

# Get involved

To read our full annual report and accounts, discover more about older people's lives, support our campaigns or make a donation, contact us or visit [www.helpage.org](http://www.helpage.org)

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Richard Blewitt

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**HelpAge  
International**

*age helps*

# Annual Review 2010



**We change older people's lives**

**they change everyone's**

## Welcome

Welcome to this snapshot of HelpAge International in 2010 – another year spent working closely with our partners to support the world's ageing population. As some of the poorest in society, older people have been among those worst affected by rising food prices, ongoing conflicts and natural disasters such as the earthquake in Haiti.

Overall, 1.5 million older people have benefited from our help this year, including 40,000 recovering from the after-effects of disasters. And by boosting older people's ability to give, lead and nurture, we've triggered wider change across whole families and communities.

We've helped 78,000 older people access urgently-needed healthcare and supported more than 300,000 through the challenges of HIV and AIDS. We've also provided loans and grants to 30,000 to invest in their businesses.

Social pensions remain a huge priority – the key to unlocking older people's ability to live independently and support their communities. We've helped 5 million older people in nine countries claim a new or increased pension.

To bring about lasting change, we need to get older people's rights embedded in policy and law. For this reason, we're inspiring governments and policy-makers to think actively about the world's ageing population, while supporting grassroots action by older people through our Age Demands Action campaign. Thanks to our influence, five more countries have drafted or passed national policies on ageing, older people are included in three more national or regional AIDS policies, and older women's rights are being taken up by the UN.

Looking to the future, 2010 marks the launch of a new set of targets, which will take us up to 2015 with renewed focus. Older people's financial security will become an even bigger priority, as will better healthcare, HIV services and emergency programmes – alongside a strengthened global profile for all our activities.

A heartfelt thank you to all our staff and supporters for making the achievements outlined in this review possible.

**Eric Kimani**  
Chair

**Richard Blewitt**  
Chief Executive Officer

## Food for the family

In Africa and East Asia we've supported 50,000 older carers of children orphaned by AIDS. We've also expanded our work in HIV prevention, providing information to 235,000 older people and their families.

54-year-old Veronica, from Mangu in Kenya, shares how she coped when her daughter died from AIDS, leaving two orphaned grandchildren, aged just four and two:

**"My grandchildren's father lives locally, but has a drinking problem and can't look after his little ones. So when my daughter died, everything fell on my shoulders.**

**After I took the children in, my first priority was to get them tested for HIV. It was a huge relief to learn they weren't infected. But then I faced the challenge of providing for them. I tried to sell bananas to make sure they never went hungry – but droughts came and my business failed.**

**Things looked desperate for a while. So thank goodness HelpAge International were there to help me make a fresh start. They gave me a loan which I used to set up my own small eatery, the Classic Café. It's now full of regulars from early morning to seven in the evening – all turning up for their tea, snacks and wholesome Kenyan meals.**

**No one goes hungry after a visit to the Classic Café – and I'm glad the business also keeps my children fed. It's so good to see them healthy and energetic thanks to my hard work."**

Meet Veronica at  
[www.helpage.org/hivaidssafrica](http://www.helpage.org/hivaidssafrica)



**A loan for Veronica**

**a good meal for everyone**



# Big visions

# real milestones

## Lasting change

This year, with our partners, we've helped millions of older people lift themselves out of desperate circumstances to claim a more secure life, while contributing to lasting change. Here are some examples of what we've achieved:

**415,000** older people are now trained to help their communities deal with emergencies.

**36,000** can see better and lead more independent lives after receiving treatment for eye problems such as cataracts.

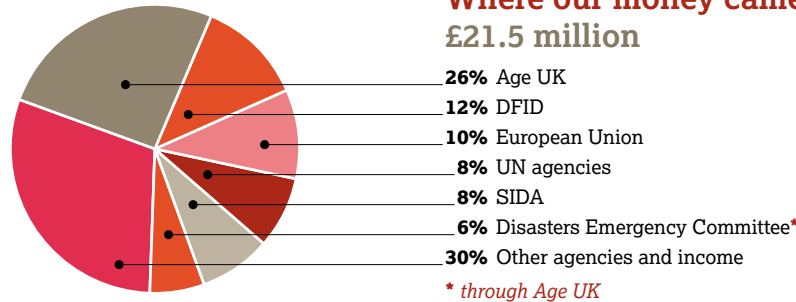
**1,400** older people's groups in 15 countries are monitoring older people's access to national poverty reduction schemes.

**3** more governments – the Philippines, Kenya and Paraguay – have approved national non-contributory pension schemes.

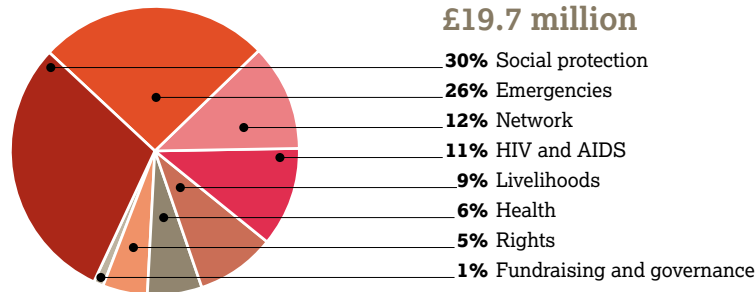
## Finance

Our income increased by 25 per cent compared with the 11 months of 2009. Our fundraising costs are negligible because of our partnership with Age UK, which raises money from the UK public for international work.

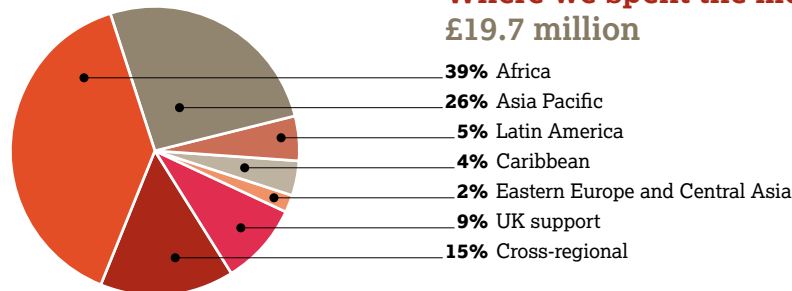
### Where our money came from £21.5 million



### How we spent the money £19.7 million



### Where we spent the money £19.7 million



### Thank you to our many institutional and individual donors, in particular:

Age UK; Big Lottery Fund (BIG); CAFOD; Canadian International Development Agency (CIDA); Chronic Poverty Research Centre; CordAid; Disasters Emergency Committee (DEC); Elton John AIDS Foundation; European Commission Humanitarian Office (ECHO); European Union; Federal Ministry for Economic Cooperation and Development (BMZ), Germany; FK Norway (Fredskorpset); Guernsey Overseas Aid Commission; HelpAge USA; Internationaal Fonds voor Kwetsbare Ouderen (IFKO); Irish Aid; Isle of Man Overseas Aid Committee; Jersey Overseas Aid Commission; Kadoorie Charitable Foundation; Korea International Cooperation Agency (KOICA); Livelihoods and Food Security Trust Fund (LIFT), Myanmar; NZ Aid; ROK-ASEAN; Royal Netherlands Embassy, Mozambique; Spanish Agency for International Development Cooperation (AECID); Stop AIDS Now; Swedish International Development Agency (SIDA); UK Government, Department for International Development (DFID); UN Common Humanitarian Fund; UNAIDS; UNDP Donor Assistance Group, Ethiopia; UNFAO; UNFPA; UNHCR; UNICEF; UNOCHA; WorldGranny.



For more details of our income and expenditure, see our Annual Report and Financial Statements. Visit [www.helpage.org](http://www.helpage.org) or write to HelpAge International, PO Box 32832, London N1 9ZN, UK or email: [info@helpage.org](mailto:info@helpage.org)

# Our affiliates

Through our network of affiliates and our partnerships with many more organisations we are changing attitudes to ageing across the world.

## Africa

Age-in-Action, South Africa  
APOSEMO, Mozambique  
Current Evangelism Ministries, Sierra Leone  
Elim Hlanganani Society for the Care of the Aged, South Africa  
HelpAge Ghana  
HelpAge Kenya\*  
HelpAge Zimbabwe  
Kenya Society for People with AIDS (KESPA)  
Maseru Senior Women's Association, Lesotho  
Mauritius Family Planning Association  
Muthande Society for the Aged (MUSA), South Africa  
RECEWAPEC, Cameroon  
Sawaka-Karagwe, Tanzania  
Senior Citizens' Association of Zambia  
Senior Citizens' Council, Mauritius  
Sierra Leone Society for the Welfare of the Aged  
Sudanese Society for the Care of Older People (SSCOP)  
Uganda Reach the Aged Association (URAA)

## East Asia and Pacific

China National Committee on Aging (CNCA)  
Coalition of Services for the Elderly (COSE), Philippines  
Council on the Ageing, Australia  
Foundation for Older People's Development (FOPDEV), Thailand  
HelpAge Korea\*  
Helping Hand Hong Kong  
Instituto de Acção Social, Macau  
Mongolian Association of Elderly People  
National Council for the Senior Citizens of Malaysia (NACSCOM)  
Office of Seniors' Interests, Australia

Senior Citizens' Association of Thailand  
Senior Citizens' Council of Thailand  
Singapore Action Group of Elders (SAGE)  
Society of WINGS, Singapore  
Tsao Foundation, Singapore

## South Asia

Bangladesh Women's Health Coalition  
Gramin Vikas Vigyan Samiti (GRAVIS), India  
HelpAge India  
HelpAge Sri Lanka\*  
Pakistan Medico International  
Resource Integration Centre (RIC), Bangladesh

## Caribbean

Action Ageing Jamaica  
Extended Care through Hope and Optimism (ECHO), Grenada  
Haitian Society for the Blind  
HelpAge Barbados  
HelpAge Belize  
HelpAge St Lucia  
Old People's Welfare Association (OPWA), Montserrat  
REACH Dominica  
Society of St Vincent de Paul, Antigua

## Eastern Europe and Central Asia

Dobroe Delo, Russia  
Lastavica, Serbia  
Mission Armenia  
Second Breath (Gerontological Association of Moldova)  
UMUT (Resource Centre for Elderly People), Kyrgyzstan

## Europe

Age Action Ireland  
Age UK  
Caritas Malta HelpAge  
Centre for Policy on Ageing, UK  
Cordaid, Netherlands

DaneAge Association  
HelpAge Deutschland\*  
Slovene Philanthropy  
WorldGranny, Netherlands  
Zivot 90, Czech Republic

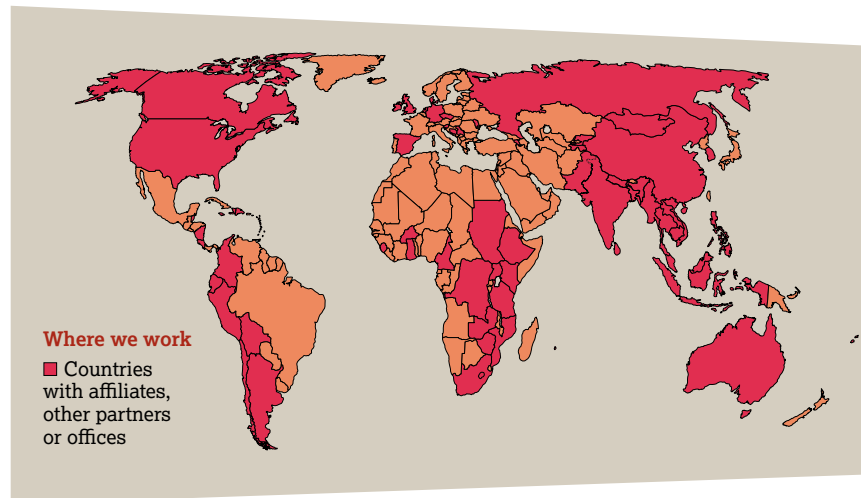
## Latin America

AGECO, Costa Rica  
Caritas Chile  
CooperAcción, Peru  
CESTRA, Colombia  
ISALUD, Argentina  
Pro Vida Colombia  
Peru Coordinating Group for Older People (Mesa de Trabajo)  
Pro Vida Bolivia  
Pro Vida Peru  
Red de Programas para el Adulto Mayor, Chile

## North America

AARP  
HelpAge Canada\*  
HelpAge USA\*  
West Virginia University Center on Aging

\* HelpAge "sister" affiliates



We marched

we won

## Good connections

Our Age Demands Action campaign empowers thousands of older people in 50 countries to voice their demands – direct to their governments.

In 2008, one of our affiliates in the Philippines, COSE, helped 1,500 older people march to Congress to demand a pension. This year, they won. Fransiskus Kupang, Executive Director, describes the input of HelpAge International:

“2010 has been a year that will go down in history. Thanks to our efforts, the government has agreed to give a monthly pension of US\$11 to the country's poorest older people. It might not sound much – but believe me, it will make a huge difference for those living in dire poverty.

The HelpAge International team gave us the confidence and vision we needed to achieve this huge breakthrough. They never told us what to do – but by connecting us with similar organisations, we were able to share ideas and take our expertise forward in leaps and bounds.

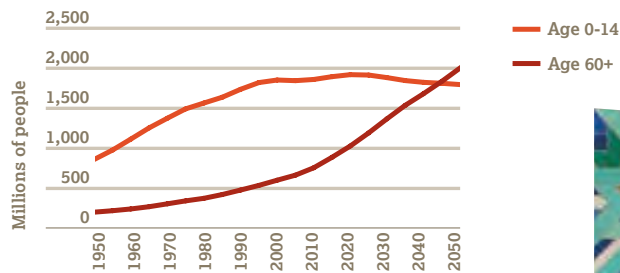
The support we've received from HelpAge International, and from other organisations in the network, has been an amazing boost. When we achieved our success, we felt everyone wanted to join our celebrations. They'd all shared in the journey, providing advice at every stage – so why not?”



COSE

## The world is getting older.

By 2045, there will be more adults over 60 than children under 15.



# An older world

# is a world of opportunity

The prospect of an ageing world worries many, but there are solutions. The way forward is to **involve** older people.



“I’ve been living in rubble since the earthquake. But thanks to my grant, I can make a small income selling peanut butter sandwiches.”

*Elisna, 85, Haiti*

Three-quarters of the world’s older people live in areas affected by natural disasters or conflict.

With help, they can rebuild their lives, and use their rich life experience to contribute to their communities too.



**HelpAge International**

age helps

All human beings are born free and equal in **dignity and rights.**

*Universal Declaration of Human Rights (1948), Article 1*

Human rights apply to everyone, whatever their age.



“Our son is too ill to work. But our pension means my wife and I can look after him, and pay for his travel to hospital.”

*Krishna, 75, Nepal*

Give an older person a secure income and basic healthcare, and they spread the benefits to every generation.

In the last five years, non-contributory pension schemes have lifted 13 million older people out of poverty – but there’s still a long way to go.

Age helps. Join us.

[www.helpage.org](http://www.helpage.org)

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