



NEWS

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THE SILVER LINE ‘WINS’ THANKS TO PLAYERS OF PEOPLE’S POSTCODE LOTTERY

The Silver Line Helpline for isolated and lonely older people has been handed a £600,000 boost by players of People’s Postcode Lottery.

The Silver Line is the only free, national, confidential helpline open every day and night, offering information, friendship and advice to older people.

The helpline has received more than one million calls since its launch in November 2013. Over two-thirds of these calls – around 700,000 – were made overnight or at weekends when no other helpline is available for older people who may be lonely, isolated or confused.

And with call levels growing all the time The Silver Line is battling to raise the funds to keep its vital night-time and weekend helpline service going.

Now the charity is celebrating thanks to a £600,000 award from players of People’s Postcode Lottery.

The Silver Line’s founder, Dame Esther Rantzen said:

“This is great news for all the lonely or isolated older people who rely on The Silver Line around the clock, every day of the year. We’d like to say a big ‘thank you’ to players of the People’s Postcode Lottery for their amazing support.

“I hope all the players will realise just what a difference they are making through this award. They’re helping to bring the gift of shared memories, company and laughter, back into the lives of lonely older people, many of whom have no one else to speak to for days on end – even at Christmas.”

The award was presented to Dame Esther at the official opening of The Silver Line’s new helpline office in Blackpool by Judie McCourt, People’s Postcode Lottery ambassador.

Judie said:

“I am delighted on behalf of the players of People’s Postcode Lottery to present Dame Esther with this phenomenal cheque for The Silver Line.

“The charity makes such a difference to thousands of lives every day and I’m thrilled that this funding will help The Silver Line to keep their vital night-time and weekend helpline open”

With over 10,000 calls received every a week, the helpline needed to move to the new base in Blackpool to enable it to cope with the continued year-on-year growth in calls.

The Silver Line relies entirely on donations and needs to raise £5million every year to ensure its helpline and friendship services can keep going. There is no cost to the older person, or to the volunteer, for any of its services, which are paid for by donations to The Silver Line.

The Silver Line's Chief Executive, Sophie Andrews, said:

“The move to a new base is an important part of ensuring our future sustainability. It helps reduce the running costs of the helpline, while also allowing us to move faster to equip and train staff with any new skills required.

“Our new office will also allow the development of a ‘hub and spoke’ model for the helpline. This will involve greater use of volunteers in regional bases so that we can continue to handle increasing call volumes while carefully managing costs.”

- Pictured: (from left) People's Postcode Lottery ambassador Judie McCourt, Silver Line CEO Sophie Andrews, and Silver Line founder Dame Esther Rantzen.

For more information or interviews contact

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The Silver Line

- The Silver Line (0800 4 70 80 90) is the only free, national, confidential helpline open every day and night, offering information, friendship and advice to older people.
- The cost of calls to the helpline, and The Silver Line's other friendship services, are paid for by the voluntary donations it receives.
- 68% of callers contact the helpline because they are lonely or isolated, 90% live alone, and 54% say they have no one else to speak to.
- More details on The Silver Line website: www.thesilverline.org.uk

People's Postcode Lottery

- People's Postcode Lottery is a charity lottery. Players play with their postcodes to win cash prizes, while raising money for charities and good causes across Great Britain and globally
- A minimum of 30% goes directly to charities and players have raised £154.8 million for good causes across the country
- £10 for 10 draws paid monthly in advance with prizes every day. For further prize information visit: www.postcodelottery.co.uk/prizes
- Maximum amount a single ticket can win is 10% of the draw revenue to a maximum of £400,000
- Players can sign up by Direct Debit, credit card or PayPal online at www.postcodelottery.co.uk, or by calling 0808 10-9-8-7-6-5

- Postcode Lottery Limited is regulated by the Gambling Commission under certificate nr 000-000829-N-102511-011 and 000-000829-R-102513-010. Registered office: Titchfield House, 69/85 Tabernacle Street, London, EC2A 4RR
- People's Postcode Lottery manages multiple society lotteries promoted by different charities. For details on which society lottery is running each week, visit www.postcodelottery.co.uk/society