

 **prime**cymru

Founded by HRH The Prince of Wales



Invitation
to Patronage

AN INVITATION



I would like to invite you to become a patron of a unique charity, founded by His Royal Highness The Prince of Wales, and help make a genuine difference to people in Wales.

Over 20 years ago, our founder wanted to establish a charity to support mature people, following increasing pressure to help counteract a growing problem for people aged over 50 facing potential older age poverty in Wales.

As a nation we are living longer, pensionable age is moving upwards, the cost of living is increasing, and it is highly likely that many people will have to work beyond retirement age to make ends meet. The plight of the over 50s needing, and wanting, to find and stay in work is gradually moving up the political agenda, but the specific barriers that these jobseekers face needs specialist support.

You could help change the outcome for individuals who are trying to secure work after a long period of unemployment or redundancy. PRIME Cymru supports them to regain confidence, develop self-esteem, find purpose and become financially secure, enabling them to provide for themselves and their families once again.

I would like to take this opportunity to extend my personal invitation for you to join our exclusive band of patrons that make a genuine difference to these people's lives, their families, and their local communities.

Please get in touch if you have any questions or would like to discuss any aspect of patronage further.

Thank you for your kind attention.



Chief Executive,
David Pugh

“

I'm increasingly
proud of what my
charity PRIME
Cymru is managing
to achieve.

”

HRH
The Prince of
Wales



ABOUT US



PRIME Cymru was founded in 2001 by HRH The Prince of Wales, in response to the many letters he was receiving from those aged over 50, who were facing overwhelming difficulty securing work because of their age.

Since then, we have been supporting mature individuals across Wales into employment, to set up in business, or to upskill through further training or volunteering.

Our dedicated team of Development Officers and Volunteer Mentors offer clients free, one-to-one support, guiding them through their next career steps.

Many of our clients have been out of work for a long time and the thought of securing a job can be very daunting. For those who are not quite ready for work, we offer free training and encourage volunteering, which really boosts confidence.

[Read more...](#)



CLIENTS' EXPERIENCES



"I had rejections, but talking things through with Brian, I was able to see my worth and my purpose and to get back on the horse and try again." [Lisa Phillips](#)

"As a single parent to three children, I desperately wanted to escape being on benefits so I could support my family and give back to my community. Support from PRIME Cymru gave me the confidence and motivation I needed to get my business started." [Nicola Munduz](#)



"The COSHH certificate I completed with PRIME Cymru is the only thing I've ever passed and it makes me so proud!" [Gurwyn Weaver](#)

There is nothing more daunting than losing your job at 62. When I contacted PRIME Cymru, I immediately felt 100% better! They made me feel that older people do have something to offer, and I genuinely believe that now."

[Jan Harraway](#)



A PATRON'S MESSAGE



I have been a patron of PRIME Cymru, ever since I found out it existed. I was delighted to learn of it because, after starting my own business at 50, I could relate to a lot of the people that need their support.

When you are starting out you have a lot of questions but don't always have the answers. I was so pleased to learn that there was a Welsh charity dedicated to helping people through those difficult early days.

I first found out about PRIME Cymru after HRH The Prince of Wales visited

my business. It is wonderful that the charity has the backing of its founder, who recognises the many challenges that older people face in unemployment.

“Becoming a patron is a completely positive experience.”

I'm so pleased to be able to help other people who are in the position that I was once in. I'm particularly fond of the mentoring scheme, because it offers guidance from exactly the right people - those who have been in their shoes.

The latest unemployment figures show that a huge amount of over 60s stopped working during the pandemic, and I think 60 is far too young to stop. Looking forward gives you a much better quality of life and I believe that

looking back or standing still is counterproductive for your mental wellbeing

Becoming a patron is a completely positive experience. For whatever it is you can give every month, or every year, the fact that the money is actively used to support people into work, by people who genuinely just want to help, is fantastic. There are no downsides, and occasionally you get invited to fabulous events that are a lot of fun!

It's a pleasure to support PRIME Cymru - a charity that originated in Wales, supports Welsh people and has seen phenomenal results from its work.

Rhiannon Rowley,
Patron

[Watch patrons video](#)

BECOMING A PATRON



What our patrons have helped us to achieve...



We engage with over **10,000** people each year in Wales.



89% of our clients achieve measurable positive outcomes



Our estimated Social Return on Investment to the Welsh economy each year is **£2,100,000**



We are able to provide in excess of **13,000** hours each year of volunteer mentor time to our clients and this is set to increase year on year.



PRIME Cymru has supported over **17,000** mature people in Wales to find a job, set-up a business, embark on training or develop skills through volunteering.



BECOME A PATRON - DONATE TO PRIME CYMRU

Your support will help to improve the health, wellbeing and quality of life of so many older people in Wales.

With your donation, we will address major issues, including older age poverty, low self-esteem, social isolation and marginalisation.

Donate with **JustGiving**



For more information, please don't hesitate to contact us on 01550 721813 or email enquiries@primecymru.co.uk.