



For a society that enables all older people to participate and to live full, independent lives.

Who We Are

Age Action is Ireland's leading advocacy organisation for older people. We work for equality and human rights for all of us as we age.

Values

Our values underpin everything we do:

- Professionalism
- Social Justice
- Participation
- Dignity
- Diversity





Our home DIY repair service, Care and Repair, helps older people maintain their homes and independence. While our services are concentrated around Dublin, Cork, and Galway, we can travel anywhere in Ireland to support older people who are currently being discharged from hospital or have recently been discharged.

65.000+ older people supported since programme launch in 2007



Over 50% of people over 70 in Ireland have never been online, and the digital divide means that older people are often left without access to services, resources, and even just connection with their loved ones. Our 1-2-1 tutoring programme, with both remote and in-person options, helps older people stay connected.

43.000+ older people supported since programme launch in 2011

Information Service

With low digital literacy rates among older people, it's crucial to have a phone hotline where older people and their carers can call in to get the information they need to thrive. Our Information Service offers information on many topics, including social welfare entitlements, COVID-19, how to access community supports, how to report elder abuse or concerns about an older person in the community, etc.

3,000+ calls annually

Average time spent responding to queries: 1 hour

Impact

Advocacy

Our focus on equality and human rights means that we advocate for older people to have a say in the decisions that affect them. We survey our community members to ensure that our advocacy positions reflect the diversity of lived experience among older people in Ireland.

Current advocacy work includes a call for the appointment of a Commissioner for Ageing and Older People, and for research to understand the true cost of ageing so that Ireland can respond adequately to its ageing population. We advocate for digital inclusion to make sure that older people can stay connected as services move online.

We work to raise awareness of ageism, which supports D&I work in the corporate sector.



Impact Stories



It has given me a new lease on life. I feel so involved now, I used to feel so isolated and never knew what people were talking about regarding internet, email etc. This has been a light in a black tunnel for me.

The joy I feel being able to use my tablet is indescribable. I feel connected with the world again and it brings me great joy.

-Bridget, Getting Started learner



The people who called were both gentlemen. I can't describe what it means to be able to sit with the sun on my face in the garden again.

-Mary, Care and Repair beneficiary



The Getting Started programme is wonderful! While getting some learning done in order to stay connected, it was great to have a good chat and a laugh with a stranger. It was most enjoyable to hear the learners' life stories, and get to remind them that we're all in this together, and it will get better.

Cary Ann, Getting Started Volunteer

Partnering with Age Action

Everyone has an older person in their life, and ageing affects every single one of us. By partnering with Age Action, you're choosing to support a universal cause that everyone can relate to. We can tailor corporate partnerships to meet the goals and priorities of our supporters, and ensure that every working relationship is mutually beneficial.

To date, our biggest corporate partnership was with Bank of Ireland. From 2017-2020, BOI raised over €360,000 for Age Action, with over 750 staff engaged.

We Support

Diversity & Inclusion

Our work raising awareness of ageism supports corporate efforts to build age into their D&I work

Employee Engagement

Our volunteering opportunities build connections to our work, while our guidance on fundraising encourages staff engagement and teamwork

Partners' CSR Goals

Because ageing is universal and affects everyone, we're able to weave the themes of ageing and intergenerational connection into your existing CSR goals.

Brand Visibility

Opportunities for sponsorship, including our 19-year-old flagship event Positive Ageing Week, build visibility for your company as you associate with our well-known, reliable, and professional brand

Partnering with Age Action – Case Studies



Quick Stats

Working together since: 2016
Employees engaged: 200+
Funds raised: €90,000+
CSR priorities: Biodiversity/Sustainability

Working together since: 2020
Employees engaged: 300+
Funds raised: €35,000+
CSR priorities: Digital Equity

Employee Engagement

- 200+ staff engaged through GNI's project to install carbon monoxide detectors in as many homes as possible; volunteering with Age Action's programmes, including our Getting Started digital skills programme and our Care and Repair home DIY service; and through participation in the Age Action BIG Corporate Challenge, GNI has engaged even more staff in its intergenerational-themed fundraisers

- 300+ staff engaged through Sky's volunteering in our Getting Started digital literacy tutoring programme; participation in their Age Action BIG Corporate Challenge project to create a Sky Family Cookbook; and other volunteering opportunities throughout the year.

Alignment of Priorities

- GNI's internal CSR focus is on biodiversity and sustainability, so we encouraged them to include those in their Age Action BIG Corporate Challenge projects. Their family gardening show and family carbon footprint challenge encouraged both their goals (sustainability) and ours (intergenerational connection). We find other ways of working together using our strengths. For example, GNI has a fleet of vehicles, and they've donated vans to support our Care and Repair service.

- Sky's CSR focus is on Digital Equity, which matches our focus of Digital Inclusion. We work together on our digital skills programme, while Sky also supports our Information Service to ensure no older person is left behind just because they lack digital skills.

Supporting our Work

- GNI fundraising includes staff raffles, charity coffee mornings, and Age Action BIG Corporate Challenge projects, but they also donate €2 for every customer survey returned to them. The fundraising is only one part of GNI's contribution. Their volunteer work helps power our crucial programmes which have reached tens of thousands of older people.

- Sky's staff fundraising includes creative ideas like retro jersey days and staff quizzes, and staff donations are matched by the company to double the impact. Their volunteer work builds a stronger connection to our mission.

Fundraising

Our corporate supporters have an incredible opportunity to raise funds for Age Action in a way that supports our goal of creating intergenerational connection. We can provide guidance and tips on developing fundraisers with intergenerational themes, and our Corporate Social Responsibility programme, the Age Action BIG Corporate Challenge, can support you in other areas too.



The Age Action BIG Corporate Challenge, where BIG stands for "Be Intergenerational", encourages corporates to raise funds and awareness for our work. In 2021, the pilot programme had participation from Sky Ireland, Ervia, VMware, and Fidelity Investments, raising over €43,000 to support our programmes and advocacy!



Raises awareness of ageism to support D&I work

"As part of our regular D&I strategy we have a Family Network. At the moment it mainly focuses on activities with students but now there's definitely scope to expand it to support our colleagues who have older parents and supporting all of us as we age. Ageing is something we'd like to embed further into that network after this challenge."

- Christina van der Kamp, Ervia

Improves employee engagement

"It was the engagement that was really rewarding. We have staff nationwide and we saw staff connecting where they might not have before. I found it really rewarding to see connections made where they might not outside the Challenge."

-Will McKenna, Sky Ireland

Creates intergenerational connection

"The most rewarding part about participating was seeing the intergenerational connection come to life. We entered the Challenge hoping to raise funds and awareness but we ourselves gained so much from it. Seeing all the stories from the kids and our colleagues and sharing those stories really brought a smile to my face and I'm so proud of being a part of this."

-Jamie Knoblauch, VMware



Positive Ageing Week

Each autumn, Age Action hosts our annual flagship event, Positive Ageing Week. This week, organised around UN International Day of the Older Person on 1 Oct, celebrates the contributions that older people make to our families, communities, and societies as a whole.

Each year, dozens of local authorities, schools, nonprofits, volunteer groups, and corporates run hundreds of activities for Positive Ageing Week. We welcome enquiries about corporate sponsorship for PAW, which can include joint hosting of key events during the week. The brand recognition is invaluable!

Corporate Involvement

Corporates can participate in Positive Ageing Week by organising events and activities that promote positive ageing. Options are limitless - consider accessible sporting events, webinars on including age in D&I work, afternoon tea for grandparents and their grandchildren, special volunteering activities, or anything else you can dream up!

The Bottom Line

Age Action's mission is relevant to everyone. We welcome the opportunity to effect positive impact through values-led partnerships with corporates who share our vision of a more inclusive society for everyone. Our volunteering opportunities are a great way to engage employees. Our fundraising programmes are meaningful and can be woven into your existing CSR goals and activities.

By supporting Age Action, you're not just supporting our work - you're helping to create the world that you will live in as you age.

Join us today to support your future.

Contact

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