

we do

look at what



**FutureProofCIC**  
Better Business, Stronger Communities

## Be a Friend Partnerships that reduce loneliness



Friends of the Elderly have been supporting older people for more than 100 years. They understand the devastating impact that loneliness and isolation can have as we all get older. Through their services and campaigning they raise awareness of what loneliness is and how we can all help combat it.

### The need

Research shows that if left unchecked 7 million older people will be living with loneliness by 2030. With health impacts similar to excess alcohol consumption or heavy smoking Friends of the Elderly knew something needed to be done. Their *Be a Friend* campaign promotes simple interventions that keep us all active in society – a chat over a cuppa, a lift to the shops, help with getting online. The simple things that keep us talking and create the confidence to speak to neighbours, or the confidence to ask for help.

### Our role

The campaign had a clear public ask – give a little bit of time to help make an older person feel more connected. We were tasked with exploring how the campaign would be delivered through partnerships across all sectors. Talking to local authorities and health organisations we connected local and national issues. Engaging corporate partners, local businesses and charities meant we were able to build the relationships and initiatives that directly reduce loneliness on a community level.

### The output

We helped deliver the *Be a Friend* campaign by building relationships with key stakeholders. And by connecting organisations with similar priorities and aspirations we built a series of relationships that expanded *Be a Friend's* reach into new areas, high profile partnerships with Premier League football clubs for example. As the campaign develops we'll monitor the impact of these innovative partnerships highlighting both the social impact achieved but also the direct effect on loneliness and isolation.



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#### Our achievements

Addressing digital exclusion with West Ham Utd and Barclays



Establishing safe haven schemes to make the high street more accessible to older people



Volunteering partnerships with major corporate organisations



Older people empathy training programmes with Brighton & Hove Buses and Sussex Cricket Club

A media campaign that got *Be a Friend* in front of

**2 million** people across Sussex