

Elizabeth Finn Care is a charity that helps individuals and families who are living below the poverty line.

Reaching out...

250,000,000

people were reached by our
media coverage in 2008

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The media – our reach

Our approach

Elizabeth Finn Care has been helping people overcome the worst effects of poverty for over a century.

We work to provide practical and effective solutions after listening carefully to each individual's particular circumstances. This can include providing a weekly allowance to deal with the worry of not being able to pay the bills, or to buy fresh food.

We also give special grants to replace essential household equipment or for building repairs. If for some reason we are unable to offer financial help, we work to find an alternative source of financial help. Elizabeth Finn Care aims to reach as many people in need as it can and encourages them to come forward for help.

We provide care and individual attention through contact with our well-trained, understanding and experienced caseworkers and volunteer visitors. This enables our beneficiaries – who may also lack supportive family or social networks – to feel valued and cared for once again.

Our coverage

Throughout 2008 Elizabeth Finn Care has not only been part of the news agenda, but it has also shaped it.

Having grass roots experience of working with people who suddenly find themselves in poverty, Elizabeth Finn Care has first hand experience on the subject. Elizabeth Finn Care saw a 400% increase in the number of applicants in April, which was an alarm bell to many that the economic climate was changing. This news story was covered on BBC News 24 and Radio 5 Live.

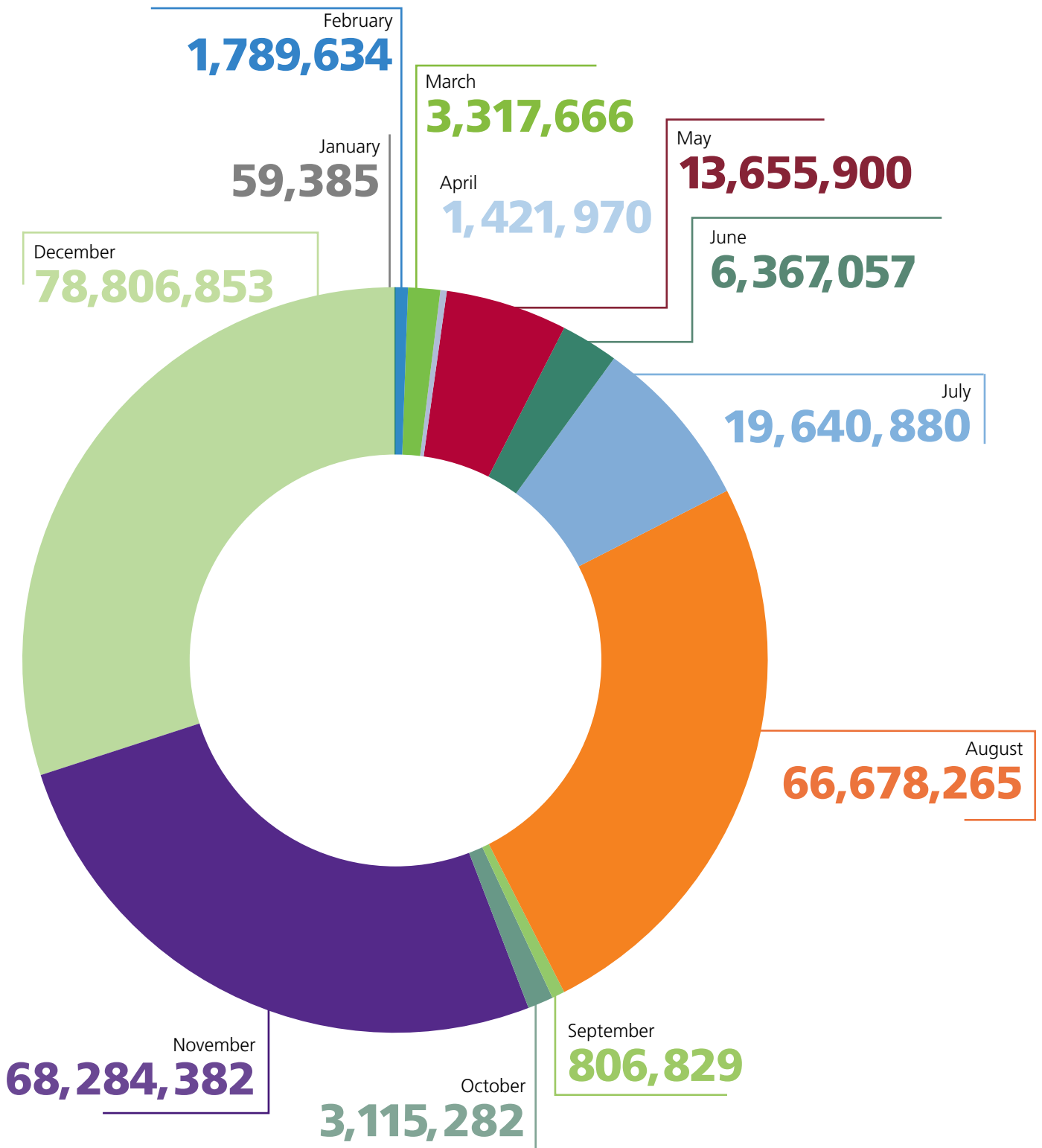
Other publications and broadcast stations who have featured Elizabeth Finn Care include:

- Yours Magazine
- Daily Mail
- Hello Magazine
- Yorkshire Post
- Big Issue
- Woman's Weekly
- Caring Times
- Mature Times
- BBC Breakfast
- BBC Radio London
- Richard and Judy
- Daily Telegraph
- The Observer
- The Guardian

Fact: Around **4 million adults** in the UK and Ireland are eligible for support from Elizabeth Finn Care

The media – our reach

'Opportunities to See' (OTS) is a media industry method of recording how many people have heard about a subject, person or organisation in the media. This figure is based on the viewing figures for TV, listening figures for radio and ABC figures for print publications.



Elizabeth Finn Care – our reach

Elizabeth Finn Care helps alleviate poverty. In doing so, we give back dignity, we restore quality of life and we prevent isolation. We know this because our beneficiaries tell us how Elizabeth Finn Care has changed their lives.

Beneficiaries before Elizabeth Finn Care's help	Beneficiaries after Elizabeth Finn Care's help
32% Had to miss some meals before receiving help from EFC	67% No longer miss meals
37% Could not afford to heat their homes	86% Can now heat their homes
63% Were not able to pay their bills	81% Can now pay their bills
72% Had to go without any new clothes	50% Can now afford clothes
25% Could not afford public transport	74% Can afford public transport

22%

Struggled to pay for medical costs

55%

Are no longer at risk of losing their homes

17%

Could not afford a telephone

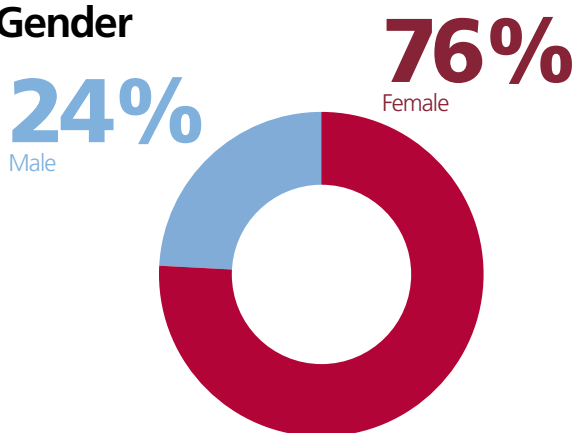
Fact: The people we help are from skilled backgrounds but can no longer work through no fault of their own.

Elizabeth Finn Care – our reach

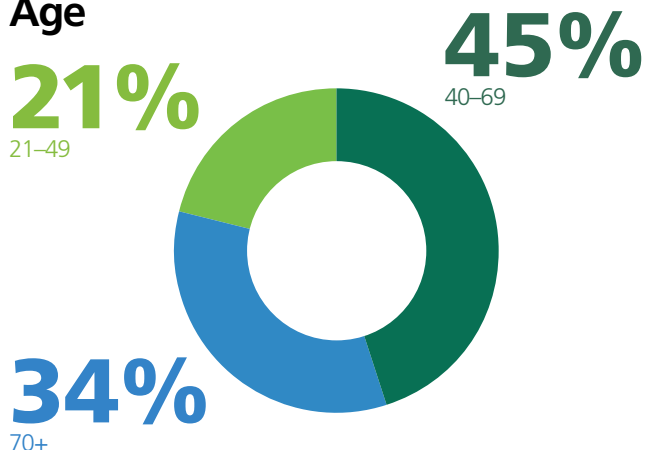
Challenges for 2009 and the changing profile

A typical profile of an Elizabeth Finn Care beneficiary is:

Gender



Age



Changing profile due to economic conditions

Elizabeth Finn Care is seeing a change in its beneficiary profile due to the current economic climate.

Young families are seeking help for the first time as they are being made redundant and have high childcare costs, large mortgages and little savings.

'Middle classes' are losing their income as there are many job losses in the service industries.

Finally, Elizabeth Finn Care is seeing an increase in the number of pensioners asking for help, as they are receiving less income from their savings.

How do our partners benefit from sponsorship and media coverage

To be associated with Elizabeth Finn Care, the charity dedicated to helping people living below the poverty line through no fault of their own...

To be seen by more than 250,000,000 viewers as part of our proactive media coverage...

Call Rebecca Ward on 0207 396 6700 today.

Fact: "We know that there is much to do – the time to stop caring has not yet arrived." Elizabeth Finn