



**Together we're building a world  
where every older person feels  
included and valued**

**Age UK** Impact Report 2023/24



# Thank you

We begin by thanking our supporters, volunteers and campaigners, as without your unwavering support the work of Age UK would not be possible. Your belief in our cause enables us to make a tangible difference in the lives of older people, offering vital support when it's needed most and helping change the way we age, today and in future.

This report highlights the impact we've achieved within our financial year from April 2023 to March 2024 – a tough and challenging year for many older people.

Every day we hear from older people and their families who are grateful for the help Age UK has been able to provide, thanks to you. Equally there's so much more we need to do in the year ahead to address some of the biggest issues older people are facing – poverty, unmet health and care needs, ageism.

In 2024/25 we are launching our new five-year strategy aiming to achieve some ambitious goals, working shoulder to shoulder with older people and all our supporters and partners. We have listened carefully and we know we have much to do, and we can only do this if we act together, so I thank you in advance for joining us on our onward journey.



Paul Farmer



## How we work

Age UK believes every older person should be included and valued. We work locally, nationally and internationally to make that happen. Through campaigning, local support, advice and friendship, we're changing how we age.



## Working nationally

We provide expert, impartial information and advice to help older people navigate challenges like care, money, health, and housing. Whether through our free national Advice Line, our website, or our guides and factsheets, we offer support that turns worries into solutions.

As an expert voice on ageing, we are changing how older people are treated and represented in society. Through research and campaigning, we work with policymakers to challenge inequalities and drive improvements in older people's lives.

Our Telephone Friendship Service helps tackle loneliness by making thousands of weekly friendship calls to older people, and our Silver Line Helpline is open day and night giving comfort and companionship when it's needed most.



## Working locally

We are proud to be part of the Age UK network, which includes Age UK, three national charities: Age Scotland, Age NI and Age Cymru, and over 120 local Age UK partners across England, five local Age Cymrus and Age Scotland Orkney.

At local and national level, the Age UK network delivers vital services in the heart of communities, tailored to the needs of local older people. These include information and advice, help at home, social and physical activities and so much more. Together, we work to deliver essential services, using local Age UKs' expert knowledge of their area to transform older people's health, wellbeing and finances.



## Working internationally

Through our sister charity, Age International, we support older people in low- and middle-income countries. Age International funds emergency relief and long-term development programmes in over 27 countries, as a member of the HelpAge global network and the Disasters Emergency Committee (DEC).

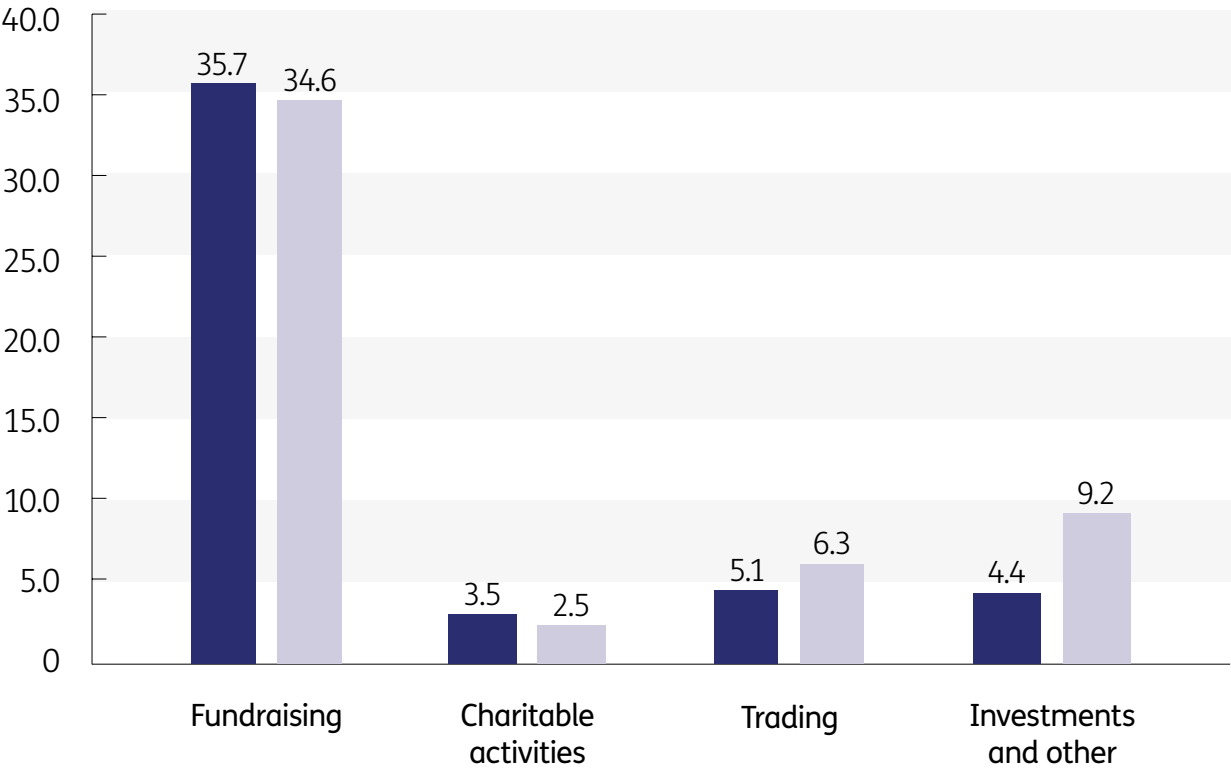
**This report will focus primarily on our work locally and nationally.**

# Financial summary

The fundraising environment has continued to be challenging in 2023/24 as the cost-of-living crisis has impacted donors' ability to give, as well as our own costs of raising funds. We are hugely grateful to our donors, who have continued to support us through this financially challenging time.

## Age UK net income

● 2024 ● 2023

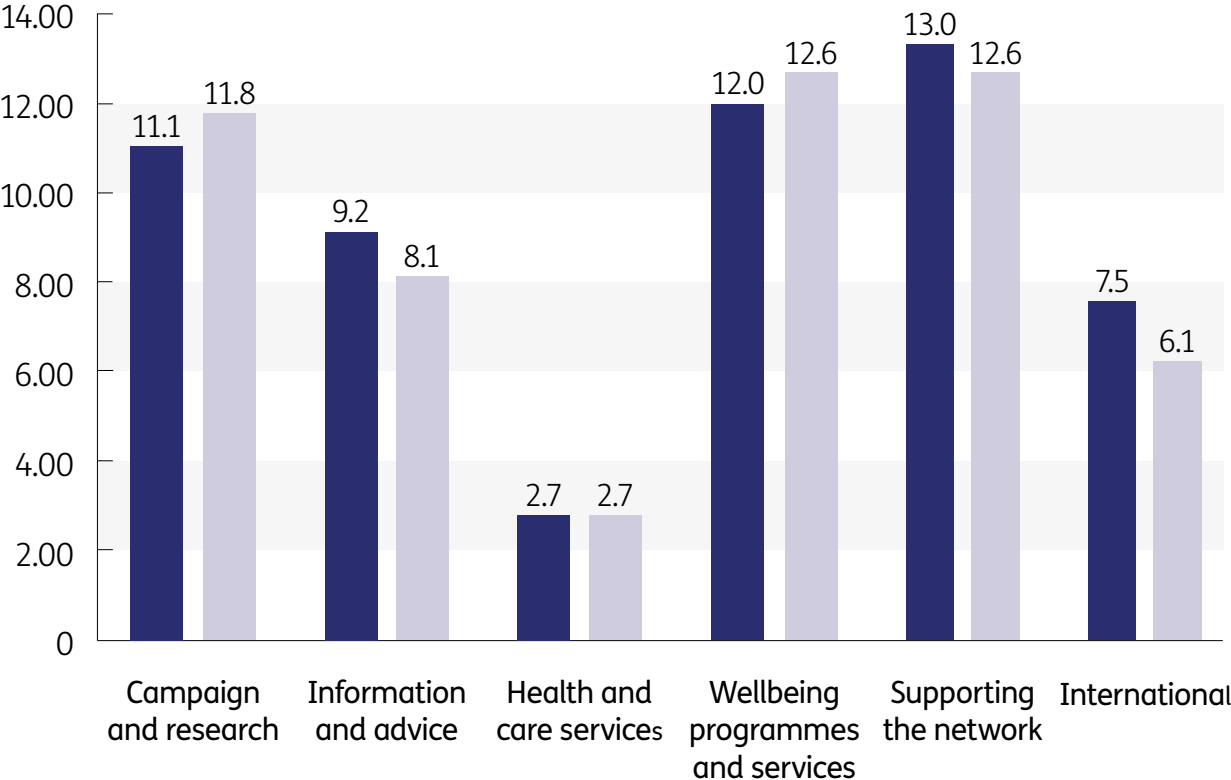


Age UK's income available for charitable activities (net income) fell from £52.6 million in 2022/23 to £48.6 million in 2023/24, whilst our total income increased slightly from £100.3 million in 2022/23 to £102.4 million in 2023/24.

Age UK responded to the continued crisis for older people by increasing our unrestricted charitable spending, utilising our reserves to sustain our activities. We granted £7.4 million to local Age UK partners and our national partners Age Cymru, Age Northern Ireland, & Age Scotland to fund their work to help older people locally, and we increased the grant to HelpAge International to respond to the needs of older people around the world.

## Charitable expenditure

● 2024 ● 2023



We are looking at our ways of working so we are as effective and efficient as possible. This includes reviewing our income generation strategy to ensure that we are investing our money in the areas which will generate the best return on investment and reviewing our operating model to ensure we are structured in the best way to enable us to deliver our ambitious new strategy.



# Our impact



# We campaign and research

In 2023/24 we spent

**£11.1 million**



## What we do

It is vital that the voices of older people are heard by those who have the power to make decisions that affect them. Our public policy and research expertise, and what we hear from older people and our thousands of campaigners coupled with insights from local Age UK partners, enable us to spearhead powerful campaigns on the issues that matter most to older people.

Key highlights from 2023/24

### Protecting the living standards of older people

We campaigned to protect the triple lock on the State Pension, gaining commitments from the Conservative Government to continue with the policy. Our campaigning work protected increases in other means-tested benefits so that they also rose with inflation.

Our report '**Cold at home**' showed how the winter cost of living pressures continued to impact older people. The report helped secure support from the government of the day for the energy bills and day-to-day expenses of older people on low incomes.

We campaigned against forced installation of pre-payment energy meters and secured an effective ban on forced pre-payment meter installation for people aged 75 and over, and a review of the higher charges faced by older people who don't pay by Direct Debit.

## Championing NHS and social care reforms

Following our influencing and campaigning efforts, the Conservative Government confirmed that prescriptions in England would remain free for those aged 60 and over. Our reports, **'We have to take it one day at a time'** and **'The State of Health and Social Care'**, revealed the struggles many older people face, especially those in deprived communities, ethnic minorities, and carers.

As more healthcare decisions are made locally, we collaborated with local Age UK partners to influence these systems, creating new resources to support older people. This joint effort combines the expertise of local Age UK partners with our own knowledge of national policy and priorities.

We commissioned **The Centre for Mental Health** to produce a report on older people's mental health, which found that older people's mental health is being routinely overlooked and that ageism and discrimination are stopping older people from accessing the support they need. We updated and relaunched our **Older People's Positive Practice Guide for NHS Talking Therapies** and published our own report **'I just feel that no one cares'**, highlighting the impact of poor mental health on older people.

## Promoting the needs and interests of older people who are not online

We launched the **Offline and Overlooked** campaign to urge the Government to ensure offline public services for older people. Our petition, which had around 60,000 signatures by March 2024, asked the Government to make sure offline alternatives are always in place. We shared paper copies of the petition with older people and local Age UK partners to make sure those not online could make their views heard. And Age UK's shops joined the campaign by sharing campaign postcards that meant their older customers who aren't online could join.

Justin Madders MP highlighted our campaign in Parliament, leading to a debate with 18 MPs. Additionally, we collaborated with local Age UK partners to research and report on how local authorities process offline Blue Badge applications, attracting significant national media coverage.



# Our impact in numbers

**12.6  
million**

people benefited  
from the Government  
listening to our calls  
to protect the pension  
triple lock



Around

**60,000  
people**

signed our Offline  
and Overlooked petition



We brought

**90 MPs**

together with older people and local Age UKs  
so that they could hear about older people's  
experiences of the NHS and social care



# We provide information and advice



In 2023/24 we spent

**£9.2 million**



## What we do

The Age UK Advice Line provides independent, impartial and expert information and advice, seven days a week, every day of the year. We reach people on the phone, online, and face to face through Age UK funded programmes delivered by local Age UK partners. We provide expert, impartial and easy-to-understand support that helps people in very practical ways – from managing money troubles to finding a care home.

Key highlights from 2023/24

## **Our national benefits advice team**

Our specialist benefits team completed 6,375 benefit entitlement checks and identified a total of £30.1 million for older people, which is on average of £4,714.45 annual potential income for each person we supported.

To get more information about what happens for older people after the support we offer, we assessed data on follow up contact between our benefits advisors and clients between August 2023 and February 2024, 12 weeks after the initial appointment. Out of the 214 people we contacted, 84 per cent had gone on to make a benefit claim, and 74 per cent of these claims were successful, resulting in thousands of pounds of extra income going into the pockets of older people who need it most.

## **Supporting LGBT+ veterans**

In July 2023, we launched 'Operation Sterling' in partnership with Fighting with Pride, an LGBT+ military charity that supports veterans who were adversely affected by the ban on LGBT+ personnel serving in the Armed Forces. Through this project, the Age UK Advice Line offers advice and support to older LGBT+ veterans to help them access the financial support they are entitled to. This project has been made possible through generous funding from the Armed Forces Covenant Fund Trust.

## **Bereavement Support programme**

This year we provided practical and emotional support to 359 people on the Bereavement Support programme. Over 50 per cent of these people had a face-to-face appointment with an advisor at a local Age UK partner, and over 80 per cent were provided with a benefits review to support with their finances following a bereavement.

## **Online and printed information and advice**

Our website and printed leaflets and guides are a trusted source of information and advice for millions of older people and those who support them.

We write our information in plain English to make sure that all topics – from benefits and housing to complicated legal topics such as wills and power of attorney – are accessible and helpful to all.

In 2023/24, there were 13.5 million views of our information and advice webpages. Our website features an online benefits calculator and this year 255,000 benefit checks were completed using the calculator.

# Our impact in numbers

We answered

**200,837**  
**enquiries**

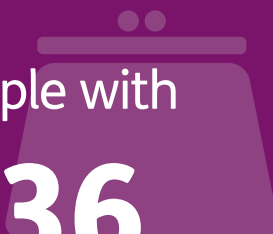
via our Advice Line



We helped people with

**254,836**

benefit checks  
(online and through  
our Advice Line)



**85% of**  
**callers**

to the Advice Line were  
satisfied with the service  
they received



Our information and  
advice webpages had

**13.5**  
**million**

views



## Funding Partner spotlight

**Rothesay**  
Foundation



The Rothesay Foundation teamed up with Age UK to fund a programme to provide vital benefits advice and checks for older people.

The charitable foundation, established in 2019 by Rothesay, the UK's largest pensions insurance specialist, donated over £370,000 to enable us to continue to support thousands of older people who may be missing out on financial support they are entitled to through benefits such as Pension Credit and Attendance Allowance. This additional income can help with things like care costs, energy bills and the spiralling cost of living.

As part of the partnership, that launched in April 2023, we were able to identify over £16.5 million of unclaimed benefits for 3,389 older people. This equates to an average of around £5,000 extra income every year per older person.

The Rothesay Foundation was keen to continue to support those who had been part of their Summer Cheer campaign, so we collaborated on a letter to these people and answered almost 1,900 calls on the dedicated phone line.

We selected six local Age UK partners to deliver this programme and recruited additional resource on our Advice Line.

James Dickson, Chairman of the Board of Trustees at Rothesay Foundation said:

“We were delighted to work with Age UK on this pilot to support older people to access benefits they are entitled to. The Rothesay Foundation’s mission is to improve the quality of life for older people in need in the UK and by identifying over £16 million of unclaimed benefits we hope to have provided greater security for thousands more pensioners. The stories of those we helped really brought to life the impact of ensuring far fewer older people are missing out on the essential financial support they are entitled to. We hope to use the findings from this pilot to shape the next phase of our partnership with Age UK and move closer to ending pensioner poverty.”

We are delighted to continue our work with The Rothesay Foundation over the coming years expanding on our joint support for older people.

## Making all the difference for Jeanette

For Jeanette, the heating bills were “absolutely crippling” and a constant source of anxiety. Worrying about having enough to cover the necessities was negatively impacting her health, and her quality of life was suffering.

“A few years ago, I had a stroke, and I have recently been diagnosed with blood cancer. I take chemo pills,” she explains. The cold is debilitating for her, and she needs to keep warm.

“We don’t eat a lot now. We usually shop in the reduced bin and make what we get into a cheap meal,” she says. “We try not to spend too much when we go shopping, but you can’t avoid it. You’re bashing your head against a brick wall, and because we’re here, right out in the country, it’s extra cold anyway. It’s the heating that’s absolutely crippling, but you’ve got to stay warm.

Age UK helped me to claim Attendance Allowance. I never thought in a million years I’d get it!” she says. “I bought myself a second-hand mobility scooter with the extra money – something I really needed to help me get around.”

Thankfully, Attendance Allowance has helped contribute to Jeanette’s heating bills, which has eased her physical pain and relieved her money-related stress.







# We improve health and care services



In 2023/24 we spent

**£2.7 million**



## What we do

The social care system is broken. Fundamental change and a lot more public investment is needed. We campaign for change nationally, but also think it is vital that we work to improve how local health and care services are delivered and commissioned. This is especially so given the crucial role local Age UK partners play as providers of services to hundreds of thousands of older people. However, we know that local Age UK partners face huge levels of demand while having to compete fiercely for ever-diminishing funding.

Age UK works to improve how local health and care services are delivered, helping local Age UK partners to improve the quality of their services, expand sustainably and to deliver services which are focused on the individual older person, based on what we know works.



Key highlights from 2023/24

## Developing a new tool to measure quality

This year, we developed a Regulated Services Self-Assessment Tool for local Age UK partners in England, based on the Quality Indicators within the Care Quality Commission's (CQC) new regulatory framework.

We made sure that the tool mirrors the CQC's processes and the categories which they assess services on. This enables local Age UK partners in England to see how they measure up against the CQC's new quality indicators so they can prepare for their CQC assessment in the best way possible. This tool was distributed for use to local Age UK partners at the end of 2023.

## Assisting local Age UK partners to navigate NHS integrated care systems

Age UK has worked collaboratively with the Age England Association to create a set of tools to help local Age UK partners effectively navigate and adapt to their Integrated Care Systems (ICSs). This initiative, developed in conjunction with CEOs of local Age UK partners in England, combines detailed data and practical resources to provide a clear understanding of local health and care systems. These tools help local Age UK partners make informed decisions, influence local policies and plan services that meet the needs of their regions.

## Addressing winter challenges

We have promoted key strategies and actions to address the challenges older people, and the NHS, face during the winter months, which are also useful all year round. We have aligned our resources with the NHS's 10 High Impact Actions and other relevant health and care frameworks to offer evidence-based advice and practical tools to prevent unnecessary hospital admissions and highlight benefits of proactive preventative support.

By strategically positioning the practical support offered by local Age UK partners, we help improve health and care services and outcomes for older adults across England.

# Our impact in numbers

## 16 Local Age UK partners

benefitted from three Community of Interest sessions each to co-produce a network foot care quality standard





# We deliver wellbeing services and programmes



In 2023/24 we spent

**£12 million** 



## What we do

Our Telephone Friendship Service is a free UK-wide service, which offers older people a trained volunteer to have a weekly chat with. We also provide group calls, facilitated by one of our volunteers.

Our Silver Line Helpline is the only free 24/7 helpline specifically for older people, offering friendship, conversation, and support. The Silver Line Helpline is open every day of the year.

We work together with local Age UK partners to develop, deliver and test new services which can address obstacles to wellness that many older people face, whether that is through loneliness, isolation or a lack of opportunities on offer in their communities.

Key highlights from 2023/24

## Expanding our Telephone Friendship Service

By the end of March 2024, the Telephone Friendship Service was supporting a total of 4,486 matches between older people and their volunteer befrienders, after reaching a record high of 4,548 in September 2023. We also saw the shortest waiting time to date for an older person to join the service, with the wait time in September 2023 being 0 days, and referrals being contacted the same day.

We continued to make improvements to our digital system throughout the year, as well as improving our policies and procedures to put us in the best possible position to achieve a higher number of matches in 2024/25. A new volunteer handbook, providing a wealth of information and tips to volunteers on the service has been well received.

We launched an internal volunteering opportunity for Age UK staff to make short Good Day Calls, which are five-minute calls to older people who are waiting to be matched with a volunteer, with over 25 staff members taking part each week. They made over 6,000 minutes' worth of calls to older people in 2023/24.

We started the application process to achieve the Quality in Befriending award, which we hope to achieve in 2024/25.

## The Silver Line Helpline

In November 2023, we celebrated the tenth Anniversary of The Silver Line Helpline. Since its launch in 2013, the Silver Line Helpline has answered over 3.8 million calls from older people.

An external evaluation based on 49 in-depth interviews was carried out on the Helpline in January 2024, with positive results. It revealed that older people valued the unique opportunity to have a friendly, two-way conversation, that they do not need a reason to call and that it helped to reduce their feelings of loneliness. Colleagues and volunteers also said they had a positive experience and were proud of being part of The Silver Line Helpline.

We ran a counselling and coaching pilot in 2023/24, supporting 75 clients and working with 18 students from seven universities. The pilot aimed to assess the benefits of counselling for older people and whether it could reduce frequent callers to The Silver Line Helpline.

An external evaluation showed positive outcomes for both older people and student counsellors, though it didn't decrease frequent callers as expected. We paused the pilot in June 2024 to focus on larger national services but gained valuable insights and hope to revisit the project in the future.



## Digital Champions

Our four-year Digital Champions programme is being delivered by 40 local Age UK partners. It aims to tackle digital exclusion by recruiting and training Digital Champion volunteers to support older people to improve their digital skills, as well as providing loan technology to older people without access.

The first cohort of the programme ran from June 2022 to November 2023. It recruited 458 Digital Champions and reached 63,477 older people through digital awareness-raising activities, supported 6,203 older people through digital skills sessions and 680 older people through the tablet loan scheme. Age UK also produced a suite of Digital Champion e-learning modules designed to help local Age UK partners colleagues and volunteers support older people with their journey to digital inclusion.

In our recently published evaluation, older people reported that the programme had brought back a 'spark and purpose' to their lives. It improved their motivation to get online, built their digital knowledge, and as a result, increased their use of technology. Local Age UK partners said that by attending group sessions, older people not only benefited from access to technology and digital skills support, but also had the opportunity to enjoy some time to socialise and build relationships. The loan scheme proved particularly successful in encouraging older people to purchase their own device at the end of the loan period. Cohort two began delivery in June 2024.

## Warm Homes programme

Our long-term partnership with energy suppliers to deliver services that support older people to keep warm, well and maximise their income finished its 13th year of delivery in March 2024. The programme's work in 2023/24 was kindly funded by E.ON Next Energy, Shell Energy and Octopus Energy and was overseen by Ofgem, the energy regulator.

The programme awarded £1.8 million to 53 local Age UK partners to deliver 26,824 benefit checks maximising the income of 13,919 older people. 34 local Age UK partners were awarded a total of £355,796 to deliver 3,668 home energy checks to 5,150 older people. These checks offer households energy-related information and advice and energy efficiency equipment such as draught excluders, light bulbs and radiator foils.

The programme identified £59 million in benefits that people were entitled to, which works out as an average of £4,245.05 per person supported. Support provided by home energy checks is expected to result in total fuel bill savings of £85,180.48.

Local Age UK partners in receipt of funding for benefit checks provided important feedback on the impact that not receiving this funding would have had on their service. 41 per cent of local Age UK partners said they would have had longer client waiting lists and 15 per cent would have had to make experienced employees redundant.



# Funding Partner spotlight



Walking Tennis – LTA Tennis Foundation

Age UK has welcomed the funding from the Lawn Tennis Association (LTA) Tennis Foundation which is opening up walking tennis to older people across our local Age UK partners network.

Thanks to the support of the LTA Tennis Foundation, Age UK Shropshire Telford and Wrekin, Lincoln and South Lincolnshire, Devon, Sutton, Calderdale and Kirklees, Waltham Forest, Blackburn with Darwen and South Kent Coast, are now running regular walking tennis sessions.

The walking version of the much-loved sport is designed to be a gentle and inclusive game and provides a supportive environment for older people of all abilities.

Tom Gibbins, Head of the LTA Tennis Foundation told us:

“We are pleased to have awarded Age UK funding through our Grant Making Programme. The LTA Tennis Foundation’s mission is to improve lives through tennis, and we are delighted to see the start of the development and impact the Walking Tennis programmes are having in the communities they are being delivered in.”

# Our impact in numbers

**95%**



of older people who responded to our annual survey told us they felt a little or a lot less lonely thanks to their friendship call

The Silver Line Helpline answered

**182,401**

calls from older people

Our Warm Homes programme benefit checks identified an average of

**£4,245.05**

in unclaimed benefits for each older person supported

**89%**



of older people who took part in our digital champions programme went on to use technology and the internet after engaging with support from their local Age UK partner

Our Telephone Friendship Service reached our highest ever number of friendship matches with

**4,548 matches**

# Corporate Partnership spotlight



Dunelm Leeds Abbey dash

In January 2024, we launched our exciting new partnership with Dunelm. Dunelm has chosen Age UK as their charity partner for the next three years, and together, we're aiming to raise £2 million to create communities that feel like home.

Every penny Dunelm raise will go towards practical Age UK support to help older people in their homes and communities: information, advice and friendship delivered over the phone, as well as frontline support in communities where Dunelm colleagues and customers live, delivered by local Age UK partners.

In the first three months of our partnership, we raised more than £200,000, with Dunelm colleagues and customers getting involved from the start – donating 5p for every hot drink sold in their Pausa cafes, or £1 when making an online purchase, and even a static bike ride going the distance from Stoke to Paris, and back.

Paul Sullivan, Head of Communities at Dunelm said:

“We're thrilled to be supporting Age UK over the next three years. During the selection process, our colleagues and customers had the opportunity to vote for Dunelm's preferred national charity partner and both groups favoured Age UK and their work to support older people. As the UK's leading homewares retailer, we're looking forward to raising at least £2 million together to make a difference to the lives of so many older people for whom home just doesn't feel like home.”

# We support the Age UK network



In 2023/24 we spent

**£13.0 million**



## What we do

Age UK is proud to be a part of the Age UK network, and we firmly believe that the sum of the Age UK network is so much greater than its individual parts. Local Age UK partners are vital providers of community services that meet local needs, and they act as a voice for older people, helping older people campaign for change locally and nationally.

We work with local Age UK partners and offer practical support such as marketing, website hosting and development, HR support, funding, and communications. We also help them to raise income through supporting their tender bids and fundraising efforts.

Key highlights from 2023/24

## **Our Shared Future**

Being part of the Age UK network enables Age UK to achieve far more for older people than we could do alone. We value our relationships with our local and national partner organisations across England, Northern Ireland, Scotland and Wales and want to build on what has already been achieved so that we can have greater collective impact in the future.

To make this happen Age UK, the Age England Association and our national partners – Age Scotland, Age Cymru and Age NI – have been working to develop a new Shared Strategy and a related legal agreement, for the whole Age UK network. Both documents are being co-produced with Age UK network organisations across the country. Throughout 2023/24 and into 2024/25 the Age UK network has had a large-scale conversation, ‘Our Shared Future’, about the difference we want to collectively make in the future.

## **Providing cost-of-living support**

The cost-of-living response fund programme was able to provide grants to 122 local Age UK partners through 2023/24, helping to deliver 276 services across the network. These services ranged from physical activity groups, day centre support, information and advice services and home support. The funding helped over 406,000 interventions to be delivered to over 94,910 people, helping them to access the services and support they needed.

## **Advocating for contract uplifts on behalf of the Age UK network**

We supported NCVO’s call to action, urging the Government and public bodies to raise contract and grant funding to cover the full costs of service delivery. By drawing on evidence from the Age UK network, we have helped illustrate the long-standing practice of charities subsidising contracts in public service delivery, showing the full impact of years of underfunding beyond the recent pandemic and cost of living increases.

Local Age UK partners have faced increased pressure due to rising living costs, affecting the vulnerable groups they serve. Financial instability, compounded by local authority budget issues and NHS contract challenges, threatens the continuity of their vital services, with some having had to reduce activity or give up contracts, decreasing essential care and support.

Despite these challenges, local Age UK partners remain committed to their communities. However, their resources are stretched thin, risking operational stability. We continue to monitor and support our partners in assessing challenging contract situations and advocate on their behalf, ensuring that they can continue to provide essential services to those in need.

# Our impact in numbers

92

local Age UK partners fed into the Our Shared Future consultation



Our cost-of living response fund has enabled local Age UK partners to support around

71,000

older people



We engaged with

103

local Age UK partners (88%) plus all Age Cymru partners and our national partners – Age Cymru, Age Scotland and Age NI on financial governance



We supported local Age UK partners with 14 tender bids, securing around

£20 million

in total contract value for the successful bids





# Our new strategy

# Developing our new strategy

Our strategy is crucial for all of us at Age UK because we are passionate about supporting older people. During 2023/24 we developed a new strategy, to run from April 2024 for five years.



## Listening

We have spent a lot of time listening to the older people we support, as well as colleagues and our local and national Age UK partners about what they want Age UK to focus on.

Older people and local Age UK partners told us that older people are facing real struggles, including rising living costs, isolation or exclusion, and many don't know where to turn for support. Older people told us they often feel unheard, alone and undervalued. But they have vastly different experiences. Importantly we heard that it's about the journey and not the destination. We change as we move through life. We want Age UK to play a role in changing the way we age.

We didn't lose sight of the fact that we were developing our own strategy at the same time as having discussions as part of the Age UK network on our collective shared future. That shared future is a central part of Age UK's new strategy.

## A bold new direction

Those conversations have informed our new strategy which sets out a new, bold direction for our work and has at its heart a vision that older people are included and valued in our society.

Central to our strategy is our commitment to achieving that vision locally, nationally and internationally. We now have a single, unifying vision and strategy, with an upfront commitment to inclusion. It means we are co-creating a new way of working as an Age UK network based on mutual respect so we can increase our collective reach through a network of sustainable and strong organisations.

We will look at our ways of working so we can deliver this strategy as effectively as possible. And we need to clearly tell our new story to key audiences and everyone over 50, giving the public a much better idea of what we are here to do.

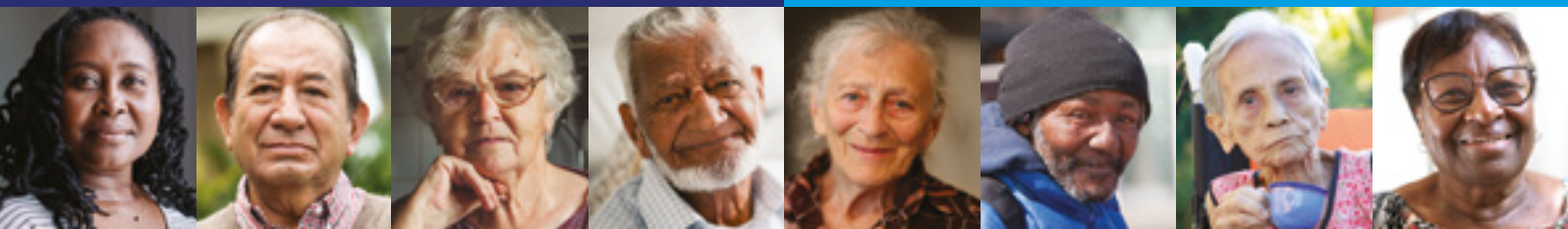


## Our vision

A world where every older person feels **included** and **valued**.

## Our mission

Together we provide crucial support for older people and drive change locally, nationally and internationally.



## Our strategic aims



Work shoulder to shoulder with older people to **transform public attitudes**.



Use our collective influence and expertise to tackle poverty and **reduce inequalities**.



Ensure older people's **health and social care** needs are recognised and fully met.



Work as a strong network and partner, to deliver **impactful services**.



**Inspire** our colleagues, volunteers, donors, supporters and local and national partners to drive forward our mission.



# Our values

Our values are at the heart and soul of who we are as a charity. They describe how we interact with each other and with the people we support every day.

## Collaborative

We work together locally, nationally and internationally, respecting and valuing our different skills and strengths to make the biggest impact on older people's lives.

## Ambitious

We believe that a world where every older person feels included and valued can be achieved with determination and drive. No matter how difficult the task, we'll do what it takes to get us closer to that reality.

## Impactful

We act to bring about real change – in older people's lives, in communities, and in society as a whole. We strive to make a positive difference that inspires others to support us.

## Inclusive

We want everyone to be seen, respected and valued for the person they are. We're committed to acting on the needs of an increasingly diverse older population and changing as a charity to be more approachable and accessible to all.

# Our priorities for 2024/25

- Move towards ending pensioner poverty.
- Start changing public attitudes to ageing.
- Support local Age UK partners to be sustainable and deliver great services.
- Campaign for older people before, during and after the General Election.
- Review our income generation to improve return on investment.
- Become even more efficient by focusing on our operating model.
- Continue to grow collaboration across the Age UK network with a new Shared Strategy and Network Agreement.
- Implement our new brand strategy.

# Thank you

We'd like to give a special thanks to the following businesses, philanthropists, public bodies, trusts, and foundations for their generous support.

AKO Foundation

Arch Insurance (UK) Limited

Armed Forces Covenant Fund Trust

Barclays Bank Plc

Belstaff

Bloomberg

British Gas Trading Limited

Centrica

Christopher Laing Foundation

Dignity Plc

Dunelm (Soft Furnishings) Ltd

Publications Limited

E.ON Next Energy

Emanuel Hospital Charity

Exilarch's Foundation

Gas Distribution Networks (GDNs)

HSBC

Julia and Hans Rausing

Legal and General

Lloyds Banking Group

MandG plc

Mishcon de Reya

Octopus Energy

Rothesay Foundation

Sky

Sport England

Taboola Europe Limited

The Eighty Eight Foundation

The Eveson Trust

The Innholders' Charitable Foundation

The Peacock Charitable Trust

The Schroder Foundation

Tolkien Trust

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# We'd love your support

You can help Age UK in so many ways

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To find out more about how you can get involved with Age UK visit [www.ageuk.org.uk/support](http://www.ageuk.org.uk/support)

We provide expert and impartial information and advice on all areas of later life, through the Age UK Advice Line, our website, and by supporting our local partners to give face-to-face advice.

Age UK free Advice Line: **0800 169 65 65**

Lines are open 8am–7pm, 365 days a year.

Calls are free and confidential.

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