



Inspire



Supporter newsletter



Welcome to the Spring issue of Inspire.

Spring is set to bring milder temperatures, brighter days and lighter nights, but as we move away from a challenging winter, older people in Scotland continue to need our support.

We hope you enjoy reading our latest news and seeing the direct impact of your kind support. Every penny raised for Age Scotland goes towards funding our services, such as our free

helpline, offering expert information and advice, and alleviating loneliness through friendship calls.

Together, we're advocating for older people's rights, and continuing to deliver help, advice, and comfort to those who need it most. Thank you for your continued support.



Stacey Kitzing
Associate Director of
Fundraising and Marketing



The Value of Time

As one of our wonderful supporters, you'll no doubt be familiar with the incredible difference your donations make to the lives of older people. However, there's another way you can give back to Age Scotland, by offering your time through volunteering. With an array of ways to volunteer for us, volunteering is both rewarding and allows you to truly make a difference.

That's what Bryan discovered when he started volunteering as an Age Scotland friendship caller. So far, he has enjoyed chatting to older people about their hobbies and interests, and even picking up previous conversations with familiar voices, as he soon became a regular friendship caller!



"It is a privilege to have the opportunity to make such a positive difference to someone."

Bryan encourages anyone considering volunteering as a friendship caller to simply "get involved and try it!" He notes that "as a volunteer it is a relatively straightforward service to deliver, but one that makes a direct and significant impact to the people that live in our communities."

With Loneliness Awareness Week taking place 9th-15th June 2025, why not make a real difference to a lonely older person in Scotland and sign up to volunteer?

Visit age.scot/volunteer to find out how you can offer your time by volunteering for Age Scotland.



Entitled to More

For so many older people across Scotland, understanding benefit entitlements proves more complex than it should. This means an older person could be missing out on financial support they are entitled to, which often results in sacrifices and impossible financial choices having to be made.

Paul first rang Age Scotland's Helpline to enquire about claiming Attendance Allowance. Both Paul and his wife struggle with ongoing health issues and care for each other. Helpline advisors were on hand to provide Paul with information and advice on his benefit entitlements, which both empowered and reassured him, providing the tools he needed to take the next steps.

During the process, Paul discovered he was also entitled to further financial support, including pension credit, housing benefit and council tax reduction, potentially increasing his weekly allowances by more than £300 per week.

"Life would be difficult without Age Scotland!"

Paul's improved financial position is thanks to the Entitled to More project which is funded by the BlackRock Foundation. Launched in May 2024, the project's objectives are to identify unclaimed benefits and deliver benefit checks to older people.

To support Age Scotland's Helpline, you can donate by visiting age.scot/donate.



In 2024,

£2.1M

unclaimed social
security identified



29,915

Helpline calls
handled





Fundraiser highlight

The spirit and determination of our fundraisers never fails to amaze us, and Davie is no exception. Having worked as a carer for older people and being incredibly close to his grandparents, Davie is all too aware of the difficulties older people are facing every day.

When Davie's grandparents sadly passed away last year, alongside other older relatives and some of the people he'd cared for professionally, he noticed the impact these losses had on his mental wellbeing. However, he shares that "after some inspiration from other fundraisers, and sports people last summer I took up cycling and haven't looked back."

Taking up this hobby was the start of something incredible for Davie. He decided to take on a truly inspirational challenge to raise funds for Age Scotland by embarking on a gruelling three-day sponsored cycle of nearly 290 miles from Edinburgh to Manchester.

"I wanted to give something back and do something for Age Scotland for the work they do for the older community."

Feeling inspired? Become a courageous fundraiser for Age Scotland and challenge yourself this year. Whether its adrenaline fuelled or skills based, there's plenty of opportunities coming up to show your support.

Visit age.scot/events to discover our upcoming fundraising events.



A Gift for Generations

With a predicted growth in Scotland's ageing population, demand for our services will continue to grow. We want to continue providing a lifeline for older people, for generations to come. Gifts in Wills, also known as legacies, are essential in enabling us to plan for the future.

Each year, over half of our donated income comes from generous individuals who kindly leave a gift to Age Scotland in their Will.

We understand that writing your Will and deciding how to leave a legacy may feel a little daunting. To help, we've created a new, free **Guide to Gifts in Wills**, which you can read and download by visiting **age.scot/legacy**

Legacies help to fund many of our vital services that provide support and connection for older people in local communities. This includes working with over 500 member groups across Scotland.

"Thank you for all your help and support this year. I do not think we would be here without it"
- St Georges and St Peters Daffodils Group

Leaving a gift in your Will doesn't have to be complicated. Whatever the amount, legacies directly support our work, helping Age Scotland to improve the lives of all people over the age of 50 in Scotland.

To find out more about leaving a gift in your Will, visit age.scot/legacy.



127,655
Information Guides
distributed



3,718
Friendship
calls made



Give the Gift of Friendship

Loneliness Awareness Week is Monday 9th-Sunday 15th June.

By donating to Age Scotland, you could support our Friendship Services, who work to tackle loneliness and social isolation through weekly friendship calls and by connecting older people to local groups and services.

Help older people across Scotland stay connected, enjoy friendly conversations and find community.



To donate visit **age.scot/donate**

Lights, camera, action!

Unveiling our new Age Scotland video.

With so many vital services delivered across Age Scotland, it can be hard to capture everything we do in just a few words. So, we asked our colleagues to share their experiences in their own words!

Please take a moment to watch our brand-new short video. It's all about who we are, what we do and the difference we can make with your support.

Scan the QR code or visit **age.scot/behindthescenes** to watch our video.

