

In Tune: 2015



WaveLength

THANK



YOU

Wishing You Comfort and Companionship at Christmas

- A Message From Our Chairman



We wish you a Merry Christmas and a Happy New Year!

There's no doubt that loneliness has been the issue of 2015. Many people now know the statistic that loneliness is as bad for life expectancy as obesity, or smoking 15 cigarettes a day. Last December, the BBC ran 'A Life Less Lonely' programming to raise awareness of loneliness among vulnerable people.

Health and social care workers are emphasising that nobody should be left alone on Christmas day, and various charities are asking the public to 'look out for' elderly people.

I'm pleased that Britain is becoming more aware of loneliness and isolation – and that government is under increasing pressure from charities like WaveLength to prioritise loneliness and isolation as social health issues.

But much of the talk about loneliness in the media is focussed solely on older people. And at WaveLength, we know that all kinds of people can be lonely.

Some of our beneficiaries are elderly, yes. Others find it hard to leave the house because of disabilities, learning difficulties or physical or mental illnesses. Hardworking staff in

homelessness hostels, women's refuges and hospitals write to us every day asking for TVs and radios to bring contact, comfort and companionship to residents' lives.

Tragically, people of all ages, all across the country, face Christmases when they only hear carols on the radio and the festive fire only crackles on the TV screen. Apart from a fifteen-minute visit from a paid council carer, their TVs and radios are the only comfort and companionship they'll have over Christmas.

And those who don't have a radio or TV lose even that little bit of festive cheer. Imagine sitting through a lonely Christmas with not even a TV special or carol to warm your heart.

That's why I'd like to ask you to help us give a gift this Christmas.

A TV or radio doesn't sound like much – but it's the difference between hearing a human voice once a week, or every day.

In this newsletter, you'll read how our new research undertaken by York University shows how important our equipment is. We desperately want to help even more lonely people next year than the last. With your support, we pledge to keep reaching out to the Government and to the public, to raise awareness of loneliness in our society.

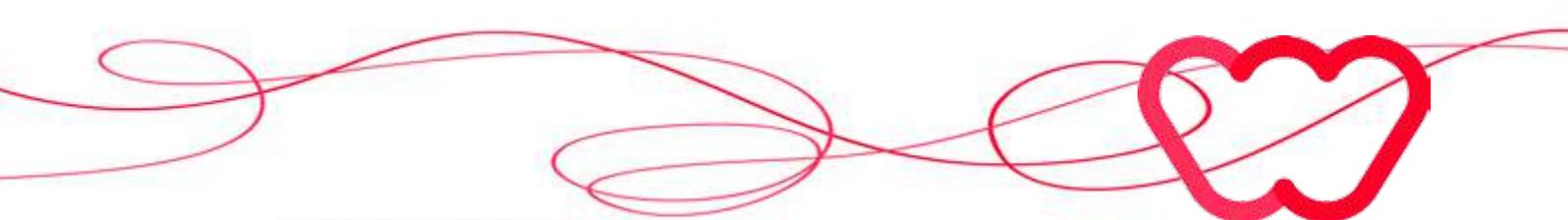
At this time of year, I'm gladder than ever that WaveLength supporters are on our side, fighting against loneliness. Merry Christmas, one and all – and here's to a less lonely New Year!

- *Steven Derrick*

Tell a friend - pass it on

Do you know someone else who would be interested in reading InTune? Please call the office on 01708 621101 or email info@wavelength.org.uk.

You can always donate to WaveLength easily online at www.justgiving.com/wavel.



beneficiaries often don't have the spare cash to get a coffee or a drink with a friend. But email and social media are free, and great ways to stay in touch!

People don't just keep in touch with old friends – they make new ones. One interviewee attended a local carers' group she'd heard about from the radio, which she really enjoyed. Other people attended local subsidised events, or got involved in causes they'd found out about using their tablets.

Communal TVs were social hubs in refuges, offering low-pressure companionship with other residents.

3) Broader impacts

Tablet computers had many practical uses: applying for jobs or housing, sending emails, etc. Access to information empowers beneficiaries. Some looked up recipes to hold a baking night, some watched instructional videos on sewing or yoga or researched issues like mental health.

Research Released: WaveLength's Help Works

We've always known from the thank-yous we receive that WaveLength's equipment has an enormous effect. But now, research has proved that our TVs, radios and tablet computers help vulnerable people to stave off loneliness, make new connections and move on with their lives.

This summer, researchers from the University of York interviewed WaveLength beneficiaries and sponsors up and down the country.

They found three main ways that WaveLength's equipment helps:

1) Alleviating loneliness and associated negative emotions

Loneliness is a subjective condition, unlike social isolation: you're only as lonely as you feel. This is why artificial, or "surrogate", companionship can alleviate loneliness by itself.

Media technology can be a comforting 'friendly face' or voice for people who spend a lot of time alone – especially those who've recently been bereaved, or plunged into isolation because of illness or disability. Distraction is also important: people use TV or radio to distract themselves from unpleasant feelings.

2) Helping people connect

Living on a very low income makes it very difficult to sustain friendships – our



TV and radio were also useful - one beneficiary was even inspired by cookery shows to find a restaurant apprenticeship. Non-native English speakers improved their language skills, pre-school children enjoyed educational programmes, and people 'rehearsed' social lives by seeing them on TV.

You can read some of the comments from interviewees in our Thank You section at the end of this newsletter.

This research will be shown to MPs, other charities, celebrities and other interested people at an event in the new year. And we're already working on ways to use it in the public sphere over the coming year. We look forward to showing the amazing difference media technology has on people's lives for comfort, contact and companionship.

Please 'Follow' us on Twitter - @WaveLengthHelp



Ladies at the Adhar project gather round their TV

Finding Community Around A TV: **The Adhar Project**

This April, Tim (our CEO) and Deirdre (Projects Officer) visited the Adhar Project in Leicester.

The Adhar Project provides support for people of Asian descent who are struggling with poor mental health or have learning difficulties, and their families. "Adhar" means "support" in the Sanskrit language.

The Adhar Project is a great example of an organisation stepping up to do what's needed for the most vulnerable people in its community. It's been going since 1989. Lovely service co-ordinators and volunteers work closely with social workers to deliver emotional support, family intervention, education, day trips and keep fit classes.

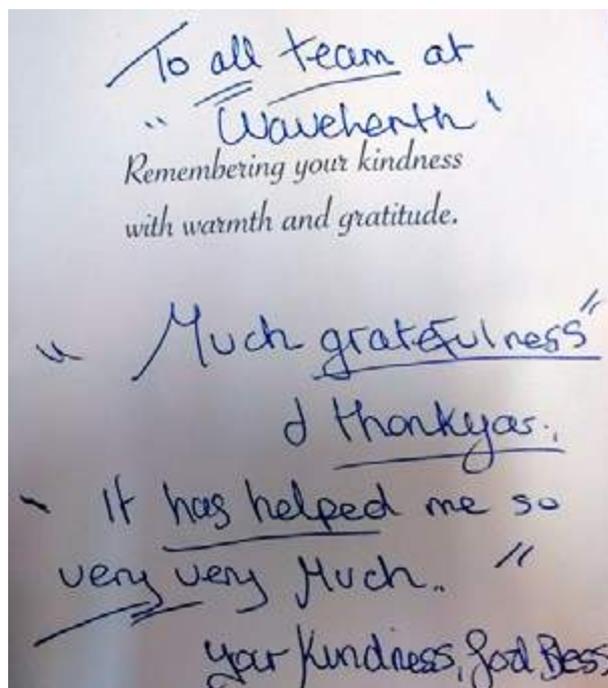
Tim and Deirdre were thrilled to see the women's group enjoying their new WaveLength smart TV. They used it as a focal point during classes, and to start and encourage conversations between members of the group.

The TV's internet connectivity was really important to them, letting them access local news, Asian films and YouTube beauty tutorials, which they wouldn't have been able to with traditional TVs. Because so many group members benefitted so much from the group TV, we donated more TVs and tablet computers to individual group members.

Many Adhar members are isolated because they either live alone or in communities, who may not have a good understanding of their conditions.

WaveLength loves supporting people who are part of groups like Adhar's. The valuable human contact they get from these centres is irreplaceable.

But for each smiling face in the Adhar centre, there are many more ladies with mental health problems or learning difficulties who are stuck inside the house, often either living alone or unsupported. The equipment that your donations pay for brightens up their lives during long, lonely hours.



Messages of Thanks and Support

"My TV provides company, keeps me in touch with the outside world and fills a gap that my husband's passing has left. Thank you so much." Annie, Blackpool

"Children dance around the room to the music." Women's Aid, Leicestershire

"A huge thank you for the television for my room – I am in hospital at the moment and to have a TV will make such a big difference upon my return. Once again thank you!" Nicola

"I was getting really quite depressed without being able to tune into a TV, what a difference it's now made to me! It's fantastic that there are charities out there to help." Beneficiary, PMFS East Kilbride

"Even if you're down, when you hear music and it takes you back to nice happier times, then it lifts your spirits as well. It's very uplifting." Phil, Doncaster

"The TVs have been important to our clients suffering from drug and alcohol withdrawal. It has helped them to have a quiet time when they most need it." Herring House, Great Yarmouth

"Even in his final days he was singing along to some of the songs or tapping his fingers. This is one of my last memories of my husband." Mrs H

"The TVs help to combat the isolation and loneliness that the women feel when they come in to refuge. Many hardly venture out of their flats as they are too scared of being seen by the perpetrator and the TV becomes a friend to them." Wigtownshire Women's Aid

"Being able to watch and listen is good as I have lived in flats before and the silence is awful. Great idea and a big thank you!" Beneficiary, Bosco Society, Liverpool

"Music is particularly therapeutic and is something that even people in the later stages of dementia can enjoy." Action on Dementia Sunderland Respite and Care



Beneficiary Story – Mike

Mike's story horrified the whole WaveLength office when we heard about it. Having struggled with depression for many years, Mike ended up sleeping rough in Blackpool's parks. Feeling that he was at the end of the line, Mike tragically attempted suicide.

When admitted to hospital following his suicide attempt, Mike was found to have severe frostbite on his feet. The fronts of both his feet were removed to prevent gangrene, leaving him physically disabled as well as severely depressed and homeless. The hostel he went to live in was in an unfamiliar area where he had no friends, and he was unable to leave the building due to his poor mobility.

Luckily, the hostel knew about WaveLength. With a brand new WaveLength TV for his room, Mike couldn't have been more grateful and happy. Now, the TV is helping him to adjust to his new situation by keeping loneliness and isolation at bay.



"Because I don't get out and about all that much, it brings someone else into my home, and makes it interesting. I've found it opens the world to me." Janet

"What a wonderful surprise! I thought it would take me ages to save for a new TV. My new radio is much better than the one I left behind." Mrs W, Newcastle Women's Aid

"What I find with the radio is I sleep better, because even though there's somebody talking in the background, it's like somebody's there." Mick, London

"Before it was just an empty room. Now it's got a telly in it, they're coming down and doing more social things and it's adding other stuff. They're doing more communal things since we've had the telly." Care Leavers' Home

"With the radio, there's always something different on, there's somebody just talking and it's basically - it's a lifeline, it is. You've got company; you're not here on your own." Laura, York

"The young people engage with technology so much more than anything else really. It's definitely more fun, more interactive." Women's Refuge staff

"It was a lifesaver, and I mean that in the literal sense." Alice, London

"David has had a very hard life and has been homeless. He is a strong and tough Scotsman but he was so overjoyed and overwhelmed that people cared enough to give him a radio that he cried." Neil, Lancashire NHS Recovery Team

"I'm back in the world, because I know what's going on in the world." Jo, York

We'd like to say a big Merry Christmas to all our donors, supporters and beneficiaries, and wish you all a Very Happy New Year.

You can now donate online with Just Giving at www.justgiving.com/wavel. When you donate through JustGiving, you're automatically asked to make an easy Gift Aid declaration.

"The radio's really made a lot of difference to my life, because I've always loved classical music and when I was evicted, all those months went by without listening to music. It really makes me feel great, now I can listen to it again." Billy, London

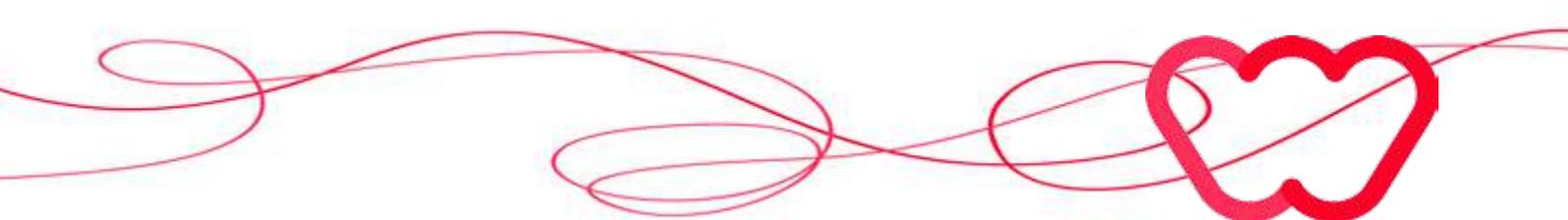
"Since I got a TV I've been much more content in my flat. This is much appreciated I got this help as I didn't have anyone to ask." Sharon

"Can I send a huge THANK YOU to you and your team for the fabulous TV you donated to our client Anthony Foss. To say he is over the moon would be a MAJOR understatement!" - Essex

"To me the television was a Godsend. Its arrival stopped me staring at walls and watching spiders chasing flies! It has helped improve my own wellbeing and brought a sense of normality to my time here. Whether it be the morning news or a football match to a better night's sleep at the end of the day - having this television has made a big difference to my stay here and a big difference in me also. Thank you so, so much." Mrs Duncan, Liverpool Housing Trust

"We have started having a Hudl night at the home. The music and art type applications are particularly popular. The children's maths apps have proved to be interesting and useful to some of the residents. One of our residents who has always found communications with others extremely difficult really enjoys use of the device." Lorne House

Please 'Follow' us on Twitter - @WaveLengthHelp



Please remember us **Banker's Order**

If you'd like to make a bequest to WaveLength in your will, please show this suggested clause for insertion to your solicitor or adviser.

"I bequeath to "WaveLength" of 159a High Street, Hornchurch, Essex, RM11 3YB (either) the sum of £..... (or) a share of my residuary estate and I declare that the receipt of an authorised officer of the Charity shall be sufficient discharge to my trustees for such legacy."

Gifts in a will are exempt from inheritance tax.

Make your gift to WaveLength worth even more, at no extra cost to you.

Gift Aid

If you're a UK taxpayer we can claim the basic rate of tax you've paid at no cost to yourself. This means that for every £1 you donate, we can claim an extra 25 pence on every donation you give or have given, which makes a huge difference.

Higher-rate taxpayers can claim further tax relief in their self-assessment forms. To 'Gift Aid' a donation please fill in the enclosed Gift Aid form.

Single or regular donations

If you'd like to support our work with a donation, please use the enclosed form and tick the Gift Aid box.

Name and full address of bank in capital letters

To.....
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of.....
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Please pay to Barclays Bank PLC (20-72-89), Romford & Barking Group, PO Box 1006, 2 Station Parade, Barking, IG11 8DL for the credit of "WaveLength Charity Ltd" A/c no. 20026921

the sum of.....

Date when payments start

(DD).....(MM).....
(YYYY).....

To be paid annually/quarterly/ monthly until further notice.

Please indicate whether you wish your donation to be treated as Gift Aid

Yes No

Signed
Date.....

Mr/Mrs/Ms/Miss/Ttle

Name

Address

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A/C number to be debited

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Sort code

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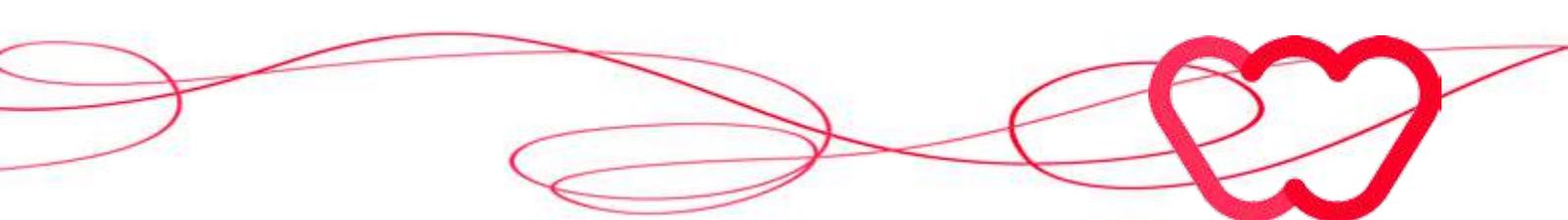
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Services



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