



We're calling time on the harm, abuse and exploitation of older people in the UK.

&

We're calling on you to support us.



**Hourglass**

Safer ageing · Stopping abuse



**Every year, more than a million older people are physically, emotionally, financially or sexually abused in the UK.**

*“There is damning evidence that in our time, the simple expectation of ageing safely is challenged by how our society thinks and behaves towards older, vulnerable people. Sadly, the hidden and silent abuse of older people is not new but has now reached a critical threshold that can no longer be ignored nor tolerated.*

*Time is running out for the very people whose remaining years are so precious. Someone has to take a stand and be a voice that must be heard.*

*We are Hourglass, the only UK-wide charity who’s calling time on the harm, abuse and exploitation of older people.*

*Driven by our values, we’re invested and investing in making a difference. It takes honesty to acknowledge and face these difficult issues, and a special form of courage to care for very personal stories. And it takes a 30-year blend of experience and unique expertise to make a difference.*

*This is not an easy journey. Yet, your critical support can give us a renewed ambition and confident determination. With your help, we will work tirelessly to influence, challenge and educate; listening, advising and supporting, including through our vital helpline; and always working in partnership to deliver positive change for vulnerable older people and all those affected throughout the UK.*

*We cannot do this alone; so we are calling on you to help us deliver real change for older people at risk. In this document, you will find many ways in which you can support us and play your part for safer ageing.*

*Now is the time to join us in this journey to end the abuse, harm and exploitation of older people. And in doing so, help to improve and build the fairer and safer society that we all want and deserve.”*

**Richard Robinson, CEO**

## Isn't it time to wake up to the challenge?

We tend to think of the UK as a good and privileged place to live. We consider it a kind and compassionate society with the value of mutual respect at its heart. And we think that our laws, which are the envy of the world, can be relied upon to safeguard and protect the best of us from the worst of us.

Yet inexcusably, more than a million people a year are now experiencing some form of abuse in older age. So we think it is time to wake up to the challenge and end the harm, abuse and exploitation of older people.

### **Safer ageing**

Older people face physical and attitudinal barriers that create circumstances of actual or presumed age-related vulnerability – an environment which puts older adults at risk. Our campaign for safer ageing seeks to remove these barriers to empower older people to age securely and live free from abuse.

### **Our aims**

Hourglass will campaign and advocate tirelessly to put the abuse of older people and the urgent need for a safer ageing agenda at the fore of all strategic thinking on exploitation, abuse and neglect.

We will tackle financial abuse of older people, working within the financial and third sectors to share knowledge, good practice and expertise to better understand and prevent exploitation.

We will seek to raise the profile the risks associated with ageing by commissioning in-depth research that highlights the voices and stories of those we support. We will demand greater transparency and access to data concerning adult safeguarding and crimes against older people – across all societal groups.

We will collaborate with other frontline organisations to develop a robust knowledge bank, such that

## Who we are and our journey so far.

We're Hourglass (Formerly Action on Elder Abuse), the only UK-wide charity who's calling time on the harm, abuse and exploitation of older people. We are committed to urgent public review of the abuse of older people, and to ending the abuse, harm and exploitation of older people. We strive to create an environment where safer ageing is guaranteed for all.

Hourglass' helpline is maintained by specially trained staff and volunteers across all four nations of the UK. It provides free, confidential

all our work is sensitive to the diversity amongst the older people we support.

We will take these insights, alongside our expert network of influencers, patrons and practitioners, to the heart of decision-making and illuminate the seriousness of abuse of older people.

We seek to establish authority as the leading expert on the abuse, harm and exploitation of older people. Hourglass is the first port of call for media and policy shaping.

information and advice to members of the public, victim-survivors and practitioners. Hourglass has recently established a new helpline training and development programme for staff and volunteers and has initiated an improved monitoring system for helpline calls.

For almost 30 years now, Hourglass and its predecessor Action on Elder Abuse have been working with and influencing MPs, MSPs, AMs, and MLAs along safer aging/abuse of older people policy and legislative lines. Recent successes have been in seen in Wales and Northern Ireland, where Hourglass helped influence the creation of a Commissioner for Older People in both nations. Hourglass Scotland also provided evidence and helped shape Lord Bracadale's Hate Crime Review.

Hourglass also operates several innovative recovery services across England and Scotland designed specifically for older victim-survivors of abuse. These groups, based in Sussex and Fife, address the gap in support and provision for older victim-survivors, and supports them using trained local volunteers who utilise a structured one to one peer support process that facilitates recovery from the emotional and physical impact of abuse or neglect. Such sessions focus on listening to the survivor, drawing out their strengths and positive life experiences; and encouraging them to regain confidence and connections within their local communities.

## Definition – What is older abuse?

'A single or repeated act or lack of appropriate action, occurring within any relationship where there is an expectation of trust, which causes harm or distress to an older person.'

# 5 TYPES

There are five main types of abuse: Physical, Financial, Psychological, sexual and neglect. These can also surface as parts of other abuse, like domestic abuse.

# 1 in 6

older people faced abuse between 2017 -18 estimates the World Health Organisation.

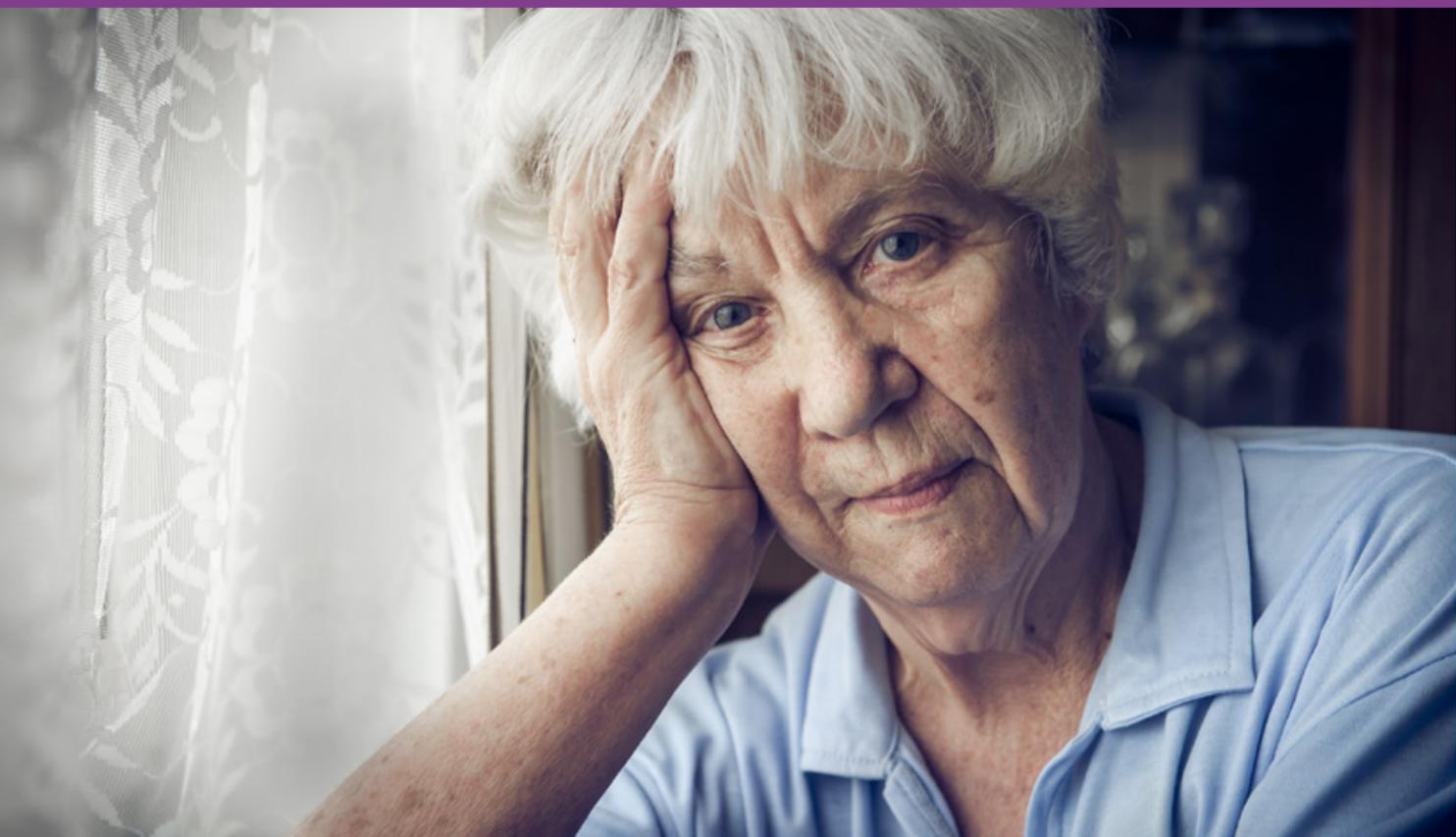
This equates to 1 million people in the UK and is also expected to rise.



World Elder Abuse Awareness Day (WEAAD) is on 15th June every year, and is represented by the colour purple.



Research has found that over 200,000 people aged 60 to 74 experienced domestic abuse in England and Wales.

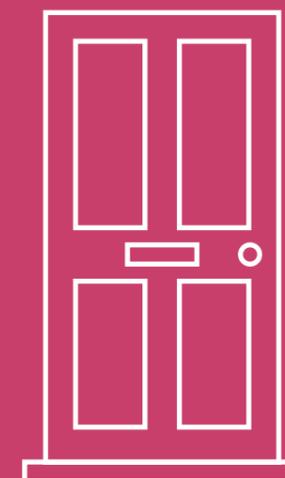


## What does abuse look like?

The causes of abuse are varied. They can range from opportunism (particularly with financial abuse or theft) to a lack of knowledge/ skills (generally linked with neglect).

Abuse often takes place behind closed doors, including in the victim's own homes. For this reason, it can be a hidden issue, as there are fewer people able to see it than other issues. In many cases, abusers try and restrict who the victim sees, to reduce the chance of the abuse being discovered.

Abuse can cause serious distress for victims and sometimes put them in danger. Victims are also sometimes not believed, and may also have health issues, such as dementia.



## It's your time to play a part.

There are many ways you can raise funds and build awareness that can help Hourglass. Whether it's through your network, friends and family, your groups, through a personal challenge or an introduction to a funder, these are some of the ways you can support Hourglass to continue and expand our work.

### Individual Fundraising

**Set yourself a fundraising challenge - there are endless possibilities!**

- Love the great outdoors? There are lots of exciting events to choose from the Great North Run, Colour Runs, cycle events, obstacle runs and endurance activities like Tough Mudder!
- Willing to take a leap of faith... do a tandem skydive or an exciting wing walk.
- What would your friends pay for you to give up for a month? Chocolate, Gin, Coffee, are a few of the classic but maybe you have another guilty pleasure that would be hard to live without!

**Fundraise at work - engage you team and other work colleagues to fundraise together!**

- Have an office bake-off. Sell the delicious entries, have a vote and a prize for the best baker!
- Wackiest Christmas jumper competition, a Santa Run, Halloween Spookfest or an alternative Easter Egg Hunt can all be fabulous fun in the office while raising funds
- Love Twister? Monopoly? Or is your office full of wordsmiths so Scrabble is king? Organise a games night to find the King or Queen of Board Games

**Get together, get creating, get going!**

- Fundraising can be great with a group whether its family, friends, sports teams, clubs or groups
- University: University halls can be a great opportunity to fundraise, if you're a student. Why not hold a themed party and invite everyone for a couple of quid?

- Host a "Come Wine With Me" night bring a starter, main or desert and of course some vino
- Family & Friends: Friends and family are nearly always keen to lend a hand with fundraising. Don't forget to ask them to share your efforts on their social media too!
- Online donations through Facebook instead of a birthday pressie this year?
- Fan of "The Chase" - create your own version for friends and family!



### Trusts and foundations

We have many strong relationships with trusts across the UK; Lloyds Bank Foundation, Esmee Fairbairn Trust and the Headley Trust to name a few.

Hourglass needs new and diverse sources of trusts and foundation income so introductions to new donors are something we welcome. If you are a trustee of an organisation that would be interested in helping us develop our services and programme we would be grateful of the opportunity to meet with you to share our vision for Safer Ageing. Also if you have existing relationships or contacts that you feel would like to hear about our work we would appreciate any introductions.

## Corporate Support

**Corporate support is critical to our ability to continue delivering safer ageing in the UK.**

**No two organisations are the same. Thankfully, there are lots of ways to get involved.**

**Charity of the Year:** Hourglass would love to be considered for your charity partnership. We have extensive experience managing these programmes, making them a mutually beneficial relationship with lots of fun thrown in throughout the year.

**Strategic Partnerships:** Our life-changing charity objectives can fit hand in hand with your long-term strategic goals. Through our strategic partnerships, we can help you meet your key performance indicators, and social responsibility targets – helping you showcase your organisation’s social commitments.

**Sponsorship:** Sponsor one of our conferences or campaigns and help us raise awareness and drive change.

**Fund specific research projects:** We are the only UK charity focussed-exclusively on addressing the harm, abuse and exploitation of older people; we are one of the few organisations

researching this issue. We have lots of opportunities for your company to fund projects relevant to your organisation and stakeholders.

**Payroll giving:** Donating as employees is also easy, simply set up Payroll Giving for payments through PAYE from employee wages or pensions.

**Help pro bono:** Any pro bono knowledge, expertise and time you can contribute, would be a great way to support us.



## A Valued and Valuable Partnership with Hourglass

**A partnership with Hourglass, not only offers the opportunity to be at the forefront of tackling abuse, there are also lots more reasons it will benefit your organisation.**

These include:

### **Engaging your employees to make a life-changing difference**

Our partnerships can be a great way to mobilise your employees to raise vital funds alongside their colleagues. We will also be raising awareness and understanding of the abuse of older people, and showing how we are making life better for all those affected by this issue.

### **Showcasing your organisation's CSR**

A partnership with us means sharing our journey for safer ageing and ending the harm, abuse and exploitation of older people – an often-hidden issue. By helping us achieve this, you will be demonstrating your organisation’s commitment to protecting the lives of vulnerable older people across the UK, and help build the fairer, safer society we all want and deserve.

### **A PR Boost**

To make sure you receive the recognition you deserve for going the extra mile for us, we will work with you to highlight your efforts and our partnership in the news and on social media.

### **What we can offer you**

- Assistance from our PR group and fundraising team, to help support you to achieve your partnership goals
- A tailored fundraising pack, complete with fundraising ideas and motivational stories
- Opportunities for team-building challenges, such as team runs, on behalf of Hourglass
- A flexible information sharing arrangement to educate employees about the charity and the abuse of older people.
- Access to our awareness campaigns and conferences, demonstrating how your organisation has helped make change possible.

## Fundraising

You can also find a full list of ideas on our website at: [www.wearehourglass.org](http://www.wearehourglass.org)

We can work alongside you to create bespoke events just right for your organisation and employees' needs.

To sign up to activities, or for more information, contact us at [fundraising@wearehourglass.org.uk](mailto:fundraising@wearehourglass.org.uk)

By supporting Hourglass, you will receive a helpful education pack of learning activities (see below), helping to educate employees, and also enabling us to measure the impact of our partnership.

What our education pack can include:

- A survey at the start of the partnership to identify current knowledge of abuse in older people, which will be repeated following the partnership
- Presentations, FAQs and office drop ins or skype sessions
- Promotional materials, including posters and leaflets
- Talks from our experienced directors/ invitation to our conferences

### Leave Hourglass a gift in your will

Whatever the amount, we are extremely grateful for any gifts left to us, and we work very hard to ensure your donation supports as many people as possible. So, after taking care of loved ones, please consider leaving a gift to Hourglass. If you do include us in your Will we would be delighted if you chose to let us know. We will treat any information you share with us in strictest confidence.

### In Loving Memory

Donations in memory of a loved one are a very special way to honour their life. If you are organising a funeral or memorial service you may want to consider asking for donations instead of, or as well as, flowers. Most undertakers can organise a charity collection as part of their service. However, many people now like to set up an online giving page, and you can create a special 'in memoriam' page

here on our website. This way you can share the page with your family and friends and they can include their personal messages and tributes. We are very grateful to all the relatives and friends who have given us donations in memory of a loved one. These gifts go on to make a profound difference in keeping older people safe, and supporting those who have encountered abuse.



**Will you help us calling time on  
the harm, abuse and exploitation  
of older people across the UK?**

**Please contact our fundraising team:  
[fundraising@wearehourglass.org](mailto:fundraising@wearehourglass.org)**

**FREEPHONE HOURGLASS  
0808 808 8141**

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PO Box 60001  
London SW16 9BY**

**Email: [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org)  
Web: [www.wearehourglass.org](http://www.wearehourglass.org)  
Office: 0208 835 9280**

Hourglass is the working name of Action on Elder Abuse, a charity registered in England and Wales (reg. no: 1140543), and also in Scotland (reg. no: SC046278). Action on Elder Abuse is also registered as a company limited by guarantee in England and Wales under number 07290092.



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