



Joint Eastern Arun Area County Local Committee Community Initiative Fund application



CLC Reference: 304/JEAAC

Local Councillor: Ian Buckland

Status: Fundraising Stage

Project Cost: £1,720.00 (as found under crowdfunding goal total)

Project Title: Create info guides for older people

About:

To provide information guides for older people across the county so they know where our services are and can use them to benefit from health, social activities, information and advice and more!

Age UK West Sussex are dedicated to helping and supporting older people and to do this we need to reach the wider community and inform the public of the vital work we do. We are fundraising for the cost of designing and producing professionally printed information area guides in Crawley, Haywards Heath, Burgess Hill, Littlehampton, Adur and Bognor. These booklets are used by our information and advice and teams working in these communities. Our social activity centres also provide these area booklets to all new and perspective members. Our services operate throughout WEST SUSSEX. The information guides will be distributed throughout the county in public places like shops, supermarkets, libraries, town halls, WSCC etc.

Project Delivery Manager: Age UK West Sussex

About me:

Age UK West Sussex is a local, independent charity that has been supporting older people across the country for over 60 years.

Our vision is a world in which older people flourish and our mission is to help improve the lives of people in later life in West Sussex.

We are dedicated to helping older people by providing a range of products, services and facilities.

Our support services provide information and advice on a range of issues. We can provide practical help with cleaning, shopping and companionship as well as support on discharge from hospital.

We also run activity centres and clubs in Adur, Bognor Regis, Haywards Heath, Burgess Hill, Crawley and Littlehampton for those who would otherwise be at risk of isolation.

We offer a range of products including car, home and travel insurance for the over 50s.

Website: <http://www.ageukwestsussex.org.uk>

Why we're pitching for a pledge:

We need to spread the word about the important work we do and the booklets are a vital vehicle to help us to reach more older people.

What we'll deliver:

- A series of information guides for older people in West Sussex

Why it's a great idea:

It's a great idea because we will be able to promote our work to potential and existing customers and tell them exactly who we are and what we do and offer in their localised area. This will mean they will be able to contact us for help and support.

Steps to get it done:

- Provide booklets to local libraries near each activity centre

We need to let people know about the work we do and what our services can provide. As well as supporting older people in the county with health and wellbeing, we also provide a social environment and regular meeting place for older people to go to. This is a vital part of our work as we reach out to small communities where there are pockets of isolation. We are also looking to increase our fundraising and volunteering offering and have dedicated a page of the booklet to help spread the word and reach out to businesses and individuals who are interested to support us.