

OUR IMPACT 2020-2021



A YEAR TACKLING LONELINESS IN
EDINBURGH'S ISOLATED OVER 60s

VINTAGE VIBES

WELCOME, WELCOME, WELCOME!

The year this report covers is one none of us will forget in a hurry. All our worlds turned upside down, and friendship and community became more **IMPORTANT** than ever.

There's no doubt that 2020-21 has been difficult for our city, for our sector and for almost everyone across the world – but for Vintage Vibes, it has also been **INSPIRING**. Inspiring to see how a **COMMUNITY** will come together to support each other in whatever way they can, inspiring to watch **REAL FRIENDSHIPS** adapt to keep their connection strong, inspiring to see the **LIFE CHANGING DIFFERENCE** that being there for someone who is isolated makes.

Once upon a time, friendship might have been seen something non-essential. This year, however, we have all witnessed that friendship and connection are crucial for our mental and physical health, and for our survival through good times and bad.

We have worked tirelessly this year, and are humbled to have **MATCHED MORE VIPS AND VOLUNTEERS** than ever before. The passion from our community and supporters has been astounding and constant.

From video singing sessions to the creation of our **'BISCUIT AND A BLETHER'** phone friendship scheme, Vintage Vibes has been a hub of **ACTIVITY, SUPPORT, AND INNOVATION** – we have not stopped for a second! And more than that, this pandemic has helped us see how to increase our efficiency even more, investing in new technologies and approaches so we can sustainably create more real friendships for isolated over 60s in Edinburgh.

Thank you to everyone who has supported us over this year – you are the lifeline that keeps us going and **WE COULD NEVER EXPRESS OUR GRATITUDE ENOUGH.**

Heather K. Andrew Antonia
Mary Heather A. Georgia
VINTAGE VIBES TEAM

**WE LOVE DOING THINGS DIFFERENTLY
WE TREAT EVERYONE AS AN INDIVIDUAL
WE'RE ABOUT REAL FRIENDSHIPS**



"I don't think I have ever thanked you for matching the wonderful Rosie (and Bella the dog) with my Mum and Dad. They loved her visits and always had dog biscuits ready for Bella. Rosie has kept in touch with me throughout this awful year and I think she misses them too. Thanks for being such an amazing project- you really do make a difference."

Lorna, VIPs daughter



"Since day one it's been brilliant, meeting my VIP was really eye opening and I have learned so much from him about life, values and different cultures - we always have such interesting conversations!"

Sarah, Volunteer

"My volunteer is a blessing - thank you"

Fiona, VIP

"It's about having someone else that you trust. She has been a good friend to my mother and I, even from the first hour that Martha came it made a difference. I have peace of mind without worrying about mum."

Joanne, VIP's daughter



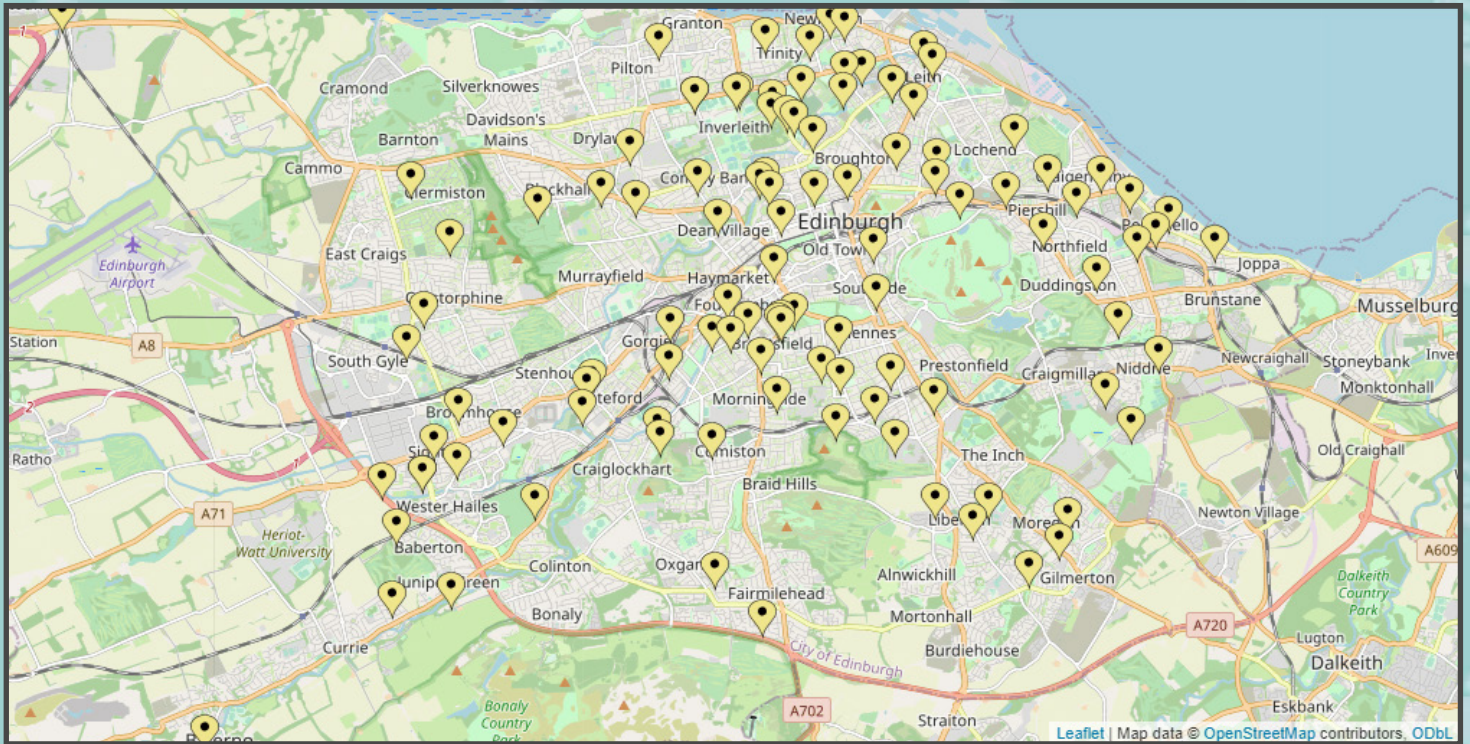
STARTING LASTING FRIENDSHIPS DURING TOUGH TIMES

"In the past year it has been amazing to see how everyone came together to help our VIPs and the wider community. It was a busy first few months whilst the team created a new 'Biscuit and a Blether' Project for telephone support to VIPs and it was fantastic to see both new and existing volunteers keen to volunteer. We have an incredible number of friendships that were started over the phone and are now getting to continue that friendship face to face as lockdown rules lift."



Heather A,
Service Co-ordinator

MAKING A DIFFERENCE ACROSS OUR CITY



As you can see, our matches are taking place all over. And we'll never stop trying to reach VIPs and volunteers from all areas of our city.

The pandemic impacted all our VIPs, increasing their isolation and removing many of their existing support structures.

We acted immediately, moving **106** one to one matched volunteers and VIPs to weekly telephone calls, creating additional training and developing a system for reporting if any VIPs needed additional community support – such as connecting to a food or prescription delivery service.



Andrew,
Service Co-ordinator

“The great strength of vintage vibes comes from face to face connections. When working remotely we needed to figure out how to adapt in order to maintain that same strength of connection. The challenge was to not look to replicate virtually what had worked previously but to try and apply our existing approach in the way that would best suit the situation.”

OUR 20/21 IN NUMBERS

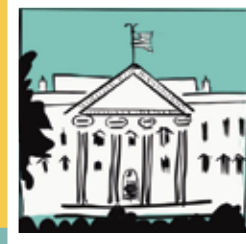
3,241 HOURS

of friendship
...it would take less time
to walk nonstop from
Edinburgh to Sydney!



2,508 CARDS

for reminiscing sent out to
VIPs
...they could wrap the whole
way around the Forth's
Inchcolm Island or cover the
floor space
of the White
House!



20 HOURS

of virtual Vocal Vibes
singing sessions
...that's singing
'Sunshine on Leith'
240 times!



307 LIVES

changed by being a
volunteer or VIP
...that's awesome!

292 HOURS

of training attended by
our volunteers
...that's like watching
'The Sound of Music'
almost 100 times!

**33KGS
CHOCOLATE**

sent to VIPs over Christmas
and Easter
...the weight of Edinburgh
Zoo's giant armadillo!



...And finally,

71 YEARS

the difference in age in
the amazing friendship
between volunteer Viv
and VIP Margaret!



"We formed a network of regular communication following from volunteers through Vintage Vibes Team to VIPs to ensure that our VIPs felt in touch with us and less isolated. Volunteers flagged if there were VIP issues that we could help with. We sent out things that would help and bring a smile to faces, from cards to donated tablets to reminiscence packs; our Sewing Bee even created 100 masks from upcycled fabrics which were sent to VIPs, team members and volunteers."



Mary,
Community Adventurer



CELEBRATING OUR YEAR:

BISCUIT AND A BLETHER

Our group and new VIPs were matched with a recently trained volunteer as part of our 'Biscuit and a Bletcher' project, with an additional **32** matches beginning within a matter of weeks.

The **SHORTBREAD HOUSE** of Edinburgh supplied complimentary biscuits to be sent to all our B&B matched pairs. to savour with a cuppa for the first telephone calls, adding a little fun and lightness to those early lockdown days.

"Biscuit and Bletcher has been a wonderful experience and my VIP and I have looked forward to our weekly chats! Thanks for putting us in touch! I liked that I could continue talking to my VIP over the summer while I was at home in America. The project made it possible for the two of us to get to know each other from anywhere."

Sophia, Volunteer

BECOMING A LIFELINE

We found new ways to connect with VIPs alongside weekly telephone calls:

- ♥ Delivered a hand illustrated monthly newsletter with information on local Covid resources and ways to break up the monotony of lockdown life
- ♥ Created arts and crafts activity packs, from painting to baking
- ♥ Supplied iPads and tablets to VIPs to enable connection through Zoom (funded by Connecting Scotland)
- ♥ Sent Vintage Vibes reminiscence greetings cards to all matches to provide a basis for getting to know someone new on the telephone
- ♥ Collaborated with six local schools to send Vintage Vibes Easter cards to **130** VIPs
- ♥ Set up virtual meetups for VIPs and volunteers, including a tour of Edinburgh Zoo!
- ♥ Plus, every VIP received little 'treats' in the post, from biscuits to chocolate advent calendars



CHRISTMAS ADVENT CALENDAR

With our annual Christmas party off the cards, our focus group of volunteers and staff came up with ideas for how to make Christmas special for our VIPs. The Warm Winter Wishes 2020 Chocolate

Advent Calendar was sent to **130** VIPs and included illustrations created by volunteer Luisa, who continues to volunteer for us even after returning to her home in Colombia! Production & postage was funded by the amazing local business Deans Properties. Each calendar “window” featured a daily festive, uplifting message for our VIPs and a tasty chocolate!



COMING TOGETHER IN SONG

‘Tomorrow’ was written by Vintage Vibes singing group members through a virtual workshop with singer-songwriter Kim Edgar. The song was recorded at home by individual Vocal Vibes members and compiled to create a very moving and hopeful song for the pandemic year.

You can listen at www.vintagevibes.org.uk/Tomorrow

“Moving our choir meetings to Zoom was no mean feat, considering most of us are over 60 and not necessarily all that familiar with technology and software apps. However, vintage vibes as a project is all about creating opportunities for over-60s to enjoy the company of others, so we were determined to keep the choir going.”

Val, Vocal Vibes choir leader

MEETUPS MOVED ONLINE

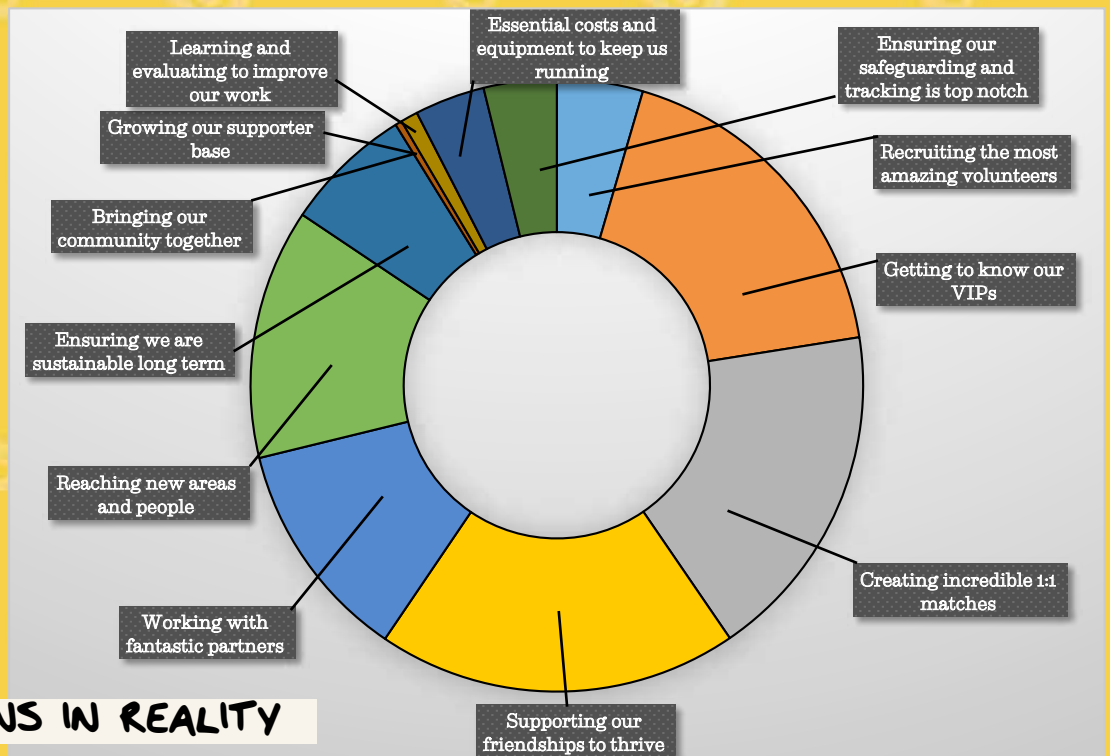
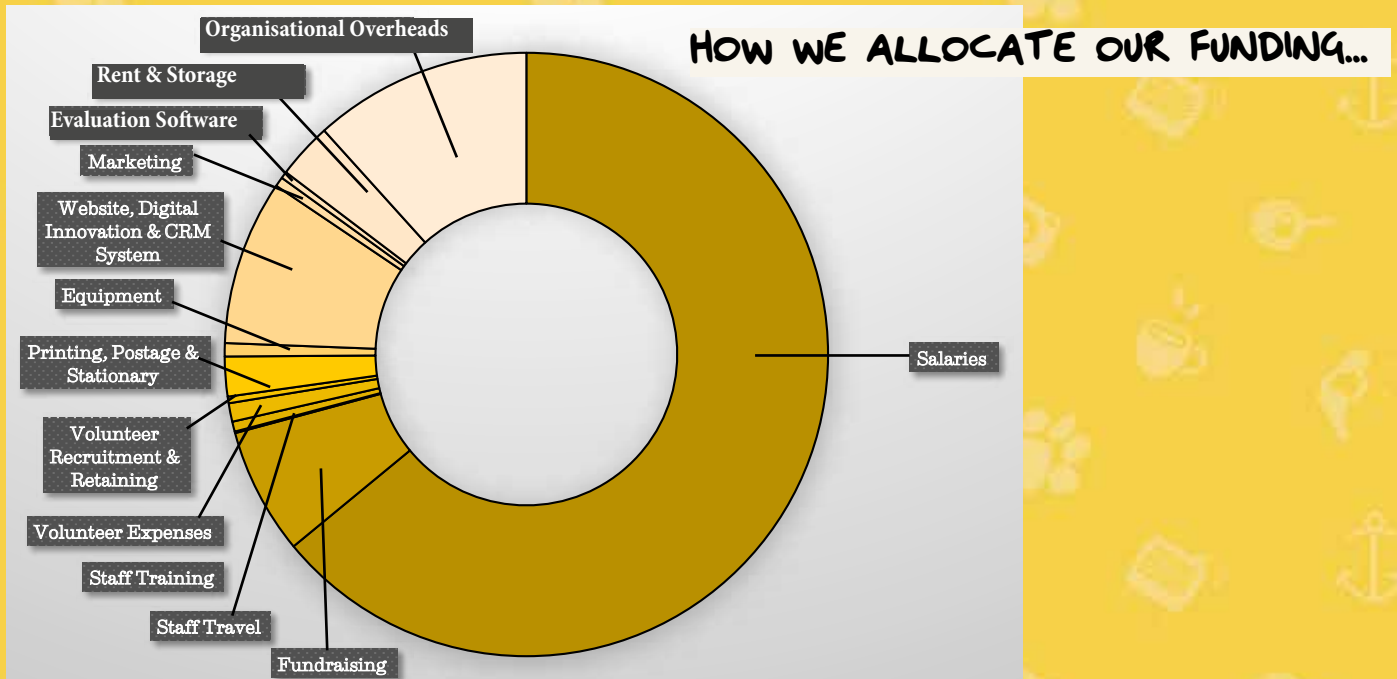
- ♥ Volunteer training sessions successfully delivered over Zoom.
- ♥ Team meetings moved to Zoom
- ♥ Volunteers and VIPs were able to experience escape rooms and Edinburgh Zoo virtually and more
- ♥ We connected with more and more local and national organisations via Zoom, Slack and Teams!



THE SUCCESS OF VIRTUAL MEETUPS LED US TO DEVELOP OUR VOLUNTEER VIBES VIRTUAL HUB!

LOOKING AT OUR FINANCES:

Our work relies on the expertise and care of our incredible staff team. Heather helped to set up Vintage Vibes, Georgia, Andrew and Mary all gained invaluable experience as volunteers before joining the ranks, and Heather K has brought a whole new knowledge base surrounding tech and innovation.



We know that looking at pie charts about spend don't always show the full picture. Therefore, on the top chart you will find our spend for 2020-2021, and the lower chart you will find what that really means for our work with isolated over 60s. If you would like more information or a copy of the audited accounts of our parent charities, please contact hello@vintagevibes.org.uk.

THANK YOU TO OUR INCREDIBLE SUPPORTERS

...Like Luke, one of our fab volunteers and Amazon employee, who organised gift bags for some of our VIPs at Christmas, chocked full of goodies donated by Amazon. Pictured here with colleague Ethan!

OUR SUPPORTERS AND FUNDERS:

ASDA - Baillie Gifford - Cassidy Charitable Trust -
Captain Charities and Welfare Fund -
Deans Properties -
George and Margaret Trotter Charitable Trust -
Heineken Neighbourly Community Fund -
Hilda and Johnny Gibb Charitable Trust -
Hugh Fraser Foundation -
James Wilson Interiors -
Juniper Green Primary School -
Miss Margaret Butters Reekie Charitable Trust -
Nairns Oatcakes - Neighbourly -
Phoenix Printing - Queensberry House Trust -
Sainsbury's - Scops Arts Trust -
Shortbread House of Edinburgh - The Mary Erskine School YPI -
The Wilson Christie Fund - Waitrose



**CREATIVE
INFORMATICS**

Edinburgh Health and
Social Care Partnership



Antonia,
Fantastic Fundraiser

WE CREATE REAL FRIENDSHIPS

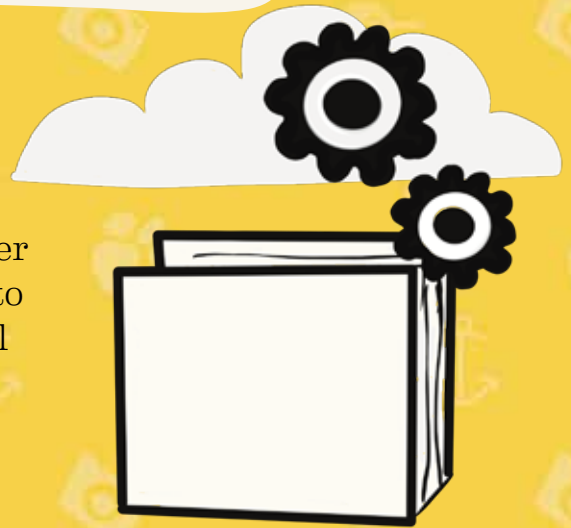
"If the lockdown has shown us anything, it's that a real friendship can be an absolute lifesaver for an isolated person. That will carry on being the case as we emerge out of Covid. Vintage Vibes is more needed than ever. Friendships make all the difference."

LOOKING TOWARDS AN INCREDIBLE FUTURE...

INNOVATING OUR APPROACH

Implementing our first-ever CRM, Makerble, marks a huge step in our digital transformation. Bringing all our data together under one roof allows us to better support and communicate with everyone, allows us to expand sustainably, and gives us a uniquely powerful tool discovering and sharing our impact.


Volunteer Vibes is our brand-new bespoke digital platform, created by local developers More Yum and awarded via the University of Edinburgh Creative Informatics challenge process. It's a unique space for volunteers to connect and spread joy through stories, images, tips and advice, and is a central hub for important volunteer information, training, and, of course, social events.



Heather K,
Connection Champion

"We needed a centralised way to manage all of our people and to nurture complex and changeable relationships, demonstrate impact, and build community. We've been blown away by the skill, wisdom, and willingness both More Yum and Makerble, and it's only through their bespoke integration work that we've been able to achieve something that we thought may not be possible. Our new digital solutions are preparing us to be an even bigger and stronger community than ever before."

MOVING OUT OF THE PANDEMIC:



"As we look to move out of the pandemic, it is important that we bring what we have learned during this period and recognise the new challenges we will face. After living with restrictions for so long - though many volunteers and VIPs will be desperate to return to normality - there will be many for whom additional support and understanding will be necessary."

Neil Hay, C.E.O. of Space at the Broomhouse Hub

LOOKING FORWARD:

OUR 21/22 STRATEGY FOCUSSES ON THREE KEY AIMS:

1. We'll build relationships today that make a difference long term
...from creating more matches, to building our community, from presenting our learnings to the sector, to expanding our work geographically.
2. We'll consider sustainability in all we do
...from improving efficiency through digital transformation, to investing in staff wellbeing and training, from increasing our supporter base to regularly evaluating our work and approaches.
3. We'll work with a really incredible future in mind
...from co-opting specialist advisers to our Steering Group, to actively participating in local and national discussions on isolation, from re-evaluating our SEO and online presence, to regularly collaborating with others in the sector.



One of our values is **'WE LOVE DOING THINGS DIFFERENTLY'** and 2021-2022 will be no different. We can't know what our 2021-2022 will bring, but we will continue with our every working hour, to make a difference.

COLLABORATION, COLLABORATION, COLLABORATION

One of the great positives of the pandemic was the willingness for organisations to collaborate on their response to the situation. Post-pandemic it will be important to continue to keep these links going. This will allow us all to better address systemic issues and gaps in provision – meaning we are all better placed to support those who need it.



Our Vocal Vibes song asked 'what will tomorrow bring' and we were lifted by the feedback our singers gave. To end our report, here are just a few...

"Zooming and singing have lifted my spirits -we felt secure and happy in isolation."

"We tackle loneliness with friendship and singing"

"We come off vocal vibes with a smile on our faces that lasts the whole day"

MAKE A DIFFERENCE

Edinburgh is the loneliest city in the UK for older people – before, during and after the pandemic.

You can be the difference to someone who is always or often alone in our wonderful city.

- Volunteer an hour a week to create a long lasting friendship
 - Donate your skills and expertise as an office volunteer
 - Nominate us the Charity Project of the Year at your place of work or school
 - Fundraise or donate to support our work
 - Help us spread the word by following us on Facebook, Instagram or Twitter
- More information at: vintagevibes.org.uk

THANK YOU!



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