

Our National Launch

Our National Launch is planned for November 2013 with wide media coverage to ensure that every older person is familiar with our simple freephone number so that everyone who needs us can make contact at any time of day or night.

Silver Line Friends will work in pairs for safeguarding, and will make booked weekly calls to those requesting our friendship service. We are also planning conference calls with groups linked by shared interests, and facilitated by a **Silver Line** volunteer.

The Silver Line Helpline will research and locate the best solutions for individuals with very different needs and expectations. We will promote organisations and services, whether local, national, statutory or non-statutory, to older people who are unaware of them or find them hard to access.

By referring older people facing loneliness and isolation to a wide range of groups offering different services and assistance, we will be able to identify where gaps and overlaps in provision are occurring, and encourage feedback from individuals on what works best for them.

We will use our regional structure and volunteer befrienders to receive and publicise key issues and concerns facing older people calling **The Silver Line Helpline** from across the UK, to both local and national media. We hope to be available to every older person in the UK who needs us in time for Christmas 2013.

Contact us

If you want to find out more about us, visit our website:

www.thesilverline.org.uk

For general enquiries, call **0207 224 2020** or email info@thesilverline.org.uk

You can also follow us on Twitter [@TheSilverLineUK](https://twitter.com/TheSilverLineUK)

For volunteer enquiries, contact amy@thesilverline.org.uk

Offers of support can be sent to our Minerva House address detailed below.

You can also make a donation online at www.thesilverline.org.uk/make-a-donation

Or you can use **JustTextGiving** by sending a text to **70070** stating **SILV13** and the amount you wish to donate, e.g. **SILV13 £10**.

The Silver Line
helpline for older people

The Silver Line Helpline

Minerva House, 42 Wigmore Street, London, W1U 2RY.
Registered charity number 1147330.
Registered company number 8000807.

The Silver Line

helpline for older people

0800 328 8888

advice • information • friendship



No question too big
No problem too small
No need to be alone

Free and confidential
open 24 hours a day
every day of the year

“Like child abuse, loneliness carries a stigma, especially for an older generation too proud to ask for help.”

I hope by creating a helpline for older people, The Silver Line will enable them to break through the stigma of loneliness, and thus save lives and comfort and protect older people in need.”

Esther Rantzen CBE

Our mission

The Silver Line Helpline aims to transform the lives of lonely, isolated or vulnerable older people across the UK, Channel Islands and the Isle of Man by offering them friendship, information and advice at any time they need it, free of charge, and to link them back into their communities.

The voluntary and statutory sectors offering care and protection of older people can be hard for individuals to access.

The Silver Line Helpline will not replicate their excellent work but will refer older people to groups and organisations active in their community as well as provide a unique free telephone befriending service, staffed by trained volunteers.

So we will be the single, simple telephone number for older people seeking help, and an umbrella organisation for all those working in this sector.

Our team

Our Chair and Founder is
Esther Rantzen CBE



Our Board of Trustees:

Deputy Chair – **Colin Wagman** FCA
Jane Ashcroft, The Anchor Trust
Chris Belcher, Solicitors for the Elderly
Paul Burstow MP
Lady Susan Chinn CBE
Gary Fitzgerald, Action on Elder Abuse
Professor Patrick Geoghegan OBE
Dr Alex McMinn MBE, U3A
Su Sayer CBE, United Response

Our staff:

Sophie Andrews, CEO
Sarah Caplin, Director of Development and Communications
Louisa Dominguez, Executive Assistant
Danielle Houlston, Fundraiser
Maureen Johnston, National Launch Programme Manager
Darren Sterling, Operations Manager
Dave Stewart, Commercial Manager

Our office

Our office at Minerva House has been generously donated by *Minerva Plc*.

Our pilot

The pilot launched in December 2012, funded by *Comic Relief* and *BT*, in Manchester and the North West region.

By May 2013 we had received more than 2,500 calls with around 350 older people requesting regular weekly calls from **Silver Line Friends**. These are booked calls from trained volunteers, providing friendship and exploring with the caller practical ways to reduce their isolation and loneliness.

There have been some 30 transfers or referrals to Action on Elder Abuse or Social Services for safeguarding.

We have extended the duration of the pilot and its area of operation to the North East, with a regional launch in Newcastle on 26 June 2013.