

Join us!

You've heard all about us – but the final piece in the jigsaw is you.
With your help, we can make an even bigger difference to older people's lives.

Watch our videos:
www.helpage.org/films

Read our full annual report:
www.helpage.org/achievements

Sign our Age Demands Action petition:
www.helpage.org/signthepetition

Sign up for our eNewsletter:
www.helpage.org/enewsletters

Read and comment on our blogs:
www.helpage.org/blogs

Read our five-year plan:
www.helpage.org/agehelps

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**By 2050, 1 in 5 people
will be over 60**

Age demands action

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Chief Executive Officer

Richard Blewitt

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**HelpAge
International**

age helps

**Annual Review
2011**



Welcome

Welcome to our Annual Review – a snapshot of what we’ve achieved in the first year of our Strategic Plan leading up to 2015. There’s been strong progress: together with our partners, we’re helping millions of older people lead more dignified, active, healthy and secure lives.

Practical solutions

At least 750,000 older people and their families accessed our health, emergency and finance-related services on 1.4 million occasions.

We also trained 25,000 professionals and 16,000 community members – including the older generation – to provide health-care, legal advice and financial support for older people. And we supported 2,700 older people’s associations to enable older people to come together to find solutions to the problems they face.

From promises to policies

Through our global network of Affiliates, project partners and older people’s groups, we are playing our most influential role ever in making change happen. Pension provision, for instance, is increasing across the world. Overall, we estimate that policy changes influenced by our Affiliates and partners could help up to 9.5 million older people.

This is spurred on by Age Demands Action, a global campaign led by older people, which has grown to 52 countries.

Behind the scenes, we’ve boosted our efforts to work sustainably, transparently and accountably, publishing reports on our progress. Our income rose to £25.9 million, helping us expand our activities, especially emergencies.

Next on the agenda

There is still much to be done to get governments to respond to rapid population ageing and make sure the rights of older people such as Cecilia (quoted below) are protected.

One focus for next year will be making sure the UN’s new Open-Ended Working Group on Ageing delivers its potential to better protect older people’s rights. We will also press for older people to be included in new global strategies for tackling non-communicable diseases, and for emergency aid to be distributed according to the humanitarian principle of impartiality, so that older people get the assistance they need.

We’ll also forge stronger relationships with our global supporters, including through our relaunched website, and with UN agencies, governments and civil society coalitions.

A huge thank you to all – staff, Affiliates, and pioneers of every generation – who are helping us to drive our work forward.



Tilak de Zoysa
Chair



Richard Blewitt
Chief Executive Officer

“I’ve been head of the family since my husband disappeared as a result of the armed conflict. It was very hard to leave everything behind, to come to the city and start from scratch.”
Cecilia, 60, Colombia

Changing lives

Let’s take a closer look at how we’ve helped older people change their lives this year. With the help of our partners and Affiliates, our influence has reached across the world – changing villagers’ attitudes and shaping UN policies alike. Whether operating locally, regionally or globally, we’ve focused, as always, on bringing about practical, measurable change. For instance, we’ve enabled:

2 million older people to claim their first pension payment – or receive an increased sum

360,000 older people and their families to get through life-shattering emergencies

50,000 to fight abuse and discrimination cases with the help of 300 specially-trained older people’s groups

48,000 to receive basic healthcare

5,000 to receive voluntary HIV counselling and testing services.

One more year

Millions of better lives



Learning from each other



A good day

A better future

HelpAge Belize

Ten more organisations have joined the HelpAge network as Affiliates, bringing the total to 88. Evan Dakers, Chairman of HelpAge Belize, explains what this means:

“At HelpAge Belize, we are helping to relieve the loneliness and poverty faced by many of the country’s older people. For instance, we run nine day centres across the country, where older men and women come to socialise, exercise, receive health education and discuss current affairs. There are board games for the men, and crafts, sewing and cooking for the women.

At two of our centres, local students come and volunteer, bridging the gap between generations and adding to the warm, lively atmosphere. That’s something we want to expand across all our centres.

But beyond today, we want a better future for Belize’s older people. This year we joined HelpAge International and the Belize National Council on

Ageing to launch a study of the feasibility of a non-contributory pension for all older citizens. With fewer than one in five currently getting a pension, it’s urgently needed.

We want to show that this vital measure could improve the wellbeing of whole families, helping older people support all generations, as they often do. We’re also ready to explore other options, such as the expansion of government’s National Health Insurance Scheme to cover everyone aged 60 years and older.

We have been an Affiliate of HelpAge International since 1984. This means we can take part in exchanges, attend forums with other Affiliates and host visits, so that we can share more information and experiences. Being an Affiliate definitely strengthens our work and boosts our profile.”

Gaining respect

We believe that older people are their best advocates. Rhoda, 77, from Kenya describes how she has championed older people’s issues at the highest levels of government:

“I’d love to tell you how much I’ve benefited from the services and support of HelpAge Kenya [an Affiliate of HelpAge International].

Thanks to them, I receive a small income every month. With the money, I buy sugar, paraffin and other items to use in the house and I also restock my kiosk with fruit and vegetables. The small profit I make pays my rent.

I’m so grateful for this support – I don’t know where else I would get it from. It means more than day-to-day survival, it’s also inspired me to become an activist and join Age Demands Action forums where older people can speak freely about the issues and problems we face. For example, I have questions

about the government’s cash transfer scheme for older people. I hear a lot of complaints from older people that the money hasn’t reached them.

I’ve even had the chance to present demands from older people to various government officials – including the Prime Minister, Permanent Secretary in the Ministry of Finance, and Minister for Gender, Children and Social Development. These are people I never dreamed I would speak to myself! And now I do – it’s incredible.

HelpAge has given me an enormous boost. I now feel respected, useful, resourceful and full of knowledge on older people’s issues. I’m more happy and confident than ever.”

Meet Mama Rhoda at:
www.helpage.org/rhoda



It's more than money

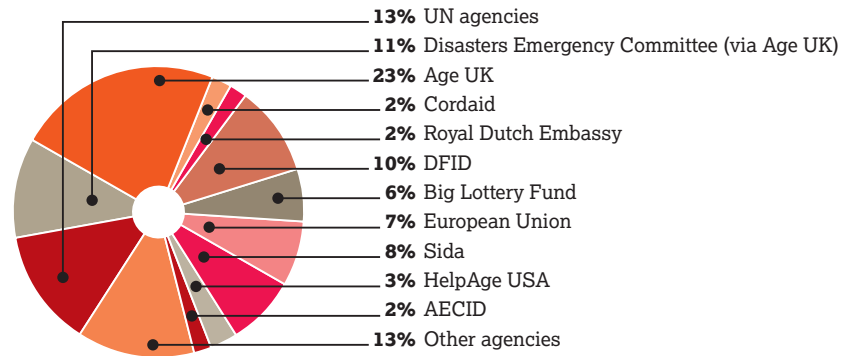
It's inspiration

Benedicte Desrus/HelpAge International

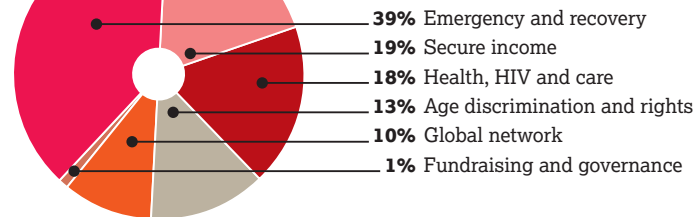
Finance

We are pleased to have achieved a 20 per cent growth in income and, for next year, a new strategic funding agreement with the UK Department for International Development (DFID) and an increased grant from Age UK. Our fundraising costs are negligible because we do not carry out public fundraising ourselves, but receive funds raised from the public by our Affiliates. In accordance with our reserves policy, we have a net increase in unrestricted general funds.

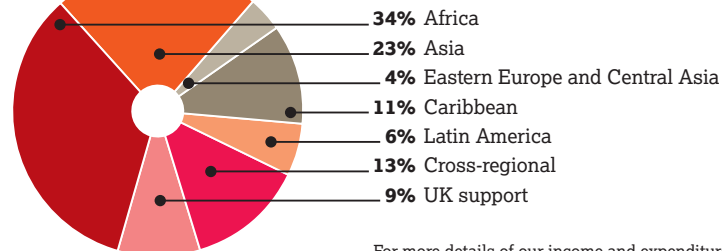
Where our money came from £25.9 million



How we spent the money £24.5 million



Where we spent the money £24.5 million



For more details of our income and expenditure, see our Annual Report and Financial Statements. Visit www.helpage.org or write to HelpAge International, PO Box 70156, London WC1A 9GB, UK or email: info@helpage.org

Thank you to our donors

We are grateful to our many institutional donors, in particular:

AARP; Age UK; Big Lottery Fund (BIG); Canadian International Development Agency (CIDA); Cordaid; Disasters Emergency Committee (DEC); Federal Ministry for Economic Cooperation and Development (BMZ); Irish Aid; European Commission Humanitarian Office (ECHO); European Union (EU); FK Norway (Fredskorpset); Federal Foreign Office (Auswärtiges Amt), Germany; Guernsey Overseas Aid Commission; HelpAge Deutschland; HelpAge Korea; HelpAge USA; Jersey Overseas Aid Commission; Kadoorie Charitable Foundation; Korea International Cooperation Agency (KOICA); Livelihoods and Food Security Trust Fund (LIFT), Myanmar; ROK-ASEAN; Royal Netherlands Embassy, Mozambique; Spanish Agency for International Development Cooperation (AECID); Ministry of Foreign Affairs of Denmark (Danida); Swedish International Development Cooperation Agency (Sida); The Egmont Trust; UK Government, Department for International Development (UK Aid); UNDP; UNFPA; UNHCR; UNICEF; UNOCHA; UNOPS; WorldGranny.

We also thank the many trusts, foundations and individuals who support our work.



Cecilia, whose story of distress and displacement we quoted earlier, says her local HelpAge partner, with funding from Age UK, has done so much to improve her life:

“I have had food from Fundación Paz y Bien and free legal services, which have helped me get access to government social assistance programmes for displaced people.”



Antonio Olmos/HelpAge International

Kenya Society for People with AIDS (KESPA) has made HIV counselling and testing accessible to many more older people – numbers soared from 16 in 2008 to 426 in 2010.

The Resource Centre for Elderly People, Kyrgyzstan, is defending the human rights of older people in prison – and helping them learn new skills for life after release.

↓ HelpAge USA raised more than US\$1.5 million for survivors of the Haiti earthquake. As well as food and basics, this helped pay for solar panels so older people could recharge their phones and contact loved ones.

↓ In Argentina, ISALUD and the senior network of La Plata have signed an agreement with the mayor to implement an age-friendly city project which includes better public transport services.

Nearly 90 organisations in more than 50 countries are affiliated to HelpAge International, forming a unique global network standing up for the rights of older people.

→ HelpAge India highlighted the distressing problem of violence against older people in a report released on the eve of World Elder Abuse Awareness Day.



HelpAge International



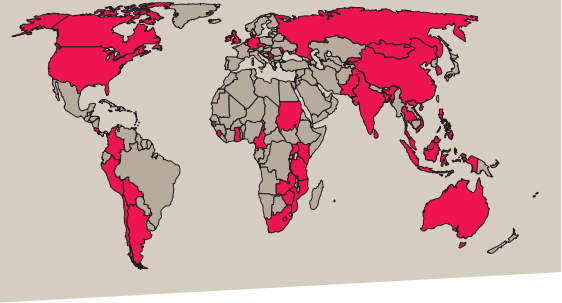
ISALUD

HelpAge International
global network

Frederic Dupont/HelpAge International

Each local step

leads towards global change



COSE

↑ The Coalition of Services for the Elderly (COSE) helped Age Demands Action campaigners convince the Philippines government to bring in a pension scheme – a vital step towards security and dignity for the country's older people.



HelpAge Ghana

← HelpAge Ghana successfully lobbied the government to approve a new policy on ageing, including commitments to improve older people's health and income security.

REACH Dominica's homecare programme has inspired the government to start its own – supporting the physical and emotional wellbeing of 300 older people.

- Africa**
- Age-in-Action, South Africa
 - APOSEMO, Mozambique
 - Current Evangelism Ministries, Sierra Leone
 - Elim Hanganani Society for the Care of the Aged, South Africa
 - HelpAge Ghana
 - HelpAge Kenya
 - HelpAge Zimbabwe
 - Kenya Society for People with AIDS (KESPA)
 - Mawera Women Senior Citizens Association, Lesotho
 - Mauritius Family Planning Association
 - Muthande Society for the Aged (MUSA), South Africa
 - RECEWAPEC, Cameroon
 - SAWAKA, Tanzania
 - Senior Citizens' Association of Zambia
 - Senior Citizens' Council, Mauritius
 - Sierra Leone Society for the Welfare of the Aged
 - Sudanese Society in Care of Older People (SSCOP)
 - Uganda Reach the Aged Association (URAA)
 - YUKOXA, Mozambique
- East Asia Pacific**
- Center for Ageing Support and Community Development – CASCD (formerly RECAS), Vietnam
 - China National Committee on Ageing (CNCA)
 - Coalition of Services of the Elderly (COSE), the Philippines
 - Council on the Ageing (COTA), Australia
 - Fiji Council of Social Services (FCOSS)
 - Foundation for Older Persons' Development (FOPDEV), Thailand
 - HelpAge Korea
 - Helping Hand Hong Kong
 - Instituto de Acção Social, Macau
 - Mongolian Association of Elderly People (MEAP)
 - National Council of Senior Citizens Organisations, Malaysia (NACSCOM)
 - Office of Seniors Interests, Australia
 - Senior Citizens Association of Thailand
 - Senior Citizens Council of Thailand (SCCT)
 - Singapore Action Group of Elders (SAGE)
 - Society for WINIS, Singapore
 - Tsao Foundation, Singapore
 - USIAMAS, Malaysia
 - Vietnam Association of the Elderly (VAE)
 - Yayasan Emong Lansaia (YEL), Indonesia
- South Asia**
- Bangladesh Women's Health Coalition (BWHC)
 - Gramin Vikas Vigyan Samiti (GRAVIS), India
 - HelpAge India
 - HelpAge Sri Lanka
 - Pakistan Medico International (PMI)
 - Resource Integration Centre (RIC), Bangladesh
- Latin America**
- AGECO, Costa Rica
 - CAPIS, Peru
 - Caritas Chile
 - Centro Proceso Social, Peru
 - CESTRA, Colombia
 - Cogeacción, Peru
 - Fundación Horizontes, Bolivia
 - IPEMIN, Peru
 - ISALUD, Argentina
 - Peru Co-ordinating Group for Older People (Mesa de Trabajo)
 - Pro Vida Bolivia
 - Pro Vida Colombia
 - Pro Vida Perú
 - Red de Programas Para el Adulto Mayor, Chile
- Caribbean**
- Action Ageing Jamaica
 - Dominica Council on Ageing
 - Extended Care through Hope and Optimism (ECHO), Grenada
 - Haitian Society for the Blind
 - HelpAge Barbados
 - HelpAge Belize
 - HelpAge St Lucia
 - Old People's Welfare Association (OPWA), Montserrat
 - REACH Dominica
 - Society of St Vincent de Paul, Antigua
- Eastern Europe and Central Asia**
- Dobroe Delo, Russia
 - Lastavica, Serbia
 - Mission Armenia
 - Second Breath (Gerontological Association of Moldova)
 - Slovene Philanthropy
 - UMUT (Resource Centre for Elderly People), Kyrgyzstan
- Western Europe**
- Age Action Ireland
 - Age UK
 - Caritas Malta HelpAge
 - Centre for Policy on Ageing, UK
 - Cordiaid, Netherlands
 - DaneAge Association
 - HelpAge Deutschland
 - WorldGranny, Netherlands
 - Zivot 90, Czech Republic
- North America**
- AARP, USA
 - HelpAge Canada
 - HelpAge USA
 - West Virginia University Center on Aging

Age helps. Join us.
www.helpage.org

