

Friends Of The Elderly

Life without loneliness
Impact Report



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Welcome



Welcome to our Impact Report for the year ended 31 March 2015. Overall, this has been a positive year for Friends of the Elderly, despite challenges we have faced both as an organisation and within the wider care and charitable sectors.

August 2014 saw the launch of our **Be a Friend** campaign, which is changing the way people interact with each other in their communities in order to address the growing issue of loneliness in the older population. The campaign builds on Friends of the Elderly's mission to support the older people who need us the most, and complements and reflects practices within our care homes and community-based services.

Our diverse funding base means we have been less affected than others by national austerity measures. In fact, we have enhanced the offer of our care and support services by further aligning them with our volunteer and grant schemes. However, the increasing demand for our services means that as well as becoming more efficient, our charity continues to work with community partners, corporate and trust supporters and individual donors to reach more older people.

I am often asked what makes me most proud of Friends of the Elderly and I always come back to the same point: the everyday kindness and care of our staff and volunteers makes our organisation what it is. Their willingness to provide a great service has enabled Friends of the Elderly to make a demonstrable difference to the quality of life for many older people over the past 12 months and will help us to continue to do so for many years to come.

Steve Allen

Group Chief Executive

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Our reach

110 years
supporting people – we formed in
1905

14  **care homes**
providing residential care for
475 older people

600
day care places for
older people including
those with dementia



350,000
hours of home care to
enable people to remain
independent at home



470
lonely and isolated older
people supported with our
free befriending services

1,000
staff delivering care and support

1972
changed our name to
Friends of the Elderly

£300,000
of volunteer time

About us

Care with respect

We've been supporting and caring for people for 110 years. Founded in 1905, we became Friends of the Elderly in 1972 in response to the changes in society we saw around us.

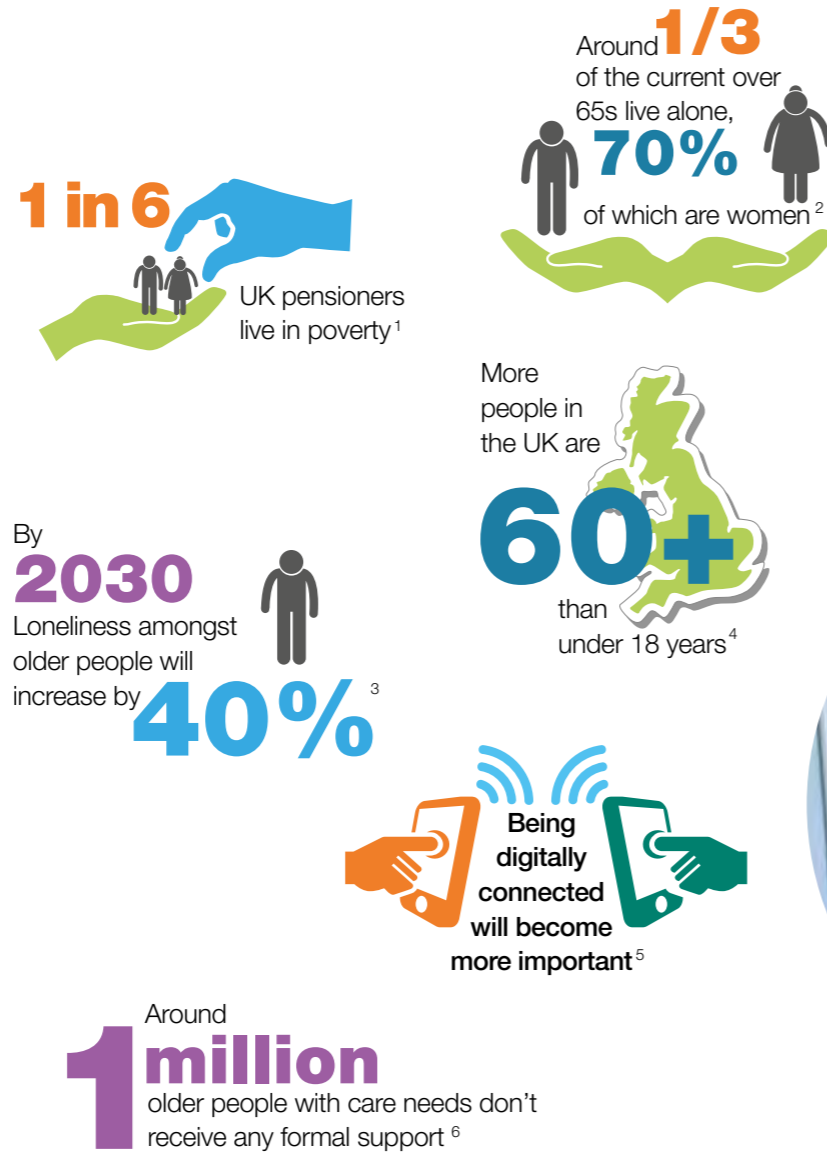
We believe all older people should be treated with respect and be given the opportunity to live fulfilled lives. Through our care homes, community services, befriending and grants, we provide the care and support that keeps us connected as we get older.

In 2014, we launched our **Be a Friend** campaign. Loneliness and isolation can have a devastating impact at any stage of life – but especially amongst older people. **Be a Friend** tackles loneliness head-on by raising awareness of the issue and breaking down the barriers that stop us leading active and engaged lives.

Be a Friend was a direct response to our 2014 **Future of Loneliness** report, which looks ahead to 2030. This research, conducted by The Future Foundation, highlighted how the changes we see in society around us today can increase the risk of loneliness for millions of older people.

Source

- 1 & 6 Age UK
- 2, 3 & 5 Friends of the Elderly, Future of Loneliness report 2014
- 4 ONS



Our organisation

As a charity and a provider of care and support to older people, including those with dementia, we invest in our people and processes to ensure our operations are responsible and sustainable.

Governance

Through our trustees, who meet four times a year, and through our senior management team, we ensure that our policies and procedures protect and serve both our employees and the people we care for.

People

Our staff are the cornerstone of our organisation. They are the people who our clients and their families know and trust, and they are the ones that do so much to build relationships with the partners, funders and supporters of our work.

Health and safety

The health and safety of our staff and the people within our care is of primary importance. Through our training and procedures we make sure that the users of our services, our staff and our volunteers are safe.



Lives without loneliness

Our commitment as a charity

At our core is our commitment to reducing loneliness amongst older people. As a charity we raise funds to support these activities – through our supporters' generosity we are able to deliver our **Be a Friend** campaign, recruit and train a national network of volunteers to provide friendship and support, and provide grants to older people who find themselves in need.

Our trained volunteers are providing a lifeline to those living with loneliness and often with no one else to turn to. Friendship can be provided by phone or through visits. We are also working with sheltered housing schemes to overcome the loss of warden services with volunteer-led coffee mornings and activities. These befriending services are free to those who need them.

“I love the calls from Friends of the Elderly; it's the only time the phone goes.”



Our highlights

More than **220** volunteers provided over **26,600** hours of their time helping **661** older people - that's more than **3,300** days in just 12 months. We gave more than **£270,000** in grants to older people last year - around **30%** helped replace essential white goods.

A friend at the end of the phone

Our Phoning Friends volunteers supported 375 people last year with friendship by phone. Just a 30 minute phone call once a fortnight can make a real difference. In many cases the older people we help won't have spoken to anyone that day; in some cases that entire week. We match people through shared interests, establishing common ground that makes getting to know each other easier while chatting about the day's news. Phoning Friends and the interaction it provides can give people the confidence that lets them become active in their community again. The conversation starts to flow and they feel valued, cared for and not forgotten.

Helping older people living in poverty

Our Supporting Friends service provides financial help in the form of one-off grants and regular allowances for help with essential white goods, utility bills, mobility aids and vital home repairs and adaptations. Our beneficiaries are often very isolated and living with poor health and mobility issues. Many are left feeling that there is nowhere else to turn. Our grants and allowances helped more than 2,000 older people stay warm and well and not feel trapped in their own homes, and demand for our service continues to rise.

Be a Friend

We're calling on everyone to help end loneliness

More than five million older people are affected by loneliness. That's 1 in 3 of all older people in the UK. Over the next 15 years this figure will increase by 40%, meaning that by 2030 more than seven million older people will be living with feelings of loneliness.*

Loneliness can be as harmful to health as smoking or excessive alcohol consumption. But often all it takes to combat these feelings are the simple, everyday interactions that we take for granted. A chat over the garden fence, a conversation at the checkout – all easy ways to stay connected but which can be daunting if confidence has been damaged by loneliness. **Be a Friend** is about bringing back that confidence.

We provide ways to bring people together or remove the barriers to getting out and about. Simply staying in touch with older family members, friends, or neighbours; using stories about shared passions; corporate outreach programmes; or championing age-friendly facilities and services are all great ways to tackle loneliness and get people talking.

“The best piece of advice I could give to someone in their 20s is: Be kind to everyone, what you give out is what you get back.”



Our highlights

Be a Friend launched in 2014 and encouraged **1,353** people and organisations to pledge their support. We've also been contacted by over **500** people asking how they can volunteer their time to help prevent and alleviate loneliness.

Sporting stories

The West Ham United Foundation pledged their support through a partnership to engage older people in East London. Around 50 people came to the Boleyn Ground to talk about their shared passion for the football club. A cohort of sixteen joined a five-week programme which included support to get online from Barclays Digital Eagles. As a result, participants formed new social bonds and gained new digital skills that will help them stay connected. The group continues to socialise together once a month and many have gone on to access more activities and support in their communities. We were delighted when the project featured on Match of the Day early in 2015 and was shortlisted for the Third Sector Awards 2015.

Charity champions

Over the last year we've had fantastic support from law firm Wragge Lawrence Graham & Co. With a focus on our telephone befriending service, their staff have raised over £40,000 through activities including the Yorkshire Three Peaks Challenge, cake and book sales, and the company's annual Big Quiz. They've also provided a team of ready and willing volunteers who are now trained telephone befrienders. Special thanks has to go to Bob George who made the trek from Lands End to John O'Groats to raise funds and awareness for **Be a Friend**.

*Source: Friends of the Elderly/Government Actuaries Dept./The Future Foundation, 2013

Our community services

Support where it is needed

We always place the users of our services at the heart of all we do. Our care and support enables people to live well and in their own homes for as long as possible.

In June 2015, we formed a new subsidiary, Triangle Community Services, merging the expertise and services of Friends of the Elderly and TLC Care Services to provide a single point of contact for those needing personal care and support to remain independent in their own homes. In doing so we made sure our services are accessible and clearly explained to the people in our care and their family and friends. Triangle Community Services includes day care provided at centres in Malvern, Kidderminster and Wallington, alongside the home care offered in Sutton, East London, Thurrock, Woking and Malvern.

www.triangle.care

“My mum and dad have dementia, and the love and care shown to all of us has been amazing.”



Our highlights

In the last year we provided more than **12,000** hours of support to more than **200** people in our day care centres, while **680** people received over **350,000** hours of home care.

Our personal touch

Through our community services we connect with many older people and their families. Trust is crucial in developing these relationships which is why it is so rewarding when we are contacted by the families of the people we care for. We were delighted when Bob's son got in touch to thank us for looking after his father, his recognition of the commitment of our staff demonstrates the ethos of our care teams: *“You look after my Dad as if he were your own Dad”*.

Wallington summer party

Recognising that not everyone can get out and about to enjoy summer days out, we held a day of summer fun at our Wallington day centre in Surrey. To get everyone in the mood the morning started with a series of exercise activities and classes. After a buffet lunch the group then enjoyed a performance of songs and music from yesteryear that encouraged both young and old to get up and have a dance. The summer party at Wallington was just a small part of our activities to promote the launch of Triangle Community Services which included coffee mornings, parties, seaside trips, and days out.

Residential care

Care with dignity and respect

We operate 14 very different and unique care homes across England. Some are purpose built homes, while others are historic buildings that have been adapted to suit the needs of the people within our care. But while the look and feel of our homes may vary, our commitment to our residents does not.

We have been investing in our properties, and are continuously improving and updating our facilities to make sure our residents experience the very best care. At times this also means taking difficult decisions and in the last year we closed the Sir Thomas Lipton Memorial Home in North London. Although much loved by its residents, the investment required to make the Victorian property fit-for-purpose was prohibitive.

A new home has come into the Friends of the Elderly Group - the Retired Nurses National Home in Bournemouth. Previously run as an independent charity, we were asked to take over ownership and responsibility for running the home. From its south coast location, the home gives priority to residents who have worked as nurses or healthcare professionals.

“Mum was most beautifully looked after with professionalism, great kindness and compassion.”



Our highlights

Our **14** care homes provide care to **475** older people. We create connections between our homes and their local communities, welcoming volunteers and outreach activities from local schools, businesses and other organisations. In the last year our care homes benefitted from more than **10,000** hours of volunteer support.

Bernard Sunley Nursing Home, Woking, Surrey

Our Bernard Sunley home in Woking includes a specialist wing for people living with dementia. By refurbishing the wing we created a more informal and relaxed environment for our residents – by bringing in a light, bright, colourful décor the area feels homely and relaxed. We've also changed the way the wing operates – a new breakfast area means our residents can chat with friends over toast and coffee. Recent audits have shown the benefit our new approach has helped: *“Staff knew their residents and their life histories very well and were able to have meaningful conversations with them. The residents’ need for meaningful occupation was recognised and facilitated. The atmosphere was light and one of light-hearted fun.”*

The Lawn Residential Home, Alton, Hampshire

Our care homes have also been getting behind our **Be a Friend** campaign. Our team at The Lawn partnered with a number of schools and the local Scout group. The Scouts fulfilled their pledge to make the garden at The Lawn ‘a bright and happy place’ with home-made bird and bat boxes and colourful planters. Pupils from nearby Binsted Primary School painted pictures to ‘share their smiles, time and love’ that were also displayed during National Care Home Open Day. All their efforts have made a big difference to those living at The Lawn.

Our financial performance

We've included a high-level summary of our annual accounts within this report.

Incoming resources and other gains

Donations and legacies	£0.5m	■
Investment income	£0.3m	■
Residential care	£16.5m	■
Community based services	£5.6m	■
Other income	£0.4m	■
Gain on RNNH	£4.3m	■
Other gains	£0.3m	■

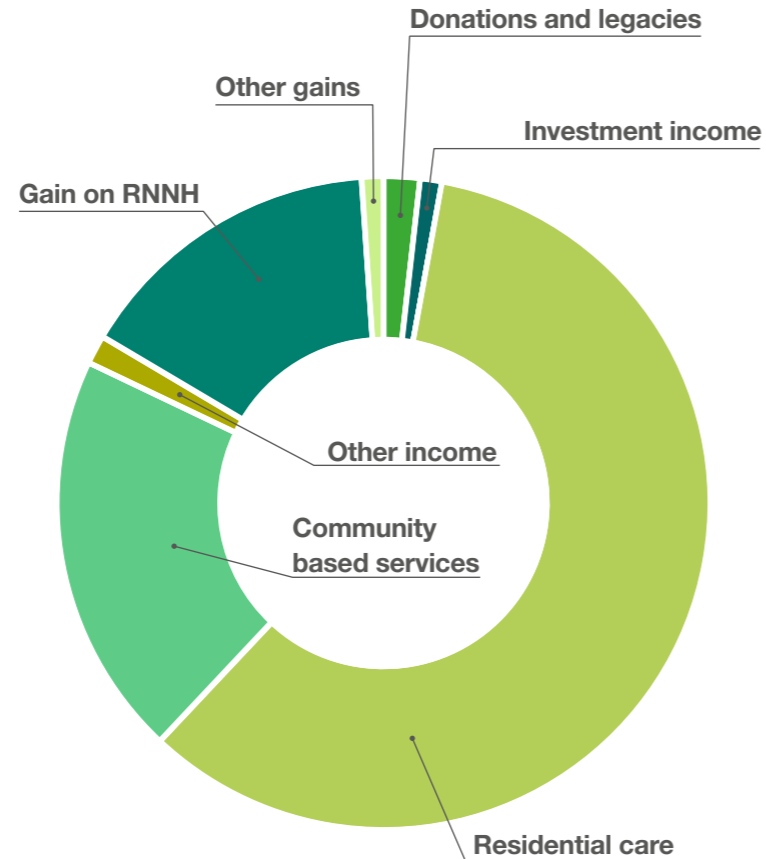
As a result of good levels of residential care home occupancy, income in 2014/15 was £23.5m, £0.5m higher than the previous year. With the transfer of the Retired Nurses National Home (RNNH) in Bournemouth, we have also seen our assets increase by £4.3m.

Beyond the costs included above we also estimate that our volunteers add more than £300,000 of value to our organisation from an operational perspective.

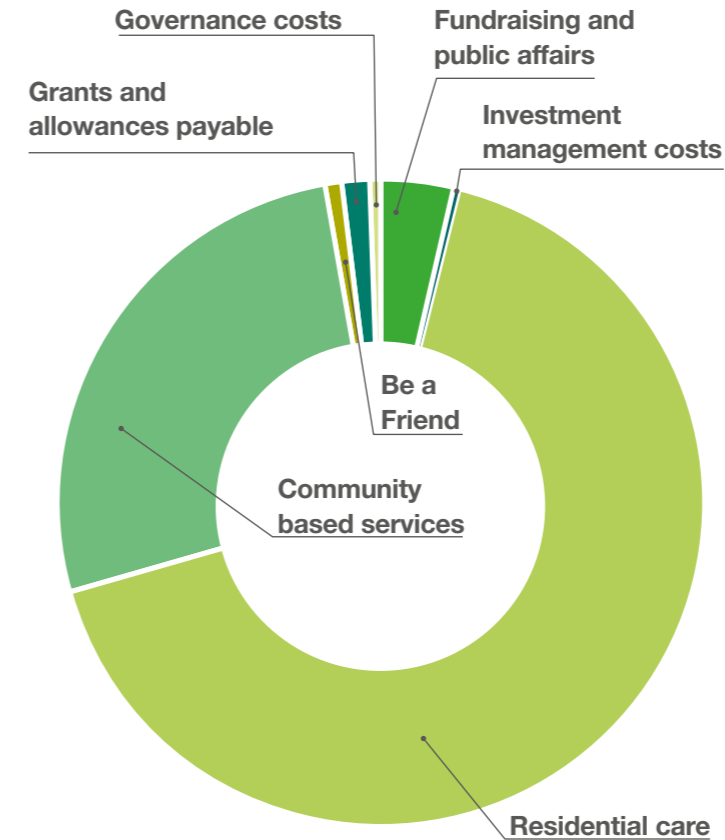
Full accounts can be found on our website.

www.fote.org.uk

INCOME



EXPENDITURE



Expenditure

Fundraising and public affairs	£0.5m	■
Investment management costs	£0.02m	■
Residential care	£17.2m	■
Community based services	£6.9m	■
Be a Friend	£0.2m	■
Grants and allowances payable*	£0.4m	■
Governance costs	£0.1m	■

In 2014/15 we have seen our total expenditure increase by £1.4m to £24.5m from the previous year. This increase occurred within our charitable activities – in particular when community services have been affected by the need to maintain contractual requirements after negligible fee increases from public sector organisations responsible for the contracts. Negotiations with public bodies early in 2015 have resulted in an improved situation for 2015/16 where future fee rates are now matched more realistically to the service provided.

2014/15 has also been a year of change for Friends of the Elderly. As a result we have incurred organisational restructuring costs, and the outlay needed for the creation of Triangle Community Services. The last year has also seen us look ahead and plan for future sustainable growth, including an increased investment in our fundraising activities.

*includes funds distributed and administration costs

The future

A look ahead across our organisation, campaigns and services

Friends of the Elderly

We will continue our work to create a more sustainable future for our charity. We have invested in restructuring our organisation and services, while also improving our properties. These changes are due for completion in 2017 and will enable us to become an efficient and effective organisation worthy of ongoing, long-term support and investment, and one that will very much be at the forefront of the fight to end loneliness.

Our befriending services

Our befriending and grants must become fully integrated within our wider care services to become truly effective. In doing so, we make sure that each individual we support receives the help they need throughout their relationship with us.

Be a Friend

Our national campaign will continue to grow, recruiting individual volunteers and organisational supporters alike. We want **Be a Friend** to be seen by all as a way of understanding the needs of older people and encouraging the social action we know is needed to stop millions of older people having to live with loneliness.

Community care

We have seen much change with the creation of Triangle Community Services. We will continue to expand our work in local communities increasing our home care provision from our existing locations and providing integrated support to people in their own environment.

Residential care

We want to see the number of people we care for increase significantly in the next five years. This means investing in existing and new property. We need our care services and accommodation to be modern and future-fit and to embrace technology and develop new ways of connecting with our local communities.

Thank you

to all our friends who have supported us over the last 12 months



We are also incredibly grateful to each and every person who made a donation, fundraised or remembered us with a gift in their will. Your kindness makes our work possible.

www.beafriendtoday.org.uk



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