



VINTAGE VIBES

GOOD COMPANY NEVER GETS OLD

KINDNESS

CLUB

2020



KINDNESS SUPERSTAR STARTER PACK

WELCOME TO #VVKINDNESSCLUB 2020!

THE VINTAGE VIBES 2020 CHRISTMAS CAMPAIGN

Tackling isolation in the UK's loneliest city for older people

**WE'RE ENCOURAGING EVERYONE TO 'GIVE SOMETHING BACK'
THIS CHRISTMAS**

2020 hasn't been the year we expected. Yet it's been truly heart-warming to see friendships thriving and strengthening between our volunteers and VIPs (over 60s), just when they've been needed the most.

This year has brought unforeseen challenges; difficulties in seeing friends and family, spending more time at home, not even popping out for a cuppa and a chat. So, we're especially determined to build **EVEN MORE** real friendships with lonely over 60s in Edinburgh.

And we're SO excited that you want to help!



HOST YOUR OWN DRESS YELLOW DAY

A DRESS YELLOW DAY IS THE PERFECT WAY TO GET INVOLVED

WHY? We want to spread the word and raise as much awareness as possible of the fantastic friendships that Vintage Vibes create...and the **HUGE** difference they make to lonely over 60s in Edinburgh.

By getting involved in a Dress Yellow Day and sharing your pictures with us, you're helping us spread the word and letting our VIPs (that's our over 60s) know that you're thinking of them.

PLUS you could even turn your Dress Yellow Day into a fundraiser – participants could pay £1 each to take part and donate the proceeds to Vintage Vibes. Every pound you raise will help us reach even more lonely people all across the City.

KEEP IT SIMPLE...

The success of any dress yellow day lies in keeping it simple.

It's all about showcasing the 'yellowness' that you already have. It could be anything, and we've included lots of ideas to get you started.

We hope you have fun!

THANK YOU FOR SUPPORTING
VINTAGE VIBES...
YOU'RE ALL SUPERSTARS!



HOW TO HOST YOUR DRESS YELLOW DAY!!

1

SELECT YOUR DATE - anytime between 17th November and the holidays

2

ASK EVERYONE TO WEAR SOMETHING YELLOW

And remember...the trick is in keeping it simple.

You can wear or feature anything that is yellow, such as:

- Hat
- Hairband or hairclip
- Shoes or shoelaces
- Socks
- T-shirt or Jumper
- Tie
- Scarf or gloves
- Coat or high-vis jacket!
- Folder, pen, or highlighter!
- Or...colour in our 'We're dressing yellow for Vintage Vibes' sign (or create your own)

3

TAKE SOME PHOTOS AND SHARE THEM

Get a few snaps of everyone in or with their yellow items and either post them on social media – and remember to use the #VVKindnessClub hashtag – or email them to us at hello@vintagevibes.org.uk

HOSTING YOUR DRESS YELLOW DAY AS A FUNDRAISER?

Collect all your donations and make a single payment to our Just Giving campaign - search for 'VVKindnessClub 2020' on Just Giving's site.

Got questions? Email us at hello@vintagevibes.org.uk



WHAT WE WILL DO WITH ALL YOUR PICTURES...

1

If you post your pictures on social media using the hashtag #VVKindnessClub, we will be able to spot your post and share it on our social media.

2

If you email your pictures to us, we will post them on social media giving you a special mention.

3

AND THE VERY SPECIAL BIT...

We usually celebrate Christmas every year with our VIPs at special Vintage Vibes events, but sadly this year we can't host events due to coronavirus. So instead, we're going to collate lots of images of all the ways you're supporting Vintage Vibes and our VIPs, and create a fun portfolio to send to each of them at the start of 2021.

This is a **FANTASTIC** way to share your smiling faces and show our VIPs just how many people are supporting and thinking of them.



OTHER WAYS FOR YOU OR THOSE YOU KNOW TO GET INVOLVED...

1

SPREAD KINDNESS

Join the #VVKindnessClub and give back to those around you through simple acts of kindness. Be it baking mince pies for your neighbours, volunteering your time, or phoning someone who lives alone for a chat, the possibilities are endless.

Check out our ideas for being a Spreading the Kindness Superstar on our website, and join the #VVKindnessClub today!

2

SPREAD THE WORD

We're looking for as many people as possible to join the #VVKindnessClub and help us raise £2,021 for 2021! Why? So that we can reach even more isolated and lonely over 60s through our fun and unique approach to creating REAL and meaningful friendships.

Help spread the word and tell your friends, family and neighbours about the #VVKindnessClub.

3

REFER SOMEONE YOU KNOW

Do you know someone who is over 60, living in Edinburgh and feeling lonely? Refer them to Vintage Vibes. We're currently only accepting referrals for telephone-based or socially-distanced outdoor visits and we open up different postcode areas for referrals at different times.

Please do get in touch to let us know if there is someone you feel would benefit from a Vintage Vibes friendship and we can discuss what happens next.

4

VOLUNTEER!

We're always looking for more volunteers to join our team so we can build even more friendships with lonely over 60s. No previous skills or experience are necessary; you just need to have an open and friendly approach!

You can find out more on our website, or get in touch at
hello@vintagevibes.org.uk



ABOUT VINTAGE VIBES...

WHO WE ARE...

Vintage Vibes is an award-winning partnership project between registered charities LifeCare Edinburgh (SC012641) and Space & Broomhouse Hub (SC003706).

Started in 2015, Vintage Vibes tackles isolation and loneliness among over 60s (called our VIPs) in Edinburgh by creating REAL friendships based on shared interests. The friendships between our VIPs and volunteers offer support, companionship and the opportunity for VIPs to be more socially connected and active in their local community.

According to Age UK, there are over 1.4 million lonely older people in the UK; and sadly, Edinburgh is the loneliest city in the UK. We exist to change the picture in Edinburgh.

WHAT'S NEXT FOR VINTAGE VIBES?...

We know that friendships are more essential than ever for over 60s who live alone, especially as we continue to navigate the challenges associated with COVID-19.

So we would love to keep expanding our reach across Edinburgh, continuing to tackle loneliness and isolation through our unique and fun 1:1 friendships.

AND WITH YOUR SUPPORT, WE CAN!

READ ABOUT
OUR IMPACT...



OUR IMPACT

OVER THE PAST 5 YEARS WE HAVE...

- Created an amazing 13,000 extra hours of fun friendships and connection.
- Supported more than 550 VIPs to stay socially connected in their communities.

AND IMPORTANTLY, THIS YEAR...

During lockdown we continued to create new friendships and support existing friendships to flourish via phone calls and physically-distanced outdoor visits.

91%
OF OUR VIPs

FELT THEY MADE
**A REAL
FRIENDSHIP**

100%
OF OUR VIPs

FELT THEY MADE
**MEANINGFUL
CONNECTIONS**

91%
OF OUR VIPs

REGAINED OR
BUILT THEIR
CONFIDENCE

"Fiona makes me feel like a human being again; she's a true friend. I didn't know people were so kind."

Doreen

"It makes me feel more connected with the outside world."

Jo

"I don't know what we would have done without the support of Vintage Vibes. It's about having someone else that you trust; and our volunteer has been a good friend to my mother and I."

Joanne

"My volunteer is a blessing. Thank you!"

Fiona

"I don't know what I would have done without Enrique. He's very funny, very kind, very friendly, and he never forgets me."

Doris

"I feel having a volunteer has kept my sanity and prevented me becoming slower and slower."

John



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THANK YOU
FOR JOINING OUR
KINDNESS
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