

## **Surviving Winter Campaign 2012**

I am Jayne Woodley, Chief Executive of the Oxfordshire Community Foundation, here to address you this afternoon about our Surviving Winter Appeal.

Surviving Winter is a UK-wide co-ordinated campaign that was inspired by people who wanted to recycle their Winter Fuel Payment (WFP) to support older and vulnerable people survive winter. However, it aims to encourage anyone to make a donation to help those affected by fuel poverty.

In Oxfordshire, we are hoping that this innovative giving will continue to gather momentum so that once again we can help the most vulnerable survive winter.

The Oxfordshire Community Foundation are also collaborating with the Warm Homes Healthy People (Oxfordshire) initiative which has introduced a further £25k to our Appeal so that we already have available funds to help a significant number of local people.

Every year people die needlessly and become an Excess Winter death or fuel poverty statistic. Last year across Oxfordshire more than 360 individuals fell into this category. However, the Oxfordshire Community Foundation believes there is something that all of us here in this room today can do to help change that and quite literally save lives.

Together we could show that the people of Oxford City really do care and know how to be 'Good Neighbours'. Something I already believe to be true.

As nearly every day since the middle of November once again we have been receiving cheques in the post and online donations, and it is both humbling and heart-warming to witness generous local residents rally to help their vulnerable neighbours. To date we have raised nearly £12,000.

Assuring our donors that their money is being used in the best and most effective way is vital and when we launched our appeal again this year we published an impact report [Heat or Eat?](#) This little booklet shows how the Oxfordshire Community Foundation has been successfully distributing the money raised from donations to our Surviving Winter Appeal.

I have brought copies of this little booklet here with me today, but it is also available online so I do hope that you will be inspired to forward it onto anyone else who you think might be interested and would like to add their support.

Collaboration and working in partnership is something the Oxfordshire Community Foundation is absolutely passionate about and for our Surviving Winter Appeal this year we are delighted to be working with a number of other community organisations:

Warm Homes Healthy People (Oxfordshire)

Link Up (West Oxfordshire)

22 Good Neighbour Networks across Oxfordshire

Age UK

Independent Advice Centres

OCVA

Food Banks

Oxfordshire Sports Partnership and The English Table Tennis Association

Together they will help us deliver the following from our Surviving Winter Appeal:

To raise funds (through donations) to support local vulnerable people

To encourage volunteering / befriending

To help combat isolation and loneliness

To inspire new social activities and hobbies

As councillors, I believe it is important that you are aware of how the Oxfordshire Community Foundation could be helping the community groups and individuals that you know - as we will be distributing funds from our Surviving Winter donations directly to:

small volunteer-led community groups that are providing support and friendship to the elderly and vulnerable during the cold weather individuals via our partnership with Warm Homes Healthy People partnership

However, as councillors, you will also appreciate that there will always be so much we could be doing, so I am asking for your help today to:

Tell your families and friends about our Surviving Winter Appeal and encourage them to make a donation or pass on their Winter Fuel Allowance

Encourage them to [gift aid their donation](#) which will enhance their gift by 25%

Tell those in your communities either groups or individuals about the Oxfordshire Community Foundation and our Surviving Winter Grants.

Whilst we have 17 years of expertise and have supported more than 1500 local projects since 1995 we know there are many more on our doorstep that could benefit from our help as it is often the most vulnerable who remain under our radar.

So as we go into 2013, I believe you really can help us reach more local people by introducing us to those individuals or voluntary groups who we might otherwise find hard to reach.

And just to round off a few words on Get Batty

For many people winter can be especially lonely and challenging. When temperatures drop trips out are usually just for essential medical appointments or basic shopping and this exacerbates feelings of isolation & loneliness and leads to inactivity.

Get Batty will mix pleasure with the essentials and encourage an active and more sociable lifestyle for everyone and 'actively break down barriers' over a game of ping-pong. Table tennis has been an Olympic success proving that age is no barrier and is a safe and enjoyable way for older and disabled people to exercise and make new friends.

Oxfordshire Community Foundation are supplying table top ping-pong sets, containing bats, balls, and a net, which can fit onto any table, to volunteers and organisations who sign up for Get Batty. (We are delighted to be working with Oxfordshire Sports Partnership, Link Up, Good Neighbour Networks and other organisations including youth groups and schools to Get Batty operational across the county).

We hope that businesses that have volunteer programmes will encourage staff to use their volunteer hours for Get Batty and sign up to a Good Neighbour scheme. It is great that the Oxford City Council have become one of the first organisations to encourage their own staff to volunteer in this way:

So how can you help? Well there is only one of me but a room full of you and so I am asking you to share what you have heard today about our Surviving Winter Appeal:

Talk to your council colleagues, ask them if they have heard about Get Batty, ask them how they plan to use their volunteer hours

Talk to businesses and help the OCF spread the word about Get Batty. Please use my business cards and hand them out to businesses you meet, or better still introduce them to me if they would like their staff to Get Batty with us.

Lead by example – volunteer yourself and others for an Existing Good Neighbour Scheme

visit [www.oxfordshire.org](http://www.oxfordshire.org) to pledge your support to help us put an end to the misery of winter and those unnecessary excess winter death statistics

Thank you for the opportunity to address you this afternoon, please don't forget ... I'm Jayne Woodley and I look forward to hearing from you very soon!

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