



## Who are Memory Matters CIC? Our Local, Staff Nominated charity



Although not officially a charity, Memory Matters CIC are a social enterprise who hugely benefit from charitable donations. Every penny that they receive is re-invested in the causes they support.

Primarily, your donations will be used to support the Moments Good Food Café in Plymouth: Providing a locale for dementia sufferers and their families and friends, right out to the wider community and tourists, to come and enjoy good food, good moments and good memories.

The café also hosts a HUB of support, events and training to support the community surrounding dementia.

Keen participants in 'pay it forward' schemes and informative fun, this social enterprise seeks to change the experience of dementia, by providing positivity and support where possible!



Find out more at  
<https://www.memorymatterssw.co.uk/>



## Who are The silver Line Helpline? Our National charity, voted for by you

The Silver Line Helpline was set up by Esther Rantzen in 2012 following experience of the older generation describing feelings of loneliness and isolation.

The Silver Line Helpline provides three functions to support older people: a sign-posting service to link them into the many, varied services that exist around the country; a befriending service to combat loneliness; a means of empowering those who may be suffering abuse and neglect, if appropriate to transfer them to specialist services to protect them from harm

Since our national launch, The Silver Line Helpline has received over 1.4 million calls. Over two-thirds of these calls were made overnight or at weekends when no other helpline is available for older people who may be lonely, isolated or confused. We now receive around 10,000 calls every week from lonely and isolated older people; with 53% of callers saying they have literally no-one else to speak to.

Find out more at  
<https://www.thesilverline.org.uk/>

**The Silver Line**  
helpline for older people  
**0800 4 70 80 90**