

Our Impact 2024/25



There when you need us the most

I would like to open this Impact Report by sharing two of the stories featured inside. They remind us just how challenging life can be for many of the people we support and why our work matters now more than ever.

One woman came to us frightened after losing her low-paying job, with no money to put food on the table. She was 82. Another, a man who had lost his wife, used to sit in the front garden just to see people, to take the edge off his isolation. These snippets give an idea of the human cost behind issues like poverty and loneliness and are clear reminders of why our work is so desperately needed.

Our mission is to be the 'go-to' for expert advice and support, aiming to 'change how we age' so people live healthier, happier lives. Our priorities remain clear: ensuring that older people are healthy, independent, informed and connected.

Our VIP values - Valued, Included and Passionate - capture how we want our staff, volunteers and customers to feel. That they are important, included and enthusiastic about our charity and what we achieve every day.

You'll see figures overleaf which demonstrate how we're addressing the challenges that some older people face. We have put a combined total of more than £4.4 million into the pockets of those who needed it, by helping them access benefits, grants and discounts. Over 2,300 visited our clubs and centres, to connect, stay active and nurture friendships. Many more were supported at home, with our team helping to maintain their independence, checking on their comfort and safety, plus providing a listening ear.

I'm particularly proud that this year our client contacts have increased by 16,000, with us often calling or visiting individuals numerous times. This demonstrates that we're offering people more intensive support when they need it. We are helping people navigate complex issues with personalised services, support and compassion.

Our impact is always a collective effort and we're so grateful to our staff, volunteers, partners, funders and donors. Their dedication and commitment to our cause is invaluable.

Together, we're able to offer practical solutions, expert care and renewed hope.

Thank you for your support.
Best wishes,



Helen Rice

Chief Executive

Age UK West Sussex, Brighton & Hove



Our Services

With funding from GP practices, hospitals, local authorities, donors and incredible fundraisers we helped to provide older people's services covering:



Loneliness



Dementia



**Information
& Advice**



**Hospital
Discharge**



Help at Home



**Prevention &
Social Prescribing**

“A huge thank you for giving me my life back. I've got £227 a month towards my rent and £900 back pay. I've also got my blue badge coming, all thanks to you. I can't thank you enough!”

Caller to our Information & Advice Team

“For me it's a very rewarding job. You're helping people and sometimes you're the only person they've seen all week. You bring a little joy with each visit and that makes me so happy.”

Help at Home Team Member

Our year in numbers

We directly supported
over **12,000**
older people and 4,245
through fantastic local
partnerships.

One of our clients now
receives **£5,616**
a year extra income, due
to our intervention.

We put a combined
total of over
£4.4 million
into the pockets of older
people, by helping them
access benefits, grants and
discounts.

We have **5** centres,
including a new face-
to-face hub in central
Brighton, offering a
one-stop space for
information and advice.

We gave practical help
to **1,365**
people worried about
staying warm in winter.

Over **260**
people benefit from our
specialist dementia
support groups and
173 registered carers
access respite and
wellbeing programmes.

We host **Older People's Networks** and enable..

1,000+

professionals to regularly meet, share and learn.

More than

2,300

people accessed our clubs and centres, with countless cups of tea served in our cafes.

99%

of people we surveyed said they would **recommend our services**.

Over **310**
fantastic volunteers
supported us this year.

Our **client contacts**
have increased by over

16,000

this year **to over 137,000** - one person could get numerous calls or visits, as we're offering more intensive support and assisting with more complex issues.

510

people used our gym in Bognor Regis to stay active. Our oldest gym member is about to turn 90.

Changing lives every day - two personal stories which illustrate our impact*

James, 76 said “I lost my wife, who I cared for, 6 years ago. It was a 24/7 role. I learnt a lot and was a bit of an expert at it, but when she died, it all suddenly stopped. I was left on my own. Life was boring and repetitive, and the highlight of my day was often mealtimes.

I was pretty lonely. To help, I got a cat, who meows at me when I talk to her and **I also used to sit out in my front garden, just to see people. It took the edge off being alone**, but I still missed people.

After a referral during a stay in hospital, I had a visit from a lady at Age UK West Sussex, Brighton & Hove (WSBH), who asked me all about my interests and what I’d like to do. I said I just want to go somewhere where I can meet people, have a chat, a laugh and a joke. I missed having friendships. Emma, from Age UK WSBH suggested I try a coffee group and a men’s group and offered to go with me initially, so she could introduce me to everyone. I remember enjoying that first meeting so much, I couldn’t wait for the next one. I haven’t missed one since! I’ve got to know a lot of people now and I love going.

I have quite a busy social life which includes a keep fit class and various social groups. A lady from my Monday club suggested I join them at Bingo on a Friday night, so I do that now too.

I owe Age UK WSBH so much and I owe Emma a big hug for getting me out meeting people. I feel a lot happier and know lots more people. **I’ve got a purpose in life again** - these things I do are the new highlights of my week.”





Elaine, one of our incredible Information & Advice helpline advisors, gives an insight into the types of calls we get, sometimes from those in desperate need:

“The calls we get can be heartbreaking. Jean, who is 82, had been working at a local shop to pay for her food. When the shop no longer needed her, she turned to us, unsure how she would afford to eat. With a very low pension income, all swallowed by housing association rent and utility bills, she needed the job. She was also in council tax debt, adding to her worries. **No amount of clever budgeting was going to make ends meet.**

Jean had never claimed benefits, so we were able to do a benefits check and identify she was eligible for pension credit, full housing benefit and council tax support. Combined, this was an increase in annual income of thousands a year – almost doubling her income. We were also able to give advice about getting the council tax debt written off and give her an emergency supermarket voucher of £100, so she didn’t go hungry while her claims were processed.

Needless to say, **the call she made to us has been life changing.** Jean doesn’t need to find another job – she can put her feet up. Calls like this can be emotional, but so rewarding. I’m so relieved she doesn’t need to worry about where her next meal will come from.”

*Both names and some details have been changed to protect anonymity

Thank you

We're grateful to every funder, organisation, partner, business, volunteer, individual giver and fundraiser who enables our work and amplifies our impact.

Your support changes lives.