

# Age UK Doncaster - briefing

## Vision

Doncaster is a better place to age.

## Mission

To take the fear out of ageing by empowering and supporting older people in Doncaster to live and age well.

## Values

We are **courageous**

- For you this means we champion your right to lead a fulfilling life in older age and this underpins everything we do.
- For us this means we embrace the challenge of a changing world, are committed to innovation and are resilient when things don't go our way.

We are **respectful**

- For you this means we see you as an individual, treating you with kindness and listening to your needs.
- For us this means we celebrate each person's contribution and behave in a supportive manner to one another.

We are **effective**

- For you this means you can depend on us and that the work we do has the impact it is meant to have.
- For us this means we deliver quality services based on what works and what's needed.

## Strategic aims 2019-21

- To maintain and create a portfolio of offers which address the needs of older people in Doncaster
- To have skilled and happy employees and volunteers who are enabled to work effectively
- To strengthen our position through raising our profile and diversifying income streams
- To safeguard the charity through effective governance and internal systems

Overall, we are striving towards resilience and excellence.

## Current scope

- Provide a wide range of services and projects: home- and community-based; light touch (signposting) to intensive (personal care); addressing physical health to and emotional wellbeing
- Operate borough-wide
- Approximately 3,000 older people each year
- 50+ age group which allows for prevention
- 120 staff and 70+ volunteers
- £1.9m turnover 2018/19
- Federated to Age UK nationally but a local independent charity in own right
- Flexibility in terms of structure, ideology and current provision to adapt to shifting need, priorities and opportunities given time and appropriate resource