

Royal Elderly Care & Wellbeing CIC Launches GoFundMe to Support 'Royal Day Experience' for Older Adults in Luton

A community-driven initiative bringing dignity, connection, and joy to older adults through a free wellbeing event in Luton.



Bedford, Bedfordshire Apr 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - Royal Elderly Care & Wellbeing CIC, a community-focused organisation dedicated to dignified and compassionate care for older adults, has officially launched a [GoFundMe](#) campaign to support its upcoming initiative, [The Royal Day Experience](#) a free community wellbeing event designed to reduce loneliness and promote social connection among elderly residents in Luton.

The Royal Day Experience is more than an event, it is a movement of honour, dignity, and belonging. Created for adults aged 65+ and individuals with low to moderate support needs.

The initiative provides a warm and welcoming environment where participants can enjoy meaningful conversation, light refreshments, engaging activities, and a sense of being valued.

Founder and Director, Julian Businge, shared the vision behind the initiative:

“We believe every individual deserves to feel seen, valued, and cared for especially in later life. The Royal Day Experience is about restoring dignity, building community, and reminding our elders that they

are not forgotten.”

The [GoFundMe](#) campaign aims to raise funds to cover essential costs including venue hire, refreshments, activity materials, and transport support for attendees who may otherwise be unable to participate.

With increasing levels of social isolation among older adults, initiatives like this play a vital role in promoting mental wellbeing, preventing decline, and strengthening community bonds.

How the Public Can Help:

- Donate to the GoFundMe campaign
- Share the campaign with friends, family, and networks
- Partner or collaborate as a local organisation or sponsor

Royal Elderly Care & Wellbeing CIC is calling on the community, local businesses, and stakeholders to support this impactful initiative and help create a space where older adults can experience care, joy, and connection.

For more information, partnerships, or media enquiries:

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GoFundMe [Link](#)

About Royal Elderly Care & Wellbeing CIC

Royal Elderly Care & Wellbeing CIC is a UK-based Community Interest Company committed to delivering high-quality, faith-rooted care services for older adults. The organisation focuses on enhancing wellbeing, promoting independence, and creating meaningful community experiences.





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Source : Royal Elderly Care & Wellbeing CIC

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