

# THIRD AGE

---

VALUING OLDER PEOPLE, EMPOWERING COMMUNITIES, ENRICHING LIVES

## ANNUAL REPORT 2013



# THIRD AGE

## Contents

---

Chairman's Address	3
2013 at a Glance	5
Who's Who in Third Age	6
Third Age Developments 2013	7
Fundraising 2013	10
Third Age Events Attended	10
Sector Events Attended 2013	13
Third Age National Programmes	
Fáilte Isteach	16
Senior Help Line	17
Third Age National Advocacy Programme (TANAP)	19
Third Age Innovation Hub	20
Third Age Summerhill	21
Projects and Programmes	21
Third Age Alliances	22
Looking Forward to 2014	23
Annual Accounts	24

# THIRD AGE

## Valuing Older People Empowering Communities Enriching Lives

Third Age is a national voluntary organisation working to promote the value of older people in communities throughout Ireland. Third Age also celebrates the third age as a stage in life when older people are encouraged to remain engaged in family and community life. Thousands of people of all ages are positively impacted each week through availing of our services, volunteering in our projects, and participating in our programmes encompassing lifelong learning, health and social initiatives. Our work has been described as community activism at its best.

**Michael D Higgins, President of Ireland, is Patron of Third Age.**

Third Age is a registered Charity 16647, Company No 414509

### Third Age Vision

An Ireland and a world where the third age in life is valued and celebrated

### Third Age Mission

To value older people's contribution to society and help to meet their personal and community needs through innovative programmes

## Chairman's Address

---

I have pleasure in presenting you with the 2013 Third Age annual report. Having completed our Strategic Plan 2012-2015, our work during this year was to advance its implementation. The main objectives of the Strategic Plan are:

- To demonstrate the value of older people remaining engaged and contributing in their own community
- To develop new responses as new needs emerge
- To implement the actions identified in our Strategic Plan

Third Age is a national voluntary organisation working to promote the value of older people in communities throughout Ireland. Third Age also celebrates the third age as a stage in life when older people are encouraged to remain engaged in family and community life. Third Age, through the provision of innovative programmes and opportunities for older people, helps to meet their personal and community needs.

Third Age has over 1,200 volunteers countrywide, working as tutors, listeners, advocates and more. Thousands of people of all ages benefit each week from our services, by volunteering on our projects, and participating in our programmes, which includes lifelong learning, health and social initiatives.

A number of changes took place this year at board and staff levels. Board member Mary Cooke died during the year R.I.P. Mary was also a volunteer coordinator with Senior Help Line, Cavan and is sadly missed both nationally and locally. We extend our sympathy to her family and her fellow volunteers. Michael Enright retired as board Chairman and board member during the year. Michael has been a guiding hand in directing the development of the organisation since 2006 and we thank him for his commitment and financial expertise. Thomas Kenny resigned from the board after many years of service, and we welcome Tom Collins as a new board member.

Our inspirational founder, Mary Nally, retired in June 2013 as CEO having spent 25 years of dedicated service bringing Third Age from humble beginnings to the organisation it is today. Mary remains active and committed to the organisation as Founder and Head of Third Age Local. We are fortunate in our new CEO Áine Brady who brings a wealth of knowledge of the sector to her new role, and we wish her well in bringing a new approach to many initiatives.

We offer our congratulations to Fáilte Isteach Development Officer, Ann Cox, on the birth of her daughter, and we welcome Cathleen Mulholland as Programme Coordinator of the Third Age National Advocacy Programme. Our Head of National Development, Jean Manahan resigned from Third Age during the year having brought an energy, skill and vision to her role. We wish to express our gratitude to Mary Fletcher Smith for taking the role of Acting Programme Manager of the advocacy programme.

During the year under the guidance of our new CEO, Third Age re-focused its attentions on improving overall governance. In 2013 a HR specialist was engaged to review current procedures, protocols, management, governance, reporting structures, roles and responsibilities and organisational- and programme-specific risks. An Action Plan and a Fundraising Code of Practice were developed, as well as a review of statutory and best practice compliance, including compliance with the Code of Practice for Good Governance of Community, Voluntary and charitable Organisations in Ireland for a Type C organization. These are currently being implemented.

# THIRD AGE

Third Age connects and engages with older people within their communities through our three national programmes Fáilte Isteach, Third Age National Advocacy Programme and Senior Help Line. These programmes continued to develop successfully during 2013.

2013 was a year of consolidation and strengthening for Fáilte Isteach which opened its 60th branch, involving 590 volunteers, and 1800 migrant students of all ages weekly. Fáilte Isteach was recognized with the European Language Label, an annual award given to projects where participants have found creative ways to improve the quality of language teaching, motivate students, and make the best of available resources.

Senior Help Line continued its review of the structure and operational model of the service in 2013, and began to implement a centralisation and rationalisation designed to ensure future sustainability within a quality service. The programme acquired new offices in Dublin, thanks to Cluid Housing Association. During the year the service received over 30,000 calls, with volunteers continuing to provide an empathic and supportive response. Callers contact the service for reasons ranging from loneliness and isolation to family and financial worries, health concerns, information-seeking, bereavement or loss, elder abuse and suicidal thoughts or intent.

Third Age National Advocacy Programme provides an independent advocacy service for older people in long stay nursing home care. Currently we have 121 active volunteer advocates, the service is operating in nursing homes in Cork, Kerry, Clare, Galway, Mayo, Roscommon, Monaghan, Armagh, Longford, Cavan, Meath, Louth, North/South Dublin and Kildare. The programme has also carried out a review of the current service and future direction and is planning to develop into the community and acute hospital settings in addition to nursing homes nationwide.

Third Age has for many years acted as a test bed for volunteering initiatives and programmes. Midway through 2013, plans were prepared to further the idea of developing an Innovation Hub - a process of formalizing the development and growth of programmes from ideas and observations in a managed and structured way. The Innovation Hub involves a step by step process for screening and developing new projects. In December we received confirmation that Atlantic Philanthropies would fund its development for a three year period 2014-2016. This investment in innovation, quality assurance and governance will position Third Age as an imaginative and evidence-based solution provider, responding to the changing needs of a growing ageing sector.

Third Age Summerhill continues to provide services, facilities and opportunities for older people living locally, with many local programmes having a wider country remit. Third Age has for many years realised the benefit of involvement with other groups within our community, aiming to reach out to those who are marginalized. This includes people with physical and intellectual disabilities, members of the traveller community and long stay nursing home residents. Traditionally we have worked with residents from our local nursing home, St. Joseph's in Trim who participate regularly in our activities and projects.

The new offices for Third Age in Summerhill, Co. Meath began construction during 2013. This process is due for completion in May 2014. This new purpose-built headquarters for Third Age is long awaited and very welcome.

# THIRD AGE

This is a challenging time for charities and voluntary bodies. Funding is becoming more and more difficult to secure. Third Age remains fortunate in managing to secure support from statutory and corporate funders who believe in the work we do. We pay particular thanks to the generous support from The Atlantic Philanthropies, to our core funder, the HSE, to the Iris O'Brien Foundation, the Office for the Promotion of Migrant Integration, to Nursing Homes Ireland, Ireland Funds, the Department of the Environment, Leargas and the Community Foundation of Ireland. We thank all our funders for their continued belief in our organisation. We wish to thank members of the public, donors, sponsors and members for their generosity and goodwill throughout 2013.

Finally, I wish to acknowledge the selfless highly committed work of my fellow Board members and on their behalf express our thanks to our staff and volunteers for their contribution in making Third Age the highly regarded national organisation it is today.

**Tom Dowling**  
*Chairman*

## 2013 at a glance

---

- The Well-Being & Dignity of Older People programme (WeDO) is launched by Kathleen Lynch, Minister of State for Older People
- Third Age National Advocates graduate in UCD, Third Age staff attend a Personal Excellence Programme
- Third Age's 3rd of the 3rd briefing takes place in Dublin, with keynote speaker Ombudsman Emily O'Reilly
- Third Age marks its 25th anniversary, and the sod is turned for the new Primary Care Health Centre in Summerhill
- Third Age hosts the Irish Rural Link conference in Summerhill
- CEO Áine Brady takes up office
- The campaigning alliance Older & Bolder hold their final conference in Dublin
- A Third Age group walk the Camino Way to raise funds for our Advocacy and Senior Help Line national programmes
- Fáilte Isteach receives Council of Europe award
- The National Advocacy Programme holds its third annual seminar.
- Senior Help Line acquires new premises in Dublin

## Who's Who in Third Age?

---

### Third Age

**Board Chairman:** Tom Dowling (from July)

**Company Secretary:** Maura O'Keeffe

**Board Members:** Katie Burke, Pat Cox, Mary Culliton, Michael Meally, Mícheál Ó Muircheartaigh, Tim O'Connor, Michael Enright<sup>+</sup>

+ retired as Chairman and board member in July

### Senior Help Line

**Board Chairman:** Tom Dowling (from July)

**Company Secretary:** Michael Meally

**Board Members:** Katie Burke, Pat Cox, Mary Cooke<sup>=</sup>, Mary Culliton, Thomas Kenny<sup>\*</sup>, Michael Meally, Maura O'Keeffe, Mícheál Ó Muircheartaigh, Tim O'Connor, Michael Enright<sup>+</sup>

= died during the year

\* resigned in March

+ retired as Chairman and board member in July

### Third Age Staff

#### *Third Age*

Áine Brady

*Chief Executive Officer (from June 2013)*

Mary Nally

*CEO (resigned June 2013), Founder & Head of Third Age Local (from December 2013)*

Alison Branigan

*Operations & Finance Manager*

Jean Manahan

*Head of National Development (resigned April 2013)*

Anne Dempsey

*Head of Communications*

Neil Bruton

*Communications & Marketing Officer*

Maeve Carton

*Administrative Assistant*

Monica Ryan

*Administrative Assistant*

Yvonne Keane

*Administrative Assistant (CE)*

Christy O'Brien

*Driver (retired December 2013)*

Martin Daly

*Driver (CE)*

Sai Ying Pak

*Laundry Manager (CE)*

Vincent Dwyer

*Caretaker/Little Jobs Project (CE)*

#### *Senior Help Line*

Damian Leneghan

*Head of Training & Volunteer Development*

Ann O'Brien

*Administrator*

#### *Fáilte Isteach*

Liam Carey

*Head of National Development*

Ariana Ball

*National Development Officer*

Ann Cox

*National Development Officer*

Mark Lynch

*Fáilte Isteach Administrator (CE until May 2013)*

Noreen Edwards

*Administrative Assistant (CE from July 2013)*



Áine Brady, CEO ▲



# THIRD AGE

## **Third Age National Advocacy Programme**

Mary Fletcher Smith *Acting Programme Manager (from April 2013)*  
Cathleen Mulholland *Programme Co-ordinator*  
Tessa Digby *Co-ordinator of Volunteer Development Officers*  
Mary Cahillane *Website Administrator*

Third Age employs five staff under the FÁS Community Employment Scheme and are grateful to FÁS for this support.

## **Third Age Developments 2013**

---

### **Áine Brady, Third Age CEO**

Áine Brady took up her position as CEO of Third Age on June 4, 2014. Áine taught for 27 years in Celbridge, Co Kildare, including her responsibility for coordinating the Special Needs Department in the school. She was elected as a Fianna Fail TD for Kildare North in 2007. In 2009, she was appointed Minister of State at the Department of Health and Children, with special responsibility for Older People and Health Promotion. She presided over a national consultation of individuals and groups in the preparation of the National Positive Ageing Strategy, (NPAS) which was published mid-2013. Áine served on a National Committee of the Special Olympics World Summer Games in 2003, and is currently a member of its Council of Patrons. She is a member of the North Kildare Soroptimists, and a former National President of that organisation.

Áine brings to her new Third Age role a wealth of knowledge of the sector: "In many ways this is a good time to be older in Ireland. We have succeeded in adding years to the life, but there is still work to be done to add life to the years. There are many challenges ahead, and I look forward to promoting the health and wellbeing of older people through speaking out on their behalf, and through the many innovative programmes of Third Age" she says.

### **Mary Nally, Third Age Founder**

Mary Nally founded Third Age in 1988, and as its CEO for over a quarter of a century has guided and presided over its growth from a small local active retirement association to a national organisation with local, regional, national and international programmes. Mary founded national programmes Senior Help Line and Fáilte Isteach and local programme 'The Way We Were'. Today Third Age is seen as an innovative, 'can do' organisation, whose activities impact positively on people of all ages throughout Ireland. Third Age has over 1,200 volunteers, mainly older people working variously as tutors, listeners, advocates, and more.

Mary decided to retire as CEO in June 2013 and take up a local appointment, giving her more time for travel, and for family and friends. Locally, Third Age has a committed membership and a vibrant programme of services, activities and volunteer opportunities. "I have greatly valued my time as CEO, and now look forward to enhancing the reputation and reach of Third Age locally. I wish Áine every success as CEO," she says.



## **A Forward Looking Organisation**

The completion of the Third Age Strategic Plan 2012-2015 has helped to focus attention on the future direction of the organisation. During the year, under the guidance of our new CEO, Third Age began to look at overall governance. In 2013 we undertook a review of current procedures, protocols, management, governance, organisational and programme-specific risks. An Action Plan, was developed based on this comprehensive process, and an audit was undertaken of statutory and best practice compliance, including compliance with the Code of Practice for Good Governance of Community, Voluntary and charitable Organisations in Ireland. These decisions are currently being implemented.

At the same time, Third Age began a process of review of operational models of service delivery to ensure that programmes and services achieve maximum effectiveness in a cost effective and sustainable manner. Third Age aims to maintain, enhance, improve, strengthen and expand safely and thoughtfully our current list of activities, programmes and services which fall broadly under the following headings:

- Education and life-long learning
- Health, community development, social policy
- Social inclusion
- Intergenerational, inter-cultural, and volunteering

Our ultimate goal is to ensure that these programmes operate under best practice, with quality standards, are self evaluating, self sustaining and regularly reviewed.

Third Age has also begun an examination and assessment of staff roles and responsibilities. We have encouraged collaboration, cross programme planning, economies of scale and a cost centre approach to all programmes, especially in relation to shared resources.

Third Age staff attended a Personal Excellence day in February, presented and facilitated by Michael Brophy, a consultant to the Third Age National Advocacy Programme. The management team attended a workshop on Organisational Storytelling for Business and Leaders as a marketing tool. Finally, we would like to offer our special thanks to Charter Medical Centre, Smithfield, Dublin 8 for the use of office space, and to Special Olympics, Nassau Street for meeting space during 2013.

## **A New Home for Third Age**

The construction of the new purpose built Primary Care Centre in Summerhill began in May 2013. The National Office of Third Age, local GP Surgery, Pharmacy and HSE offices will all be housed within this building. This Centre is a first of its kind in Ireland where a community voluntary group is co-located within health services. Our local GP and the HSE have expressed an interest in working on specific health initiatives in partnership with Third Age.

Bringing the new primary care centre to Summerhill is the culmination of the dedicated effort, co-operation and goodwill shown by a range of stakeholders, statutory and voluntary, local and national. We look forward to moving into our new premises in 2014.

## Active Ageing Partnership (AAP)

The partnership between Third Age, Age & Opportunity and Active Retirement Ireland established in 2011 was further developed this year, with CEOs and Heads of Communication in the three organisations each meeting separately with chairman, Maurice O'Connell.

The aim of the Partnership is to reach out to, mobilise, politicise and support growing numbers of older people to become increasingly engaged in civic society. A funding proposal has been submitted. If successful it will create an opportunity to hear the voice of older people at grassroots level, and to continue to challenge ageism.

AAP is collaborating with Age Friendly Ireland (AFI) which shares our aims for citizen leadership. AFI works in tandem with the local authority offering a range of initiatives in a number of Irish counties, and has set up Older People's Forums round the country. AAP and AFI are working in collaboration with National University of Galway (NUIG) which is researching and developing a comprehensive Lifecourse project to examine in depth the factors affecting quality of life across the life course. NUIG has been funded to conduct a pilot study in one Irish location providing an audit of older people, services and recommendations. This survey will be used as a template and may be developed for use in other locations. Also, Age & Opportunity has developed a training programme in Citizen Leadership for older people, and this initiative will be an important part of AAP's work in citizen engagement.

## Promoting Our Organisation & Programmes

During the year, Third Age and its programmes were promoted in a variety of fora including interviews on national television, radio and printed media, local radio and printed media, through speeches, presentations, exhibitions, promotional literature, networking and public relations. We developed an ad for national television which was voiced over pro bono by broadcaster Ronan Collins, our thanks to him. We initiated an outdoor advertising campaign for Senior Help Line, and advertised in An Síochána, the Community Garda Year Book, The Irish Community Nurses Yearbook & Directory, and generalist media. We produced new literature for Senior Help Line, and distributed it to GP surgeries throughout Ireland. The work of Third Age was profiled on 'Countrywide' on RTE Radio 1 and the Third Age choir performed a short concert for Newstalk listeners.

We commissioned a national survey into attitudes towards older people conducted for Third Age pro-bono by Behaviour & Attitudes, an independent market research company. 1,000 people were surveyed and in brief most believed that older people were not valued, were ignored or regarded as a burden in society. Over 55s surveyed agreed with these findings and felt they were not valued.

On foot of these findings, we issued national and regional press releases, allowing us to target specific media. The item attracted significant media interest and we were interviewed on Morning Ireland, Newstalk, Today FM, Spirit Radio, Dublin City FM, and regionally on Northern Sound and Shannonside, LMFM (Louth-Meath), Ocean FM, (Sligo), KFM, (Kildare), WLR, (Waterford), Clare FM, Cork FM, Midlands Radio, South East Radio, Highland Radio, (Donegal), Tipperary FM and Limerick Live. The Irish Times Health Supplement used the survey as the basis of a feature piece on ageism.

We contributed to RTE's television Frontline programme on two occasions during the year, and to a pre-budget discussion on RTE's Drivetime. We were also invited to contribute to numerous radio interviews on issues relevant to older people including: advocacy, the voice of older people, marginalisation, ageism, health and safety, local amenities, and many more. The Irish Times published an Opinion piece from Third Age in June to mark World Elder Abuse Day June 15.

Internally, the organisation produced programme-specific newsletters as well as a new publication 'The Time of Your Life', a Third Age magazine for older people offering news, information, and insights on this life stage.

## Fundraising 2013

---

### National

#### Walking the Camino Way

An intrepid and energetic group including Aine Brady and Mary Nally walked part of the Camino De Santiago at the end of September 2013 in aid of Third Age programmes. We offer our special thanks to benefactors Martina Dennison, Teresa Salmon, Gerald Costello, Teresa Downes, Ann Foley, Noreen Foley, Eddie Keane, Eileen Connolly and Helen O'Dea.

Some members of the group went into training months before the trip, and were helped by tips and suggestions from earlier travellers and relevant web sites. Reports from the front suggested that the weather was quite hot and the ancient pilgrim trail was long and difficult in spots, but spirits remained high throughout, and the sense of achievement at the end was remarkable. The eight-day trip was roughly 100km from Sarria to Santiago.

We thank everyone involved.



### Local

Third Age Summerhill has built up a loyal following for its regular fundraising events in Summerhill, providing food and entertainment for local people drawn from a wide catchment area. Entertainers in 2013 included Susan McCann, Philomena Begley, the Garda Band and Crystal Swing. The local members fundraising group organised a successful Race Night in Mullingar, and the annual Christmas raffle was well supported. We thank all those who have participated in, supported or otherwise helped us with our fundraising events, national and local.

## Third Age Events 2013

---

### Well-Being & Dignity of Older People (WeDO) launch - January

'When you ask older people what they want, they say they want to be respected, valued and listened to, said Minister of State Kathleen Lynch speaking at the launch of the Wellbeing and Dignity of Older People (WeDO) project at the European Parliament office in Dublin on January 29, 2013.

# THIRD AGE



'This Guide will go a long way to inform our thinking as to the care we should deliver to older people. This is the benchmark,' she said.

The WeDO project is a European initiative involving 14 EU countries. The project has developed a comprehensive Guide, 'European Quality Framework for Long-Term Care Services,' which offers principles and guidelines for the wellbeing of older people in need of care and assistance and to protect them against elder abuse. The WeDO Guide has 11 Quality Principles to inform and inspire the care of older people, with recommendations for policy makers, service providers, professional carers, older people, their families and informal carer organisations. These Quality Principles include such principles as Person Centred, Affordable, Respectful of Human Rights and Dignity.

Irish WeDO has created a coalition of organisations in the health, education, research, advocacy, legal and social care areas in Ireland coming together to work for the improvement of services, and for a change in culture toward older people in need of care and assistance. At the launch, ideas and initiatives were offered on the Guide's implementation in Ireland.

The Irish WeDO coalition members are Age Action Ireland, All Ireland Association of Gerontological Nurses, Garda Síochána, HSE, Irish Hospice Foundation, Law Reform Commission, Mater Misericordiae Hospital, National Centre for the Protection of Older People, Nursing Homes Ireland, Older & Bolder, The Carers Association, Third Age, UCD, UCC and University of Ulster, Coleraine. The members of the Irish coalition called on the Minister to support the WeDO project and to incorporate its guidelines into the National Positive Ageing Strategy, due to be published this year.

## Third Age National Seminar - March

"It is valuable to hear fresh thinking outside the public private box in which we usually couch ageing," said Ombudsman, Emily O'Reilly, speaking at the Third Age briefing 'A Third Way for the Third Age' in Dublin on March 7th. The briefing called for a new approach to the current care needs of older people. The event marks Third Age's 3rd of the 3rd annual initiative which draws attention to an issue of relevance regarding public policy and older people. Addressing the theme as mother, daughter, friend and neighbour, Ms O'Reilly said some fortunate older people continue to live in the full glare of the sun. "But many older people are leading far from fulfilled and happy lives. Loneliness, the death of a partner can mark the end of engagement with the world. One by one the stars go out", she said.



"We need politicians, public bodies, families, older people themselves to honestly and humbly admit that we are far from what we would wish for ourselves, and, therefore, very far from what we would wish for older people", she said.

'A Third Way for the Third Age' aims at improving the range and quality of services available to older people through innovative public interest enterprise. Speaker Mervyn Taylor, who has founded and developed the Third Way concept, outlined its potential. "We will contribute to social and economic development by identifying opportunities for innovation and job creation, and attract additional resources through engagement with citizens, community and corporate groups. We aim to promote positive attitudes and approaches to ageing and inter-generational solidarity without denial of the inherent challenges," he said.



# THIRD AGE



The Reference Group for the initiative includes: Third Age, Southside Partnership, Cheshire Ireland, Irish Council for Social Housing, Order of Malta Ireland, Conference of Religious of Ireland, (CORI), Respond Housing Association, Genio, Crosscare, Trinity House, The Alzheimer Society of Ireland, and Ageing Well Network.

Speaking at the briefing, Jean Manahan, Head of National Development Third Age said: "We can say categorically that all the financial incentives of our health care system favour institutional care over home care in spite of the fact that it is the avowed policy of successive governments to keep as many people as possible at home as they age. There must be a better way."

Speaker Mervyn Taylor, who has founded and developed the Third Way concept, outlined its potential. "We will contribute to social and economic development by identifying opportunities for innovation and job creation, and attract additional resources through engagement with citizens, community and corporate groups. We aim to promote positive attitudes and approaches to ageing and inter-generational solidarity without denial of the inherent challenges," he said.

## Third Age 25th Anniversary Celebrations - April

On April 30 Third Age celebrated the 25th anniversary of the founding of the organisation, and the turning of the sod for a new Primary Care Centre in Summerhill, Co Meath. The celebrations took place in the Summerhill Community Centre. Third Age members showcased all programmes to a large group of friends, funders, benefactors and well wishers. Guests were serenaded by the Third Age choir. Board member Pat Cox traced the history of Third Age, board member Katie Burke looked to a hopeful future, while board member Tim O'Connor chaired the event.

We produced a special publication 'Third Age, from timely local seeds.... do national networks grow' in honour of the occasion. This told the story of Third Age from the beginning, the progress of each of our programmes, the scope of our local activities, and the innovative approach we bring to everything we do.

## Irish Rural Link Conference - May

At an Irish Rural Link 'Awakening Communities' conference hosted by Third Age in Summerhill, Irish Rural Link director Seamus Boland called on communities to support families affected by the fodder crisis. Irish Rural Link is a national group campaigning for sustainable rural communities. At the conference, Third Age showcased programmes and activities which contribute to the value of rural communities. Seamus Boland thanked Third Age for their hospitality and support, and also praised the work of the Minister for Agriculture and his department and other agencies which have been assisting farmers with advice during crises brought about by an unusually long winter.

## Failte Isteach Council of Europe Award - October

In October 2013 Third Age national programme Failte Isteach was awarded the European Language Label at a ceremony in Marino Institute of Education Dublin. Failte Isteach involves volunteers welcoming migrants to the community through conversational English classes.



Liam Carey and Dr Céline Healy ▲

# THIRD AGE



European Day of Languages, a Council of Europe initiative, is celebrated each autumn. It aims to alert the public to the importance of language learning, increase awareness and appreciation of all the languages spoken in Europe, and encourage lifelong language learning.

The annual award, which was presented by Professor David Crystal, Welsh linguist and broadcaster, is given to those who have identified innovative ways of teaching and learning languages. Dr Céline Healy, from the National University of Ireland, Maynooth and Chair of the Irish National Jury, commented that the winning projects illustrate the importance of innovative language-learning initiatives during times of economic challenge. "They provide a potential source of inspiration and motivation for others teaching and learning languages", she said.

Liam Carey, Head of National Development Fáilte Isteach accepted the award on behalf of Third Age: "Being awarded the European Language Label is a well-deserved recognition of the tremendous commitment of our 580 Fáilte Isteach volunteers across the country. Through their dedication and enthusiasm, our volunteers have not only helped migrants improve their English language skills, they are helping to build stronger, more integrated communities and are making a real and lasting difference to the areas in which they live," he said.

"Fáilte Isteach works at breaking down the barriers that migrants and communities face by extending the hands of friendship and goodwill through the practical, welcoming and inclusive manner in which the programme is delivered. It is providing more than the transfer of skills and knowledge. The project is filling a vital social and educational need."



## National Advocacy Conference - November

'Advancing Advocacy: Empowering Older People in Ireland' was the theme of the national advocacy conference in November. Opening the seminar, Third Age CEO Áine Brady thanked each advocate for their care and dedication: 'Older people are empowered through being listened to, and this is especially the case when we are caring for vulnerable older people,' she said.

The Third Age National Advocacy Programme trains independent volunteers to work one to one with residents in nursing homes and is a partnership programme with the HSE and Nursing Homes Ireland.

Social policy consultant Doctor Jane Pillinger said that the basis of the programme is the building of trust between advocates and older people, thus empowering residents to make choices and decisions for themselves. "Many older people in residential care have difficulty in expressing their needs and may be reluctant to make complaints or raise issues of concern to them. Through advocacy they can be helped to make informed decisions about what they want to do and need to say," she said.

Doctor Amanda Phelan, Co-director National Centre for the Protection of Older People, UCD cited specific advocacy case histories and outcomes that have transformed the lives of older people. "Advocacy matters. Effective advocacy can make a tremendous difference in the quality of life of an older person who benefits from it," she said.

## Sector Events Attended 2013

---

### Age Platform

Third Age attended Age Platform's May General Assembly in Brussels one of 167 member organisations across the EU. The aim was to reflect together on how to promote an age-friendly European Union, and share their experience at national level. At the end of the meeting, AGE members adopted a Declaration which provides suggestions of age-friendly measures in:

# THIRD AGE

- Labour markets and work places
- Products and services, buildings, transport, ICT, social participation
- Social protection systems, social inclusion and services provision

The document gives examples of actions that older people themselves and their organisations could take to promote age-friendly environments across the EU.

## **For Impact**

In May Third Age attended a two-day event organised by the Suddes Group, which provides training, coaching and consulting. It included a For Impact Gathering and a second more focused day around fundraising strategies and techniques.

## **Mater Misericordiae Hospital Caring Seminar**

Third Age presented at the above seminar in May. Our subject was 'Caring – not an optional extra in health care', which gave us an opportunity to examine all our programmes and services from this perspective. The seminar was held in the Catherine McAuley Education Centre.

## **Older & Bolder**

Third Age took part in the closing conference of the campaigning alliance Older & Bolder at Croke Park on May 2. This was attended by older people from all over Ireland. Older & Bolder chairperson, Owen Keenan, complimented the representatives of numerous older people's groups on their passionate and persistent campaigning. He said that they had helped to convince politicians of the absolute need for the National Positive Ageing Strategy, as well as campaigning in defence of the state pension and supporting the right to age well at home.

Older & Bolder conducted four pre-Budget campaigns and one General Election campaign between 2008 and 2013. In those campaigns, the seven member organisations of Older & Bolder, which included Senior Help Line, spoke with one voice on the issues that affect older people - such as health, income and transport. Patricia Conboy, Director of Older & Bolder expressed the hope that older people and their local groups would continue to use their capabilities and energy, "and to work for the Ireland we imagined together, an Ireland ... that enables everyone to live and die with confidence and dignity as equal, respected and involved members of our society", she said.

## **The Irish Campaign Against Loneliness**

The Irish Campaign Against Loneliness held an inaugural meeting in May and subsequent meeting later in the year. The Campaign is a collaborative initiative which aims to inform practice and create mechanisms to help combat loneliness/isolation on a local level. Participants included Age & Opportunity, Ageing Well Network, Macra na Feirme, Society of St Vincent de Paul, ICA, Third Age, NUIG, Muintir na Tire, An Garda Síochána, Active Retirement Ireland and Mercer's Institute for Research on Ageing, (St James Hospital and Trinity College, Dublin). The group received a presentation on an intervention study by St James Hospital that aims to explore the health benefits of enhancing social engagement in older people who are lonely. In this research, volunteers and participants were recruited, volunteers were trained, and visited older people. Initial indications show that three months later, social engagement remained somewhat effective. It remains unclear whether befriending works to alleviate loneliness, and the St James Hospital study will be later evaluating qualitative data.



## **NGO Human Rights Initiative**

A workshop 'Human Rights & Older People: Developing a Dialogue for Engagement & Empowerment' took place in Dublin in June. The event was jointly organised by the Alzheimer Society of Ireland, the Irish Council for Civil Liberties, Age & Opportunity & Third Age. The format comprised three speakers: Judy Walsh, Director of Equality Studies UCD, Ann Leahy, Policy Director Age & Opportunity, and Mark Kelly, Director of the Irish Council for Civil Liberties. Each presentation was followed by a short facilitated discussion. The morning was facilitated by Eleanor Edmond, Legal Policy Manager, Alzheimer Society.

The aims of the workshop are

- to open a dialogue around human rights and older people in Ireland
- to utilise the expert knowledge of the workshop group
- to engage key stakeholders organisations and older people in the discussion
- to empower these through increased awareness via discourse and knowledge

A report on the findings and decisions of the workshop was circulated to all participants.

In December the working group launched a policy paper on Human Rights and Older People in which the advocacy programme was cited as an example of good practice to facilitate the realisation of rights.

## **EU Summit Healthy & Active Ageing**

An EU Summit on Active and Healthy Ageing took place in Brussels in June. One of the groups profiled - the European Innovation Partnership on Active and Healthy Ageing - aims to increase the average healthy lifespan of Europeans by two years by 2020. Some of the initiatives involved include more health screening, educational health promotions, integrated community systems, adapted housing, ICT solutions and Age Friendly responses.

Dr. Rory O'Connor, Vice President, Head of Medical Affairs PCBU Europe, Pfizer spoke about extending life through wellness and early prevention. Preventive health strategies, wider use of technologies and the will to raise the dependency threshold would, he said, make a positive contribution towards wellbeing in older age.

## **Opening of The Silver Line**

Third Age was invited to the opening of The Silver Line - a 24 hour telephone help line for older people in the UK - at the House of Commons in September. The brainchild of campaigner Esther Rantzen, Esther was inspired by the work of the Senior Help Line. She visited Third Age several times during 2012, and discussed the service with CEO, staff and Senior Help Line volunteers.

## **Ashoka Poland Forum**

Ashoka Ireland invited Third Age to represent Ireland's NGO sector at a five-day series of events in Poland in September. Ashoka Ireland is part of a global organisation promoting the work of social entrepreneurs and changemakers in Ireland. We met with media, older people's groups and a wide range of stakeholders, made numerous presentations on Third Age in promoting an engaged and inclusive ethos for the benefit of older people and the community as a whole.

## **Inclusion Through Enterprise**

A thematic workshop hosted by Interreg in Brussels took place in December. This involved the presentation of a selection of significant project achievements in the field of active inclusion. The day also afforded the opportunity for participants to outline future project ideas.

## **Third Age National Programmes**

---

### **Fáilte Isteach**

During 2013 Fáilte Isteach opened five new centres, continued to support existing centres, received an award from the Council of Europe, was externally evaluated and produced a series of new textbooks for students. Fáilte Isteach is a community project providing free classes in conversational English to migrants of all ages who have arrived in Ireland in numbers since 2000.

Fáilte Isteach has been successful in promoting the profile of the project in 2013, thereby building on the growth achieved through 2012. Thanks to the input received from The Office for the Promotion of Migrant Integration and the Iris O'Brien Foundation, the project is now established in 21 counties, and we hope to extend that to the remaining counties in Ireland by the end of 2014. We have managed to achieve both national and local coverage which has been instrumental in bringing more branches on board. There are now 60 Fáilte Isteach branches in Ireland, providing a service to 1,800 students and involving 590 volunteers nationwide.

In terms of growth, Fáilte Isteach is confident of expanding the programme through existing avenues. It is also exploring the idea of using the project in nursing homes, particularly given our links with Nursing Homes Ireland and the Third Age National Advocacy Project. We have also been approached by a number of schools who have expressed a strong interest in the programme. Both of these would be new developments for Fáilte Isteach, and if managed correctly, offer potential for growth while also addressing a real need.

### **External Evaluation**

In 2012 Fáilte Isteach commissioned an external, independent evaluation of the project to be conducted by the School of Education in Trinity College, Dublin. This evaluation was carried out by Dr. Andrew Loxley and Dr. Zach Lyons and focused on the following three areas:

- Education
- Organisation & Management
- Social Inclusion

The programme was positively evaluated and helpful recommendations include the following:

- The development of specific handbooks for centre organisers and tutors
- The development of a mentoring system between new and experienced tutors
- Employment of a qualified and experienced English as Second Language (ESL) teacher who can take the lead on developing and reviewing teaching materials, provide differentiated and generic training to tutors
- Regular training for tutors which is tailored to fit their needs and circumstances

# THIRD AGE

- Training for organisers and job descriptions specifying the role
- The development of a network for organisers and tutors (both virtual and physical)
- Support the stand alone centres in making connections with other local community groups or organisations

Fáilte Isteach is in the process of addressing these recommendations in a cost-effective, appropriate and supportive manner, and good progress has already been made on a number of these points.

## Programme Development

As a result of consultation with our co-ordinators and external auditors, Fáilte Isteach has focused on improving the quality and impact of the project in recent months. This has involved an overhaul of all pedagogical materials used by our tutors, designing and developing new manuals for the appropriate levels and selling them on to our student body. These manuals have been developed in-house and were delivered to all Fáilte Isteach branches in August – November 2013. The feedback has been positive. The materials were accompanied by a new training programme which was delivered to all centres from September onwards.

## Change X

During the year Fáilte Isteach joined a new initiative ChangeX. ChangeX hopes to share tried and tested social initiatives with communities- within Ireland and internationally- who may benefit from these solutions. To achieve this, ChangeX will launch a website, containing relevant information on Fáilte Isteach, enabling interested people who wish to set up a Fáilte Isteach educational project in their area to download all the resources they need. Further online support will be available. A meeting is planned in spring 2014 bringing together the 10 chosen initiatives to further the development of the ChangeX project. Fáilte Isteach is delighted to be involved in this innovative idea.

## Senior Help Line

During 2013 Senior Help Line continued to look at the future of the service with a particular emphasis on securing its sustainability, each centre was visited and received centre-specific refresher training, new volunteers were successfully recruited and trained, there was an increase in call volumes, and our relationship with service provider Vodafone continued to offer benefits in call management and service promotion. Our volunteer co-ordinators attended a meeting in Dublin to discuss the future of Senior Help Line, and our supported marketing strategy continued to bear fruit.

Senior Help Line is a national confidential telephone listening service for older people provided by trained older volunteers, LoCall 1850 440 444. The help line is open every day of the year from 10 am to 10 pm. Our mission remains one of building the Senior Help Line brand so that every older person in Ireland would know of our service, know our LoCall number and receive a supportive response from the service. Volunteers are trained to listen empathically to each caller and help them explore options if such is considered helpful. During 2013 Senior Help Line received over 30,000 calls from men and women throughout Ireland, an incremental increase over 2012. Increased call volumes are due in large part to a number of targeted regional media campaigns conducted throughout the year. During 2012 Senior Help Line secured funding for a two-year partnership with a public relations consultancy to promote the service in a planned and co-ordinated way. This relationship flourished in 2013. In one initiative Senior Help Line identified counties in Ireland where proportionally fewer calls were made compared to the national average. Stakeholders and services in these counties – including GP surgeries, public libraries, Garda, older people groups – were

# THIRD AGE

contacted and received literature for circulation and/or display. This led to an increase in calls from these counties.

Senior Help Line also promoted the service through dedicated events such as World Elder Abuse Awareness Day, National Volunteering Week and Positive Ageing Week. The service was promoted at a number of events including the Over 50s Show at the RDS and Active Retirement Ireland Trade & Tourism Fair. A number of our volunteers publicised the service at local exhibitions.

Calls continued to reflect the effects of the economic downturn. Many callers were worried about property and household charges. Concerns about security and safety were a feature in many calls, and loneliness was either expressed or implied in a majority. Overall, the calls to Senior Help Line underline the isolation which many older people can experience, exacerbated by carrying these worries alone. During 2013 each Senior Help Line centre received a refresher training module designed specifically to increase empathy and understanding of callers and their situation.

## **Advisory Panel**

The Senior Help Line Advisory Panel met during 2013 to discuss the future direction of the service. Panel members Bernard Brogan, Liam Marnane and Colm Butler have collective expertise in business, marketing and IT. We presented them with a short history of the service, our current position and future options regarding sustainability. The panel contributed usefully on future decisions and transition management. We thank them for their interest and support.

## **Centralisation & Sustainability**

Funding of Senior Help Line in terms of staff, training and administrative costs has traditionally been met to a large degree with support from the HSE and The Atlantic Philanthropies. However, in common with many services in the voluntary sector, this funding has been cut incrementally for a number of years. In addition, our generous funder The Atlantic Philanthropies, which has supported the development of the service, is in spend-down here. Somewhat reduced HSE support and The Atlantic Philanthropies coming to the end of its philanthropic work in Ireland pose particular questions about the future sustainability and funding of Senior Help Line. As a result, the Board and staff began a consideration of a number of options which included a rationalisation and remodelling of the service.

By 2012 Senior Help Line had expanded to include 325 volunteers living and working in 17 locations throughout Ireland. This model was proving to be uneconomical in terms of administration, telephone line costs, premises costs, insurance, training and supervision. It became obvious that unless we took action, the help line could not continue in its present format. At the same time, closing the help line would deprive thousands of callers of a valuable and caring service, and would indeed be a regrettable legacy regarding the support of funders and dedication of volunteers over many years.

We took advice, we researched other help line models, and arrived at the conclusion that the way forward was to centralise the service, thereby cutting down on local costs. We found a home in Dublin through the kind offices of Cluid Housing Association, who offered us a small call centre facility, and the use of training, meeting rooms and kitchen. We would like to put on record our deep appreciation to Cluid Housing, their management and staff.

We recruited new Dublin volunteers at the over 50s show in October, a new five day training course was designed, and we met our first group of potential volunteers at an introductory morning in Dublin in December. Training with this group will begin in January 2014.

Changing to a centralised model is a three-year programme with local centres closing in 2014, 2015 and 2016. Its three strands include the scaling up of the new model (recruiting, training and mentoring new volunteers), scaling down of the old model, (visiting each centre around the country to meet all volunteers and discuss the future with them), and service continuity, (supporting new and current volunteers so that Senior Help Line continues without diminution in quality or availability during the changeover). We arranged a meeting with all volunteer co-ordinators, acquainted them of the current situation and asked for their commitment to work with us during the change. We were received with understanding and co-operation and we are extremely grateful for their positive response.

## Third Age National Advocacy Programme (TANAP) \_\_\_\_\_

During 2013 the Third Age National Advocacy programme underwent an organisational review, developed a Business Plan and an Operational and Implementation Plan 2014-2018, experienced a number of personnel changes, completed training with a new group of advocates in North County Dublin, and continued to support those advocates currently delivering the service to nursing home residents countrywide. The programme 'Personal Excellence and Compassion' based on values-based care continued to be offered to care assistants in nursing homes and other residential facilities.

The Third Age National Advocacy Programme was launched by the HSE in 2007 following the Enquiry into revelations of abuse of older people in Leas Cross Nursing Home in North Dublin. In 2011 the Third Age took over the programme, and TANAP today represents a partnership between Third Age, the HSE and Nursing Homes Ireland.

The volunteer advocate visits weekly with the residents, provides one to one support, develops a mutually trusting relationship, listens to and represents their views and wishes at all times. The service is also accessible by the family of an older person, friends, carers and relevant professionals. Volunteers are supported in their practice by monthly meetings with a Volunteer Development Officer, who is in turn supported by regular group meetings with their Volunteer Development Coordinator.

The advocacy programme has three strands:

- Independent volunteer advocacy training
- Personal Excellence training for care staff
- Website offering accurate up to date information on participating nursing homes [www.myhomefromhome.ie](http://www.myhomefromhome.ie)

During the year the advocacy programme successfully applied to The Atlantic Philanthropies for funding for our future programme. The stated purpose of our grant is 'strengthen the voice of older people in institutional care, with people with dementia as the priority focus, by supporting further roll-out of personal advocacy to hospital, community and nursing home settings'. We are extremely grateful to The Atlantic Philanthropies, and also for the financial support given by the HSE and Nursing Homes Ireland.

# THIRD AGE

The Business Plan takes stock of achievements to date as well as new structures and direction. This includes the recruitment, training and supporting of volunteer advocates in acute hospital settings and in the community, while continuing the service in nursing homes. The Implementation Plan will focus on:

- Strengthening the governance and management of the programme
- Developing the scale, coverage and reach of the service
- Working to embed the right to advocacy in policy and systems.

The Operation and Implementation Plan will give guidance, structure and direction to this future work, and will allow us make a number of necessary new staff appointments to facilitate a planned development of the service.

The programme experienced a number of staff changes during the year. Programme Manager Jean Manahan resigned during the year, and we wish to place on record our thanks to Jean for the vision, energy and business acumen she brought to the role. Educational consultant Mary Fletcher Smith took over as Acting Programme Manager, exhibiting her long-standing commitment and dedication to the programme, and assisting us in our funding application to The Atlantic Philanthropies. In saying goodbye to Programme Manager Anne Harris, HSE we pay tribute to her hard work since the programme's inception. In addition, Cathleen Mulholland joined us as Programme Co-ordinator.

TANAP is currently operating in 15 counties: Armagh, Cavan, Clare, Cork, Dublin, Galway, Kerry, Kildare, Longford, Louth, Mayo, Meath, Monaghan, Roscommon, and Wicklow. We have 119 advocates, working in 198 nursing homes.

During 2013 a number of volunteers responded to a request from the project 'Social Networking for Older People' to ascertain whether nursing home residents would benefit from use of their own laptop. The project is co-ordinated by IBM and Business in the Community. The aim is to facilitate greater use of computers, Internet and social media generally in a way that benefits older people. The objective of the project is to develop an easy-to-use website, [www.socialcomputing.ie](http://www.socialcomputing.ie), to access useful tools and sources of information and to connect more easily with family and friends. The advocacy programme has identified a number of nursing homes interested in the project, which is ongoing.

## **The Third Age Innovation Hub**

---

During 2013 Third Age secured funding for a new programme The Third Age Innovation Hub. This programme will offer a formalised approach to the development of programmes and services which address community and older people's needs.

Steps within the Hub process include:

- Needs Analysis
- Possible Response(s)
- Scoping Plan/Programme design
- Pilot implementation
- Evaluation
- Future decision.

An important aspect of the process is to capture and demonstrate the learning involved, as is the inclusion of an internal evaluation mechanism and review process. The Innovation Hub will review existing Third Age programme models for best practice to ensure that they continue to provide quality service, maximum impact in a cost effective, supported, structured, and sustainable manner. We also plan to promote this programme within the ageing, community and research sectors, and to work in partnership with other agencies with ideas/services they wish to develop.



## Third Age Summerhill

---

Third Age Summerhill had another busy year continuing to provide activities, programmes and services for members and friends. Our 25th anniversary celebrations were held in Summerhill in April, a nine week health initiative was launched in the autumn, a new project 'Little Jobs' was developed, and our current popular programmes, services and activities expanded to benefit older people within a wide catchment area.

The Summerhill philosophy is one of inclusion and collaboration, with programmes developing in co-operation with members. In addition, many local members act as spokespersons for Third Age and for ageing issues generally. Some residents from St Joseph's Nursing Home Trim have been members of Third Age for many years and join in activities regularly.

Third Age activities include advocacy, art & drama, computer classes, holidays, outings and socials, resource centre, and the Third Age choir. Services to local members include aromatherapy, beautician, chiropody, Drop In Centre, hairdressing, library, Ondamed, (neurological stimulation for pain relief), reflexology, Socially Monitored Alarm Scheme access and transport for shopping, medical appointments and other needs.

In 2013 the group holidayed in Castlebar, Bundoran, and Arklow. There were day trips to Bloom in the Park, Greystones, Newbridge Silverware, and Moynalvey House & Gardens, Co Meath. Members enjoyed a summer Garden Party, their Christmas Party, and there was the annual Mass for deceased members.

## Projects & Programmes

---

### The Way We Were

'The Way We Were' brings history alive and gives primary school pupils in Leinster a new understanding of times gone by. In this project, groups of older people from the Third Age host and exhibit over 200 artefacts from earlier days and explain to the pupils how they are used. In 2013 the group was invited again to present the exhibition at the National Museum of Country Life, Castlebar, Co Mayo.

During 2013 we have been increasingly using this programme as a nostalgic experience for nursing home residents. Presenting 'The Way We Were' in nursing homes has been likened to reminiscence therapy which has proved to be of value to older people. Reminiscence therapy respects the life and experiences of the individual, can stimulate memories, and can make a contribution to the maintenance of good mental health.

'The Way We Were' has received consistent positive feedback from schools and nursing homes. Our volunteers also enjoy the experience and the opportunity to share their knowledge of earlier artefacts with primary school children and their peer group in nursing homes.

### Intergenerational Knitting Project

A long-running and popular project in Summerhill, this involves local Third Age members teaching knitting to children in Dangan National School each week during the academic year. The activity allows the generations to get to know each other and work together in a way that is spontaneous, enjoyable and fulfilling for each.



## Health for All

In September Third Age Summerhill launched a new health initiative, open to members and non-members alike. The course emphasised prevention, early detection and positive attitudes to health, tailored to older people in 21st century Ireland, and highlighted both conventional and alternative treatment approaches. The programme was delivered through a series of information sessions, workshops, exercise classes and practical demonstrations. The content was supplemented with handouts and group supports.

Topics covered include health promotion and disease prevention, foot care, falls prevention, eye care including eye testing for glaucoma, wills and will preparation, end of life issues, signs and symptoms for cancer prevention, exercising for health, nutrition and healthy eating, emotional and social health.

## Little Jobs Project

The Little Jobs Project provides practical help with jobs at home for members and local older people. Typical jobs include painting, decorating, small repairs, gardening, mending and repairs. Recipients pay only for the materials with the labour provided free. The value of this project is access to a local, reliable trustworthy tradesperson, and the comfort and wellbeing provided to older people living at home.

## Third Age Alliances

---

### International

Age Platform, European Anti Poverty Network, European Network of Older Volunteers, International Federation on Ageing, Retired Senior Volunteer Programme

### National

Active Retirement Ireland, Age Action Ireland, Age & Opportunity, Ageing Well Network, Alone, Alzheimer Society of Ireland, Aontas, Arthur Guinness Fund, Ashoka Ireland, Carer's Association, Carmichael Centre, Centre for Ageing Research and Development in Ireland, (CARDI), Centre for Social Gerontology NUIG, Commission on Ageing, Citizens Information Board, Department of Health – Office for Older People, Department of Integration, Department of Justice, Equality & Law Reform, Department of Social & Family Affairs, Department of Trade, Enterprise & Employment, Fundraising Ireland, Garda Síochána, Gay & Lesbian Equality Network, HSE, Institute for Managers of Community & Voluntary Organisations in Ireland, (IMCV), Integration Centre Ireland, Irish Gerontological Nurses Association, Irish Hospice Foundation, Irish Senior Citizens Parliament, Law Reform Commission, Local Authorities, National Adult Literacy Agency, National Centre for the Protection of Older People, National Disability Authority, National Economic & Social Forum, National Office for Suicide Prevention, National Office for the Prevention of Domestic, Sexual & Gender-based Violence (COSC), National Women's Council of Ireland, Netwell Institute, Nursing Homes Ireland, Office for Older People, Older & Bolder, Outhouse, Reach Out to be a Good Neighbour Campaign, Social Entrepreneurs Ireland, Social Policy & Ageing Research Centre Mercer's Hospital, Society of St Vincent de Paul, Special Olympics, Telephone Help Lines Association, The Irish Longitudinal Study on Ageing (TILDA), The Wheel, VECs, Volunteering Ireland.

### Local/Regional

Local Sports Partnership, Meath County Council, Meath Partnership, NUI Maynooth.

## Looking Forward to 2014

---

2013 has been a successful year for Third Age on many fronts, not least the securing of funding for the ongoing development of our three national programmes. In 2014, we will build on our fundraising activities both local and national, having regard to the need to be ever more self-sustaining in this competitive environment.

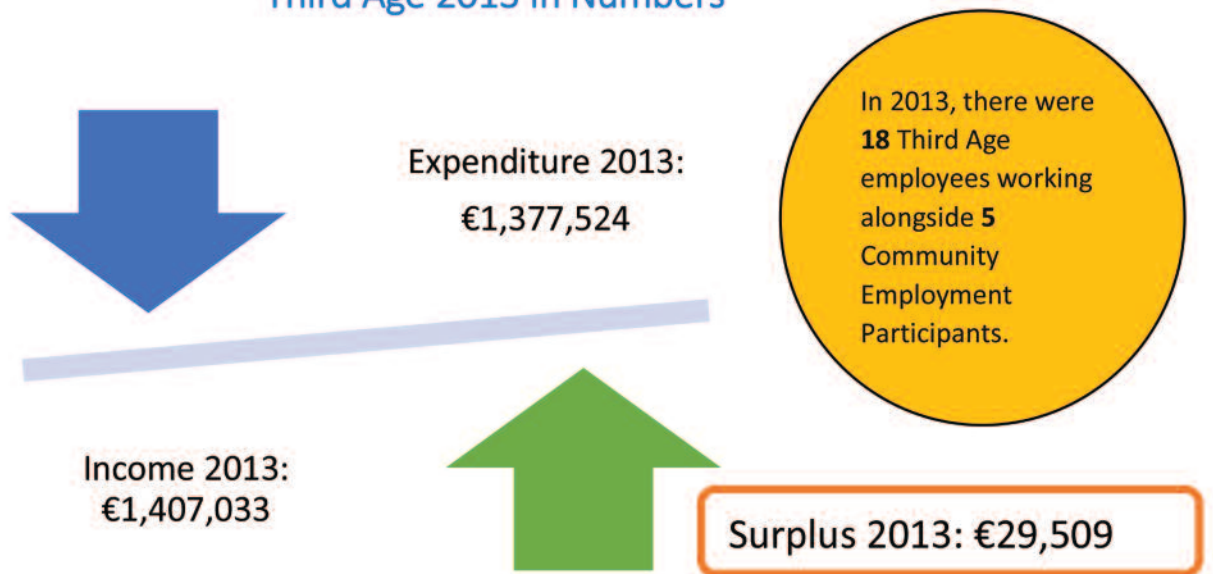
Third Age will continue to implement our Strategic Plan 2012-2015. We look forward to moving into our new offices in the Summerhill Primary Care Centre and realising the potential of this new opportunity for local members, volunteers, staff and the organisation as a whole. We will begin work on our Innovation Hub programme and the opportunities it offers for new alliances and new innovative ideas. We welcome our continued collaboration with Age & Opportunity and Active Retirement Ireland through Active Ageing Partnership, and the benefits this will bring to the continued social engagement of older people.

Turning to our programmes, Failte Isteach is placed in an excellent position to respond to the growing need for services, while continuing to support existing centres. Change X will offer an opportunity to develop Failte Isteach in a new and cost-efficient manner using latest technology. During 2014 Failte Isteach will continue to work at breaking down barriers that migrants face, thereby filling both an educational and community need.

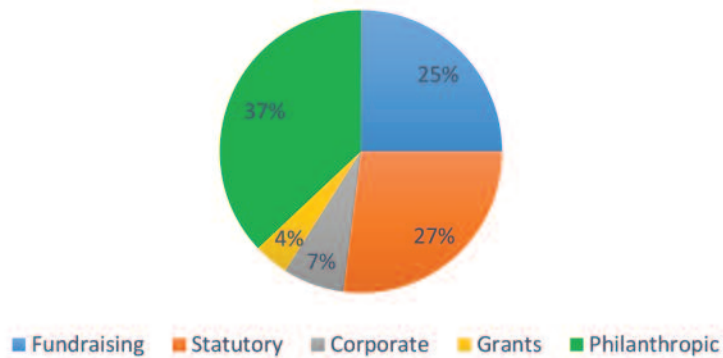
The Third Age National Advocacy Programme anticipates a time of expansion and development which will oversee the strengthening of its governance and management, embedding the right to advocacy in policy and systems, and develop the scale, coverage and reach of the service to include community and acute care settings.

Senior Help Line has already embarked on a centralisation and rationalisation programme, and looks forward to overseeing this development during 2014. The gains will be in quality and sustainability, in continuing a service which is vital to many older people living at home, and in continuing to acknowledge the contribution of trained volunteers who bring commitment and mature good sense to their role.

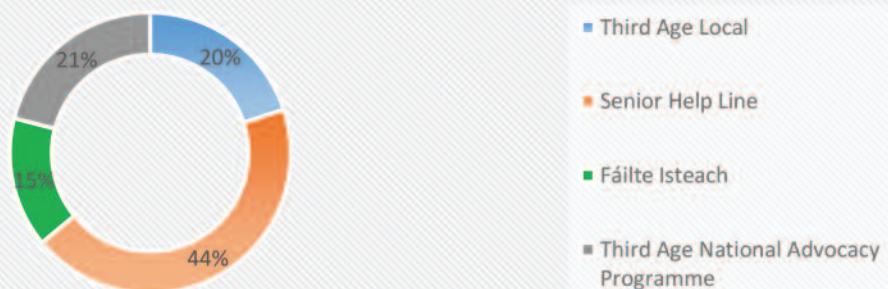
## Third Age 2013 in Numbers



### Sources of Income 2013



### Programme Expenditure 2013



Full details of the Audited Accounts and Financial Statements for both Third Age Foundation Ltd and Senior Citizen's Help line Ltd can be obtained from the Companies Registration Office.

Third Age Foundation Ltd.  
Company Number: 414509  
CHY 16647

Senior Citizen's Help Line T/A Senior Help Line  
Company Number: 414508  
CHY 16756

THIRD  AGE

VALUING OLDER PEOPLE  
EMPOWERING COMMUNITIES  
ENRICHING LIVES

For More Information  
[www.thirdageireland.ie](http://www.thirdageireland.ie) 046 955 7766 [info@thirdageireland.ie](mailto:info@thirdageireland.ie)