



Age UK Derby and Derbyshire

In 2010 we became Age UK Derby and Derbyshire. Our change of name recognises our partnership with Age UK (the new force combining Age Concern England and Help the Aged). We remain a local, independent charity and are a member of the Age England Association – over 200 charities who work together to promote the wellbeing of older people.

Our new name offers exciting opportunities to reach out to people aged 50+ and carers and to develop new services and opportunities for older people, but our heritage is important. We have been an Age Concern for 40 years and grew from a WWII older people's welfare committee. Local older people have always been at the heart of what we are and do and our 250+ committed regular volunteers help keep that as relevant today as when we first started.

Being local, we work in our communities and learn about what is important to older people and their carers. We work in many ways to improve their lives.

- ✓ We work strategically with local partners to improve the systems and services that affect older people and to campaign at a local, regional and national level.
- ✓ We raise funds to deliver services to older people or to help them access the help and support they need.
- ✓ We develop specialist skills to enable older people to get help with more complex problems.
- ✓ We try to work to ensure older people enjoy later life by offering preventative services.
- ✓ And getting older is not just about help and support. Later life can be an opportunity to enjoy new activities so we have projects that are about getting more out of life.

Older people are at the heart of everything we do. Older people help design our services, set our priorities, give their time as volunteers, govern our charity and use our services and so help develop responsive services.

We rely on donations and sales in our charity shops, local fundraising and grants to keep going. Every penny we receive is spent in the county and city of Derbyshire.

We hope you will consider joining us and helping to make later life better.

If you want to learn more about us visit:

www.ageuk.org.uk/derbyandderbyshire