



# Inspire



## Supporter newsletter



### **Welcome** to the Winter issue of Inspire.

Winter can be difficult for older people, particularly due to rising costs. Many older people are unable to heat their homes during the colder months. This is especially worrying, as a cold living environment paired with increased stress can lead to a greater risk of physical illness, as well as poor mental wellbeing.

This season is a time to reflect on how we can best support older people during such a difficult time.

Every penny raised goes towards funding services, such as our expert-led helpline. Our skilled advisors provide information and advice, as well as a listening ear for older people who just need to chat.

I would like to thank all our supporters for their kindness, generosity, and commitment to supporting us. Together, we can bring light to older people's lives when they need us most.



**Stacey Kitzing**  
Associate Director  
of Fundraising and Marketing





### Fundraiser highlight

#### Stepping up for older people in Scotland

Every year, we see our supporters raise community spirit through bake sales, take their fitness to the next level through running and walking challenges, and reach dizzying new heights by taking part in extraordinary adrenaline challenges. We would like to take this opportunity to celebrate all of our brilliant fundraisers who joined us in our mission to support older people this year.

In September, Lauren and her colleagues from Sky Cares took part in the Kiltwalk. Together, they raised over £1,400 in support of Age Scotland. Lauren shared, **“I’ve been so privileged to witness the life-changing impact Age Scotland has on the lives of older people in our communities. I find our older generation incredibly inspiring, so I was keen to lace up my trainers to support the amazing work this charity does to improve the quality of their later lives.”** The event was filled with energy and a sense of achievement that Lauren will carry into the future—she’s already committed to completing all four Kiltwalks next year! Thank you, Lauren and the Sky Cares team, for your inspiring commitment and for making a real difference in the lives of older people in Scotland.

Visit [age.scot/events](https://age.scot/events) to see more of our events.



### Tackling loneliness

#### A story of friendship from one of our callers Helen\*

“The last few winters have been a difficult time for me. In the summer, I feel more motivated to get out and about in the good weather. It helps me to clear my head and feel a lot better throughout the day. This becomes harder in winter, especially as temperatures drop. I can become anxious about leaving the house as I’m worried about falling if the streets are icy. Like a lot of people, I also struggle with less daylight. I live alone, and when the nights draw in it can feel especially isolating – there’s a long night ahead, and I don’t always know what to do with myself. It really gets me down.

I first heard about Age Scotland’s Friendship Line on the radio. I was apprehensive at first but felt at ease as soon as we started chatting. What I like most is that every conversation is different. Sometimes we talk about how I’m feeling, and sometimes we just have a good blether and a laugh. No matter what we talk about, I always feel supported. My weekly calls really brighten up the dark winter days.”

Every £10 you give enables our Helpline to support an older person in need.

“When the nights draw in it can feel especially isolating.”



### Staying warm and well

#### Thanks to SGN, many older people found warmth

Our Big Survey revealed that 70% of older people in Scotland are cutting back on energy to cope with rising costs. A well-heated living environment is necessary for maintaining good health. With so many older people struggling to make ends meet, we are once again supporting older people this year with our winter fuel vouchers.

Through our partnership with SGN, we can offer vulnerable older people £30 credit towards their fuel or food costs. We spoke to Ellen\*, a 71-year-old living in West Lothian who told us: **“My home was freezing. I was spending my days wrapped in a duvet feeling anxious about my health. My bills had increased, and I didn’t know where to turn. After calling the Age Scotland helpline, they informed me about the vouchers that were available. This was a huge relief – I couldn’t have got through the winter without a financial boost.”**

Your donations enable our charity to grow and reach more older people who need our advice and support. By supporting us, you help us to build strong partnerships with companies who are also committed to maintaining the safety and wellbeing of older people in Scotland.

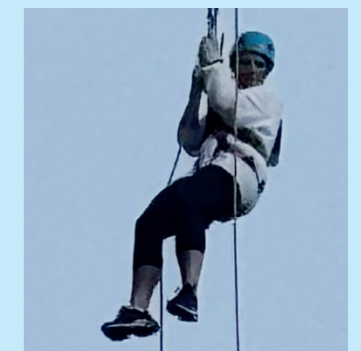


### Feeling inspired?

#### Join our courageous fundraisers and challenge yourself in 2025!

Is there something that you’ve always wanted to tick off the bucket list? Or maybe you’ve been thinking about setting yourself some new challenges. Fundraising offers a great opportunity to try new things while raising vital funds. At the beginning of October, our wonderful corporate partners at Scotland’s Railway took part in the Forth Rail Bridge abseil to raise funds and awareness for Age Scotland. It was a memorable, adrenaline-fuelled day. Audrey, one of our courageous abseilers told us: **“Abseiling off the Forth Rail Bridge was an incredible experience. It’s not just about the thrill of stepping off the ledge, but knowing the money raised will go to help older people in Scotland makes it all worth it.”**

If you’re feeling inspired, we have plenty of organised events on our website. We also love hearing your unique fundraising ideas. Do you have an idea for fundraising that isn’t listed on our website? We would love to hear from you if you’re thinking of creating your own event. We’re always on hand to provide branded materials such as banners, t-shirts and balloons to support your fundraising efforts.



Over the past year,

29,943 calls handled by our helpline.



4,905 friendship calls with older people.



109,781 information guides distributed online and by post.



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 have someone to talk to for friendship and reassurance in years to come.

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

Find out more at  
[age.scot/legacy](https://age.scot/legacy)  
0333 323 2400

## The Christmas gift that makes a difference



From  
**£5**

Make a donation on behalf of a friend or loved one and give them a unique and thoughtful gift that will make a real difference.

Each gift will help fund friendship calls to older people in Scotland and comes with a personalised certificate.

