Age Concern Hampshire Launches Christmas Campaign to Support Older People During Winter

Thursday 6 November, 2025

Age Concern Hampshire is launching its annual Christmas campaign, Past, Present, and Future, to support older people through the challenges of the winter season. This year's campaign shines a spotlight on three key issues that can have a serious impact on later life: winter pressures, falls, and isolation and loneliness. By raising awareness of these challenges, the charity also hopes to generate vital funds and attract new volunteers, helping to secure the longevity of its essential services across the county.

Winter can be a particularly difficult time for older people. Age Concern Hampshire is addressing these winter pressures by helping residents access essential financial support and providing guidance with form-filling through its Information Service. This includes assistance with benefit applications that can help with heating and fuel costs. By removing these barriers, the charity ensures older people receive the support they need to stay safe and well during the colder months.?

Fall prevention is another crucial focus. Through its Care and Wellbeing Centres and Foot Care clinics, Age Concern Hampshire helps older people maintain mobility, manage foot health, and reduce the risk of accidents. These services not only protect physical wellbeing but also contribute to independence and confidence at home.

The campaign also tackles isolation and loneliness, which can intensify during the Christmas season. Support is available at the charity's Care and Wellbeing Centres, or through assistance in the home via the Help at Home service. In addition, practical support and social groups help older people stay connected, engaged, and supported throughout the winter.

Volunteers are central to Age Concern Hampshire's work all year round. From offering companionship to supporting practical services in centres, their dedication ensures that older people in Hampshire receive care, connection, and independence. Anyone interested in giving their time can find out more by visiting: ageconcernhampshire.org.uk/volunteer-hampshire/give-time-by-volunteering.

The charity is also inviting donations from individuals and corporate supporters. Every contribution, big or small, helps fund essential services and allows Age Concern Hampshire to respond flexibly to the evolving needs of older people across the county. To support the Christmas campaign and make a donation, please visit justgiving.com/campaign/ach40.

"Winter can bring unique challenges for older people, from managing health and safety to staying socially connected," said Brogan Rehill, Head of Fundraising and Volunteer Services at Age Concern Hampshire. "Our Christmas campaign highlights the services we provide and the ways the community can help. By donating or supporting our work, everyone can play a part in ensuring no older person in Hampshire faces the season alone."

Editor's Notes:

Founded in 1985, Age Concern Hampshire provide services to the older community of Hampshire. The charity currently deliver support at their Care & Wellbeing centres throughout the county, as well as Foot Care clinics, Help at Home, Information via their Information Hub, Hospital to Home Services, Community Information Volunteer Services and a variety of other activities. *Its mission is to help people 'Age well and Live well'.*

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