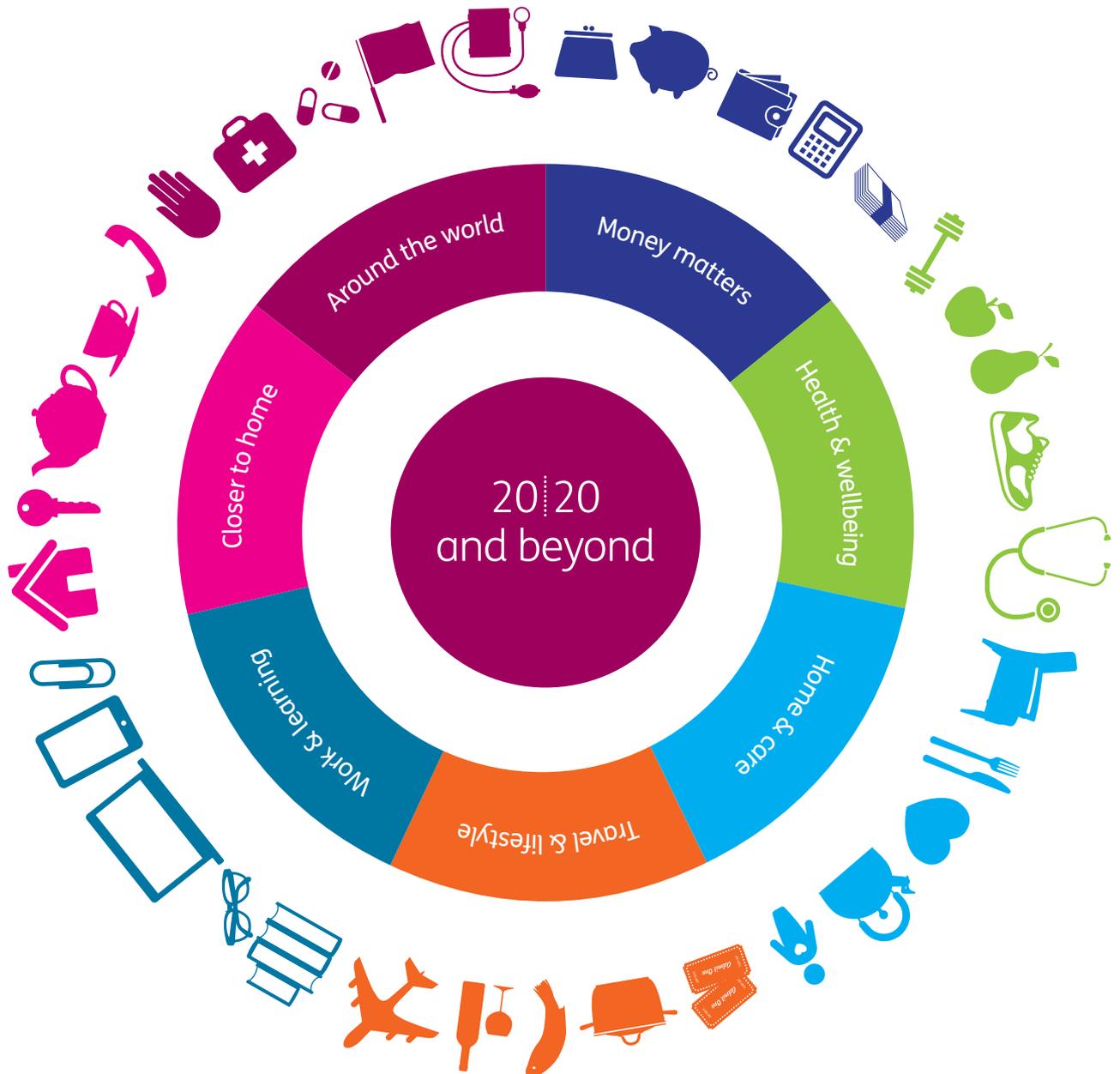


Improving later life. Today and tomorrow.

Annual Review 2012/13



This is the story of Age UK's year. We are very proud of our achievements.

We exist to stand up for the 14 million people in the UK and 846 million people internationally who have now reached later life, but also to speak for the long-term interests of every one of us. We do so by working with partners in the UK and around the world. We work with Age Cymru, Age Scotland and Age NI and with local Age UKs, Friends and Forums across England. Internationally, we work with our subsidiary charity Age International to fund programmes in more than 40 developing countries.

Like most in the charity sector, we faced a tough economic climate in 2012-13. But despite a 5.2 per cent drop in income, we reduced our charitable spending by only 3 per cent. We were able to do this because of the vital contribution of our trading activity and by carefully managing our costs.

Together with our partners we have enormous reach and impact. Last year our information and advice reached 5.4 million people, enabling and supporting people in all kinds of ways, including putting £145 million of unclaimed benefits in older people's pockets. We also helped 850,000 older people in developing countries to receive 1.8 million services.

As well as telling today's story, our Annual Review looks towards 2020 and beyond. The number of people aged 65 and above in the UK is projected to grow to over 16 million in the next 20 years; a rise of nearly 50 per cent. We live and will continue to live in an ageing society. That fact shapes our priorities for the future.¹

Our staff, volunteers, local partners and supporters deserve a huge thank you. Our partnership with them is one we are particularly proud of and one that enables us to work day in, day out to improve later life for today and tomorrow.

A full copy of our Annual Report and Accounts is available on Age UK's website: www.ageuk.org.uk

¹ National Population Projections 2010-based, Office for National Statistics, 2011

Contents

The year in numbers **02**

Money matters **05**

Health & wellbeing **09**

Home & care **13**

Travel & lifestyle **17**

Work & learning **21**

Closer to home **25**

Around the world **29**

Funding & finance **33**

How we raise our funds **35**

Financial review **36**

The year in numbers

Home & care

Through our information guides, local partners and our national advice line, we let

136,000 people

know how to change their supplier and save money through energy efficiency.

This year, our winter grants programme benefited

63,000 people.

Our HandyVan service achieved a customer satisfaction rate of

99 per cent.



Travel & lifestyle



We formed a partnership with Silver Travel Advisor. The service provides Age UK enquirers with suggestions and travel tips.

An estimated **180,000 people**

tuned in to hear our radio station, The Wireless.



Health & wellbeing

With our partners we supported

more than 38,000

older people to be more active, meet new people and have fun.



We reached almost

1,000 older people

through our telephone befriending services.

Our first gym day saw

250 gyms up and down the country

open their doors to older people for free.



We awarded grants totalling **£985,122 for 11 new research projects**

to improve the health & wellbeing of older people.



Closer to home



We signed up over
**490 Friends
& Forums.**

Events, focus groups
and campaigns,
provided more than

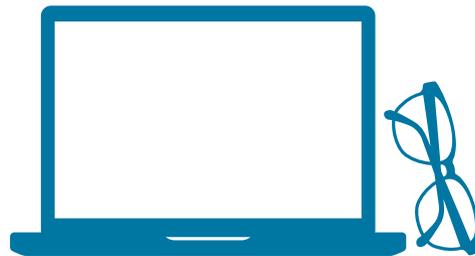
15,000

opportunities for
older people to
influence the
agenda and make
their voices heard.



Work & learning

Through our local partners and digital
inclusion network, we supported nearly
20,000 older people
with digital skills and training.



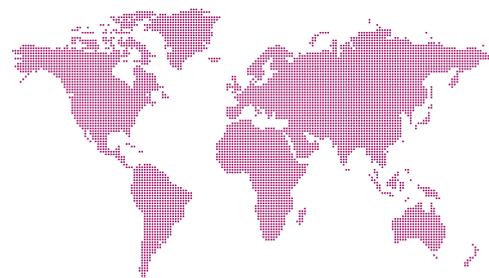
Money matters

This year we helped older people claim
£145 million
in benefits they were entitled to.

In seven days our
Moneybus reached
more than
**3,000
people**
across England.



Around the world



We helped
850,000
vulnerable older
people to receive
1.8 million services
to improve their
health, wellbeing and
economic status.

We assisted
**233,000
older
people**
and family members
following emergencies
in 12 countries.

'We can get things now that we didn't before. If we needed a pair of shoes, we had to get the cheapest shoes you could and they didn't last. Now we can get a proper pair, and then of course you can have extra things to eat that you couldn't before.'

Brian and Pamela

Assisted by an information and advice adviser at Age UK Darlington



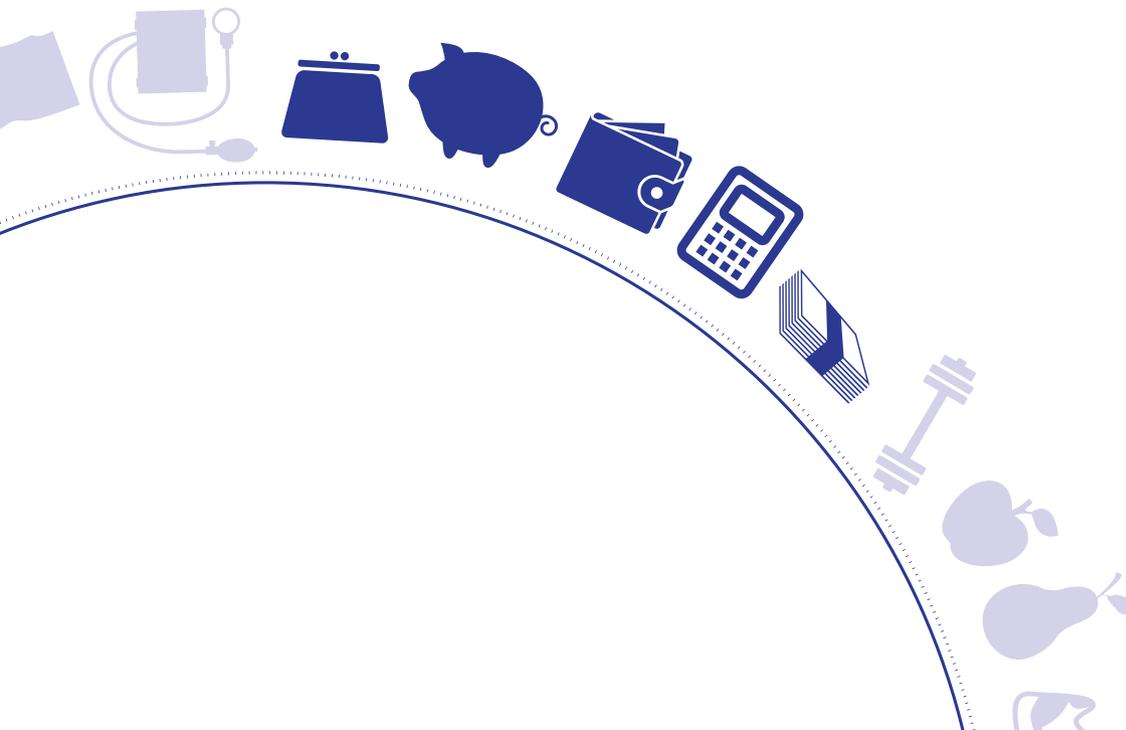
Money matters

20:20
and beyond

1.6 million older people live in poverty and 900,000 of these people live in severe poverty.² Worryingly, the older that people are, the more likely it is that they have a low income and live in material deprivation. This is especially concerning given that the number of people over 85 in the UK is predicted to double in the next 20 years and nearly treble in the next 30 years.³

We believe that all current and future pensioners should have sufficient income from state and private sources to live comfortably and participate fully in society.

www.ageuk.org.uk/money-matters



Our work today

In January 2013, in response to pressure from Age UK and others for reform of the pensions systems, the Government published a White Paper containing proposals for a simpler and fairer deal on State Pensions. The paper outlined a single-tier State Pension for future pensioners that will take effect in 2016. We continue to call for improvements to the State Pension for current pensioners as well as for those reaching State Pension age in the future.

Together with our partners we helped older people identify £145 million in unclaimed benefits to which they were entitled. Our research has shown that this extra money was spent on essential items such as food, paying utility bills and practical help at home.

We received significant national media coverage as a result of our policy and campaigning work on pensioner poverty. We highlighted that one in four pensioners are living on, or just above, the poverty line. We also worked closely with the BBC on its Ageing Season, which aired in September 2012 and included hard-hitting documentaries on pensioner poverty and isolation issues.

For a better tomorrow

In 2008 there were 3.2 people of working age for every person of pensionable age. This ratio is projected to fall to 2.8 by 2033.⁴ This combined with the fact that only 37 per cent of working people are paying into a private pension means that addressing income and ensuring all older people can make the most of their money needs to be high on the agenda.

Money may not be the only factor influencing older people's wellbeing, but still, it is hard to envisage a good later life without a retirement income sufficient to live on. We believe that all current and future pensioners should have an adequate income from state and private sources to enable them to live comfortably and participate fully in society.

1 in 4 pensioners
are living on or just
above the poverty line.⁵



2 Age UK Economics Tracker, Survey of Great Britain, summer 2013

3 Older People's Day, 2011, Statistical Bulletin, Office of National Statistics, September 2011

4 www.parliament.uk/business/publications/research/key-issues-for-the-new-parliament/value-for-money-in-public-services/the-ageing-population/

5 Households Below Average Income, DWP, 2013

'People like me need Age UK as much as older people themselves. It is somebody to turn to when you are trying to help.'

Caller who rang Age UK's information and advice line



Our priorities

We will influence the proposals for a single-tier State Pension in 2016 to ensure that tomorrow's pensioners can achieve an adequate income for later life. We will work to make sure that no-one is disadvantaged by the changes and continue to call for current pensioners to benefit from any changes that are made to State Pensions.

We will promote benefit take-up campaigns that reach all in need and help reduce poverty. Together with our partners we will continue to help older people to receive the benefits to which they are entitled.

We will press for a government strategy for information and advice that ensures provision of adequately funded independent advice services for older people wherever they live.

Did you know our information and advice line, Age UK Advice, is free to call **0800 169 65 65** and helps people 365 days a year?

Between £3.7 and £5.5 billion of means tested benefits that should rightfully go to older people in GB **went unclaimed in 2009/10.**⁶

Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

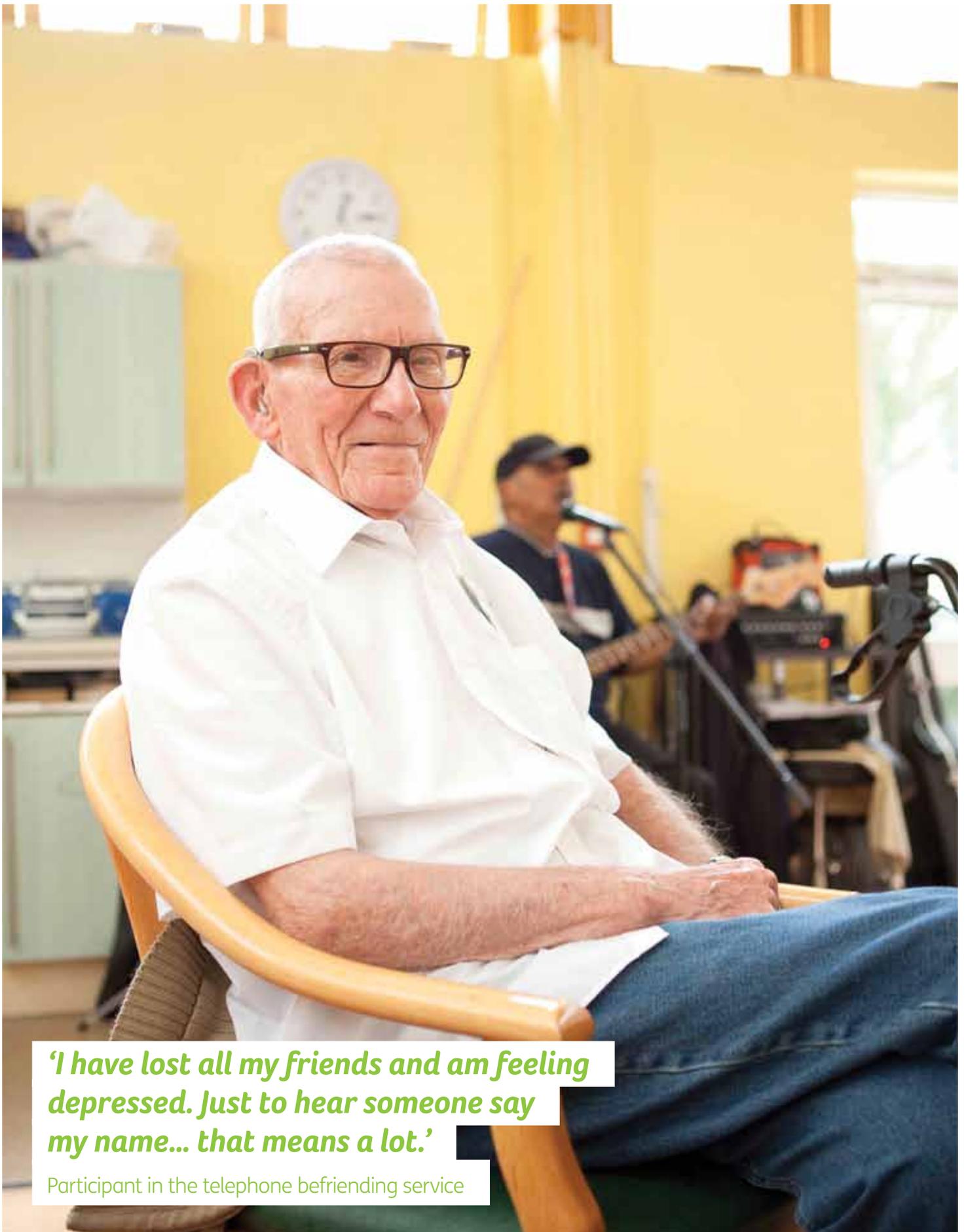
Work & learning

Closer to home

Around the world

Funding & finance

⁶ Income Related Benefits Estimates of Take-up in 2009/10, Department for Work and Pensions, 2012



'I have lost all my friends and am feeling depressed. Just to hear someone say my name... that means a lot.'

Participant in the telephone befriending service

Health & wellbeing

20:20
and beyond

An estimated 4 million older people in the UK (36 per cent of people aged 65–76 and 47 per cent of those aged 75+) have a limiting long-standing illness.⁷ If nothing is done about age-related disease, there will be over 6 million people with a long-term limiting illness or disability by 2030.⁸

We believe that all older people should have the opportunity and support to live happy and healthy lives through equal access to appropriate prevention, treatment and rehabilitation services.

www.ageuk.org.uk/health-wellbeing



Money
matters

Health
& wellbeing

Home
& Care

Travel
& lifestyle

Work
& learning

Closer
to home

Around
the world

Funding
& finance

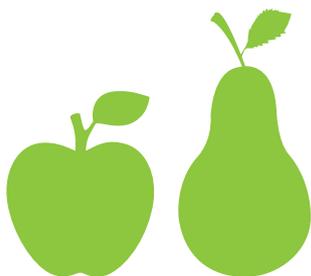
Our work today

Through our national telephone befriending service and by working with 20 local partners, we have reached almost 1,000 older people – helping tackle isolation and loneliness.

Working with our partners we supported more than 38,000 older people to be more active, meet new people and have fun through our Fit as a Fiddle project, funded by the Big Lottery.

As part of the Malnutrition Task Force we published guidance on good practice for nutrition and hydration care in hospitals and care homes and developed a framework to support local communities to take action.

We have been working with Age UK Cornwall and the Isles of Scilly to pilot an innovative project which looks at how we can improve the health and wellbeing of older people with a number of health conditions by bridging the gap between local health and social care services. Working with 100 older people with long-term conditions and at risk of needing acute care, Age UK Cornwall is helping to offer lifestyle choices, increasing independence and reducing unplanned hospital admissions with the full support and engagement of local healthcare services.



7 The estimate is for the UK, based on Great Britain data from the General Lifestyle Survey 2011, Office for National Statistics, 2013

8 Age UK estimate based on General Lifestyle Survey 2008, ONS 2010 and mid-2010 based population projections, ONS 2011

9 *Social Relationships and Mortality Risk: A meta-analytic review.* Holt-Lunstad J, Smith TB, Layton JB. *PLoS Med* 2010;7(7)

29 per cent of hospital bed days could be avoided if care was better managed.¹⁰



One third of all older people admitted to hospital and care homes are at **risk of malnutrition** (32 per cent of 65+). For care homes alone, the figure at **risk in 2008 was 37 per cent.**¹¹

For a better tomorrow

If NHS services continue to be delivered in the same way, this will result in a funding gap which could grow to £30 billion between 2013/14 and 2020/21 according to an NHS England report.¹²

We believe that health and care services must be based on a much more sophisticated understanding of the needs of our ageing population. The NHS must design and commission services geared towards preventing poor health and helping people to manage their long-term conditions.

We believe that all older people should have the opportunity to live happy and healthy lives through equal access to appropriate prevention, treatment and rehabilitation services.

Our priorities

We will continue our work with some of our local partners on integrated care and establish four pilot sites in the UK.

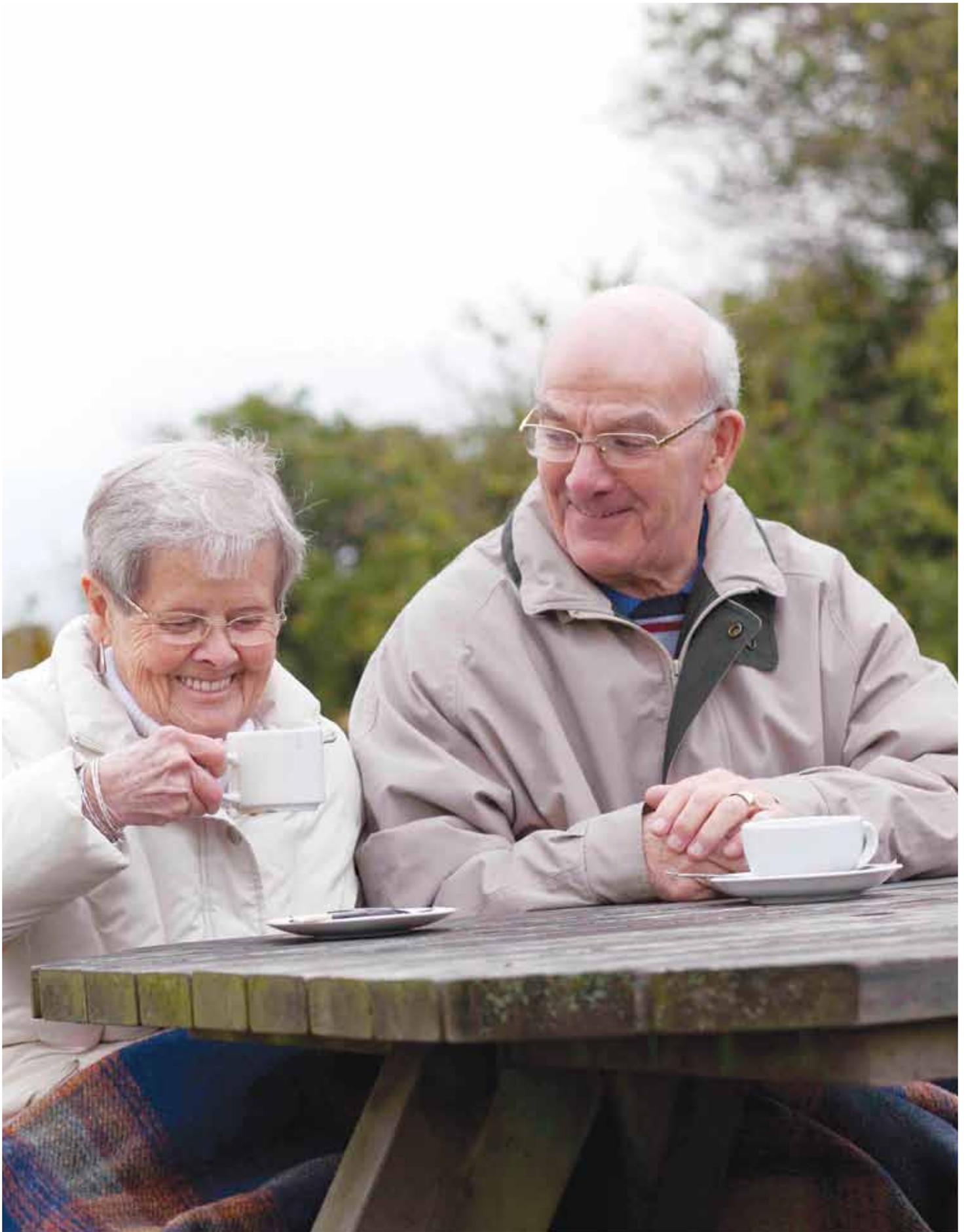
We will continue to press for the needs of older people to be central to health services planning, delivery and training throughout the NHS.

We will continue to give older people the information they need about the simple steps they can take to prevent falls by running more than 1,000 awareness-raising events.

10 *Fit for the Future? Doctor Foster Hospital Guide 2012*, Doctor Foster Intelligence, 2012

11 Nutrition Screening Survey in the UK in Winter 2010, BAPEN 2011

12 www.england.nhs.uk/wp-content/uploads/2013/07/nhs-belongs.pdf



Home & care

20:20
and beyond

The number of people needing long-term care will surge by the year 2025 as a result of increased life expectancy. The predicted 37 per cent rise will lead to 1.1 million older people needing constant care – either in their own properties or in specialist retirement homes.¹³

Our vision for home and care is for all older people to be able to access the help they need to stay well and independent and to live in suitable housing, in age-friendly neighbourhoods, for as long as they want. But if they need care, then they should be treated with dignity, respect and compassion in their care setting.

www.ageuk.org.uk/home-and-care





Only 26 per cent of the general public say they are confident that older people receiving social care are treated with dignity.¹⁴

People in later life in the UK are **more likely to worry about the cost of heating** in winter than in comparable European countries. They are also more likely to **turn heating off to save money, wear outdoor clothing inside and go to bed early** to save on heating costs.¹⁵

Our work today

During the year we installed over 34,000 energy measures, such as draft excluders and radiator panels, saving over 7,000 people up to £200,000 on their fuel bills.

Our benefits advice work, funded by E.ON and the Department of Health, as part of our Energy programme, has been very successful. The programme, delivered by local partners and the national information and advice team, identified over £13 million in unclaimed benefit – an average of £2,000 per person.

In total, through our information guides, local partners and our national advice line, we let over 136,000 people know how to change their supplier and save money through energy efficiency.

We enlisted campaigners and partners to lobby the Health Secretary successfully to run the Warm Homes Healthy People Programme for a second year.

We had a significant influence on the Government's development of care legislation. Through our campaigning we influenced the Government to bring forward legislation in this Parliament which better meets the care needs of older people. The Care and Support Bill was published in draft form in 2012 and introduced into Parliament as the Care Bill in May 2013.

¹³ *The Future of Long Term Care*. Report by LV=, 2012.

¹⁴ TNS *Agenda for Later Life* survey for Age UK, 2013

¹⁵ Ipsos MORI survey for Help the Aged and British Gas of 3246 people aged 65+ in 3 countries (UK, Sweden and Germany), 2006

For a better tomorrow

The number of older people that need care is set to nearly treble globally by 2050.¹⁶ Whilst this year in the UK we have seen some encouraging steps forward in terms of the Care and Support Bill there is still much to do to make the system fit for purpose.

We believe that all older people should be able to access the help they need to stay well and independent and to live in suitable housing, in age-friendly neighbourhoods, for as long as they want. But if they need care, then they should be treated with dignity, respect and compassion in their care setting.

Between 2003 and 2009, average household gas bills doubled and average electricity bills **rose by 60 per cent.**¹⁷



Our priorities

We will continue to influence the Government as it develops a new fuel poverty strategy and press for a more sustained effort to improve energy efficiency.

We will influence the Care and Support Bill as it progresses through Parliament, and the Government's implementation of the Dilnot proposals, in the best interests of older people.

We will, with our partners, reach more than 75,000 people through our winter warmth programmes.

Money
matters

Health
& wellbeing

Home
& Care

Travel
& lifestyle

Work
& learning

Closer
to home

Around
the world

Funding
& finance

¹⁶ World Alzheimer Report 2013: *Journey of Caring: An analysis of long-term care for dementia*. Alzheimer's Disease International, 2013
¹⁷ UK Fuel Poverty Strategy Annual Report 2009, Department of Energy and Climate Change, 2009

'Age is no bar to anything that you want to do. Let other people worry about your age. If you want to do it, get on and do it. That's exactly what I've done.'

James Perry, Joint Internet Champion of the Year 2013



Internet Champion of the Year Awards

Celebrating inspiring people online



www.ageuk.org.uk/champion



Travel & lifestyle

20:20
and beyond

In 1951, a man aged 65 could expect to live to the age of 77. Today, he can expect to live to 86, and by 2050 to 91.¹⁸ But what about quality of life? The research evidence shows that it is not money or other possessions that determine quality of life for people (although they are important) but social relationships and social activity.¹⁹

We want to make sure that all those in, or approaching later life, have the opportunity to enjoy their retirement.

www.ageuk.org.uk/travel-lifestyle



Money
matters

Health
& wellbeing

Home
& Care

Travel
& lifestyle

Work
& learning

Closer
to home

Around
the world

Funding
& finance

Our work today

Together with YouthNet we launched a pilot intergenerational project with two local Age UKs. The project, which will be rolled out to 12 local Age UKs in the future, aims to engage young volunteers to assist older people to become digitally engaged. Money raised by runners of the April 2013 Virgin London Marathon will fund projects in 2013/14.

The All Party Group for Ageing and Older People, which Age UK provides the secretariat for, launched its Older Savers Report in 2012 which focused on 'superseded accounts', the name given to savings account that drop from their initial interest rate to negligible amounts. This report, which Age UK contributed to, combined previous research on the issue with first-hand experiences of older people and makes recommendations for how the Government might address the problem.

Last year we launched our new radio station, The Wireless from Age UK. This year we expanded our service by launching DAB in London and Yorkshire, in addition to the service being available online in the rest of the country. This year an estimated 180,000 people tuned in to hear a combination of informative features, topical discussion and a range of music from the ages.



97 per cent of annual travel insurance policies impose an upper age limit for new customers.
Age UK Travel Insurance has no upper age limit.

18 www.gov.uk/government/policies/improving-opportunities-for-older-people

19 *Improving Later Life*, Age UK publication, Professor Alan Walker, 2011

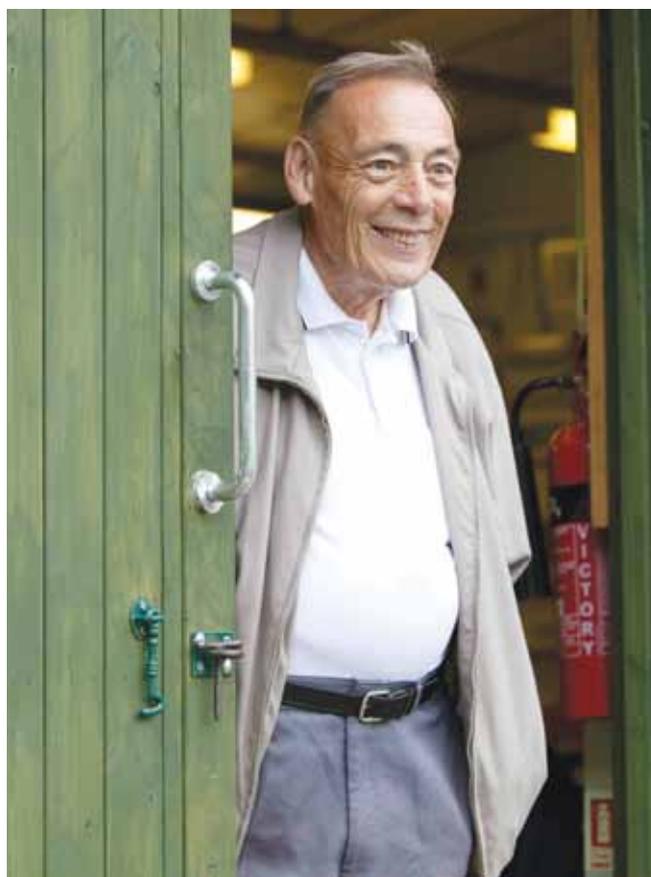
Did you know that **people over 55 listen to the radio more than any other age group?**



For a better tomorrow

As we move towards 2020 older consumers will continue to account for an increasing percentage of spending. Despite this, markets still don't work well for older people, who face many of the same problems as other consumers, exacerbated by age discrimination and stereotyping, poor design, restricted access to information and advice, and poor selling practices.

We want to make sure that all those in or approaching later life have the opportunity to enjoy their retirement – including the opportunity to be part of the consumer marketplace.



Our priorities

We will influence financial reform by establishing a Financial Services Commission with the aim of improving protection and access for people in later life.

We will continue to influence the Government's work on modernising and clarifying UK consumer law. The Government must ensure that consumer advocacy and protection are strengthened and the specific needs of older consumers are recognised.

We will influence the Government to meet its obligation to provide public services, irrespective of whether or not someone is online. It must ensure that 'assisted digital' services for those not online are adequately funded, of high quality and easy to access.

Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

Work & learning

Closer to home

Around the world

Funding & finance



'ITea and Biscuits was the most fun I've had in ages. It just goes to prove that learning needn't be seen as a chore or dull.'

Participant, ITea and Biscuits

Work & learning

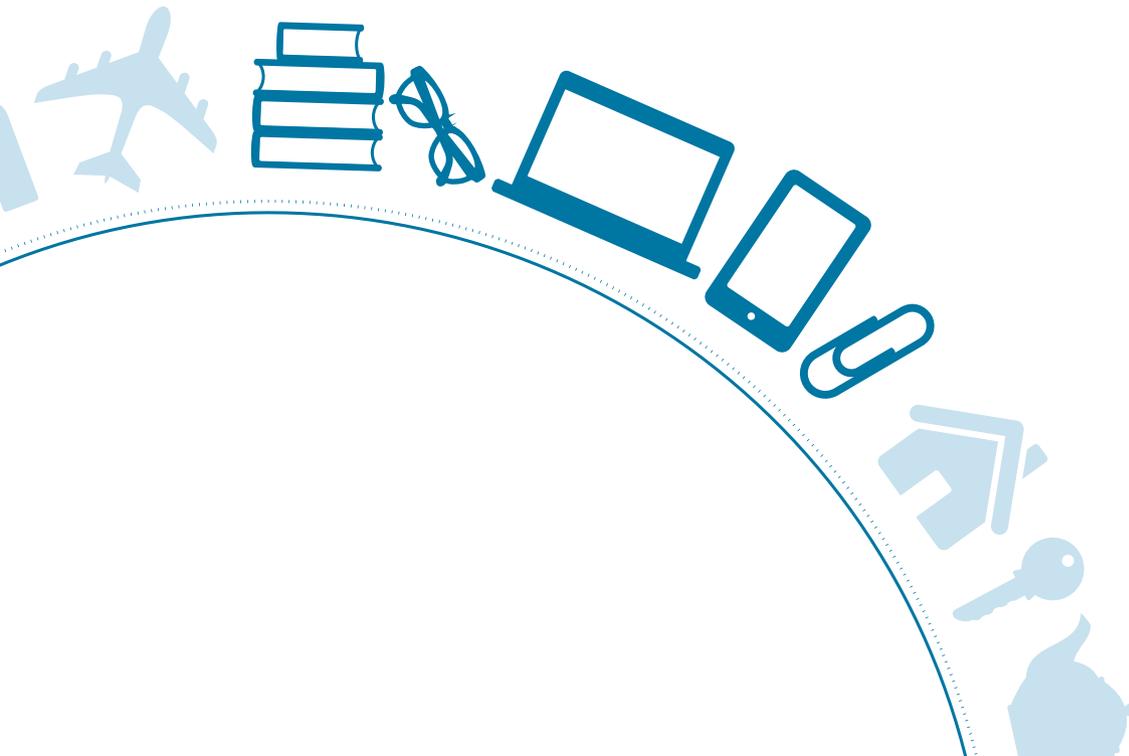
2020
and beyond

Planned increases to the State Pension age have highlighted the importance of work and learning for older people. Many people are working, either because they need to, for financial reasons, or because it's something they want to do. However others who desperately need to work find themselves locked out of the labour market.

The issue of internet use is especially important for older people because services are increasingly moving online and it's likely this trend will continue as we move to 2020.

We believe that everyone who chooses to should be able to work, learn or volunteer. Someone's age should never be a barrier to fulfilling their potential, realising their ambitions or making a full contribution to the economy and society.

www.ageuk.org.uk/work-and-learning



Our work today

We reached a significant number of people through our activities to promote digital inclusion. We generated 540 pieces of media coverage and distributed more than 80,000 leaflets. More than 40,000 people visited the digital inclusion section of our website and looked at our videos.

Working with our local partners we supported nearly 20,000 older people with digital skills, training and activities including 5,500 digital technology taster sessions as part of our ITea and Biscuits campaign.

To coincide with Older Peoples' Day and the European Year of Active Ageing and Intergenerational Solidarity, we hosted our second annual Older Volunteer Awards Event which celebrated the vast contribution that volunteers make to support people in later life.

Through our work on the Pensions Bill, we called for any future changes to State Pension age to take into account differences in life expectancy and be subject to agreed criteria relating to notice period and the speed and frequency of changes.



For a better tomorrow

According to a Europe-wide study, Britain has one of the worst records in Europe on age discrimination, with nearly two out of five people claiming to have been shown a lack of respect because of how old they are.²⁰

With life expectancy expected to increase as we move to 2020 and beyond, in the family, in the community, and increasingly in the workplace, we continue to play an important role as we age.

We believe that everyone who chooses to should be able to work, learn or volunteer. Someone's age should never be a barrier to fulfilling their potential, realising their ambitions or making a full contribution to the economy and society.

29% of people aged 65+ use the internet daily, 11% weekly and 4% monthly. This compares to 67% daily, 12% weekly and 2% monthly, amongst all age groups.²¹

²⁰ *Ageism in Europe, findings from the European Social Survey*, Age UK publication, 2011

²¹ *Internet Access, Households and Individuals*, 2012



Did you know our retail activities benefit from the vital support of **more than 8,000 volunteers?**

Our priorities

We will work to improve Government back-to-work support for unemployed older workers.

Ageism in the workplace and in recruitment must end. We will support efforts to change perceptions of older workers so that discrimination on the grounds of age is reduced.

Together with our partners we will continue to improve the experience of the volunteers who support all areas of our work.

Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

Work & learning

Closer to home

Around the world

Funding & finance



‘We all came away resolved to continue our efforts to ensure that people in need should be treated with dignity.’

Attendee at a Friends and Forums engagement event

Closer to home

2020
and beyond

The experience of ageing and the quality of life for older people is very closely linked to where people live.

The changes that will affect older people by 2020 are different in different local areas. For example there are currently around 29,500 people aged 65 and over living in Milton Keynes. By 2022 this figure will have risen to 42,500 – a rise of 44 per cent. By comparison Blackpool has 27,900 people over 65 today. By 2022 this figure will have risen by just 6 per cent to 29,500.²²

We believe that people should be able to access the help and support they need in their local communities. With the vital support of our national partners, local Age UKs, Friends and Forums and volunteers, we help ensure that local communities have access to services that benefit from local knowledge and expertise.

www.ageuk.org.uk/about-us/local-partners



Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

Work & learning

Closer to home

Around the world

Funding & finance

Our work today

By March 2013 we were on track to complete the integration of 58 local Age UKs, with the national advice line. The integrated service means that callers to the local service are switched through to the national telephone line when the local office is not open. Callers get a better service, and either their query can be resolved over the phone or they can make an appointment to call in at the local office.

Together, local Age UKs cover 95 per cent of English post codes. In total, our financial support for partners, accounted for under all Age UK's charitable activities, was over £21.0 million.

We successfully signed up over 490 Friends and Forums to a continuing relationship as part of the Age UK network, to increase the depth and coverage of local support for older people, as well as to ensure the voice of older people is heard locally and nationally, across all of England.

We helped individual local Age UKs to diversify their income base to achieve greater resilience and compete in the current financial environment. We also helped individual local Age UKs to manage their finances in challenging situations and to identify successful survival strategies.

'I work every day. A lot of people think I'm mad but I just can't let go...we're a tight group and we make people feel welcome.'

Christine, Age UK retail volunteer for almost 20 years

We developed our campaigning this past year, with more individuals and local Age UKs campaigning with us than ever before.

We supported people to make their voices heard, delivering over 15,000 opportunities for people to influence our agenda as well as that of local and national decision-makers. This activity included events, focus groups, campaigns and working groups.





For a better tomorrow

The changes that will affect older people in and beyond 2020 are different in different local areas. We believe that people should be able to access the help and support they need in their local communities. With the vital support of our national partners, local Age UKs, Friends and Forums and volunteers, we help ensure that local communities have access to services that benefit from local knowledge and expertise.

Our priorities

We will continue to work to ensure that there is a local Age UK or Friend and Forum to provide support to people across all of England.

We will develop an Age UK Organisational Quality Standard which will be rolled out across the network to ensure we have consistent quality across all Age UKs locally and nationally.

We will continue to help diversify the income base of local Age UKs, achieving a better balance of fundraised, statutory and social enterprise income.

We will work to improve our ability to demonstrate the social impact of the Age UK network.

Money
matters

Health
& wellbeing

Home
& Care

Travel
& lifestyle

Work
& learning

Closer
to home

Around
the world

Funding
& finance



'I would say Age International has done a lot for these communities. Thank you very much for the work that has been done here.'

Michael, 58, Kenya

Around the world

20:20
and beyond

Currently, people aged 60 and over represent 11 per cent of the world's population. By 2050, this figure will rise to 19 per cent. At this point, there will be more people aged 60 and over than aged 14 and under.²³

Our mission is to deliver positive change for marginalised older people in low and middle income countries, ensuring that they enjoy their right to healthcare, social services and economic and physical security.

www.ageinternational.org.uk



Money
matters

Health
& wellbeing

Home
& Care

Travel
& lifestyle

Work
& learning

Closer
to home

Around
the world

Funding
& finance

Our international work is undertaken through our subsidiary charity, Age International, which started operating on 1 April 2012. Age International is a member of the Age UK Group and is the UK member of the HelpAge global network.

Our work today

Age International is the only UK charity focusing on older people in developing countries. We raise awareness in the UK about ageing and development; we engage in policy and influencing work to change policies and approaches towards older people; and we raise funds in the UK to support the relief and development work of HelpAge in over 40 developing countries.

We helped 850,000 vulnerable older people to receive 1.8 million services to improve their health and wellbeing, income status, ability to care for others and to prepare for and recover from emergencies. We also assisted 233,000 older people and family members following emergencies in 12 countries including Hurricane Sandy in Haiti and Jamaica, and floods in Bangladesh, Mozambique and Sri Lanka.

During the year, we launched a new website, www.ageinternational.org.uk and met with key parliamentarians and international development policy members to introduce them to Age International and our goals for older people globally. We worked to influence the post-2015 global development goals and worked with partners around the world to promote the rights of older people.

Age International worked closely with colleagues in Age UK to raise £6.7 million from the UK public through fundraising activity. This included £4.6 million from a six-week Age International stock appeal in Age UK's 443 shops.

Age International also raised funds from UK institutions. We secured £573,000 from UKAid for the Hunger Safety Net Programme in Kenya, £377,000 from UKAid for an emergency response programme following Hurricane Sandy in Haiti and £254,000 from UNDP for work in West Darfur in Sudan.

At the end of the year, Age International participated in the Disasters Emergency Committee (DEC) Syria Crisis Appeal, raising £350,000 from our own supporters. We also received a further £300,000 for Syrian refugees via the DEC's own fundraising activities.

100 million older people live on less than 60 pence a day.²⁴



²³ *Global Ageing Matters*, Age UK publication

²⁴ Submission of evidence to the All Party Parliamentary on Population, Development and Reproductive Health on population growth and the impact on the Millennium Development Goals, HelpAge International, March 2006

For a better tomorrow

By 2050, there will be 2 billion people aged 60+, of whom 80 per cent will live in lower and middle income countries.²⁵ This increase in life expectancy is one of humanity's great achievements, but it also presents significant challenges.

Our mission is to deliver positive change for marginalised older people in lower and middle income countries, ensuring that they enjoy their right to healthcare, social services and economic and physical security.

'I am glad that you haven't forgotten us. There are not only children in Ethiopia, but older people too.'

Teso, 64, Ethiopia

Our priorities

We will work with and through HelpAge to implement international relief and development programmes that achieve clear and positive outcomes for older people, and to influence national, regional and global policy and practice.

We will raise funds for international humanitarian and development programmes.

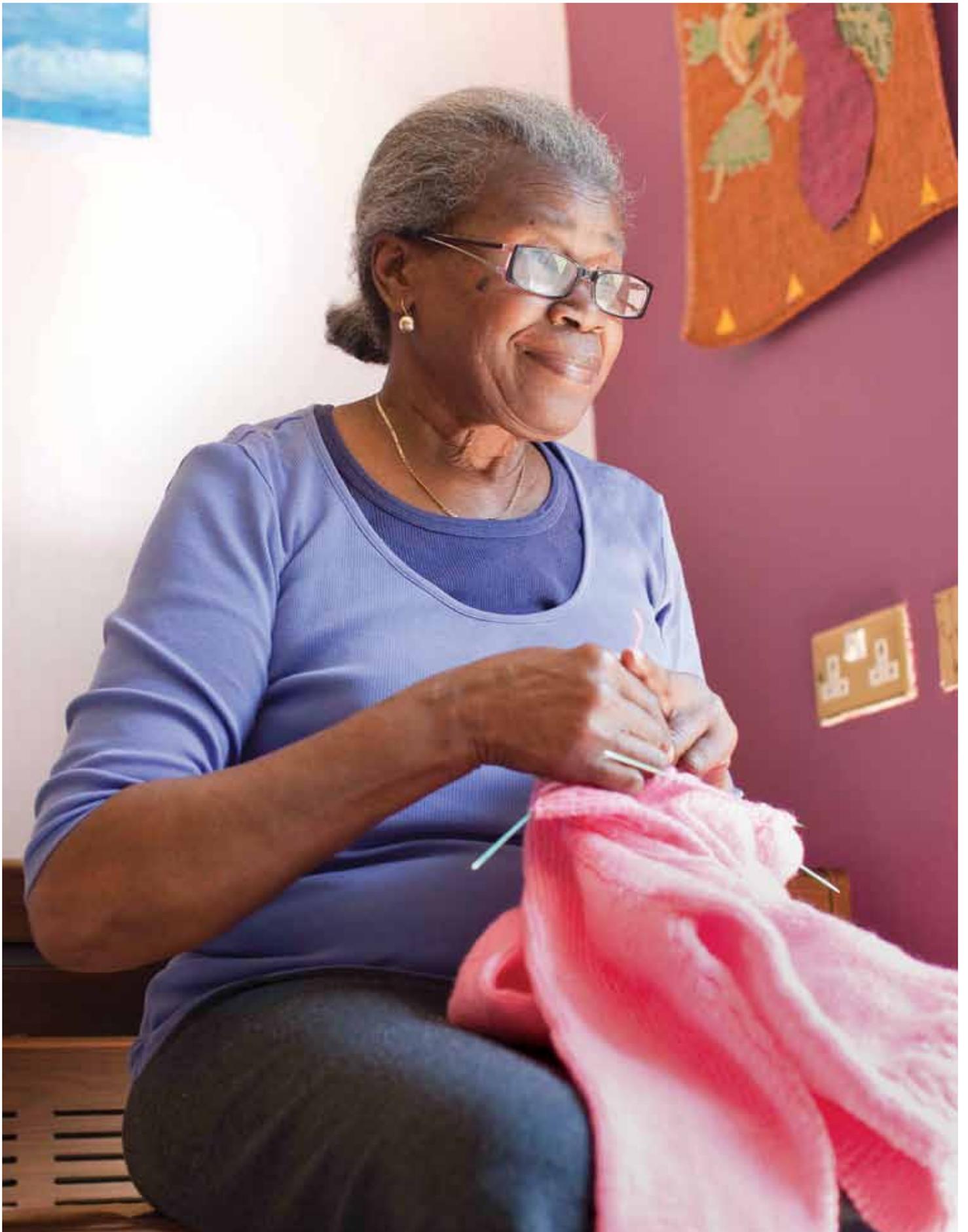
We will build a growing UK supporter base.

We will undertake policy, advocacy, influencing and campaigning activities on development and ageing in the UK – targeting opinion formers, decision-makers and the international development sector.

We will work with HelpAge affiliates to strengthen the global network.



²⁵ World Population Prospects: The 2010 Revision, Highlights and Advance Tables, United Nations, Department of Economic and Social Affairs, Population Division, 2011.



Funding & finance

Age UK's income in 2012/13 was £158.9 million, a drop of £8.8 million from the previous year. This was mainly due to a fall in fundraising income from donations and legacies. Whilst our income fell by 5.2 per cent, our charitable expenditure as a per cent of income increased from 48.0 per cent to 49.1 per cent. This year we spent £78.0 million on charitable activities, much more than our total fundraising income of £43.6 million. We were able to do this because of the contribution made by our trading activities.





How we raise our funds

81,024 regular givers

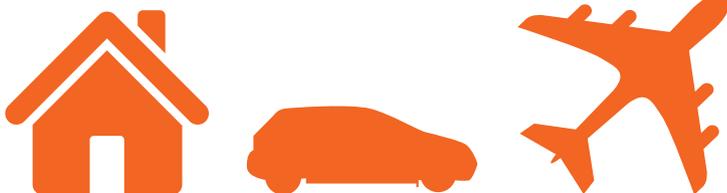
Vitality Ball which raised **£342,000** for services which tackle loneliness among older people



We raised funds through various **10k events**



483,000 home, car and travel insurance policies



Energy services were provided to **445,000 customers**



46,000 personal alarm service customers

89,000 seasonal raffles customers

17,000 funeral plans

3.8 million bags of donated stock



135,000 lottery customers

Virgin London Marathon runners raised **£255,000**



Corporate sponsorship and funding of **£4.5 million**

Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

Work & learning

Closer to home

Around the world

Funding & finance

Financial review

In 2012–13 our total incoming resources were £158.9 million. Age UK’s main income streams are: voluntary income £43.6 million; retail £44.7 million; and insurance and other commissions £37.5 million. There are also other trading activities, comprising raffles and lotteries, personal alarms, training activities and corporate sponsorship and fundraising events.

Age UK has spent more than the total amount received through donations (£43.6 million) on its charitable activities (£78.0 million).

Summary statement of financial activities

Year ended 31 March	2013 £ million	2012 £ million	Change %
Total income	158.9	167.7	(5.2)
Cost of generating funds	(81.1)	(83.9)	(3.3)
Net contribution	77.8	83.8	(7.2)
Charitable activities	(78.0)	(80.4)	(3.0)
Other income and costs	(0.4)	(1.0)	(60.0)
Net (expenditure)/income	(0.6)	2.4	

Income by Source (total: £158.9m)



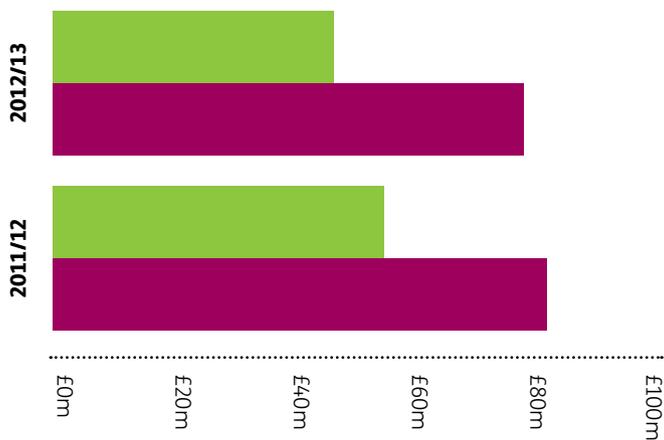
- Voluntary income (£43.6 million)
- Retail (£44.7 million)*
- Insurance & other commissions (£37.5 million)*
- Other trading (£24.3 million)*
- Income from charitable activities (£7.0 million)
- Other (£1.8 million)

* Income from activities for generating funds £106.5 million

Charitable expenditure (total: £78.0m)



● Voluntary income
● Spend on charitable activities



Balance sheet

£ million	2013
Fixed assets	28.1
Investments (including joint ventures)	21.0
Net current liabilities	(0.1)
Long term creditors and provisions	(10.8)
Defined benefit pension scheme liability	(19.1)
Net assets after defined benefit pension scheme liability	19.1

Money matters

Health & wellbeing

Home & Care

Travel & lifestyle

Work & learning

Closer to home

Around the world

Funding & finance

Tavis House
1-6 Tavistock Square
London WC1H 9NA
0800 169 80 80
www.ageuk.org.uk

