



Supporter Profile: WaveLength

Why did you start WaveLength?

For over 70 years Wavelength has been enriching, enhancing and improving lives of people who are lonely and isolated. WaveLength was founded by the BBC and Rotary Club in 1939. Our founders placed challenging loneliness and isolation at heart of their work.

One of the founders commented 'this word loneliness, which we see every time we open our daily newspapers, is something real to us of the charity who are at times brought face to face with it in the raw state'.

We have always looked to use technology to relive isolation and loneliness, originally by the provision of radios and then televisions. Recent surveys have shown how central television and radio are in providing company to many people.

Throughout the years, despite changes in technology and the people involved in the charity on thing remains; the urge to challenge loneliness and isolation and to help the most vulnerable people in society.

What 3 words best describe your project?

Contact; comfort; companionship.

What do you think is the most successful thing you do to reduce loneliness in your area?

WaveLength provides simple solution to common but complex social need.

Do you have any projects coming up in the next few months that you would like to talk about?

Next we plan to raise funds so we can research the benefits for lonely and isolated people that TV, radio and information commutation technologies bring.