



Hourglass Partnership Programme

July 2022

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Objective

Hourglass is a unique charity in the UK. We offer the only 24/7 helpline and casework team focused on the abuse of older people. Partnerships and collaboration with Hourglass would help raise the awareness of the abuse of older people and the devastating effect it can have on families and the community.

This partnership will work hand-in-hand with your teams to support customers that could be at risk of exploitation or abuse. The partnership will also help strengthen the expertise and community links your organisation has with their current and future customers.

- It's estimated 2.7 million people are affected by abuse, yet it's rarely reported in the media or discussed in Parliament.
- Over 12,000 people reach out to Hourglass' helpline services, seeking advice, support and information related to the abuse of older people.
- Our helpline team are contacted from those affected by abuse and by those worried about the safety or wellbeing of an older relative or friend.
- Hourglass does more than just pledge to help those calling the helpline. We deliver IDVA (Independent Domestic Violence Advisor) and case work support as well as events in local communities.
- Hourglass helps those affected by physical abuse, sexual abuse, neglect, financial abuse, psychological abuse and domestic abuse.

Hourglass context



Hourglass context

Hourglass is the only UK charity focused on ending the abuse of older people and supporting a safer ageing agenda. We work alongside governments, local authorities, Police and Crime Commissioners and other key stakeholders in delivering tailored care and support packages for cases that emanate from our 24/7 helpline. In 2022, we also launched the first-ever Independent Domestic Violence Advocacy scheme in the UK wholly focused on older people – and this is a scheme that we see re-shaping community support for those victims of abuse.

The charity receives around 12,000 contacts per year, with a high percentage focused on financial abuse, which itself is often a trigger for other forms of abuse and neglect. Hourglass seeks to help those affected by all forms of abuse:

- Physical Abuse
- Sexual Abuse
- Psychological Abuse
- Neglect
- Financial Abuse
- Domestic Abuse

Hourglass provides a full service from education and training to prevention and recovery – and we are looking at innovative ways to broaden our offering as calls increase.

We have put together a programme of different ways to work with organisations and explore partnership opportunities that help strengthen links with the community and help raise awareness of the abuse of older people

Give An Hour – Founding Partner



1. Give An Hour – Founding Partner

This year Hourglass launches Give An Hour, a partnership scheme to offer pro bono advice from a financial, legal or therapeutic professional for callers to our 24/7 Helpline.

We are seeking the support and expertise of specific professionals who want to make a difference to the lives of older people at risk of abuse. We want to ensure those that reach out to our helpline services have the right information to make informed decisions.

How it works

Hourglass is offering the opportunity for financial professionals to “give an hour” for a free consultation to those that call our helpline and need advice. The consultation will take place over a suitable video conferencing platform with the objective to provide callers with the necessary information enabling them to make an informed decision as to what they do next.

How much time you wish to donate is up to your team; it could be an hour a month, or an hour a week, or somewhere in between. It will help us move a step closer to ending the abuse of older people across the UK.

Webinar



Webinar

Hosted by Hourglass, we will work together on an agreed theme and topic, inviting panel members and/or speakers from your organisation. The webinar will be promoted to Hourglass' network and supporters, via email newsletters, social media platforms and website. We will provide you with a unique invitation link to send to your network. The webinar will be broadcast to a live audience, but post event, a recording will be uploaded to our Knowledge Bank Website for future viewing. Our marketing team will also provide you with your own branded version you can use for your own purposes.

Training



Training

The charity can work hand in hand with your organisation to build bespoke packages of training for your staff teams and stakeholders. This might be around spotting the signs of abuse, myth-busting and also what practical help can be given to high risk customers. We would also look at giving you a named triage contact that staff can discuss issues or look for support from.

On request, Hourglass could also look at how your business can shape products to ensure abuse risk is mitigated and this could work in tandem with any 'spotting the signs' or myth busting training.

Our training partnership approach enables us to work with organisations, their employees, their customers and their partners to

- Raise awareness of the signs of abuse
- Raise confidence levels in reporting
- Access research, best practice and case studies
- Enable the transfer of new skills and knowledge into practice

Some of our clients have a well-established understanding of the abuse of older people and their role in creating a society where people can age safely. Some are new to this agenda and want to know what steps they can take.

All those we work with play an incredibly important role in supporting Hourglass to deliver positive change for vulnerable older people and all those affected throughout the UK.

We will:

- Hold an exploratory session with you to better understand your needs, your intended audience and strategic intent.
- Provide thought leadership and work with you to ensure your investment demonstrates added value, measurable impact and tangible outcomes for participants.

Costs of our service



Costs of our service

All options include:

An exploratory session to understand organisational need and intended audience

Examples of pre-session communication

Follow up session with participant feedback and recommended next steps

A) General elder abuse awareness (30*)	45 mins @ £300**
B) Theme specific awareness (30*)	60 mins @ £400**
C) Elder abuse training, group work, case studies (15*)	90 mins @ £600**
C) Bespoke training, group work, org case studies (15*)	90 mins @ £1000**

* Maximum participants

** Non-partner rates. All rates exclusive of VAT

1. Digital Promotion

Premium banner spot on the Hourglass website and rotating banner that features across the website.

Promotion in an email newsletter to our subscribers.

Social media promotion of your involvement across our platforms.

Article featured on Hourglass website offering advice, but also highlighting the works and services your organisation may offer.

Named corporate charity partner and listed in a priority position accordingly.

£10,000

Fund An Hour – Founding Partner



2. Fund An Hour - Founding Partner

In March, our dedicated helpline transformed into a 24/7 offering, allowing those affected by abuse to call us 7 days a week, 24 hours a day. We are proud to be able to be there for our callers when they need us. Such a facility is costly, working out at over £500,000 per year.

We can offer different partnership options allowing you to get involved. For example, you could help contribute towards the costs related to an Information Officer for a year. Our Information officers are on the frontline, helping and advising our callers affected by abuse.

They provide information, advice and support on our well-established and unique national Helpline. They offer support to older people and others from all four nations via telephone, email and other online methods. The support they give is both practical and emotional as well as appropriate to the caller's needs.

By funding or part funding an information officer, you are helping to ensure there is a trained team member available to provide potentially life changing information to a caller.

Option A:

Contribute to fully funding an Information Officer £25,000 per year

Option B:

Contribute to Six monthly funding of an Information Officer £12,500

Option C:

Funding a part of the helpline for a specific amount of time.

40% of our calls are related to financial abuse, Hourglass would be delighted to offer you the opportunity to support our helpline,

For example:

Over 12 months: funding 40% of our helpline costs	£196,000
Over 6 months:	£98,000
Over 3 months:	£49,000
For 1 month:	£16,500

Branding of Hourglass Pop Up Events



1 Day:	£536
1 Night-time triage shift:	£247

Option D:

Helpline Take Over Days

On a dedicated day (e.g Monday) for the next twelve months, your business sponsors the helpline.

£70,000 all calls

£28,500 40% (supporting the financial/economic abuse calls only)

In return, on that day, we post on our social media channels highlighting the support your organisation has given us, as well as a rotating banner on the website. We can also help with press activity around this partnership.

4. Branding of Hourglass Pop Up Events

Hourglass has a number of pop up events that take place across the UK. The pop ups are an opportunity to engage with members of the local community, to help raise awareness of the different types of abuse that older people face and to sign post to our helpline services.

Over the last year, we've spoken to hundreds of people across the local communities, highlighting signs of abuse and what can be done to keep older people safe and to ensure older people are given the opportunity to age safely.

Hourglass can offer the opportunity to co-brand and support ten pop ups over the next twelve months, across communities in England, Wales, Northern Ireland and Scotland.

Your support will help cover the costs of our marketing material, including leaflets and flyers and pull up banners, as well as the cost of team members. In return, we will ensure that your logo is on our pop-up marketing material.

There is also an opportunity for members of your team to volunteer on the pop up and spend time talking to members of the public about

Fund An Hour - Founding Partner



financial abuse and sharing their expertise in their area of financial advice.

Cost for 10 Hourglass Pop Up Events

£3,500

5. Sponsorship of Hourglass Keeping Your Loved Ones Safe From Abuse booklets

Abuse can take many forms, it can be subtle and hard to spot. If you, or an older person you know, are experiencing this you are not alone, sadly this type of abuse can affect anyone, regardless of gender, ethnicity, sexual orientation, disability or gender identity. Hourglass's booklet aims to help underline this issue and highlight how different abuse manifests itself.

Hourglass could co-rebrand with your corporate identity, and we can jointly provide a specific type of abuse booklet on keeping family members safe.

This can be available as a PDF to download on your website and we can print 500 copies to give out to pop ups. You would be more than welcome to print your own version for your customers.

Cost: £2,500

Thank you for your consideration and interest in this under-reported and under recognised area. We look forward to working with you.

For more information please contact

Penny Wilby

pennywilby@wearehourglass.org

07986 534494



Hourglass

Safer ageing · Stopping abuse

You can contact us in many ways:

24/7 Helpline: 0808 808 8141

Our helpline is entirely confidential and free to call from a landline or mobile, and the number will not appear on your phone bill.

Text message: 07860 052906

Texts from outside the UK will be charged at their standard international rate which will differ depending on location and service charges of your phone provider. The number will appear on your bill and in your phone records but will not be identified as Hourglass.

INSTANT MESSAGING service: www.wearehourglass.org

Get information from our CHATBOT - www.wearehourglass.org

Get information from our KNOWLEDGE BANK - knowledgebank.wearehourglass.org

Email: helpline@wearehourglass.org

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