



Age Action Ireland Ltd

(A Company Limited by Guarantee and not having a Share Capital)

**Audited Accounts and Reports of the Directors and Auditors for the year
ended 31 December 2010**

18th Annual General Meeting on 24 June 2011

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GENERAL INFORMATION

Directors

Claire Murphy (Joint Chair)
Carol Pemberton (Joint Chair)
Ann Brogan-Egan (Vice Chair)
Peter Carroll (Hon Treasurer)
Roger Coughlan
Peggy Cumberton (to February 2011)
Nuala Early
Richard Harvey
David Henshaw
Julia Horgan
Tess Kane (to February 2011)
Joan McDermott
John P Meaney
Prof. J Bernard Walsh

Company Secretary

Robin Webster

Chief Executive

Robin Webster

Registered Office

30/31 Lower Camden Street, Dublin 2

Bankers

Permanent tsb
70 Grafton Street, Dublin 2

Solicitors

PJ Walsh & Co
12 Upper Fitzwilliam Street, Dublin 2

Auditors

Mazars
Chartered Accountants & Registered Auditors
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

Company Registration Number: 198571

Charity Number: CHY 10583

AGE ACTION IRELAND

Age Action Ireland was established in 1992 as the national non-governmental organisation concerned with ageing and older people, acting as a network of organisations and individuals including older people and carers of older people and as a development agency promoting better policies and services for older people. In 2006, after a fundamental review of our work, we affirmed our purpose and role by updating our vision, mission and core objectives and strategies. These are set out in our strategic plan for the period 2006 – 2011 and are summarised below.

Our Vision

‘Ireland becomes the best country in which to grow older’

Our vision is that Ireland becomes the first country to apply fully the United Nations Principles for Older Persons by incorporating them into our national way of life to improve the quality of life of all older people and to transform all our attitudes towards ageing and older people. The UN Principles are independence, participation, care, self-fulfilment and dignity.

Central to our vision is the vital role that older people should take in driving forward these changes for themselves and succeeding generations. Older people must reject the stereotypes of dependency, passivity and inevitable decline fostered by widespread ageism, and by their own actions replace these by positive images based on self-confidence, active engagement in personal development and community service and informed by a proper understanding of the ageing process.

Our Mission

‘To achieve fundamental change in the lives of all older people by empowering them to live full lives as actively engaged citizens and to secure their rights to comprehensive high quality services according to their changing needs’

All our activities will be geared to supporting older people to speak and act for themselves in bringing about the fundamental changes they want to live full lives.

Our Core Objectives

Our overarching objective is to eliminate discrimination and put in place positive ageing and the other objectives listed below are geared to that purpose.

- To mobilise and empower older people to advocate on behalf of themselves, their families and their communities
- To change attitudes towards ageing and older people in Irish society
- To effect changes in legislation and policies by influencing Government, state agencies and the Social Partners.
- To secure the right of older people to comprehensive high quality services and where necessary to initiate selected services.
- To focus on the needs of the most disadvantaged older people

CHAIRPERSONS' REPORT

We are pleased to present this 18th annual report for the year 2010.

This report clearly shows that Age Action has continued to serve older people through advocacy and campaigning, as well as the services that we provide in many parts of the country. We have continued to develop all areas of our work in response to the rising demand from older people and their families and carers. The continuing development of the Care and Repair and Getting Started programmes is worthy of special mention.

This continuing growth in our work has been achieved despite the increasingly difficult financial pressures. Most grants from statutory bodies have been reduced and the fundraising programmes and charity shops have found it increasingly difficult to meet targets in these stringent times. The Board has had to take some very painful cost cutting measures to protect the organisation during the year and from the increasing financial pressures expected in future years. Nevertheless, the Board is taking various measures to put the finances of the organisation on a more secure footing.

We acknowledge the support from the Health Services Executive through our core grant and the project funding from the Departments of Communications, Energy and Natural Resources; Community, Rural & Gaeltacht Affairs; Education and Skills; Social & Family Affairs and the Taoiseach, as well as the European Commission, Dublin City Council and FAS, through the Community Employment Programme. We are most grateful for the increased support from the business sector, notably from Irish Life, ESB Customer Supply and Pfizer. Finally, we express our deep gratitude to our members and supporters for the substantial increase in the number of donations.

We wish to thank the many people who contributed to our work during 2010. Our thanks goes to all the Directors and the members of the sub-committees, with a special mention of those Directors who have resigned or have given notice of resigning from the Board, these include Peggy Cumberton, Peter Carroll and Tess Kane, each of whom made important contributions to the work of the Board.

The Board warmly acknowledges the active contribution of the growing number of members as advocates, volunteers and donors. Finally, on behalf of the Board and all members, we wish to pay tribute to Robin Webster, our Chief Executive, the Senior Management Team and all staff and volunteers for their dedication and hard work.

Claire Murphy (Joint Chair)

Carol Pemberton (Joint Chair)

CHIEF EXECUTIVE'S REPORT

This has been a very difficult year for many older people in Ireland, particularly for those who are most vulnerable and with least resources of their own or those living alone with no family support. The many cuts in basic services have grown apace bringing immediate hardship as well as longer term anxiety for those who depend on them to maintain a life of dignity and independence.

In our advocacy work, we have tried to balance realism with passion. Realism that acknowledges the current economic crisis and its impact on public policies and services. Passion that argues for the rights of older people to high quality services when and where they need them and argues against any form of age discrimination that regards or treats older people as second class citizens. So, for example, we have never argued that older people are more important than children or young people but we have and will always argue that older people are just as important as any other group. When times get tough and resources are scarce, justice and equality become even more important principles by which we should all live.

This report shows that our advocacy has developed greater range and depth through more effective research and closer cooperation with other bodies and most importantly greater involvement of older people in developing and presenting our ideas. An essential aspect of our advocacy is our work with the media. We not only pursue specific policy issues and cases but we also constantly remind the general public of the needs of older people and the positive role that they play in family and community life. As President Mary McAleese remarked at the opening of Positive Ageing Week, Age Action may have started to change people's attitudes towards ageing by simply adding the word "positive", as we have been doing for over eight years.

While our advocacy dominated the year, we continued to run a wide range of practical programmes, which served at least 30,000 people in many parts of the country. In particular, the continuing expansion of Care & Repair and the Getting Started revealed the unmet demand from older people for more opportunities for personal development and better support services to enable them to remain in their own homes. These programmes also showed how much more could be done to meet the needs of the growing numbers of older people with modest increases in support for charities and volunteers.

I am glad to commend to our members and supporters the scale and quality of the work undertaken by our staff and volunteers as presented in this report. I wish to endorse the thanks expressed by the Chairs to the many people who helped us during the year. Finally, I wish on behalf of all members, Directors and staff to express our deep appreciation to Carol Pemberton and Claire Murphy for their positive leadership of and huge commitment to Age Action.

Robin Webster
Chief Executive

GENERAL REVIEW

BOARD OF DIRECTORS

1. The Directors, who served since the 17th AGM, were: -
Claire Murphy (Joint Chair), Carol Pemberton (Joint Chair), Ann Brogan-Egan (Vice Chair), Peter Carroll (Hon Treasurer), Roger Coughlan, Peggy Cumberton, Nuala Early, Richard Harvey, David Henshaw, Julia Horgan, Tess Kane, Joan McDermott, John P Meaney and Prof. J Bernard Walsh.
2. Since the previous AGM, the Board held seven meetings. In addition, Directors attended meetings of the sub-committees responsible for Advocacy & Communications, Business Development, Finance & Audit and Nominations.

MEMBERSHIP

3. On 31 December 2010, membership stood at 2,449 comprising 3 life members, 2,131 retired/unwaged individuals, 125 employed individuals, 162 non governmental organisations, 19 statutory bodies and 9 corporate bodies. This represents a 7% increase over the previous year. The full list of members is too large to be included in this report, but it is available to members on request. The growing membership and increased participation of members as volunteers, activists and donors are very welcome. We remember all our members who died during the year as well as their families. May they all rest in peace.

STAFFING

4. All paid and voluntary staff are deployed in teams, each with a team leader or programme manager responsible for their supervision, support and development. We operate an equal opportunities policy in recruitment, training and promotion .
5. The Community Employment Programme started its 17th year in October 2010 with approval for 35 participants. The full training programme provided included topics such as management, first aid, retail sales, computing, home care, manual handling, interviewing, website, elder abuse, information provision and managing volunteers.
6. We continued to attract increasing numbers of volunteers with 872 regular active volunteers by year end. These volunteers of all ages are deployed throughout the organisation and have made a substantial contribution to our work. We are extremely grateful to them for their expertise, enthusiasm and many hours of work. As a result of their work experience and training with us. 25 volunteers secured full or part time employment. We also recruited 12 interns, who worked on programmes such as elder abuse, administration, finance, fundraising, advocacy, information and global education and two of them secured full time posts with us.

SERVICES AND REGIONAL DEVELOPMENT

7. Care & Repair

There were 18,597 repairs and home visits carried out in Dublin, Cork, Galway and the 22 franchises run by local community groups in 13 counties, Cork, Dublin, Galway, Kildare, Laois, Limerick, Longford, Louth, Mayo, Roscommon, Waterford, Westmeath and Wicklow. The work was mainly carried out by the 324 volunteers supported by the team of paid development and administrative staff. There was significant expansion in all areas but the major expansion took place in Cork with the appointment of a full time Development Officer and a recruitment and training drive for volunteers. The result was that by year-end, there were 60 trained volunteers working in area teams, which meant that the programme was available to all older people throughout Cork City and suburbs and the surrounding satellite

towns. This programme is making a significant contribution to achieving the aim of ensuring that all older people get the necessary support to enable them to live in their own homes for as long as they wish. The quality of the work and its rapid expansion is a credit to all concerned, the volunteers, the staff and franchises as well as Irish Life for their sustained and generous financial support.

8. Getting Started

Funding was secured from the Department of Communications, Energy and Natural Resources to continue the programme until June 2010 in partnership with Mayo County Council and the Louth Leader Partnership. Training took place in Dublin, Kildare, Kilkenny, Wexford, Clare, Limerick, Louth, Galway, Mayo, Roscommon, Louth and Monaghan and over 2,540 older people received training in basic computer skills with the support of volunteer tutors. From June to December courses continued in Dublin and funding was received from a charitable trust to fund a Development Officer post in the East Cork/West Waterford region. During PAW several improvers and mobile phone workshops were run in the Dublin area. Two one-day Try IT! events were run in Blanchardstown and Leixlip, funded through the HSE Lottery Funding. Over 200 older people attended each event where demonstration and talks were given on computers and mobile phones. The Silver Surfer Awards were run for a second year and sponsored by 3 mobile. The event received excellent media coverage including an appearance on the Late Late Show by three of the Silver Surfer winners. A pilot scheme was run with Irish Life where staff volunteered to train older family members in IT skills. The success of this programme demonstrates the strong demand from older people for training in computer and mobile phones and their desire to continue learning.

9. Getting Started Programme in Sheltered Housing Complexes (SHC)

The programme continued in 12 sheltered housing complexes, funded by Dublin City Council. Over 125 classes were organised and 400 older people participated with the help of over 100 volunteers. Since the project started over 150 volunteers have tutored more than 800 students. The majority of the students were residents of SHC's however older people in the surrounding community also participated. One third of the tutors were over 55 years of age and included residents from over half of the SHC's.

10. Positive Ageing Week

This was our eighth year Positive Ageing Week and it has grown relentlessly to become part of the national calendar with an increasing number and range of activities and organisations taking part. Many new events were added, notably RTE's "Coming of Age" series of programmes. There were 15 PAW towns: Arklow, Athy, Ballymun, Boyle, Cashel, Drogheda, Dublin city, Dundalk, Dungarvan, Galway city, Midleton, Sligo, Trim, Tullamore and Waterford city. They hosted week-long events/activities, ranging from a Harley Davison bike rally in Athy to a Gala Ball in Sligo, a farmers market in Midleton to a variety concert in Dungarvan, a Positive Solutions for Ageing Information day in Waterford, to a talk on energy efficiency in Tullamore. Older people's groups were painting, swimming, exercising, cooking, singing, bowling and dancing in towns and villages right across Ireland. There were 1077 events in 26 counties and 637 media mentions, an increase of 31% on last year. We are most to our main sponsor, ESB Electric Ireland for their continuing support and encouragement.

11. Global Education

The highlight of the year was the international conference *New voices in Development: Older People on the Global Agenda* on October 1st 2010 to mark the UN International Day of Older Persons. The conference was well attended and the keynote speaker was Peter Power TD, the Minister for Overseas Development. Throughout the year we worked in partnership with several agencies to deliver a series of awareness raising workshops with the general public and particularly older people. Workshops were run in Waterford and, as part of Latin America week, with Irish Aid and the Latin American Solidarity Centre. We were active in the development education sector cooperating with networks such as the Irish Development Education Association. We developed several educational resources for use with the general public, notably a photographic exhibition on Food Security and Older people with the Latin American Solidarity Centre in the Irish Aid Centre in Dublin, and an education pack for use in workshops. There is a small support group which regularly meets the Development Officer.

12. University of the Third Age (U3A)

The main focus was on providing support for the 14 existing U3A's and developing new groups, most recently in Monaghan. Our role is to encourage greater communication and cooperation among them and with other bodies with particular focus on cross border cooperation. We have explored opportunities to expand the number of groups through cooperation with community groups, libraries and hospitals. We developed a monthly e-bulletin which is sent to all existing U3A's and to people those interested in setting up new groups. We started planning with the Association for Education and Ageing a major international conference on promoting the learning needs of older people in 2012.

13. Age Action Cork

During the year, we re-established our presence in Cork with the appointment of a full time Development Officer and a regional committee. We are most grateful to St Luke's Home in Mahon for their generosity in providing a base for our work and the encouragement of Julia Horgan and her staff team for their support. The main plank of our work is the Care & Repair programme, which has met with an encouraging response with the recruitment of volunteers, increasing demand from older people and active cooperation from local voluntary and statutory bodies. We much appreciate the encouragement and support of all of them.

14. Age Action North Dublin

Our Development Officer focused on three main areas, working with older people living in the community and local groups supporting them, managing the advocacy service in St Mary's Hospital in Phoenix Park and developing residents' committees in local nursing homes including St. Clare's, Glasnevin, TLC centre in Santry and Cuan Ross, Navan Road. Two meetings of local Age Action members were held to consider local needs and how they could be met. We cooperated with other local networks such as Northside Community Forum, Northside Partnership, Fingal Community & Voluntary Forum, Council for Services for Older People; Docklands Seniors Providers Forum and Falls and Fractures Prevention Steering Group in HSE North Central. Much of the time of the Development Officer was spent in helping to set up the National Advocacy Programme Alliance and the recruitment, training and support of volunteer advocates in St. Mary's Hospital.

15. Age Action North East

Our Development Officer continued to work closely with St. Joseph's Community Nursing Unit, Trim in providing an independent advocacy service for residents. The six volunteer advocates visit residents each week and they and the Development Officer follows up on any issues raised by the residents or their families. The volunteers have expressed an interest in further training in dementia and end of life care and counselling and these will be run in 2011.

16. Age Action West

Our regional office continued to support the Care & Repair and Getting Started Programmes as well as providing language classes in Irish, French and Spanish. We also provided information through our helpline on a wide variety of issues to those in the Galway and surrounding areas. We again participated in the Burning Bright Arts Project in 12 Nursing Homes which culminated in public exhibitions during Positive Ageing Week. Our advocacy work focused on finding out what older people wanted in the budget and our media work included press releases and radio interviews in both Irish and English.

ADVOCACY & COMMUNICATIONS

17. Media

We received 2,810 media mentions during 2010 (1,841 in print and 969 on radio/TV/internet), an increase of 21% on the previous year. The coverage was driven by our work during the prolonged cold weather in January and December, the longer than usual run-in to the Budget, and the intensive national debate about Ireland's economic crisis. The pre-Budget media work began as early as May with suggestions from Ministers that the State Pension would be cut or means-tested, and followed through the summer with commentators stating that pensioners should be hit. We worked to inform public opinion about the need to protect the most vulnerable of older people. There was media interest from French, Swiss, Greek and British media in the position of older people amid the economic crisis. Media coverage was also driven by high profile Age Action events such as Positive Ageing Week, the Big Knit and the Silver Surfer awards. Other media highlights during the year included the broadcasting of the Winning Streak charity segment from our Camden Street shop in January and our inclusion in TV3's TVAM charity show in December. A major development was the launch of our social media platform in February when we started our Facebook and Twitter pages and created our own channel on YouTube. By the year-end, we had 1,000 Facebook friends and 300 Twitter followers and we hope to use these outlets to tell more people about us and build a wider community of supporters for our work.

18. Website www.ageaction.ie

The website was redesigned in the autumn to make it more user-friendly and provide more information to users. It received 132,659 visits (down 4.5%) last year and 415,561 pages were viewed. The reduction was due, in part, to the use of different traffic measuring software for the old and new websites. Among the additions to the new website was the use of video. Julie Wakeham and Alan O'Connor made short films on the Getting Started programme and the Silver Surfer awards and we also made short in-house videos for the General Election. In April, we began using Google Adwords, which directed over 5,000 viewers to specific pages on the site.

19. Information Service

The information service dealt with 3,110 enquiries last year (up 1% on 2009). The largest category of calls related to health (13%), following by safety and security (12%), Age Action's services (11%) and home repairs/maintenance (9%).

20. Publications

Ten editions of *Ageing Matters* were published during the year. Some members have helped us cut the cost of producing the magazine by opting to receive electronic rather than printed copies.

21. Reference Library

The library is one of the largest reference sources on ageing with currently over 7,500 publications. It is a valuable internal resource for staff and was used by more than 46 external researchers.

22. Budget 2011

Preparation for the budget dominated our work during the year, as we prepared for one of the toughest budgets in recent times. This work began early with a series of meetings with Social Protection Minister O Cuiv (securing his commitment in May that the State Pension (Contributory) would not be means-tested), an invitation to address Fianna Fail's Lemass Forum and briefings with opposition parties. In March we presented to the Joint Oireachtas Committee on Health and Children on the problems experienced by older people with their Over-70s Medical Cards since the processing of these cards was centralised last year. In November we addressed the Joint Oireachtas Committee on Social Protection on our key Budget issues. Our pre-Budget submission was presented to Government in September. Briefing documents were prepared for our members to enable them lobby their local Oireachtas members.

Other Campaigning

23. In tandem with our lobbying work on the Budget, we played a key role in the Poor Can't Pay campaign which was re-launched in May. Its aim was to lobby on a wider platform of vulnerable groups, such as those dependent on social welfare payments, the Christmas bonus and the minimum wage. Our members took part in the email campaigns and starred in the promotional video for the campaign.

24. Throughout the pre-Budget lobbying fuel poverty was a priority. We continued to be an active member in the Energy Poverty Coalition, a consortium of civic society organisations. This work included joint submissions and participation in the Interdepartmental Group on Energy Affordability and a submission to the Commission for Energy Regulation's "Electricity and Gas Codes of Practice for Suppliers".

25. We continued to monitor the implementation of the Nursing Home (Support) Bill, and used the response to an appeal for the public's experience of the new legislation to analyse it and identify emerging problems, which we raised with the Department of Health and Children and the HSE.

26. We worked on several fronts to address elder abuse. As members of the Dublin/Mid Leinster elder abuse steering committee we helped co-organise a half-day seminar on elder abuse for the financial sector. The evaluation report from this will feed into national elder abuse training for all financial sector workers. We were part of the

group which drew up national best practice guidelines on elder abuse for the voluntary and private sectors and we represented older people on the user group of the National Centre for Protection of Older People. As part of the HSE elder abuse communications sub-committee we helped develop the public education DVD and booklet "Open Your Eyes". We helped with the HSE's national video competition to raise elder abuse awareness. Internally, training was provided to the Care & Repair team and our own elder abuse policy was updated.

27. Progress on the development of a National Positive Ageing Strategy was painstakingly slow. We are represented on the NGO liaison group established by the Minister for Older People. A draft outline summary of the strategy was produced by the Office of the Minister for comment in December.
28. We contributed to the forthcoming Amnesty International Stakeholder United Nations Universal Periodic Review. Our policy officer reported on the Housing and Health Rights of Older People in Ireland.
29. We continued our work with the alliance of carers groups on the formulation of a question for the 2011 Census. We worked with the Kilrush Family Resource Centre on an evaluation of an anti-ageism programme of work.
30. Presentations were made to several conferences including: Dementia Services Information and Development Centre, Spring Symposium on 'the lived experience of dementia'; SPARC/CAP conference on 'Participation of Older People in Research' Dublin; Royal College of Surgeons Ireland: 'Warehouses or Households'; NUI Galway Conference on Social Care in Ireland: 'The Implications of the Ageing Demographic for the Caring Sector'.
31. We continued to engage with community groups, giving talks on our work, issues for older people and policy questions. Examples included talks to the Dockland's Senior Forum and the Dun Laoghaire/Rathdown Social Inclusion Week and meetings with ComReg (premium rate calls) and FLAC (public interest law).
32. **Research**
CARDI funded research on 'Older People's Conceptualisation of Elder Abuse and Support Services in Communities across Ireland' continued. A consultant researcher Dr. Marita O'Brien was employed to collect and analyse data by engaging with community groups north and south.
33. The EuROPEAN project (on-line reference framework for the prevention of elder abuse and neglect), was an EU funded project in which we were one of 11 NGO's from nine countries.
34. We supported other research initiatives including the GLEN/Age and Opportunity Study 'Visible lives, study of older LGBT people' and the DIT and Institute of Public Health study on fuel poverty and excess winter mortality.
35. We prepared position papers or submissions on site valuation tax, the pensions framework and the use of restraint in nursing homes.
36. Research on rural transport (being undertaken by UCD) concluded in April. We met the Department of Transport on its evaluation of the rural transport programme.

37. We engaged with the Central Statistics Office to identify new data on the effect of social transfers on the people at risk of poverty. We also worked on the Consumer Price Index database looking at the price elasticity of a number of goods and services from the period January 2008 to June 2010.
38. We engaged with the SHARE Ireland research team in UCD to mine the data in the longitudinal survey focusing on assets and wealth among older people.
39. A paper on Irish pensions policy was prepared for an EU conference organised by Age European Platform on EU pension policies. Other submissions were made to the National Employment Rights Authority (“Protecting the Employment Rights of Older People”), the Department of Health and Children (“Towards a Restraint Free Environment in Nursing Homes”) and the Law Reform Commission (“Legal Aspects of Carers”).
40. **Social Partnership**
Age Action served the secretariat of the Community & Voluntary Pillar of Social Partnership. We represent the C&V Pillar on the HSE Committee on a Single Assessment Tool for Older People and we chair an expert sub-group. The C & V Pillar launched its alternative budget and had a series of meetings with the key Government Departments.

BUSINESS DEVELOPMENT

41. **Charity Shops**
After a full review of the shops, the Board reluctantly decided to close the shops in Galway and Castlebar and make several staff redundant in order to reduce costs and make the shops more sustainable in the longer term. These closures resulted in a significant fall in the surplus of the shops but it is expected that there should be a substantial increase in the surplus in the following year. The staffing of the shops and stock collection was reorganised under an overall manager with a recruitment drive to attract more volunteers. We are extremely grateful to all our donors and loyal customers who have continued to support our shops.
42. **Stock Collection**
The Stock Collection Service collected 15,731 bags, 29% on the previous year. Stock unsuitable for resale brought in a revenue of €19,164 for all the shops. We continued our membership of the Irish Charity Shops Association to support the diverse charity retail sector in Ireland.
43. **Fundraising**
This has been a difficult year for fundraising because of the economic downturn. Nevertheless we have begun to work out a strategy to increase our fundraising in the medium to long term. In the short term, we repeat several initiatives that were well received in the previous year but the results were generally disappointing, so we have to develop and invest in new ideas and obtain some expert advice. The events that we ran included, Share a Golden Moment; direct mail; mini marathon; skydive; sale of the Personal Information Pack; and the Christmas home box appeal. We worked with Innocent Smoothies on “The Big Knit” which involved many knitters and raised €20,000. We are most grateful to the many people who gave donations and help with the fundraising events and we look forward to your continuing support in the future.

44. Commercial Partnerships

We continued our partnership with Irish Life on the Care & Repair programme and ESB Customer Supply and Pfizer on Positive Ageing Week. Many other commercial firms helped us in a variety of ways and their support is vital to the development of our work.

LIAISON WITH OTHER ORGANISATIONS

45. Cross Border Co-operation

We are committed to adding a cross-border dimension to all aspects of our work. We plan to strengthen our partnership with Age UK (the name of the new charity formed from the amalgamation of Age Concern Northern Ireland and Help the Aged in Northern Ireland). We have also established closer links with other bodies in Northern Ireland, notably the Age Sector Platform and the Centre for Intergenerational Practice of the Beth Johnson Foundation.

46. National

We continued to work closely with a wide range of organisations through informal contacts as well as formal committees and networks. We are members of the Equality Rights Alliance, the Ageing Well Network and other bodies to promote greater coherence within the ageing sector.

47. International

We promoted international co-operation in the field of ageing through our involvement in several EU funded projects and our membership of international networks such as Age Platform Europe, the Association for Education and Ageing and HelpAge International.

CURRENT STAFF

Chief Executive: Robin Webster
Deputy Chief Executive: Lorraine Dorgan

ADMINISTRATION & Finance

Team Leader: Lorraine Dorgan
Office Manager: Yvonne Brennan
Assistant CE Supervisor: Jennifer Coen
Administrative Staff: Anna-Marie Byrne, Breda Casey, Sharon Egan, Annette Hanlon, Colette Masterson, Keelin McCarthy, Margaret Shannon.
Finance Staff: Walter Maguire, Ademola Peters, Ujiani Pujiastuti, Marian Raftery
General Maintenance/Domestic: Linda Boyne, David Connick

ADVOCACY & COMMUNICATIONS

Team Leader: Eamon Timmins
Senior Information Officer: Gerard Scully
Policy Officer (Social Inclusion) Emer Begley
Policy Officer (Social Partnership) Lorna Roe
Information Officers: Philomena Cooley, Jade O'Connell, Kate O'Connor.

FUNDRAISING

Team Leader: Robin Webster (Acting)
Development Officers (PAW): Lyndsey Jones and Lorraine Murphy
Fundraiser: Rhona O'Connor
Fundraising Consultant: Anne-Marie Walsh

CHARITY SHOPS:

Team Leader: Lorraine Dorgan
Shops Coordinator: Edwina Brady
Stock Collection Manager: William Ralph
Monaghan Shop Manager: Mary Beagan
Stock Collector: James Lawlor, John Murray, Michael Robinson
Sales Assistants: Sean Allen, Karina Coleman, Pauline Dempsey, Kathleen Donogue, Martin Doherty, Teresa Foley,

Catherine Fowler, Colette Goslin, Lorraine Murphy, Diondra O'Donnell, Cara Skerrett, Patricia Walsh

REGIONAL DEVELOPMENT & SERVICES

Team Leader: Lorraine Dorgan & Robin Webster (acting)

Care & Repair Programme:
National Development Manager

Fran Flood,
Development Officer Dublin

Mark de Guilio
Development Officer Cork

John O'Mahony
Administrator: Patrick Fagan and Marie Rooney

General Maintenance: Gareth Earley, Tony Gately, Patrick Murphy, Kieran Treacy

Getting Started Programme

Project Coordinator: Pauline Power

Regional Project Officer: Tiernan Martin

Getting Started Administration: Stella Conlon

Getting Started Dublin City Council Sheltered Housing Complexes:
Robert Carroll

Development Office: (U3A):

Margaret Fitzpatrick

Development Office (Global Education):
Adrienne Boyle

Development Officer (Age Action North East): Maureen Finlay

Development Officer (Age Action North Dublin): Brenda Quigley

Development Officer (Intergenerational):
Keelin McCarthy

Volunteers: Total of 872

AUDITED ACCOUNTS YEAR ENDED 31 DECEMBER 2010

REPORT OF THE DIRECTORS

The directors submit their report together with the audited financial statements for the year ended 31 December 2010.

1. Principal Activity

The principal activities of the company consist of supporting a network of organisations and individuals concerned with ageing and older people and of promoting better policies and services for older people and the carers of older people.

2. Review of Results

The year proved to be a very challenging year for the charity financially with a net deficit in funds of €671,783.

In arriving at the deficit in the year, there were a number of material one-off costs incurred as a consequence of our cost reduction programme. Severance and onerous lease costs amounting to €147,075 have been charged to unrestricted expenses.

There was net expenditure of €386,700 in 2010 on the Care and Repair and Getting Started projects and monies received in December 2010 in the amount of €356,192 has been deferred for spending in 2011 in accordance with the conditions attached thereto.

Generation of fundraising and Charity Shop income also proved to be difficult due to ongoing economic conditions.

With the changes made in 2010 the Directors believe that the organisation is well placed to continue delivering our projects into the future.

3. Results

The results for the year are set out on page 11.

4. Risks and Uncertainties

In common with many charities, the organisation must maintain and develop its income sources to ensure the continuation of its role in Ireland. In order to mitigate this risk, the directors review the sources of income on an ongoing basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments. The directors are at all times conscious that maintaining the reputation of the organisation is critical.

5. Events Subsequent to the Year End

There have been no significant events affecting the company since the year end.

6. Future Developments

The development and consolidation of the company's existing activities will be the main area of attention.

7. Directors and Secretary and their Interest

The company is limited by guarantee and does not have any share capital. Therefore the directors and secretary who served during the year did not have a beneficial interest in the company.

All directors serve in a voluntary capacity.

8. DIRECTORS

In accordance with the Articles of Association, the directors retire by rotation and, being eligible, offer themselves for re-election.

The following directors were appointed to the board in June 2010:

Peter Carroll (Hon Treasurer)
Roger Coughlan
David Henshaw
Richard Harvey

The following directors resigned from the board:

Micheál O'Súilleabháin (January 2010)
Sarah Marsh (January 2010)
Peggy Cumberton (February 2011)
Tess Kane (February 2011)

9. Books and Records

The directors are responsible for ensuring that proper books and accounting records, as outlined in Section 202 of the Companies Act 1990, are kept by the company. The directors have appointed appropriate accounting personnel in order to ensure compliance with those requirements. The books and accounting records of the company are maintained at the company's registered office.

10. Auditors

The auditors, Mazars, Chartered Accountants, who were appointed during the year, have expressed their willingness to be re-appointed in accordance with Section 160(2) of the Companies Act 1963.

On behalf of the Board

Carol Pemberton

John P Meaney

Date: 27th April 2011

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland, including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors confirm that they have complied with the above requirements in preparing the financial statements. The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Acts 1963 to 2009. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board

Carol Pemberton

John P Meaney

Date: 27th April 2011

REPORT OF THE INDEPENDENT AUDITORS

We have audited the financial statements of Age Action Ireland Limited for the year ended 31 December 2010 which comprise the Profit and Loss Account, the Balance Sheet, the Cash Flow Statement and the related notes. These financial statements, on pages 9 to 18, have been prepared under the historical cost convention and the accounting policies set out on pages 9 and 10.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Directors and Auditors

As described in the Statement of Directors' Responsibilities the company's directors are responsible for preparing the financial statements in accordance with applicable law and Generally Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view in accordance with Generally Accepted Accounting Practice in Ireland and are properly prepared in accordance with the Companies Acts, 1963 to 2009. We also report to you whether in our opinion: proper books of account have been kept by the company; and whether the information given in the directors' report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit, and whether the financial statements are in agreement with the books of account.

We also report to you if, in our opinion, any information specified by law regarding directors' remuneration and directors' transactions is not disclosed and, where practicable, include such information in our report.

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2010 and of its deficit and cashflow for the year then ended; and

- have been properly prepared in accordance with the requirements of the Companies Acts, 1963 to 2009.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report is consistent with the financial statements.

Mazars
Chartered Accountants & Registered Auditors
Harcourt Centre
Block 3 Harcourt Road
Dublin 2

ACCOUNTING POLICIES

The significant accounting policies adopted by the company are as follows:

a) *Basis of accounting*

The financial statements are prepared under the historical cost convention and in accordance with financial reporting standards of the Accounting Standards Board, as promulgated in Ireland by the Institute of Chartered Accountants in Ireland. The financial statements have also been prepared in accordance with Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005.

b) *Incoming resources*

All incoming resources are recognised in the Statement of Financial Activities ("SOFA") when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy. Incoming resources comprise grants, donations, membership subscriptions and income from fundraising activities. For donations and legacies, entitlement is the date of receipt.

Monies received in respect of expenditure that must take place in a future accounting period is accounted for as deferred income and recognized as a liability up until the accounting period allowed by the condition to expend the resource.

Incoming resources are analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

c) *Resources expended*

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

d) *Tangible fixed assets*

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is provided at rates to write off the cost of each asset over its expected useful life as follows:

Office Equipment	-	7 years
Leasehold Premises	-	15 years
Motor Vehicles	-	4 years

e) *Capital grants*

Grants towards capital expenditure are credited to deferred grants and are amortised to the statement of financial activities on the same basis as the related assets are depreciated.

f) *Pensions*

The pension costs charged in the financial statements represent the contributions payable by the company.

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31/12/10	Year ended 31/12/09
Incoming Resources					
Voluntary Income					
Donations and gifts		178,015	-	178,015	277,396
Grants unrestricted		498,130	-	498,130	606,403
Grants restricted		-	497,658	497,658	821,945
Membership		31,684	-	31,684	47,719
Community employment programme		296,821	-	296,821	332,008
Activities for Generating Funds					
Charity shops	2	579,877	-	579,877	785,732
Services income		<u>1,300</u>	-	<u>1,300</u>	<u>11,135</u>
Total incoming resources	13	<u>1,585,827</u>	<u>497,658</u>	<u>2,083,485</u>	<u>2,882,338</u>
Resources Expended					
Cost of Generating Funds					
Cost of generating voluntary income – fundraising costs		218,897	-	218,897	255,588
Fundraising trading costs – shop expenditure	2	559,577	-	559,577	717,515
Charitable Activities					
Project expenses unrestricted		1,024,340	-	1,024,340	1,109,372
Project expenses restricted		-	909,358	909,358	970,600
Governance costs		<u>43,096</u>	-	<u>43,096</u>	<u>21,063</u>
Total resources expended	13	<u>1,845,910</u>	<u>909,358</u>	<u>2,755,268</u>	<u>3,074,138</u>
Net movement in funds	3	<260,083>	<411,700>	<671,783>	<191,800>
Total funds brought forward		<u>352,736</u>	<u>411,700</u>	<u>764,436</u>	<u>956,236</u>
Total funds carried forward		<u>92,653</u>	-	<u>92,653</u>	<u>764,436</u>

A statement of total recognised gains and losses has not been prepared as there were no gains or losses for the year or the preceding year other than as stated above.

All income is in respect of continuing operations.

On behalf of the Board

Carol Pemberton

John P Meaney

Date: 27th April 2011

BALANCE SHEET

		31 December 2010 €	31 December 2009 €
FIXED ASSETS			
Tangible assets	7	<u>63,893</u>	<u>95,808</u>
CURRENT ASSETS			
Cash at bank		512,322	711,350
Debtors and prepayments	8	<u>78,388</u>	<u>150,062</u>
		590,710	861,412
CREDITORS			
Amounts falling due within one year	9	< <u>480,307</u> >	< <u>154,378</u> >
NET CURRENT ASSETS		<u>110,403</u>	<u>707,034</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		174,296	802,842
CREDITORS			
Amounts falling due after more than one year	10	<52,405>	-
DEFERRED GRANTS	11	< <u>29,238</u> >	< <u>38,406</u> >
		<u>92,653</u>	<u>764,436</u>
FUNDED BY			
Restricted funds	12	-	411,700
Unrestricted funds	12	<u>92,653</u>	<u>352,736</u>
		<u>92,653</u>	<u>764,436</u>

On behalf of the Board:

Carol Pemberton

John P Meaney

Date: 27th April 2011

CASH FLOW STATEMENT

	31 December 2010 €	31 December 2009 €
RECONCILIATION OF MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES		
Net movement in funds	<671,783>	<191,800>
Depreciation	37,974	38,547
Amortisation of deferred grants	<9,168>	<11,751>
Profit on disposal of tangible fixed assets	-	1,054
Decrease/<increase> in debtors	71,674	<16,097>
Increase in creditors	<u>378,334</u>	<u>6,020</u>
Net cash outflow from operating activities	<192,969>	<174,027>
Capital expenditure and financial investment	<6,059>	<18,943>
Decrease in cash	<199,028>	<192,970>
RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS		
Decrease in net funds in year	<199,028>	<192,970>
Net funds at beginning of the year	<u>711,350</u>	<u>904,320</u>
Net funds at end of the year	<u>512,322</u>	<u>711,350</u>

On behalf of the Board

Carol Pemberton

John P Meaney

Date: 27th April 2011

NOTES TO THE FINANCIAL STATEMENTS

1. LEGAL STATUS OF THE COMPANY

The company is limited by guarantee and has no share capital.

2. CHARITY SHOPS	2010	2009
	€	€
Shop income	350,481	541,443
Community employment programme	<u>229,396</u>	<u>244,289</u>
	579,877	785,732
Shop expenses	<u>559,577</u>	<u>717,515</u>
Net surplus from charity shops	<u>20,300</u>	<u>68,217</u>

3. NET MOVEMENT IN FUNDS

	2010	2009
	€	€
Net movement in funds is stated after charging:		
Depreciation of tangible assets	37,974	38,547
Auditors' remuneration	8,500	7,500
Amortisation of deferred grants	<9,168>	<11,751>
Severance costs	91,337	-
Provision for lease	<u>55,738</u>	<u>-</u>

4. STAFF COSTS

	2010	2009
	€	€
Wages and salaries	1,735,132	1,943,241
Social welfare costs	69,326	144,102
Other pension costs	<u>26,731</u>	<u>59,514</u>
	<u>1,831,189</u>	<u>2,146,857</u>

Number of employees

The average number of employees during the year was:

	2010	2009
	No.	No.
Charity shops	22	28
Development projects and services	<u>55</u>	<u>46</u>
	<u>77</u>	<u>74</u>

5. DIRECTORS' EMOLUMENTS

The directors received no remuneration or benefits for their services during the year.

6. TAXATION

The charity has been granted charitable exemption by the Revenue Commissioners.

7.	FIXED ASSETS	Office Equipment	Leasehold Premises & Fittings	Motor Vehicles	Total
		€	€	€	€
	Cost				
	At 31 December 2009	159,154	148,708	14,600	322,462
	Additions	1,559	-	8,000	9,559
	Disposals	-	-	<3,500>	<3,500>
	At 31 December 2010	<u>160,713</u>	<u>148,708</u>	<u>19,100</u>	<u>328,521</u>
	Depreciation				
	At 31 December 2009	114,364	104,060	8,230	226,654
	Charge for the year	<u>22,106</u>	<u>11,041</u>	<u>4,827</u>	<u>37,974</u>
	At 31 December 2010	<u>136,470</u>	<u>115,101</u>	<u>13,057</u>	<u>264,628</u>
	Net Book Amount				
	At 31 December 2009	<u>44,790</u>	<u>44,648</u>	<u>6,370</u>	<u>95,808</u>
	At 31 December 2010	<u>24,243</u>	<u>33,607</u>	<u>6,043</u>	<u>63,893</u>
8.	DEBTORS			2010	2009
	Amounts falling due within one year			€	€
	Debtors			37,339	118,958
	Prepayments			<u>41,049</u>	<u>31,104</u>
				<u>78,388</u>	<u>150,062</u>
9.	CREDITORS			2010	2009
	Amounts falling due within one year			€	€
	Creditors			34,386	108,114
	Deferred income			356,192	-
	Paye/prsi			32,346	39,058
	Accruals			54,050	7,206
	Lease liability			<u>3,333</u>	-
				<u>480,307</u>	<u>154,378</u>
10.	CREDITORS			2010	2009
	Amounts falling due after more than one year			€	€
	Lease liability			<u>52,405</u>	-
	Payable within 2 - 5 years			<u>52,405</u>	-

11. DEFERRED GRANTS	2010	2009
	€	€
Balance at beginning of year	38,406	47,603
Amortised	<9,168>	<9,197>
Balance at end of year	<u>29,238</u>	<u>38,406</u>

The grant refers to grants received from 'Help the Aged' towards the capital costs of acquiring the leasehold shop premises as well as a grant from the Department of Community, Rural & Gaeltacht Affairs for the refurbishment of the Camden Street premises. Deferred grants are amortised to the Statement of Financial Activities on the same basis as the related assets are depreciated.

12. MOVEMENT OF FUNDS	Balance		Balance
	31 December		31 December
	2009	Movement	2010
	€	€	€
Restricted funds	411,700	<411,700>	-
Unrestricted funds	<u>352,736</u>	<260,083>	<u>92,653</u>
	<u>764,436</u>	<671,783>	<u>92,653</u>

13. STATEMENT OF FUNDS	Balance			Balance
	31 December			31 December
	2009	Income	Expenditure	2010
	€	€	€	€
Restricted Funds				
Care & Repair	225,000	3,197	228,197	-
Getting Started	161,700	90,504	252,204	-
Global Education	-	38,233	38,233	-
Positive Ageing Week	-	99,043	99,043	-
Advocacy	-	97,524	97,524	-
Membership	25,000	-	25,000	-
Social Inclusion	-	94,368	94,368	-
U3A	-	73,000	73,000	-
Minor Projects	-	<u>1,789</u>	<u>1,789</u>	-
	411,700	497,658	<909,358>	-
Unrestricted Funds	<u>352,736</u>	<u>1,585,827</u>	<1,845,910>	<u>92,653</u>
Total funds	<u>764,436</u>	<u>2,083,485</u>	<2,755,268>	<u>92,653</u>

14 FINANCIAL COMMITMENTS

At 31 December the charity had annual commitments under non-cancellable operating leases expiring as follows:

	2010	2009
	€	€
In one year or less	-	31,450
In more than one year, but not more than five years	74,800	109,800
In more than five years	<u>88,000</u>	<u>88,000</u>
	<u>162,800</u>	<u>229,250</u>

15. RELATED PARTY TRANSACTIONS

There were no other contracts or arrangements of any significance in relation to the company's business, in which the directors or secretary of the company had any interest, as defined in the Companies Act, 1990, at any time during the year ended 31 December 2010.

16. PRIOR YEAR COMPARATIVES

In order to improve the presentation and disclosure in these financial statements, certain prior year figures and disclosures have been reclassified under different headings.

17. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 27th April 2011.