

How you can help

- Promote Silver Sunday to individuals and organisations (private, voluntary and public) and ask them to put on free events for older people, or simply write a card or deliver a cake
- Organise Silver Sunday events in your local area. The possibilities are endless – a walking tour, a cheese and wine evening, dancing lesson – it just needs to be free, fun and social!
- Share with older people you know or work with, and direct them to our website to see which events are offered in their local area
- Follow us on social media and include us in your newsletters or blogs



Lord's Cricket Ground

Our supporters

Silver Sunday is supported by, amongst others:

The Mayor of London Sadiq Khan, Joanna Lumley, Angela Rippon, Diana Moran and Sir David Amess MP



Contact us

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SILVER SUNDAY
CELEBRATING OLDER PEOPLE





“We have Mother's Day, Father's Day, so why not Silver Sunday celebrating older people?”

We know a third of older people are extremely lonely and never go out. It's a terrible problem.”

– Councillor Lady Christabel Flight

What is Silver Sunday?

Silver Sunday is a national day celebrating older people, which takes place on the first Sunday of October every year.

This year, Silver Sunday is on **Sunday 1st October 2017.**

Led by The Sir Simon Milton Foundation, it celebrates the value and knowledge they contribute to our communities while helping to combat loneliness and isolation.

Everyone can get involved, whether that's organising an event, spreading the word, or simply attending an activity.



How did it all begin?

Silver Sunday was launched in 2012 in Westminster by The Sir Simon Milton Foundation and Councillor Christabel Flight, after a report discovered more than a third of people over 75 said they were lonely.

The day soon spread to other London boroughs, and is now expanding nationally with events taking place across the UK.

The aim is to establish the day in the nation's conscience as a day to think about older people and give them a day to remember.



In 2016, more than 600 free Silver Sunday events and activities for people aged 65+ took place across the UK, including: tea parties, walking tours, cooking classes, ballet workshops, theatre shows, and walking football



How does it help?

Attending a Silver Sunday event can be the first step for many isolated older people to get out, make friends, and try something new in their local area.

As well as giving them confidence, it also encourages them to stay mentally and physically active, learn new skills, and ensure they feel they are a valued part of their community.

By helping them to access existing local services, we can also help connect more vulnerable older people with other organisations and community groups to provide additional support where needed.

In 2016:

- **38%** said that they rarely got out of the house and Silver Sunday helped them
- **43%** attended a Silver Sunday event for the first time
- **84%** felt part of their community as a result of Silver Sunday
- **97%** found new services and want to find out more about them
- **100%** enjoyed the activity or event they attended