

Annual Review

2024–2025



Loving Later Life
in Sunderland
for over 70 years!

Introduction from the Chair and CEO	4
Our Board and Other Offices	6
Front Door Service (FDS)	7-8
FDS Advocacy Service	9
FDS Community Support Clubs (CSC)	10
FDS Keeping in Touch (KIT) Service	11
FDS Dial a Driver	12
CIT Living Well Links	13
Hospital Discharge Service (HDS)	15
The Essence Service	16-17
Menopause Project	18
Wellbeing Service	19
Information and Advice Service	20
LIFESStyle Service	22
Redwood Day Service	24
Metcalfe Dementia Support Service	25
Coalfields & Washington	26
Campaigning	27
Promotions and Marketing	28-29
Age Friendly Alliance	30
Donations and Fundraising	31-33
Partnerships	34-36
Volunteering	37
News and Events	38
Acknowledgements	39



Introduction from the Chair and CEO

This review demonstrates how Age UK Sunderland (AUKS) has supported older people in the city throughout 2024/25 focussing on how we sustained and developed our service provision to meet emerging identified needs.

In addition to telling AUKS's story in data, the report looks at how we have furthered our Charity's fundamental purpose of promoting the wellbeing of older people across Sunderland by delivering a diverse range of high-quality services to some of the most vulnerable older people aged 50+ across the city.

Our Mission is:

To promote the wellbeing of all older people throughout the City of Sunderland, improve their quality of life and help them maintain independence.

As we moved into our 74th year, AUKS has continued to remain dedicated to the delivery of a wide range of support services for people aged 50 and over in Sunderland.

AUKS continues to be an independent local charity focussing on the needs of older people in Sunderland.

Despite increasing financial constraints, we provided much needed support during 2024/25, achieving over 37,815 contacts with older people.

AUKS has sustained delivery and secured funding to develop many critical support services.

Our 2022-2025 organisational strategy demonstrated that we pledged to ensure that we continued to provide our ambitions over the last 3 years and our soon to be developed 2026 – 2029 strategy will give us our blue print in terms of strategic direction in the years to come.

The organisation has remained dedicated to the needs of older people to ensure ongoing support for older people when they needed us most.

Through the work of AUKS, older people are better able to:

- improve or maintain their independence for longer
- feel less socially isolated and lonely
- improve or maintain their health and wellbeing
- make informed choices
- feel safe and more secure
- enjoy a better later life

AUKS is driven by its quality standards and currently holds ISO 9001:2015, Age UK Charity Quality Standards (CQS) and the AUK Information & Advice Quality Programme (IAQP). We are also accredited with CHAS and hold a certificate in Safety, Health, Environment & Fire (SHEF).

As the Chair and CEO of such a vibrant organisation, we are delighted and proud to be part of such a great team of staff and volunteers who have gone above and beyond to ensure older people were supported during 2024/25.

We would also like to thank everyone including our many partners across the city for their continued support in improving the lives of older people in Sunderland.



Graeme Miller
Chair of
AUKS



Tracy Collins
Chief Executive
Officer of AUKS



Our Board & Other Offices

President	The Right Worshipful the Mayor of the City of Sunderland	
Patrons	Professor Peter Michael Fidler CBE, DL, MSc, RTPI and Sir Thomas Allen, CBE	
Chairman	Mr Graeme Miller	
Vice-Chair	Mr Roy McLachlan	
Hon. Treasurer	Currently Vacant – Mr Roy McLachlan (Acting)	
The Board (24/25)	Mr Matthew Jackson	Trustee
	Kath Robinson	Trustee
	Anthony McDermott	Trustee
	Mrs Nicola Thomson	Trustee
	Mr Colin McCartney	Trustee
	Sonia Atkinson	NHS Representative
Chief Executive Officer	Ms Tracy Collins	
Company Secretary	Ms Tracy Collins	
Solicitor	Muckle LLP	
Auditors	Read Milburn	
Head Office	Bradbury Centre, Stockton Road, Sunderland, SR2 7AQ Tel: 0191 514 1131 Fax: 0191 567 0378 Email: enquiries@ageuksunderland.org.uk Website: www.ageuksunderland.org.uk	
Registered Charity No.	1086995	
Registered Company No.	4199449	
Area Offices	Essence Centre The Sir Thomas Allen Centre Mill Hill Road Doxford Park Sunderland, SR3 2ND Tel: 0191 522 1310 Email: essenceservice@ageuksunderland.org.uk Coalfields The Metcalfe Centre Lee Terrace, Hetton-le-Hole, DH5 0AQ Tel: 0191 526 9274 Email: metcalfe@ageuksunderland.org.uk	

Front Door Service (FDS)

Social Prescribing Programme

Enabling older people to stay independent longer

Funded by Sunderland City Council, AUKS's Front Door social prescribing programme provides preventative low-level tailored support to enable older people to stay independent for longer in their local community.

The FDS offers a single point of contact and extends access to information, early interventions and flexible low-level community-based support to adults who do not require intensive or specialised care or support interventions from statutory services.

Social Prescribing interventions are provided by a team of Front Door Social Prescribers who are supported by the wider FDS infrastructure. The team work directly with the older person acting as an interface

supporting the referral process in to health, housing, social care and voluntary/ community services.

The wider FDS infrastructure includes AUKS's:

- Advocacy Service
- Information and Advice Service (income maximisation)
- Transport
- Community Support Clubs
- Keeping in Touch (KIT) Befriending Service
- Dial a Driver Service
- Volunteering Opportunities
- Meal Service via AUKS Kitchen



“As a GP can I say how wonderful the support has been for my client, and in particular the nature and professionalism of the FD Social Prescriber”

“Thank you for all your help, you have been amazing”

“The Social Prescriber made me feel so comfortable. He was very professional and helpful”

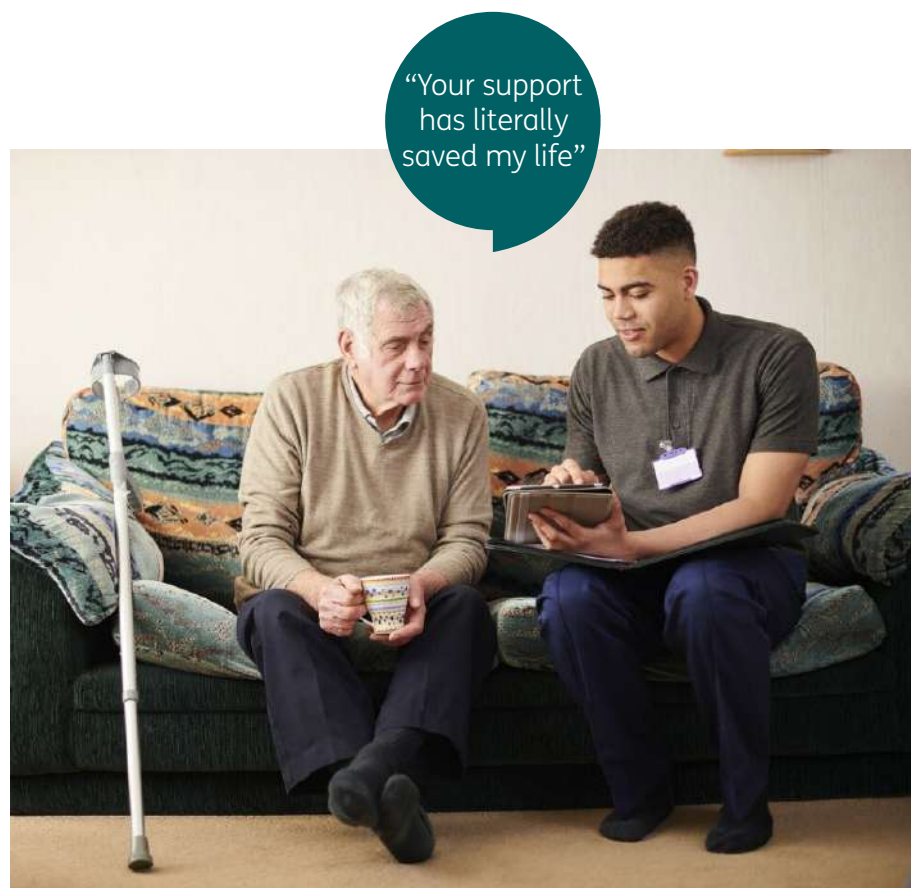
The interventions provided by the FDS Social Prescribing team have shown significant increases in the wellbeing and confidence of older people and in their interactions within their local community.

39% of clients who accessed the FDS during 24-25 stated

they felt lonely either often, always or some of the time.

This reduced to 8% following intervention by the FDS.

Over 30% of clients reported they needed support to establish social interactions and support networks.



During 2024-25

1,220
new referrals

9,326
total support
interventions

1,110
people supported

FD Advocacy Service

Assisting older people to enable them to find their voice

AUKS's FD Advocacy Service is accessible to everyone aged over 50, and is the only one of its kind for older people in Sunderland.

The service is free of charge and assists people who are experiencing difficulty with resolving issues. The Advocacy Service aims to resolve problems ensuring that the client's voice is heard, achieving a positive impact on older people's health and wellbeing and is the only non-statutory generic advocacy service dedicated to people aged 50+ in Sunderland.

Our professional advocate works with volunteer advocates to liaise with and support older people in Sunderland through a range of disputes. The advocates provide a selection of options from which the client can determine their chosen pathway.

The Advocacy Service is essential in ensuring that every older person has a voice to obtain the support they need to be able to speak up for themselves.

Often in later years, especially when people are moving through life transitions such as bereavement and health issues, life can often prove to be complex and challenging.

Our advocate also attends community events and holds regular outreach surgeries in the community to enable more people to access the service.

During 2024-25

305

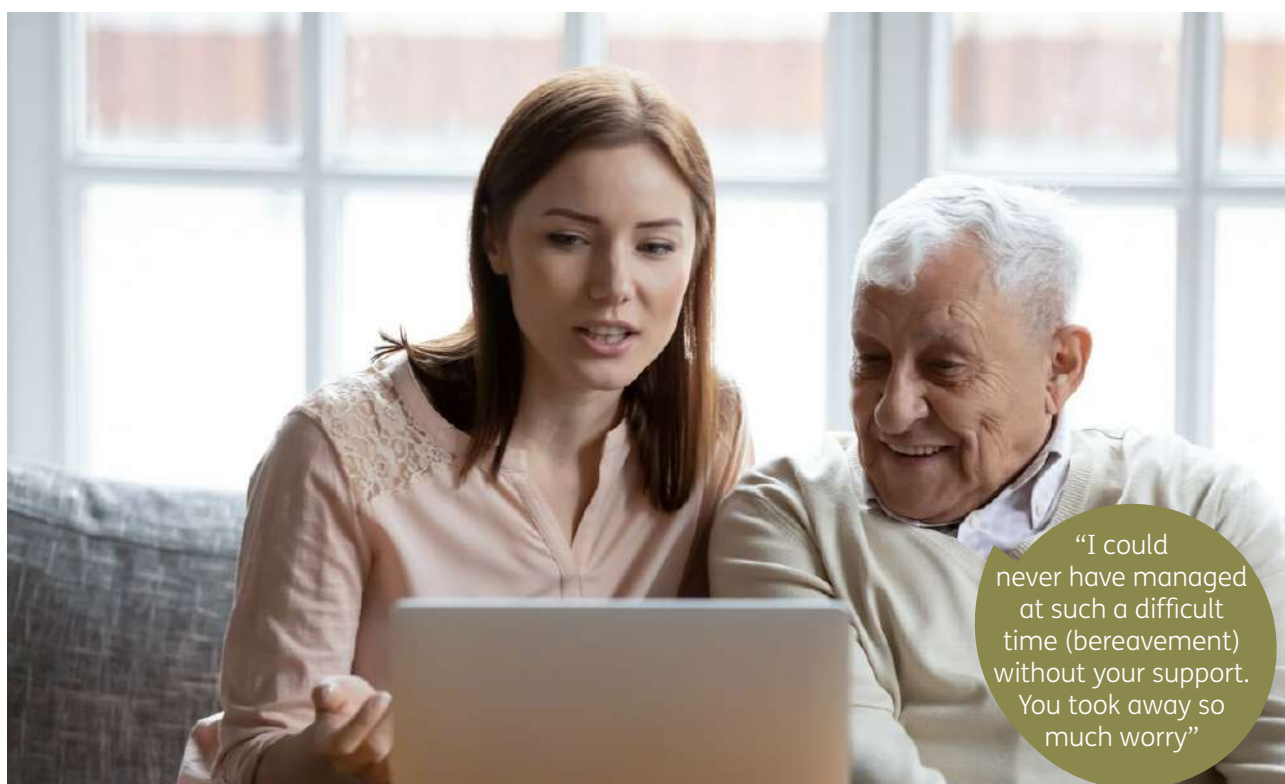
issues resolved

286

people supported

3

volunteers supported



"I could never have managed at such a difficult time (bereavement) without your support. You took away so much worry"

FD Community Support Clubs (CSC)

Reducing loneliness and social isolation

Our CSCs are citywide and bring people together to socialise with friends old and new at the same time offering the opportunity to join in with activities.

Many of our CSCs have now started serving a freshly cooked two course meal following the opening of our AUKS kitchen

This year saw the launch of our Trishaw CSC which helps to combat loneliness and isolation by providing a fun experience along with the physical and emotional advantages of the great outdoors.

Clubs were formed with thanks to Sport England. Our 22 week strength and

movement club now runs alongside a 16 week strength based club at a local gym.

These clubs provide a diverse choice to tailor to the different needs of older people and are a vital opportunity to socialise which reduces the impact of loneliness and isolation, there is also a transport offer as part of the support

Through attendance at our CSCs we are able to help older people to:

- lead healthier and happier lives
- tackle loneliness and isolation
- get more active
- stay independent for longer



During 2024-25

238

older people attended
CSCs each week



39

CSCs in operation

41

volunteers provided
valuable support

FD Keeping in Touch (KIT) Service

We all know what it's like to feel lonely but did you know that some older people regularly go an entire month without speaking to anyone?

Loneliness is a growing issue for older people. Over half of people aged 75 and over live alone, and 1 in 10 people aged 65 or over say they are always or often felt lonely.

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our KIT service. It is a simple, straightforward way to connect with others.

Information is gathered about a person's previous employment, hobbies, likes and dislikes to ensure KIT volunteers are

matched to older people with things in common. Our volunteers often tell us they get as much reward from delivering the service as the clients do in receiving it.

During this year we have been able to support **435 clients** with either a weekly telephone call or a Friendly Face visit from one of our **68 volunteers**. Often this call or visit is the only contact a client has with somebody for days on end and clients tell us how much they look forward to hearing from their KIT volunteer.

During 2024-25

68

volunteers supported

6,674

telephone calls made

435

clients supported

1,401

friendly face visits achieved to older people's homes



"The volunteer has been very pleasant to speak with and each week we have a lovely catch up. She has supported me and given me confidence to join a new club. I am very thankful for my weekly telephone calls"

FDS – Dial a Driver

Providing transport to vital appointments in the community

Dial a Driver is a volunteer car transport service providing people aged over 60 in Sunderland with a ride to non-urgent appointments at hospitals, doctors, dentists and podiatrists.

Poor health or lack of mobility can often mean it is difficult for older people to access public transport and they may lack the confidence to do such a journey on their own. Our small team of volunteer drivers use their own cars to provide a door-to-door service, friendly chat and assistance where

needed. This can take the stress and worry out of getting to and from an appointment.

While medical appointments are the priority, the service can also be accessed for journeys to day centres, community clubs and some social visits, when the client would otherwise be unable to travel and may have become isolated.

The service operates with 9 volunteers who have provided transport for 2665 trips for older people during 2024/25.



During 2024-25

110

older people supported

9

volunteers supported

2,665

journeys made

Community Integrated Teams (CIT)

Social Prescribing Programme – Support for local people who need it most

Funded by NHS North East & North Cumbria Integrated Care Board (ICB) the CIT Social Prescribing Service works to support people who:

- are 65 years old or over
- have two or more complex long-term health conditions
- face social challenges as a result of their health and wellbeing

The service is part of Sunderland's CITs which enables older people to access better, more integrated care outside of hospital, thus helping to reduce unnecessary hospital admissions.

The aim of the CIT social prescribing service is to put older people living in Sunderland in personal control of their health and wellbeing by linking them into community support and assets via social prescribing.

The service works across all 5 localities to provide a city-wide service working with colleagues in health, social care and the VCS to ensure older people are supported

to receive the help they need to live independently.

The team have supported clients, throughout 2024/25 using a triage system to complete initial assessments by telephone or home visits.

The service is a great success and our team ensure that the older people of Sunderland with long-term conditions are supported to have a better quality of life within their communities.

The team act as a first point of contact to support older people in their homes, care homes and other community settings using a person-centred approach, which includes their families and carers. Non- medical support is provided based on the client goals, ensuring older people receive the right support at the right time

I can't thank them enough for the help they have given me to be independent again in my own home.



During 2024-25

1,549

referrals or signposts (including assisted signposting) to other services have been made

1,714

older people have been supported by the CIT Social Prescribing Service during 2024/25



I didn't know there were so many social opportunities near me, I don't feel so isolated anymore and have made new friends already.

Hospital Discharge Service (HDS)

Actively reducing the re-admission of older people into hospital

Funded by NHS North East & North Cumbria Integrated Care Board (ICB), AUKS's Hospital Discharge team are based within the Discharge Lounge at Sunderland Royal Hospital (SRH) operating across the City of Sunderland for older people aged 60+. The Hospital Discharge team work closely with staff within the hospital wards and discharge lounge in Sunderland. The HDS focus on preventative support to avoid readmissions back to Hospital.

The team offers a flexible range of advice and support within the home on discharge from hospital. Working with patients over a number of weeks after discharge. The service includes assisting in meal preparation, helping with light, housework, companionship, shopping support and signposting to other support services.

Some clients request ongoing support after the initial HDS intervention and are then referred to other services to support the individual on a longer-term basis.

During 2024/25, this vital support service has remained operational also providing crisis food packs to older people requiring emergency support on discharge from hospital, as well as shopping and housework support.

The service continues to build good support systems with other professional services and organisations ensuring older people receive a variety of support interventions.



During 2024-25

2,099

home visits
were made

4,918

patient contacts
within the Discharge
Lounge and across
Hospital Wards

1,320

older people
supported

142

signposting and
referrals

The Essence Service

Sunderland's Dementia Hub for those in the mild to moderate stages of the condition



AUKS's Essence Service has continued to develop and make a positive impact for people with a mild to moderate diagnosis of dementia and their carers.

Our Essence Service is dedicated to ongoing consultation with those with a mild to moderate dementia diagnosis and their carers to ensure the service is client focused and tailored to individual need.

During 2024/25, the team supported clients diagnosed with dementia to maintain their cognitive and social skills via engagement and participation in our wide ranging activities. Dementia awareness training is provided to clients, carers, extended family members and other professionals to enhance their understanding of the condition and to help them to develop strategies to better cope with difficult and challenging situations and symptoms as the condition progresses.

We provided regular one-to-one support and personal plans for individuals, for both the person with dementia and their carer, help maximise income by carrying out welfare benefit entitlement checks, and work in partnership with many organisations to help to improve services available to those with dementia to help clients and carers obtain additional support in times of need.

Our feedback clearly demonstrates that the service provides a high level of information, advice, activities and listening ear support, which helps people come to terms with and accept a dementia diagnosis in an informed and supportive environment.

We are delighted that the NHS North East & North Cumbria Integrated Care Board (ICB) continue to commission this service to help us carry out our vital work.

In November 2024 Our Essence Centre was re-awarded the Gold Award by the Dementia Services Development Centre (DSDC) at the University of Stirling for dementia friendly design. AUKS is the sole charity in the UK to hold this award.



"The Tuesday morning Ladies Group, a very UNDERSTATED title, which does not begin to describe this UNIQUE CLUB! For two blissful hours we laugh, we gossip, we cry but most importantly we support each other. We "get it". And, you wonderful people are always on hand with support and advice to guide us step by step through a minefield with dedication, care and respect. Thank you for enabling is to feel validated."

"I couldn't speak more highly of the Essence Service! Essence staff have been absolutely brilliant! We would have been lost without your help and advice."

"Thank you for all your support, information and for checking in on dad. The dementia awareness training was really good."



The Essence Service highlights the benefits of "Keeping the Essence" of those with a dementia diagnosis for longer linking individuals and their carers into mainstream activities and support.

In addition to providing information on dementia, such as behavioural changes and the different types of the condition, a range of other information and advice has been delivered to people with dementia and their carers, including:

- dedicated ongoing help via support workers
- maximising income and accessing benefits
- practical support for carers in their home via Essence Lifestyle service (shopping, housework,)
- dedicated carer navigation and support
- information on community and residential care
- wills and power of attorney
- accessing social care assessments
- client centred support plans
- training programmes: dementia awareness training for clients with dementia, their carers and for professionals
- support for carers when their loved ones dementia diagnosis becomes more advanced
- peer group support meetings
- a variety of activities throughout the year at our Essence Centre and in the community including our annual Christmas Party at The Grand Hotel

Partnership working with STSFT and Healthwatch Sunderland resulted in:

- Sunderland Royal Hospital ED providing a dedicated, single occupancy room, offering a quiet space for dementia patients at a vulnerable time whilst they wait for treatment.



During 2024-25

1,526
people accessed the
Essence Service in
2024/25

738
of which were new
clients in 2025/25

11,107
attendances at activity
sessions delivered at
the Essence Centre and
in outreach venues
across the city

76
people supported via
the Essence Lifestyle
service – accumulating
648 hours of support
with housework and
shopping for carers

12
volunteers supported

Menopause Project

Supporting women to access services



Age UK Sunderland's Menopause Project aims to raise awareness, increase knowledge and understanding and help improve access to support for people of all ages and backgrounds who are experiencing the impact of menopause.

The project aims to help everyone understand the mental and physical changes that occur during all stages of the menopause and provide supportive tools to help make a difference to the lives of those experiencing symptoms.

To achieve these aims, a citywide approach is implemented working with local health providers, organisations and workplaces.

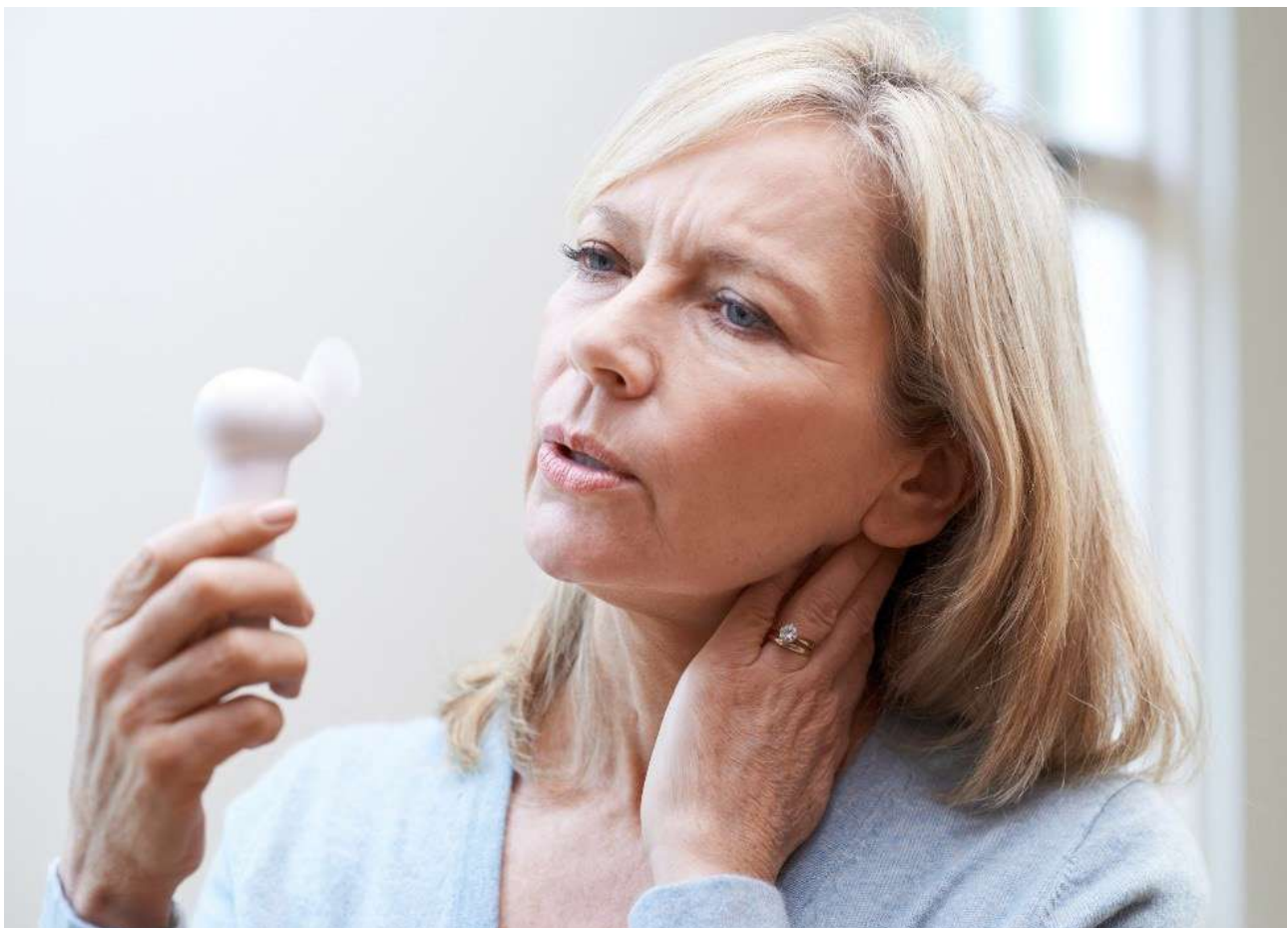
During 2024-25

6 Menopause Educator Sessions held across all geographical areas of Sunderland with over **200+ attendances** in total

5 Local businesses implemented a Menopause Policy due to partnership working with AUKS Menopause Project

1,000+ Women accessed information relating to Menopause via local events

24 Activity sessions were delivered throughout Sunderland



Wellbeing Service

A service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress

3.6 million older people in the UK live alone, 1.9 million older people often feeling ignored or invisible with research finding loneliness can be as harmful to our health as smoking 15 cigarettes a day.

Source –Age UK

Funded by NHS North East & North Cumbria Integrated Care Board (ICB), AUKS's Wellbeing Service is a service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress.

The aim of the project is to tackle social isolation for older people with low-level mental health issues. The service looks to reduce symptoms of mental ill health to increase wellbeing.

Following referral, ongoing assessments are completed to identify need in terms of social exclusion and mental health issues. The service also acts as a form of signposting and support to promote independence and get older people integrated back into their local community.



During 2024-25

678

Contacts made
to support people
during 2024/25

Information and Advice Service

Helping people to claim their benefit entitlements

AUKS's Information and Advice (I&A) Service provides a free and confidential service which is a much-needed support to people aged 50 plus across Sunderland. The I&A team provide help with checking client benefit entitlements, offering advice on how to claim and assistance to complete benefit forms.

The I&A team ensures those claiming welfare benefits are receiving the full entitlement they should be receiving, signposting and referring clients where appropriate to other services and organisations providing supplementary information about supportive services and community care matters.

To ensure that no older person misses the opportunity to maximise their income the I&A service offers flexible appointments, which can be face-to-face or over the telephone. We can arrange your appointment to take place in our offices, for those with a greater need and who have restricted mobility we can offer you an appointment to take place in your own home, alternatively we can undertake your appointment over the telephone.

The I&A Service continued throughout the year to maximise client's income through benefit advice, ensuring older people are receiving their full entitlement. These entitlements empower local older people in receipt of low levels of income to maintain their independence and their general health and wellbeing.

Additional financial support helps to considerably reduce stress and the day-to-day concerns caused by the current cost of living crisis.

Benefits gained improve clients' wellbeing enabling them to increase participation in social activities and support, which reduces loneliness and isolation.

"Thank you for all the help you gave to me and my husband, helping him to claim Attendance Allowance. He has now been awarded the higher rate and this extra money will help to provide more support as it is needed. I couldn't have done it without you!"



During 2024-25

282

people supported in making claims

61,776.49

backdated benefit arrears

267,703.28

in additional benefits



“Sincere thanks and appreciation for all of your help and support with benefits for my wife. I would not have been able to do anything without the help of my Essence Welfare Benefit Adviser and Essence Support Worker.”

“Thank you for advising me to apply for Pension Credit and Attendance Allowance, I have been awarded the higher rate for AA, this extra income has made a huge difference to me financially. I can’t thank you enough for all your help!”

LIFeStyle Service

Offering support in and out of the home

We have an invaluable team of experienced Older People Support Workers (OPSWs) who provide help and support to older people across the city. This has been crucial over the last year as demand is on the increase.

Throughout 2024/25, our clients received shopping, housework and companionship support via our Lifestyle Service, which is integral for our clients' health, wellbeing and maintaining their independence.

With increase in demand for the service, we have successfully recruited, inducted and trained new team members in order to expand and develop the service.

This service is self-funded.

During 2024-25

17 older people's support workers

189 average hours of support per month

159 individuals supported on average per week





Redwood Day Service

Support to reduce social isolation and maintain independence

Our Redwood Day Service provides a fun day out and helps promote independence and wellbeing. The self-funded service offers a high standard of activities and events throughout the year at competitive rates.

The Redwood service provides a tailored 1:1 experience for each individual, including transport to and from the session and an offer of a freshly cooked 2-course meal.

Our Redwood Day Service provides both respite for carers and a supported and safe day out for older people who can take care of their own personal care needs.



During 2024-25

71

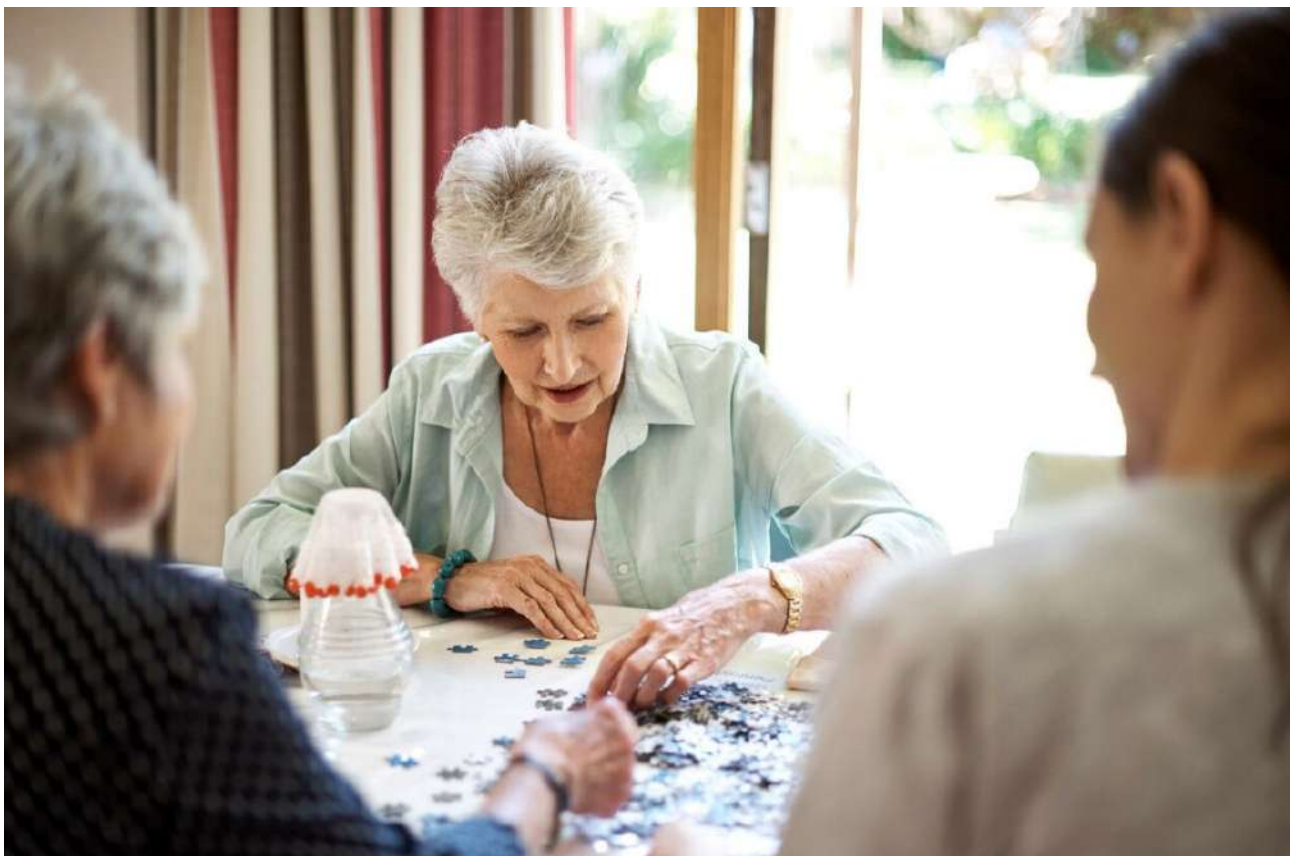
people were supported

252

sessions were provided

2,697

total attendances were made



Metcalfe Dementia Support Service

Supporting the needs of people with moderate dementia

The Metcalfe Dementia Day Service is a dedicated service for older people living with moderate dementia who live within the boundaries of Sunderland.

This service is based at Lee Terrace in Hetton-le-Hole, in the Coalfields area of Sunderland. The centre has a high quality, colourful, dementia friendly design and was set up to offer tailored support from trained and dedicated staff.

The Metcalfe Centre includes an outdoor area with a sensory garden for additional stimulation and enjoyment.

Activities are designed to help stimulate those living with a moderate diagnosis of dementia, as well as providing much needed respite support for carers.

Participants must be able to support their own personal care needs.

In November 2024, Metcalfe became the first charitable day care centre in the UK to receive the new EADDAT Silver Award from the prestigious Sterling University for dementia friendly design.

During 2024-25

60

people were supported

250

sessions were provided

2,639

total attendances were made



Coalfields & Washington

AUKS support older people across the whole of the City and has community support clubs at Washington and Coalfields

AUKS support older people across the whole of the city and has community support clubs at Washington and Coalfields.

Ably assisted by a number of dedicated volunteers, working with a range of partner agencies, we were able to continue to support many local older people during 2024-25 from the heart of local communities.

Coalfields & Washington

All enquiries regarding the Coalfields & Washington services can be answered by telephoning 0191 514 1131



Campaigning

AUKS have continued to support AUK campaigns in 2024/25 via our advocacy service including:

- Winter Fuel Campaign
- The Social Care Reform Campaign
- Improved Healthcare Campaign
- Visits in Care Homes Campaign
- Domestic abuse has no age limit Campaign
- Offline & Overlooked Campaign



Promotions and Marketing

AUKS have been providing help and support to the older people of Sunderland for over 70 years and we are the largest local independent charity, working and campaigning on issues affecting all older people within the boundaries of the City of Sunderland.

With regard to our services, we aim to position ourselves in public spaces with high volume footfall, with regular promotional stands. This approach maximises our potential to introduce our services to new people as well as creating networking opportunities with other organisations learning about the services that they provide better equipping ourselves to inform our client base.

During 2024/25 we used the following methods to promote our services within the Sunderland area:

- Drop in sessions
- Events

- Press Releases to our local media to promote news events with great success.
- Television interviews which were broadcast via BBC and ITV news regionally enabled us to have a strong voice on current issues during 2024/25.
- Via our social media sites (Facebook/Instagram) & our website to promote our services and any news we wanted share.

AUKS is seen as a central hub by older people in Sunderland needing support, resulting in an exceptionally high demand for our services.



Pictured above (left to right) Ian Jarvis - CIT Social Prescriber for AUKS, Karen Barrett - Advocacy Coordinator for AUKS, Tracy Collins - CEO of AUKS, Samantha Freeman - Front Door Social Prescriber & Nicole Myselyko - Activities Facilitator for AUKS

Health and Wellbeing Guide

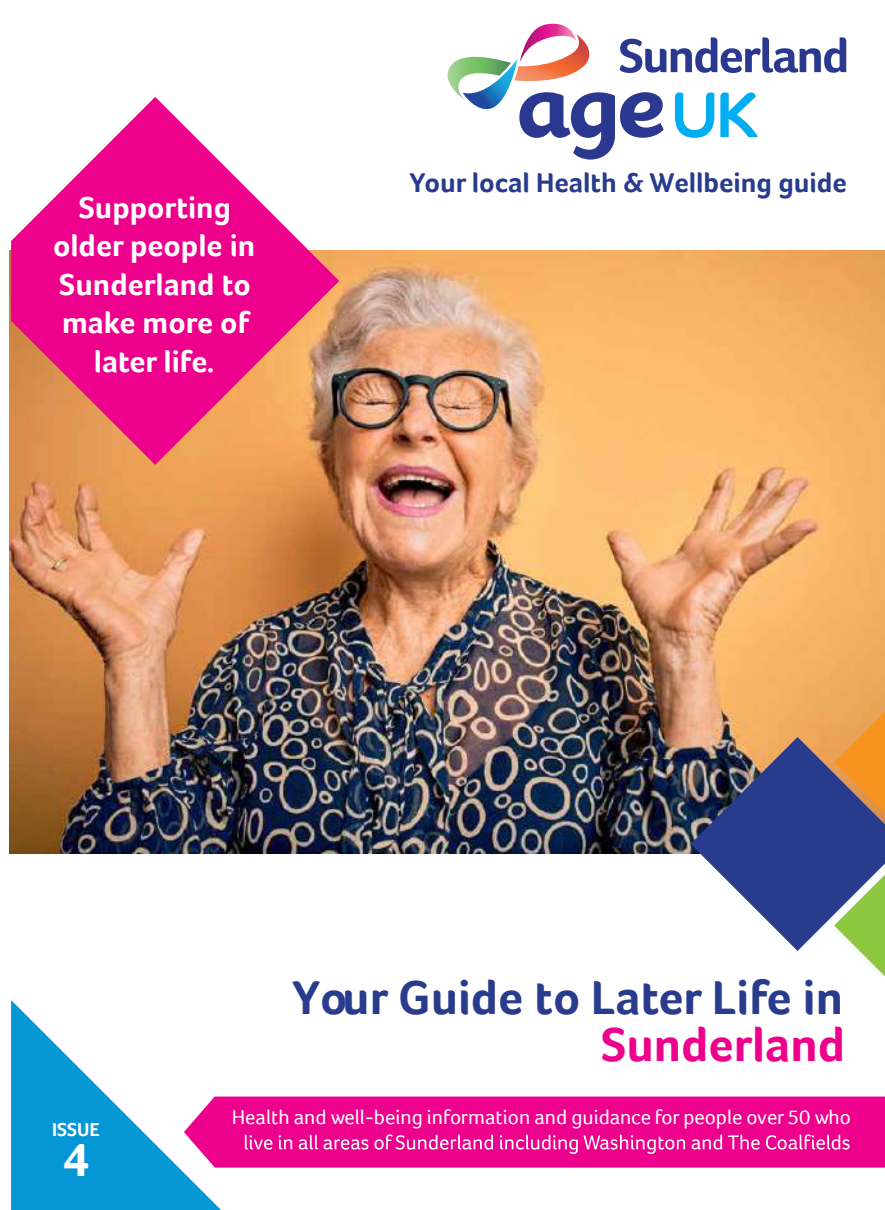
We continue to produce AUKS's Health and Wellbeing Guide.

This guide contains health and wellbeing information and guidance for the over 50s.

There is information on the services and activities provided by AUKS and how to access them.

There is also information aimed at older people and their carers who may need to access social care support, either now or in the future.

The contents of this guide also reflect current guidelines that have been sourced from a variety of government agencies, including the Care Quality Commission (CQC) and NHS Choices.



Age Friendly Alliance

This year saw the successful launch of the AUKS Age Friendly Alliance (AFA) which is a new city wide initiative to promote age inclusion and champion the value of older people across many areas of life.

We are incredibly pleased to announce Stagecoach North East as the first official member of the AFA. As a founding partner, Stagecoach has shown real leadership in recognising the value of older people and committing to a culture of inclusion.

We look forward to working with them and many other organisations in the year ahead to ensure Sunderland becomes a truly age friendly environment for everyone.



Pictured above: Tracy Collins CEO of AUKS, Steve Walker Managing Director of Stagecoach North East and David Wakefield Operations Manager for Stagecoach's Sunderland Depot

Donations and Fundraising

Our thanks go to everyone who has been involved in fundraising for us during 2024/25. It is with the generous support of donors and fundraisers that we are able to have a positive and lasting impact on the lives of vulnerable older people in Sunderland.

To fund our work, we seek to achieve a constant flow of income through a balance of commissioned services and fundraising.

We would like to give a special thank you to all of our commissioners for continuing to fund vital work that improves the lives of older people in Sunderland.

Our annual Christmas Spectacular in December 2024 was a great success; we thank all those who attended and donated to our brilliant charity.



Pictured above: Sunderland Minster The Reverend Canon Clare MacLaren, AUKS Trustee Nicola Thomson, AUKS CEO Tracy Collins, The Mayor of Sunderland Alison Chisnall, AUKS Trustee Roy McLachlan & AUKS Trustee Anthony McDermott

Pay It Forward

Many of the services offered by AUKS are provided free of charge. They are designed to support those in need and to help improve personal situations, finances or overall quality of life.

We ask clients that have benefited from these services to consider donating to help sustain our work for others, which contributes to meeting the ongoing cost of services.

'Pay It Forward' is a way for clients or their families to recognise the professional support they have received by making one-off or regular donations to AUKS.

The addition of Gift Aid by UK taxpayers also adds an extra 25% to any donations we receive. Contact AUKS if you would like to know more about how you can 'Pay It Forward' and support our vital services.

We were very grateful for all the donations received during 2024/25. These donations supported our work and made a great difference to the lives of many older people in Sunderland. We are grateful to everybody that made donations.

Individual fundraising and donations

AUKS have an online donation page, using Just Giving. People make individual donations via this account and some choose to use the page as a way of remembering lost loved ones and to say thank you for the support their relatives and friends received from AUKS in later life.

To donate please visit:

<https://www.justgiving.com/ageuk-sunderland>

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It is with the generous support of donors and fundraisers that we are able to have a positive and lasting impact on the lives of vulnerable older people in Sunderland.



Feeding Families Christmas Hampers

Working in partnership with Feeding Families, AUKS staff delivered **50 Christmas hampers** containing Christmas food and goodies in advance of the Christmas period 2024 to help some of our most lonely and isolated older clients enjoy their Christmas festivities.



Paul 'The Mackem' Holborn

Paul completed 7 marathons, in 7 days, on 7 continents to raise **£4,511.77 for Age UK Sunderland** – an absolutely phenomenal achievement!



Mecca Bingo Food Donation

Mecca Bingo, Park Lane, Sunderland, kindly donated **a large amount of food** which was used to make up Christmas hampers for AUKS clients.



Dunelm Christmas Gift Bags

Dunelm provided us with **20 gift bags** which were donated by their customers as part of their Delivering Joy Christmas Tree appeal. As a result of these generous donations we were able to distribute Christmas gifts to some older people in Sunderland who were facing Christmas alone.



EE Christmas Hampers

Staff at EE continued their fantastic volunteer support by taking part in a reverse advent calendar event culminating with the delivery of **18 food hampers** to some of our community support club members.

We would like to thank all of those involved on behalf of our clients that received Christmas hampers.



Sunderland and District Classic Vehicle Society

The Sunderland and District Classic Vehicle Society kindly collected **£2,686 for Age UK Sunderland.**

Partnerships

As the leading charity for older people in the City, AUKS support a wide variety of partnerships and community work. A number of the key partnerships we engaged with in this year are detailed below:



Sunderland City Council

We continue to work closely with elected members and officers to support older people across the City and continue to have representation on:

- Sunderland Safeguarding Adult Board
- (SSAB) Quality Assurance Sub Committee
- Ageing Well Board

NHS North East & North Cumbria Integrated Care Board (ICB)

AUKS work in partnership with NHS North East & North Cumbria Integrated Care Board (ICB) and has representation on a number of working groups to ensure that older people's lives are improved and that services and support are in place to maximise independence. Choice and control, whatever their individual needs are.

Supporting Community Development via Social Prescribing

AUKS is active in supporting community assets via social prescribing for older people within the city. AUKS have two dedicated social prescribing teams. CIT Social Prescribers who support people aged 65+ with comorbidities (implemented in 2015), and our Front Door Social Prescribers who support people aged 50+ focussing on the preventative agenda.

Social prescribing is a way for local agencies to refer people to a link worker. Social Prescribers give people time, focusing on 'what matters to me' and taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.

When social prescribing works well, people can be easily referred to link workers from a wide range of local agencies and partners. Self-referral is also encouraged.



Partnership working

AUKS also work in partnership with many voluntary sector partners across the city. Partnership working is vital to ensure all community infrastructure resource is utilised effectively without duplication of service delivery.

During 2024-25 AUKS has worked in partnership with various different services including The Green Doctors, Active Families NE, The Salvation Army, Sunderland Family Zone, Compass Community Transport, EE, RNIB, The Stroke Association, Memory Protection Service, Healthwatch Sunderland, Engagement, Tyne & Wear Fire Service, South Tyneside & Sunderland NHS Foundation Trust, The Bowel & Bladder Service, Coop Legal, Grange Unit & NHS

Sunderland Carers, Northumbria Police, Sunderland Initial Response Service, Sunderland Jobcentre, Samaritans, University of Sunderland, Groundwork North East, The Bread and Butter Thing, Pennywell Hub, Building Blocks, Sunderland College, Washington Men's Group, Washington Mind, Links for Life, Sport England, Dunelm, Weights & Cakes CIC, Sunderland Ballet CIC, Media Savvy CIC, LG Designer Maker CIC, Born Good, Bishopwearmouth CIC, North East Podiatry Service, African & Caribbean Community Association North East CIC, Patient Involvement Service and many more.



Pictured above: An EE Tech Drop-in session held at Age UK Sunderland, Bradbury Centre

Pictured right: Our President for 24/25, The Right Worshipful the Mayor of the City of Sunderland Alison Chisnall, AUKS CEO Tracy Collins & Mayor's Consort Alistair Thomson at our Essence Christmas party



Pictured below: Our great partnership working with the African & Caribbean Community Association North East (ACCANE)



Volunteering

During 2024-25, 133 dedicated volunteers provided more than 400+ hours of their time per week helping to run our service across the city including the Washington and Coalfields areas.

We have a large team of dedicated volunteers who each provide a few hours of their time a week helping to run our services across the city including the Washington and Coalfields areas.

New people are joining us from a range of backgrounds, experiences and varying ages, ensuring our volunteer base is diverse. Volunteers offer an impressive range of skills, as well as great reserves of energy and enthusiasm. The volunteer recruitment procedure is robust and includes the completion of an enhanced Disclosure & Barring Certificate (DBS) and 2 references for all volunteers.

We have volunteering opportunities located all over Sunderland with many services benefiting from our Volunteers.

The Volunteer News newsletter continues to be published every quarter to keep our volunteers up to date with news stories, profiles, information and the regular training opportunities which are available such as dementia awareness sessions and safeguarding.

We also hold regular coffee mornings with our volunteers to catch up on what has been happening in the organisation in a relaxed and informal setting.



If you would like to find out more about Volunteering for AUKS please contact our Volunteer Recruitment Facilitator on **0191 514 1131**



News and Events

Age UK Sunderland were delighted to hold its Annual Volunteer Celebration at The Grand Hotel on Thursday 20th June 2024.

The celebration was the perfect opportunity to thank our dedicated volunteers who are the backbone of the organisation.

AUKS has a large team of volunteers who reach over 16,000 older people each year. Volunteers work in a variety of key roles across the city in services such as KIT, Advocacy, Essence, and AUKS Community Support Clubs across the city.

The celebration was held at the Grand Hotel Sunderland and awards were presented by The Right Worshipful the Mayor of the City of Sunderland, Councillor Alison Chisnall and Consort of the City of Sunderland, Councillor John Usher who honoured the hard work and dedication of our longest serving members, some of which have been with

us for over 25 years, as well as announcing Joyce Jude as Volunteer of the Year 2024.

AUKS' volunteers were treated to an afternoon tea as well as entertainment performances from George El-Hakim and Andrew Taylor, and East Herrington Primary Academy Choir, as a thank you for their valuable contribution in improving the lives of many older lonely people in Sunderland.



Pictured: (left to right) Tracy Collins - CEO of AUKS, Joyce Jude - Volunteer of the Year 2024, The Right Worshipful the Mayor of the City of Sunderland, Councillor Alison Chisnall and Consort of the City of Sunderland, Councillor John Usher

Acknowledgements

We would like to thank all of the funders of our services. Their continued support enables us to fulfil our mission statement for the older people in the city.



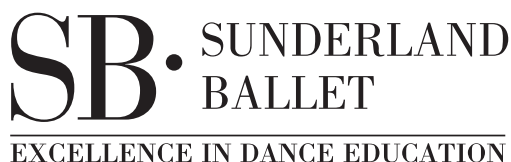
**University of
Sunderland**



**St
James's
Place**



SIR JAMES KNOTT TRUST



**The Access
Foundation**



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