

# Omega News Media Release

Monday 15th July 2019



## No one should be alone in their old age

Omega the National Association for end of life care (Omega care for life) is delighted to announce a valuable new commercial sponsorship arrangement with Leicester based EDSB Ltd.

Inspired by Prof. Allan Kellehear, author of *Compassionate Cities* and founder of the *Compassionate Communities* movement, Omega care for life believes that "caring is everyone's business." The fast expanding EDSB group have selected Omega care for life as their charity partner to focus the fundraising efforts of their colleagues and customers on one good cause.



*L-R: Omega Trustee Howard Rutherford, EDSB Group Marketing Manager Mark Solomon, Omega Development Director Thomas Memery*

Linton Waters, Chairperson of Omega care for life said, "We are grateful to Jonathon Parker, James Sirrell and the EDSB group team for their generous support and enthusiasm. We value the relationships we have with successful businesses like EDSB Ltd and their commitment to supporting our important work."

EDSB Group Marketing Manager, Mark Solomon explains the move: "From our initial conversation with Omega care for life, EDSB were impressed by their hard work and dedication. End of life care and bereavement is an issue that affects all of us. We are delighted that Omega have embraced our partnership offer and we look forward to working together."

EDSB Group of Companies will help to raise awareness of Omega's mission, and will also contribute all our charitable donations to their work. In today's busy world, we often forget about the elderly, their struggles and the challenges of end of life care. Every day, the Omega care for life team work selflessly to improve the lives of the people they serve. Such a humbling achievement deserves greater recognition."

Both organisations adopt an energetic approach to their work, and are working hard to build stronger, mutually beneficial relationships with their customers and clients. Involvement with strong commercial brands like EDSB group helps Omega care for life to increase awareness of the difficulties faced by older family caregivers and bereaved former caregivers.

Omega care for life colleagues recently had the opportunity to meet with EDSB regional managers and other team members, and many of their key customers, at the official opening of the EDSB Training and Education Centre in Leeds last month. We spoke about the impact of loneliness in later life and caring for close family members with life limiting illness.

Omega care for life has always attracted high-calibre volunteers and generous supporters who work alongside a tiny staff team. The first initiative Omega care for life and EDSB Ltd will work on together is helping us make Omega care for life the destination of choice for discerning volunteers with the mix of skills and experience needed to tackle loneliness in later life.

EDSB have agreed to sponsor the Omega care for life Volunteer of the Month Award. Every month the Charity will mark the achievement of Omega volunteers after considering nominations from Omega clients, colleagues and delivery partners.

If you would like to apply to join the Omega care for life team or support their work in other ways, please send an email to [chatterbox@omega.uk.net](mailto:chatterbox@omega.uk.net) or phone 01743 245 088.

## Contact Omega care for life

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Facebook [www.facebook.com/omega.chatterbox](https://www.facebook.com/omega.chatterbox), [www.facebook.com/omegaendoflife](https://www.facebook.com/omegaendoflife)

LinkedIn: [www.linkedin.com/company/omega-the-national-association-for-end-of-life-care](https://www.linkedin.com/company/omega-the-national-association-for-end-of-life-care)

Instagram: [www.instagram.com/omegacareforlife](https://www.instagram.com/omegacareforlife)

## Donate

To donate by text, send a message to 70070; type the code omeg01 followed by a space and the amount you want to give from the following: £1, £2, £3, £4, £5, £10. You will receive a text receipt and the change to add Gift Aid. Every penny of your donation will go to Omega; there are no running costs with JustTextGiving. To donate by card or cheque, go to [www.omega.uk.net](http://www.omega.uk.net) and click the 'Donate' button on the homepage.

To subscribe to the Omega Lottery, visit <http://www.omega.uk.net/omega-lottery-p-200.htm>

## Ends

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## Notes for Editors

Omega care for life (Omega, the National Association for End of Life Care) is an end of life charity, Registered Charity No.1120322, Registered Company No.6196052. Omega provides befriending and bereavement support and works with caring families looking after people suffering from long-term or life-limiting conditions and socially isolated individuals. Omega encourages self-help and peer support, delivers community learning activity and facilitated group sessions and hosts lively outreach and information sharing events. Omega also maintains contact with family caregivers and former carers through the Omega Network, comprising dynamic groups, which allow unpaid family carers to meet informally.

Omega works collaboratively with a range of delivery partners including successful businesses, Third Sector not-for-profit groups, local authorities and organisations within the NHS. Omega supports patients suffering from motor neurone disease, and their families, across the country to share information and develop innovative, high impact, non-clinical, easily affordable support. The charity is also the home of the Chatterbox Action Against Loneliness Programme, the Letter from Louise Project and the Delphinium service, an innovative social enterprise. For further information about Omega's work, please contact Development Director Tom Memery by emailing [thomas@omega.uk.net](mailto:thomas@omega.uk.net).