

# Annual Report and Accounts 2012



Age Action

**AgeAction**  
For all older people



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# GENERAL INFORMATION

## Directors

Dave Henshaw (Chair)  
Margaret Pilkington (Vice-Chair)  
John Cassidy (Treasurer)  
Roger Coughlan  
David Healy  
Julia Horgan  
Joan McDermott  
Owen O'Sullivan  
Tracey Reddy

## 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-fulfilment and dignity.

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

## Our Mission

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

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

## Our Core Objectives

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

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

## CHAIRPERSON'S REPORT

I am pleased to present to members this 20th annual report for the year 2012 that shows that we have maintained our advocacy and other services for older people despite the continuing difficult economic climate.

This was largely due to the fine work of our staff and volunteers, supported by the continuing generosity of our members and the financial support from many statutory and private sector bodies. Our overall income declined slightly but the increased surplus was achieved by a reduction in overall expenditure on all items including staffing. There were welcome increases in income from membership, charity shops and fundraising. While these improvements are most welcome, they have to be continued to prevent annual deficits and to build up our reserves to ensure our survival and expand our advocacy and other services to meet the rising demand for our work from our ageing population.

One of the most encouraging trends is the increase in members and their growing contribution to our work as advocates, volunteers and donors. This trend was best seen in the lively and well-attended general meeting in September, so expertly chaired by John Bowman with a panel of representatives of political parties. Members have continued to contribute through regional meetings to our annual pre-budget submission and other submissions to Government on the many policy areas that affect older people.

I want to thank all the directors for their painstaking work and invaluable advice during a very challenging period for the organisation. In particular I want to pay tribute to my predecessor as chair, Richard Harvey, who as our longest serving director generously shared his considerable expertise in many capacities. Our thanks are also due to the other directors who left the Board during the year: Claire Murphy, a former chair; John Meaney, treasurer; Ann Brogan-Egan; John McCarthy and Brendan Rockett.



**David Henshaw**  
Chair

Their role in strengthening our financial position will have a lasting legacy. I must also thank the incoming Directors that were elected or appointed: Margaret Pilkington, vice chair; John Cassidy, treasurer; and Owen O'Sullivan. Thanks are also due to the members of the National Advisory Council who joined the Board after the reintegration of the Council with the Board: Roger Coughlan; David Healy; David Henshaw; Joan McDermott; and Tracey Reddy.

Finally on behalf of the Board and all members, I wish to pay tribute to the leadership of Robin Webster, our chief executive, and the fine work and dedication of all our staff and volunteers, many of whom are also members.

“One of the most encouraging trends is the increase in members and their growing contribution to our work as advocates, volunteers and donors.”

# CHIEF EXECUTIVE'S REPORT

This has been another difficult year for many older people, especially those on low fixed incomes, those living alone, and those with little or no family or community support.

During the year there was a series of reductions in benefits and services and of increased charges and taxes. There seems to be little doubt that the accumulative impact of these measures will be to increase the numbers of older people living in or at risk of poverty and thereby nullifying the advances of the past decade. The most disturbing aspect of the Government's policies is the absence of waivers for people on lowest incomes and an apparent disregard for people's inability to pay.

We must, however, acknowledge the Government's continuing commitment to maintain the state pension, although the changes in the qualifying rules and the abolition of the transitional pension in 2014 will certainly have a major negative impact on people approaching retirement.

All this happened in the year in which we waited for the Government to publish the long delayed National Positive Ageing Strategy. It is critical that this strategy sets out a road map for the development of policies and services for our ageing population based on clear rights of older people to adequate income, comprehensive high quality services and wide ranging opportunities for personal development and community participation.

Despite the difficult financial circumstances that have reduced our resources, we have continued to expand our services to more people. During the year nearly 273,211 people used our services including 188,400 customers in our charity shops with a further 172,000 contacting us through our website and social media. In all we undertook 39,000 activities or events in 388 different locations in collaboration with over 823 other organisations at national, regional and local levels. This is an enormous effort by our 100 full- and part-time staff and over 2000 volunteers, half of whom were members.



**Robin Webster**  
Chief Executive

I am proud to commend to all members the fine work undertaken by our staff and volunteers as presented in this report. I wish to endorse the thanks expressed by the Chair to the many people who helped us during the year. Finally, I wish on behalf of all members, directors and staff to express our deep appreciation not only to Richard Harvey but also to David Henshaw, who as Chairs have provided sound leadership and positive support and shown huge commitment to older people and Age Action.

“Despite the difficult financial circumstances that have reduced our resources, we have continued to expand our services to more people.”

# GENERAL REVIEW

## Membership and Volunteering

Membership stood at 2,563 (an increase of 9% on 2011) on 31 December. This comprised seven life members, 2,288 retired/unwaged individuals, 99 employed individuals, one exchange member, 140 non governmental organisations, 13 statutory bodies and 15 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 all rest in peace.

At the end of the year there were 3,109 volunteers listed on our data base, 2,211 of whom were listed as “active”. Age Action participated in a number of volunteer recruitment events during the year. Volunteer appreciation nights took place in Galway, Cork, Monaghan, Trim and Dublin as our way thanking our volunteers for their hard work and dedication.



Age Action's Sarah Nevin and Brenda Quigley taking part in a volunteer fair in Temple Bar, Dublin, during the year to recruit new volunteers.

Sabina Devine, Eileen Callaghan and Neysa DeGiorgi at the volunteer appreciation night held in Dublin for Age Action volunteers.





## 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 24 for details). We operate an equal opportunities policy in recruitment, training and promotion.

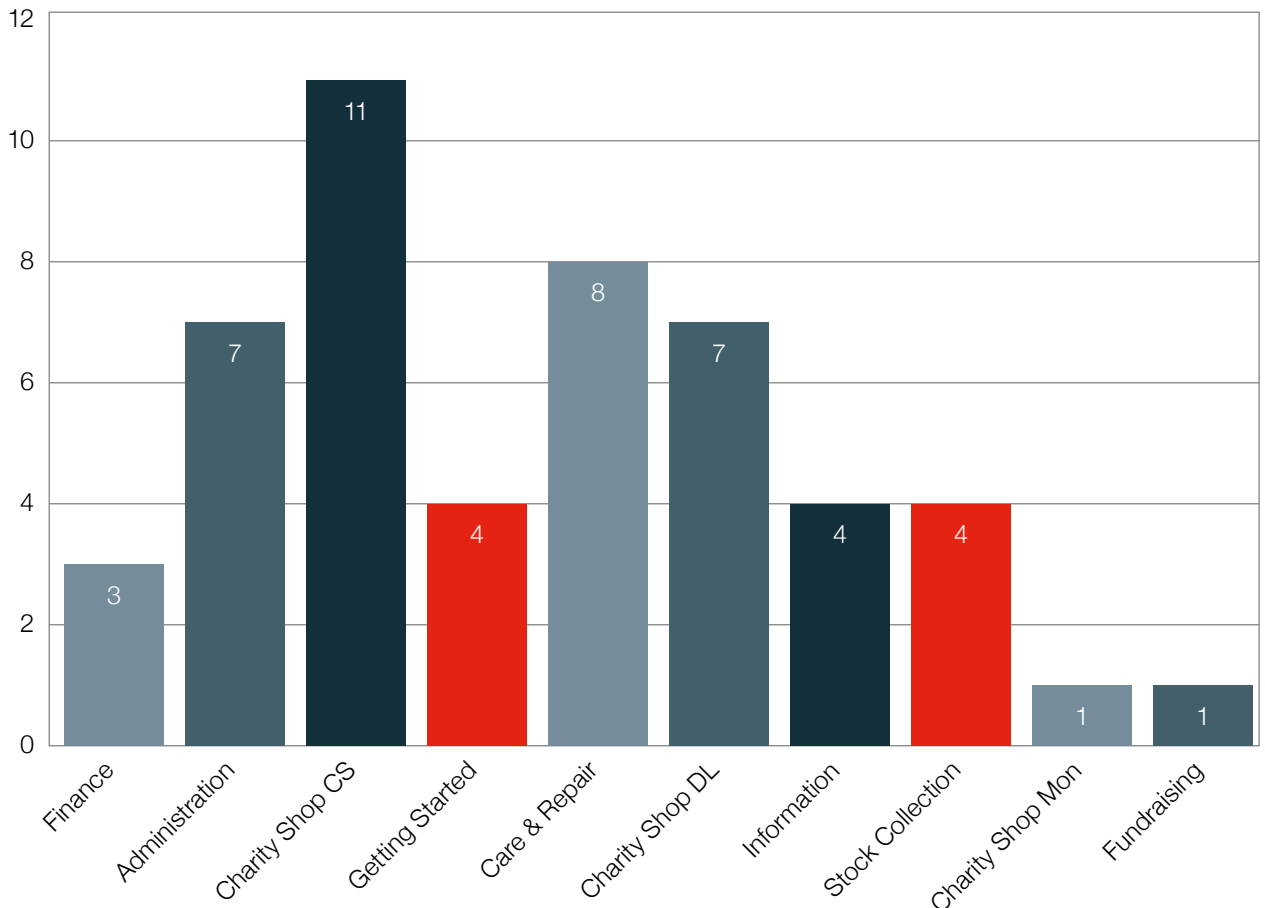
The Community Employment Programme started its 19th year in November 2012 with approval for 35 participants. In our 18th year eight participants progressed into full time education or employment. We acknowledge the support of the Department of Social Protection (formerly FAS) for their continuing support in funding the CE Programme without which we would not be able to provide the many

services to older people across Ireland. In 2012 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 eight full time interns at any one time. During 2012 we had 19 interns work with us. Eight of these progressed into employment.

During 2012 we lost a valued member of the Care & Repair team, David Connick, who died suddenly.

## Deployment of Community Employment participants

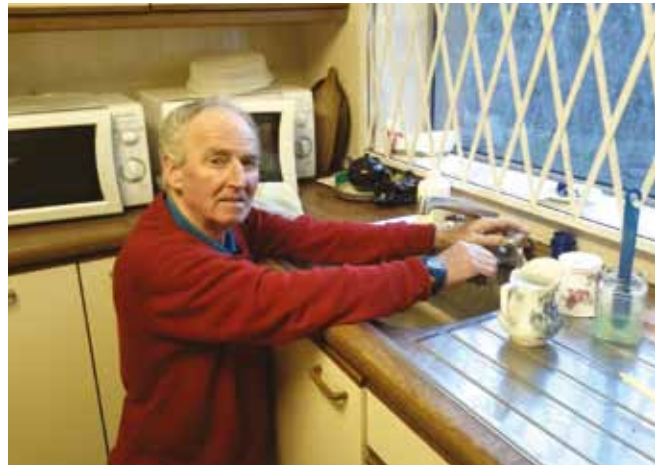


# SERVICES AND REGIONAL DEVELOPMENT

## Care & Repair

This programme carried out a record 19,500 DIY jobs, befriending visits, trade referrals and telephone contacts for older people during 2012. 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.

Following a change of the team structure, the staff team now comprises two full-time Regional Managers, a full-time Senior Administrator, seven part-time administrators, six maintenance workers and 160 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. Nine



Care and Repair volunteer John Fitzsimons on a call out in Dublin.

new community partners were launched in 2012, bringing the total number of partners to 26. An advisory committee comprising representatives from Community Partners and Age Action volunteers provides direction and support for the programme.

The continued rapid expansion of the programme and the high quality of work delivered could not have been achieved without the support of our volunteers, the TUS, CE and JobBridge programmes, and Irish Life, who continued to sponsor the programme in 2012. Plans are in place to further develop and expand Care & Repair in 2013 and to find replacement funding for the Irish Life sponsorship, which draws to a close at the end of that year.

“Discovering the Care and Repair service was like winning the lotto . . . it’s the best thing that ever happened to me,”  
**Sally, Dublin.**

County Carlow Development Partnership was one of nine new Care and Repair community partners. They are providing the service across the county.



## How we make a difference

Our Care and Repair teams made 19,500 DIY jobs, befriending visits, trade referrals and telephone contacts for older people during 2012. These made a real difference to the lives of older people, by helping them to live with independence, safety and comfort in their own homes.

“My words cannot convey the pleasure, surprise and gratitude I felt when your helper called to me the day before Christmas. I am a widow and live alone. I am nearly 84 and all the machinery (inside me) is getting rusty and old. But your goodness and generosity is a lesson in charity. Be assured of my thanks.”

### Letter from a Care and Repair client.

**Pauline O'Connor, from Carbury, Co. Kildare, the overall winner of the Google Silver Surfer Awards 2012 with Age Action. She is pictured with her daughter Aine.** Photo: Conor Healy Photography



## Getting Started 2012

The Getting Started computer training programme continued to flourish during 2012, bringing major benefits to those who availed of the service. The total number of older people who have received training or used our Getting Started service during the year was 4,156.

The programme continued in Dublin, Kildare, Cork, Waterford, Galway, Mayo and Roscommon, funded by the Benefit 3 grant from the Department of Communications, Energy and Natural Resources, and funding from the Tomar Trust and Dublin City Council (DCC). Benefit 3 was extended from June 30 to November 16. Funding was received in September from DCC to run the project until August 2013 but the grant was reduced so the Project Officers now work three days a week.

The Getting Started programme received a nationwide Aontas Star Award for excellence in adult learning in February. One of last year's Silver Surfer award winners, Angela Gallagher, was short-listed for a European e-Inclusion award and travelled to Brussels for the event.

A two-year Grundtvig project ended in June. The project focused on peer-to-peer IT training for older learners, with project partners from Finland, Poland and Lithuania. Getting Started has partnered with Dublin Institute of Technology to research the use of tablet computers by older learners.

Support continued from corporate partners Google, State Street Bank, HP, IBM, Ulster Bank, Citi, The National Lottery, Irish Life, Quest, eircom, MSD and Vodafone whose employees have volunteered as tutors on the programme in Dublin and Cork. The 4th Google Silver Surfer Awards were run during Positive Ageing Week with an increase in nominations and excellent media coverage.

“I found the course to be excellent and although we have had a computer at home for over 18 months I was afraid to use it. Now I have enough confidence to start.”

**Getting Started learner  
Jerry, from Dublin.**

One-day volunteer events were run in conjunction with HP and Ulster Bank in Abbey Street where older learners received IT training from employees. Abbott in Co. Cavan ran a Getting Started class where employees volunteered to teach retired employees basic IT skills. Corporate in-house training continued in IBM and we also worked with volunteers from Western Union and Citi. We also worked closely with Southside Partnership and Tus to provide training in several venues in South County Dublin where there is high demand for classes.

A joint project with several charities including Age Action, Business in the Community and IBM continued in 2012, where computers were reconditioned by prisoners, loaded with software designed by IBM, and distributed to the charity partners.

Age Action, as a member of the Irish Network for Digital Inclusion and Engagement, was involved in two submissions to the Department of Communications, Energy and Natural Resources, in relation to the National Digital Strategy and the Next Generation Broadband Taskforce Report.

The monthly IT talks at our Abbey Street offices were very popular with older learners and volunteer tutors. Free IT support was provided fortnightly by Google and an Internet Café for older learners each Friday is proving popular.

Getting Started was successful in a application for a EU funded project for a Senior Volunteering Exchange programme that will be run with a partner in Lithuania until July 2014.

During 2012 Getting Started began working with colleagues from the Care and Repair programme in Dublin and Galway to provide basic IT support for older people in their homes.

Getting Started reached its target of 3,000 older learners trained by November 16 and a total of 4,600 people received training as part of our partnership with Limerick Community Connect, NUIG and DCU under Benefit 3. The three Regional Officers' contracts were renewed in December for six months on a three-day week basis. It is hoped that a Benefit 4 grant scheme will be announced in 2013 by the Department of Communications, Energy and Natural Resources when they announce the new Digital Strategy for Ireland.



**Ciara Hanrahan (left) tutoring Sr Jane McNamara at Age Action's computer training room as part of the Getting Started training course.** Photo: Melina Prasse/Irish Catholic

## How we make a difference

During the 4,156 older people benefited from our Getting Started computer training programme, learning skills to enable them to keep contact with family and friends and participate fully in society.

“This course has opened up a whole new world for me, I can e-mail my family and also use skype”

**Getting Started learner Elizabeth from Roscommon.**

### Getting Started Programme in Dublin City Council 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. Since then almost 2,000 learners have received tuition in basic ICT skills. Last year over 120 volunteer tutors provided one-to-one tuition to almost 550 people in 18 different venues.

Holding small classes in very local venues encourages “hard to reach” learners who might not travel to classes. Such classes also increase opportunities for community cohesion since we sought to recruit both tutors and learners locally: these classes represent a chance for people to get to know their neighbours better.

Classes are normally 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.

Wi-fi internet access was installed in targeted SHCs and this has made it possible for learners to bring their own laptops to class, greatly improving their learning experience. Other improvements to the programme this year include greater participation by corporate volunteers (especially Allianz and Google) in classes in SHCs, more evening classes, and plans to create a mobile classroom using laptops and mobile broadband (sponsored by eircom).

The funding for East Cork/West Waterford ended in November and it is hopeful that Tomar Trust will support the project again in 2013. Over 341 older learners received training in this region in 14 venues with the assistance of over 50 volunteers.

**In February Michael D. Higgins presented the Aontas Star Award for excellence in adult learning to Age Action for its Getting Started programme. Representing Age Action were Getting Started national development manager Pauline Power and former Getting Started learner Marie O’Gorman.**



## How we make a difference

A total of 660 events took place during Positive Ageing Week 2012, bringing fun and celebrations to communities in 23 counties and in Northern Ireland.

### Positive Ageing Week

Positive Ageing Week (PAW) celebrated its 10th anniversary in 2012, taking its theme from the European Year of Active Ageing and Solidarity Between the Generations.

A total of 660 events took place during the week across 23 counties (Laois, Leitrim, Westmeath did not participate) and in County Down in Northern Ireland. Organisers of events included active retirement groups, libraries, sports partnerships, VEC's, family resource centres, care organisations, community centres, schools, clubs, galleries, museums and individual older people themselves. Many businesses supported the week by offering deals and discounts to older people during the week. Many nursing homes took part in the Fit for Life Senior Olympics.



Pictured at the Positive Ageing Week conference at Croke Park were (from left) broadcaster Micheal O Muircheartaigh, Professor Paul Knight and Age Action chief executive Robin Webster.



Dáithí Ó Cualáin with his Daideo Mike Dennehy during the very successful intergenerational day run at Scoil Mobhí primary school in Glasnevin, Dublin, as part of Positive Ageing Week.

A large variety of events took place including belly dancing, Senior Wii Olympics, penalty shoot outs, crazy golf, singing competitions, boat rides, Scrabble tournaments, traditional music sessions, jewellery making workshops, mystery tours, afternoon tea dances, chair aerobics and film screenings.

Despite the absence of funding from a major sponsor (our sponsorship deal with ESB Electric Ireland came to an end in 2011) all 15 PAW Towns from 2011 agreed to participate in PAW 2012, they were: Arklow, Co Wicklow; Athy, Co. Kildare; Ballymun, Dublin; Boyle, Co. Roscommon; Cashel, Co. Tipperary; Drogheda, Co. Louth; Dublin city; Dundalk, Co. Louth; Dungarvan, Co. Waterford; Galway city; Kinsale, Co. Cork; Midleton, Co. Cork; Sligo town; Trim, Co. Meath; and Tullamore, Co. Offaly. The feedback from all of the towns was extremely positive.

The headline event for Age Action this year was the 'Be Equal Be Different, Positive Ageing Across the Generations' conference, generously supported by Pfizer and launched by broadcaster Mícheál Ó Muircheartaigh in the Croke Park conference centre.

In August Bluebird Care generously sponsored a media campaign for PAW, which included radio and press ads and the production and circulation of posters and leaflets. We also received funding for some of the PAW Towns from their respective County Councils. Media coverage was 927 mentions through print, radio and social media.

**May Brennan from Craddockstown House nursing home in Naas, Co. Kildare, having fun during Positive Ageing Week.**



## Ageing and Development

We were engaged in many programmes and activities in raising awareness of the rights of older people in developing countries and of the important role of Ireland, and of Irish Aid in particular, in promoting greater international support for this issue.

Our main focus was on the planning and implementation of the AFFORD programme in partnership with HelpAge International with funding from Irish Aid. The primary aim of this programme is to provide practical support for older people in Mozambique, Uganda, Tanzania and South Africa. Our role is to raise awareness of the needs and circumstances of older people in these African countries and to build greater sense of solidarity with them in Ireland.

We started a development education programme with a variety of ageing and development agencies at local and national levels. In particular we ran a series of workshops in different parts of the country to enable older people to consider how the Millennium Development Goals could be made more relevant to, and inclusive of, older people in the post 2015 framework.

We were represented on the official Irish delegation to the United Nations Regional Assembly in Vienna and we contributed to the international conference on the rights of older people organised by HelpAge International in Osnabruck, Germany. Both events stimulated debate among representatives of governments and NGO's from many countries and both ended with declarations supporting action to define and protect human rights throughout the world.

Throughout this process, HelpAge International and its 90 affiliated organisations, of which Age Action is one, have played a crucial role. So it was fitting that HelpAge International was awarded the prestigious Hilton Humanitarian Prize for 2012.

## University of the Third Age

In March, the Lifelong Learning team, in partnership with the Association for Education and Ageing and the Workers' Educational Association in Northern Ireland organised an international conference. This three-day event at the National University of Ireland Maynooth was entitled 'New Dynamics of Learning and Ageing: Research, Policy and Practice'. Over 40 delegates from across Europe attended.

New U3A groups were established during the year in Tramore and Mounttown community centre (south Dublin). The U3A programme in Northern Ireland is expanding and Age Action met with regional directors there to learn about their programmes with the aim of developing closer collaboration.

Since February, the Lifelong Learning programme has been a partner in an international network called Forage. This network was set up to share initiatives in lifelong learning across Europe.

Age Action received funding from Business in the Community to run the Jumpstart project to encourage older men to take part in physical activities. Events organised during 2012 included a bicycle ride across the Phoenix Park to Farmleigh, an activities afternoon in a community centre and a walking tour of Dublin while taking photos.

During Positive Ageing Week, the team was part of an Age Action committee working with Dublin Zoo to organise a free day for people over 50 on 12 September and over 2,000 people attended. We also worked with the Office of Public Works to run tours for our members of Government Buildings and Áras an Úachtaráin.



**'Bias from the past'**  
Intergenerational project brought together people of all ages from the younger to the older generation living in the local Waterford community during Summer 2012. The aims of the project were to promote greater interaction and understanding between the generations as well as to explore Waterford's rich food heritage. This image was part of Age Action's Positive Ageing Week photographic exhibition in 2012.



## Generations Together Programme

Throughout 2012, Generations Together was actively involved in the European Year of Active Ageing and Solidarity between Generations (EY2012) including the year's launch in Ireland in February. At the launch, 150 people attended an intergenerational workshop run by our Development Officer which highlighted the programme and intergenerational work.

Also, as part of EY2012, three intergenerational training workshops were held in Dublin, Galway and Cork. Age Action collaborated with the National Youth Council of Ireland on these workshops and in the provision of a small grant scheme to 13 intergenerational projects which commenced in September on a nationwide basis.

The first report of the nationwide Intergenerational Mapping Exercise, which we undertook with the Institute of Social Gerontology, NUI Galway, and the Beth Johnson Foundation was launched in February and featured the work of 16 intergenerational projects. An updated report was launched in November which included additional intergenerational projects giving a total of 28 projects.

In November a showcase and sharing event was held for the intergenerational projects funded throughout EY2012 and for those projects included in the mapping exercise report. The second phase of the intergenerational mapping exercise report was also launched by Professor Tom Scharf from NUI, Galway.

Cross border linkages were strengthened with Linking Generations Northern Ireland (LGNi) as well as other intergenerational practitioners from England, Wales and Scotland. A team meeting was held in January in Belfast to discuss work plans and the possibilities for increased cooperation and collaborations. A successful cross border event was held as part of EY2012 in Dundalk in November in which LGNi and Age Action participated. The outcome of the event was a series of tangible ideas for intergenerational projects which would contribute to the lasting legacy of EY2012.

Following a successful application for funding to the European Map of Intergenerational Learning through the Beth Johnson Foundation an intergenerational consultation event was held in October entitled 'Creating a Society for all Ages'.

The programme received funding during the year from: the Department of Health; the European Map of Intergenerational Learning; the European Commission; and Pfizer (for the revamp of the intergenerational photo exhibition with the addition of photos of intergenerational groups and projects).



Partner meeting with Linking Generations Northern Ireland, January 2012

## Age Action South

Age Action South continued to develop and expand during the year. The key programmes delivered in the region were the Care & Repair and Getting Started. Advocacy work also greatly increased in 2012.

There was a significant increase in the number of older people we helped through the Care & Repair programme in Cork. During 2012 1,600 DIY jobs, trade referral and befriending visits were provided. The programme received official recognition when it won the Cork Lord Mayor's Community and Voluntary Award. Five new Care & Repair community partners were launched in the region.

The Getting Started computer training programme had a very successful first full year in Cork. More than 750 people have been trained in the county this year, including Sylvia Fiorini, from Kinsale, who won a category in the Google Silver Surfer Awards.

On the advocacy front, a lively members' meeting was held in Cork at which members were invited to outline the issues that affected their lives. A templated letter was sent to all Cork members which they signed and posted to their elected representatives, requesting that these concerns be addressed in budget discussions. In addition, 2,000 Pre-Budget Campaign petitions were signed in Cork. Some 20 local community groups took cards to be signed locally and a stand was set up at the GPO in Cork city centre to gather signatures for the campaign.

“The help we get from Age Action helps us to enjoy our live so much more. Long may this wonderful group of people be there to help us through our lives”  
**Care and Repair client, Cork city.**

None of this would have been possible without the incredible support of our 300 volunteers. The Age Action South Regional Committee also provided fantastic support this year, as did St. Luke's Home through the provision of office space in their new Education Building.



Age Action South Regional Committee chairman Roger Coughlan accepts the Cork Lord Mayor's Community and Voluntary Award from Lord Mayor Terry Shannon.

## Age Action North Dublin

We facilitated 14 Residents' Councils at 11 residential care centres. Through these meetings, we engaged with 262 residents. A further 11 care centres were on the waiting list for residents' councils. In addition, family meetings were held on a quarterly basis in two nursing homes.

There were 12 volunteer advocates assigned to eight care centres. As part of a continuing recruitment process, 15 candidates were selected for interview and nine more were awaiting interview. Successful candidates will be trained in February, 2013.

Work continued during the year to develop Age Action North Dublin as an effective regional network. Links were developed with key organisations in the area. Some 22 Age Action members living in north Dublin attended a regional "listening meeting" in June. The aim of this meeting was to give North Dublin members an opportunity to discuss issues impacting on older people in their local areas.

AAND collaborated with other Age Action staff to represent Age Action at four large events (Blanchardstown, Meeting House Square & Dublin City University Volunteering Fairs as well as the Over 50's show). In addition, the Development Officer attended the 2012 Dublin Volunteer Management Seminar and International Volunteer Reception organised by the Dublin Volunteer Centre. Presentations were given to the Sutton U3A group and the Fingal Senior Citizen's Forum.

AAND, U3A and Generations Together collaborated with Dublin Zoo to organise an Over 50's Day at the Zoo as



The team which organised the successful Over 50's Day at Dublin Zoo in September for Positive Ageing Week (from left) Margaret Fitzpatrick, Keelin McCarthy, Brenda Quigley and Sarah Nevin.

part of Positive Ageing Week. The zoo offered free admission to all individuals over age 50. Our collaboration with Dublin Zoo was extremely successful, with 2,900 people visiting that day, of which 1,900 were admitted free of charge.



Some of the new volunteers who were trained during 2012 as nursing home advocates for the Age Action North Dublin programme.

## Advocacy North East

During the year the advocacy service was developed during 2012, combining individual advocacy, a befriending service and residents' and relatives' committees. The number of volunteer advocates fell to two early in 2012, leaving our development officer to work as both advocate and development officer in both St Joseph's Community Nursing Unit, Trim, and Beaufort House, Navan. However, the programme was bolstered in March with the appointment of 13 newly trained volunteer advocates from the Third Age National Advocacy Programme. They were placed in nursing units in Meath/Louth, with a result that there are now advocates in 13 of the 20 units in Meath.

In response to the shortage of volunteer advocates, a volunteer befriending service began in January. Thirteen people were recruited, interviewed, selected, Garda vetted, and trained. They commenced visiting residents in March and visit on a weekly basis for 1- 2 hours. Their main role is to become a friend to residents and to complement the role of the volunteer advocate. This is a pilot project and will be monitored over 12 months.

In October a successful information evening was held for nursing home managers in Meath, to share our experiences of the advocacy project and also to explore the potential for future expansion.

One of the highlights of the year at St. Joseph's was the HIQA decision in August to restore the unit's full registration so it could commence taking in new residents, up to a maximum of 50. A good working relationship with staff and management has meant numerous minor and several serious issues that arose were resolved.

A broad based steering group continued to meet on a bi-monthly basis to monitor and advise the advocacy project.

## Age Action West

Our main activities were the Care & Repair and Getting Started programmes. The Care and Repair programme continued to expand and the number of jobs completed in 2012 increased by 87% on 2011. This is a testament to the ever increasing need for the service in the Galway and surrounding areas. Our support to community partners continued with Clar ICH (Social Housing Association) Ltd Claremorris, Belmullet Men's Community Initiative, Aonad Family Resource Centre in Ballygar and Ballinasloe Social Services.

Over 900 older people participated in our Getting Started computer learning programme at our offices in Galway city and county with invaluable support from the libraries and their staff at, Ballybane, Ballina, Ballinasloe, Ballygar, Ballinfolly, Boyle, Carraroe, Castlebar, Claremorris, Clifden, Fort, Galway City Library, Loughrea, Oranmore, Oughterard, Portumna, Tuam, and Westport.

We also continued to provide an information service with an average of 10 calls per week, some of which can be complex enquiries with staff acting as advocates on behalf of older people in Galway. Our media work included press releases and radio interviews in both Irish and English thanks to longstanding volunteer James Reddiough.

**The Mayor of the City of Galway, Cllr Hildegard Naughton, and Age Action's Pauline Power cut Age Action's 20<sup>th</sup> anniversary cake during the official opening of the new computer training room at our Galway offices in March.**



# ADVOCACY AND COMMUNICATIONS

## Media

Age Action received 2,307 media mentions (1,614 in print and 693 on radio/TV/internet) during the year. This represented a 25% increase on 2011. The increased coverage was due in part to the pro-longed pre-Budget debate which began early in the year with the IMF calling for key supports for older people to be cut (eg means testing of the Contributory State Pension and other universal payments). Age Action's pre-Budget petition campaign also ensured coverage of our key concerns by national and local media. The decision of the Revenue Commissioners to specifically target pensioners for their undeclared income, cuts to the health services and the formulation of the property tax also attracted considerable media interest during the year. Other annual events such as the Google Silver Surfer Awards and Positive Ageing Week were also major contributors to our media coverage.

## Website

The website continued to be at the heart of our online communications. It had 121,282 visitors (+11% on 2011) who viewed 468,931 pages (+15% on 2011). Google Adwords were responsible for 23,508 of these visits.

## Social media

Our social media community continued to grow strongly. By the end of the year our Facebook page had 1,385 "likes" (up 72% on 2011) and we had 1,822 followers on Twitter (+85% on 2011). Our videos on YouTube were viewed 7,345 times. We posted seven new videos on our channel.

## Information Service

The information service dealt with 1,834 queries during the year. This was a marked reduction on 2011 due to a change in the way internal calls are handled. The most frequently raised queries related to Age Action's services (16%), benefits and entitlements (16%), health (15%) and safety and security (8%) (see page 20). The busiest months were January and July. The quietest months were April and December.

## Publications

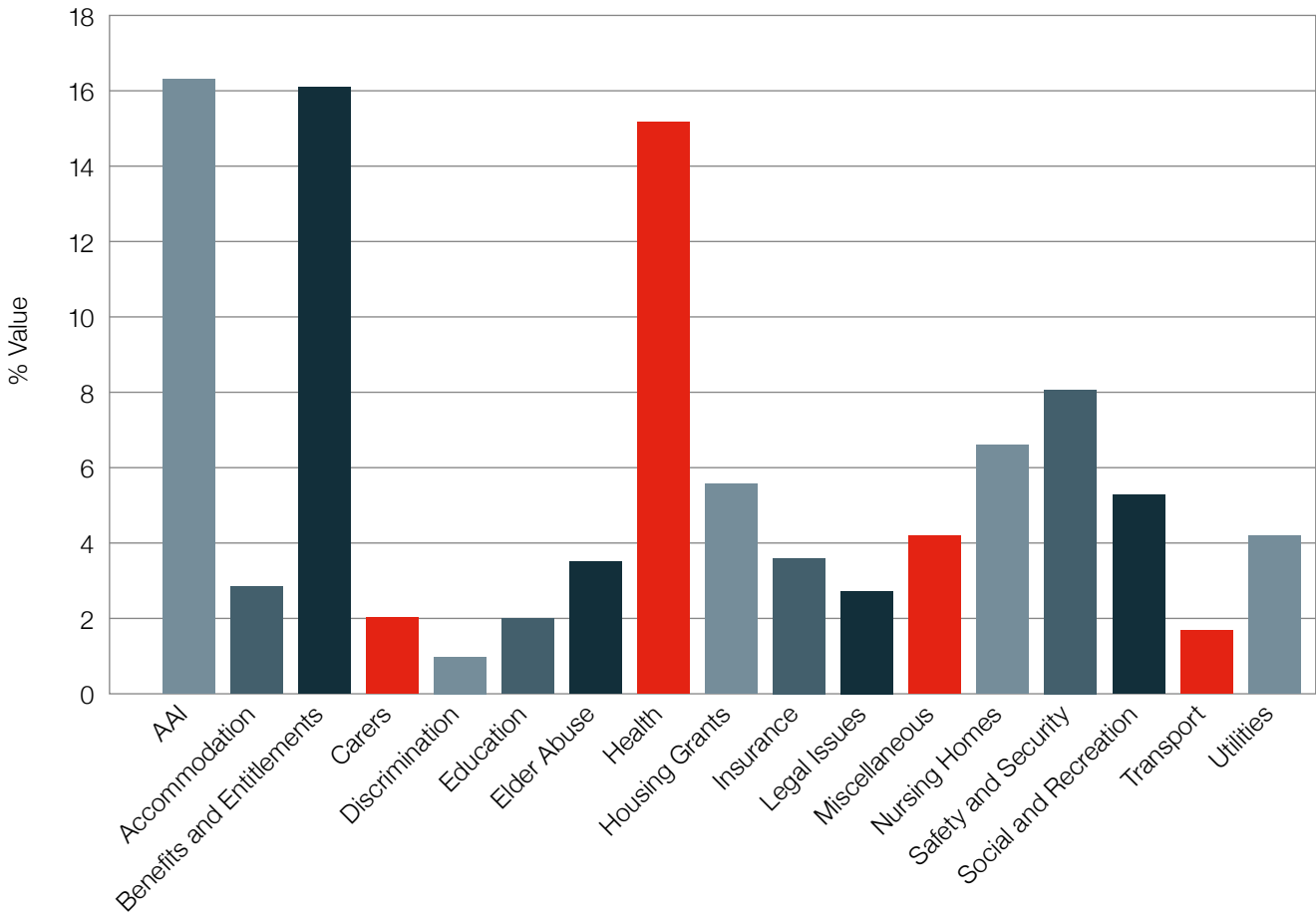
*Ageing Matters* was published 10 times during 2012. In addition to the readership of the printed edition (members, sponsors and policy makers), it now has an online readership of over 2,000 readers for each edition.

## Reference Library

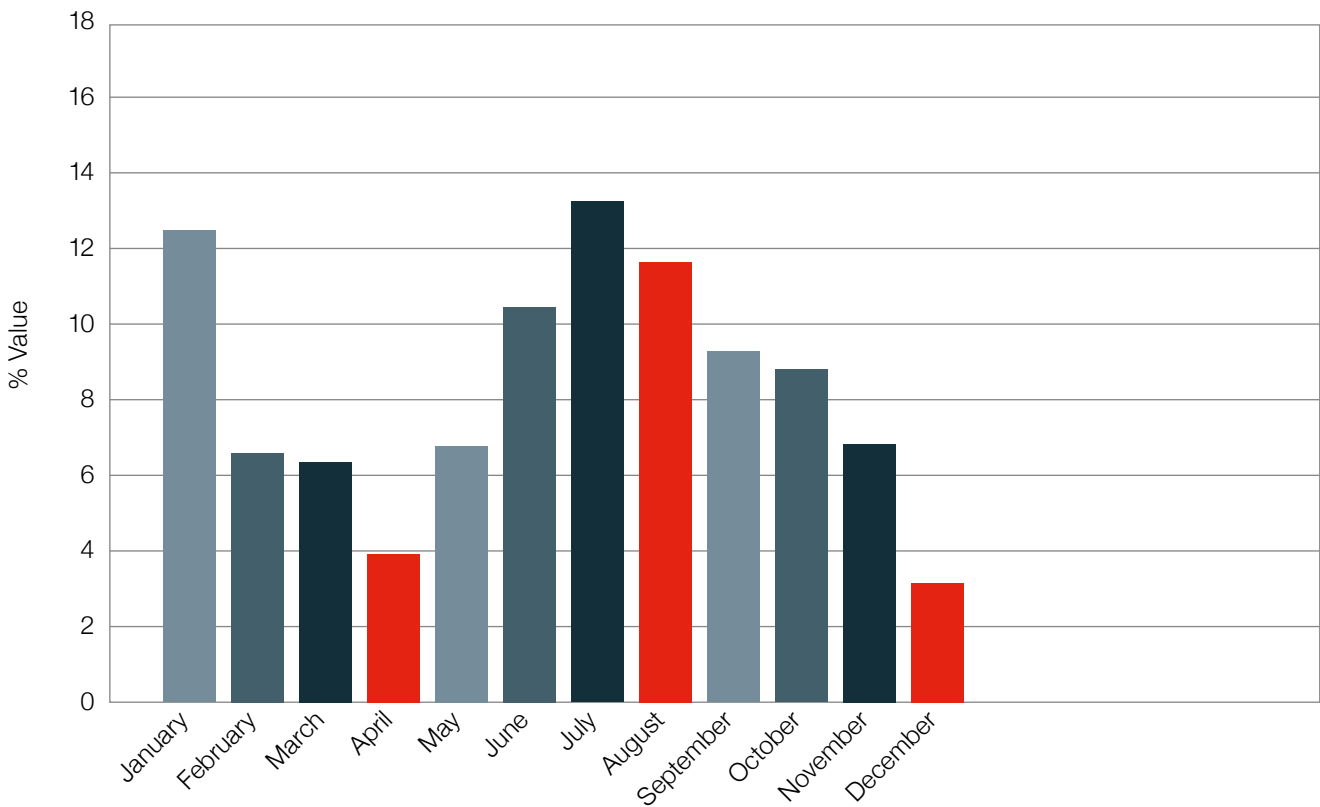
The library is one of the largest reference sources on ageing in Ireland, with over 7,500 publications. It is a valuable resource for researchers.

“I want to thank you for continuing to highlight the difficulties which people like me, living alone on a low income, struggle with. You are the only organisation that ensures that my voice is heard by those in authority, and ensures our politicians cannot forget about the small people,”  
**Eileen, Co. Waterford.**

### Information Service Queries - by topic



### Information Service Queries - by month



## How we make a difference

Our information service dealt with 1,834 queries in 2012 from older people and their families. Enquiries ranged from health and social welfare issues, to home security and elder abuse.

### Political Advocacy Budget 2013

The extended run-in to Budget 2013 dominated our political advocacy work during the year. It began early in the year when the IMF confirmed that it was looking for specific and wide-ranging cuts to key supports for older people. We met the IMF's resident Irish representative, Peter Breuer, in March and November to brief him on the impact of the Fund's suggestions.

The IMF proposals were addressed in our pre-Budget submission (submitted two months earlier than usual, in July). Members were also consulted and a number assisted by operating expenditure diaries to inform our research for the submission.

The proposed IMF cuts were also the focus of our "Protect the Dignity of Older People" pre-Budget petition. It was launched at our national members' meeting in Croke Park in September and over 15,000 signed cards were collected in the following three months, through groups, members and public sign up days. We organised sign-ups at the Over 50s Show and on the streets of Dublin, Cork



Age Action collected 15,000 signed petition cards as part of its pre-Budget campaign. Pictured delivering them were (front, from left) Annie Crean, with Age Action Glor group members Eileen Adams, Phyllis Talbot and Ellen Reddin, and (back, from left) Age Action's Mary Beagan, Gerard Scully and Robin Webster. Photo: Marc O'Sullivan.

and Galway. The cards were presented in the Minister for Older People, Kathleen Lynch, in November.

Ahead of Budget day, Age Action met Finance Minister Michael Noonan and Public Expenditure Minister Brendan Howlin, as part of Social Partnership. Bi-lateral meetings were also held with other key government departments as part of our membership of the Community and Voluntary Pillar.



Age Action members helped launch the pre-Budget petition campaign at Croke Park in September. Photo: Marc O'Sullivan

## Other Campaigning

Age Action made a submission to the inter-departmental group charged with drawing up proposals for the property tax and was subsequently invited to make an oral presentation to the committee. The team were also invited to brief TDs and Senators on elder abuse, and addressed the Energy Action Fuel Poverty Conference in Dublin.

Policy officer Lorna Roe was invited to Geneva to address the UN Human Rights Council on the rights of vulnerable people in Ireland as part of the recession during Ireland's final round of the Universal Periodic Review.

We had a series of meetings late in the year with SIPTU to discuss our shared concerns about the impending abolition of the Transition Pension in 2014, and the need to address the issues which will arise for older workers.

We made a detailed oral presentation to the Seanad for its report on the rights of older people in December.

We worked throughout the year to inform both the public and policy makers about elder abuse. With funding from the Equality Authority we ran two elder abuse awareness workshops in Co. Wicklow, in collaboration with Co. Wicklow's Older Person's Network. We were also invited by Deputy Mary Mitchell O'Connor to address a meeting of TD's and Senators at Leinster House on the issue of elder abuse. We continued our work as active members of the Dublin/Mid-Leinster Elder Abuse Steering Committee and the National Centre for the Protection of Older People user-group.

As part of our engagement with members, the Glór group met 10 times during the year. It facilitated the group's carbon tax campaign which involved lobbying local representatives, a published letter from the group in a national newspaper and raising the issue within Age Action's pre-budget submission.



**Alice Kelly and Alice Nolan, Arklow Active Retirement, who attended the Age Action elder abuse workshop in the town in October.**

## Research

The team produced 26 written and oral submissions during 2012. These included: the Department of Finance (pre-Budget submission), the United Nations Human Rights Commission (the Universal Periodic Review of Ireland), the Department of Health (Fair Deal review); the inter-departmental group on property tax (written and oral presentations); the HSE's National Consent Advisory Group (the Draft National Consent Policy); the Road Safety Authority (their new national road safety strategy); Revenue Commissioners (outstanding tax affairs of older people), the Department of Health (clamp down on prescription medications); the Financial Service Ombudsman (financial elder abuse); the Department of Public Expenditure Reform (lobbying legislation); the Department of Finance (roll out of a basic bank account); the Central Bank (Ireland's National Payments Plan Consultation); Department of Health (the Proposed National Dementia Strategy); the Joint Oireachtas Committee on Transport and Communications (the Future of the Post Office Network); Centre for Health Policy and Management (planning in long term care); the Department of Justice (mental capacity legislation); HSE Committee on the Single Assessment Tool (the views of older carers); Seanad Éireann (the rights of older people).

The team delivered lectures to UCD's Postgraduate Diploma in Gerontology, TCD's Undergraduate Programme in Social Policy and Dementia, the Institute of Public Administration's certificate in health care.

## Social Partnership

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 represented the Pillar on the HSE Committee developing the Single Assessment Tool for Older People, facilitating a User Group to the Committee comprising members of the Pillar, older people and related organisations. We were then invited to join both the Project Management Group and later the Research Advisory Group which piloted the assessment software regionally in Ireland.



# BUSINESS DEVELOPMENT

## Charity Shops

The Camden Street shop exceeded its target for 2012. It was budgeted for €268,000, but raised €281,000. It's our only shop that accepts furniture and this proved to be quite lucrative and instrumental in helping us exceed our new target. New vintage and specialist areas within the shop attracted in new clientele on a daily basis. Fortnightly window sales also drew a big crowd (and sales) with some customers queuing from 9pm the previous evening for specific items.

The Dun Laoghaire Shop performed well in 2012, with sales rising from €60,505 in 2011 to €83,109. The appointment of a manager to the shop in late 2012 contributed to a growth in sales. Better control of the stock on offer, keenly priced and well displayed in a colourful and welcoming fashion, also contributed to the success. As 2013 will see the current lease expire, we plan to acquire larger premises, grow sales and make an even more worthwhile contribution to the coffers of Age Action.

The Monaghan Shop reached its target for 2012. Sales were € 83,000 compared to €65,000 in 2011. This was achieved by a team working hard together, and an outstanding manager, who is also involved with our U3A Groups and Getting Started programme in Monaghan.

**Laura Scanlon abseils off the Clarion Hotel, Limerick, in April, to raise funds for Age Action.**



## Stock Collection

We offered a delivery service for items purchased in our Camden Street shop. Over 700 deliveries were made all over Dublin.

This is an important service as it enabled those without transport to purchase items they normally would not, and helps clear the shop floor quickly, to make room for new stock.

Our main goal was to concentrate more on furniture, vintage and bric -a -brac sales, rather than posting house-to-house which was not an efficient use of our drivers' time. We now have donors coming to us, as a direct result of our offering a free collection service. We collected bags and furniture from nearly 3,000 donors during 2012.

## Fundraising

The economic climate continued to be a major issue in regard to fundraising but despite this some notable successes were achieved. Our two raffles brought in much needed funds, while eight afternoon tea parties were attended by over 4,000 people around the country. These were also instrumental in bringing new corporate sponsors on board. A number of fundraising events were also held throughout the year with varying degrees of success, including abseiling down the tallest hotel in Ireland. The Innocent Big Knit continued to go from strength to strength with over 82,000 little hats being knitted by our volunteers around the country. For the future, our priority will be on growing the events that have proved successful together with a major push to attract more sponsors.

**Ali Gibbons of Big Knit sponsors Innocent with some of the 82,000 hats produced by volunteers last year to raise funds for Age Action.**



# CURRENT STAFF (AS OF DECEMBER 31, 2012)

**Chief Executive:** Robin Webster

**Deputy Chief Executive:** Lorraine Dorgan

## ADMINISTRATION:

**Head of Administration / CE Supervisor:** Lorraine Dorgan

**Office Manager:** Yvonne Brennan

**HR Manager/Assistant CE Supervisor:** Jennifer Coen

**Database Manager:** Laura McQuaid

**Administrative Staff:** Anna-Marie Byrne, Clodagh DeValera, Annette Hanlon, Angela Hegedus, Anne Marie Kerney, Lina Kijauskaite, Colette Masterson, Keelin McCarthy, Olivia McCullagh, Ciara O'Brien

**General Maintenance/Domestic:** Paddy Cahill, Claire Curran, Brian Weldon

## FINANCE:

**Head of Finance:** Kathleen Gately

**Finance Staff:** Urszula Dziegiel, Marian Raftery, Genevieve Walsh

## ADVOCACY & COMMUNICATIONS:

**Team Leader:** Eamon Timmins

**Senior Policy Officer:** Emer Begley

**Policy Officer:** Lorna Roe

**Senior Information Officer:** Gerard Scully

**Information Officers:** Philomena Cooley, Serena DiMurro, Phyllis Grant, Jade O'Connell

**Communications Officer:** Kevin Bennett

## FUNDRAISING

**Team Leader:** Robin Webster

**Development Officer PAW:** Lorraine Murphy

**Fundraisers:** Mark Duggan, Paul Hayes, Sheila Ward

## CHARITY SHOPS

**Team Leader:** Lorraine Dorgan

**Shops Manager:** Edwina Brady

**Stock Collection Manager:** William Ralph

**Monaghan Shop Manager:** Mary Beagan

**Dun Laoghaire Shop Manager:** Patrick Mangan

**Stock Collector:** Omar Abdullah Bajaber, Stephen Burke, James Lawlor, John Murray, Anwar Omar, Roland Piekarski

**Sales Assistants:** Michelle Allenden, Dorota Balcerzak, Margaret Brohan, Jane Doyle, Colette Goslin, Catherine Harvey, Stephen Maybury, Elizabeth McCaul,

Joseph McNamara, Madeline O'Connor, Diondra O'Donnell, Anne O'Reilly, Kemi O'tobo, Karen Roche, Vikors Simonovs, Octavian Szilagyi and Rose Marie Wallace

## REGIONAL DEVELOPMENT & SERVICES

**Team Leader:** Lorraine Dorgan & Robin Webster

### Care & Repair Programme:

**National Development Officers:** Claire Bellis and John O'Mahony

**Administrators:** Rosanna Doyle, Marie Dowling, David Ffrench, Killian Foley, Malgorzata Sabat, Ben Sreenan, Alexis Theodor

**General Maintenance:** Paul Butler, John Lafferty, Peter Lynch, Patrick Murphy, Kieran Treacy

### Getting Started Programme:

**Project Coordinator:** Pauline Power

**Regional Project Officers:** Jennifer Glansford, Niamh Hennelly, Julie Oates

### Getting Started Dublin City Council Sheltered Housing

**Complexes:** Rob Carroll

**Administrators:** Paula Nolan, Eileen McGoldrick, Marie Rooney, Colin Sweeney

**IT facility coordinator:** Eoin O'Maoileidigh

**Development Officer:** (U3A) Margaret Fitzpatrick

**Development Officer:** (Ageing and Development) Hilary Daly

**Development Officer:** (Age Action North Dublin) Brenda Quigley

**Development Officer:** (Age Action North East) Maureen Finlay

**Development Officer:** (Generations Together) Keelin McCarthy

**Development Officer:** (Membership & Volunteering) Sarah Nevin

# AGE ACTION IRELAND LIMITED

## Report and Financial Statements for the year ended 31 December 2012

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

## AGE ACTION IRELAND LIMITED

# REPORT OF THE DIRECTORS

The directors submit their report together with the audited financial statements for the year ended 31 December 2012.

## 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 results for the year are reported on page 32 of the financial statements.

The results reflect a satisfactory performance for 2012 and show an improvement on last year's outcome. The reduced income received in restricted grant aid from statutory sources and from donations, was partially offset by increased receipts of unrestricted grant aid, and from charity shop and membership revenues. Further significant reductions in expenditure resulted in an overall increase in net funds.

The on-going drive to manage costs effectively and to deliver services efficiently is continuing throughout the organisation. This programme should assist the company in coping with the tough economic climate expected to prevail in the coming few years and its impact on the financial circumstances in which statutory funding bodies, commercial partners and the general public find themselves.

## 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. EVENTS SUBSEQUENT TO THE YEAR END

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

## 5. FUTURE DEVELOPMENTS

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

## 6. DIRECTORS AND SECRETARY AND THEIR INTEREST

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

All directors serve in a voluntary capacity.

## 7. 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:

**Margaret Pilkington** (28 June 2012)

**Roger Coughlan** (24 August 2012)

**David Healy** (26 September 2012)

**Tracey Reddy** (26 September 2012)

**John Cassidy** (28 November 2012)

**Owen O'Sullivan** (23 January 2013)

The following directors resigned from the board:

**Richard Harvey** (24 August 2012)

**Claire Murphy** (7 July 2012)

**Ann Brogan Egan** (8 August 2012)

**John McCarthy** (8 August 2012)

**Brendan Rockett** (8 August 2012)

**John Meaney R.I.P.** (8 August 2012)

## 8. 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.

## 9. 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

**John Cassidy**

**David Henshaw**

**24 April 2013**

# 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 2012 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

**John Cassidy**

**David Henshaw**

**24 April 2013**

# REPORT OF THE INDEPENDENT AUDITORS

## To the members of Age Action Ireland Limited

We have audited the financial statements of Age Action Ireland Limited for the year ended 31 December 2012 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. These financial statements, on pages 8 to 17, have been prepared under the historical cost convention and the accounting policies set out on pages 8 and 9.

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

## Respective responsibilities of directors and auditors

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

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

We report to you our opinion as to whether the financial statements give a true and fair view in accordance with Generally Accepted Accounting Practice in Ireland and are properly prepared in accordance with the Companies Acts, 1963 to 1983 and 1990 to 2012 as applicable to companies limited by guarantee and not having a share capital. We also report to you whether in our opinion: proper books of account have been kept by the company; and whether the information given in the directors' report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit, and whether the financial statements are in agreement with the books of account.

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

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

# REPORT OF THE INDEPENDENT AUDITORS

## Basis of audit opinion

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

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

## Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2012 and of its surplus and cashflow 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 2012 as applicable to companies limited by guarantee and not having a share capital.

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

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

**Mairéad Divilly**

**For and on behalf of Mazars**

**Chartered Accountants & Registered Auditors**

Harcourt Centre

Block 3

Harcourt Road

Dublin 2

**24 April 2013**



# 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 2012 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 to the category. 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) 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

**e) Capital grants**

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

**f) Pensions**

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

# STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted Funds	Restricted Funds	Year ended 31 December 2012	Year ended 31 December 2011
	Notes	€	€	€	€
<b>Incoming Resources</b>					
<b>Voluntary Income</b>					
Donations and gifts		168,536	-	168,536	218,222
Grants unrestricted		508,673	-	508,673	465,924
Grants restricted		-	783,046	783,046	857,318
Membership		52,119	-	52,119	40,272
Community employment programme		204,843	-	204,843	200,126
<b>Activities for Generating Funds</b>					
Charity shops	2	651,595	-	651,595	639,430
Interest income		18,771	-	18,771	6,119
<b>Total incoming resources</b>	13	<u>1,604,537</u>	<u>783,046</u>	<u>2,387,583</u>	<u>2,427,411</u>
<b>Resources Expended</b>					
<b>Cost of Generating Funds</b>					
Cost of generating voluntary income – fundraising costs		120,759	-	120,759	97,296
Fundraising trading costs – shop expenditure	2	469,273	-	469,273	488,189
<b>Charitable Activities</b>					
Project expenses unrestricted		692,407	-	692,407	624,702
Project expenses restricted		-	783,046	783,046	857,318
Governance costs		12,153	-	12,153	128,370
<b>Total resources expended</b>	13	<u>1,294,592</u>	<u>783,046</u>	<u>2,077,638</u>	<u>2,195,875</u>
<b>Net movement in funds</b>	3	<u>309,945</u>	<u>-</u>	<u>309,945</u>	<u>231,536</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 Directors

**John Cassidy**

**David Henshaw**

# BALANCE SHEET

	Notes	31 December 2012 €	31 December 2011 €
<b>FIXED ASSETS</b>			
Tangible assets	7	58,534	46,076
<b>CURRENT ASSETS</b>			
Cash at bank	8	831,134	829,635
Debtors and prepayments	8	133,641	84,610
		964,775	914,245
<b>CREDITORS</b>			
Amounts falling due within one year	9	<354,066>	<579,715>
<b>NET CURRENT ASSETS</b>			
		610,709	334,530
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
		669,243	380,606
<b>CREDITORS</b>			
Amounts falling due after more than one year	10	<16,125>	<34,265>
<b>DEFERRED GRANTS</b>			
	11	<18,984>	<22,152>
		634,134	324,189
<b>FUNDED BY</b>			
Restricted funds	12	-	-
Unrestricted funds	12	634,134	324,189
	13	634,134	324,189

On behalf of the Directors

**John Cassidy**

**David Henshaw**

# CASH FLOW STATEMENT

	31 December 2012	31 December 2011
Notes	€	€
<b>RECONCILIATION OF MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES</b>		
Net movement in funds	309,945	231,536
Depreciation	35,260	20,950
Amortisation of deferred grants	<3,168>	<7,086>
Loss on disposal of tangible fixed assets	-	367
Increase in debtors	<49,031>	<6,222>
<Decrease>/increase in creditors	<243,789>	81,268
	<hr/>	<hr/>
<b>Net cash outflow from operating activities</b>	49,217	320,813
<b>Capital expenditure and financial investment</b>	<47,718>	<3,500>
	<hr/>	<hr/>
<b>Increase in cash</b>	14 1,499	317,313
	<hr/>	<hr/>

On behalf of the Directors

**John Cassidy**

**David Henshaw**

# NOTES TO THE FINANCIAL STATEMENTS

## 1. LEGAL STATUS OF THE COMPANY

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

## 2. CHARITY SHOPS

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Shop income	460,523	414,808
Community employment programme	191,072	224,622
	<hr/>	<hr/>
	651,595	639,430
Shop expenses	<469,273>	<488,189>
	<hr/>	<hr/>
Net surplus from charity shops	182,322	151,241
	<hr/>	<hr/>

## 3. NET MOVEMENT IN FUNDS

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Net movement in funds is stated after charging:		
Depreciation of tangible assets	35,260	20,950
Auditors' remuneration	8,500	8,500
Amortisation of deferred grants	<3,168>	<7,086>
	<hr/>	<hr/>

## 4. STAFF COSTS

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Wages and salaries	1,491,860	1,426,665
Social welfare costs	101,006	92,738
<b>Pension costs</b>	33,076	7,574
	<hr/>	<hr/>
	1,625,942	1,526,977
	<hr/>	<hr/>

### Number of employees

The average number of employees during the year was

	<b>2012</b>	<b>2011</b>
	<b>No</b>	<b>No</b>
Charity shops	17	17
Development projects and services	50	46
	<hr/>	<hr/>
	67	63
	<hr/>	<hr/>

## 5. DIRECTORS' EMOLUMENTS

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

## 6 TAXATION

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

## 7. Fixed Assets

	<b>Office Equipment</b>	<b>Leasehold Premises &amp; Fittings</b>	<b>Motor Vehicles</b>	<b>Total</b>
<b>Cost</b>	<b>€</b>	<b>€</b>	<b>€</b>	<b>€</b>
At 31 December 2011	160,713	148,708	20,600	330,021
Additions	47,718	-	-	47,718
Disposals	-	-	<4,800>	<4,800>
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2012	208,431	148,708	15,800	372,939
	<hr/>	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>	<hr/>
<b>Depreciation</b>				
At 31 December 2011	148,263	120,933	14,749	283,945
Charge for the year	25,918	5,528	3,814	35,260
Disposals	-	-	<4,800>	<4,800>
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2012	174,181	126,461	13,763	314,405
	<hr/>	<hr/>	<hr/>	<hr/>
Net Book Amount				
At 31 December 2011	12,450	27,775	5,851	46,076
	<hr/>	<hr/>	<hr/>	<hr/>
At 31 December 2012	34,250	22,247	2,037	58,534
	<hr/>	<hr/>	<hr/>	<hr/>

## 8. DEBTORS

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Amounts falling due within one year		
Debtors	37,592	45,909
Prepayments and accrued income	96,049	38,701
	<hr/>	<hr/>
	133,641	84,610
	<hr/>	<hr/>

**9. CREDITORS**

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Amounts falling due within one year		
Creditors	34,323	45,688
Deferred income	155,878	322,900
Paye/prsi	36,012	33,628
Accruals	109,713	159,359
Lease liability	18,140	18,140
	<u>354,066</u>	<u>579,715</u>

**10. CREDITORS**

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Amounts falling due within one year		
Lease liability	16,125	34,265

**11. DEFERRED GRANTS**

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Balance at beginning of year	22,152	29,238
Amortised	<3,168>	<7,086>
	<u>18,984</u>	<u>22,152</u>

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

**12. MOVEMENT OF FUNDS**

	<b>Restricted Funds</b>	<b>Unrestricted Funds</b>	<b>Total</b>
<b>Cost</b>	<b>€</b>	<b>€</b>	<b>€</b>
At 31 December 2011	-	324,189	324,189
Incoming resources	783,046	1,604,537	2,387,583
Expended resources	<783,046>	<1,294,592>	<2,077,638>
	<u>--</u>	<u>634,134</u>	<u>634,134</u>

**13. STATEMENT OF FUNDS**

	<b>31 December</b>	<b>Income</b>	<b>Expenditure</b>	<b>31 December</b>
	<b>2011</b>			<b>2012</b>
	<b>€</b>	<b>€</b>	<b>€</b>	<b>€</b>
<b>Restricted Funds</b>				
1. Care & Repair	-	175,000	<175,000>	-
2. Getting Started	-	230,916	<230,916>	-
3. Ageing and Development	-	75,500	<75,500>	-
4. MDG Project	-	8,727	<8,727>	-
5. Positive Ageing Week	-	35,694	<35,694>	-
6. Advocacy workshop	-	4,000	<4,000>	-
7. Social Inclusion	-	50,000	<50,000>	-
8. Social Partnership	-	32,000	<32,000>	-
9. U3A/Generations Together	-	91,546	<91,546>	-
10. Advocacy in Residential Care	-	53,823	<53,823>	-
11. Advocacy in Residential Care	-	25,840	<25,840>	-
	-	783,046	<783,046>	-
<b>Unrestricted Funds</b>	324,189	1,604,537	<1,294,592>	634,134
<b>Total funds</b>	324,189	2,387,583	<2,077,638>	634,134

The above projects were funded mainly by the following donors:

1. Irish Life & Permanent
2. Department of Communications, Energy & Natural Resources, Dublin City Council, Google, Léargas and Tomar Trust
3. Help Age International/Irish Aid
4. Irish Aid
5. Pfizer
6. Equality Authority
7. Department of the Environment, Community and Local Government
8. Department of the Environment, Community and Local Government
9. Department of Education & Skills, Grundtvig, The Community Foundation, Department of Health and The Atlantic Philanthropies
10. HSE North Dublin
11. HSE North East



**14. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS**

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
Increase in net funds in year	1,499	317,313
Net funds at the beginning of the year	829,635	512,322
	<hr/>	<hr/>
<b>Net funds at the end of the year</b>	<b>831,134</b>	<b>829,63</b>
	<hr/>	<hr/>

**15. FINANCIAL COMMITMENTS**

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

	<b>2012</b>	<b>2011</b>
	<b>€</b>	<b>€</b>
In one year or less	26,000	-
In more than one year, but less than two years	25,500	-
In more than two year, but less than five years	6,600	74,800
In more than five years	88,000	88,000
	<hr/>	<hr/>
	<b>146,100</b>	<b>162,800</b>
	<hr/>	<hr/>

**16. RELATED PARTY TRANSACTIONS**

A company director, Margaret Pilkington, is an associate of Byrne Wallace Solicitors. Legal services costing €5,445 were provided by Byrne Wallace Solicitors in the year ended 31 December 2012. These transactions were provided on an arm's length basis.

**17. PRIOR YEAR COMPARATIVES**

Certain of the comparatives for the prior year have been reclassified in the current year for the purposes of comparability and consistency.

**18. APPROVAL OF FINANCIAL STATEMENTS**

The financial statements were approved by the directors on 24 April 2013.





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