



# Our big moments

A review of 2014–15

# Age International

We're here to help older people in developing countries improve their income, escape poverty, receive the right kind of healthcare, survive emergencies, and have their contributions to families and communities recognised and valued.

This is because the world's population is getting older and we want to change the world for older people.

Our vision is of a world in which women and men everywhere can lead dignified, healthy and secure lives as they grow older.

Number and proportion of people aged 60-plus worldwide in 2014, 2030 and 2050

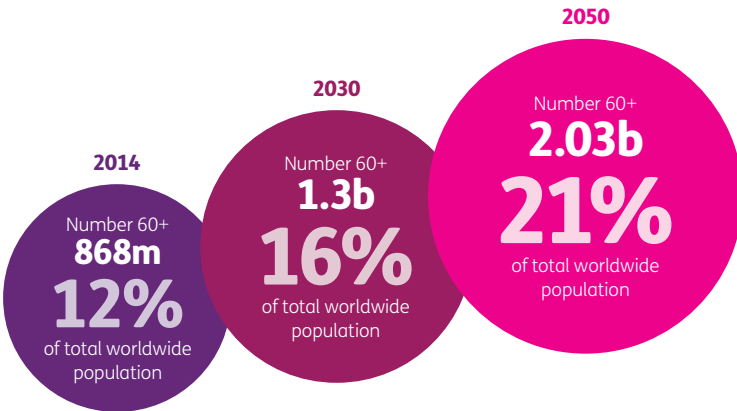


Chart source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012; UNDESA Population Division, World Population Prospects: the 2012 Revision, 2013

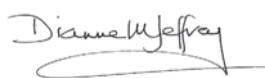
# From the Chairman and Director

We all know that the world's population is growing: the number of people in the world has doubled to 7 billion since 1970, and is set to reach 11 billion later in the century.

But less well-known is the fact that, as well as growing, the world is ageing. By 2050, one in five of the world's population – over 2 billion people – will be over the age of 60.

Most of these people will be living in what are now developing countries, and Age International exists to respond to the challenges and opportunities that this unprecedented change presents.

The task is huge. But we are not overwhelmed by it: we receive invaluable support from Age UK, and we are part of a dynamic



**Dianne Jeffrey, CBE DL**  
Chairman



Dianne Jeffrey, Antony Gormley and Chris Roles at the workshop of the sculptor at an Age International event.

global HelpAge network that is working together to tackle poverty, improve health, and promote the rights of older people.

We're proud of what we have achieved, and the pages that follow give just a few recent examples. But we are not complacent. There is so much more to do, and with your support, we are confident that we can, together, change the world for older people.



**Chris Roles**  
Director

‘Older people have a **right to be valued** for who they are, have needs that must be taken into account and are a **global asset, making contributions to their families and communities** that need to be recognised and supported.’

**Chris Roles, Director**



# We had many achievements in 2014/15

**These are the top 10 moments that made our year**

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The moment we made a blind man see

2

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The moment we were heard in parliament

3

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The moment we brought hope to South Sudan

4

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The moment we turned clothing into healthcare

5

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The moment we made age a global talking point

6

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The moment we helped older people in Gaza

7

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The moment we tackled age discrimination

8

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The moment we partnered with the WHO

9

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The moment we tackled Ebola

10

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The moment we brought pensions to the poorest



# 1 The moment we made a blind man see

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For over a year, Haji, 70, had cataracts in both eyes. He used to farm his small plot of land, but when he lost his sight, he was unable to plant or harvest his crops. He couldn't carry out any household tasks; he couldn't even wash or bathe himself on his own.

He was a proud man used to supporting himself and his family, and became depressed when he had to be completely dependent on others. His son would send a small amount of money to his father, but Haji still felt alone, desperate and despondent.

Last year, Haji's sight was restored. A simple 30 minute operation meant that not only could Haji see again, but his dignity and independence were also restored. He was able to work again and support himself and his family.

We work with the local eye hospital in Zanzibar to provide free cataract operations to those in need. Last year, we helped 20,000 older people receive eyecare services in Ethiopia, Haiti, India, Myanmar, Pakistan, South Sudan, Sudan and Zanzibar.

For further information, please visit  
[www.ageinternational.org.uk/cataracts](http://www.ageinternational.org.uk/cataracts)



82% of the world's blind are aged **50 and over**



© Alex Rumford/Age International

Chris Roles, Lord Foulkes, Martin Horwood MP and Dianne Jeffrey at the launch of *Facing the Facts*

## 2 The moment we were heard in parliament

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This year, we launched a landmark publication, *Facing the Facts: the truth about ageing and development*, presenting it to MPs, Peers, academics and international development agencies at the House of Lords.

The report makes the case for why focusing on ageing makes good development sense.

*Facing the Facts* brings together experts in both ageing and development – including Dr Margaret Chan, the Director General of the World Health Organization (WHO) and Mary Robinson, former UN High Commissioner for





Human Rights – to illustrate the fact that the world’s population is ageing and that policies and programmes must take into account the needs and rights of older people.

Baroness Lindsay Northover, the then Liberal Democrat Parliamentary Under-Secretary of State for International Development, and the cross-bench Peer Baroness Sally Greengross expressed their support for this crucial area of work.

To download the report, please visit  
[www.ageinternational.org.uk/olderworld](http://www.ageinternational.org.uk/olderworld)

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‘With ageing comes a specific set of circumstances that are unique to older age, but which with the international community has done little to understand in the context of development.’

**Ken Bluestone, Age International**

# 3 The moment we brought hope to South Sudan

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Fierce fighting and food shortages in South Sudan forced 1.3 million people to flee their homes.

More than 3.2 million people were in need of food aid, and yet much of the world failed to notice. Older people were particularly vulnerable – less able to flee and more susceptible to malnutrition.

We provided an emergency grant to our partner, HelpAge, so together we could:

- Provide essential items to older people who'd fled their homes without any possessions
- Create day centres for older people, where they could receive trauma counselling
- Construct latrines with hand-rails in camps for displaced people
- Deliver eyecare to older people, thus helping them to see and feel more secure.

As a result of our advocacy work, the UN agreed to include older people in South Sudan as a priority group for assistance.



Nyabier, 70, a South Sudanese refugee in Ethiopia

Our grant was doubly important because it allowed HelpAge to establish a presence in the country and build the foundations to implement a €1.5m grant from the German government, thus allowing us to reach more older people in South Sudan.

For further information, visit [www.ageinternational.org.uk/SouthSudan](http://www.ageinternational.org.uk/SouthSudan)

‘If the conflict continues, half of South Sudan’s 12 million people will either be displaced internally, refugees abroad, starving or dead by the year’s end.’

**UN Secretary General  
Ban Ki-Moon**

# 4 The moment we turned clothing into healthcare

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We worked with the network of Age UK charity shops to collect donated goods to support our work. During a five week period, thousands of items were donated to the 428 shops and then sold to benefit vulnerable older people in developing countries.

In an innovative scheme called UK Aid Match, the UK Government's Department for International Development (DFID) then matched this effort pound for pound, providing £3.9 million to fund a far-reaching healthcare project in four African countries – Ethiopia, Mozambique, Tanzania and Zimbabwe.

Working with HelpAge in these countries, we aim to improve access to health and care services for 361,000 poor older people, making them less vulnerable to illness and worsening poverty. Older people will have access to age-appropriate health care and HIV and care services, and to social entitlements that will better enable them to meet their health needs.

For further information, please visit

**[www.ageinternational.org.uk/BetterHealth](http://www.ageinternational.org.uk/BetterHealth)**

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‘This clinic is really helpful: they give me clothes, food and health care. They give me everything I need.’

**Mediha, 60, in Ethiopia**





# 5 The moment we made age a global talking point

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In 2015, the UN's Millennium Development Goals (MDGs) were in their final year.

The eight MDGs – which included halving extreme poverty – formed a blueprint for governments to act in the field of international development. Although wide-reaching, the MDGs did not have a single goal focusing on older people. They are to be replaced in 2015 with the new Sustainable Development Goals (SDGs).

As part of the Beyond 2015 UK Steering Group and the HelpAge global network, we worked hard to ensure that the new goals explicitly include the needs and rights of older people.

This year we were delighted when UN Secretary General, Ban Ki Moon, issued his Synthesis Report on the SDGs, in which older people and global population ageing featured prominently, leaving little doubt that older people are being taken into consideration in the new goals.

We are hopeful that the SDGs will ensure that no population group is left behind.

For further information on the SDGs, please visit [www.ageinternational.org.uk/SDGs](http://www.ageinternational.org.uk/SDGs)

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‘Lives disfigured by poverty are cruel, mean and, often, short. Our goal must be a world of dignity, opportunity and wellbeing, where no-one is left behind.’

**UN Secretary General Ban Ki-Moon**



© Alia El Hayek/ HelpAge International

## 6 The moment we helped older people in Gaza

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Following the conflict in Gaza in the summer of 2014, we created a safe space for older people to come together.

Our day centre in Gaza City provides a place where more than 500 older people can socialise, receive counselling and share meals. It is a place of stability and support: where people in later life can begin to recover from the traumas they have experienced.



**20,000 homes were destroyed** during the conflict in Gaza





‘This is a good place. My home was demolished. I come here to forget about my home and my suffering. I take fresh air, enjoy my time.’

**Anwar, 69 at the day centre**

We launched an emergency appeal and participated in the Disasters Emergency Committee (DEC) Gaza Crisis Appeal. As a result, we were able to:

- Provide vouchers so older people and their families could replace destroyed possessions
- Help older farmers and artisans re-establish their livelihoods
- Repair the houses of vulnerable older people
- Train community care-givers and professional healthcare service providers in the needs of older people
- Provide healthcare and medicine to older people
- Distribute walking sticks, wheelchairs, food vouchers and hygiene kits.

The hygiene kits contained desperately sought-after items such as incontinence pads – thus meeting a physical need and also helping to restore the dignity of those in need.

For further information, please visit  
**[www.ageinternational.org.uk/Gaza](http://www.ageinternational.org.uk/Gaza)**



© HelpAge Pakistan/HelpAge International

# 7 The moment we tackled age discrimination

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All over the world, older people face discrimination based on their age.

In many developing countries, for example, millions are excluded from micro-credit programmes because they are unfairly and inaccurately seen as a ‘credit risk’ by lenders. They are often forced to rely on informal and expensive credit when they need to borrow money. But our research shows that there is no difference in the repayment rates between age groups.

‘There was a time when no one bothered about my needs. I was a burden on my family. Now things are different. I contribute to my household’s earnings. My children respect me and involve me while making decisions. I can take care of myself and also my family.’

**Salma Bibi, 70**

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Thanks to a grant from the Big Lottery Fund, we are working to ensure that 5,000 older people can access micro-credit in Sindh Province, Pakistan, so they can set up businesses to support themselves and their families. As well as allowing older men and women to work their way out of poverty, these loans also:

- Improve the perception of older people as contributors to the household
- Encourage older women to undertake entrepreneurial activities, thus improving their status
- Significantly increase the average household income, thus allowing grandchildren in their care to attend school.

For further information, please visit  
[www.ageinternational.org.uk/Pakistan](http://www.ageinternational.org.uk/Pakistan)



80% of older people in developing countries have **no regular income**



# The moment we partnered with the WHO

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This year, we worked closely with the World Health Organization (WHO).

We collaborated with WHO on a Knowledge Transfer project in China, looking at key health trends and the implications for policy and practice, as well as feeding into China's next five year governmental plan on ageing.

We also developed a research project with HelpAge and WHO to assess the impact of Older People's Associations (OPAs) in South East Asia. We have helped to set up thousands of OPAs around the world to implement grassroots projects and we want to understand the impact they have on older people's health.

We were delighted that the Director General of WHO, Dr Margaret Chan, contributed a chapter for our publication, *Facing the Facts: the truth about ageing and development*. Dr Chan made the important point that good health enables older people to achieve the things they value; fosters their ongoing social participation (helping to prevent isolation); and has broader benefits for society by enabling their multiple contributions.

For further information, please visit  
[www.ageinternational.org.uk/WHO](http://www.ageinternational.org.uk/WHO)



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House-bound U Ne Nyunt receives care from his son and home – based carer

‘Current health systems, particularly in low- and middle-income countries, are often poorly designed to meet the chronic care needs that arise from this complex burden of disease.’

**Dr Margaret Chan, Director General of WHO**



Nearly 80% of **deaths from chronic illnesses** occur in low and middle income countries

# 9

## The moment we tackled Ebola

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This year saw a devastating outbreak of Ebola in West Africa.

We launched an emergency appeal to help support older people faced with this deadly virus. We also participated in the Disasters Emergency Committee (DEC) appeal.

We partnered with Restless Development in Sierra Leone to widen its pioneering programme to include a focus on older people. We funded the recruitment, training and deployment of 228 social mobilisation volunteers in four districts, reaching 176,000 people in more than 1,000 communities.

The volunteers targeted older people in their awareness-raising and prevention work and also trained over 3,400 Community Champions to focus on older people. This social mobilisation approach has been widely recognised as one of the key actions that contributed to the falling incidence of the disease.

We also trained district health teams in Sierra Leone on how to effectively include and care for older people in their services. And we employed an Ageing Adviser in Liberia to make sure that other agencies responding to the Ebola crisis addressed the specific needs of older people.



# EBOLA CRISIS APPEAL

SOMETIMES THE PEOPLE WHO SUFFER FROM EBOLA THE MOST ARE THE ONES THAT SURVIVE.

**STOP THE SPREAD  
PLEASE DONATE NOW**

**DEC.ORG.UK CALL 0370 60 60 900**

**OR TEXT 'DONATE' TO 70000 TO GIVE £5**

#StopTheSpread

DEC appeal poster

TOGETHER  
WE'RE  
STRONGER

edisonaid

OpenInternational

Red Cross

CAFOD



aid

CONCERN  
international



OXFAM

Plan



tearfund

World Vision



Lines open 24 hours every day. \*Texts are free but donations will be added to the bill and must have bill payer's permission. Any income received after the 30 April 2015 will go to the next appeal. Customer Service number 0844 800 4884 Registered Charity No: 1062638. Photo: John Moors/ Getty Images

For further information, please visit [www.ageinternational.org.uk/ebola](http://www.ageinternational.org.uk/ebola)



© Hereward Holland/Age International

# 10 The moment we brought pensions to the poorest

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We lobby for pensions in countries where they don't exist and help older people to access them in countries where they do.

Working through our partner, HelpAge, we also train government officials and civil servants in developing



‘A pension? What’s a pension?... I like the idea of it. That would be marvellous. If I received a pension, I’d buy food and eat a lot!’

**Daw Phi Ki, 70, Myanmar**

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countries how to run pension schemes. This year, new pensions were introduced or improved in 20 countries, delivering an extra £528m to 1.8 million older people.

In Myanmar, we responded to a call by the President for help in creating a pension. With our support, important first steps have been made. A social pension in Myanmar will help address high levels of poverty among poor older people.

We also supported older people to access cash transfers as part of the Hunger Safety Net Programme (HSNP) in Kenya. This DFID-funded, government-run programme aims to reduce poverty and increase access to food, particularly in times of drought. Cash was delivered to nearly half a million poor and marginalised people, including those in later life. With our help, older people and other community members monitor the delivery of cash transfers.

For further information, please visit  
[www.ageinternational.org.uk/pensions](http://www.ageinternational.org.uk/pensions)

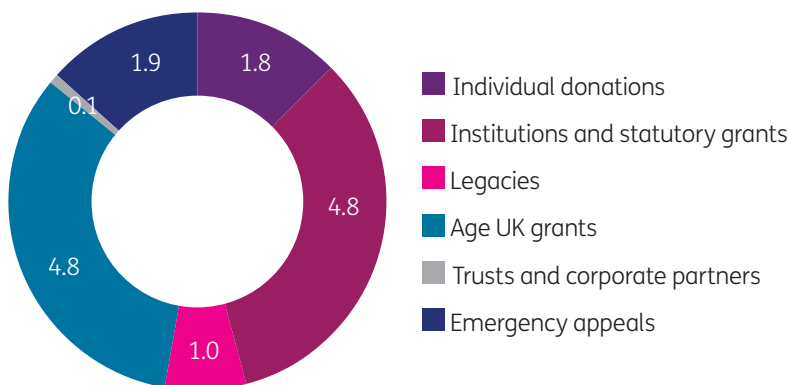


Only **one in four** older people in low and middle income countries receives a pension

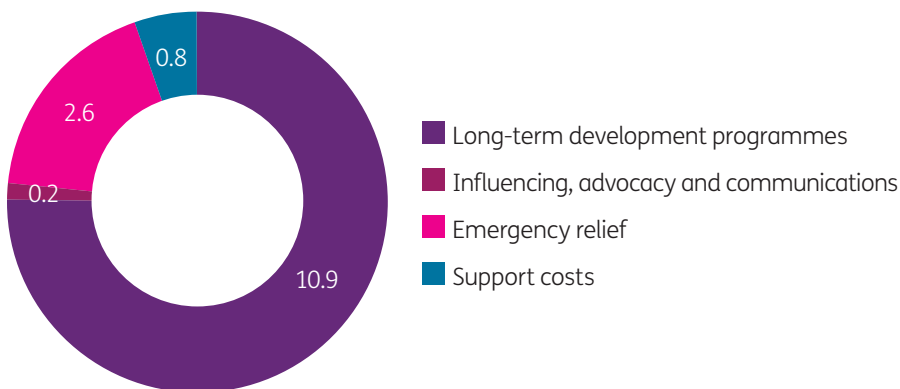
# Our finances

Age International receives grants and donations from UK individuals, trusts, statutory bodies, Age UK, the government and businesses.

## Income £14.4m



## Expenditure £14.5m



For more detailed information on our accounts, please see Our Trustees' Report and Financial Statements.

[www.ageinternational.org.uk/annualreport](http://www.ageinternational.org.uk/annualreport)

# A moment to say thank you

We would like to thank the following companies, trusts, foundations and institutional donors for their support:

- American Association of Retired Persons (AARP)
- Age UK
- Big Lottery Fund (BFL)
- Department for International Development (DFID)
- The D G Charitable Settlement
- Disasters Emergency Committee (DEC)
- European Commission (EC)
- The Evan Cornish Foundation
- The Fulmer Charitable Trust
- The Geoff Hill Charitable Trust
- The Gibbs Charitable Trust
- Legal and General
- Prudential
- The Souter Charitable Trust
- The Ulverscroft Foundation
- United Nations (UNDP/CHF, UNDP/DCPSF, UNHCR, UNOPS/LIFT)

We would also like to thank the generous supporters of our Sponsor a Grandparent programme; those who bought gifts from our ethical online catalogue, Cows n Things; those who donated to our emergency appeals; and those who supported our appeals for healthcare provision, such as cataract operations.

**Thank you. You make our achievements possible.**

# We'd love your support



## Sponsor a Grandparent

For just 50p a day, you could support a vulnerable older person. You will hear from your sponsored grandparent and the local supporting project three times a year and you can also write to them as well. Find out more at [www.sponsoragrandparent.org.uk](http://www.sponsoragrandparent.org.uk)



## Buy a cow!

Struggling to think of a present to buy your uncle; fed up with buying stuff that nobody needs? Why not buy a gift from our online ethical gifts catalogue [www.cowsnthings.org.uk](http://www.cowsnthings.org.uk)



## Raise funds for us

You could organise a fundraising event or set up a Just Giving page to support us. For ideas, please visit our Just Giving page [www.justgiving.com/ageinternational](http://www.justgiving.com/ageinternational) or to receive fundraising materials, email [fundraising@ageinternational.org.uk](mailto:fundraising@ageinternational.org.uk)



## Tell others

The world's population is ageing rapidly, but very few people know that older people exist in developing countries. Help us tell others: like us on **Facebook (ageinternational)** and follow us on **Twitter (@age\_int)** and **LinkedIn (ageinternational)**



## Become our partner

If you're looking for a Charity of the Year partnership; if you'd like to do staff fundraising for an unusual cause; if you'd like to provide a grant for our invaluable work; or if you'd like to offer professional services that we need on a pro bono basis, we'd be delighted to hear from you. Write to us at [fundraising@ageinternational.org.uk](mailto:fundraising@ageinternational.org.uk)





# Everyday in the world's poorest countries we:

- Save lives in emergencies
- Provide shelter
- Rebuild livelihoods
- Fight for pensions
- Train healthcare staff
- Provide life-changing operations and mobility aids
- Support older carers
- Challenge attitudes
- Tackle discrimination and abuse
- Work to change policies towards older people.

**Age International is the only UK charity focusing on the needs and rights of older people in developing countries. It is a charitable subsidiary of Age UK and a member of the HelpAge global network and the Disasters Emergency Committee (DEC).**

We support older people in developing countries by improving livelihoods, health and healthcare; providing age-friendly emergency relief; and by challenging attitudes, influencing decision-makers and changing policies.

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