Building Public Trust

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ageUK
Let's change how we age

What are we trying to achieve?

Annual reports and accounts are more than just numbers. They tell the story of an organisation's performance, impact and aspirations. High quality annual reports and accounts are fundamental to effective accountability.

- NAO, Feb 2025

Who are the audiences?

- Current and potential future donors
- Funders and grant bodies
- Journalists and the media
- Regulators
- Staff and volunteers
- Beneficiaries
- General public
- Researchers and academics

The 4 pillars of Trust

ANNUAL REPORT AND ACCOUNTS

Commitment

Are we committed to our mission? Did we do the things we said we would?

Caring

Do we put our beneficiaries first? Do we live our values?

Consistency

Do we show consistency in our mission? Is it easy to understand trends?

Competence

Do we demonstrate expertise? Do we show good financial stewardship?

The 4 pillars in the annual report and accounts

Commitment

Focus on beneficiaries, Charitable purpose and strategy, Key societal issues

Caring

Stakeholder engagement, Digital and accessibility, representation

The 4 pillars in the annual report and accounts

Consistency

Measures of success and impact, Financial statements and notes, Strategic mapping

Competence

Financial review, Innovation, **Wider operational landscape,** Governance, risks and opportunities

So, how did we do this at Age UK?

The report has two halves

- Front = Narrative, strategy, impact = the What and the Why

- Back = Performance, detail = the What and the How

Without the back, the front falls over. Without the front, the back has no direction.

And, just like a pantomime horse, it needs to join seamlessly to be convincing.

The story

- Identify the theme;

Refer back to the strategy and objectives for the year

New direction for Age UK

Changing the conversation will be part of our new direction for Age UK. This year, we have put a lot of our energies into developing our new organisational strategy.

Our trustees report will look back at our work under our current strategy (see page 8). But you will see some emerging thoughts coming through about the future. Our 'Changing Times' features throughout the report show our thinking on where we want to change and do more for older people.

Our three priorities

We will put front and centre the older people who need us the most

Many of the older people who need us the most struggle every day and feel they have no one to turn to. Age UK will be here to help. We will continue to work in the interests of every older person but will focus on making the most difference to those who need us most.

We will help local communities through enduring local support

Age UK will help ensure that local support through Local Age UK Partners and our National Network Partners continues to be there for older people. The Age UK Network is unique in how it transforms lives. But demand has never been so great, while sustainable funding is scarce. We will do more to help Local Age UK Partners to be there for the older people in their communities.

We will boldly ask for help and support

Age UK will inspire people to stand alongside us so that together we can do more. We work in partnership with supporters, campaigners, volunteers, and like-minded organisations. But we need more people and organisations to donate their money, voice, and time to support our charitable work.

The story

We need your donations

Age UK Donation Station, Unit 44, Hardwick Grange, Woolston, Warrington WA1 4RF

| Shop | Volunteer | Donate |

- Know your audience;

What are you trying to say, how can you convey it in clear and accessible ways – keep it real

Valentina's story

Living with the unknown in Ukraine

Valentina, 81, is one of the many older people who had to leave their home due to the danger of shelling. She now lives in temporary accommodation with her sister in Dnipro. Since arriving there, she has been able to get food packages, hygiene items and medication thanks to donations to our Ukraine Humanitarian Appeal.

Many of the older people who left their homes like Valentina did so in a hurry, without their possessions and are now without any income. Those who stayed behind in conflict areas have seen water and energy supplies disrupted or cut off. Fortunately, the generosity of the UK public and the determination of Ukrainian volunteers means we have been able to support older people through the harsh winter.

Valentina says – *'In Severodonetsk, we all lived separately. I was given my house by the Government because of my work. Now I don't know what's happened to it. Before I left, a bomb hit nearby and the windows were broken, but there is no one left there to call to ask if it is still standing.*

In Dnipro I have lost my independence. I injured my knee in a fall some time ago and I barely go out now. When the war started, I was in the hospital with a lung infection and my relatives collected me at the end of February. I stayed at a relative's house, hiding in the corridor or in the basement. I did not have a chance to try to recover until we came here.

Volunteers brought me some medication for my lungs... This is the third war I have survived. In 2014, it was short, but we don't know where this war will take us.'
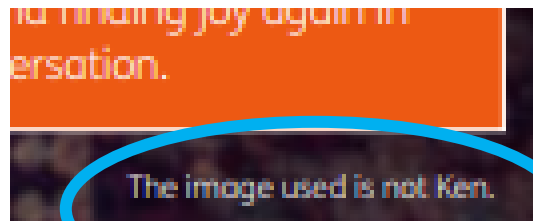
The data

- Collect the data during the year;

You cannot collect data in retrospect.

Use your KPIs and other measures to support your Annual Report

Information and data must be credible, evidence based, and follow your values

Our impact in numbers

93%
of older people say their **wellbeing improved** since receiving Age UK friendship calls.

192,908
calls were answered by our Silver Line Helpline, **providing older people with friendship, conversation and support.**

2,787
older people were supported to **develop their digital skills.**

We supported **Local Age UK Partners with 14 tender bids**, securing around **£13 million** in funding.

We provided **£5 million** in **emergency cost-of-living funding** to Local Age UK Partners and our National Network Partners.

81%
of Local Age UK Partners were given **support with their financial governance.**

With Age International's support, the HelpAge network has **reached 659,500 people with humanitarian assistance** including shelter, food, water, medicines and walking aids in over 20 countries.

With Age International's support, the HelpAge network has **supported 100,000 older people in Ukraine, and neighbouring countries Moldova and Poland.**

Our impact in numbers

10,387
Age UK campaigners contacted their MP to tell them how the cost-of-living crisis was affecting them.

12.6 million
people will immediately benefit from the UK Government listening to our calls to protect the triple lock.

2.4 million
people will benefit from the UK Government listening to our calls to **keep the qualifying age for prescription charges at 60.**

We answered **227,805** enquiries to our **Advice Line.**

We received **8.4 million** visits to the **information and advice pages** on our website.

Over **500 people** have been supported through our **Dementia Maintenance Cognitive Stimulation Therapy programme.**

The image used is not Ken.

The data

• Financial assertions must be robust;

Numbers used in the narrative must be robust and supported by the story of the financial statements.

Make sure that costs are transparent and properly attributed to activities.

Consider the reader and anticipate their questions.

We spent **£72.4 million** on charitable activity
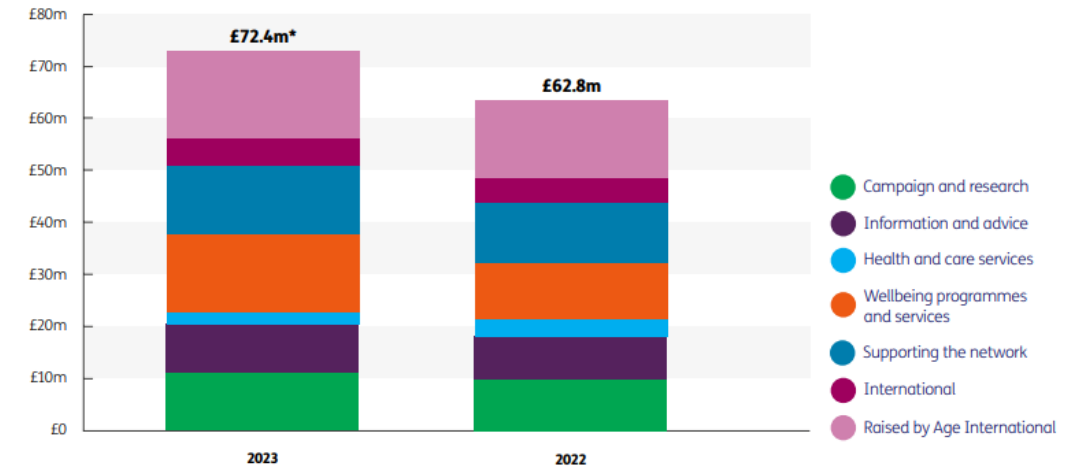
EXPENDITURE ON:	Note	Unrestricted £'000	Restricted & endowed £'000	2023 £'000	2022 £'000
Charitable activities					
Campaigning and research		(6,640)	(5,369)	(12,009)	(10,142)
Information and advice		(5,585)	(3,128)	(8,713)	(7,921)
Health and care		(1,850)	(1,359)	(3,209)	(4,313)
Wellbeing		(8,063)	(6,033)	(14,096)	(10,107)
Supporting the network		(11,640)	(1,073)	(12,713)	(10,358)
International		(5,636)	(16,020)	(21,656)	(19,947)
Total expenditure on charitable activities	3c	**(39,414)**	**(32,982)**	**(72,396)**	**(62,788)**

The plan

1. Know your strategy and what you are trying to convey

2. Track your data throughout the year

3. Plan early to gather stories and stakeholder input

4. Understand your readers and how to relate to them

5. Join the input to outputs, outcomes and impact to tell the story

Questions and comments