

Annual Review

2016/17

We're Age UK

Age UK is the country's largest charity dedicated to helping everyone make the most of later life.

We are national

In the UK we help more than 7 million older people each year by providing advice, combatting loneliness and enabling independence.

We are local

We work as part of a network of independent charities which includes Age UK, Age Cymru, Age NI and Age Scotland and over 150 local Age UK partners in England and Wales.

We are international

We work with our international subsidiary charity, Age International, to fund programmes in over 30 developing countries. Age International is a member of the HelpAge global network and the Disasters Emergency Committee (DEC).

Welcome to our annual review

We'd like to say a big thank you to those of you who have stood alongside Age UK this year to ensure that more people can love later life.

We're indebted to our tireless staff and volunteers, generous supporters, vocal campaigners and our local, national and international partners. Without you, our achievements just wouldn't be possible.

Your support and efforts mean that we can make a real difference to peoples' day-to-day lives. The stories we share in this review show how significant that difference can be to individual people. But these stories also show how powerful the support is that we receive from those who work alongside us.

By working together, we are able to help millions of people in later life.

Our most recent annual report and accounts are available on Age UK's website www.ageuk.org.uk



Why we're here

2.9m

2.9 million older people (65+) in Great Britain feel they have no one to turn to for help and support.¹

1/3+

Over one third of people aged 60+ are worried about the cost of living.⁴

3.9m

3.9 million older people in the UK agree the television is their main form of company.²

1:4

Only one in four older people in low and middle income countries receive a pension.⁵

1.2m

Nearly 1.2 million people aged 65+ in England have an unmet care need.³

¹ YouGov online survey for Age UK, December 2014.

² TNS survey for Age UK, April 2014.

³ Health and care of older people in England, Age UK, February 2017.

⁴ TNS Tracker Survey for Age UK, February 2015.

⁵ Global AgeWatch Index 2014, Insight Report, HelpAge International, 2014.



The difference we make



'Thanks for being so kind, so patient and so helpful.'

Sita



'I feel so blessed to have been helped by such caring people, and to feel love and support from people from faraway lands.'

Kul, Nepal



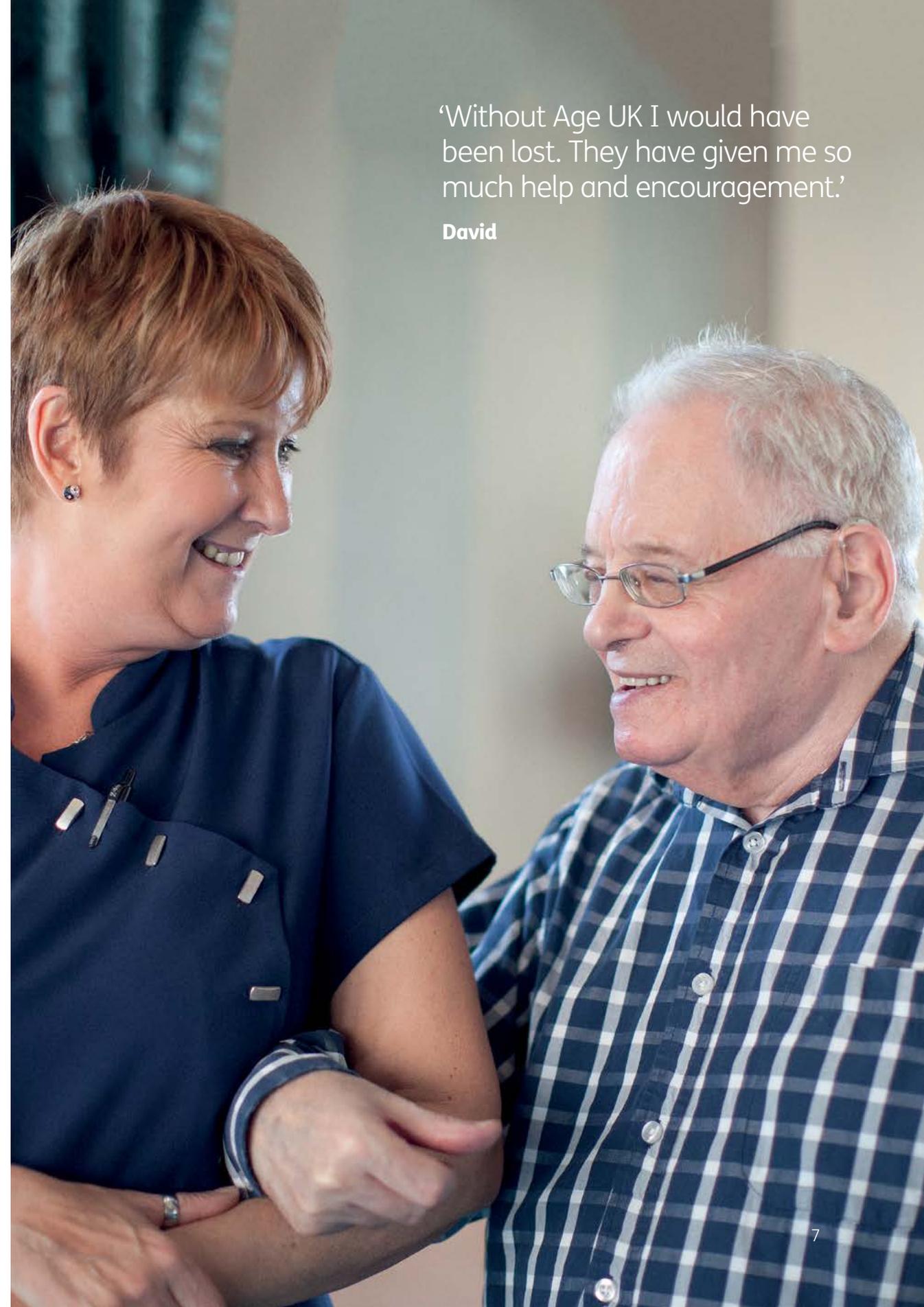
'My call is something to look forward to in a week when I may have little contact with the outside world. It helps me cope with my feelings of loneliness.'

Janet



'The classes are really good. I like meeting with the others and I feel it benefits me.'

Jim



'Without Age UK I would have been lost. They have given me so much help and encouragement.'

David

Going from strength to strength

This year, the Age UK network has reached 7.5 million people with our information and advice – an unprecedented achievement.

Age UK Advice, our national advice line is open every day of the year, ready to take calls, emails or letters from people seeking our help.

One of our recent callers contacted us because he was worried about a decision that his mother's local authority had made about her mental capacity.

The council had decided that the caller's mother was not able to make decisions about the care and treatment she should receive in her care home. Our caller didn't think this was right. After speaking to one of our advisors, the caller felt confident to challenge the local authority who agreed that they'd made an incorrect assessment.

7.5m

The Age UK network offered information and advice to 7.5 million people.

'I can't even begin to tell you how helpful you've been and what a difference you've made.'

Peter, Age UK advice line caller



Simple steps, big results

Honey is 87 and lives in rural Kent. She travels to her nearest town by bus, attends a local day centre and is visited by her family regularly. Honey has rekindled her love of photography and is optimistic about her future.

Later life hasn't always been this straightforward for Honey. Her GP got in touch with Age UK Faversham and Sittingbourne because they were worried about Honey's anxiety and the effect it was having on her life.

Honey met Fiona, a Personal Independence Coordinator who is part of Age UK's pioneering Person-Centred Integrated Care Programme. They talked about simple goals that Honey could work towards to make life easier. Fiona discovered that a year before, Honey had become very distressed and worried during a trip to town and as a result had got lost on the way home. The incident left Honey anxious about getting out and about. Together, Fiona and Honey decided that catching the bus on her own would be one of Honey's goals.

Honey's first trip by bus with Fiona was a success. Fiona let Honey take the lead on their next trip, to prove that Honey was ready to travel solo again. Fiona also arranged for Honey to visit her local Age UK day centre to see what was on offer.

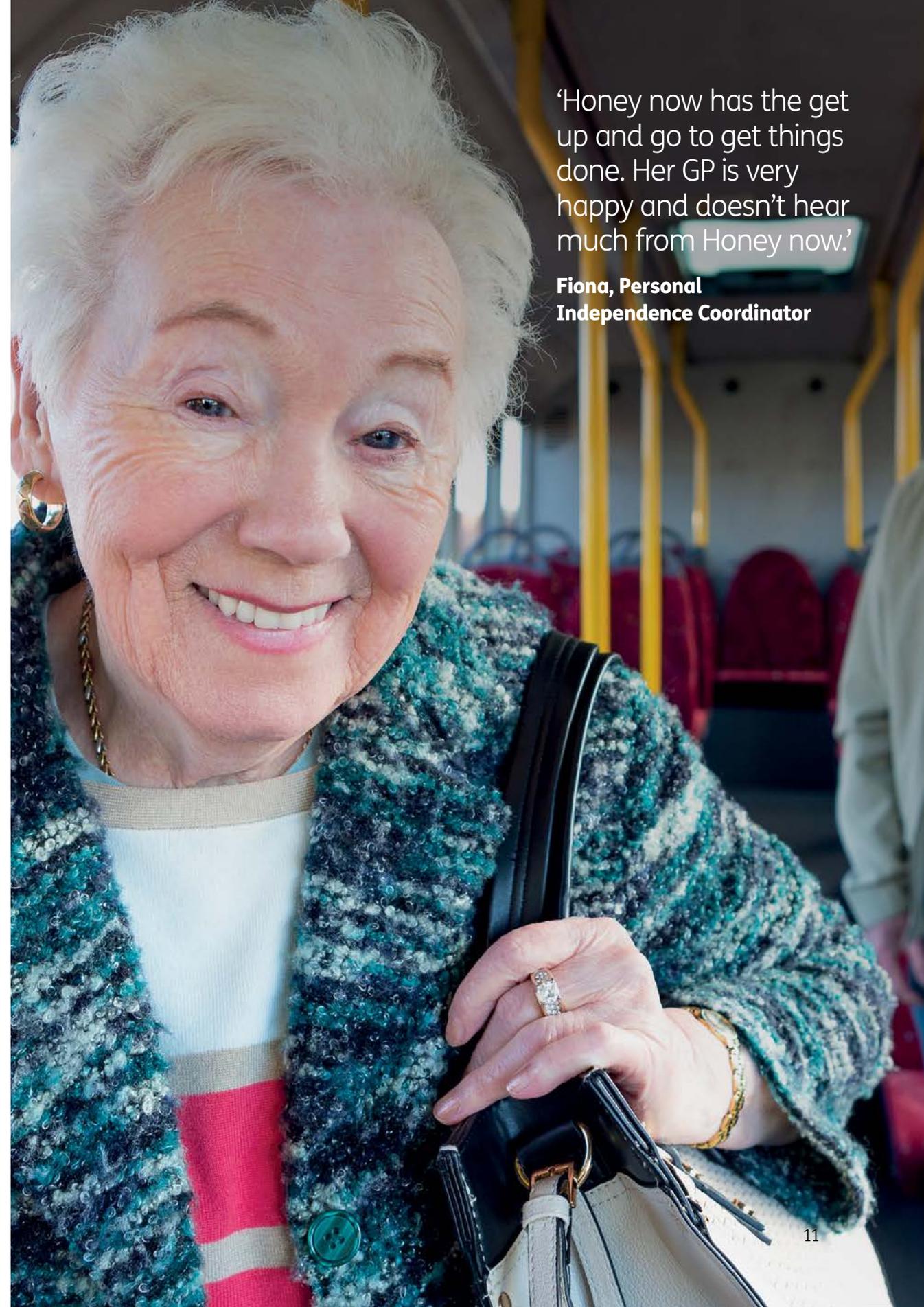
On their last trip together Honey and Fiona visited a local animal centre. Fiona asked Honey to bring her camera along, knowing just how important photography had once been to Honey. Honey now regularly travels by bus, has met friends at the day centre and is once again enjoying taking photos.

95%

95 per cent of participants in our Person-Centred Integrated Care Programme would recommend it to family and friends.

76%

76 per cent of participants in our Person-Centred Integrated Care Programme have seen their wellbeing improve.



'Honey now has the get up and go to get things done. Her GP is very happy and doesn't hear much from Honey now.'

Fiona, Personal Independence Coordinator

‘It’s nice to know we can help each other’

Our 2016 ‘No one should have no one at Christmas’ campaign urged people to tackle loneliness by volunteering with Age UK. We talk to El, one of 2,663 people who signed up to volunteer with our Call in Time telephone friendship service. She makes a weekly friendship call to Jessie.

What made you interested in volunteering for Call in Time?

I was shocked when I heard that some older people don’t see anyone each week except for the people who bring their post or empty their bins. I looked at Age UK’s website and found out about Call in Time.

Do you think you and Jessie are a good match?

It’s great how Age UK match you with similar people. We both have an interest in nature. Jessie talks about her lovely garden and we tell each other about where we live. Jessie lives near the sea and she describes that to me. It builds a picture in my head.

Do you think it’s helping Jessie?

Jessie says the calls have helped her. She recently said that I’m like family to her. That was so sweet. It’s nice to know I’ve got a bond with someone. I’m 20 and Jessie is 86, but we don’t think that matters.

How does being part of Call in Time make you feel?

It’s nice to know we can help each other. It’s good to have someone to talk to so you can get things off your chest.

4.5m

No one should have no one at Christmas reached 4.5 million people through Age UK’s social media channels.

‘What counts is whether you get on with the person, not how old they are. We both leave our calls in high spirits.’

El, volunteer



Inspiring and including

Over three years, Age UK's Inspire and Include programme, funded by Sport England, has worked with ten local Age UKs to increase the number of older disabled people who are regularly active.

One of these people is Mary. When Mary was diagnosed with an acoustic neuroma in her brain, she was leading an active life and taking part in dance and exercise classes held by Age UK Blackburn with Darwen. But the surgery Mary needed meant that she completely lost her balance and had sight and hearing problems – afterwards she struggled to get out of the house without help.

Alison, a member of the Age UK Blackburn with Darwen team, kept in touch with Mary and felt that Age UK's Inspire and Include programme could really benefit her. Mary joined the programme's classes and slowly she built up her strength and mobility, with no additional physiotherapy. In time she saw her balance improve too.

Inspire and Include gave local Age UKs the opportunity to road-test activities they might otherwise have not been able to offer. As Alison says, 'using some of the funding for more inspiring activities, such as scuba diving and indoor sky diving was fantastic. I was overwhelmed by the number of older people looking for something challenging. In some cases it gave people a chance to fulfil a lifelong dream.'

Mary was so inspired by how exercise has helped her recovery that she decided to help others too. As part of Inspire and Include Mary was able to complete her Sports Leaders UK Level 2 Award and now participates in and leads activities as wide ranging as sky diving and sailing!

14,476

14,476 session attendances as part of Inspire and Include.

104

104 volunteers completed their Sports Leaders UK Level 2 Award.

'I got my balance back, so I inspired myself and they inspired me.'

Mary, Inspire and Include participant



Bringing communities together

Age UK and our national and local partners bring hundreds of thousands of people together to help them lead more active, healthier and happier lives. Our new research shows just how big a difference this makes to peoples' wellbeing.

Our 2017 Index of Wellbeing in Later Life found that feeling part of the wider world has a significant effect on peoples' wellbeing. Whether that's through social, creative, physical activity, work, volunteering, or belonging to a community group.

Having this sense of belonging has helped David make the transition from work to retirement. When David retired, he volunteered as a handyman with Age UK Hounslow to help older people with odd jobs in their homes. David says that supporting his local Age UK gives him a tremendous sense of wellbeing and that 'it's nice to be appreciated'.

We're using the Wellbeing Index to help us better understand the factors that contribute to peoples' wellbeing. We've found, perhaps unsurprisingly, that feeling part of the wider world is easier if you have enough money, are in good health, have strong social networks and live in an area with good facilities and transport links.

£19.8m

Local Age UKs in England received £19.8 million in funding from Age UK.

'I have three lifelines: Age UK, the Disability Resource Centre, and the church. They are the glue that keeps me together.'

David, volunteer





‘I spoke out not just for Mum, but for the people out there who aren’t as lucky and don’t have a family fighting their corner.’

Pat, campaigner

‘I think we got our message across well’

This year, more than 14,000 campaigners joined us in calling for the Government to change its mind about plans to transfer the funding of Attendance Allowance to local councils. In effect this would mean more cuts to an already stretched system. Two of our campaigners were Carmel and her daughter, Pat.

Pat, tell us about your mum’s circumstances?

Two years ago Mum was diagnosed with Alzheimer’s, she also has diabetes and poor mobility. I stay with Mum three or four nights a week and my brother visits every day. Age UK Islington were brilliant. They told me what benefits Mum would be entitled to. Thankfully Mum qualified for Attendance Allowance for day and night care.

How has the extra money helped your mum’s circumstances?

It’s meant that my brother gets the Carer’s Allowance, which has enabled him to give up some work to help Mum. It’s taken the burden off us a little. It’s also helped to pay for a carer to visit Mum. It’s an absolute lifesaver.

Why was the campaign important to you?

I feel very passionately that there needs to be complete reform of the care system. Mum and I visited Parliament and our story featured in Age UK’s campaign report. I think we got our message across well!

How did you feel when the campaign was a success?

I was absolutely delighted that the Government listened to us. I dread to think what would have happened if local councils, who are already so stretched, were in charge of Attendance Allowance.

7/10

Seven out of ten people we surveyed said Attendance Allowance makes a valuable difference to their ability to stay independent.

Breaking the age barrier in Sierra Leone

Our international charity, Age International, worked with their partners HelpAge and Restless Development, an international development organisation, to support an intergenerational programme which is helping communities in Sierra Leone recover from the 2014 Ebola outbreak.

The aftermath of the Ebola outbreak left many communities in Sierra Leone devastated. Restrictions on movement across the country caused businesses to collapse. Grandparents were left to care for orphaned grandchildren and some people who survived disease were excluded by their communities.

The programme has seen our partners train young volunteers to deliver small business training to 1,700 older people, while older people showed younger people how to fish and farm crops in community gardens. We set up savings and loan facilities so that older people could start businesses to support themselves and their communities.

An unexpected benefit of the programme was improved relationships between younger and older people – they began to respect each other’s experience and achievements and not to discriminate because of their age.

The training supported Theresa to set up a cassava farming and cake making business. The income helps Theresa support her four grandchildren and two foster children, all of whom were orphaned following the outbreak of Ebola. Theresa said, ‘We had access to more money, which helped me to extend my business. We are deeply, deeply grateful. I am confident now that I can give education to the children.’

909,000

909,000 older people were directly supported through our international community based projects.



‘Anytime we have a meeting, the younger people come, they really admire the unity we have now and the fact that whatever we do, we do it in one voice.’

Theresa

Moving mountains to help others

Jenny has been volunteering in our Bangor charity shop for 18 years. Four days a week, Jenny makes the ten mile journey from her home high in the hills of Snowdonia to the shop.

Come rain, hail or snow, Jenny travels over mountains to help us raise much needed funds. This dedication and Jenny's commitment to older people in her community is why we gave Jenny an Age UK Spirit of Age 2017 Award.

Jenny was nominated for the award by shop manager, Lana who says, 'being arthritic, diabetic and only having one lung has not stopped Jenny (at 86 years young) from being full of laughter and motivating the team with her positive attitude. She's amazing with customers too – she'll find exactly what they're looking for and sell them the extras to go with it. Our store would be lost without her.'

Jenny jokes that she was six feet tall when she first started volunteering at the shop – 'But I've walked up and down the shop so many times, now I'm five feet!'

Volunteering is 'very much a fun thing' for Jenny and like many of our volunteers, she benefits from the sense of camaraderie that volunteering offers. For Jenny helping us to help others makes her feel like she's 'part of one big happy family'.

57,000+

This year Age UK was supported by over 57,000 campaigners and volunteers.



'It's great to help others. It's made me feel 26 instead of 86. I'm like a recycled teenager.'

Jenny, volunteer

Charity Champions

When Santander UK chose to support Age UK in January 2016, we were over the moon. What we didn't expect to gain was such a relentlessly dedicated team of fundraisers.

Santander's employees have been incredible – particularly the 69 Charity Champions who've gone the extra mile fundraising for us, organising events and inspiring their colleagues to get involved. Their support helps to fund our vital work supporting older people when they need Age UK the most.

From a go-karting tournament to a dance contest, an international challenge in South Africa to a glitzy charity ball – Santander's fundraising events have been everything but average.

As part of Santander's commitment to supporting communities, volunteering is also high on its agenda. Santander's employees have helped out at Age UK shops and signed up to be part of our Call in Time telephone friendship service. Others have got involved with their local Age UKs – helping out at lunch clubs, hosting digital awareness classes and even renovating older peoples' gardens.

We're so appreciative of all the Charity Champions' hard work and dedication that we honoured them with an Age UK Spirit of Age 2017 Award.

£500,000

Santander employees raised a staggering £500,000 for Age UK in the first year of our three-year partnership.

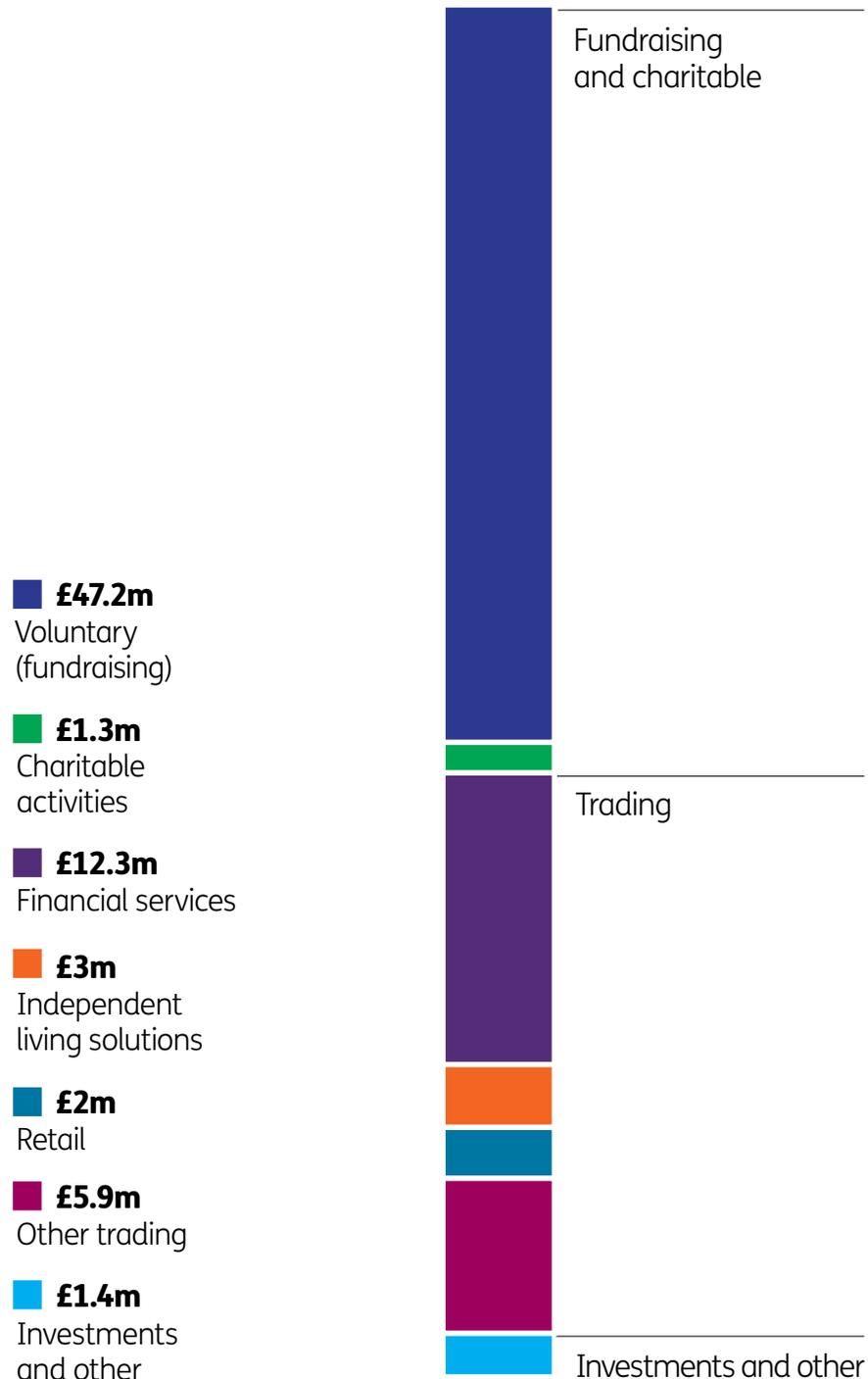
'To directly make a difference to our communities and the lives of older people is a real highlight of my role at Santander.'

Dylan, Santander Charity Champion



How we raised our money

This year our net income was £73.1 million.



How we fundraise

We are grateful to our many generous supporters. Older people and their views are at the very heart of our fundraising. We have established principles to ensure that we do not engage in practices that are inconsistent with Age UK's values. For example, we don't fundraise door-to-door, don't cold call and don't sell our data.

The Age UK Fundraising Charter sets out these principles and reassures people about what we will and will not do when fundraising. You can read our Fundraising Charter at www.ageuk.org.uk/fundraisingcharter

For every £1 donated, we use 11 pence to raise funds for today and tomorrow and 89p is available to help older people.

How we trade

We trade through a separate trading company which Age UK owns. It raises money for Age UK's charitable work by operating over 400 charity shops, providing financial services that meet the needs of older people, and by offering independent living products, like stair lifts.

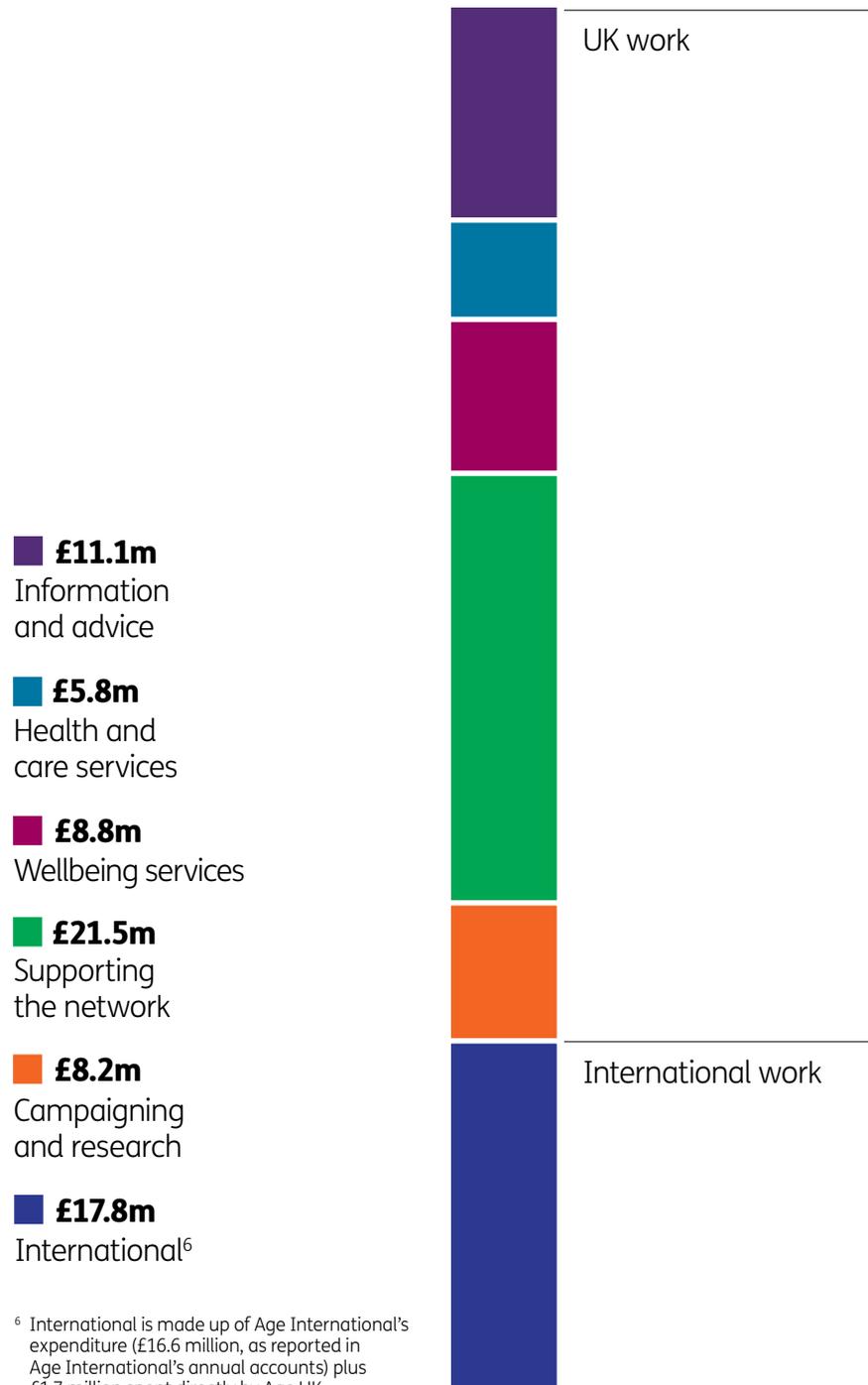
Our trading company is committed to acting in ways that are consistent with Age UK's charitable purpose. We have a set of trading principles which guide any decisions we make about how we trade.

- We offer products and services which are good for older people
- Our prices are fair and appropriate
- The profit returned to the charity is reasonable and acceptable.



How we spent our money

This year we spent £73.2 million on charitable activities.



⁶ International is made up of Age International's expenditure (£16.6 million, as reported in Age International's annual accounts) plus £1.7 million spent directly by Age UK.

We provide information and advice

We help millions of people to know their rights and make the best choices for their later life.

We deliver and transform health and care services

We put people in control of the care they receive whilst sharing best practice to improve services.

We deliver and transform wellbeing services

We tackle loneliness, get older people active and support people to stay independent for longer.

We support the Age UK network

We help the network to offer vital community support by providing unrestricted income, helping it raise money, and working together to improve quality.

We campaign and research

We run campaigns to get public support and influence government and other decision-makers to help make later life better for older people today and tomorrow.

We work internationally

We ensure that women and men everywhere can lead dignified, healthy and secure lives as they grow older.



Thank you

We'd like to thank all our donors, campaigners, customers and supporters for their valued contributions, as well as our staff, volunteers and local, national and international partners. Special thanks also go to the following businesses, public bodies, trusts and foundations for their generous support.

Ageas UK	Dignity Prearrangement Ltd
Allen & Overy	Disasters Emergency Committee (DEC)
Apetito	Donald Forrester Trust
Aviva	Edith Murphy Foundation
The Balcombe Charitable Trust	E.ON
Barclays UK	European Commission
Beatrice Laing Foundation	Evan Cornish Foundation
Big Lottery Fund	Eveson Charitable Trust
Bloomberg	The Exilarch's Foundation
British Gas	Fidelity UK Foundation
British Gas Energy Trust	First Utility
Bupa	The Foster Wood Foundation
The Cecil and Hilda Lewis Charitable Trust	Garfield Weston Foundation
Centre for Accelerating Social Technology	GSK
Common Humanitarian Fund (CHF)	HSBC
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Lloyds Banking Group	Sport England
LV=	Stavros Niarchos Foundation
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Metropolitan Housing Association	UK Power Networks
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The Schroder Foundation	
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Scottish and Southern Energy Power Distribution	

We'd love your support

You can help Age UK in so many ways



Donate



Volunteer



Fundraise



Campaign

To find out more about how you
can get involved with Age UK
visit www.ageuk.org.uk/support
or call **0800 169 87 87**

Age UK

Tavis House
1-6 Tavistock Square
London WC1H 9NA

0800 169 80 80

www.ageuk.org.uk

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