

We are Age Cymru

*The new
face of age*

www.agecymru.org.uk

Registered Charity 1128436

We are Age Cymru

***We believe that age demands respect.
It deserves kindness. Sometimes it needs help.***

Too many people experience difficulties as they age. We cannot promise everyone good health, but we will fight for good healthcare for all of us. Where we find loneliness, we will reach out. When age becomes a burden, we will lighten the load.

And because age is also a wondrous thing, we will celebrate the wisdom, the calm and the confidence it can bring.

We will campaign. We will fundraise together. We will research. We will make the powers that be listen and act. We will challenge where they fail. And we will let them know how things should be done.

***Age Cymru is for all of us,
because age is a part of life.***



Forget about age, look at the person

A fundamental change in attitudes to older age is needed. We all want opportunities to live better lives and make a contribution; we all want equal rights as workers, consumers and as users of public services. Society has accepted widespread elder abuse for far too long; we will not tolerate it any longer.

We all want to be treated with dignity and respect, especially when times are tough and we all want decisions that affect us to take account of our needs and views.

Age Cymru will:

- ensure older people's voices are heard
- challenge and change attitudes
- fight discrimination wherever we find it
- tackle elder abuse in all its forms.

Stay well, enjoy life

We know that for many of us age doesn't come alone. We can all do our bit to keep healthy so that we stand a better chance of staying independent and enjoying later life. We sometimes need the right support to help us do this.

The system too often addresses our medical conditions rather than seeing us as a whole person. The treatment we get from health services matters but just as important is prevention and recuperation.

Age Cymru will:

- celebrate creativity in later life
- make physical activity available
- work to make residential care a positive experience
- promote healthy living throughout the year.



Respected, valued, included

Thousands of people struggle to make ends meet. None of us should suffer a calamitous reduction in our standard of living when we retire. Many people live alone and go for days without seeing a friendly face or hearing from a loved one.

We all want the reassurance that at times of crisis the support we need will be there; that we will be treated with dignity and respected for who we are not how old we are.

Age Cymru will:

- provide a confidential, trusted and expert information and advice service
- make physical activity available
- help people claim their entitlements
- support service providers to become age aware
- campaign for the rights of the most vulnerable people.

Together, taking part

We all need local communities designed with our needs in mind where our voices are heard, and we are not ignored or excluded. We all want opportunities to make a contribution, to take part and to enjoy life.

Knowledge is power and nowhere is this more true than when we know and use our rights. It can make a huge difference to our income and how we access services.

People tell us that they trust Age Cymru more than government agencies to provide them with honest, unbiased information. Age Cymru will work with partners to create a better quality of life for us all, relying on local knowledge to deliver just the right services.

Age Cymru will:

- provide support to older people's groups
- work in partnership for mutual benefit
- provide simple, independent and impartial information and advice.

We are Age Cymru The new face of age

Age Cymru is the new force combining Age Concern Cymru and Help the Aged in Wales. We are committed to creating a world where older people can flourish.



HELP THE AGED WE WILL

Help the Aged yng Nghymru
Help the Aged in Wales

It is your support and your donations that make us the most influential and best informed national charity for older people in Wales.



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