



Give An Hour Scheme

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FOR SOLICITORS, LAW FIRMS AND FINANCIAL ADVISERS

Hourglass is the only UK-wide charity dedicated to ending the abuse of older people.

- It's estimated 2.7 million people across the UK are affected by the abuse of older people, yet it's rarely reported in the media or discussed in Parliament.
- In 2022-23 we doubled our impacts with over 26,000 people reaching out to Hourglass' helpline and information services, seeking advice, support and information related to the abuse of an older person.
- Our helpline team are contacted by victims, those affected by abuse and those worried about the safety or wellbeing of an older relative or friend.
- Hourglass does more than just help those calling the helpline. We provide Independent Domestic Violence Advocates, Domestic Abuse Officers and case work support, as well as awareness raising events in local communities.
- Hourglass helps those affected by physical abuse, sexual abuse, neglect, financial abuse, psychological abuse and domestic abuse.
- Older victims face unique barriers to accessing the support they need. Many older victims have a lifetime of abuse but don't recognise abusive behaviours, they might rely on a perpetrator for care, they may struggle with digital literacy or fear that they won't be believed.
- Hourglass is a lifeline in the most complex of cases and we want to ensure our callers have a full understanding of the best options available to them.

Hourglass 'Give An Hour' is seeking the support and expertise of solicitors, law firms and financial advisers to offer potentially life changing information to some of our callers. You could be part of making a real difference to the lives of older people at risk of abuse.

How Can You Get Involved?



Hourglass is seeking professionals to be part of the success of our Give An Hour Scheme and provide a minimum of an hour's free financial or legal advice.

How much time you decide to donate is up to you. It could be an hour, a month, fortnight or week. Initial consultations will be offered over video call.

Give An Hour could offer life changing information to some of our callers and you could be part of making a difference and taking another step closer to ending the abuse so many older people experience, yet so few talk about.

We have created a number of partnerships to offer you flexibility in your involvement with us. We have limited the number of Founding Partners to only four companies across the UK and our Gold packages are available to only eight companies.

Benefits of being part of the Give An Hour Programme:

- To allow an organisation to show their dedication to Corporate Social Responsibility (CSR).
- A training opportunity to introduce staff to cases around abuse of older people.
- To differentiate your business and team from that of your competitors.
- Great marketing content you can share with your local community, current and potential clients.
- Opportunities for networking and meeting with other professionals within your industry.
- Amplify your marketing via Hourglass' social media channels, digital marketing and webinar programmes.

Get your business name, brand and expertise in front of

- 2,000 email newsletter subscribers.
- 8,600 engaged social media followers.
- 65,200 social reach per month.
- 25,000 website impressions.

Want to Know More?



Your donation will help our team continue to offer our much-needed 24/7 helpline and community response services ensuring that we are on call to help those who need us every day of the year.

Our services are vital for the UK's vulnerable older people and those that care for them. However, to ensure our callers receive the best advice and support, we need your help.

Can you help us?

FOUNDING PARTNER - GIVE AN HOUR - £10,000

- Logo and Rotating Banner on Hourglass Website
- Sponsorship of two Hourglass Webinars with joint promotion and panel membership.
- Two Blog posts hosted on Hourglass website and Knowledge Bank
- Promotion in two Hourglass newsletters throughout the year.
- Business profile hosted with the Hourglass Knowledge Bank explaining your expertise and what you can help with. Includes links to your website and contact details.
- Social media activity including; Twitter: Four posts a month, Facebook & Instagram: Two posts a month, LinkedIn: One post a month
- Abuse awareness training (1 x 90mins) for just your team, delivered by our frontline team over video conferencing.
- Two complementary tickets to an Hourglass conference, branding and marketing collateral in the delegate brochure and at the event and promotion leading up to event
- Branded networking breakfast in partnership with your business.

Want to Know More?



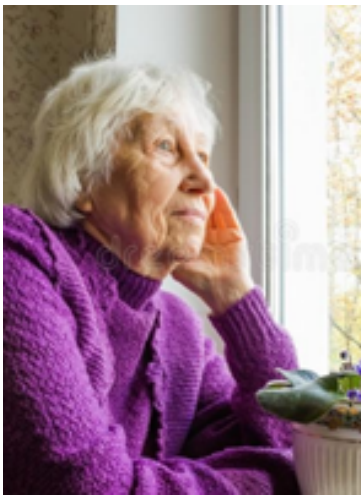
GOLD PARTNER - GIVE AN HOUR - £5,000

- Logo on rotating banner on Hourglass Website (alongside no more than 4 others)
- Sponsorship of 1 Hourglass Webinar with joint promotion and panel membership.
- Business profile hosted with the Hourglass Knowledge Bank explaining your expertise and what you can help with. Includes links to your website and contact details.
- Promotion in 1 Hourglass newsletter.
- Business profile hosted with the Hourglass Knowledge Bank explaining your expertise and what you can help with. Includes links to your website and contact details.
- Social media activity including; Twitter: 4 posts a month, Facebook: 2 posts a month, LinkedIn: 1 post a month.
- Free attendance at Abuse awareness training (1 x 90mins) for your team, delivered by our frontline team over Zoom.
- Two complementary tickets to the Hourglass conference
- Announcement of your partnership on our socials

SILVER PARTNER - GIVE AN HOUR - £1,000

- Logo on rotating banner on Hourglass Website (alongside no more than 4 others)
- Sponsorship of 1 Hourglass Webinars with joint promotion and panel membership.
- Business profile hosted with the Hourglass Knowledge Bank explaining your expertise and what you can help with. Includes links to your website and contact details.
- Free attendance at Abuse awareness training (1 x 90mins) for your team, delivered by our frontline team over Zoom.
- Announcement of your partnership on our socials

Want to Know More?



BRONZE PARTNER - GIVE AN HOUR - £500

- Business profile hosted with the Hourglass Knowledge Bank explaining your expertise and what you can help with. Includes links to your website and contact details.
- Free attendance at Abuse awareness training (1 x 90mins) for your team, delivered by our frontline team over Zoom.

**If you would like to discuss this further, please
contact: giveanhour@wearehourglass.org**

Telephone: 07986 534494

The difference you could make.



Your expertise could make a huge difference to vulnerable older people at risk of abuse.

We were contacted by a family member who was concerned about an elderly relative she felt was being financially abused. Our helpline team advised her to talk with a legal professional experienced in this area who was able to help.

This is what she said:

"I contacted you in desperation as my lovely aunt, who had been diagnosed with Alzheimer's, was being financially abused. At the time of contacting you, I had been constantly hitting brick walls, as I had no legal rights as my aunt's niece. You were my last hope.

I am so grateful to you because the recommended solicitor managed to salvage this complex situation which I thought would be impossible to do. Had you not been there, I would have very likely just given up. You do a fantastic job and thank you again"

Another family contacted us with concerns that their grandmother was being financially abused.

"I just wanted to say thank you from our family, without the help of John I am not sure that I would have gone back to the bank or the police, and my grandma would not have had her entire life savings back.

It goes without saying that your organisation and the help and support that John gave us will be remembered by our family for a long time to come, and I am sure that my grandma would appreciate your input in helping her to have her own money in her final years".



Hourglass

Safer ageing · Stopping abuse

You can contact us in many ways:

24/7 Helpline: 0808 808 8141

Our helpline is entirely confidential and free to call from a landline or mobile, and the number will not appear on your phone bill.

Text message: 07860 052906

Texts from outside the UK will be charged at their standard international rate which will differ depending on location and service charges of your phone provider. The number will appear on your bill and in your phone records but will not be identified as Hourglass.

INSTANT MESSAGING service: www.wearehourglass.org

Get information from our CHATBOT - www.wearehourglass.org

Get information from our KNOWLEDGE BANK - knowledgebank.wearehourglass.org

Email: helpline@wearehourglass.org

Hourglass England

Office 8, Unit 5,
Stour Valley Business Centre,
Brundon Lane, Sudbury,
Suffolk, CO10 7GB.

T: +44 (0) 20 8835 9280
E: enquiries@wearehourglass.org
W: www.wearehourglass.org

 [@wearehourglass_](https://twitter.com/wearehourglass_)
 facebook.com/wearehourglass

Hourglass Cymru

C/o - Office 8, Unit 5,
Stour Valley Business Centre,
Brundon Lane, Sudbury,
Suffolk, CO10 7GB.

T: +44 (0) 20 8835 9280
E: cymru@wearehourglass.org
W: www.wearehourglass.cymru

 [@hourglassCYMRU](https://twitter.com/hourglassCYMRU)
 facebook.com/hourglasscymru

Hourglass Scotland

PO Box 29244,
Dunfermline, KY12 2EG.

T: +44 (0) 20 8835 9280
E: scotland@wearehourglass.org
W: www.wearehourglass.scot

 [@HourglassScot](https://twitter.com/HourglassScot)
 facebook.com/HourglassScotland

Hourglass Northern Ireland

PO Box 216,
Newry, BT35 5DH.

T: +44 (0) 20 8835 9280
E: nireland@wearehourglass.org
W: www.wearehourglass.org/ni

 [@HourglassNI](https://twitter.com/HourglassNI)
 facebook.com/hourglassni

