

## OUR STRATEGY

### OUR VISION

a society where no older person is left alone or isolated. At LifeCare, we believe that older people should be able to thrive.

### OUR MISSION

to support more older people to enjoy extra years of zest through providing the best possible care, support and companionship.



## INTRODUCTION

**We are launching our strategy this year as we celebrate our 85th anniversary. Back in 1941 we were set up by 3 trailblazing local women to tackle loneliness, a commitment that remains at the heart of our strategy today.**

This strategy has been developed through consultation with those we support, their carers, our staff, board, volunteers and our wider community. We are grateful to all those who gave us their time to share their views and we hope that you can hear your voice throughout our strategy.

## OUR WHY

There are an increasing number of older people, many living with more complex needs, who struggle to access health and social care. The loneliness epidemic shows no signs of decline with 3 in 5 over 50's experiencing loneliness in Scotland. Isolation can increase a person's risk of dementia by about 60%. As well, older people often face significant financial challenges, living in poverty or on low incomes, this is also true for their unpaid carers.

Unpaid carers are all too often forced to prioritise the needs of others over their own. Caring has a profound impact on their physical, mental health and wellbeing.



# WE LIVE BY OUR VALUES

These apply to our clients, their families, staff and volunteers



We help people reach their full potential



We recognise everyone has unique gifts and strengths



People are at the **heart** of everything we do



We listen



We learn



We work together

# WHAT WE DO

Our services support people at home, in our community hub and at our clubs

## Help at Home

Our service provides practical, regular and reliable support with household tasks and shopping. Helping our clients stay independent and able to live in their own home.

## Outreach

Our care service provides one-to-one care, companionship and support, at home or out and about, enabling our clients to remain socially connected and feeling confident.

## Meals on Wheels

Delivering nutritious and hot meals, prepared fresh that morning. We offer a varied menu and cater for differing dietary requirements.

## Day Clubs

Our Day Clubs bring people together to keep active and stay connected, with days filled with all sorts of fun and engaging activities, as well as a two course hot lunch.

## Support for unpaid carers

Our services enable unpaid carers to have respite knowing their loves ones are in safe hands. We also provide a variety of free health and wellbeing sessions

## Community Hub and Café

We host a variety of free activities, classes, groups and events for all generations, in our fully accessible café and hub. These range from weekly activities to yearly large events.

“LIFECARE HAS IMPROVED THE QUALITY OF MY LIFE IMMEASURABLY”



# OUR STRATEGY

“I HOPE THAT LIFECARE CONTINUES TO PROVIDE THE EXCELLENT SERVICE TO THE COMMUNITY IN EDINBURGH AND BEYOND”

## People tell us

## Our priorities

## Our outcomes

We are worried about becoming isolated and stuck at home.

We want to be able to be as independent as possible, including staying at home.

We want choice and control over where we live and how we are supported.

Continue to provide our community based services that offer companionship and inclusion.

Continue to provide a thriving, fully accessible community hub with space and activities, supporting people to connect with others.

Deliver and expand Help at Home, Meals on Wheels and Outreach services.

Keep our services affordable and sustainable, increasing our free support for people living on low incomes.

Work with partners to make sure people have access to the information and support they need.

Develop and innovate how we support people with dementia to make decisions and have more control.

Develop our advisory group.

Scope the demand for and viability of longer, more responsive hours and locations or increased services.

Develop services that meet the needs of those we support.

**Reduced social isolation and loneliness for older people.**

**Older people retain their independence with practical support where needed.**

**Older people feel confident and have a voice.**

We want to be able to access activities and support to keep us active and well as we age.



Help more people access healthy meals, including food delivered to their homes and at social activities.

Develop new activities that help people to stay healthy and active as they age.

Work with other organisations to make sure people can access the services they need including support with sight, hearing, and mobility.

**Improved health and wellbeing for those we support.**

We need to look after ourselves (as unpaid carers) so we can look after the person we care for. We want help navigating systems.



Provide space for unpaid carers to connect with others.

Provide activities that support unpaid carers health and wellbeing.

Provide services such as Day clubs and Outreach that provide respite at times that work for individuals.

Provide services that offer practical support such as Meals on Wheels and Help at Home.

Work with others to ensure unpaid carers have the information they need and understand their rights.

**Improved unpaid carer health and wellbeing.  
Unpaid carers of older people are better informed and supported.**

We want you to continue to do what you do, and to expand services to other locations.



Create an income generation/maximisation strategy including increasing income from the Café and Community Hub.

Develop our sustainability through new initiatives such as solar panels and electric vehicles.

Expand steadily from a solid core into neighbouring areas from our current base(s), seeking and testing opportunities to grow.

Support, involve and develop our staff, teams and volunteers.

**A sustainable organisation able to support older people and their families now and into the future.**

## GET INVOLVED



Fundraising is vital for LifeCare. All our services are subsidised or free thanks to our fundraising. From taking part in a challenge event to nominating LifeCare in your will, there are many different ways you can help support local older people.

### Donate

Donations big or small are hugely important in supporting LifeCare and all the people and communities we empower. Without the support of everyone who donates, the work we do would not be possible. Consider donating today, thank you.

[www.lifecare-edinburgh.org.uk/support-us/donate/](http://www.lifecare-edinburgh.org.uk/support-us/donate/)



### Become a Friend

Our Friends for Life(Care) scheme allows you to directly support the charity through a monthly or yearly membership and help futureproof our vital services for the people who need them now – and for those who may need them tomorrow. By becoming a Friend, you will receive many benefits such as an exclusive badge, priority access for selected events, vouchers and more.



### Legacy and in memory

Many people like to donate in memory of a loved one, this can be a beautiful way to celebrate someone's life whilst enabling us to continue to support local older people for years to come.



**“I WANT TO GIVE EVERYONE THE SUPPORT THAT LIFECARE HAS GIVEN ME. JOIN ME IN LEAVING A GIFT IN YOUR WILL” - MARGARET**

**YOUR  
SUPPORT  
FUNDS  
OURS**

## Fundraise

### Organise an event

Organise your own event, quiz night or raffle. Perhaps you have a hobby you could turn into a fundraiser, for example, a charity football match, a games night or host a dinner party, There are endless possibilities and we are here to help.

### Join us at our events

LifeCare has a fully accessible hub where we host yearly events ranging from Afternoon Teas, Summer BBQ's and Christmas Lunches. We often have fundraising at these events so why not pop along, enjoy the fun whilst also supporting our vital cause.

### Take part in a challenge

There are many events you can take part in. We've had teams don their best tartan for the KiltWalk, challenge themselves by running all sorts of lengths at the EMF, and taken on the brave feat of abseiling off the Forth Bridge and Leith Distillery! Who said fundraising couldn't be thrilling?

## Partnerships

We pride ourselves on building lasting, meaningful relationships with our Corporate Partners. Our Fundraising Coordinator will work with you to understand the needs of your business, and ways that you might be able to get involved to help us support local older people, unpaid carers and the local community. Find out more about the best way for your team to get involved, and make a difference to the lives of older people across Edinburgh.

## Volunteer

Volunteers are at the very heart of what we do. No matter which part of LifeCare you choose to be involved with, your support as a volunteer is truly invaluable. We aim to ensure our volunteers feel valued, fulfilled, and proud to be part of our team!

**for more information, visit our website, call 0131 343 0940 or email [fundraising@lifecare-edinburgh.org.uk](mailto:fundraising@lifecare-edinburgh.org.uk)**



Joyful Local  
 Unique Service  
 Respite Charity  
 Practical Outreach  
 Trusting Activities  
 Unpaid Carers  
 Dementia Help at Home  
 Heart Warm  
 Lifeline Caring  
 Versatile Welcoming  
 Reliable Professional  
 Dependable Excellence

# Extra Years of Zest

Smiles Love  
 Championing  
 Holistic Day Clubs Innovative  
 Laughter Important Collaborative  
 Valuable 80+ History Expertise Community  
 Vibrant Companionship Friendships  
 Promoting Independence  
 Support Meals on Wheels Fundraising  
 Zest Safe Approachable Homely  
 Thriving Uplifting Hub  
 Essential Events



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