

ANNUAL REVIEW

[2012 / 13]

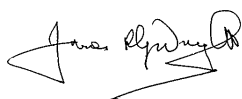


Foreword

For Age Scotland, the past year has not been easy. Planning for the future in the middle of a global recession, and balancing the ever-growing scale of need of our ageing population with financial uncertainties, was always going to be difficult; and so it proved. But no other national organisation has Age Scotland's breadth and depth of understanding of the issues facing our ageing population, thanks to a close partnership with our member groups and the experience of running Scotland's only national Helpline for older people. And so we were able to meet the challenges that arose.

Age Scotland has adopted a more streamlined structure that will enable us to better combine the strengths of our various teams, services and member groups in pursuit of our mission: to make Scotland a better place for older people. And while a review of our structure and governance is underway, it's already clear that our campaigning and influencing activities, our community development and empowerment work, and our information and advice service, will remain the top priorities.

So while we face on-going financial constraints, we also have confidence in our unique contribution to improving later life. We won't replicate services better delivered by others, but instead prioritise strategic partnerships with like-minded organisations to ensure that everyone in Scotland has access to the support they need to make the most of the later stages of their ageing journey. The need has never been greater.



James Wright - Chairman

2012-13 [in summary]



Supporting older people's groups locally

173 groups shared grant pot of almost £200,000, benefitting an estimated 20,000 older people.

230 groups received development support from our Community Services team, enabling them to do more, more effectively, with and for older people.

We informed older people about services and developments relevant to them through 221 community level talks, visits and information stalls.

Our member groups exchanged knowledge and learning at our 7 regional assemblies and 19 local networking events.

"Our partnership with Age Scotland will help make the Soup Group sustainable as its popularity grows."

Heather Bellshaw, Tarbert Soup Group

Meeting older people's information and advice needs

The Age Scotland Helpline assisted almost 12,000 callers with over 22,000 problems. The top issues were community care, benefits, health and disability, and heating.

Service quality improved with commencement of a phased extension to advice provision, the introduction of weekly staff training, a Helpline volunteering development programme and the establishment of new referral partnerships.

We published guides on health and welfare reform and improved our online health information, in addition to updating our suite of 26 information fact sheets.

We distributed over 60,000 copies of Hot Tips calendar, with information to help older people stay comfortable and safe at home in winter and all year round.

We published guides on health and welfare reform and improved our online health information, in addition to updating our suite of 25 information fact sheets.

Over 15,000 copies of Advantage, our quarterly magazine, were mailed to older people across Scotland. 9 in 10 readers told us in our annual survey they would recommend it.

"I am always happy with the information given; the service is first class."

Helpline caller

"Being included in the Hot Tips calendar enabled us to reach out to a wider audience. Several recent referrals have identified the calendar as where they first heard about our service."

Moirá Bayne, Chief Executive Housing Options

"A well balanced and interesting read, with excellent up-to-date material."

Advantage reader

Influencing politicians and the public with and for older people

We raised older people's concerns directly with 27 MSPs, 2 Government Ministers and 3 MPs; including visits to local older people's groups. We hosted six local panel events to enable older people to influence policy; on housing, and on health and social care reform.

We extended the reach of our communications; with almost 90,000 visitors to our website, almost 2500 Twitter followers and over 2100 Facebook 'likes.' We invested training and equipment for creating online video content; to better communicate older people's stories and the charity's work.

We campaigned to reduce older people's isolation; launching our Still Waiting campaign for a more inclusive bus pass scheme and publishing a second edition our community action pack 'Walk in our shoes, Act on our issues.'



Enabling creative and active ageing

In October Luminate; Scotland's Creative Ageing Festival, was held nationwide. An initiative of Creative Scotland and The Baring Foundation, we were delighted to be invited to be the delivery partner for this event, and to work closely with our funders to ensure its success. 25,000 people attended or participated in over 300 events.

When the World Congress of Active Ageing came to Glasgow in August we ensured older people's participation through sponsorship of a Seniors Pass and active ageing awards.

"It gave me confidence to perform in front of an audience again, despite my age."

Participant in Luminate event 'Ultra Violet'

Being enterprising in support of our charitable aims

We opened an Age Scotland Enterprises premises in Glasgow city centre, enabling more older people to benefit from products designed with their needs in mind.

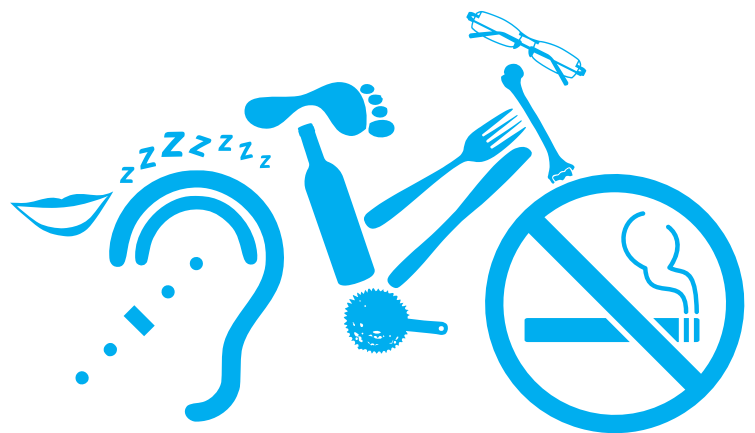
With openings in Edinburgh Morningside and Glasgow Union Street our complement of charity shops reached 16; each a community hub for information and involvement with the charity, as well as generating much needed revenue.

In addition to donations received directly from supporters we benefitted from STV's Text Santa telethon, knitted bobble hats for innocent smoothies and our directory enquiries service. Fundraising efforts ranged from the Queen's Jubilee celebrations to the Edinburgh and Dubai marathons, as well as local raffles, family fun days and school collections across Scotland.

2013-14 [our plans]

During 2012/13 Age Scotland undertook a fundamental review of its activities which led to an internal restructure to best align the charity to control its costs, whilst being able to increase and enhance its services to older people. Our strategic objectives for 2013/14 are to:

- Concentrate on preventative solutions that will encourage active ageing to improve the health and well-being and reduce the loneliness and isolation experienced by too many older people in Scotland
- Work collaboratively with like-minded partners whose aims are also to serve older people
- Increase current income streams and introduce new areas of income to further increase the services we offer to older people
- Ultimately create a model where the charity income areas fund our support infrastructure and all donated funds go towards our front line services
- Control costs and build an organisation to support this overall vision



Age Scotland, part of the Age Network, is an independent charity dedicated to improving the later lives of everyone on the ageing journey, within a charitable company limited by guarantee and registered in Scotland. Registration number 153343 Charity Number SCO10100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.

Income & Expenditure

Income (£'000)	2012/13	2011/12
Voluntary income - general fundraising	2,049	1,490
Grant funding for fieldwork & service delivery	254	121
Grant funding for policy & campaigning	132	110
Profit from trading operations	366	412
Investment income	19	30
Other income	135	130
Total	2,955	2,293

Expenditure (£'000)	2012/13	2011/12
Fundraising costs	415	338
Fieldwork & service delivery	1,822	1,676
Policy & campaigning	668	650
Development Costs	111	301
Governance	25	25
Total	3,041	2,990

Deficit / Surplus	-86	-697
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Thank you to our donors and supporters

Donations and legacies make up more than half of the Charity's income, and without them we would be unable to continue our efforts to make Scotland a better place for older people.

Corporate Support

Corporate donations raised over £122,000, including donations of £1000 and upwards from:

Wilkinson, Signs Express Falkirk, Ethcom, ECS, Peak Scientific, British Polythene Industries plc, John Lewis Partnership, innocent drinks, ITV, Caesar & Howie.

Trusts and Foundations

48 charitable trusts and foundations supported our work this year with donations totalling over £111,000. The following trusts donated £2000 and upwards:

- The Robertson Trust
- The Martin Connell Charitable Trust
- The Hospital Saturday Fund
- Dunphail Charitable Trust
- K Maxwell Stuart Trust
- Rev. W N Monteith's Charitable Trust
- The James Weir Foundation
- ELPD Charitable Trust
- The Row Fogo Charitable Trust
- The Kells Trust
- The Batchworth Trust
- Volunteer Action Fund
- The Garfield Weston Foundation

Funding partnerships

We are grateful to the following for on-going investment in our charitable work:

The Scottish Government, The Baring Foundation, Creative Scotland and Age UK.

