

# Intune 2018





# Reflections

## A Message From Our Chairman

As you may have noticed, loneliness has been getting more attention over the past year or two. There have been countless newspaper articles and discussions on the topic. Earlier this year, the Prime Minister established a new Minister for Loneliness. In October, the government released a strategy, which WaveLength fed into through our involvement on the Loneliness Commission. We at WaveLength are pleased that this important issue is coming to the forefront of people's attention. Nearly 80 years ago, our founders recognised that loneliness could devastate lives, and we have been working hard to tackle it ever since.

As loneliness is being discussed more, an increasing number of charities and organisations are starting to address the problem. We all share a common goal: to reduce loneliness in the UK. But WaveLength is unique in the way that we continue to challenge loneliness.

This year, we have helped over 12,700 people across the UK. Our beneficiaries can access our support at any time, whenever they need it. Loneliness is most likely to affect people when they are home alone; in the middle of the night, or after the last visitor has left. A radio brings a comforting voice into an empty home; a TV provides a friendly face. You can hear this in the words of our beneficiaries on pages 8-10.

We also support a large variety of people. WaveLength helps those who are elderly, ill, disabled, homeless, escaping domestic abuse, leaving care, and bereaved. The list goes on. Finally, WaveLength is fully committed to

exploring all the ways that technology can overcome loneliness. We are very aware of the fear that technology could cause a sense of loneliness. Our research shows this isn't the case. We were so concerned that we commissioned the University of York to investigate these claims. We surveyed our beneficiaries to find out how their new technology affected their feelings of loneliness: you can see the results on page 6.

We are proud of the way we help people overcome loneliness. Yet there are still many more people who need our support. Please give someone the gift of companionship by donating to our cause. Just £30 buys a radio for a lonely person. However much you can spare, whether it is a one-off donation or a monthly gift, your support will make a difference.

Next year we shall be celebrating our 80th Anniversary. We want to celebrate by helping more people than ever before. We would like to establish The Loneliness Foundation Fund, so we can consolidate our work for the next 80 years.

**From myself and everyone at WaveLength, thank you for your vital support, this year and every year.**

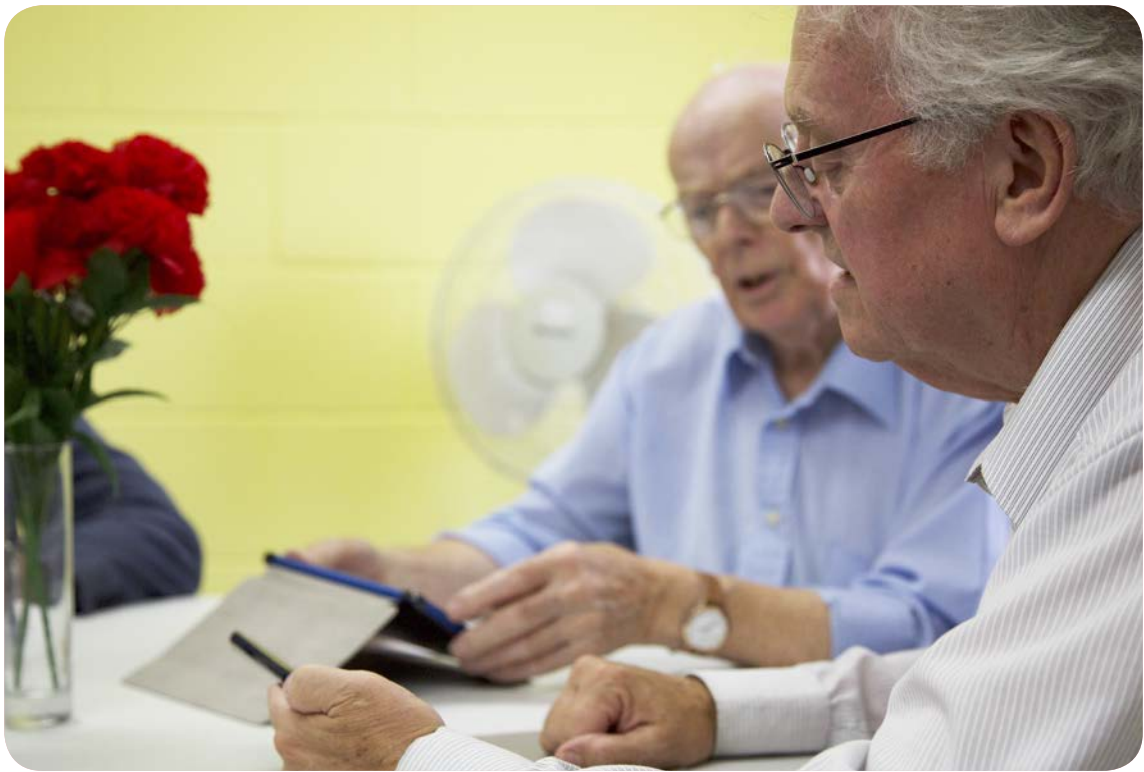
**Daniel Smith**



# Year highlights

**5613** new individual applications supported

**100** new projects helped **6946** people



## Gatehouse Caring

### Supporting lonely people in Bury St Edmunds

This summer, we went to visit Gatehouse Caring in Bury St Edmunds. We met with Amanda, Gatehouse's CEO, who showed us around the centre and told us all about their work.

Gatehouse offers vital support to dementia sufferers and their carers. They collect good quality furniture to give to people on low incomes who can't afford their own. They also host the Bury St Edmunds foodbank, provide a Christmas dinner, and donate Christmas hampers to lonely people in the community.

When we visited, a group of dementia carers were practicing their IT skills on WaveLength-donated tablet computers. They were busy sharing favourite YouTube videos, playing crossword games, and using social media to write to family members living abroad.

One of the carers told his friend, "I couldn't sleep last night, so I spent two hours watching flash mobs on YouTube. It really helped me relax."

We asked Arthur what he thought about modern technology. He told us, "some people say that computers isolate you. It's the opposite. If you don't have a computer, you are isolated."

We are grateful that we can help Gatehouse in their important work and delighted to see all the great ways that technology is helping.





# Fundraising

## Microsoft News

WaveLength worked with Microsoft News ([www.msn.com](http://www.msn.com)) to raise awareness of the impact of loneliness on millions of people of all ages in the UK.

MSN worked with WaveLength, Mind, and the Campaign to End Loneliness to promote a special section featuring factual articles from 19 major publishers. These articles shared highly moving first-person stories and content from and about WaveLength.

As a result, more than 1.4 million stories were read by people across the UK. WaveLength was pleased to receive over £1,000 in donations.

"We were delighted to have support from WaveLength in our bid to make people more aware of this complex and debilitating issue," said Microsoft News Regional Director Stephen Lynas. "Their contribution had real importance and impact for the project and we are extremely grateful."

## Elm Green Preparatory School

This year we received a letter from Elm Green Preparatory School in Essex, which included a cheque for £1,285.41. The school had adopted us as one of their charities of the year. The pupils worked hard to raise money for us.

The children held cake sales, toy sales, and a whole afternoon of fun and entertainment for the entire school, where each child organised a stall.

We would like to say a big thank you to the Year 6 pupils for choosing WaveLength and for working so hard to fundraise for us. Their generous donation will help us to support other children in the UK who are experiencing loneliness as a result of cancer or domestic abuse.

We are so grateful to all of our supporters for their donations, big and small.

If you can, please consider donating to WaveLength to help us continue our vital work. Whether it is a one-off donation or a gift in your will, every contribution helps.

To donate, please visit:  
**[www.wavelength.org.uk/donate](http://www.wavelength.org.uk/donate)**  
or fill in the enclosed donation form.



We would also like to thank Revd Anne Donaldson, who hosted a lunch for WaveLength, raising £90 from the parishioners of Great Amwell with St. Margaret's and Stanstead Abbots.

# Tablets banishing loneliness in refuges

Delivering for the Clothworkers' Foundation Livery Fund

As you may remember from the 2017 edition of InTune, WaveLength were selected as one of the foremost recipients of the Clothworkers' Foundation Livery Fund. Our proposal was to give tablet computers to survivors of domestic abuse, to help as they escape their abuser, and build new lives in safety and independence.

We were gifted £33,000 by the Clothworkers' Foundation to deliver this project over one year. The need was so great that we had reached our target in 8 months. As there were still far more people who we knew we could help, we decided to match-fund the grant so that we could reach even more survivors.

This September, we reached the end of the 12-month period allotted by the Clothworkers'. In that time, we have given away nearly 500 tablets, supporting 42 refuges around the country, reaching more than 2,000 survivors of abuse.

We are committed to monitoring the impact of our work and ensuring that the technology we give is helping people. So we surveyed the survivors we had reached through the project. 97% said that tablets had alleviated their feelings of loneliness. 93% said that the tablets had helped them move faster into their own homes after living in the refuge. 90% said that the tablets had let them reconnect with the friends and family they had lost as a result of the abuse they had suffered.

We are so happy we could support this project and we intend to continue supporting abuse survivors in this way. One of the refuge staff members told us: "All the women and children have used the tablets. They have enabled women to find new homes, access benefits and information, find education and employment, and communicate with friends and family they have had to move away from."

Survivors reached:  
**2,000 +**

Tablets gifted:  
**464**

Refuges helped:  
**42**



"We all know the future is technology. Everything we do is online, so when I'm looking for work, emailing CV's, shopping, online banking and even when looking for great, cheap nutritious meals. It's fantastic! I'm so very grateful to have this. It's going to be a big part of my daily life."



## The impact of our work

### Ensuring we help, not harm

Back in 2015, we asked the University of York to investigate the impacts of our work. The research team found that providing people with media technology can help them feel less lonely, build new social connections, and offer other wide-ranging benefits too.

Since then, we asked all of our applicants to complete a short survey when they first contact us, and two months later once they had used their new technology. We have now received 250 completed surveys and are working with our academic friends at the University of York to analyse the results.

Our analysis shows an overwhelmingly positive response, illustrating the degree to which media technology can help people to feel healthier and less lonely. People felt less lonely after receiving radios, televisions, and

tablets from WaveLength. After receiving the technology, people also rated their health higher, compared to two months before.

The surveys also show a lot of fascinating information about loneliness across the country and how different types of technology alleviate loneliness. The research provides a solid foundation on which to develop our work, debunking myths about the relationship between technology and loneliness.



# The Loneliness Foundation Fund

WaveLength was founded in 1939. Next year we will be celebrating our 80th Anniversary! We are busy planning our birthday celebrations and look forward to sharing them with you throughout 2019.

Our biggest goal for the coming year is to commemorate our anniversary by helping more people than ever before. Loneliness is increasingly in the headlines. It's taking a long time to beat. That's why we're planning to set up The Loneliness Foundation Fund.

The Loneliness Foundation Fund will ensure that we are able to help vulnerable people out of loneliness for the next 80 years and beyond. This Fund will focus on the provision of equipment and research to fight loneliness - and to show the difference our work makes. In our 80th year, we will get in touch about the launch of our Special Appeal. This Appeal will secure a lasting legacy for our beneficiaries, both present and future.





## How radios help people

CEO Tim Leech was recently interviewed by Becca Inglis for Scottish cultural magazine, The Skinny.

Tim emphasised the importance of the radio as a safe form of social interaction and as a real stepping stone for people. The radios help our beneficiaries to feel connected to their new surroundings.

Here we share some quotes from the people we help, which capture the transformative impact the radio has had on their lives.

"I like to have music on when I'm at home, I'm so grateful to have a radio."

"It opens up conversations to people, they feel emotionally more attached to the world, they know what's going on more, and it certainly does help their mental well-being because they're not in an empty, lonely house. It's got a bit of life to it cos you've got a bit of music and a bit of song and chat and whatever, and it sort of changes the whole concept of the house."

"Because you're concentrating on something else, you're not thinking about the pain. I mean it's there all the time, but you've got some sort of like distraction, you've got something else to think about, because you're listening to what they're saying."

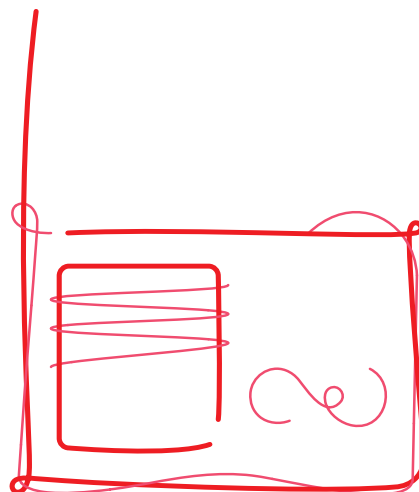
"Rachael has really enjoyed having her radio – she can't get out and about as she likes and she has enjoyed having 'the company' in between carers visits." Cairn HA

"Our clients have loved radios. Music really changes people's moods and our clients have been using their radios as positive coping strategies by turning them on when they are feeling low or on their own." City Hearts

"The digital radio had improved my mental health. It has improved my community relationships and reduced my frequent calls to the police as I am always complaining about hearing noises from my neighbours. I am very grateful to you and the trustees for your care." Barnet Homes

"Khadija is absolutely blown away by the good news. This will make such a difference to her life." Campden Charities

"Receiving a radio and TV from WaveLength has helped me deal with my mental health issues. I live alone and sometimes I suffer from hearing voices and having a radio and TV in my flat distracts me from concentrating on these voices. Having a radio and telly from your organisation helps me a great deal around my mental health on a daily basis and I wanted to say 'thank you' for this."





## How televisions help people

“Due to having a TV in our communal living room, service users are now able to socialise on a regular basis.

Not only do they relax but also keep abreast of current affairs, not to mention the great excitement of the World Cup!”

“I can now watch the news for the first time and see what is happening around the UK and world. My life is becoming more enriched and less isolated. The radio and television are reducing my social isolation, and allowing me to watch the news, videos and listen to the radio for the first time in years.”

“Receiving a TV from WaveLength has helped to deal with my emotional issues. It has also helped me to settle down and my evenings at home are much more enjoyable now. Last but not least, WaveLength is brilliant.”

“When myself and my 4 children moved from a refuge into our own home after over a year, it was a luxury to have our own TV. It really made a massive difference to my family. Just the background noise made us settle and made my children feel safe in their new empty home. Thank you so much – we are truly grateful.”

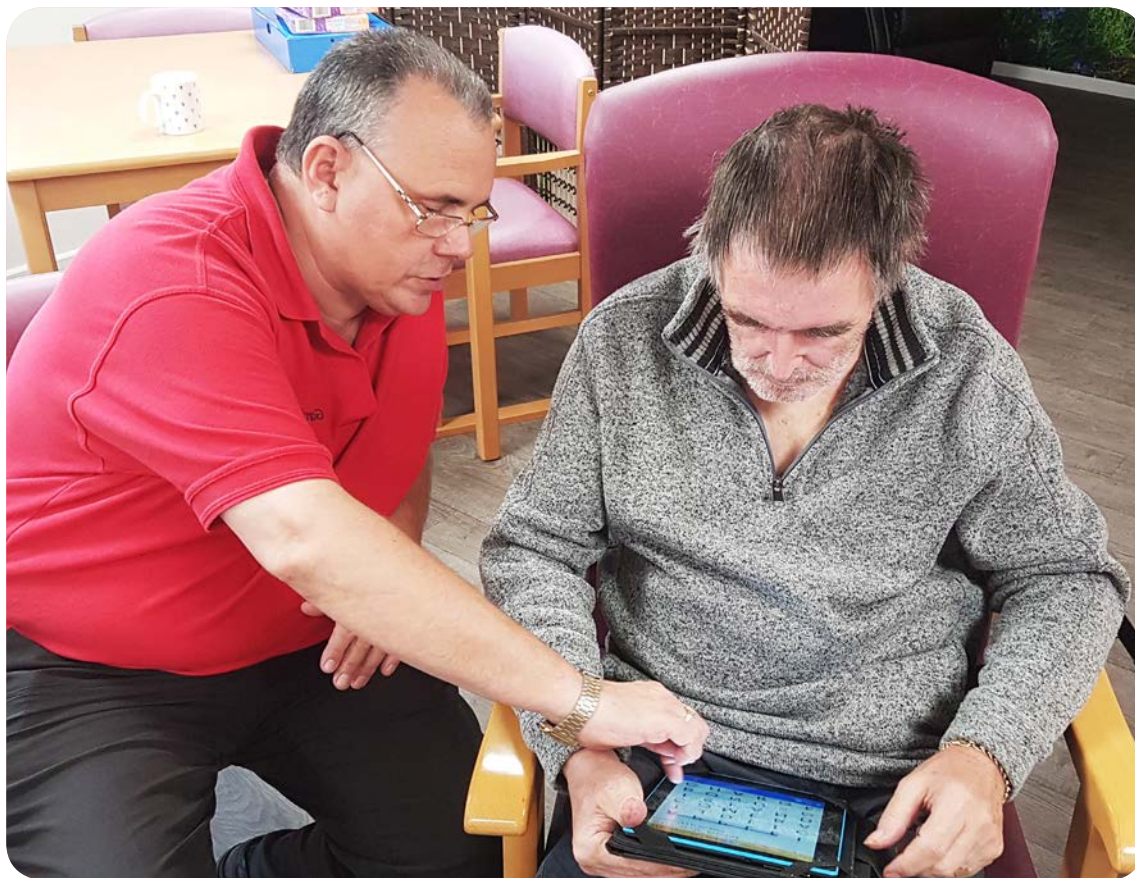
“Anthony has just been re-housed after 4 years living on the streets of London. He spent all his days and nights outside, and isn't used to being inside anymore. His new TV is helping him get used to spending time indoors and move away from life on the streets.” St Mungos



“The TV has helped me 1 million per cent! Having moved from a refuge into my own flat, the TV has kept me company and stopped me overthinking.”

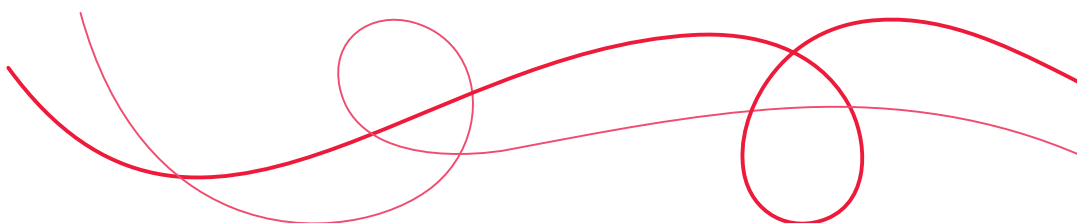
Cairn HA

## How tablets help people



WaveLength gave Kent-based Alzheimer's and Dementia Support Services 10 tablets and a Smart TV. The tablets have been used in Memory Cafes, Peer Support Groups, Carers' Groups, and Young Onset Dementia Groups with equal success. In September, we were delighted to receive the following feedback from fundraiser Sheila Buckley.

"Our clients, who thought that they would 'never use anything like that', are now enthralled with the tablets. They love the apps and the ability to look at almost anything they want to. As soon as something comes up in conversation it's 'show me on the tablet or the screen' – it's the immediate ability to react to questions and show something on a screen that our clients benefit from."



# Ways to donate

## A Message From Our CEO, Tim Leech

"It's been another productive year for WaveLength. Older people have remained at the heart of our work, but we've also helped young people and victims of domestic abuse. As loneliness gains more attention, research shows that our work improves people's lives. When people are at a point of despair, the gift of technology makes people feel worthwhile. We are looking forward to the launch of The Loneliness Foundation Fund next year."

## Give the gift of comfort and companionship today

In the past year alone we have helped over 12,700 people tackle loneliness, but there are thousands more across the UK who still need our help. We receive no government funding and rely entirely on public donations. We can't do it without you.

Please donate today to keep changing lives for the better. Remember, you can increase your donation by 25% through Gift Aid without spending an extra penny.

### A one-off Christmas Gift

Give someone the gift of comfort and companionship this Christmas.

### A monthly direct debit

If you are able, please support us with a regular donation on a monthly, quarterly or annual basis.

### The Loneliness Foundation

To make your gift go further, please consider giving to our Foundation Fund.

### Remember us in your Will

A gift in your Will can help us alleviate loneliness for many years to come.

To donate, please complete the donation form and return it using the addressed envelope enclosed. **Thank you for your support.**

**Chairman** Daniel Smith J.P.Hon.

**Vice Chairman** Steven Derrick

**Treasurer** Steven Turner

**Board of Trustees** Margaret Grainger, Tony Judd, Lindsey Mack, Barry Theobald-Hicks

**Chief Executive & Company Secretary** Tim Leech

If you would like to opt-out from receiving InTune, then please contact us and we will remove you from our list.



Find out more

WaveLength is the UK's oldest charity dealing with loneliness. We give radios, televisions, and tablets to people living in poverty to overcome loneliness. The people we support are lonely because of age, illness, or disability, or by circumstances which make it hard for them to leave the house or meet new people.

In the last 80 years, we've worked with domestic violence refuges, young people leaving care, homeless hostels, hospital wards, and day care centres.

We look forward to celebrating our 80th Anniversary with you next year!

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