

Surviving Winter

Surviving Winter is an annual, UK-wide campaign co-ordinated by community foundations like ours across the country to help old and vulnerable people.

The Surviving Winter campaign started as a vehicle to recycle Winter Fuel Payments that people had received but didn't feel that they needed, but quickly expanded to take in donations from people of all ages, and of all amounts, which are directed to the local groups supporting vulnerable people. Now in its fifth year, this continues to provide a great opportunity for us to raise awareness of the challenges faced by older people.

What we've achieved so far

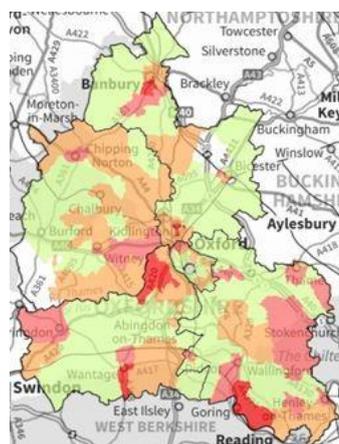
Thanks to the generosity and the support of the donors to Oxfordshire's Surviving Winter Appeal 2013-2014, £32,000 was raised last year, which is helping us give substantial funding to many local community groups that provide services such as food banks, transportation initiatives, home visits and other social activities for our elderly residents.



This map shows a snapshot of Surviving Winter grants made over the last two years. We are particularly pleased to see the impact of our reach across all parts of the county, directly and indirectly supporting individuals throughout the whole of Oxfordshire.

However, this analysis has drawn our attention to the true nature and size of the problem facing us here in Oxfordshire. Whilst the cold weather brings fuel and food poverty into focus, these are vital services that are in reality needed all year round, not just in winter.

What we're doing this year



This map shows the hot spots (in red) where Oxfordshire's elderly are living in poverty. From the evaluation of our Surviving Winter grant-making, we need to acknowledge that our good work is only scratching the surface in some of the most deprived areas.

Quite simply, despite the generosity of our Surviving Winter supporters, we would need significantly more resources than the £32,000 raised to solve the problems of the most disadvantaged in Oxfordshire. Our current strategy is therefore to work in close partnership with other organisations with similar aims, and to take a longer-term view on fixing the root causes of poverty in our county.

We pledge to use our campaign to support established organisations who are already doing incredible work delivering assistance to vulnerable individuals – in particular the Citizens Advice Bureau and Age UK Oxfordshire.

To donate your Winter Fuel Payment, or whatever you can afford, to this year's campaign, visit www.justgiving.com/SurvivingWinter2014-15

KEY FACTS



- Last year, the Office for National Statistics estimated that there were **18,200** excess deaths in England and Wales during the winter months. In Oxfordshire, 340 people died unnecessarily.
- Over the past four years community foundations around the UK have raised a total of **£4.7 million** for Surviving Winter, and helped **65,000 people**.
- **Two-fifths** of people affected by fuel poverty have been forced to cut back on food or skip meals, and over **two-thirds** have experienced stress.
- Community foundations support the Energy Bill Revolution - an alliance of **200 national charities**, health groups, unions and businesses - in their campaign for a permanent solution to end the fuel poverty crisis.
- The Affordable Warmth Network offers help and advice to people struggling with energy bills and warmth. Their hotline is **0800 107 0044**.

