



PHOTOGRAPHS AND WRITTEN CAPTIONS

Whenever your almshouse charity hosts events or holds a special party for an anniversary or birthday, there may be opportunities to provide local and regional press with photos of your almshouses and residents (if residents have approved and signed a Photo-Release form).

Journalists may ask for a 'photocaption'. This is a photo that has a straightforward title and a few short sentences underneath, explaining the scene in the photograph, giving the 'who, what, when, where and why' and mentioning your charity and The Almshouse Association.

Included on the back of this flyer is an example of how a photocaption could look.

For more assistance with the creation of a photocaption, please contact our office.

We would be happy to help you.



Almshouse marks 107-year-old's birthday with 1,000 cards!

Margaret Ellmore, who celebrated her 107th Birthday on Friday 1st May at Agnes House, part of Wygggestons almshouse, Leicester, had over 1000 cards from people across the country after her birthday celebrations had to be cancelled due to the Covid-19 pandemic.



Photograph of Margaret Ellmore, courtesy of Wygggestons, Leicester

Chief Executive Officer, Chris Jones, said it was "a fantastic outcome and the day surpassed all expectations." When asked how she felt about her 107th birthday, Ms Ellmore said, "I don't think it's real, not to me anyway." She puts her longevity down to "taking it easy" and not overexerting herself.

Wygggestons is a member of The Almshouse Association which provides guidance, representation and support to a network of over 1600 independent almshouse charities across the country which house over 36,000 residents.

-Ends-

Date:

More information:

Name and contact details – including a mobile number, if you can.

Notes to Editors:

1. About: Please put your charity name here

Anything you wish to say about your almshouse charity here.

Please include:

2. About: The Almshouse Association

The Almshouse Association is a membership charity that represents a network of over 1600 independent almshouse charities across the UK. These charities own and manage over 30,000 almshouses, supporting approximately 36,000 residents, providing affordable, micro-community homes for local people in housing need.

Almshouse charities are uniquely placed to understand and be responsive to local needs. As an umbrella organisation, the Association assists trustees and clerks of these local charities to manage their resources effectively, support them to provide good quality, micro-community housing for their beneficiaries, promote the welfare and independence of their residents and preserve the historic tradition of almshouses for future generations. Its heritage and expertise makes it possible for the Association to campaign on behalf of member charities and influence national policies.

The Association also provides loans, grants and funding advice to member charities for redevelopment and refurbishment of their almshouses, as well as crisis support.

The Almshouse Association has the expertise and national reach to help almshouse charities tackle the affordable housing crisis.

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#SupportAlmshouses

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