

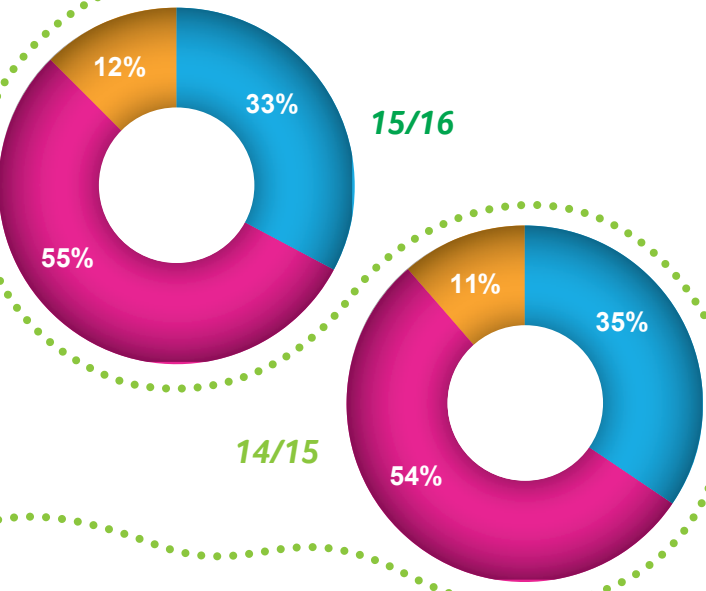
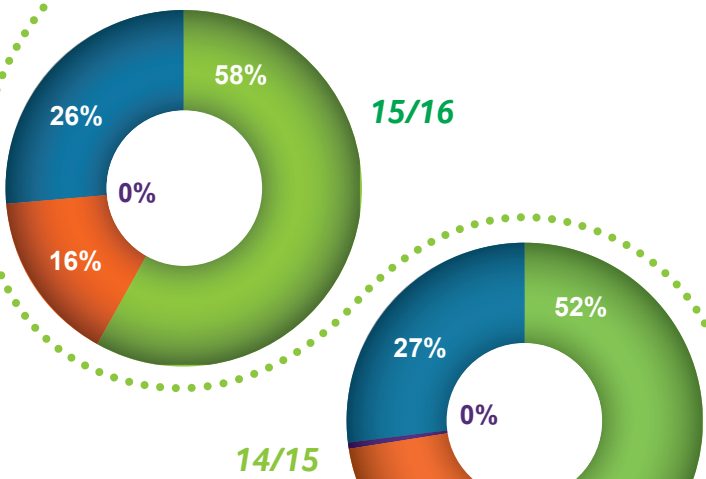
Income & Expenditure



Income (£'000)	2015/16	2014/15
Donations & legacies	1,790	1,699
Other trading income	479	678
Investment income	1	18
Charitable activities	810	878
Total	3,080	3,273



Expenditure (£'000)	2015/16	2014/15
Fundraising costs	1,087	1,337
Fieldwork & service delivery	1,815	2,092
Policy & campaigning	409	435
Total	3,311	3,864
(Deficit) / Surplus	(231)	(591)



Our donors and supporters – who make it all possible

Without donations and legacies, which make up more than half of the charity's income, we would be unable to carry out our work aimed at helping older people across Scotland.

Corporate Support

Corporate donations over £1,000 and upwards from: Caesar & Howie, MIP UK Ltd, Rolls Royce, Ethcom, John Lewis, Maxim Power Tools, McCarthy and Stone, Peak Scientific, Premier Foods Ltd, JP Morgan, McCarthy & Stone, Scottish Power Energy Networks, Solicitors for Older People Scotland, GMP Print Ltd.

Trusts and Foundations

The following trusts donated £2000 and upwards: Robertson Trusts, Lloyds TSB Foundation for Scotland, The J & JR Wilson Trust, The Mrs S B Woods Charitable Trust, The ELPD Charitable Trust, Mrs Jean Inness Charitable Trust, Martin Connell Charitable trust, The Rev W N Monteith Charitable Trust, The Row Fogo Charitable Trust and The Life Changes Trust.

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 SC010100 Registered Office: Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.

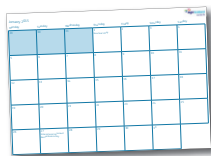
AGE SCOTLAND
ANNUAL
REVIEW
2015 / 16



Our helpline
team answered

17,510 calls

and identified over
£247,000
of benefits callers were entitled to



80,000

copies of our annual

'Hot Tips' calendar

went to older people across Scotland



Foreword

2015/16 has been a year of highs and lows from the continued squeeze on public spending making the need for the charity ever more vital, to the great success stories of people we had helped to truly love later life.

The tough financial times affecting all charities this year meant a necessary restructure to re-shape the organisation to be fit for the coming years. Age Scotland is committed to providing excellent frontline services and the organisation has come through the restructure with continued purpose and vigour to tackle the challenges facing older people across Scotland.

We can't face any of these challenges without our strong local networks and over 1000 member groups. Representing 250,000 is no easy task but we do so by supporting local initiatives and giving communities a voice in how best to support vulnerable older people. And though we are proud of the people who we have helped, we won't stop until every older person in Scotland knows about the help and support we can give to them.

We do this because we know the difference we can make to the lives of older people. Our focus on loneliness and isolation has resonated throughout the country with many people finding it shocking that 100,000 older people feel alone either some or all of the time. As we begin to better understand the health implications of loneliness, now more than ever, our work can be transformative in helping older people love later life.

Yours sincerely,

Lord George Foulkes
Chairman, Age Scotland

Focussing on communities

Our team of field based National Community Development Officers worked with member groups providing a range of information, advice and practical support to assist groups to set up and sustain delivery of their services and activities.

15 Age Scotland network meetings were held to bring member groups together to share good practice, discuss issues and topics of common interest and provide opportunities to feed into national consultations. More than 400 members took part in these events.

Our small grants programme provided support to 70 member groups, benefiting almost 5000 older people across the country. The grants programme supported a variety of activities and projects ranging from lunch club services, activities programmes and equipment.

We were also successful in securing project funding to enable us to increase community development support for Men’s Sheds, and to develop an intergenerational project in the build up to the Rio Olympic Games.

Throughout the year the team was ably supported in their work by our growing team of Regional Ambassadors who have helped the charity in a variety of ways including assisting with decision-making on the Age Scotland Community Grants programme, helping with planning events and representing Age Scotland at important committees and conferences.

The helpline for Scotland’s older people

Our helpline, delivered in partnership with Silver Line, further strengthened its position as Scotland’s helpline for older people. During the year 2015/16, Age Scotland’s telephone advisers dealt with 17,510 calls. The highest number of enquiries being about social care, benefits and health. In total we helped to identify, £247,000 worth of benefits that callers were entitled to.

“I feel very supported by you and the way you’ve been this morning, you gave something else. Compassion is the most important thing and you have supported me through this. I am very grateful.”

Helpline caller

Spreading news and information

Our communications channels have continued to expand. Via 80,000 copies of our annual ‘Hot Tips’ calendar and nearly 6,000 copies of each edition of Advantage magazine, we spread information and news across Scotland. Our social media presence has strengthened, with more followers across our Facebook, Twitter and YouTube channels, and increased traffic to our website with visits up by 202%.

Age Scotland produces Scotland-specific information factsheets and works with our partner charity, Age UK to ensure its leaflets are suitable for use in Scotland. In 2015/16 we created new information resources on issues including care homes, mental health and the Scottish benefits Council Tax Reduction and the Scottish Welfare Fund.

Helpline advisers sent out more than 8,200 publications to callers, the most popular relating to - assessment and charging for care and support at home, attendance allowance, care home charging and power of attorney

Our new Early Stage Dementia project funded by the Life Changes Trust has delivered training to hundreds of people and has moved to develop work place training. We have also developed information and advice resources for people with dementia, their carers and family.

Championing older people’s issues

Through a partnership developed with our sister charity Age UK and retailer John Lewis we ran a successful Christmas campaign to highlight the issue of loneliness and isolation. The campaign, which was based around the ‘Man in the Moon’ advert helped to raise public perception and awareness of the issue and boosted Age Scotland’s profile as the leading charity tackling the issue on behalf of Scotland’s older people.

A Scottish Parliament Committee held the world’s first formal legislative inquiry into loneliness. Age Scotland helped to focus its scope and provided compelling evidence of the need for a more strategic national approach.

Celebrating later life

The Age Scotland awards were held as part of the Age Scotland conference and were a great celebration of those who are working to make life better for older people. Amongst the 2016 winners were innovative services delivering shopping, a campaigning group transforming local transport and a partnership delivering Care Home Go 4 Gold. Videos of all our award winners and their brilliant work can be seen at www.youtube.com/user/AgeScotland.

Luminate, Scotland’s creative ageing festival, took place for the fourth time throughout October 2015, featuring hundreds of events the length and breadth of the country.

We were delighted to work in partnership with a number of organisations to deliver the first ever Walking Football Festival. The day saw 15 teams from across Scotland take part with over 830,000 steps taken – the equivalent of 400 miles! Walking Football has allowed hundreds of players back in to a game that they once thought out with their capabilities.

Developing income streams to further our charitable work

Age Scotland Enterprises, the social enterprise owned jointly by Age Scotland and Age UK, continued to arrange high-quality insurance specifically tailored to suit older people. Age Scotland Enterprises ensures that older age does not negatively impact people’s abilities to find insurance and financial products which meet their needs.

Our new Community Fundraiser has been expanding on funding opportunities like the Forth Rail Bridge abseil, long distance races and small community fundraising. Following the success of our first ever Age Scotland gala dinner, The Silver Shindig we are also holding more large events like our Golf Day held at Deer Park Golf and Country Club to expand our fundraising portfolio.

Our new venture, Now & Next, which offers training and support to help people plan effectively for retirement has delivered 26 courses to 261 people. The courses offer financial, legal and health advice to help enrich all aspects of retirement and offer peace of mind for this major life transition.

Looking ahead

Exciting plans are already underway for 2016/17.

Our Policy and Communications team will be broadening the way we engage with of older people and increasing the profile of our campaigns. Thanks to the continued support of the Scottish Government in funding our Housing Policy Officer we will engage with older people on housing and energy issues. Through funding from the Life Change Trust we will also be running a new research project with the University of Stirling to look at Quality of Life in later life as well as taking forward the work of our Early Stage Dementia Project.

The Scottish Government has also awarded us £80,000 in new funding for 2016/17 to help us provide a small community grants programme to assist our member groups with projects and activities tackling loneliness and isolation.

We will also be engaging with communities through our Allied Health Professionals who will be running a physical activity campaign and an exciting intergenerational project called Get Set For Community Action.

To support all our work we will be consolidating our current income streams while expanding our fundraising activity in the community, and we will work closely with corporate and funding partners to explore new funding opportunities.

“The whole day helped me to focus and plan for retirement and what I want to do next. Fabulous day, I really enjoyed it.”
pre-retirement course attendee

“Without the Age Scotland grant to renew the ramp we would’ve had to install steps and half our members would not have been able to access our holiday caravan”

Age Concern Vale of Leven

Thank you

We would like to thank our staff, supporters, volunteers, partners and trustees. It is you who make it possible for us to work towards our vision of a Scotland where everyone can love later life.