

# Age Action

Annual Report and Accounts **2014**





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# GENERAL INFORMATION

## Directors

Owen O'Sullivan (Chair)

Rosemary Hanna (Vice Chair)

John Quinn (Hon Treasurer)

Margaret Pilkington

Roger Coughlan

David Healy

David Henshaw

Miriam Simon

Sean Oliver

## 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.

## 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-fulfillment 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 with widespread ageism, and by their own actions replace these with 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 to ensure positive ageing becomes the norm for everyone. 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

# CHAIRPERSON'S REPORT

I am pleased to present to the members of Age Action this 22nd Annual Report and Accounts for 2014. The report shows that there has been considerable growth in all aspects of our work and the accounts show our improved financial position compared to the previous year with increased income and reduced expenditure resulting in almost a five-fold increase in the overall surplus.

The many factors that contributed to our success included the financial and other supports we received from Government Departments and agencies, private firms and the general public. But the key to our success this year was, as always, the dedication, expertise and hard work of our staff and the growing army of volunteers. In addition to their fine work, the staff has contributed to our financial survival by accepting reductions in their salaries since 2008. I am glad, therefore, to report that the Board approved a pay increase for all staff in 2015 with a renewed expression of our appreciation of their continuing commitment in such difficult circumstances.

The main challenge facing us is to generate more income and reserves to maintain staff salaries and working conditions and thereby retain or attract the highest calibre of staff. The move from Abbey Street to Inchicore has meant that some staff work in modern offices. Our aim now must be to acquire premises large enough to accommodate all the Dublin based staff and improve the accommodation for our offices and shops in other parts of the country. Such developments will be included in our strategy for 2016-2018, which will set out our plans to expand our services and generate the necessary resources to maintain them on a sustainable basis. The growing success of our charity shops and the huge success of the Christmas FM campaign were welcome for their immediate impact but they may also influence our longer-term plans for greater income generation.

During the year the Board has focused on strengthening our corporate governance to ensure that we achieve the highest international standards among companies and charities. In particular, the Finance & Audit Committee began revising our financial policies and procedures to improve financial management throughout the organisation. Corporate governance standards are likely to become ever more exacting with the establishment of



**Owen  
O'Sullivan**  
Chairperson

the Charities Regulatory Authority in October 2014 and the commencement of the Companies Act (2014) in June 2015.

I must also thank long standing director and member Joan McDermott who left the Board during the year. She made a valuable contribution to the work of the Board.

Finally on behalf of the Board of Directors and all the members, I wish to pay tribute to the leadership of Robin Webster, our Chief Executive, for more than 22 years and to congratulate and welcome Eamon Timmins as the new Chief Executive.

**Owen O'Sullivan**  
**Chairperson**

“During the year the Board has focused on strengthening our corporate governance to ensure that we achieve the highest international standards among companies and charities.”

# CHIEF EXECUTIVE'S REPORT

I am glad to present the 22nd Annual Report and my last as Chief Executive and to commend it to the members as a demonstration of the fine work undertaken by our staff and volunteers with the active support of our members and many other organisations and individuals.

For many older people and their families this has been a year of continuing anxiety and insecurity especially for those who are forced to juggle their small fixed pensions between fuel, food or medication. These financial worries are compounded by the cuts and delays in community care and residential care services particularly those with limited or no family or community support.

Of the 36 recommendations in our pre-budget submission very few were mentioned let alone implemented by Government even though there were some modest improvements which we have acknowledged. This disappointing response and the contributions from the political representatives at our general meeting in September showed that there is little interest in older people among the political parties and none of them seems to have yet developed policies for our ageing population. It is two years since the National Positive Ageing Strategy was launched without an implementation plan, which was promised within six months but hasn't appeared yet. The strategy itself was limited in nature without any emphasis on human rights, the central thrust of the many submissions and consultations on it. Could any policy maker who saw the undercover RTE programme of elder abuse in the HSE-run Áras Attracta still believe that legislation establishing the human rights of older people isn't important or can be deferred?

The range and scale of our work continues to grow led by our two largest programmes, Care & Repair and Getting Started. All our services have demonstrated that high quality essential services can be delivered by dedicated volunteers supported by small professional teams with modest resources (although we would be prepared to test out the impact of more generous funding). During the year, a total of 261,456 people used our various services, read our publications, visited our website or shops and helped with fundraising. These activities were undertaken in 204 locations throughout the country in collaboration with 658 other organisations. This fine record of achievement by our 102 staff and 4,307 volunteers and



**Robin Webster**  
Chief Executive

supported by our 2,915 members provides a sound basis for our future planning and development.

On behalf of the directors and staff I wish to express our deep appreciation to Owen O'Sullivan, as Chair, Rosemary Hanna as Vice Chair and John Quinn as Treasurer for their wise leadership of the Board and their support and encouragement to me and all the staff and volunteers.

As this is my last report as Chief Executive, I want to thank all the members, directors, staff and volunteers, past and present, for their generous support for me and to wish Age Action and everyone in it including Eamon Timmins as the new Chief Executive every success in the future.

It was my privilege and honour to serve you all.

**Robin Webster**

**Chief Executive**

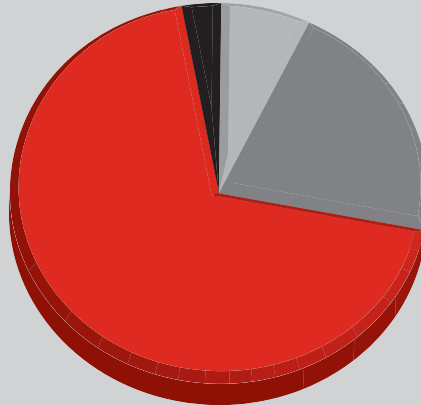
“As this is my last report as Chief Executive, I want to thank all the members, directors, staff and volunteers, past and present, for their generous support for me and to wish Age Action and everyone in it including Eamon Timmins as the new Chief Executive every success in the future.”

# MAKING A **DIFFERENCE** IN 2014



## FUNDRAISING

- Christmas FM listeners raised €102,000;
- Our three charity shops raised almost €220,000;
- We organised 66 fund-raising tea parties;
- Our two annual raffles raised €45,000.



## INCOME

- Voluntary income 7%
- Shops 21%
- Programme Grants 69%
- Other 3%



## VOLUNTEERS

Our army of 4,307 volunteers provided a range of help, from computer training classes and DIY work for older people, to organising fund raising bag packs and church gate collections.

## HOW YOUR **SUPPORT** HELPED...



3,294 older people were trained to use computers, the internet and mobile phones.



24,365 DIY jobs, befriending visits, trade referrals and telephone contacts were made with older people.



We handled 2,427 information queries from older people and their families.



400 events were organised in 28 counties to celebrate Positive Ageing Week.



Older people attended events organised by our 16 University of the Third Age groups across Ireland.



We received 2,548 media mentions, ensuring the voice of older people was heard.



We successfully campaigned to protect the Travel Pass from cutbacks. We consulted older people across Ireland as research for our pre-Budget submission.

**WORKING TO MAKE IRELAND THE BEST PLACE TO GROW OLDER**



# ADVOCACY AND COMMUNICATIONS

## Media

Age Action received 2,548 media mentions (1,452 in print and 1,096 on radio/TV/internet) during 2014. This marked a 9% increase on 2013 (2,333 mentions). Cuts during the year to key supports (eg home adaptation grant and the Medical Card), our campaign to prevent cuts to the Travel Pass for older people, and Christmas FM were among the major issues which generated coverage.

## Website

The importance of the website for Age Action continued to grow during the year. It received 149,696 visitors (10% more than in 2013) during the year – 102,806 of whom were unique visitors. They viewed 459,642 pages (up 2%), spending an average of two minutes 40 seconds per visit and viewing on average 3.07 pages. We upgraded the website late last year so that it could cope with the increased traffic created by Christmas FM's donations day.

## Social Media

Age Action's social media community grew strongly during 2014. Our Facebook page saw its following increase by 56% (1,258) to reach 3,495. The number of people following our Twitter account increased by 49% (1,672) to end the year at 5,043. Videos hosted on our YouTube channel were watched 7,229 times during the year. This marked a 33% decline on the previous year. We posted four new videos on the channel during 2014, compared to 16 in the previous 12 months.

## Information Service

The information service dealt with 2,427 queries during the year – an increase of 5% on 2013. We had a monthly average of 200 queries, with our busiest months being May (246 queries) and July (250 queries). See table, on page 10.

The highest number of queries concerned health (18%) followed by safety and security at 13%. If you combine general queries regarding Age Action and those about specific services this would constitute the 3rd largest category at 11%. Some 7% of our calls were about social welfare entitlements – on a par with the level of enquiries about social and recreational activities. Nursing homes at 6% (general queries 4% and 2% regarding the Nursing Home Support Scheme NHSS) was again low in 2014. This may reflect a growing familiarity with the (NHSS) (Fair Deal) among the public. The low percentage (3%) of calls about elder abuse hides the importance and value of the information service in handling these calls. Seventy-nine older people experiencing elder abuse called us for assistance, highlighting the importance of the information service.

The vast majority of users of the information service were either older people (48%) or family members of older people (32%). Almost all queries (98%) were made by phone, although the service also handles email queries and queries through our social media channels.

Members of the information service team gave 20 presentations during the year to groups, including schools



**Members in discussion during a pre-Budget consultation meeting in Monaghan.**

and older people's organisations. They also manned stands at six exhibitions during 2014.

## Publications

*Ageing Matters* was published 10 times during the year. Its readership includes members, sponsors and policy makers. In addition, the online readership of the publication is over 2,000 per edition.

## Reference Library

Age Action's library is one of the largest reference sources on ageing in Ireland. With over 7,500 publications, it is a resource which we make available to researchers.

## Political Advocacy

Early in 2014 we became aware that the Government was undertaking a review of the free travel scheme and campaigned to ensure any changes did not negatively impact on older people. Under this review three changes were proposed in order to create savings: 1) the introduction of an annual charge for the travel pass; 2) a restriction on the hours during which the pass could be used; 3) limiting the forms of transport it can be used on.

In order to show how older people use the pass, we developed a short survey, which we distributed to all our members through *Ageing Matters*. With over 500 responses we used this information to develop a briefing document to highlight the importance of the scheme for older people.

On 25 June we launched our campaign and called on the Government to protect this vital support for older people. The campaign got off to a lively start with members taking part in a photocall on board a Dublin Bus vehicle and a press conference, which generated national radio, television and newspaper coverage. Members of our advocacy team raised the issue directly with the Minister for Social Protection, Joan Burton, at the pre-Budget Forum and many of our members raised the issue with their local politicians and the issue was highlighted on social media. The issue was also debated in the Dáil as a result of a private member's motion tabled by Fianna Fáil.

On July 14 we decided to wind down the campaign as the Government included the commitment to the 'full retention' of the travel pass scheme in its statement of priorities for 2014-16 published on July 11.

Work on our pre-Budget submission began early in the year with members meetings taking place – in Cork, Dublin, Galway and Monaghan – and through the distribution of a survey in *Ageing Matters*. The meetings and the survey focused on capturing the impact that previous budgets have had on older people and their families as well as identifying the most important services, benefits and payments to them.

This year we called on the government to provide increases in a number of vital supports for older people including – a €5 increase in the weekly State Pension rate, the restoration of the Christmas Bonus, a €3.80 per week increase in the living alone allowance and the reversal of changes to the fuel allowance. We took part in the Minister for Social Protection's Pre-Budget Forum, addressed the Oireachtas Committee on Education and Social Protection and raised these issues with departmental officials charged with implementing policy.

We developed and launched a booklet, *Growing Older in Ireland*, as part of the public awareness initiative for UN International Day for the Eradication of Poverty, with support from the Department of Social Protection. The publication, developed with older people in our Glór groups, highlighted the impact that numerous austerity measures have had on older people's experience of poverty. We launched the booklet at an event in Dublin which included inputs on food and energy poverty, and the impact of health cuts.



Age Action members Phyllis Talbot, Ellen Reddin and Pat Doyle at the launch of our campaign to protect the travel pass for older people from cuts.

## Engagement with Members on Policy Issues

Capturing the lived experience of growing older in Ireland and the impact of austerity on the lives of older people was a central feature of our policy work in 2014.

Throughout the year we engaged with our members on a wide range of issues. Some highlights of this work included:

- Meetings with members in Cork, Dublin, Galway and Monaghan to identify priorities for our pre-budget submissions;
- The Opinion Project (TOP) continued to grow with an increase in the number of members taking part. We involved members of TOP in nine consultations during 2014;
- A third Glór group was established in Galway, with the support of the Community Foundation of Ireland's Older Persons fund;
- The Dublin and Cork Glór groups met on a monthly basis and were actively involved in a number of our campaigns throughout the year;
- In September our members attended a lively questions and answers session chaired by broadcaster John Bowman with each political party providing panel members.

## Collaboration with other organisations

Age Action continued to represent the voice of older people within the Community and Voluntary Pillar of Social

Partnership and at meetings with government departments.

We also collaborated with a number of other organisations on human rights issues. This included advocating and lobbying with other groups on the development of Assisted Decision Making (Capacity) legislation; participating in the Irish Council for Civil Liberties civil society alliance coalition reviewing Ireland's performance under the International Covenant on Civil and Political Rights; highlighting economic, social and cultural rights through the Our Voice, Our Rights project led by FLAC and the Amnesty-led economic and social rights initiative.

We continue to raise awareness on the issue of elder abuse. With our partners in Finland, Italy and Romania we have been developing an innovative approach to raising awareness of this issue amongst informal carers. We also secured funding under the Ulster Bank's Community Impact Fund to raise awareness amongst bank officials and older people about financial abuse.

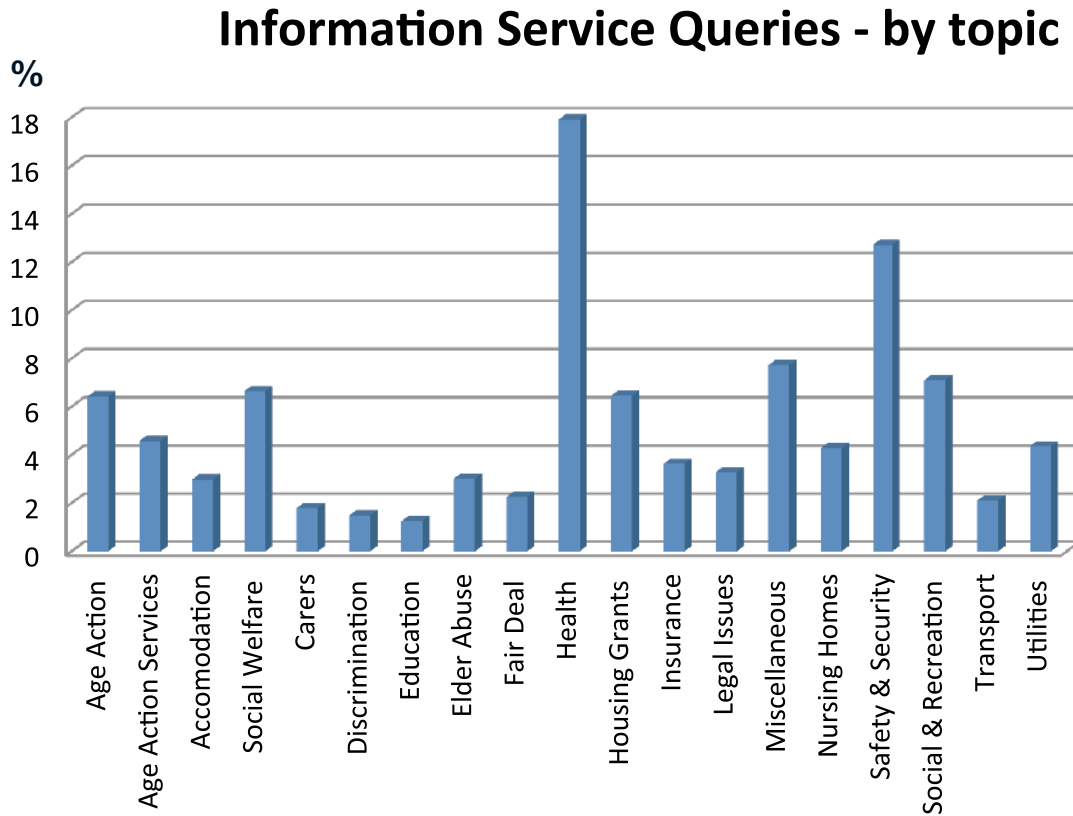
## Policy Analysis

Throughout 2014 we developed policy submissions and responses on a wide range of issues impacting on the lives of older people. This has included writing submissions on the introduction of water charges, the proposed move towards Universal Health Insurance and the Assisted Decision Making (Capacity) Bill.

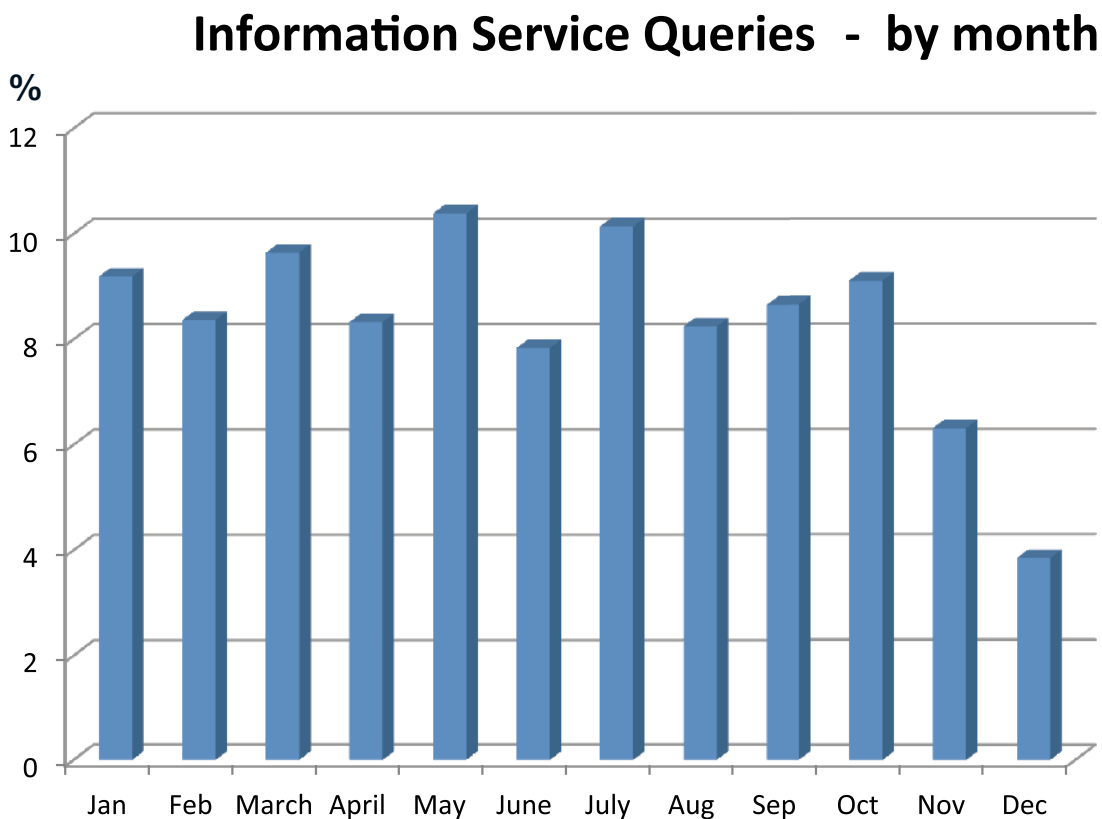


The panel at the Age Action members' questions and answers meeting with politicians in September were (from left) Age Action chief executive Robin Webster, Sinn Fein social protection spokesperson Deputy Aengus O Snodaigh, independent Deputy Catherine Murphy, Fine Gael Deputy Catherine Byrne, Labour councillor Mary Freehill, Fianna Fail Senator Mary White and event chair, broadcaster John Bowman.

## Information Service Queries - by topic



## Information Service Queries – by month



# SERVICES AND REGIONAL DEVELOPMENT

## Membership and Volunteering

Membership stood at 2,915 on December 31. This represented a 13% drop on 2013, but membership remains at one of the highest levels in the history of the organisation (see details of the membership levels over the past 10 years in table below). Membership comprised five life members, six friends, 2,683 retired/unwaged individuals, 47 employed individuals, 41 couples, 11 exchange members, 109 non-governmental organisations, eight statutory bodies and five corporate members. The full list of members is too large to be included in this report but is available to members on request. We remember all our members who died during the year as well as their families. May they rest in peace.

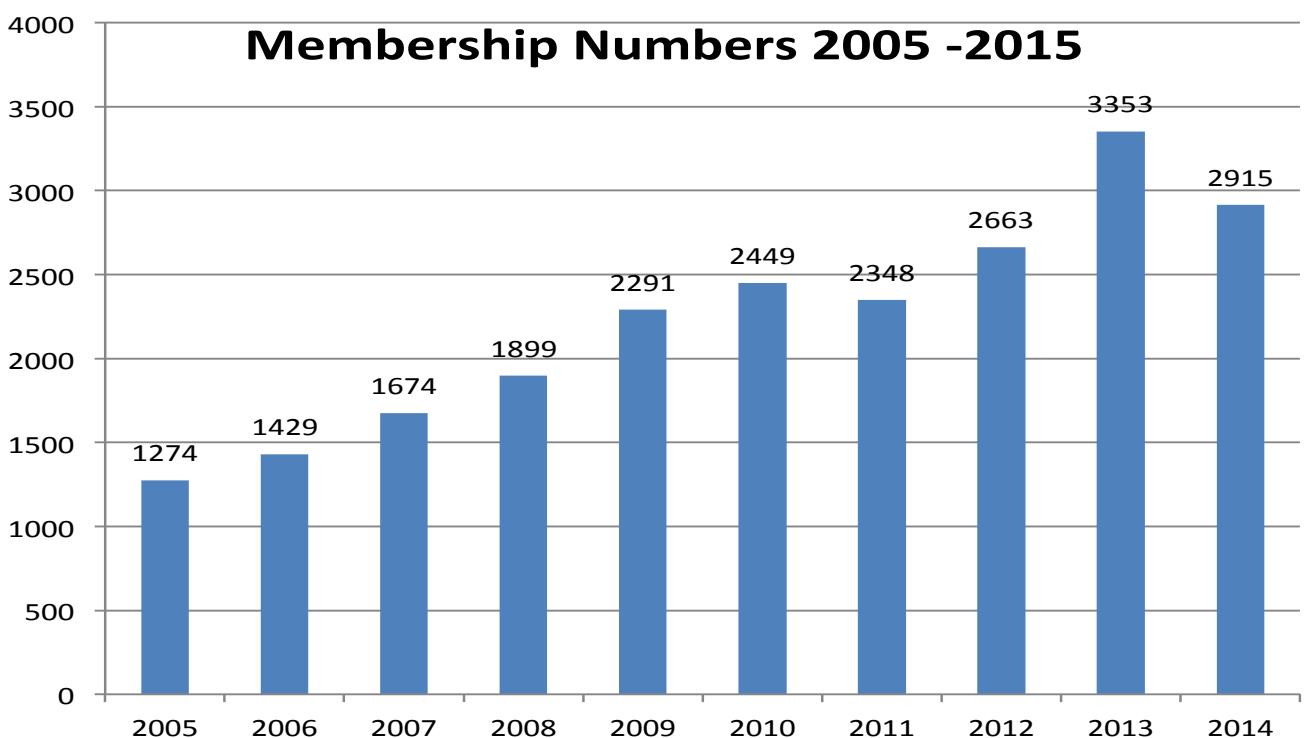
We are still engaging members through The Opinion Project (TOP) which writes to those members who have signed up to the project approximately every six weeks. The current membership of TOP is 71. To date, TOP has consulted on the reaction to Budget 2015 and Universal Health Insurance as well as giving members the opportunity to take part in research being undertaken by third level students.

At the end of the year there were 4,307 volunteers (up 13% on 2013) listed on our database. Of these 2,513 (up 3%) are listed as 'Active'. Age Action participated in a number of volunteer recruitment events during the year such as the Dublin City Volunteer Centre Fair and DCU Expo. Volunteer appreciation evenings took place during December in Dublin, Cork, Galway and Monaghan. This was our way of saying thank you to all our volunteers for their hard work and the valuable contribution they make to the organisation.

**Our Getting Started team were delighted to be asked by Volunteering Ireland to help with a photo shoot to publicise Volunteering Ireland's National Volunteering Week during May. Pictured are (from left) Age Action's Patrick Byrne, Nick Corish, Ann O'Driscoll, Volunteering Ireland's ambassador, broadcaster Sile Seoige, and Age Action's Louise Daly.**



## Membership Growth



## How we make a difference

Our Getting Started programme provided computer training to 3,294 people during 2014, with the assistance of 668 volunteers, in 80 venues across Ireland.

“Those nice guys fixed the gate in a few minutes and I am so relieved. Being old, living alone and having spinal arthritis I can become very nervous. Anyone else would have charged me and made big work of it. More importantly, I would have been afraid, instead of confident and happy as I am with your people. I feel safe now. I can't thank you enough.”

**Rosemary (72),  
Dublin**

Denis Healy and Fiona O'Connell (Macroom Senior Citizens), Age Action Regional Manager John O'Mahony and Pat O'Connell of Macroom Senior Citizens at the launch of Macroom Care & Repair. Macroom was one of four new community partners who joined the Age Action network in 2014.



## Care & Repair

This programme carried out a record 24,365 DIY jobs, befriending visits, trade referrals and telephone contacts for older people during 2014. These services have made a huge difference to the lives of older people, helping them to remain in their own homes in increased safety and comfort.

The Care & Repair team comprises two full-time Regional Managers, a full-time Senior Administrator, eight part-time Administrators, eight maintenance workers and 172 volunteers. This team delivers the Care & Repair programme in Dublin, Cork and Galway.

The programme is also delivered by a series of Community Partners throughout the country with the support of Age Action staff, using Age Action branding and procedures and their own teams of volunteers and staff. Four new community partners joined in 2014, bringing the total number of Care & Repair locations to 34. The new partners are in Macroom, Co. Cork, Letterkenny, Co. Donegal and Westport and Newport, Co Mayo.

Denny Connolly and Padraic Feehan from Westport Care & Repair finishing work on the raised vegetable beds for a client in Westport, with Croagh Patrick in the background.



The team produced quarterly newsletters and the programme has been promoted through local and national press throughout the year. Care & Repair was nominated as the Christmas FM Charity of the Year in 2014. The campaign was a huge success, raising the profile of the service significantly and raising €102,000.

Care & Repair clients gave very positive feedback about the programme. One lady said: "A wonderful man named Pat came and did a great job on the TV. I couldn't believe that he wouldn't take any money for the work."

## Getting Started

One of the many highlights of 2014 was receiving an award from the Irish Institute of Training and Development for the Getting Started programme. The award was given for excellence in training and in recognition of the excellent learner-centred training provided by our volunteer tutors and the work of our project officers who train these volunteers. As a result of this award the programme received additional media coverage. The programme was featured on the news website the Journal.ie and journalists from the website subsequently volunteered as tutors and made a video to promote volunteering with the programme.

The Getting Started programme is in line with one of the aims of our strategic plan to secure the right of older people to high quality services. It's a lifelong learning programme for older people to encourage and help them to use computers and the internet. All our tutors are trained volunteers and work one-to-one with older learners

**Getting Started programme manager Pauline Power, and volunteer Pat Power from Waterford, receiving an award at the Irish Institute of Training and Development banquet in March, in recognition of the work being done by Age Action and its volunteers to teach older people how to use computers.**



“I really appreciate the time given to me by Age Action to further advance me in the use of my tablet which I got as a present from my family at Christmas. When I received it I did not know how to swipe the screen. I was asking the question ‘why did they give it to me?’ I can now enjoy watching a TV programme I had missed, check on death notices, check on cinema times, go to YouTube etc. I would like to thank Eleanor my tutor for all her help, patience and professionalism. She made me feel so relaxed. I was able to learn in a very ‘no pressure’ atmosphere.”

**Carrie O'Connor, Cork**

in small learning groups. Classes are run in local community settings such as libraries, family resource centres and at our dedicated classrooms in Dublin and Galway. Only one-in-four older people in Ireland are online and our aim is to bridge the digital divide and provide age-friendly training for older people.

In 2014 the Getting Started programme took place in a record 80 venues across the country. The programme provided eight hours of training in IT skills to 3,294 older people with the assistance of 668 volunteer tutors. In most venues tutoring was provided on a one-to-one basis.

Many of the volunteers tutored on a number of courses and a phenomenal 18,000 volunteer hours was clocked up.

## How we make a difference

Working with Dublin City Council through selected sheltered housing complexes, enabled Age Action volunteers to provide one-to-one computer training to almost 450 learners in their own communities during 2014.

The courses were run in Dublin, Kildare, Meath, Louth, Cork, Waterford, Galway, Mayo, Roscommon, Donegal and Monaghan with courses also being run for the first time in Sligo and Leitrim. Our partners also ran courses in Wexford, Wicklow and Kerry.

The Getting Started programme and its partners (121 Digital, Access 2000 Wexford, Dublin City University Intergenerational Learning Programme, IRD Duhallow, National University of Ireland Galway, Click and Connect Programme and Third Age, Summerhill) received grant funding of €262,860 in 2014 under the Department of Communications, Energy and Natural Resources Benefit IV scheme for digital literacy training.

The programme also took part in the Department of Communications, Energy and Natural Resources Benefit showcase to celebrate the 100,000th person trained since the Benefit programme began. Age Action gave a

**Sean Radley from Millstreet, Co Cork, the winner of the Hobbies on the Net category at the 2014 Google Silver Surfer Awards with Age Action.**



presentation at the event on the Silver Surfer Towns initiative which was run in conjunction with Google in Mallow, Donegal and Navan. Other sources of funding were from corporate donations, the Tomar Trust and a grant of €5,000 from HSE Dublin North West.

As well as the support of the volunteer tutors, the programme had a variety of partners from community and voluntary groups, family resource centres, libraries, councils, corporations, second and third level colleges. These partnerships provided facilities, volunteers and funding for the programme. Transition year students in 16 schools ran the programme as well as students in Dundalk Institute of Technology who were assisted by volunteers from PayPal.

Employees from Accenture, Citi, Eli Lilly, Ericsson, Fujitsu and Ulster Bank supported the programme with employees receiving time off to volunteer at classes run in local venues. Employees from Cisco, Dell, Google, HP, Lionbridge and VMware also tutored, and these companies donated to the programme by matching the hours employees volunteered with a donation or through fundraising events.

Google sponsored the 2014 Silver Surfer Awards which were held in Google's Dublin offices and hosted by broadcaster George Hook. The Minister for Communications, Energy and Natural Resources, Alex White, presented the prizes. The programme also received 15 laptops and 25 PCs from Google as part of their Goodware donation programme. These computers have Windows 7 and allowed the upgrade of all the computers in the Dublin and Galway classrooms.

Getting Started continued its partnership with Bank of Ireland which provided funding for the printing of updated training materials. Volunteers from the bank tutored at a one day event to help people get to grips with their iPads. A Silver Surfer day was held in all Bank of Ireland branches during Positive Ageing Week with a number of the





**Trudy Nealon from Portlaoise, Co. Laois, who the overall winner of 2014 Google Silver Surfer Awards with Age Action.**

branches hosting a coffee morning with speakers from Age Action.

Staff from Ancestry.com ran a series of free talks on genealogy in Dublin and Cork as well as free hands-on workshops and one-to-one clinics for those who are compiling their family trees.

Age Action is one of the partners in a project with Business in the Community, IBM, IASIO, Irish Prison Services, Age and Opportunity, Active Retirement and Camara. An easy to navigate website for beginners was set up [www.socialcomputing.ie](http://www.socialcomputing.ie). Computers were refurbished by prisoners in Mountjoy and distributed to organisations working with older people. Age Action coordinated the donation of 56 PCs to nursing homes in Dublin, Wicklow, Kildare, Meath and Monaghan.

Age Action is a member of INDIE (Ireland Network for Digital Inclusion and Engagement) and attended a Digital Champion Stakeholders meeting in the Department of Communications, Energy and Natural Resources. They met with Ireland's National Digital Champion, David Puttnam, to discuss ways in which more people could be introduced to the online world, including mobilising communities through volunteer initiatives such as the Getting Started programme.

In Dublin, Cork and Galway the partnership with our Care & Repair programme to provide a basic technical support

service continued to grow. Some 184 people availed of the technical support service in Dublin. The drop-in service in Dublin and Galway, for those learners who need some further support, expanded with over 1,000 attending during the year.

The monthly technology talks and workshops in Dublin and Galway were also very popular with talks being regularly over-subscribed. Ulster Bank employees also gave a talk on fraud prevention.

## The Getting Started Programme in DCC Sheltered Housing Complexes

Since 2008, Dublin City Council (DCC) has provided funding to support the implementation of the Getting Started programme in selected sheltered housing complexes (SHCs) across the city.

During 2014 over 100 volunteer tutors provided one-to-one tuition to almost 450 learners in 20 different venues. Holding small classes in very local venues encourages "hard to reach" learners who might not travel to classes.

**As part of Age Action's Positive Ageing Week, Bank of Ireland hosted Silver Surfer Days in branches across the country. This photo was taken at the James St branch in Dublin.**





Age Action's Pauline Power (centre) receives a Dublin Bus Community Spirit Initiative Award from former soccer international Niall Quinn (left) and Dublin Bus chairman Ultan Courtney.

This year saw classes start in new venues in Finglas, Cabra, Islandbridge and Dublin 2.

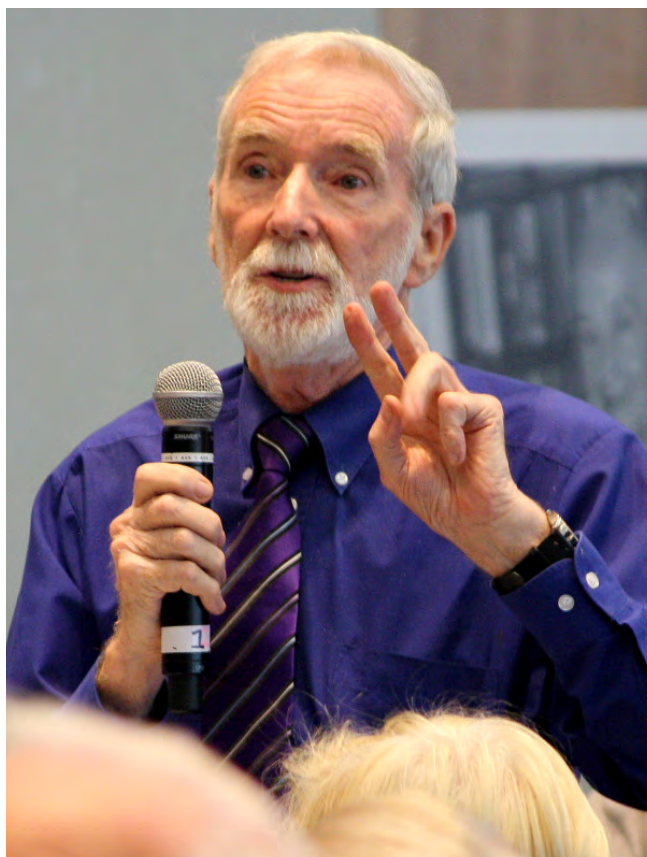
Such classes also increase opportunities for community cohesion since we seek to recruit both tutors and learners locally and these classes can represent a chance for people to get to know their neighbours better. Classes are made up of a mixture of SHC residents and members of the surrounding community.

Many learners are absolute beginners but we also cater for "improvers" who may want to, for instance, learn how to attach photos to emails or Skype relatives abroad.

In the last five years over 2,500 learners have received tuition through this part of the Getting Started programme. Funding for classes comes from DCC under its Community and Social Development Community Grants scheme.



John Anderson and his grandson Cian at the annual vintage threshing day at the Anderson home in Reaghstown, Ardee, Co. Louth. The event raised €1,172 for Age Action and the Irish Guide Dogs for the Blind.



Age Action member Vincent Swan addressing our AGM at Croke Park in June.

## Positive Ageing Week

As part of Positive Ageing Week there were over 400 activities and events organised in 28 counties including cross border activities in counties Derry and Antrim. There were also 13 Positive Ageing Week towns with extensive calendars of activities this year which will encourage us to continue and expand the initiative in 2015.

We are grateful to our sponsor Bluebird Care who also funded two weeks of advertising on Newstalk. There was extensive media coverage with 285 articles in 76 publications during the year.

## Ageing and Development

The Ageing & Development programme works to increase understanding of, and engagement in, issues related to global ageing and older people's issues in developing countries among older people, politicians and policy makers and other development organisations in Ireland. This programme is run in collaboration with our partners, HelpAge International and is funded by Irish Aid, the Irish

government's development programme and the European Union.

We continued to raise awareness about older people and international development through development education workshops during 2014. We collaborated with Active Retirement Ireland and delivered seven workshops to their local active retirement groups, in Cork city, Abbeyfeale, Co Limerick, Ballyheale, Co Mayo, Balscadden, Co Dublin, Multyfarnham, Co Westmeath, and one each in Kilmessan and Julianstown, Co Meath.

We also delivered two further workshops; one to Age Action members in Dublin and one intergenerational workshop was delivered to a mixture of older and younger participants in Dublin, organised in collaboration with the Generations Together team and Plan Ireland.

The nine workshops were attended by 135 people.

We also raised awareness of ageing and older people in development work with development organisations and aid agencies in Ireland. We produced guidelines for including older people in development and humanitarian policy and practice.

**During Positive Ageing Week, students from St Paul's secondary school, Raheny, Dublin, visited Shrewsbury House Nursing Home, Dublin, for an afternoon of intergenerational fun and games. The event was organised as part of the Generations Together programme.**



Ten organisations were consulted as part of the production of the guide and we will be following up with the organisations on implementation of the recommendations in the guidelines in 2015, as well as promoting the guidelines beyond the organisations consulted.

Age Action became associate members of Dochas, the Irish network of development organisations, in March. This has enabled us to reach out to more international NGOs. We continued our membership of the Act Now for 2015 Campaign which is looking at the post 2015 framework, a framework that will decide the follow-on to the Millennium Development Goals (MDGs). We are advocating that older people are included in the final goals and that there is a strong human rights focus, both of which were missing from the MDGs.

We continued our work advocating for a new International Convention on the Rights of Older People in 2014. In February, 35 people attended a workshop to raise awareness about discussions at the UN on whether a new convention should be drafted, and to open a discussion on whether older people in Ireland and the organisations that work with them think a convention is a good idea.

Bridget Sleep, Senior Rights Policy Advisor from HelpAge International, spoke about the process at the UN and why a convention is required. Eilionóir Flynn, Deputy Director of

the Centre for Disability, Law and Policy at NUI Galway and Donal Toolin, a disability activist spoke about the campaign to get a convention on the Rights of Persons with Disabilities drafted at the UN and outlined what lessons the ageing sector could learn from their campaign. This workshop, while organised by Age Action, was hosted by the Human Rights & Older Person's working group, a group we were active members of throughout 2014.

We also continued to represent the human rights of older people as members of the Department of Foreign Affairs Human Rights Unit/NGO Standing Committee in 2014 and in May we made a presentation to Co Wicklow Network of Older People on human rights & older people and the need for a convention.

In December we produced a health booklet, in collaboration with our policy team. Bringing together information on health and older people in both Ireland and developing countries, the booklet shows the commonalities between older people in Ireland and in poorer countries, and helps to create solidarity between the two groups. The booklet is aimed at older people here in Ireland, our members and supporters and any member of the public interested in health and older people.

The Ageing and Development programme worked on a European Commission funded project with partners in the



Members voting during Age Action's AGM at Croke Park in June.

Czech Republic, Germany, the Netherlands, Slovenia, Spain and the UK. The coordinator of the project is HelpAge International. The project focuses on developing the capacity of the HelpAge EU network to collectively engage in a stronger policy dialogue with EU institutions at country and European levels.

Through this project we met five MEPs and MEP candidates in the run up to, and following, the EU elections in May. We also produced a briefing paper which addresses the issue of ageing in EU development policy and focuses on the ongoing debate on the post-2015 framework within the EU context.

## Generations Together Programme

During 2014, the Generations Together programme provided advice, guidance and support intergenerational practice and projects to groups, schools and organisations who are interested in intergenerational work. In addition, it promoted intergenerational work and participated at national and regional events. The Intergenerational Toolkit produced in conjunction with the National Youth Council of

**The Minister for Older People, Kathleen Lynch, with Age Action members Ellen Reddin and PJ Gallagher launched a new guide to keeping well and staying warm during the winter using oil-fired central heating. It was published by OFTEC, which supports and upholds standards in the oil heating and cooking industry, and Age Action.**



Ireland in 2013 was circulated and promoted with groups nationwide.

In conjunction with our Ageing and Development Programme and Plan Ireland, an intergenerational workshop was held in May to explore power and empowerment and how this plays a role in our life and in society. The aim of the workshop was to look at: the power that we, as older and younger people, have in society and the differences and similarities in power between different generations; the wide gap between the amount of power that richer and poorer countries have and how we can raise awareness about power inequalities within society here in Ireland and globally.

The workshop was attended by older people from organisations such as the Irish Countrywomen's Association, U3As and Age Action members as well as younger representation from the MC Teens Foróige group from Jobstown.

As part of Positive Ageing Week 2014, an intergenerational games day was organised in Shrewsbury House Nursing home during October. Approximately 15 students from St Paul's secondary school in Raheny came along to play chess, draughts, Jenga, cards and dominos with the residents of the home. The games were a great way to encourage intergenerational interaction and also promote conversation and skill sharing around games between the older and younger participants.

The Generations Together programme facilitated and delivered an intergenerational learning workshop in August in conjunction with the National Youth Council of Ireland, as part of the @Learn Project. Some of the themes addressed included stereotyping, the benefits of intergenerational work and good practice intergenerational case studies.

In October, Generations Together delivered a collaborative presentation with Age & Opportunity and age friendly Ireland at a Conference called 'Collaborating towards an age-friendly Northern Ireland' held in Belfast. The conference brought together practitioners, policy makers and researchers to explore how we can work together to create an age-friendly Northern Ireland. We shared our experiences of intergenerational and age-friendly working in Ireland alongside other presentations and experiences from Scotland, Wales, England and USA.

Throughout the year, new and existing links and collaborations with organisations such as The National

Youth Council, NUI Galway, CARDI, Linking Generations Northern Ireland and DCU were maintained and strengthened and future collaborative opportunities explored.

## Advocacy North East and North Dublin

The HSE funding for our Advocacy North East and North Dublin programmes was transferred to the Third Age's SAGE programme in November. The employment of our two staff working on these programmes was transferred to SAGE as part of this process. Age Action had provided an advocacy service in residential care since 1998.

Considerable work was achieved up to the time of the transfer. During the first six months of the year, Age Action North East had 10 volunteer advocates visiting 10 nursing care units and nine volunteer befrienders covering two units. Our development officer sat on the HIQA Steering Group dealing with the revision of the National Standards for Residential Care Settings for Older People.

Up to June, Age Action North Dublin had 16 advocates visiting 14 care centres. In addition, the team facilitated 27 residents' councils in 24 care centres. Relatives meetings were held in two care centres.

## University of the Third Age

Age Action provides an information and support service to the growing number of local University of the Third Age (U3A) groups nationwide. Apart from providing the hundreds of 'Third Agers' across the country with insurance cover, our work in 2014 involved helping groups to find speakers, organising activities, and keeping them informed about lifelong learning events across the country. A new U3A group in Galway was started up and became the 16th member of the U3A community. The other groups in Ireland are Dublin City U3A, Blackrock U3A, Ballyroan U3A, Ballymun U3A, Lucan U3A, Blessington U3A, Sutton/Baldoye U3A, Active Virginians U3A, Monaghan U3A (3 groups), Maynooth U3A, RAMS U3A, An Cosan (Tallaght) U3A, Waterford U3A, Tramore U3A and Roscommon U3A.

In April, Trinity College Dublin hosted another open day for U3A delegates with Professor Des O'Neill and Age Action's Robin Webster speaking at the event. Age Action has also taken part in Trinity College's EngAGE programme. This programme addresses ageing and independent living. Age Action advised on educational matters.

Collaboration with Marsh's Library and St. Patrick's Cathedral resulted in their hosting a number of historical guided tours as part of Positive Ageing Week 2014. Information about Age Action's work with U3A groups in Ireland was disseminated at the library to promote the concept of lifelong learning, active ageing and the U3A network.

More information about Age Action's work with U3A groups was disseminated to thousands of attendees over three days at the Over 50s Show in the RDS last October. This helped raise the profile of U3A in Ireland with significant interest expressed by the public in joining their nearest group.

In November an article entitled 'University of Life' appeared in the "Your Times" supplement of *The Irish Times*. This article highlighted the work done by Age Action in facilitating and supporting U3A groups.

## The ForAge Project

ForAge has been an EU-funded project since January 2012. Age Action works with 19 partners across the EU to develop a European multi-lateral network concerned with learning in later-life, to create an archive and access point for information, to promote informed discussion between practitioners, researchers, policy-makers and older people, and to promote the development of learning in later-life, and to provide an exchange of good practice in order to raise standards throughout Europe.

In November Age Action was represented at the final ForAge Project partner meeting in Lisbon, Portugal. The most significant outcome of discussions in Lisbon was that although the project was due to finish on 31st December 2014 it would be extended until the end of March 2015. Work continues regarding disseminating project information and making relevant organisations, universities, decision-makers, and other bodies aware of the ForAge Network website and resources.

## The @Learn Project

During 2014, Age Action helped to develop learning modules that were then pilot tested across five European countries (Ireland, Bulgaria, Germany, Italy and Spain). The overall aim was to create an intergenerational active ageing learning community around the following themes:

- Learning about the latest online Information and Communication Technologies, including social media and networking, and creating and maintaining a blog,
- Learning about health self-management, nutrition and the benefits of physical activity,
- Learning about the value and practice of intergenerational volunteering across Europe and the world.

In Ireland, 22 learners (aged 16-35 and 60+) enjoyed taking part in pilot testing the learning materials over the Summer months. They attended modules on ICT and social media skills, health self-management and intergenerational volunteering. They also carried out small projects including taking part in a gentle exercise activity and an intergenerational photography activity. These projects triggered a process of breaking down barriers and led to informal intergenerational learning. After the activity everyone agreed that more intergenerational activities should happen and anyone of any age would benefit greatly. One of the older participants said that the activity was "...very insightful..." and that it was "...nice to learn new views and opinions between young and old...". One of

the younger participants said "...I found the Intergenerational Volunteering excellent...".

The project finished in October 2014, however Age Action will continue to use and disseminate the materials produced from the project. For more information please visit: [www.a-learn.eu](http://www.a-learn.eu).

## Intercultural Nursing Home Project

Age Action received funding from the European Integration Fund (which is administered by Pobal) in early 2014, to design and implement a project that would work closely with residential care staff and residents in developing a response to Ireland's growing diversity. It is now estimated that 16% of the population comes from outside Ireland and more importantly that about 30% of the staff working in the older adult care sector are from another country. As well as introducing multi-cultural backgrounds and many new skills into the service this change helps the residential care sector prepare for changing needs in the older population as it becomes ever more diverse. But there are also challenges. Recent research has shown that although the picture is generally good there are a number of challenging



Pictured for the launch of National Volunteering Week in May were Age Action Getting Started learners Ann O'Driscoll (left) and Nick Corish (right) with broadcaster Síle Seoige.



**The @Learn Project brought together intergenerational groups to pilot test learning materials.**

issues. For instance many migrant workers reported a degree of cultural misunderstanding, discrimination and sometimes explicit racism in their daily work.

Thirteen residential care homes agreed to participate in the project. The first stage of the project was an analysis of current issues and needs. It was conducted with residents, staff, management and other stakeholders with a preliminary report on the findings prepared. The findings confirm previous Irish research.

Most respondents, residents, staff, managers, were clearly of the opinion that having staff members from all over the world enriches the daily life of residents and staff. Quotes such as one from a resident in a residential home and another from a staff person, 'it broadens our world', 'We need people from other countries; we have become too institutionalised as a nation', capture this opinion. But challenges were also identified. It would be almost impossible to make the transition from a largely mono-cultural society to a more diverse one without some difficulties. These ranged from intercultural misunderstandings to more worrying forms of explicit racism. It is important to note that many Irish respondents, management, staff, residents, expressed concern about these incidents of prejudice and racism and wondered how they could support their colleagues and carers.

The project is using the information gathered in the needs analysis to advance the development of a range of strategies, policies and intercultural training that will promote intercultural understanding and minimise discrimination and racism. An intercultural training and

awareness programme has been developed and tested in collaboration with some of the participating homes.

In the longer term it is hoped to publicise the learning from the project, nationwide. The hope is that it will contribute to the long term aim of the project which is to ensure interculturalism remains a core value within the residential care sector.

## Age Action South

Age Action South is responsible for the Munster region and the key pillars of our work there were the Care & Repair programme, the Getting Started programme and Advocacy.

The Care & Repair programme provided a record number of services for older people in 14 cities, towns and rural areas in Munster during 2014. The Getting Started programme was also very active in the region, training a record number of older people to use computers in Counties Cork and Waterford. The activity levels for each of these programmes are quoted in their respective sections of this report.

Advocacy work included a members' meeting in Cork where a lively discussion took place around the effects of austerity and budget cuts. The Cork Glór Group met monthly to discuss issues that affect older people and to take action locally to address those issues. The Glór group is the core of Age Action South's advocacy work and was very active in 2014.





**Sean Mackey and Una Sweeney pilot testing materials for the @Learn project.**

In advance of Local and European Elections, Glór group members met with European candidates Brian Crowley MEP and Senator Deirdre Clune. They also met with Councillor Chris O' Leary. The group decided to take an active part in the new Cork Age Friendly City project run by Cork City Council.

A Glór Group member will stand for election to the Age Friendly City Alliance. Age Action is also represented on the Cork City Council Steering Committee for the Age Friendly City project through Regional Manager John O'Mahony.

The Glór group took an active part in the Age Action travel pass campaign. Members wrote to every TD in Cork City and County to ask them to support the Age Action campaign, which was ultimately successful. The group once again took part in the Age Action Pre-Budget campaign. Members met with Deputies Michael McGrath, David Stanton and Kathleen Lynch in advance of the Budget.

John O'Mahony represented Age Action on the joint Cork City and County Council Working Group for Services and Infrastructure for Older People. This group mapped services for older people in the county and identified gaps in services. The report on the work of the working group was launched and was used as a basis for the launch of Cork County Council's Age Friendly County project.

Other Advocacy work included an intergenerational elder abuse workshop in Cork. Positive Ageing Week Towns ran

programmes of events in Kinsale, Middleton, Dungarvan and Cashel. All Cork based TDs and Councillors were added to the *Ageing Matters* circulation list so that they would be made aware of the issues facing older people in Ireland today.

**One of the gentle exercise activities which were piloted during the summer as part of the @Learn Project.**



## Age Action West

Age Action West's programmes continued to expand during 2014, with a life-long learning (U3A) group and a Glór group being established.

The Glór group meet at our Galway office on a monthly basis, and this has become a strong group under the guidance of Naomi Feely. The Galway U3A group was launched at the Galway City Museum in October. It is run by local volunteer Livio Rocca.

Our book club continues to run in Galway City Library, and the Spanish improver class is going from strength to strength. For Seachtain na Gaeilge a "ciorcal comhrá" (conversation circle) was organised and was well attended. These groups provide valuable social contact as well as the opportunity for life-long learning.

A regional meeting of members took place in March to discuss priorities for Age Action's pre-Budget submission.

In April, the contribution which Age Action West's volunteers are making to life in Galway was recognised

when they were nominated for the Galway Mayor's Awards. Also during this period, we began the "Journeys" creative writing project for older people, now in its tenth year. We have received great feedback from the facilitator, Pete Mullineaux.

A full calendar of events was organised in Galway for Positive Ageing Week in October, featuring everything from IT to music and singing. The Age Action office was the venue for chair exercise, a smartphone workshop, and a music session. We also hosted a talk about how to cut costs and lower electricity bills, presented by one of our volunteers, Louis Carroll.

In November we hosted a talk by Catherine Flaherty of the Road Safety Authority. Catherine showed a video and talked at length about road safety issues. Following her visit, she sent us a box of high vis jackets and armbands, for distribution to those who visit the office, and the demand for them was very high.



Michael McCarthy with Mercy Heights Secondary School, Skibbereen, transition year pupils Alanna Browne and Mairead O'Driscoll, both volunteer tutors with the Getting Started programme.



Pictured at an Age Friendly City meeting at Cork City Hall in June were (from left) Cork Glór group member Christina O'Donoghue, Peg Lucey of Irish Senior Citizens Parliament, Nora Webster of Kilkenny's Age Friendly City Alliance, Deputy Lord Mayor of Cork Cllr. Kenneth O' Flynn, Cork Glór Group members Phil Ui Mhurchu, Marina Buckley, Maureen Cleary and Pat Kelly and Age Action Regional Manager John O' Mahony.



Age Action West volunteers Anthony O'Connor, Eileen Browne, Louis Carroll and Paul Lenihan at the Galway Mayor's Awards. Our volunteers were nominated in recognition of the contribution they make to life in the city.

# FUNDRAISING AND CHARITY SHOPS

## Charity Shops

The Camden Street shop had a fantastic year's trading in 2014 with sales of €330,164 - €27,596 over its target.

The bulk of sales were created in the final two quarters of the year. The vintage and designer events have proved financially important to the shops and have also attracted additional higher spending shoppers and donors.

Furniture sales remained strong but menswear proved the largest growth area for the business with sales up 22% on 2013. Footfall increased on 2013 with 39,315 customers served, resulting in an average spend per customer of €8.50.

The year proved to be a very challenging one for the Dun Laoghaire Shop. The first six months proved very difficult with sales well below target. We addressed this by making changes to both stock and display methods in the shop and these changes proved successful resulting in the shop achieving its €100,000 annual sales target by year end.

Over the counter donations of very good quality stock really helped achieve this goal. The donors really did come up trumps for our vintage and designer nights and surplus stock from these events was used during November / December, resulting in really strong sales at year end.

The availability of excellent staff from both the CE & TÚS programmes, coupled with excellent volunteers, made for a very strong team in the shop. There were 13,258 customers during the year with an average spend of €7.60.

The Monaghan shop had a good year, exceeding its sales target of €85,000, with almost 13,000 customers. A number of in-shop events helped generate publicity and new customers, eg a St. Brigid's cross making day on February 1st and a sports day with a visit by the Monaghan senior football team captain, Conor McManus. A country and western week to coincide with the local country music festival resulted in a €1,000 donation from the festival committee to be spent locally helping older people.

## Stock Collection

Our stock collection service carried out 3,500 collections of donated items and over 1,100 deliveries of items sold in our shops.

The service handled an average of 20 collection requests daily. These generated an average €5,500 per week in revenue for our shops, totaling €282,000 in saleable items.



Pictured at one of the "designer and vintage" nights at the Dun Laoghaire shop were (from left) Age Action's Edwina Brady (Camden St shop manager), Patrick Mangan (Dun Laoghaire shop manager) and volunteer Alexis Theodor.

The average donor donated €8 in goods to our shops per call. Almost one-in-five (19%) of donors were repeat donors.

The delivery service helped us move sold items more quickly, freeing up floor space for more furniture arriving daily. Customers are charged for the delivery service, with charges generating €8,315 during the year. The service also enables those without transport to purchase items.

We continued to expand the electronic data base and this has enabled the stock collection service establish who its core customers are, and what areas they live in, so they can target these areas more frequently.

In the first eight months there was an increase of 2,000 donors. It is also much easier to extract information more readily e.g. we collected and sold €120,000 in clothing, €130,000 in furniture, and nearly €42,000 in books, bric-a-brac and crockery.

Our main concentration is on the acquisition of furniture, vintage and bric-a-brac items, as these are the best sellers in our shops.

## Fundraising

We had a successful year following the preparation of a detailed calendar of activities and events. We have restructured the team so the development officer who was responsible for Positive Ageing Week has now joined the fundraising team concentrating on developing corporate relations and applications to trusts and foundations.

Our audited accounts show a small deficit but this is because we deferred income of €72,000 from the Christmas FM campaign to 2015 to fund the Care and Repair programme. In addition, €25,000 raised through corporate donations has been allocated to restricted funds and a charge for CE staffing of €29,000 is included in expenditure, but not in income.

One of the highlights of the year was our selection as Christmas FM's partner for 2014. The station broadcasted from November 28 to December 26 playing Christmas music. Listeners were encouraged to text in their requests, with all proceeds going to the nominated charity.



Mrs Sabina Higgins, wife of President Michael D. Higgins, attending one of the Guess Who's Coming To Tea events at Age Action's Abbey Street offices in Dublin during Positive Ageing Week.



Pictured at the launch of the Age Action St Patrick's Day shamrock campaign at the National Leprechaun Museum were (front) sisters Dawn (4) and Paige (6) Elliott, from Darndale, Dublin, and (back) Age Action's Ashley Kavanagh and Daragh Matthews. Photo: Marc O'Sullivan

We raised a total of €102,000 - €55,000 of which was raised during a telethon day on December 18 from 7am to 7pm. This was a real boost to our fundraising efforts and we are extremely grateful to Lorraine Murphy who project managed the programme and all staff who helped throughout the campaign.



Alexandra College students Amy McDonnell and Caragh Wynne, with Age Action members Ellen Reddin and Bill Rothwell at the launch of Christmas FM.

The innocent Big Knit is now in its sixth year. We reached our target of knitting 65,000 hats by December thanks to the great effort of our supporters across the country. The smoothie bottles went on sale from February 2015. We will receive a cheque for €20,000 from innocent in April, 2015

We were delighted with the response to our appeal for knitted shamrocks as part of our "Made with Love" campaign for St Patrick's Day. Knitting groups and individuals from all over the country sent in over 6,000 wonderful creations in both knitted and crochet style. The shamrocks were sold in Dublin with some in Kilkenny and Cork and were available in 52 locations, raising a modest €3,000.

During the year we piloted a direct debit campaign, targeting 21,000 people to establish a regular monthly donor campaign. The results were disappointing but we are exploring other methods and approaches in 2015.

We were selected as charity partner of the year by the Dunboyne Castle Hotel & Spa and received over €7,000 worth of vouchers. These were used for raffles and promotions throughout the year.

Our summer and winter raffles continued to be an important fundraiser for us, raising a combined total of just over €45,000. We are grateful to our members and friends for their continuing support.

We continue to present and make submissions for sponsorship to companies on our programmes and services for older people. We made 20 presentations in 2014. We want to build on existing relationships and would be keen to meet new companies with an interest in ageing and older people.

Bluebird Care provided €15,000 sponsorship to support Positive Ageing Week and our Guess Who's Coming to Tea fundraising events. We received a cheque for €10,000 from UniCredit following a presentation to support the work of the Care and Repair programme.

We organised "A Time to Dance" a photography exhibition and launch event during April. This collection of black and white photographs by Ann Henrick accompanied by the words of the late Maeve Binchy was displayed in European Union House, Dawson Street, Dublin 2. The exhibition was well attended over the month of May and received lots of positive comments in the visitor's book as well as national press coverage.



**Author Gordon Snell (right), widower of the late Maeve Binchy, at the opening of the “A Time to Dance” photography exhibition, with Age Action’s Lorraine Murphy (left) and photographer Ann Henrick. The exhibition featured Ann’s images accompanied by words by Maeve.**

Age Action joined mylegacy.ie and took part in the national “Best Will in the World Week” campaign. It featured 500 law firms around the country offering a will writing service for €50. All 60 charity participants were promoted as part of the campaign.

We were chosen as one of the four beneficiary charities of the Garda Tour de Force charity cycle in Germany and US. This raised over €8,000.

During the year we launched our first joint fundraiser with the Irish Guide Dogs. As part of the Guess Who’s Coming To Tea event, we held 66 tea parties around the country with five celebrities visiting a number of the parties as a surprise guest. The First Lady, Mrs Sabina Higgins, visited the tea party in the Abbey St office. Olympian Ronnie Delany and celebrity solicitor Gerald Keane visited nursing homes in Dublin and Meath, TV3 broadcaster Martin King visited a secondary school in Wicklow and RTE’s Joe Duffy attended a tea party in Walkinstown. At the time of writing there were 25 groups who had yet to send their donations in so income to December 31 was €8,347, producing a surplus of €6,042.

We had smaller events as well throughout the year including bags packs, church gate collections, carol singing and the Women’s Mini Marathon in Dublin and Cork. We also sold exhibition space to corporates during the AGM generating €1,600.

**Age Action’s Beth Nunan was joined by Irish Olympian Ronnie Delaney (left) and broadcaster Martin King to launch our Guess Who’s Coming To Tea joint fundraiser with the Irish Guide Dogs. Photo: Marc O’Sullivan.**

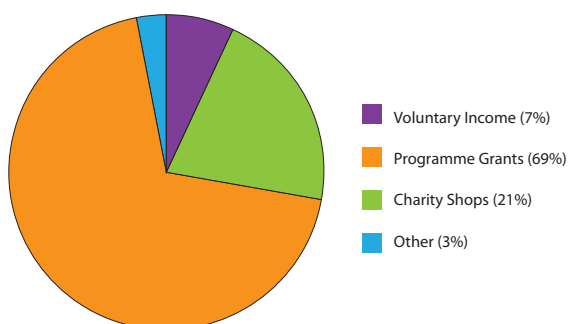


# FINANCIAL REVIEW

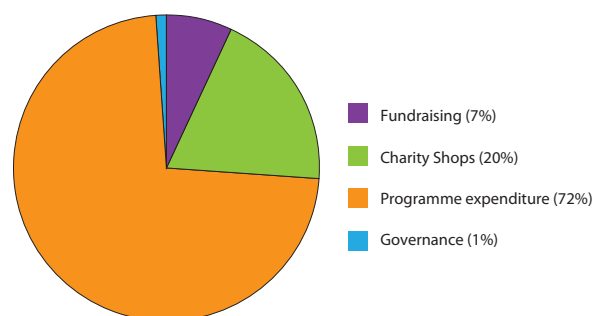
The table and pie charts below summarise our overall financial position compared to 2013 and 2012 and our income and expenditure during 2014. The full details are set out in the audited accounts and reports that follow.

	2014	2013	2012
Income	€2,458,137	€2,376,227	€2,494,798
Expenditure	€2,346,332	€2,352,588	€2,184,853
Surplus	€111,805	€23,639	€309,945
Cash at Bank	€1,129,221	€990,484	€831,134
Reserves	€769,578	€657,773	€634,134

## INCOME



## EXPENDITURE



This was a moderately successful year in consolidating our financial position and in making provision for further growth in 2015. Compared to 2013 our overall expenditure increased by €81,910 (nearly 4%) largely due to increased income from restricted grants, charity shops and membership. Our overall expenditure declined slightly by €6,256 (less than 1%) largely due to reduced costs of the charity shops and projects. As a result the overall surplus increased nearly five-fold from €23,639 to €111,805.

Behind these overall figures there are three events worthy of special mention. First, we left our offices in Abbey Street, which Permanent tsb had let to us at minimal cost for four years, for which we are most grateful. We moved to newly refurbished offices in the Irish Social Finance Centre in Inchicore. Secondly, adding to the continuing success of the charity shops, the Christmas FM campaign was an enormous

boost in raising our profile and vital funds for the Care & Repair programme in 2015. Thirdly, we had to reduce our expenditure since 2008 by freezing all salaries, with an extra cut in 2011, and a continuing cut to the highest salaries. In early 2015, the Board agreed the general salary increase for all staff with the highest percentage increase going to those on the lowest salaries in appreciation of their sacrifice and dedication.

We have improved our cash position and our reserves but we are still well short of our target of having reserves equivalent to 50% of our annual expenditure to protect the long-term viability of the organisation. Currently we estimate that a minimum of €750,000 would be required to meet all our liabilities if the organisation were forced to close. Reserves are maintained at a level which ensures that the organisation's core activity could continue and the organisation could meet



its obligations during a period of unforeseen difficulty. The level of reserves is estimated at 4-6 months expenditure for the purposes of the reserve policy.

For the purpose of the reserves policy, “reserves” are synonymous with unrestricted reserves and exclude restricted reserves. The reserves policy is reviewed by the Finance & Audit Committee as part of a review and assessment of the organisations’ risks.

We appreciate the financial support we receive from Government Departments, state agencies and corporate bodies mentioned elsewhere, particularly the Health Services Executive for the core grant and the Department of Social Protection for funding the Community Employment programme. We also wish to express our appreciation of the priceless contribution of many individuals as members, volunteers, donors and customers of our charity shops and fundraising activities.

The Board wishes to express its gratitude to the Finance & Audit Committee for its advice and support in developing our financial policies and management, John Quinn, the Treasurer, Eoghan Corish, Miriam Doyle and Owen O’Sullivan. Finally we wish to thank Mazars, our auditors, for their advice and help during the year, especially Mairead Divilly, Aoife Condon and Orla Ryan.

# CURRENT STAFF (AS OF DECEMBER 31, 2014)

**Chief Executive:** Robin Webster  
**Deputy Chief Executive:** Lorraine Fitzsimons

## ADMINISTRATION

**Team Leader:** Lorraine Fitzsimons  
**Office Manager:** Jennifer Coen  
**Assistant CE Supervisor:** Nicola Troy  
**Administrative Staff:** Anna-Marie Byrne, Arta Gjini, Marian Halpin, Annette Hanlon, Shane Jones, Patrick Kenneally, Lina Kijauskaite, Colette Masterson, Ciara O'Brien  
**IT Help Desk:** Przemyslaw Kolasinski  
**General Maintenance/Domestic:** Patricia Byrne, Joe Curley

## ADVOCACY & COMMUNICATIONS

**Team Leader:** Eamon Timmins  
**Senior Policy Officer:** Naomi Feely  
**Policy Officers:** Frances Matthews, Marita O'Brien  
**Senior Information Officer:** Gerard Scully  
**Information Officers:** Philomena Cooley, Kevin Cox, Bernadette McCeallaigh

## FINANCE

**Team Leader:** Kathleen Gately  
**Finance Staff:** Ian Bergin, Edel Ivory, Martin O'Leary, Marie Perry

## FUNDRAISING

**Team Leader:** Robin Webster  
**Business Development Officer:** Daragh Matthews  
**Development Officer:** Lorraine Murphy  
**Fundraisers:** Robert Loonam, Sheila Ward

## CHARITY SHOPS:

**Team Leader:** Lorraine Fitzsimons  
**Camden St Shop Manager:** Edwina Brady  
**Monaghan Shop Manager:** Mary Beagan  
**Dun Laoghaire Shop Manager:** Patrick Mangan  
**Assistant Shop Manager:** Sara Courtney  
**Senior Sales Assistant:** Deirdre Lynam

**Stock Collection Manager:** William Ralph  
**Stock Collection Coordinator:** Michael Robinson  
**Stock Collection Administrator:** Paul Redmond

**Stock Collectors:** Sean Bradley, John Burke, Crinu Burlan, Noel Dumbrell, Patrick Farrell, Laimonas Kerpe, Owen Mullaly

**Sales Assistants:** Sheila Berry, Vasile Ciorba, Cathy Fowler, Christopher Gaddas, Kenneth Grant, Margaret Hayward, Gavin Herbert, Ann Lynskey, Anna Marziaz, Robert

McMackin, Joseph McNamara, Mary Moore, Mary O'Reilly, Karen Roche, Anne Ryan, Simon Scott, Audrey Stronge, Carmel Taylor, Rose Marie Wallace, Tom White, Sabina Zagata

## GETTING STARTED PROGRAMME

**Team Leader:** Lorraine Fitzsimons  
**Project Coordinator:** Pauline Power  
**Regional Project Officers:** Jennifer Glansford, Niamh Hennelly, Julie Oates  
**Getting Started Dublin City Council Sheltered Housing Complexes:** Robert Carroll  
**Administrators:** Kriste Adomaitye, Ann Carroll, James Geraghty, Colm Mulcahy, Lana Monaghan, Eileen McGoldrick, David O'Connor, Jason O'Driscoll

## CARE & REPAIR PROGRAMME

**Team Leader:** Lorraine Fitzsimons  
**National Development Officers:** Claire Bellis and John O'Mahony  
**Administrators:** Gordon Ahearne, Patrick Donnelly, Rosanna Doyle, Joan Ryan, John Sullivan  
**General Maintenance:** Martin Cummins, Donal Keenan, John Lafferty, Peter Lynch, Christopher Millea, Brian Weldon

## LIFE LONG LEARNING

**Team Leader:** Robin Webster  
**Project Manager:** Keelin McCarthy  
**Allearn/Forage:** Sam O'Brien-Olinger  
**U3A:** Margaret Fitzpatrick  
**Intercultural Nursing Home Project:** Ann Moroney

## AGEING & DEVELOPMENT

**Team Leader:** Robin Webster  
**Development Officer:** Lianne Murphy

## MEMBERSHIP & VOLUNTEERING

**Team Leader:** Robin Webster  
**Development Officer:** Sarah Nevin

## Staffing

All paid and voluntary staff are deployed to teams, each with a team leader or programme manager responsible for their supervision, support and development (see “Current Staff” page 32 for details). We operate an equal opportunities policy in recruitment, training and promotion. The Community Employment Programme continued its 20th year in November 2014 with approval for 36 participants. Of these, 10 participants progressed into full time education or employment.

We acknowledge the support of the Department of Social Protection (formerly FAS) for their continuing support in funding the CE Programme without which we would not be able to provide as many services to older people across Ireland.

In 2014 we worked with the following partnerships to provide work experience for unemployed people: Canal Partnership; Galway City Partnership; Monaghan Integrated Development; Southside Partnership; and West Cork Development Partnership. We were also a host organisation for JobBridge interns and have up to 14 full-time interns at any one time. During 2014 eight interns progressed into employment or education.

# AGE ACTION IRELAND LIMITED

## Report and Financial Statements

### for the year ended 31 December 2014

(A company limited by guarantee and not having a share capital)

# REPORT OF THE DIRECTORS

The directors submit their report together with the audited financial statements for the year ended 31 December 2014.

## 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 promoting better policies and services for older people and the carers of older people.

## 2. REVIEW OF RESULTS

The financial statements for the year are set out in the Statement of Financial Activities on page 41 of the annual report and accounts 2014. Compared to the previous year our overall income increased by €81,910 (nearly 4%) largely due to increased income from restricted grants, charity shops and membership. Our overall expenditure declined slightly by €6,256 (less than 1%) largely due to reduced costs of the charity shops and projects.

Our work in advocacy and communications and provision of services continued to expand to more people and more parts of the country. We were disappointed that the HSE withdrew its grants for our advocacy services in residential care in North Dublin and Co Meath so abruptly after 16 years. Our work in our two largest programmes, Care & Repair and Getting Started programmes has developed still further with increased financial support from external grants and our own income generating activities. The increased collaboration between our advocacy and communications work and our regional development and service programmes has enabled us to offer a broader range of services to people who are socially excluded.

## 3. 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 on-going 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.

## 4. GOVERNANCE

The Board met seven times during the year including a workshop on corporate governance with a focus on protecting the company's reputation. The Board gave high priority to achieving the highest standards of corporate governance, including succession planning, financial management and fundraising.

The Finance and Audit Committee is chaired by the Treasurer and comprises the Chair, the Chief Executive and two non-directors with financial expertise. During the year it met seven times to oversee the financial management of the company and to monitor its progress through detailed quarterly reports. It undertook in conjunction with the auditors a review of the finance function with the aim of strengthening its financial forecasting, management and control systems. It also met once as the Audit Committee with the auditors and without the staff present to consider the post-audit report and its implications for future policies and practice.

## 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 of the company's existing activities and achieving the highest standards of corporate governance will be the main areas of attention.

## 7. DIRECTORS AND THEIR INTERESTS

The company is limited by guarantee and does not have any share capital. Therefore the directors 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. During the year the company reorganised its management structure resulting in the following appointments and retirements.

The following directors were appointed to the board:

Sean Oliver (21 July 2014).

The following directors resigned from the board:

Joan McDermott (22 October 2014).

## 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

Mazars, Chartered Accountants and Registered Auditors, have expressed their willingness to be re-appointed in accordance with Section 160(2) of the Companies Act 1963.

**On behalf of the Board**

**Owen O'Sullivan**

**John Quinn**

**29 April 2015**

# 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 Financial Reporting Council 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 1983 and 1990 to 2013 as applicable to companies limited by guarantee and not having a share capital. 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**

**Owen O'Sullivan**

**John Quinn**

**29 April 2015**

# REPORT OF THE INDEPENDENT AUDITORS

## To the members of Age Action Ireland Limited

We have audited the financial statements of Age Action Limited for the year ended 31 December 2014 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

## Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities the directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

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.

## Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the director's report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Opinion on financial statements

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 2014 and of its surplus for the year then ended; and
- have been properly prepared in accordance with the requirements of the Companies Acts 1963 to 1983 and 1990 to 2013.



# REPORT OF THE INDEPENDENT AUDITORS

## Matters on which we are required to report by the Companies Act 1963 to 1983 and 1990 to 2013

- 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.

## Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Acts 1963 to 1983 and 1990 to 2013 which require us to report to you, if in our opinion the disclosures of directors' remuneration and transactions specified by law are not made.

**Mairéad Divilly**

**For and on behalf of Mazars**

**Chartered Accountants & Registered Auditors**

**Harcourt Centre**

**Block 3**

**Harcourt Road**

**Dublin 2**

**29 April 2015**

# 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 Financial Reporting Council, 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) (Revised 2005) "Accounting and Reporting by Charities" insofar as it complies with the Companies Acts 1963 to 1983 and 1990 to 2013 as applicable to companies limited by guarantee and not having a share capital.

**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 recognised 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 thereto. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.

**d) Pensions**

The company operates a defined contribution pension scheme. This scheme is administered by independent investment managers. Pension costs are expensed to the profit and loss account as incurred.

**e) 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	-	2 - 7 years
Leasehold Premises	-	7 - 23 years
Motor Vehicles	-	3 - 5 years
IT / Development Equipment	-	2 years

**f) 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.

# STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted Funds	Restricted Funds	Year ended 31 December 2014	Year ended 31 December 2013
	Notes	€	€	€	€
<b>Incoming Resources</b>					
<b>Voluntary Income</b>					
Donations and gifts	2	148,048	18,963	167,011	195,743
Grants unrestricted		475,979	-	475,979	496,565
Grants restricted		-	719,822	719,822	644,673
Membership		46,145	-	46,145	41,271
Community employment programme		346,730	-	346,730	310,604
<b>Activities for Generating Funds</b>					
Charity shops	3	676,310	-	676,310	651,814
Interest and rental income		26,140	-	26,140	35,557
<b>Total incoming resources</b>	<b>14</b>	<u>1,719,352</u>	<u>738,785</u>	<u>2,458,137</u>	<u>2,376,227</u>
<b>Resources Expended</b>					
<b>Cost of Generating Funds</b>					
Cost of generating voluntary income – fundraising costs		154,636	8,963	163,599	152,287
Fundraising trading costs – shop expenditure	3	456,900	-	456,900	498,598
<b>Charitable Activities</b>					
Project expenses unrestricted		969,925	-	969,925	1,024,109
Project expenses restricted		-	729,822	729,822	644,673
Governance costs		26,086	-	26,086	32,921
<b>Total resources expended</b>	<b>14</b>	<u>1,607,547</u>	<u>738,785</u>	<u>2,346,332</u>	<u>2,352,588</u>
<b>Net incoming resources</b>	<b>13</b>	<u>111,805</u>	<u>-</u>	<u>111,805</u>	<u>23,639</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**

**Owen O'Sullivan**

**John Quinn**

**29 April 2015**

# BALANCE SHEET

	Notes	31 December 2014 €	31 December 2013 €
<b>FIXED ASSETS</b>			
Tangible assets	9	35,238	25,012
<b>CURRENT ASSETS</b>			
Cash at bank		1,129,221	990,484
Debtors and prepayments	10	152,227	117,937
		1,281,448	1,108,421
<b>CREDITORS</b>			
Amounts falling due within one year	11	<534,460>	<459,844>
<b>NET CURRENT ASSETS</b>		746,988	648,577
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		782,226	673,589
<b>DEFERRED GRANTS</b>	12	<12,648>	<15,816>
		769,578	657,773
<b>FUNDED BY</b>			
Restricted funds	13	-	-
Unrestricted funds	13	769,578	657,773
	14	769,578	657,773

On behalf of the Board

Owen O'Sullivan

John Quinn

29 April 2015

# CASH FLOW STATEMENT

		<b>Year Ended</b> <b>31 December</b> <b>2014</b>	<b>Year Ended</b> <b>31 December</b> <b>2013</b>
	<b>Notes</b>	€	€
<b>NET CASH INFLOW FROM OPERATING ACTIVITIES</b>			
Net incoming resources		111,805	23,639
Depreciation		18,438	33,522
Amortisation of deferred grants		<3,168>	<3,168>
<Increase>/decrease in debtors		<34,290>	15,704
Increase in creditors		74,616	89,653
		<hr/>	<hr/>
<b>Net cash inflow from operating activities</b>		167,401	159,350
<b>Capital expenditure and financial investment</b>		<28,664>	-
		<hr/>	<hr/>
<b>Increase in cash</b>	<b>15</b>	<u>138,737</u>	<u>159,350</u>
 <b>On behalf of the Board</b>			

Owen O'Sullivan

John Quinn

29 April 2015

# NOTES TO THE FINANCIAL STATEMENTS

## 1. LEGAL STATUS OF THE COMPANY

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

## 2. FUNDRAISING

	Funds received 2014 €	Funds deferred 2014 €	Total 2014 €	Total 2013 €
<b>Restricted</b>				
Sponsorship	10,000	-	10,000	-
Christmas FM Appeal	81,140	<72,177>	8,963	-
	91,140	<72,177>	18,963	-
<b>Unrestricted</b>				
Sponsorship	15,000	-	15,000	49,500
Events	70,732	-	70,732	124,975
Donations	62,316	-	62,316	21,268
	148,048	-	148,048	195,743
Total donations and gifts	239,188	<72,177>	167,011	195,743

## 3. CHARITY SHOPS

	2014 €	2013 €
Shop income	521,862	472,536
Community employment programme	154,448	179,278
	676,310	651,814
Shop expenses	<456,900>	<498,598>
Net surplus from charity shops	219,410	153,216

## 4. NET MOVEMENT IN FUNDS

	2014 €	2013 €
Net movement in funds is stated after charging:		
Depreciation of tangible assets	18,438	33,522
Auditors' remuneration	8,500	8,500
Operating leases - premises	152,861	162,850
Amortisation of deferred grants	<3,168>	<3,168>

**5. STAFF COSTS**

	<b>2014</b>	<b>2013</b>
	€	€
Wages and salaries	1,571,122	1,568,253
Social welfare costs	112,547	105,553
Pension costs	30,095	27,355
	<u>1,713,764</u>	<u>1,701,161</u>

**Number of employees**

The average number of employees during the year was as follows:

	<b>2013</b>	<b>2014</b>
	<b>No.</b>	<b>No.</b>
Charity shops	16	18
Development projects and services	50	50
	<u>66</u>	<u>68</u>

The remuneration paid to the Senior Management Team amounted to €329,870 (2013: €329,876). The number of employees whose emoluments for the year fall within the followings bands are as follows:

	<b>2014</b>	<b>2013</b>
	<b>No.</b>	<b>No.</b>
€60,000 - €70,000	1	1
€70,000 - €80,000	1	1
€80,000 - €90,000	1	1
€90,000 - €100,000	-	-
€100,000 - €110,000	1	1

Emoluments include salaries and employer PRSI costs. No benefit in kind applies within the company.

A reduction of 5% of senior management staff remuneration was implemented during 2011 and still applies.

Contributions of 5% of salary were made by the company to the defined contribution pension scheme for the Senior Management Team members who fall within the bands €60,000 - €80,000.

Contributions of 10% of salary were made by the company to the defined contribution pension scheme for the Senior Management Team member who falls within the band €80,000 - €90,000.

**6. PENSION**

The company operates a defined contribution scheme. Pension costs for the year amounted to €30,095 (2013: €27,355) are included in the profit and loss account.

**7. DIRECTORS' EMOLUMENTS**

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

**8. TAXATION**

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

**9. FIXED ASSETS**

	<b>Office Equipment</b>	<b>Leasehold Premises &amp; Fittings</b>	<b>Motor Vehicles</b>	<b>Total</b>
<b>Cost</b>	€	€	€	€
At 31 December 2013	208,431	148,708	15,800	372,939
Additions	1,538	27,126	-	28,664
Disposals	-	<32,410>	-	<32,410>
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2014	209,969	143,424	15,800	369,193
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Depreciation</b>				
At 31 December 2013	201,015	131,982	14,930	347,927
Charge for the year	5,015	12,553	870	18,438
Disposals	-	<32,410>	-	<32,410>
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2014	206,030	112,125	15,800	333,955
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Net Book Amount</b>				
At 31 December 2013	7,416	16,726	870	25,012
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2014	3,939	31,299	-	35,238
	<hr/>	<hr/>	<hr/>	<hr/>

The disposals under Leasehold Premises & Fittings relate to the closure of the Castlebar and Galway shops and change of premises for the Dun Laoghaire shop.

**10. DEBTORS**

	<b>2014</b>	<b>2013</b>
<b>Amounts falling due within one year</b>	€	€
Debtors	37,255	37,495
Prepayments and accrued income	114,972	80,442
	<hr/>	<hr/>
	152,227	117,937
	<hr/>	<hr/>

**11. CREDITORS**

	<b>2014</b>	<b>2013</b>
<b>Amounts falling due within one year</b>	€	€
Creditors	40,923	36,162
Deferred income	399,767	285,261
PAYE/PRSI	32,237	27,709
Accruals	59,343	85,263
Other creditors	2,190	9,324
Lease liability	-	16,125
	<hr/>	<hr/>
	534,460	459,844
	<hr/>	<hr/>



**12. DEFERRED GRANTS**

	<b>2014</b>	<b>2013</b>
	€	€
Balance at beginning of year	15,816	18,984
Amortised during year	<3,168>	<3,168>
	<hr/>	<hr/>
Balance at end of year	12,648	15,816
	<hr/>	<hr/>

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 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.

**13. MOVEMENT OF FUNDS**

	<b>Restricted Funds</b>	<b>Unrestricted Funds</b>	<b>Total</b>
<b>Cost</b>	€	€	€
At 31 December 2013	-	657,773	657,773
Net movement in funds	-	111,805	111,805
	<hr/>	<hr/>	<hr/>
At 31 December 2014	-	769,578	769,578
	<hr/>	<hr/>	<hr/>

**14. STATEMENT OF FUNDS**

## Restricted Funds Summary

	<b>Opening Balance 31 December 2013</b>	<b>Incoming Resources</b>	<b>Resources expended</b>	<b>Cross subsidisation from Department of Social Protection funds</b>	<b>Cross subsidisation from unrestricted funds</b>	<b>Closing balance 31 December 2014</b>
	€	€	€	€	€	€
1. Advocacy in Residential Care North Dublin	-	45,045	45,262	-	<217>	-
2. Advocacy in Residential Care North East	-	20,090	23,969	-	<3,879>	-
3. Age Action South	-	10,000	12,940	-	<2,940>	-
4. Age Action West	-	1,203	1,203	-	-	-
5. Ageing & Development	-	86,683	100,300	-	<13,617>	-
6. Care & Repair *	-	69,962	193,679	<59,253>	<64,464>	-
7. Getting Started *	-	282,517	354,038	<29,409>	<42,112>	-
8. Lifelong Learning: U3A/ Generations Together	-	148,602	153,982	-	<5,380>	-
9. Social Inclusion	-	44,539	58,691	-	<14,152>	-
10. Social Partnership	-	30,144	37,225	-	<7,081>	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	-	738,785	981,289	<88,662>	<153,842>	-
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Unrestricted funds</b>	657,773	1,719,352	1,365,043	88,662	153,842	769,578
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<b>Total funds</b>	657,773	2,458,137	2,346,332	-	-	769,578
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

\* The cross subsidisation amounts funded by the Department of Social Protection relate to staff participating in the Community Employment Scheme. The amounts for the Care & Repair Programme 2014 – €59,253 (2013: €61,161) and Getting Started Programme 2014 – €29,409 (2013: €32,355).

The above projects were funded by the following donors:

- 1 Health Service Executive North Dublin
- 2 Health Service Executive North East
- 3 Tomar Trust
- 4 Community Foundation of Ireland
- 5 EU and Help Age International / Irish Aid
- 6 Cork City Council, Cork Street Fund, Electric Aid, Health Service Executive Cork, Tomar Trust and Unicredit
- 7 Dublin City Council, Google, The Department of Communications, Energy & Natural Resources and Tomar Trust
- 8 Ageing Well Network, Grundtvig, Health Service Executive West, Impact, Pobal and SOLAS
- 9 Grundtvig, Pobal and The Department of the Environment & Local Government
- 10 The Department of the Environment & Local Government

#### 15. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

	<b>2014</b>	<b>2013</b>
	€	€
Increase in net funds in year	138,737	159,350
Net funds at the beginning of the year	990,484	831,134
<b>Net funds at the end of the year</b>	<b>1,129,221</b>	<b>990,484</b>

#### 16. FINANCIAL COMMITMENTS

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

	<b>2014</b>	<b>2013</b>
	€	€
In one year or less	-	26,079
In more than one year, but less than two years	11,100	12,000
In more than two years, but less than five years	193,545	100,000
	<b>204,645</b>	<b>138,079</b>

#### 17. RELATED PARTY TRANSACTIONS

A company director, Margaret Pilkington, is an associate of Byrne Wallace Solicitors. No transactions with Byrne Wallace Solicitors were noted during the year ended 31 December 2014 (2013: legal costs of €2,100 were incurred).

A company director, Owen O'Sullivan, is a partner of PJ Walsh & Co. Solicitors. Legal services costing €1,671 were provided by PJ Walsh & Co. Solicitors in the year ended 31 December 2014 (2013: €2,725).

These transactions were provided on an arm's length basis.

#### 18. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the directors on 29 April 2015.



**Age Action Ireland**, 30/31 Lower Camden Street, Dublin 2

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