



advice and support for older age

**Independent
Age**



2016
Annual Review

About Independent Age

Whatever happens as we get older, we all want to remain independent and live life on our own terms. That's why, as well as offering regular friendly contact and a strong campaigning voice, Independent Age provides older people and their families with clear, free and impartial advice on the issues that matter: care and support, money and benefits, health and mobility.

A charity founded over 150 years ago, we're independent so you can be.

Our vision

A society where older people can live the lives to which they aspire.

Our mission

To enable older people to stay independent and live well with dignity, choice and control.



Who we help

We focus our support on older people in greatest need – usually those born before or during the Second World War – and their families and carers.

We're independent, so older people can be

Our information and advice is completely impartial – we don't sell or recommend products – and our campaigning is fiercely independent and based on the needs of older people.

Why we are needed

Over **1m** older people say they always or often feel lonely



POVERTY

A row of eight stylized human icons in a light blue color, representing a group of people.

1.9m pensioners live below the poverty line

1.2m older people in England have at least one unmet care need



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Welcome

Welcome to our 2016 Annual Review. I am delighted to let you know that we enjoyed a very successful year in which we hit a significant milestone, reaching over 1 million people with our support.

Much of this growth was thanks to investment in our online services, resulting in a surge of interest in our public information. We are really pleased that our online public information was viewed an incredible 2.3 million times last year – compared to just 300,000 times in 2015.

We also saw growth in other areas of our work. We almost doubled the number of calls to our Helpline and broadened the range of topics we advise on. We increased the number of calls and visits to lonely older people from our wonderful volunteers, and launched two short-term social connections pilots. We also launched our first grass-roots campaign, attracting support from thousands of members of the public.

In addition to this, we opened new offices in Newcastle and Scotland. These are two areas with particularly high volumes of lonely older people and we hope the offices will help support our growth, act as a base for our volunteers and raise our profile locally.

We know we still have so much more to do. By 2030 there will be double the number of people aged 85 or older compared with 2010 and yet the current situation, for many, is bleak. Almost 2 million older people are living in poverty and too many are struggling to get the most basic support.

We can't address these pressing issues without your generous support, so thank you from all of us. I look forward to sharing more successes with you again next year.

Janet Morrison
Chief Executive



2020 strategy

By 2030 there will be double the number of people aged 85 or over compared with 2010. Yet the reality is that many older people today are struggling with loneliness, poverty and inadequate care.

Unless there is a dramatic shift in the way society treats older people, things will only get worse.

In 2015, we launched an ambitious five-year strategy that will greatly increase our impact through the expansion of our services and campaigning activities.

Just two years in and we are already helping thousands more people than ever before.

In fact, in 2016, more than 1 million people accessed our support, while our overall service interactions – the number of times we helped people – grew fivefold.

Much of this growth is due to a marked increase in our online presence: in 2016, our online public information had eight times as many views as in 2015.

	2014	2015	2016
Overall service interactions	221,300	480,000	2.7m
Information resources distributed	323,000	434,600	2.67m
Helpline enquiries	8,700	15,900	30,000
Telephone calls and visits received by older people	28,400	29,200	34,000





Information and advice

Helping older people access the right support

Recent figures reveal that too many older people miss out on support, often because they don't know it's available. Billions of pounds worth of benefits go unclaimed by older people each year, while 1.2 million older people live with an unmet care need.

We give free, independent and confidential advice over the telephone for older people, their families and carers on issues such as getting help at home, care assessments, housing options, staying in touch with others and welfare benefits. We also produce free information resources, such as guides and factsheets.

It's a great relief to be given clear, independent advice

Sometimes people who phone our Helpline are in the middle of a crisis – they could be desperately trying to find a care home for an elderly parent; they might be an older

person who's struggling to cope financially and can't pay the bills. So it's a great relief to them to be able to talk it through and be given clear, independent advice.

In 2016, we started a programme to increase the number of people who use our services – those with and without access to the internet. An overhaul of our digital marketing, and our website, resulted in more than 2.3 million online views of our public information – compared to 300,000 in 2015.

And the feedback we receive shows us what a valued resource our information is. One woman, who was searching for a care home for her husband, wrote to us to say, "I find the funding and social services very hard to understand so your guide was a tremendous help."

Our priority now is to develop new resources so that many more older people are able to access the support they need.

“I didn’t know Pension Credit existed”

Veronica, 78, talks about living with a long-term health condition and the difference our information and advice has made.

“ Seeking help doesn’t come naturally to many in my generation and I have always been an independent spirit, but it is so important for people to know how the system works.

I’m on Pension Credit now, but before I spoke to the Helpline at Independent Age I didn’t know this existed. You don’t know who to ask for help. I believe the current pension is not enough for anyone to live on.

“It’s so important to know how the system works”

Over the years I have broken bones through osteoporosis. I receive Attendance Allowance because of how these trauma injuries and my ailments have affected me. The money helps

me to be able to look after myself and to maintain my independence.

I have primary Sjögren’s syndrome, a rheumatic, auto-immune disease. During bad flare ups I can hardly move my joints, and struggle with getting about. You have to lift your own spirits and find what’s around the corner.

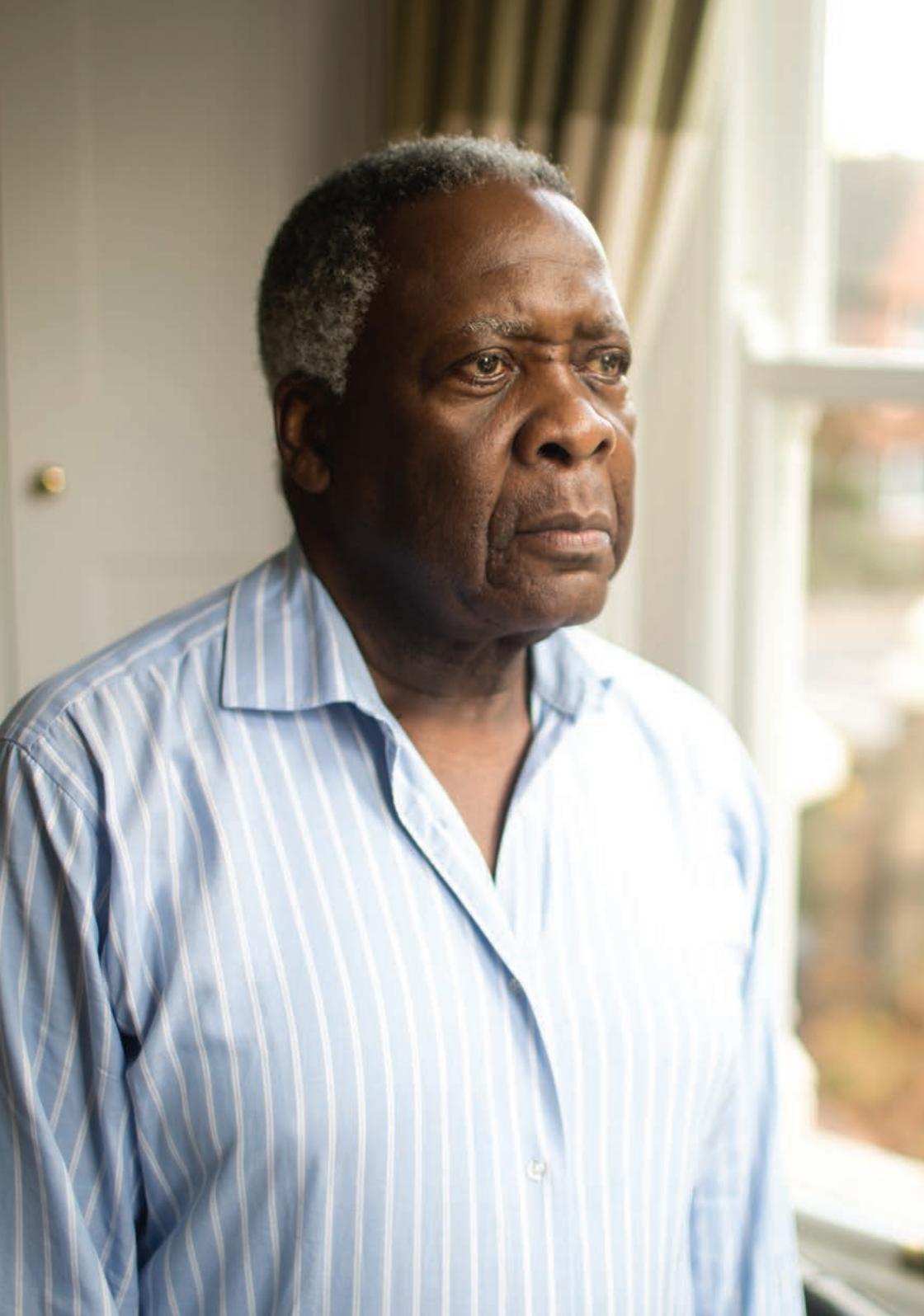
I feel a lot of my generation are in a poverty trap. The situation with the care home system and the NHS is quite frightening. I think, ‘Supposing I can’t get around anymore, what am I going to do?’ I’ve learnt that the moment you start finding things difficult, it’s so important to seek help.

The Independent Age Helpline has helped me understand about the money available to me. They also give the moral support you need when you’re living on your own. I don’t know what I would do without this support.

”



Picture posed by model



Wellbeing

Services to help reduce loneliness

“I reached a point where I knew that if I didn’t feel well or if I was down or worried about something, I thought, ‘Who can I call? Nobody.’”

These are the tragic words of 89-year-old Freda who is widowed and suffers with long-term health problems. More tragically still, Freda’s not the only one.

Surveys show that more than 1 million older people say they often or always feel lonely, while 1 in 3 of those aged 80 and over report feeling lonely in their daily life.

Many older people live alone, either far from family or with few family members or friends left to call on. Loneliness for anyone is challenging but, for someone facing the difficulties of old age, the experience can be unbearable.

Tackling this issue underpins a great deal of our work. As well as campaigning and producing information resources, we provide

friendship services with the help of our committed volunteers. These services are delivered through phone calls, visits and telephone discussion groups, helping older people to feel more socially connected.

Over 1 million older people say they are lonely

Happily, Freda now receives a regular visit from one of our volunteers. Our aim is to reach thousands more like her. That’s why, in 2016, we launched an expansion of our telephone service and piloted two new short-term services to connect older people to their community.

In addition to this, we opened new offices in Newcastle and Glasgow to support our growth, act as a base for our volunteers and raise our local profile. We aim to build on this to support many more older people who need our help.

“I so look forward to Linda’s visits”

Patti, who’s 88, talks about losing her sight and how weekly visits from her Independent Age volunteer help.

“ My lovely husband Ted died 14 years ago and my sisters are gone too. I have no family left, besides my wonderful dog Tilly.

I know I ooze confidence and I’m independent, but the truth is that I daren’t look too far into the future.

My eyesight is failing and the sight I have left is distorted. Where other people see a street lamp, I see a zigzag. I can’t write or sew any longer. I can watch a documentary but dramas depend on seeing facial expression. No more Emmerdale!

I used to be a passionate gardener and I can still see where the colour is, but I need someone else to tell me what the flowers are.

One of the people I ask is Linda, my volunteer from Independent Age. When she’s

here I sometimes feel as if I have a new pair of eyes. I’m 88 and Linda is young enough to be my daughter but we have a great deal in common and really enjoy each other’s company.

The time I spend with Linda every week is wonderful. She is so understanding and reliable. We enjoy talking about our dogs and I’m always interested to hear about Linda’s family.

“Days can feel long when you can do so little”

Life is what you make it, but days can feel long when you can do so little. That’s why I so look forward to Linda’s visits. Someone told me that a million older people in the UK feel lonely. I would recommend that they contact Independent Age for the help they need. ”





Campaigning

Standing up for older people

By 2030 it's estimated that 22% of the UK population will be aged 65 and over. That's 15.7 million people – 4 million more than we have today.

While increased longevity is a remarkable achievement, it puts more pressure on our health and care services, which are struggling to cope.

We use our campaigning voice to raise awareness of issues such as these and make sure older people's needs are taken into account by decision makers.

In January, we launched a campaign to see a clear government plan to address the growing crisis in our health and care services. It attracted support from thousands of members of the public and we built an alliance with many high-profile organisations.

One area of care we are now focusing on, in particular, is the challenges around finding a suitable care home.

We believe every older person deserves a decent home, but we know from our Helpline callers that the standard of care homes can sometimes be poor and finding something suitable is often difficult.

Every older person deserves a decent care home

Our research on care homes, launched in November, highlighted the stark variation in the quality of homes across the country. It received significant media coverage and led to the creation of eight new 'care home quality indicators' setting out benchmarks for what good residential care looks like.

These have been used to evaluate seven care homes in London, and discussions are underway to roll this out to other areas. We are now preparing a new campaign to demand that standards are raised across the country.

“People were sitting in corridors”

One Helpline caller, Carol, talks about her struggle to find a care home for her father and why improvements to the system are so urgent.

“Dad was diagnosed with Alzheimer’s when he was 88 years old. I couldn’t find the specialist dementia care to help me manage with him so, with great reluctance, I found a care home for him.

In the home he didn’t receive the medication he needed. He fell and broke his hip, went into hospital and the slippery slope downwards began. Dad’s injury meant he needed nursing and dementia care but there is a massive shortage of dual care homes.

This meant he was cooped up in a hospital side room with no windows for three months while I searched for a suitable care home for him.

I found that some care managers didn’t want their peaceful homes disrupted by people with dementia. Others were more like community centres: no carpets, smelly,

and nothing homely about them. People were sitting in corridors, just awful.

“I told the Helpline, ‘I’m desperate’”

A care home manager gave me the number for the Independent Age Helpline. I rang and told them, ‘I’m desperate.’ At this point, I needed to find out about funding and it was great to talk to someone who listened and understood.

Eventually I found a specialist dementia nursing home with a wonderful manager. She drove a long way to see Dad in her own time. She said she wasn’t surprised that his behaviour could be difficult: he was without regular medication, staring at four walls.

We all have to do the best for our parents when they are coming to the end of their lives. The number of care homes – and sometimes the quality – is a big problem. The system needs to change.

”



Our money

Our overall income

In 2016, we generated a fantastic £7.2m to help support older people in greatest need and their families and carers. This includes £6.0m from individual donations, income from trusts and foundations and our investment income – an increase of 9% from 2015. In addition, a number of very special supporters left generous gifts in their Wills totalling £1.2m.

£7.2m
income to help
support older people
in greatest need

£1.2m
income from
generous gifts in
Wills

Our overall spending

In 2016, our total expenditure was £11.3m. This includes £9.4m charitable expenditure – an increase of 49% from 2015. Our charitable expenditure accounted for 83p of every £1 of spending in 2016. In addition, we invested £1.3m in activities to generate voluntary income as we look to sustainably grow our vital work.

49%
increase in charitable
expenditure

83p
of every £1 of
spending allocated
to charitable
expenditure

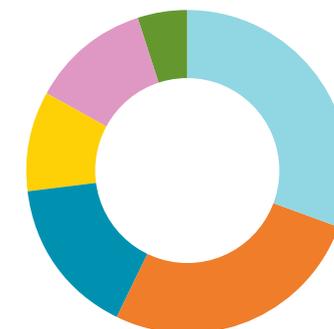
Income by type

		£m
Investments	63%	£4.5
Donations	19%	£1.4
Legacies	17%	£1.2
Other	1%	£0.1



Expenditure by activity

		£m
Information and Advice	31%	£3.5
Wellbeing	27%	£3.0
Campaigning	16%	£1.8
Regular Payments and Grants	10%	£1.1
Raising Voluntary Income	12%	£1.3
Investment and Property Management	5%	£0.5
Other	0%	£0.1



Our planned deficit was in part funded by our investment gains which help secure our long-term work. Further information is available in our Annual Report and Accounts 2016 at www.independentage.org.



Thank you

Thousands of older people are able to maintain their independence and enjoy a better quality of life thanks to the generosity of our committed supporters. At Independent Age, we do not receive government funding. We rely on income from individual donors, trusts and foundations, corporate partners and those who have remembered us in their Wills. Our deepest thanks goes to each and every one of you.

Support our work

If you would like to support our work, there are many ways you can help:

- Make a donation using the enclosed form
- Take part in one of our fundraising challenges
- Support us at your workplace
- Include a gift in your Will
- Support our campaigns at www.independentage.org/campaigning

To find out more about how your support can make a difference, visit www.independentage.org/support-us, call **020 7605 4288** or email supporters@independentage.org

Trusts and foundations

The generosity of trusts and foundations across the UK helps our work to support older people. To find out more about our work and how you can support us as a funder, please call Nick Stock on **020 7605 4258** or email nick.stock@independentage.org

Including a gift in your Will

We are incredibly grateful to everyone who has kindly remembered Independent Age in their Will. To find out how you can join them and make a lasting contribution to the lives of older people in the future, please call Charlotte Smith on **020 7605 4451** or email legacies@independentage.org

Senior staff and governance

Royal Patron

Her Royal Highness Princess Alexandra, the Hon Lady Ogilvy, KG, GCVO

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The Free Churches' Moderator
The Cardinal Archbishop of Westminster

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(Chairman – to 29 June 2017)

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(Treasurer – from 18 February 2016)

Mr Mike Craston (from 28 June 2016)

Mrs Vivienne Dews (from 28 June 2016)

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Senior Management Team

Janet Morrison, Chief Executive

Simon Bottery, Director of Policy and External Relations

Lucy Harmer, Director of Services

John Tranter, Director of Resources

Biagio Borromeo, Director of Fundraising



Free Helpline for older people, their families and carers



We give free, confidential advice over the telephone on care and support, money and benefits, and health and mobility.

Our advice and information services are completely impartial. We do not sell products or services and we do not receive a payment from any organisation for recommending their products or services.

Call our freephone line on

0800 319 6789

Monday to Friday, 8am-8pm

Weekends and bank holidays, 9am-5pm

You can also email us at advice@independentage.org



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Registered charity number 210729 (England and Wales) SC047184 (Scotland)



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