



MHA New Fundraising Appeal and TV Advert

My name is Katie Tomlinson and I am the regional fundraiser for Yorkshire here at MHA.

I am contacting you today with some very exciting news.....

We have launched a new fundraising appeal entitled 'Dedicated to connecting communities and tackling isolation' to raise much needed funds for the charity to continue supporting people in later life throughout the pandemic and beyond.

For the first time ever to promote this appeal, we will be launching a 30 second TV advert trialled on ITV in the Yorkshire region from Monday 29 June and this broadcasts in your area I hope you can share this information and encourage your networks to tune in!

You can watch the TV advert here - <https://youtu.be/zlJY8BVWAJE>

The advert will go live on Monday 29 June at 10.15am on This Morning, and will also be profiled in between Emmerdale and Coronation Street in the evening at 7.28pm.

It will run for two weeks and appear in programmes such as This Morning, Loose Women and Tipping Point, so be sure to keep an eye out!

You can visit the appeal page here www.mha.org.uk/give

What is the appeal about?

The appeal has come following the Coronavirus Pandemic. As others are coming out of isolation, heartbreakingly, there seems to be little relief for our oldest and most vulnerable people in our communities.

For older people in our MHA care homes, they have had to have limited distance visits which is not the same as a hug and for some older people living with dementia, they find it difficult to understand the need for self-isolation, social distancing and PPE which can cause anxiety and fear.

For those in their own homes they are missing the contact they did have, not able to get out to shop, or join the clubs and activities which were their lifeline. Even as restrictions lift slightly; as visitors slowly and carefully return to care homes and loved ones are allowed to mix in peoples' homes, we don't know how long it will take to resume 'normality' or if indeed it will ever exist in the same way again.

This appeal can help MHA reconnect our communities and bring hope back into older peoples' lives again. As the world is changing, we're learning every day about how we can do things differently, and continue to enable people to live later life well throughout this difficult time.

From our 24 hour pastoral support phone line for residents and their loved ones, to our music therapists playing music in the gardens for residents can hear, our charity will not

stop doing what is right for people in later life, and giving them the powerful voice in society they deserve.

We hope that with funds raised from this appeal we can protect, support and comfort our most vulnerable people, not just now through the immediate challenges coronavirus poses, but also as we adapt our lives and work towards eliminating loneliness and isolation for older people.

And whilst the main focus of the TV campaign is to raise funds for MHA, we hope and expect that it will help raise awareness of our care homes within the region, having an impact on care home enquiries and ultimately increasing occupancy in the coming weeks.

How Can I help?

The main way you can help is to please spread the word of our new appeal and advert to your friends, family and colleagues.

If you know any businesses or companies that would be interested in learning more about our new appeal and how they can support our work to have a meaningful impact on the lives of older people in MHA care homes and in local communities, please contact our Corporate Partnership Manager, Nikul Patel on nikul.patel@mha.org.uk or 07510 585 480

Kindest Regards,

Katie.