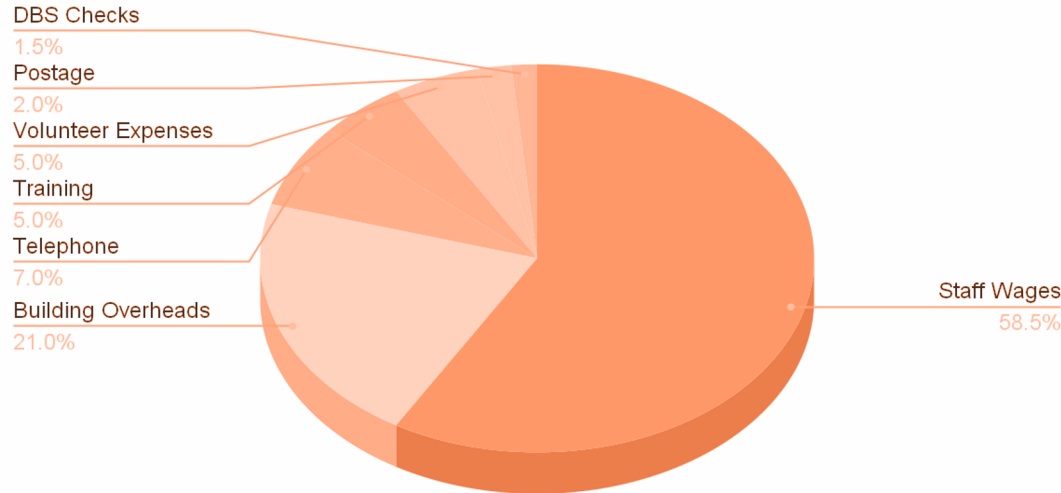
Our 2023/24 Fundraising Target is

£50,000



It costs £6 to make each telephone befriending service call.

Cost Breakdown Per Call



Cost Item	Cost Per Call £
Staff Wages	£ 3.51
Building Overheads	£ 1.26
Telephone	£ 0.42
Training	£ 0.30
Volunteer Expenses	£ 0.30
Postage	£ 0.12
DBS Checks	£ 0.09
Total Cost	£ 6.00

Each telephone call averages 30 mins in duration

£300 (£6 x 50) supports an older person with a weekly contact/telephone call for 50 weeks of the year - preventing them from otherwise suffering from loneliness and isolation



Sign up today as a Business Donor to our Telephone Befriending Service

For £300 a year, or £25 a month, your donation prevents an older person from being lonely & isolated

For £25 a month, an older person who is otherwise lonely and isolated, and living in Chesterfield, Bolsover or NE Derbyshire, can receive a 25 mins telephone call, every week, from one of our DBS certified and trained volunteers, removing them from loneliness and isolation.

Our Telephone Befriending Service calls are a fundamental need for all, but for some the calls are a lifeline!

Loneliness is a killer: "Social isolation itself increases the risk of all-cause mortality by 29%, while loneliness increases it by 26%, and living alone by 32%.¹⁰"

10 Holt-Lunstad J, Smith TB, Baker M, *et al.* Loneliness and Social Isolation as Risk Factors for Mortality: A Meta-Analytic Review. *Perspect Psychol Sci* 2015;10:227–37.



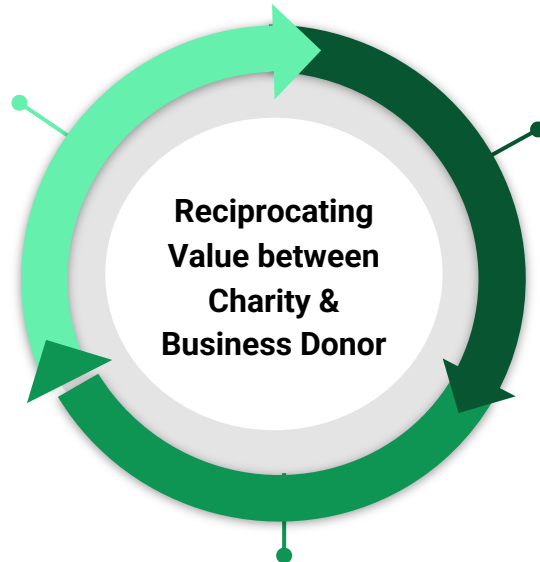
BrightLife 2023/24 Fundraising Campaign

We partner with our business donors to maximise the **value** that being a donor creates

3. Donor Value Return

A properly implemented charity donor & CSR strategy can bring along a variety of competitive advantages, such as:

- Enhanced access to capital and markets,
- Increased sales and profits
- Operational cost savings, improved workforce morale & productivity.
- Improved brand image and reputation
- Enhanced customer loyalty
- Better decision making and risk management processes.
- Improved recruitment & retention of staff



1. Business Donor

Funds Raised for Charity
Charity & Donor
Partnership established

2. Value Creation

Marketing: Positive Branding - PR/Social Media,
Brand Values: Affirmation of what your brand represents
Human Resources: Employee & team building. Improved morale, wellbeing, improved productivity, lower absenteeism. Improved employer/employee relations.
Corporate Strategy: Corporate Social Responsibility (CSR) goal fulfillment

HMRC: REGISTERED BUSINESSES CAN
OFFSET CHARITABLE DONATIONS
AGAINST CORPORATION TAX

£50,000

HELP US TO REACH
OUR FUNDRAISING
TARGET!

£37,500

£25,000

£12,500

£0

WE'RE AT THE
START OF OUR
2023/24
FUNDRAISING
CAMPAIGN!

The Solution: Become a Business Donor & Support BrightLife's 2023/24 Fundraising Campaign

Platinum Donor £10,000	Gold Donor £5,000	Silver Donor £2,500	Bronze Donor £1,000
<p>Corporate Branding Platinum Donor Listing: Your company and logo listed as a Donor on the BrightLife website's dedicated fundraising page: www.brightlife.charity.fundraising</p>	<p>Corporate Branding Gold Donor Listing: Your company & logo listed as a Donor on the BrightLife website's dedicated fundraising page: www.brightlife.charity.fundraising</p>	<p>Corporate Branding Silver Donor Listing: Your company & logo listed as a Donor on the BrightLife website's dedicated fundraising page: www.brightlife.charity.fundraising</p>	<p>Corporate Branding Bronze Donor Listing: Your company & logo listed as a Donor on the BrightLife website's dedicated fundraising page: www.brightlife.charity.fundraising</p>
<p>Public Relations x 1 Exclusive Press Release announcing your company as a donor. X4 Exclusive to sponsor press releases per annum All press releases distributed to local & regional media inc: Press, Print, Radio and TV.</p>	<p>Public Relations x 1 Exclusive Press Release announcing your company as a donor. X2 Exclusive to sponsor press releases per annum All press releases distributed to local & regional media inc: Press, Print, Radio and TV.</p>	<p>Public Relations x 1 Exclusive Press Release announcing your company as a donor. X1 Exclusive to Sponsor press releases per annum All press releases distributed to local & regional media inc: Press, Print, Radio and TV.</p>	<p>Public Relations x 1 Exclusive Press Release announcing your company as a donor All press releases distributed to local & regional media inc: Digital, Print, Radio and TV.</p>
<p>Social Media Gain positive PR and brand association while driving traffic to your own website as part of on our ongoing social media campaign. BrightLife's social media posts will feature across the following channels: Facebook Twitter LinkedIn</p>	<p>Social Media Gain positive PR and brand association while driving traffic to your own website as part of on our ongoing social media campaign. BrightLife's social media posts will feature across the following channels: Facebook Twitter LinkedIn</p>	<p>Social Media Gain positive PR and brand association while driving traffic to your own website as part of on our ongoing social media campaign. BrightLife's social media posts will feature across the following channels: Facebook Twitter LinkedIn</p>	<p>Social Media Gain positive PR and brand association while driving traffic to your own website as part of on our ongoing social media campaign. BrightLife's social media posts will feature across the following channels: Facebook Twitter LinkedIn</p>
<p>HR - Employee / Team Building & Development Align and fulfill your HR employee and team development needs with opportunities to volunteer - Max 10 volunteers.</p>	<p>HR - Employee / Team Building & Development Align and fulfill your HR employee and team development needs with opportunities to volunteer - Max 5 volunteers.</p>	<p>HR - Employee / Team Building & Development Align and fulfill your HR employee and team development needs with opportunities to volunteer - Max 3 volunteers</p>	<p>HR - Employee / Team Building & Development Align and fulfill your HR employee and team development needs with opportunities to volunteer - Max 2 volunteers</p>
<p>Corporate Social Responsibility (CSR). Deliver on your company's CSR goals and make a positive contribution to your community.</p>	<p>Corporate Social Responsibility (CSR). Deliver on your company's CSR goals and make a positive contribution to your community.</p>	<p>Corporate Social Responsibility (CSR). Deliver on your company's CSR goals and make a positive contribution to your community.</p>	<p>Corporate Social Responsibility (CSR). Deliver on your company's CSR goals and make a positive contribution to your community.</p>

The Solution: Organise Your Own Fundraising Event

Why?

Fundraising is not just an opportunity to give back, but can be a great way to connect with colleagues, suppliers and clients. Working as a collective towards a charitable goal also offers unique opportunities for the development of both teams and individuals.

How?

Organise your own fundraising event for our Charity in 3 easy steps....

Step 1 - Confirm your fundraising theme! Get creative and brainstorm amongst yourselves. Confirm a theme that's easily accessible to the majority of your group - maximise participation.

Step 2 - Set up your own JustGiving fundraising page. To set up your own page to raise funds for BrightLife. Go to: <https://www.justgiving.com/brightlife-charity>

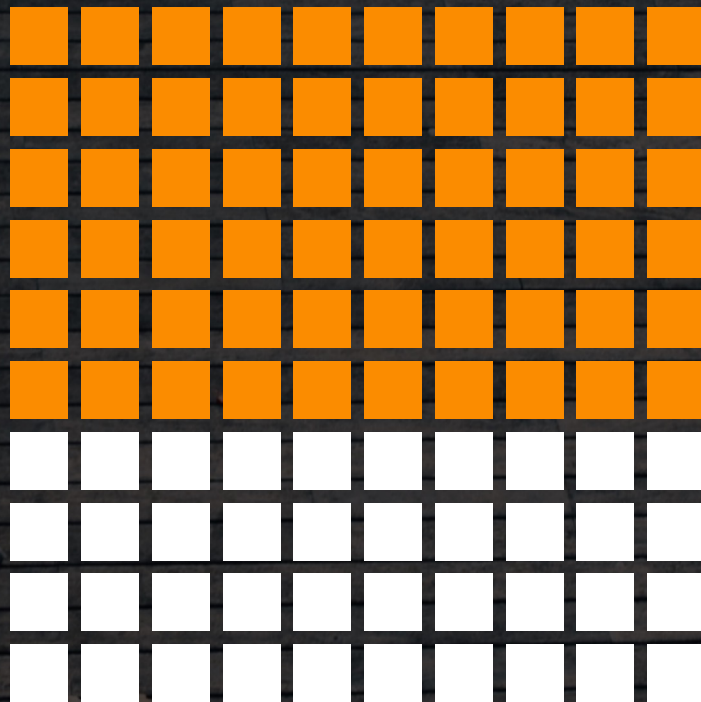
Step 3 - Promote your event. To maximize your fundraising potential make sure you promote your event. Encourage all participants and their supporters to post and share each step of your fundraising journey - the BEFORE, DURING and AFTER phases of your fundraiser. Post pics, clips and comments to your own social media channels while linking to and referencing your BrightLife JustGiving page. Posting to your own social media networks and channels is the perfect way to promote your fundraiser and the easy way to maximize donations.



Be a part of our fundraising
solution

Thank You

All donations - big or small - make a difference!



Business Donors