



**Annual Impact Report**

**2024**

# Age Scotland is the Scottish charity for older people.




We work to improve the lives of people over the age of 50 and promote their rights and interests. We want Scotland to be the best place in the world to grow older.

**Together, we can make that happen.**

## ***Our mission:***

**To inspire, involve and empower older people in Scotland, and influence others, so that people enjoy better later lives.**

## ***Our strategic aims:***

-  **We help older people be as well as they can be**
-  **We promote positive views of ageing and later life**
-  **We tackle loneliness and isolation**

# Contents

Introduction	4
Our ambitions	6
Highlights from the year	8
Campaigning	10
Research and gathering views of older people	12
Influencing change	14
About Dementia	16
Helpline	18
Information publications	20
Energy and benefit workshops	22
Friendship Services	24
Community Development	26
Veterans	28
Diversity and Inclusion	30
Awards	32

Age-Inclusive workplaces	34
Dementia training	36
Health and Wellbeing	38
Volunteers	40
Working at Age Scotland	42
Media impact	44
Raising funds	46
Partnerships	48
Our Trustees	50
How to get involved and support Age Scotland	52
Contact us	54

# Introduction

from **Katherine Crawford**

This was a year of growth for Age Scotland. The sustained increases in demand for our services resulted in record-breaking levels of unclaimed social security identified through our helpline and the considerable increase in the number of free information guides distributed to older people, their family and carers.

This comes as no surprise, with older people trying to manage the rising cost of living, soaring energy bills, and continuing levels of loneliness and isolation. Access to and long waits for health and social care continue to cause concern. There were also new crises to adapt to such as the UK Government's blindsiding decision to remove the Winter Fuel Payment from nearly 900,000 Scottish pensioners.

I'm extremely proud of the work we have carried out in the face of these challenges. We redesigned our advice services so that we could stand alongside older people for longer and to ensure that we continue to have a positive and wide-reaching impact on the lives of those we support.

We have also seen an expansion in many areas of our work including the welcome return of wellbeing initiative Body Boosting Bingo, the growth of our friendship services, community workshops and membership network.

Through our grant programmes we supported our member groups and grassroots dementia work across Scotland with vital funding to improve the quality of life of the older people.

Colleagues from across the charity and our partners have gone above and beyond to deliver the best possible outcomes for older people, their families and carers across Scotland. As we look ahead to 2025 I am proud of what we have achieved and more determined than ever to get to work on what needs to be done to make life better for older people.

**“ I am proud of what we have achieved and more determined than ever to get to work on what needs to be done to make life better for older people. ”**



**Katherine Crawford,  
Chief Executive**

# Our ambitions

## Campaign and influence

Influence policy and practice by amplifying the voices of older people

## Provide information and advice

Grow our services to ensure older people know who to turn to and have access to impartial and reliable information and advice

## Friendship

Expand our friendship services to ensure all older people in Scotland have someone to talk to

## Support and enable older people's communities

Build resilience, capacity and sustainability of older people's community groups across Scotland

### Our **organisational outcomes**

This is the impact our work has on the lives of older people in Scotland

#### **Older people:**

are more able to influence change



have improved health and wellbeing



are more included in society



## Promote age-friendly workplaces and communities

Create more age-inclusive communities and working environments where older people are valued, and their needs are increasingly met

## People and culture

Be the best employer we can, where staff and volunteers feel valued and respected

## Health and wellbeing

Improve health and wellbeing outcomes for older people

## Fundraising, marketing and communications

Build our brand and boldly ask for support

feel more connected



have increased independence



are more secure



face fewer inequalities





## Highlights from the year

Colleagues from across the charity and our partners have gone above and beyond to deliver the best possible outcomes for older people, their families and carers across Scotland.

Katherine Crawford,  
Chief Executive

**£2,116,447** of unclaimed social security was identified for older people by our helpline advisers. A 34% increase compared to 2023.

**127,655** information guides were distributed. A 49% increase compared to 2023.

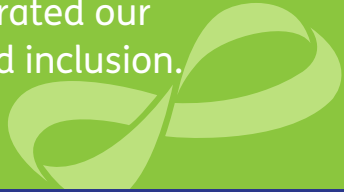
**Our** successful campaign for the return of a universal Winter Fuel Payment for pensioners in Scotland



**Our** national awards ceremony which celebrated community groups and individuals improving the lives of older people




**Our** parliamentary reception that promoted and celebrated our work on diversity and inclusion.




**Age Scotland** is named as Scotland's Railway charity partner for the next 3 years.



**1,629** people attended our dementia training workshops.



**We** delivered over £300,000 in grants to support grassroots dementia initiatives.



**Launching** 'Oor Big Braw Community' with the Sunday Post newspaper.



# Campaigning

Older people's experiences and needs are at the heart of our campaigning and influencing activities.

Our research shows that most older people do not feel valued by society or believe their needs are taken seriously by politicians and decision makers. We support them in sharing their views and amplify their voices to help influence change.

We campaign alongside older people, groups and communities from across Scotland on a wide range of issues and work in collaboration with partner organisations, the media and politicians to raise these issues and to take positive action.

## Campaign highlights

**We campaigned on a wide range of issues affecting older people throughout the year:**

- Campaigned with ethnic minority older people in East Dunbartonshire to save the Milan Day Care Centre.



Milan Day Care Centre.

- Fought against the removal of the universal Winter Fuel Payment and made the successful case for its partial return for all pensioner households in Scotland next winter.
- Launched the national “Oor Big Braw Community” campaign with the Sunday Post to tackle loneliness.
- Continued campaigning for the reform of social care, engaging with local authorities about cuts to social care provision and care home closures.
- Raised awareness of poverty and rising levels of fuel poverty among older people and campaigned for more targeted financial support for them next winter.

- Continued to press the Scottish Government to improve the devolved Pension Age Disability Payment by including a mobility component.
- Worked with colleagues at Age UK, Age NI and Age Cymru on priorities for the General Election.



## Older people:

are more able to influence change



have improved health and wellbeing



are more included in society



face fewer inequalities



# Research and gathering views of older people

We want politicians and policy makers to understand the concerns, experiences and what matters most to older people.

To gather this valuable insight, we facilitated discussions and focus groups online and in-person, as well as workshops, surveys, and polling. We scrutinised public data and made Freedom of Information requests to public bodies to identify a range of challenges affecting older people.



## Key areas we researched and engaged on include:

- Access to public transport
- Housing and the needs of LGBTQ+ people
- Health and Social Care
- Access to personal banking and cash
- Digital exclusion
- Delayed Discharge from hospital
- Social Security and the challenges for ethnic minority older people
- Hospital admissions for hypothermia



## Loneliness at Christmas

Our national polling identified that 150,000 over 65s in Scotland would eat Christmas dinner and spend the day watching TV alone.

## General Election priorities

Older people told us that their top three priorities for the next Prime Minister were social care, healthcare and pensions, with 96% believing the Triple Lock on the State Pension is important. Only 4% thought that politicians care about the issues affecting older people.

## The Right to Palliative Care

Our survey of older people found that 97% supported a legal right to palliative care. This helped shape our response to the proposed Right to Palliative Care (Scotland) Bill.

## Assisted Dying

Our survey of older people highlighted strong support for the principle of assisted dying. We also organised focus groups to explore this issue with ethnic minority older people, unpaid carers, people living with dementia and members of the older LGBTQ+ community to make sure the Scottish Parliament took account of their views and experiences. Most survey respondents believed we should take a neutral position on the issue.



### Older people:

have improved health and wellbeing



are more included in society



feel more connected



have increased independence



are more secure



face fewer inequalities



## Influencing change

We worked hard to highlight the severe impact removing the Winter Fuel Payment would have on the lives of hundreds of thousands of pensioners in Scotland. Our analysis, insight from older people and relentless campaign activity helped convince the Scottish Government to reintroduce this from next winter.

We met with a wide range of senior politicians and decision makers such as the Secretary of State for Scotland, Cabinet Secretary for Social Security, Cabinet Secretary for Health and Social Care, ministers for equalities, social care and energy, and the Deputy Governor of the Bank of England to share the issues affecting older people in Scotland.

Our exhibition in the Scottish Parliament showcased the impact of our charity services and research findings to MSPs and we took on the secretariat role of the Cross-Party Group on Age and Ageing.

### **We participated in a wide range of government and stakeholder groups, including:**

- Cross-Party Group on Older People and Ageing
- The Scottish Government's Older People's Strategic Action Forum
- Accessible Housing Forum
- Energy Consumers Network
- Equality and Human Rights Advisory Group
- Future Care Planning Working Group
- Anne's Law National Oversight Group
- Action Group on Isolation and Loneliness
- The Scottish Government's Social Isolation and Loneliness Advisory Group

## Campaign highlights



**33**

policy consultation responses for the Scottish Parliament, Scottish Government and local authorities



**9**

parliamentary debate briefings on topics such as Post Office closures and access to healthcare

## We gave expert evidence at:



**6**

committee inquiries in the Scottish and UK Parliament on topics such as pensioner poverty, social care, and housing



Neil Gray MSP visit to Age Scotland.

## Older people:

are more able to influence change



are more included in society



have increased independence



face fewer inequalities



## About Dementia

Our forum for people living with dementia and unpaid carers continued to bring about change and improvement in policy and practice.

Our Dementia Friendly Communities (DFC) Network grew to 251 individuals with 147 distinct communities. The network now covers all 32 local authorities in Scotland and provides collaboration, peer support and a community of learning and practice.

Following our contribution to the Scottish Government's 10-year National Dementia Strategy, we are supporting the 2-year dementia delivery plan which launched in February.

We launched our Storytelling Resource in September. This unique tool empowers people living with dementia to share their voices and experiences through creative storytelling.







**“ This funding allows us to prioritise those with lived experience of dementia wherever they are on that journey. ”**

Anthea Bircham, Community Development Coordinator at Madoch Centre

**£304,268**

of grant funding was awarded to 29 groups and individuals through our programmes.

**7**

policy consultations including the proposal for a Right to Palliative Care and the Adults with Incapacity Act.

**8**

meetings of our Human Rights working group for unpaid carers

## Older people:

are more able to influence change



have improved health and wellbeing



are more included in society



feel more connected



face fewer inequalities



## Helpline

Our free national helpline provides vital advice and information to older people, their families and carers across Scotland. Our most common call types were for advice on: benefits and income maximisation, access to social care, energy issues, residential care funding and housing.

Raising awareness and improving take-up of social security is a vital part of our work, with advisers once again identifying a record-breaking amount of unclaimed financial support for older people, a 34% increase on 2023.

We continued distributing emergency food and energy vouchers to callers most in need thanks to our ongoing partnership with SGN.

As well as offering information and advice over the phone, our advisers also attended events across Scotland to promote the work of the helpline and support older people.

Through partnerships with organisations such as Scottish Water, SGN, SSEN and Blackrock Foundation, we were able to work together on campaigns to support callers with issues including hydration, energy matters, benefit uptake and carbon monoxide awareness.

We launched our new By Your Side service, a phone and video call service supporting vulnerable people without a support network who are unable to access local services.





**29,915**  
calls handled



**820**  
benefit checks completed



**£2,600**  
Average financial gain  
for older people



**£2,116,447**  
in unclaimed  
social security identified  
for older people  
– 34% increase  
compared to 2023



**5,386**  
online benefit calculator checks

Even chatting to you has helped and thank you so much for all your kind, thoughtful gestures and support.

What a relief, I've felt a weight lifted just talking to you.

## Older people:

have improved health and wellbeing



have increased independence



are more secure



face fewer inequalities





## Information publications

Our 68 information guides were distributed for free digitally and in print to support older people, their families and carers.

We produced and distributed a variety of additional support materials, including event-specific information leaflets, thermometer cards and our popular calendar for 2025 which features useful hints and tips to support older people throughout the year.

A new partnership with Police Scotland resulted in 14,000 guides about avoiding scams being distributed in the greater Glasgow area.

### Top 5 printed guides:

- Power of Attorney
- Avoiding Scams
- Attendance Allowance
- Keeping active in later life
- Pension Credit

### Top 5 downloads:

- Attendance Allowance
- Power of Attorney
- Care home funding
- Care home contracts
- Care and support at home:  
Assessment funding

Having this information will improve my situation and life.

I'm an unpaid carer for a relative, these guides are very helpful and easier to understand than others.

# 127,655

printed guides distributed,  
a 49% increase compared  
to 2023

# 16,549

downloaded guides

# 15,000

copies of our 2025  
calendar distributed  
to older people

The guides are full  
of very useful  
information and  
resources, not only  
for the people I support  
but for me too!

Health professional



## Older people:

have  
improved  
health and  
wellbeing



have  
increased  
independence



are  
more  
secure



face fewer  
inequalities



## Energy and benefit workshops

Throughout the year, we delivered free in-person and online workshops across Scotland to nearly 1,000 older people and those who support them on benefits, energy, and cost-of-living advice.

Topics covered in our energy workshops include saving energy and money, accessing benefits and financial support that could help with fuel bills, and options for energy-efficient heating.

Our popular benefit workshops cover all benefits for pension age adults with focussed sessions on more complex applications such as Attendance Allowance. We also host online drop-in sessions for anyone needing a little extra support.

### Our current workshops are:

- Unlock your Entitlements: Benefits for people over State Pension age
- Attendance Allowance: Completing the form
- Devolved Benefits for Older People
- Benefits Chat: Online drop-in
- Energy Matters: Saving money and energy
- Safeguarding Energy: What to do in a power cut or other emergencies



Thank you so much for explaining my bill to me, I have had many sleepless nights thinking that I was in debt and couldn't understand why.

Energy workshop attendee

I received invaluable advice

Energy workshop attendee

I'm going to turn my thermostat up now, I didn't realise how the cold bedroom can affect my health.

Energy workshop attendee



**76**

workshops delivered



**923**

benefit workshop attendees

## Older people:

have improved health and wellbeing



have increased independence



are more secure



face fewer inequalities



# Friendship Services

Our Friendship Line grew and continued to provide a listening ear for older people experiencing loneliness and isolation. Older people can call us directly or choose to receive weekly phone calls from a friendship volunteer.

Our Community Connecting service helps older people join and engage with local groups and activities which are of interest to them.

The positive impact of our friendship services is evident in the feedback we receive from our callers. A friendly chat and offer to connect someone with local services can make all the difference to someone facing loneliness and isolation.

## Friendship Line



**2,100**  
inbound calls



**3,718**  
outbound calls



**98%**  
said because of the  
Friendship Service  
they feel happier and  
more content

I look  
forward to my  
call because  
there's someone  
there to listen.



## Community Connecting

**440**

Outbound calls

**180**

Signposts to organisations

**1,762**

local clubs across  
Scotland being referred  
to callers

**94%**

said our volunteers  
were easy to talk to



It's someone to  
talk to, when you  
live alone and don't  
see people and don't  
talk to anyone  
for a whole day.

## Older people:

have  
improved  
health and  
wellbeing



are more  
included in  
society



feel more  
connected



## Community Development

Our community development team travelled the country providing tailored support to member groups and potential member groups, delivering talks, offering information and advice, signposting and connecting them with other parts of the charity.

A diverse programme of local network meetings was organised in different parts of Scotland to bring our members together.

Our Support, Sustain and Celebrate grant programme, supported by Sky Cares, was aimed at keeping older people socially connected, supporting groups struggling due to the cost-of-living pressures and celebrating the contribution our member groups make to the lives of older people in their communities.

We awarded 129 grants to groups worth £108,000, for activities ranging from the purchase of equipment, help with the rising costs of utility bills, member outings and festive lunches.



The members will be able to enjoy their weekly lunch club and celebration dinners, and we can replace our much-needed damaged equipment.

Lochmaben & District  
Lunch Club

Thank you for all your help and support this year. I do not think we would be here without it.

St Georges & St Peters  
Daffodils Group



**991**

members of  
Age Scotland



**24**

Network meetings  
with 744 older people  
in attendance



**£108,000**

of grants awarded



**517**

groups  
supported

## Older people:

have  
improved  
health and  
wellbeing



are more  
included in  
society



feel more  
connected



## Veterans

We continued as lead partner of the Unforgotten Forces consortium, which brings together armed forces and civilian charities to deliver high quality support that boosts the health and wellbeing of veterans over the age of 60 in Scotland.

Our conferences and workshops enabled professionals and volunteers supporting older veterans to learn and connect and updated them with monthly bulletins throughout the year.

We were awarded the 'Pride in Veterans' standard by fighting with Pride for our work in understanding the needs of and supporting LGBT+ veterans and members of the armed forces.



**1,500**

veterans related information guides distributed

**16**

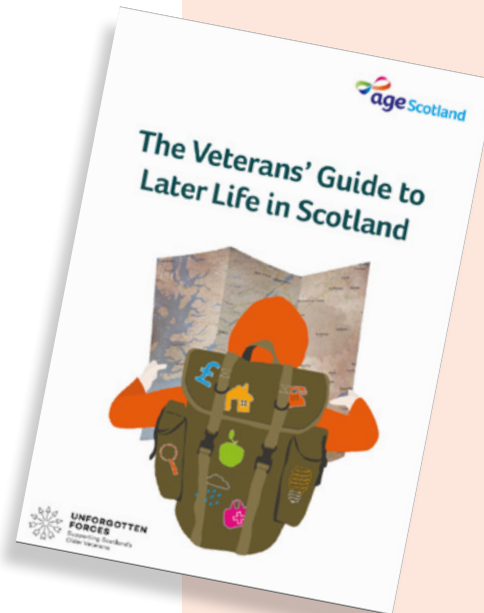
Unforgotten Forces consortium members

**8,200**

veterans supported by Unforgotten Forces members.

**94%**

of conference delegates felt that the aims of the events had been met.





Events were excellent and well organised and a pleasure to attend, enjoyable, interesting and thought-provoking.

Event attendee

## Older people:

have improved health and wellbeing



are more included in society



feel more connected



are more secure



face fewer inequalities



## Diversity and Inclusion

We host and support the Scottish Ethnic Minority Older People Forum, which works to influence policy change and challenges inequality and discrimination faced by ethnic minority older people.

Our LGBTQ+ Scottish Older People's Network continued to amplify the voices and uphold the rights of LGBTQ+ people over the age of 50 across Scotland, with members attending network meetings as well as Pride events.

Through our training sessions, we helped increase understanding of equality legislation and unconscious bias.

A special event in the Scottish Parliament celebrated our diversity and inclusion work over the last 3 years. There were more than 70 attendees from the community, parliament, the Scottish Government and partners.

Our partnership with organisations such as Royal Botanical Garden of Edinburgh, Sky Cares and Historic Environment Scotland, allowed us to develop our services for older people from ethnic minorities and the LGBTQ+ community, and to raise awareness of our work.





**4** LGBTQ+ Scottish Older People's Network meetings and 4 consultation events

**6** Pride events on in Oban, Edinburgh, Portobello, Kirkcaldy, Lanarkshire and Inverness.

**5** Diversity and Inclusion training sessions delivered to Age Scotland staff.

Given no one knows what's round the corner it's good to focus on the challenges around specifically for people in our community!

Network member

## Older people:

have improved health and wellbeing



are more included in society



feel more connected



have increased independence



are more secure



face fewer inequalities



## Awards

Our congratulations to the very worthy 2024 award winners. They have our grateful thanks for their work to improve the lives of older people in their community.

Groups and individuals were presented with their awards at our ceremony in Glasgow on 1st October - International Day of Older Persons. We were delighted to welcome special guest, Glen Michael, as our award host.

We received 98 award nominations across our 6 award categories and issued 15 highly commended certificates.







## Our 2024 Award winners



Services for older people – **Networking Key Services**



Jess Barrow Award for Campaigning and Influencing - **Willy Gilder**



Patrick Brooks Award for Best Working Partnership - **Musical Memories**



Volunteer of the Year - **Marjory D’Arcy, Grampian 50+ Network**



Inspiration Award - **Michael Gettins**



Member Group of the Year - **Golden Friendships**

### Older people:

are more able to influence change



have improved health and wellbeing



are more included in society



feel more connected



## Age-Inclusive workplaces

We delivered workplace training through our Age Inclusive Matrix HR consultancy programme, impacting nearly 9,000 employees since it began.

We launched a new programme of open workshops which delivered a range of products and topics to offer greater cost effectiveness and flexibility for smaller businesses.

In October, we launched a suite of tailored 'Menopause at Work' products. Bield Housing and Care became a case study partner, and we delivered this training to their workforce.

Made me think about getting finances & health and wellbeing in order in preparation for retirement - feeling inspired!

Glasgow City Council attendee

Made me think more holistically about retirement. More than just financial.

Scotch Whisky Association attendee



**83**

workshops and webinars delivered



**200**

people supported by our Age Inclusive Matrix



**98%**

of 'Planning For Your Future' workshop attendees feel better prepared for retirement



**1,245**

attendees



**99%**

of attendees would recommend our workplace training to a colleague

## Older people:

have improved health and wellbeing



are more included in society



feel more connected



are more secure



face fewer inequalities



## Dementia Training

We support individuals, communities and workplaces to gain a greater understanding of dementia through a wide range of workshops delivered in person and online.

In April we were awarded funding from the National Lottery Communities Fund to develop our workshops for unpaid carers of people living with dementia, and during this year have undertaken a substantial amount of engagement with carer groups across Scotland.

We have also developed and delivered three new workshops for the Dementia Friendly Communities Network.

Our community continues to grow and over 1,200 people now receive our quarterly newsletter.



Lots of information and practical food for thought to help us think about what we need to do locally.

Becoming a Dementia Friendly Community workshop participant

Helped me understand more about the needs and experiences of people with dementia.

Dementia Awareness workshop participant

**179** workshops and engagement events

**1,629** attendees

**79** groups received workshops and engagement events

**176** sign-ups to our self-study platform

### Our current workshops are:

- Dementia awareness
- Dementia inclusion
- Carers' Rights
- Dementia in the workplace
- Capacity building for Dementia Friendly Communities

### Older people:

have improved health and wellbeing



are more included in society



feel more connected



have increased independence



are more secure



## Health and wellbeing

We promote healthy ageing and work to support older people to be as well as they can through activities, resources, partnerships and campaigns.

This year we launched a new edition of the popular Body Boosting Bingo, our fun and social game for developing strength and balance.

We developed a new 'Supporting older people to age well' training course for staff and volunteers who work with older people.

Our autumn Ageing Well Roadshow ran in the Highlands, supporting older people in more remote rural communities.

**838** older people took part in our sessions.

**252** staff and volunteers were trained and equipped to use our fun active game resources.

**19** members of our advisory panel of academic, support provider and lived experience experts.





## Older people:


have improved health and wellbeing



feel more connected



have increased independence



It was a great session, very informative and lessons learned.

Wellbeing Flower session participant,  
Ayr Gaiety Theatre

Very holistic.  
I enjoyed the wide perspective.

Supporting older people to age well.

Workshop participant

# Volunteers

Volunteers were vital to our work throughout the year.

Thanks to the generous support from individuals and corporate volunteers, we have been able to expand our services to reach even more older people.

We are incredibly grateful to our corporate partners at SGN, Sky Cares, Amazon, Scottish Water, BNP Paribas and ScotRail for creating opportunities for their staff to volunteer and contribute to the impact of our work.







## Volunteers supported us by:

- Making calls on our Friendship Line
- Linking older people with local services through Community Connecting
- Facilitating workshops and supporting administration
- Raising funds and organising events
- Supporting our helpline, information and advice service

### Older people:

have improved health and wellbeing



are more included in society



feel more connected



are more secure



face fewer inequalities



# Working at Age Scotland

We worked closely with 'Great Place to Work' to design and host our staff engagement survey, offering us fantastic insight into how colleagues feel about working at Age Scotland.

Colleagues were asked for their views and experiences of nine areas including:

- Plan and values
- Enabling contribution
- Communication
- Leadership
- Employee voice
- Reward
- Health & wellbeing
- Inclusion
- Engagement

Our employee voice is heard through our Colleague Forum which meets regularly throughout the year. It is a structured, open platform where staff can engage openly with senior management. It serves as a collaborative tool that supports an inclusive, engaged, and motivated workforce.





**94%**

of colleagues believe Age Scotland is a great place to work.



**95%**

strongly believe that they positively contribute to Age Scotland's plan, purpose and values.



**89%**

felt a sense of belonging in a safe, supportive, and inclusive environment.



Silver Award from the National Centre for Diversity.



## Media impact

We championed older people's issues in the media throughout the year, acting as the leading voice on issues that affect them.

We launched a national campaign with the Sunday Post aiming to raise awareness and tackle loneliness which generated a wide range of news stories and features about older people's experiences and how our services help.

We were regularly invited to participate in programmes on BBC Radio Scotland, BBC Reporting Scotland and STV News, and worked to secure widespread media coverage both locally and nationally.

We promoted the positive work of our member groups and issued proactive and reactive comments and press releases on issues affecting the older population.

### We highlighted issues including:

- The difficulty older people face accessing health and social care, including availability of GP appointments, the importance of in-person appointments, care home availability, delayed discharge and social care waiting times.
- Fuel poverty levels and the ongoing impact of increasing food and energy costs, including the number of people cutting back on heating and other essentials.
- Older people's priorities for the General Election.
- How few older people feel politicians take their views seriously.



## Some key highlights in our media activity were:

- The campaign to save the Winter Fuel Payment
- Celebrating the success of our 2024 award winners
- Supporting older people during periods of extreme cold and hot weather, including new partnership work with the Met Office
- The stark impact of loneliness and isolation affecting older people at Christmas.
- News coverage of launch events such as Body Boosting Bingo and Bollywood Memories.

### Older people:

are more able to influence change



are more included in society



face fewer inequalities



## Raising funds

We are incredibly grateful to everyone who supported us in a variety of ways this year. Whether it was a making a donation, taking part in a fundraising event or leaving a gift in their Will, their efforts were vital to the charity being able to offer our services.

Brave and inspiring supporters took part in events including ziplining over the Clyde and abseiling from the Forth Bridge.

We were touched by the donations we received in memory of loved ones and set up a dedicated platform for tributes.

We continued to receive generous support from the public through our national appeals such as at Christmas which, as well as raising funds, helped promote awareness of the importance of tackling loneliness to ensure older people feel the warmth of social connection at the loneliest time of the year.

Gifts in Wills continued to make the biggest contribution to our fundraising income, and we are very grateful to those who chose to leave a lasting legacy in this way.



I find our older generation incredibly inspiring, so I was keen to lace up my trainers to support the amazing work this charity does to improve the quality of their later lives.

Lauren Coogan, Kiltwalk participant 2024



## Partnerships

Our strategic partnerships, new and existing, developed and strengthened throughout the year.

We were delighted to launch a three-year partnership with Scotland's Railway. This gave us an incredible opportunity to promote our services to staff and passengers through advertising in stations, on trains and on national television. This wonderful partnership also supported our fundraising efforts with their employees taking part in events to raise vital funds.

We continued our partnership with the National Lottery Community Fund who fund our work to support unpaid carers.

We were delighted to also continue our partnerships with SGN and the King Charles III Charitable Fund, both of which allowed us to deliver more advice on our helpline. SGN also supported the delivery of

energy workshops in communities across Scotland and enabled us to distribute emergency food and fuel vouchers to those most in need.

During the summer months we ran a Hydration Matters campaign with Scottish Water and we continued our relationship with SKY Cares, who provide vital support to our member groups throughout the country.

We ended the year with a Christmas partnership with Irn Bru who chose us to be recipients of the proceeds of sales from their limited-edition Christmas jumper.

 We recognise the importance of Age Scotland in promoting a better quality of life for Scotland's older people, and we are really proud that our staff and customers have the opportunity to help support them. 

SGN



“ With more than 7,500 staff working within Scotland’s Railway, our colleagues are fully engaged in raising as much as we can, organising fundraising events, and shining a spotlight on the vital work Age Scotland do for our older people. ”

ScotRail



# Our Trustees

We are very lucky to be able to draw on the advice and expertise of a talented group of charity trustees. Along with our charity board, we are also supported by our Audit and Risk Committee, Members Services Committee, People and Culture Committee and Income Generation Committee.

We are grateful to them for their commitment to the charity and older people across Scotland.

## Our charity board:

- Stuart Purdy - Chair
- Martin Ambrose
- Naseem Anwar
- Allan Johnstone
- Glen Johnstone
- Elaine Maddison
- Penelope Blackwell
- Alan Gardiner
- Gavin MacGregor - Senior Independent Director

- Helen Waddell
- Sarah Secombes
- Carlyne Hair

**Independent Member of our  
Audit and Risk Committee**

- Heather-Anne Barton





# How to get involved and support Age Scotland



## Volunteer

From volunteering on our friendship line to supporting our fundraising efforts, there are lots of ways to get involved. Visit: [www.age.scot/volunteer](http://www.age.scot/volunteer)



## Fundraise

Help raise vital funds to support our work. Participants can take part in all kinds of challenges such as knitting small hats for the Big Knit, running a marathon, the Kiltwalk and much more.

[www.age.scot/fundraise](http://www.age.scot/fundraise)



## Sign up to our newsletter

Our regular newsletters by email contain details of our campaigns, services and how you can support our work. Sign up today at:

[www.age.scot/roundup](http://www.age.scot/roundup)



## Make a donation

No matter the size, all donations make a big difference. You can call us on 03330 15 14 60 or donate on our website at: [www.age.scot/donate](http://www.age.scot/donate)



## Leave a gift in your Will

Please leave a gift in your Will to Age Scotland. Find out more about legacies at:

[www.age.scot/Legacy](http://www.age.scot/Legacy)



## Connect with us on social media

Our social media channels are a great way to keep up to date with our work and issues that affect older people.



AgeScotland



AgeScotland



@agescotland



Age-Scotland



@age\_scotland



# Contact us



Helpline and Friendship line:  
**0800 12 44 222**



Donation line  
**03330 015 146**



Head office:  
**0333 323 2400**



[info@agescotland.org.uk](mailto:info@agescotland.org.uk)



[agescotland.org.uk](http://agescotland.org.uk)



**Write to us**

Age Scotland,  
Causewayside House,  
160 Causewayside,  
Edinburgh, EH9 1PR



Age Scotland, Causewayside House, 160 Causewayside, Edinburgh EH9 1PR.  
Registered number 153343. Charity number SC010100. © Age UK Group and/or its  
National Partners (Age NI, Age Scotland and Age Cymru) 2023. All Rights Reserved

**0800 12 44 222**  
**[www.agescotland.org.uk](http://www.agescotland.org.uk)**

