

## Chief Executive's Report

I am pleased to present to you our annual review 2020-2021. In the past year, and under exceptionally challenging circumstances, we have continued yet again, to retain a clear focus on ensuring all clients using our services are supported.

Despite an ageing population and demand for our services increasing, and with many of our clients presenting with ever more complex issues, the Charity remains relevant and committed to our core mission to help people in Essex to live well in later life.

We have been committed to the following organisation aims:

- To identify principal areas of need across Essex and enable older people to live independently with confidence
- To help alleviate the debilitating effects of loneliness and social isolation, to include encouraging more older people to volunteer with us by sharing their life long skills to enhance our services
- To provide information, advice and guidance for older people, their families and their carers
- To provide excellent customer care in order to reach more people and deliver a positive contribution to the Charity through our fundraising efforts
- To ensure that we operate without discrimination and that all money raised in Essex is for the people of Essex

We have continued to consistently work towards achieving our priorities with positive results, despite the challenges of decreased funding, increased demand on services and the ongoing COVID-19 pandemic.

I will continue to work closely with the board of directors to assess the current situation and work with my team of incredibly dedicated staff to implement plans to mitigate the effects of the challenges that continue to arise from the impact of Covid-19. We will aim to provide a range of services which will particularly focus on social contact and to serve as an alternative to our face to face services that have been closed. In addition, we will also be looking at more effective and productive ways we can continue to support our staff and clients. It is without question, Fundraising is one of the biggest challenges for the Charity going forward. This area is critical to financial sustainability and will be a key driver and contributor to any future plans.

The impact of COVID-19 has put pressure on the Charity, its staff and volunteers like never before, but through the incredible efforts, dedication and compassion for our clients, their loyalty and commitment has never faltered.

We continue to feel extremely proud, appreciative and grateful for all of our staff, volunteers and Trustees support and hard work. It is a privilege for us to lead such a committed group of people; we cannot thank them enough for all their hard work and support and total dedication to the Charity.

We look forward to rebuilding our services for the future, which will continue to benefit the older people of Essex, whilst continuing to follow all Government advice and guidance in relation to the COVID-19 pandemic.

Diane Nicola  
**Chief Executive**