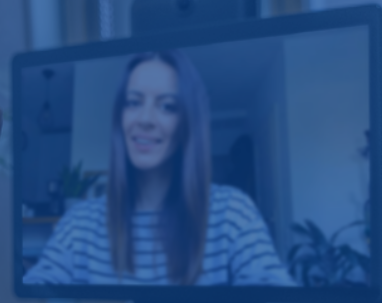


Adopt a Grandparent



Encouraging Companionship ©

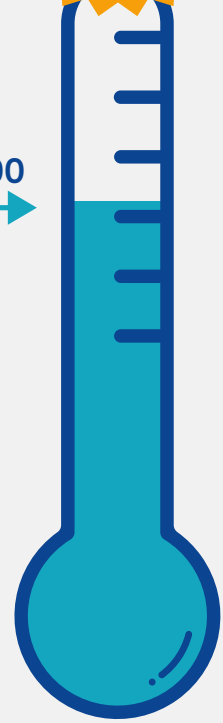


Sponsorship & Partnership Information Booklet



£100,000

£63,000



Donate today

If you would kindly like to donate and help us with our journey, simply visit our Go Fund Me page today.



About us...



At Adopt a Grandparent, our mission is to abolish loneliness and isolation by creating newly found relationships around the world.



What started as a local community initiative quickly became a global hit - with volunteers as far as Hawaii expressing their desire to adopt their very own grandparent.



Initially launched as a campaign to facilitate intergenerational bonds and connect people in later life with volunteers, Adopt a Grandparent has now developed into an independent charity.



With a growing number of volunteers signing up to join us, we are working hard to reach out and engage with more older adults who would like to be adopted by our volunteers and create new friendships.

Our Journey...

The Adopt a Grandparent charity started life as a campaign to link volunteers with care home residents from a family-owned care group based in Surrey.

We all know the positive effect of a quality conversation on our general mood, wellbeing and feeling of purpose. Adopt a Grandparent works to build meaningful relationships and enable older adults across our communities to socialise with our volunteers.

Adopt a Grandparent was founded by Shaleeza Hasham. Having been born and raised on the grounds of her family's care home, Shaleeza started going into work with her mum from the age of 8 weeks - which made for a somewhat unusual, but certainly fun, upbringing. She spent a lot of her time with the residents, keeping them company - and all the while, having the pleasure of 15 adopted grandparents!

This, along with her extensive career working in the care sector, really taught her the value and power of intergenerational relationships.

In October 2019, Shaleeza wanted to take action to abolish loneliness amongst the older and younger communities. The idea initially focused on inviting local people into the care homes, encouraging them to 'adopt' a grandparent of their own and make regular visits to spend quality time together.

Volunteers would sign up and provide details of their hobbies, interests and reasons for volunteering, before being matched with a resident who shares similar likes and dislikes.

In March 2020, the world was struck by a global health pandemic, bringing with it a tsunami of chaos and changing the lives of many people around the globe.

It was during this time that care homes were forced to shut their doors to family and friends, creating long periods of social isolation and a reliance on phone calls.

A government report even showed 200,000 older people hadn't had a conversation with a friend or relative in more than a month. For our elderly population, further studies identified loneliness as being associated with sadness, numbness, pain, hopelessness, and low self-worth.

So, understanding that intergenerational interactions can have profound psychological benefits on the elderly population and reduce feelings of loneliness and depression, Adopt a Grandparent decided to go digital.

The campaign was opened for volunteers to sign up from all over the world - and it received interest from as far as Australia, all the way to the United States. We are so proud to now have a diverse group of volunteers, ranging from just 12 months old to 70 years old!

To date, almost 100,000 volunteers have signed up, while 40 care homes across the UK have become part of the scheme. Now we are looking to expand our group of older adults so that we can continue to make the best pairings possible.

Can you join us on our journey?

What are the benefits?

Our work is designed to prevent loneliness, both for our volunteers and our grandparents.

- ✓ For older adults and care home residents, our initiative provides emotional support and companionship. Moreover, it prevents feelings of loneliness, with regular phone calls providing a strong sense of purpose. Our grandparents have so many experiences and so much wisdom to share with our volunteers.
- ✓ For volunteers, our campaign reduces feelings of helplessness that are associated with social isolation, offering them a sense of belonging and optimism within their communities. It also offers solace and reassurance to those who have lost grandparents of their own - and even parents, in some cases.

Our Trustees

Our trustees govern Adopt a Grandparent and direct its management. They're committed to ensuring the reputability, sustainability and responsibility of the charity.



Shaleeza Hasham

CEO & Founder



Paul Birley

Former Head of
Healthcare, Barclays



Sarah Skuse

Partner,
Bevan Brittan LLP



David Barrett

CEO & Founder,
Pic PR



Our Volunteers

Iris & Ruby Rose



- Actor Ruby Rose signed up to Adopt a Grandparent at the end of March 2020, having heard about us through a friend (also an actor), who saw it online.
- Given her occupation, we paired Ruby with 87-year-old movie fanatic Iris - and the duo connected immediately. They began speaking on a weekly basis, with Ruby even sending Iris flowers and DVDs regularly.
- **“I was very lucky to be paired with Iris. She has a heart of gold and a wicked sense of humour. We talk about our lives, share stories and I send her DVDs because I know how much she enjoys watching films. Iris doesn’t have children of her own, but she does have lots of friends and I am blessed to call myself one.” - Ruby Rose**
- **“Speaking to Ruby has become the highlight of my week; I always look forward to receiving her calls. We get along so well and I’m really enjoying getting to know her and hearing all about the exciting life she leads. I’m so grateful to my care home for providing me with the opportunity to develop such a wonderful friendship” - Iris**
- Ruby and Iris continued speaking weekly and became incredibly close, before Iris sadly passed away in October 2020.
- Ruby remains passionate about the programme, acting as an ambassador on our behalf.

Rosie & Annette



- Annette, from Honolulu, Hawaii, signed up to 'Adopt a Grandparent' over two years ago and has since been speaking with Rosie.
- They formed our first international pairing. When Annette was asked about her experience of volunteering with us, she said that it had surpassed her expectations - and doesn't consider it to be volunteer work. To her, Rosie is a true friend.



Jenny & Gay

- Jenny signed up to 'Adopt a Grandparent' a few years ago after losing her grandmother. Adopt a Grandparent paired her with Gay, from one of CHD Living's homes.
- Gay, who is living with dementia, has experienced a heartwarming transformation through her participation in the initiative - which has supported her in rekindling her engagement with the outside world.
- Jenny shared that she signed up for the charity following a feeling of "great sadness" after the loss of her grandmother. The sadness, Jenny stated, stemmed both from the grief of losing a grandparent as well as feeling a disconnection from her grandmother's generation, their experiences, and their life lessons.
- Jenny said: "I wanted to reach out to make a positive difference, to build new connections and gain perspective in my life. There is so much to learn from the older generation, their wisdom and life experiences are a real inspiration to me. It also helps draw out what's important in our lives: our family, friends, and things we enjoy; it highlights the importance of remembering and celebrating those things that make us who we are."



Audrey & Clara

- Audrey is a 96-year-old former art teacher who enjoys painting, gardening and music, and Clara is a 24-year-old marketing executive based in the Cotswolds.
- Clara was inspired to sign up because she enjoys helping the elderly. She used to assist an elderly gentleman in her local area; however, he unfortunately passed away last year, and that's when Clara discovered Adopt a Grandparent.
- Audrey and Clara have a lovely relationship, and have been enjoying weekly catch-ups for near a year!



Partnerships



The Duke of Edinburgh Award offers students the opportunity to adopt their very own grandparents, whilst supporting them in gaining a prestigious award.

We are proud to be listed as an official volunteering opportunity for those working towards their DofE awards – a long-serving and dedicated organisation – that shares many of our charity objectives.



Adopt a Grandparent is proud to be in partnership with Say So.

Say So work alongside their clients to create an open and inclusive culture where communication becomes accepted as normal practice.

The team at Say So support their clients to identify and manage issues, concerns and ideas to management. We are extremely proud to be working closely with the Say So team to ensure our safeguarding and reporting processes are strong and accessible for all of the Adopt a Grandparent community.



Adopt a Grandparent is proud to be in partnership with Barclays Digital Eagles.

Prioritising the education of young participants in the scheme, we've joined up with Barclays Digital Eagles to build a training platform that its volunteers can use to develop their understanding of volunteering within a health and social care setting.

With a mission to put older people's mental health and wellbeing at the forefront of volunteers' minds, younger members of the Adopt a Grandparent initiative are trained to communicate effectively with individuals living with dementia, understand the nuances of safeguarding, and embrace the principles of dignity.

The Barclays Digital Wings platform contains over 300-hours of learning content and allows people to learn digital skills at home at their own pace. The skills it shares are important for both modern, day-to-day life and to help bridge the digital skills gap in the workforce going forward.

[Barclays Digital Wings](#)





“Adopt a Grandparent is a truly heartwarming cause to be involved with. To see the positive impact of the relationships that they help to facilitate and nurture through their work is amazing and I’m thrilled to become a part of this as an Ambassador. I hope to help them grow and continue to raise essential funds so that more people can benefit from within our care homes.”

**Steve Fergus, Head of Barclays Healthcare &
Adopt a Grandparent Ambassador**

 **BARCLAYS** | Digital Wings

What does the future look like for AAG?



We've developed an app to support the pairing process, making sure we can find the most suited volunteers/grandparents using their interests and hobbies, as well as offer a safe space for calls.



A new website has just gone live where we can share all of our work and activities. The website provides all you need to know about our work, how you can get involved and ways to support us.



We are excited to be partnering with Barclays Digital Eagles to help create bespoke sessions and deliver training to care homes and users.



We've currently raised £63,000 in funding. Our target is £100,000.



[Donate](#)



CQC rating

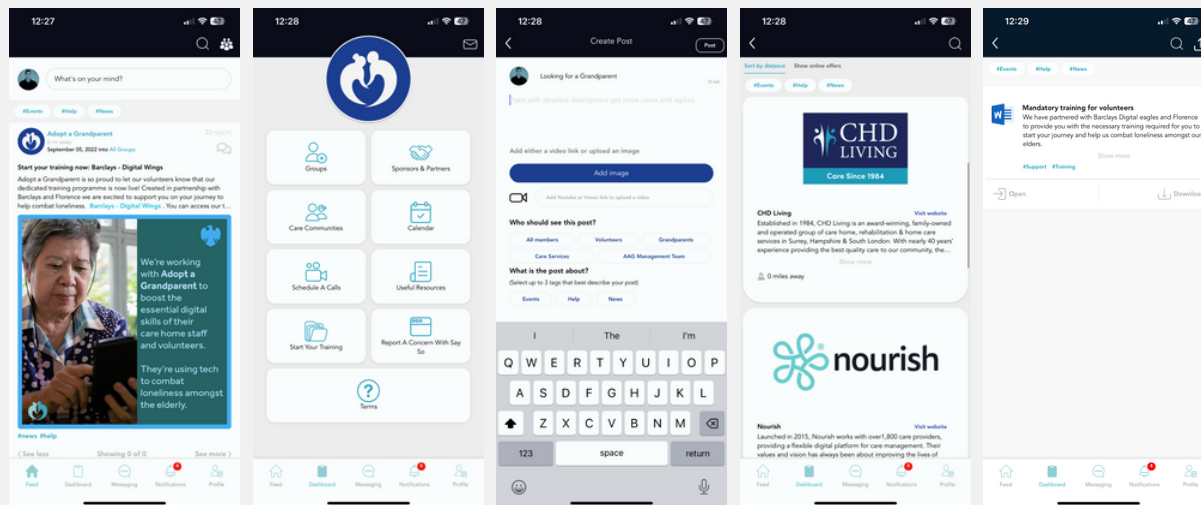
Outstanding ★

What CQC says

The Care Quality Commission (CQC) recognised Adopt a Grandparent as an organisation that was at the forefront of digital innovation in the sector – establishing ways to connect care home residents with the global community and leading the charge in combating loneliness through digital means.



Here is what our app looks like...



Just search **Adopt a Grandparent** in the [App Store](#) or [Google Play](#) store.



Sponsorship Opportunities

Friends

£500 per annum

- Exclusive access to our newsletter
- A letter of gratitude

Bronze

£1000 per annum

- Exclusive access to our newsletter
- A letter of gratitude
- Your company's link and logo will feature on the Adopt a Grandparent website and app
- A special mention of your company in our monthly newsletter



Silver

£2,500 per annum

- Exclusive access to our newsletter
- A letter of gratitude
- Your company's link and logo will feature on the Adopt a Grandparent website and app
- A special mention of your company in our monthly newsletter
- Quarterly shout-outs on our Facebook, Twitter, Instagram and LinkedIn channels
- Complimentary admission to two networking events per year (one person)

Gold

£5000 per annum

- Exclusive access to our newsletter
- A letter of gratitude
- Your company's link and logo will feature on the Adopt a Grandparent website and app
- A special mention of your company in our monthly newsletter
- Quarterly shout-outs on our Facebook, Twitter, Instagram and LinkedIn channels
- Complimentary admission to two networking events per year (two people)
- We will advertise your company within the Adopt a Grandparent app, with a direct hyperlink to your website
- Two tickets to our annual gala dinner

Platinum

£10,000 per annum

- Exclusive access to our newsletter
- A letter of gratitude
- Your company's link and logo will feature on the Adopt a Grandparent website and app
- A special mention of your company in our monthly newsletter
- Quarterly shout-outs on our Facebook, Twitter, Instagram and LinkedIn channels.
- Complimentary admission to two networking events per year (one person)
- We will advertise your company within our Adopt a Grandparent app, with a direct hyperlink to your website
- Two tickets to our annual gala dinner
- We will market your company at the gala event

Bespoke

£25,000- per annum

- Exclusive access to our newsletter
- A letter of gratitude
- Your company's link and logo will feature on the Adopt a Grandparent website and app
- A special mention of your company in our monthly newsletter
- Quarterly shout-outs on our Facebook, Twitter, Instagram and LinkedIn channels
- Complimentary admission to two networking events per year (three people)
- We will advertise your company within our Adopt a Grandparent app, with a direct hyperlink to your website
- Four tickets to our annual gala dinner
- We will market your company as a headline sponsor at our gala event
- Your company will be an exclusive sponsor within the sector.



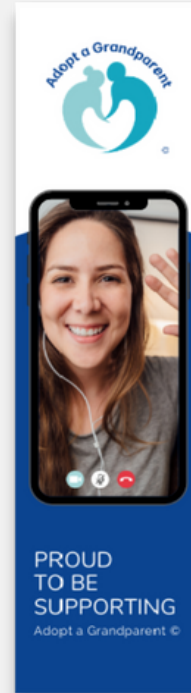
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Our New Ambassadors



We're delighted to announce the official appointment of our two new ambassadors, Chief Executive of Care England, Professor Martin Green and Steve Fergus, Head of Healthcare at Barclays Corporate.

Helping to drive both awareness of our work at Adopt a Grandparent and our fundraising efforts, it's hoped that the new ambassadors will help to reach new audiences and inspire more people to support our work.

On his new role, Professor Green said: "I am truly passionate about our care sector – both about the essential work carried out and also about the amazing people receiving care."

"Becoming an Ambassador for Adopt a Grandparent is an opportunity to support the sector in a whole new way and tackle a major issue for those in care. I'm very proud to help the team continue their great work."

Steve Fergus added: "Adopt a Grandparent is a truly heartwarming cause to be involved with. To see the positive impact of the relationships that they help to facilitate and nurture through their work is amazing and I'm thrilled to become a part of this as an Ambassador.

"I hope to help them grow and continue to raise essential funds so that more people can benefit from within our care homes."

Thank you



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