

Our **impact** in 2025

About

Age Scotland

Age Scotland is the Scottish charity for older people.

We stand with and support people in Scotland so they can grow older with security, are valued and connected and have a good quality of life.

Our vision No one in Scotland faces the challenges of older age alone.

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Introduction

Katherine Crawford, Chief Executive

This year saw the launch of Age Scotland's ambitious strategy, **Action for Change in Older Age** which will drive our work over the next five years. It seeks to tackle the issues that older people tell us matter most and will shape how we deliver services to meet their needs.

“Our work has a positive and lasting impact, and in 2026 we are more determined than ever to improve the lives of older people in Scotland”.

I'm proud of what we delivered in 2025. Our advisers identified record levels of unclaimed social security for older people, and more than 130,000 information guides were distributed or downloaded. Our growing By Your Side service provided a lifeline to older people living in some of the most marginalised communities in Scotland. Calls to our helpline show the acute financial hardship, high levels of loneliness, and health and care challenges older people are facing. Building high quality funding and volunteering opportunities really helped amplify the impact of our work.

We delivered meaningful opportunities for older people to have their voice heard by decision makers, co-producing the 2025 dementia conference, and contributing to our research on health, housing and energy.

Our community and dementia grants programme reached thousands of people. We worked hard to raise awareness of

dementia among minoritised communities, and our new partnership with Heriot Watt University launched CONSOLIDATE, to understand how technology can better enable and support people living with the condition.

The inspiring conference and awards ceremony brought together hundreds of people and celebrated the individuals and groups working tirelessly for older people. We pushed hard on the impact of loneliness throughout the year, with two public facing campaigns raising awareness and seeking much needed funding for our services.

A challenging external landscape presents many challenges for older people, and for us as a charity. But with the creativity, dedication and hard work of colleagues and support of our valued partners, I am confident we will deliver the best possible outcomes for older people and their families.



Katherine Crawford,
Chief Executive

Our new strategy

Older people are at the centre of our work at Age Scotland. As we look towards the next decade, we want to ensure that their charity is fit for the future, meeting the needs of older people today and the generations to follow.

In October we launched our new strategy, **'Action for Change in Older Age'**.

It identifies the challenges older people face and sets out our role and plans to address them. It has been developed through extensive consultation and insight from older people, our members, colleagues and those who support what we do.

We have a bold new vision supported by ambitious goals and impactful missions. This honed approach gives us clarity and confidence that our activities are focussed on where we can have the most positive effect on people's lives.

We will be visible, accessible and relevant to all older people across Scotland. By tackling inequality, we will improve quality of life and ensure older people are heard and valued.

Our strategy is supported by four key missions:

- Improve older people's financial security and quality of life
- Tackle loneliness and social exclusion
- Challenge ageism and promote the value of older people
- Build a more effective charity that is fit for the future



Our goal By the end of this strategy, we will have delivered **high-impact services to a quarter of a million people** across Scotland, enhancing their quality of life, strengthening their independence and empowering individuals to act.

Highlights of the year

“This past year has been about empowering communities, strengthening relationships, advocating for financial security, and highlighting grassroots achievements. Looking back, I feel deeply proud of all we’ve accomplished.”

Katherine Crawford

£2,643,271

identified in unclaimed social security and financial assistance for older people.

New

weekly lottery launched to support older people’s groups in Scotland.

8

Winners and 17 Highly Commended groups and individuals celebrated at our 2025 Awards.

Successful

campaigning to return an enhanced winter heating payment to most pensioners.

Launch

of Age Scotland's new
strategy 'Action for
Change in Older Age.'

£104,728

of grant funding was
awarded to member groups
across Scotland.

1800

people attended one of
our dementia training
workshops in 2025.

£401,167

awarded through our
dementia grants funding
programmes.

More than

130,000 information
and advice guides
distributed
or downloaded.

Nationwide

media coverage on
topics such as loneliness
and avoiding scams.

Campaigning

We campaign alongside older people, groups and communities from across Scotland on a wide range of issues, and work with partners, the media and politicians to raise these issues and take positive action.

Older people's experiences and needs are at the heart of our campaigning and influencing activities. We support them to share their views and amplify their voices to help influence change.

We campaigned on a wide range of issues affecting older people throughout the year.

Winter energy bill support for pensioners

We continued to make the case for Scotland to enhance the Pension Age Winter Heating Payment from £100 as it would not meet the energy needs of most pensioners. Working in partnership strengthened this campaign and we were delighted that the UK Government, followed by the Scottish Government, agreed to a higher payment and fairer system for pensioners with incomes up to £35,000.

Loneliness

As part of a national coalition of charities and in partnership with The Sunday Post, we have been campaigning for the Scottish Government to treat loneliness as a public health concern, cut chronic levels in half over the next decade and increase funding for measures which tackle the issue.

Bank Branch Closures

The removal of high street bank branches is incredibly challenging to the financial independence and security of hundreds of thousands of older people without access to the internet. We supported the campaigns of communities who lost their last branch, including in Moffat where we hosted a packed public meeting in the Town Hall to understand more about the wide-ranging impact these closures have on people's lives.



Campaigning in Moffat against the loss of the local bank

Social Care funding cuts

We stood with and supported local campaigns across Scotland against cuts which would close vital social care and support services for older people. We advised campaigners on ways to make their case, created news stories, and engaged with politicians and decision makers. Many of these campaigns were successful, but challenges for other services continue.



Scotland Demands Better March – End Pensioner Poverty

Older people:

are more able to influence change



have improved health and wellbeing



are more included in society



face fewer inequalities

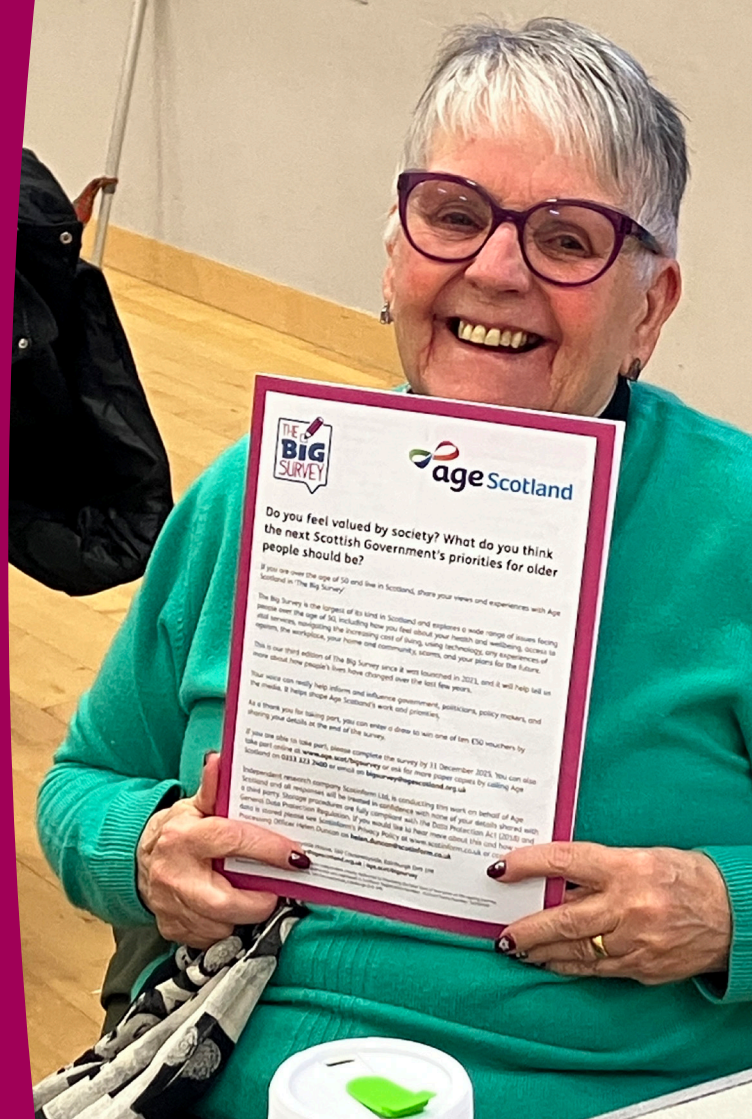


Researching the needs of older people

We work to enhance the understanding of politicians and policy makers of older people's needs, concerns, experiences and what matters most to their lives.

To gather this valuable insight, we undertook national surveys, facilitated discussions and focus groups online and in-person, as well as workshops and polling. We analysed the issues callers to our helpline and people who engage with our services raise, and scrutinised public data to identify a range of challenges affecting older people in Scotland.

In December, we launched the third edition of The Big Survey, our national research into the lives of people over the age of 50. It's the largest survey of its kind and the findings will be published in early 2026.



Housing and Energy Needs

Launched in the Spring, our national Housing and Energy Survey was the largest we have ever conducted. It explored older people's feelings about the suitability of their own home, their future housing intentions, home accessibility needs, their local community, the cost of living, using and paying for energy, and energy efficiency measures in their home.

Funded by the Scottish Government and SGN, it identified many challenges for older people including record levels of fuel poverty, one in seven are living in unsuitable homes, and the need to improve access to home adaptation services.

Women's Health

We undertook four focus groups and surveyed women over the age of 50 to support the development of the Scottish Government's next Women's Health Plan. This research highlighted their experiences of ageism in health settings, how important mental health support is and

the need to tackle its stigma, emphasis on preventative care, the need for accessible information and a greater focus on the associated challenges the menopause can bring in later life.



Understanding older people's priorities

Loneliness

We published a new report called On Every Street which highlighted the scale of loneliness affecting older people in Scotland and the impact it has on a person's health. Our winter polling showed that nearly 150,000 people over the age of 65 would eat Christmas dinner alone, and 1 in 5 felt lonelier at Christmas now they were older.

Older people:

have improved health and wellbeing



are more included in society



feel more connected



have increased independence



are more secure



face fewer inequalities



Influencing change

This has been our busiest year in terms of policy consultations and parliamentary committee sessions. We met with a wide range of ministers, MSPs and MPs, including the Cabinet Secretary for Housing, the equalities minister, public health minister, and the Scotland Office minister on issues such as energy bill support, vaccination programmes, tackling loneliness, and impact of the UK government's budget.



Kaukab Stewart, Equalities Minister at Age Scotland

We gave evidence at the Scottish Covid-19 Inquiry and spoke at a range of conferences about our insights into the issues facing older people including ageism in healthcare at the British Geriatric Society national conference in Belfast.

The Older People's Champion network of councillors which we host with SOPA grew, with 23 councils represented on the group and frequent meetings throughout the year focussed on topics such as digital exclusion, social care, Pension Credit uptake and the impact of bank branch closures.

Our 'Does Scotland Care Enough About Older People' event at the Scottish Parliament's Festival of Politics sold out of tickets and brought together a discussion panel of former Scottish cabinet minister Alex Neil, Sunday Post chief reporter Marion Scott, Jeremy Balfour MSP and our chief executive Katherine Crawford.

We produced:

35

policy consultation responses for the Scottish Parliament, Scottish Government and local authorities.

9

parliamentary debate briefings on topics such as rural healthcare, WASPI compensation, and the impact of the RTS energy meter switch off.

We gave expert evidence at:

8

committee inquiries in the Scottish Parliament on topics such as cybercrime, housing, pensioner poverty and equalities.

As the secretariat, we organised four meetings of the Scottish Parliament Cross Party Group on Older People, Age and Ageing.



Giving evidence at parliamentary committees

Older people:

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face fewer inequalities



Dementia

We support people to live well with dementia by amplifying voices, campaigning alongside people with lived experience, and funding community projects which enhance quality of life.

More than £400,000 of grant funding was distributed to 48 projects and groups across Scotland.

Membership of the Dementia Friendly Communities Network grew and we continued to support the delivery of the Scottish Government's 2-year dementia strategy delivery plan.

**“Brilliant session today!
The energy and connection
in the room was excellent”**

DFC Network attendee

We launched two new projects this year. The CONSOLIDATE network, in partnership with Heriot Watt University and the University of Strathclyde, focuses on designing technology for people living with dementia. The Scottish Ethnic Minority Dementia Project, funded by The ALLIANCE, aims to raise awareness of dementia amongst ethnic minority and marginalised communities.

Our national dementia event in Stirling was attended by over 70 individuals.



Age Scotland's Carer's Roadshow 2025

£401,167

awarded through our grants
funding programmes.

480

group and individual members
of the Dementia Friendly
Communities network.

£51,774

awarded to 21 recipients of our
'Peer to Peer' fund.

6

policy meetings with the dementia
lived experience forum.

121

people with lived experience
participated in CONSOLIDATE
project engagement sessions.

£349,393

distributed by the 'Encouraging
and Supporting Grassroots
Activity' fund, supported by the
Scottish Government.

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Helpline

Our free national helpline supports older people, their families and carers with information and advice on a range of topics affecting older age and ensures people are not missing out on the financial support they are entitled to.

There was a considerable increase in the amount of unclaimed social security support we identified for older people compared to 2024 and the average amount people received nearly doubled.



Equalities Minister, Kaukab Stewart MSP listening to a helpline call

Our 'By Your Side' service grew in 2025, supporting hundreds of vulnerable, older people in the community plus a phone and video call service offering extra help and a form filling service for social security such as the Pension Age Disability Payment. Our multi-lingual adviser offered tailored support for older people from South Asian communities in Glasgow.

Valuable partnerships with SGN, Blackrock and Rothesay supported our income maximisation and social security checks for older people to help improve their financial security and wellbeing. We also delivered targeted campaigns within areas of Scotland with high levels of deprivation and underclaiming of social security to increase awareness of Pension Credit and the support we could offer to keep them warm.

“I had been worrying for weeks, and you answered my queries and sent me booklets which just hit the nail on the head.”

The most common issues older people called us about were:

- Social Security and income maximisation
- Social care and support
- Access to healthcare
- Energy use and bills
- Housing issues

“You were absolutely fantastic. The phone was answered promptly, the adviser understood what I was asking about immediately and gave me the answers I wanted.”

32,150

calls handled.

£5,140

average financial gain from successful social security checks.

£2,643,271

in unclaimed social security identified for older people.

270

people received ‘By Your Side’ team support, completing 444 application forms.

Older people:

have improved health and wellbeing



have increased independence



are more secure



face fewer inequalities



Information publications

Our guides help older people, their families and their carers to understand their rights and navigate important and relevant topics about older age.

Our 73 free information guides cover a wide range of subjects including social security, housing, health and social care, energy, scams, equality and rights, and Power of Attorney.

We've also begun translating some of our most popular guides into Punjabi, Urdu and Cantonese, with more to follow in 2026.

We produced five new guides in 2025 covering issues such as loneliness, staying safe online, being prepared for extreme weather, and rights for unpaid carers.

Our Volunteer Reader Panel has grown, and members reviewed ten of our information guides this year, helping to improve their quality and accessibility.

“We really rely on and value your publications. They are clear, concise, no jargon, get to the heart of the issue and are very useful.”



Katherine Crawford meets with Social Security Scotland

115,996

printed guides distributed.

250,000

views of our online information pages.

60

members in our
Volunteer Reader Panel.

14,300

copies of our 2025 calendar
distributed to older people.



Kenneth Gibson MSP delivered 4,500 calendars

Top guides in 2025

- Power of Attorney
- Avoiding Scams
- Care Home Contracts
- Care Home Funding
- Worried about Trips, Slips and Falls

Older people:

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Energy and social security workshops

Hundreds of people were supported in 2025 by attending our free information and advice workshops throughout the year.

Our social security workshops cover important topics such as the financial support available to older people - including State Pension, Pension Credit, health and disability related benefits, carer benefits, and support with Council Tax and fuel bills.

“Having attended your course, I feel much more confident that I can support my older relatives to claim.”

Our energy workshops enable older people to get a better understanding of their household energy use, supporting them to stay warm, save money on their bills, access financial support and prepare for power cuts and winter storms.

This year, in partnership with SGN, we launched a new ‘Using technology to manage your household energy’ workshop which equips older people with the knowledge and confidence to use websites, apps, carbon monoxide alarms and smart meters to manage their home energy.

Our workshops are:

- Unlock your Entitlements: Benefits for people over State Pension age
- Attendance Allowance: Completing the form
- Devolved Benefits for Older People
- Benefits Chat: Online drop-in
- Energy Matters: Saving money and energy
- Safeguarding Energy: What to do in a power cut or other emergency

80

workshops delivered.

713

workshop attendees.



Age Scotland offers a wide range of information and advice about home energy use and bills.

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Friendship services

Our friendship services are vital to those we support. Callers tell us that the offer of a friendly chat and efforts to connect someone with local services and support can make a significant difference to those experiencing loneliness and isolation.

Our Friendship Line provides companionship and support to older people across Scotland experiencing chronic loneliness. Older people can call us directly for a chat as and when they need it or receive regular weekly phone calls from a member of our volunteer team.

Community Connecting works closely with older people to help reduce their isolation by connecting them with local organisations and activities that match their interests.



**“If I don’t talk to you today,
I won’t talk to anyone.”**

Alex, 72

5,702

Friendship calls.

100%

say the volunteers they speak to are friendly.

87%

said that they feel less lonely.

98%

said they were satisfied or very satisfied with the Friendship Service.

100%

said they were satisfied or very satisfied with the Community Connecting service.

“When life is hard you don’t have very much self-worth and you think and feel unworthy. This service made me feel like I matter.”

Older people:

have improved health and wellbeing



are more included in society



feel more connected



Community development

We provide tailored support to community groups across Scotland, delivering talks, offering information and advice, signposting and connecting them with Age Scotland services.



£104,728

distributed through the 'Keeping Connected' grant programme.

Our 'Keeping Connected' community grant programme was supported by Sky Cares, Omaze and Stagecoach North and awarded more than £100,000 to member groups for activities ranging from the purchase of equipment, digital inclusion, accessible transport, member outings and festive celebration lunches.

Community Development Officers had nearly 2,500 interactions with member groups and stakeholders throughout the year. They helped 67 groups with funding applications which generated £129,172 and delivered 81 talks to more than 1,000 older people.

A diverse programme of local network meetings was organised in different parts of Scotland to bring members together including 17 network meetings, seven Men's Sheds events and two health and wellbeing roadshows.

127

groups awarded grant funding.

£831

average grant per group.

‘Age Scotland has been a great help to us since we became members. They have been kind enough to do workshops for us and guide our members to have better mental health and wellbeing. We feel like a family member of Age Scotland’

Scottish Asian Ekta Group

751

members of Age Scotland.

815

older people’s groups and stakeholders engaged.

“We wanted to include everyone and didn’t want cost to be the reason not to attend as it’s an expensive time of year. The grant from Age Scotland made this possible.”

Buckie BALL Group

Older people:

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are more secure



face fewer inequalities



Veterans

We continued as lead partner of the Unforgotten Forces Consortium, coordinating 19 Armed Forces and civilian charities to deliver high-quality, joined-up support that improves the health, wellbeing, and social connection of veterans aged 60 and over across Scotland.



Unforgotten Forces Gathering, Stirling.

By combining our reach, credibility, and experience, we ensure older veterans are supported to navigate what can be a complex landscape of services through effective referrals.

We support learning and collaboration across the sector through training, events, and regular communications, helping organisations share knowledge and for veterans to access the right services.

Veterans' training participants:

“A very informative event as always. I always enjoy coming to find out more on how I can support veterans.”

“As a learning event, this is the best and most effective one I have attended.”

19

Unforgotten Forces
consortium members.

600

subscribers to the
Unforgotten Forces magazine.

1,550

veterans related information guides
distributed.

94%

of conference attendees felt that the
aims of the event had been fully met.

8,300

veterans across Scotland supported
by Unforgotten Forces.

Unforgotten Forces Gathering, Stirling:
“I thought it was an excellent
session. I will be advocating
for others to attend in future.”

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Diversity and inclusion

Our LGBTQ+ Scottish Older People's Network continued to amplify the voices and uphold the rights of LGBTQ+ people over the age of 50 across Scotland, with members attending network meetings as well as Pride events.



Supporting Pride events across Scotland

We host and support the Scottish Ethnic Minority Older People Forum, which works to influence policy change and challenges inequality and discrimination faced by ethnic minority older people.

By working in partnership with organisations such as Royal Botanical Gardens of Edinburgh, Open University, Sky Cares, Sport Scotland, and Scotland's Railway we raised awareness of our work and helped them further develop their services to meet the needs of older people from ethnic minority and the LGBTQ+ communities.

Our diversity and inclusion training sessions for Age Scotland staff increases understanding of equality legislation and unconscious bias.

We organised sessions for older people with South Asian and African heritage to engage with our dementia programme which seeks the input and experiences of marginalised communities.

We organised:

6

Scottish Ethnic Minority
Older People Forum meetings.

4

LGBTQ+ Scottish Older People's
Network meetings.

6

policy consultation events.

6

Diversity and Inclusion training sessions
delivered to Age Scotland staff.

11

Pride events across Scotland
including Arran, Stirling, Oban and
Trans Pride in Kirkcaldy.

**"I felt invisible but
Age Scotland has given
me a voice."**

Older people:

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Awards

Our 2025 award winners were presented with their trophies at a ceremony in Perth.

We received 84 nominations across our 8 award categories this year and issued 17 highly commended certificates.

This year also saw the introduction of two brand new award categories - Fundraiser of the Year and Community Champion, with the latter inviting public nominations from across the country.



Nicola Whyte, Fundraiser of the Year

Our congratulations go out to the very worthy winners. We are very grateful for the work they do to improve the lives of older people in their community.

The 2025 Age Scotland Awards:

- **Member Group of the Year** – Urram
- **Volunteer of the Year** – Brian Monnier, Dumfries & Galloway Hard of Hearing Group
- **Campaigning and influencing** – Lochaber Action for Moss Park
- **Best Working Partnership** – Oakwood Primary School and The Daffodil Club
- **Inspiration Award** – HMP Shotts senior group
- **Services to Older People** – Boleskine Community Care
- **Fundraiser of the Year** – Nicola Whyte
- **Community Champion** – Bridget Donnelly



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Age-Inclusive workplaces

We have continued to deliver comprehensive workplaces training through our Age Inclusive Matrix HR consultancy programme which has impacted nearly 9,000 employees since it began.

We launched a pilot programme to offer greater cost effectiveness and flexibility to our customers while delivering a range of products.

Working with Scottish Water we developed a new 'Train the Trainer' workshop which equipped their facilitators to roll out training about supporting vulnerable customers to their staff.

“This course left me feeling positive about retirement.”

Planning for Your Future attendee.

951

employees engaged with our Age Inclusive Workplaces activity.

75

workplace learning sessions delivered

Our courses include:

- Planning for Your Future
- Menopause at Work
- Unconscious Bias
- Age Inclusion
- Dementia Awareness
- Health and Wellbeing, delivered in partnership with Sleep Action



“This was very insightful and thought - provoking. It made me aware of my own unconscious bias.”

“I had very little knowledge and experience of menopause. The session was very comprehensive and increased my understanding.”

Older people:

have improved health and wellbeing



are more included in society



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Dementia training

We support individuals, communities and workplaces to gain a greater understanding of dementia through a wide range of workshops delivered in person and online.

Many of our workshops have been updated to meet the needs of unpaid carers and a 'New to caring for someone living with dementia' session has been created.

Our 'Unpaid Carers Roadshow' in Edinburgh, funded by the National Lottery, was attended by more than 60 people, and gave unpaid carers access to information and support from 16 local and national organisations.

We have also been engaging with groups from ethnic minority communities, and our Dementia Awareness training information is now available in Punjabi, Hindi, Urdu and Bengali.

Our broad range of workshops include:

- Dementia Awareness
- Dementia Inclusion and Carers Rights
- Dementia in the Workplace
- Dementia Friendly Communities

“We were immediately sent follow up materials, so momentum turned into action.”

Mood and Wellbeing workshop participant



Our Dementia team at Carers Roadshow

188

workshops delivered.

566

unpaid carers engaged.

71

groups and organisations attended workshops.

9

ethnic minority groups participated in workshops.

1,805

workshop participants.

“There is help out there, you’re not alone. It’s quite reassuring that others are experiencing the same.”

Unpaid carer, Dementia and Communication participant.

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Health and wellbeing

We promote healthy ageing and work to support older people to age well with free activities, resources, partnerships and campaigns.

Working with The Open University, we launched 'Take Five to Age Well', a pack that community groups use to explore healthy ageing topics.

We continued our training programme to build the capacity of staff and volunteers in community groups and services across Scotland to support older people's healthy ageing.

Over the autumn we held healthy ageing roadshows in the Highlands, Argyll and Bute, and Dumfries and Galloway.



'Supporting Older People to Age Well' workshop

“One lady (in our group) was prompted to put small glasses of water out as hydration reminders, for example by her kettle, and noticed this made a difference. It’s all about little steps.”

Staff member using Take Five to Age Well groups pack

1,357

older people took part in our strength and balance games tasters and ageing well sessions.

108

paid staff and volunteers participated in our Supporting Older People to Age Well training.

201

paid staff and volunteers trained and equipped to use our fun active game resources.

20

members of advisory panel of academic, support provider and lived experience experts.

800

subscribers to our monthly Wellbeing in Later Life email bulletin.

“It’s been excellent – I’m feeling more informed and more confident to try new things from today.”

‘Supporting Older People to Age Well’ participant

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Volunteers

Volunteers have a very important role at Age Scotland and are vital to the delivery of many services we offer older people.

From providing direct support to older people through our friendship services and sharing their specialist expertise in different teams, to helping with fundraising, events and operational activities, their contribution strengthens our charity.

We are incredibly grateful for the generous support we receive and dedication from individuals and corporate partners who offer their valuable time and skills so we can reach, respond to and support more older people in a meaningful way.

Our corporate partners including SGN, Sky Cares, Scottish Water, BNP Paribas, Lothian and Scotland's Railway go to great lengths to create opportunities for their staff to volunteer and grow the impact of our work.

Volunteers supported us by

- Making calls on our Friendship Line
- Linking older people with local services through Community Connecting
- Facilitating workshops and supporting administration
- Raising funds and organising events
- Supporting our helpline, information and advice service
- Engaging in micro volunteering opportunities



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Working at Age Scotland

Working in partnership with Great Place to Work, we designed and delivered our annual staff engagement survey, giving us rich insights into how colleagues experience working at Age Scotland.

Colleagues were asked for their views and experiences of nine areas including:

- Plan and values
- Enabling contribution
- Communication
- Leadership
- Employee voice
- Reward
- Health and wellbeing
- Inclusion
- Engagement

At our Staff Conference in November, colleagues came together as a team to share insights, experiences and ideas to support us to deliver our new strategy. It was a great opportunity to work together and engage with colleagues from all areas of the charity.

“My experience of Age Scotland will live long with me. In organisations I’ve worked in ‘culture’ and ‘values’ are simply buzz words long forgotten after induction. The unity and strength of Age Scotland comes from everyone living our values and seeing them mirrored in their colleagues every day, and from a culture that is fostered by everyone of us, from the Chief Executive, SMT, colleagues and amazing volunteers who give their time to support the great work we do.”

Employee feedback during exit interview.

89%

of colleagues believe Age Scotland is a great place to work.

93%

of colleagues feel a strong alignment with the charity's purpose and values and feel proud of what Age Scotland achieves.

84%

score for inclusion with a high sense of belonging and respect.

92%

of Age Scotland staff feel highly engaged, have a strong sense of pride, motivation, and commitment.



Media impact

We worked on a wide range of stories and issues affecting older people in the media, amplifying their voices and the challenges they face throughout the year.

We regularly participated in programmes on BBC Radio Scotland, Reporting Scotland and STV news and achieved frequent local and national coverage in print, radio and digital media.



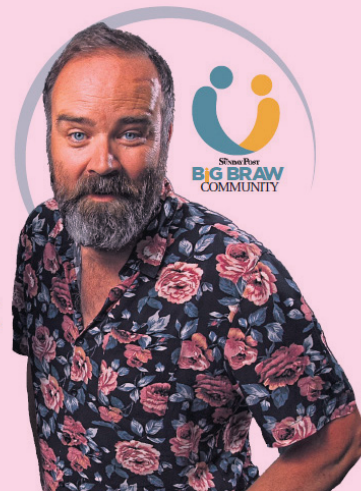
Speaking up for older people in the media

Our partnership campaign with The Sunday Post continued, raising awareness of the issue of loneliness and the importance of a national effort to tackle it through regular features.

We issued proactive and reactive comments and press releases on issues affecting the older population and championed the positive impact of our member groups on the communities they serve.

Actor saw first hand the impact of isolation on elderly as he was researching for much-loved show

They're still game! Time loneliness in elderly was treated as a public health emergency, says star of hit TV comedy



Key highlights in our media activity were:

- Ongoing coverage surrounding the Winter Fuel Payment and Pension Age Winter Heating Payment, including a campaign raising awareness of a surge in related scams.
- Encouraging community support for older people during periods of extreme weather.
- The search for our first Community Champion and celebrating the success of our 2025 award winners.
- Changes to vaccine eligibility for older people.
- The stark impact of loneliness and isolation, including the publication of a new report during Loneliness Awareness Week in June and our Christmas campaign.
- The ongoing pressures facing health and social care, including care home availability, delayed discharge and social care waiting times.

“Age Scotland is a hugely respected charity and voice in the media. We’re delighted to have such an incredible partner on ‘Oor Big Braw Community’ campaign to tackle loneliness. I know that when I get in touch about a story their experts and spokespeople always have relevant insights and powerful commentary about the lives of older people.”

Marion Scott, chief reporter at The Sunday Post.

Older people:

are more
able to
influence
change



are more
included in
society



face fewer
inequalities



Raising funds

Our work would simply not be possible without the generosity of our supporters. Donations of any size are vital in supporting Age Scotland and the individuals and groups we serve.



Raising awareness and funds in Haymarket Station

Gifts in Wills continued to make the most significant contribution to our fundraising income and the services we provide. We are deeply grateful to those who chose to leave a lasting legacy in this way.

We are also incredibly thankful to everyone who supported us in other ways throughout the year - whether by taking part in activities such as abseiling or firewalking, making a one-off donation, or providing regular support.

Our brave fundraisers showed courage and dedication through participating in events ranging from the Edinburgh Marathon Festival to abseiling the Kelpies and walking across burning coals in our first-ever Age Scotland Firewalk.

“I’m running to raise money for Age Scotland, an incredible charity. Having relatives in nursing homes has given me a deep appreciation for the challenges involved in providing care.”

Chris, community fundraiser



The Kelpies Experience

And we continued to receive generous support from the public through our 'On Every Street. Behind Every Door' campaign in the summer and our Christmas appeal. These campaigns raised essential funds and helped to increase awareness of impact loneliness has on older people.

“I was really moved by the recent campaign talking about the loneliness of ageing and the importance of friendship calls. I hope my monthly contribution helps Age Scotland keep doing the amazing work they do.”

Linda, Age Scotland donor

Partnerships

Our partnerships continued to develop and strengthen this year, creating incredible opportunities to raise vital funds, increase awareness, and reach more older people who need our support.

Work with our partners at Scotland's Railway saw further visibility in stations, on trains, and on national television.



Taking on the cycling challenge with Scotland's Railway

Generous staff from partners supported our fundraising throughout the year in variety of events, including a cyclothon and the Kelpies abseil.

Our new partnership as Lothian's charity of choice was launched and features a specially designed, Age Scotland branded double-decker bus.

The National Lottery Community Fund continued to support our work with unpaid carers and the final year of our partnership with the King Charles III Charitable Fund allowed us to deliver more advice via our helpline.

Our valued partners SGN and Scottish Water helped us ensure older people stayed warm, well and hydrated at home.

Sky provided essential support in the community and BNP Paribas helped us support even more older people through our friendship services.

We ended the year with The Big Gift Appeal – delivering over 2,500 Christmas gifts generously donated by our partners, including Dunelm, bringing joy to many older people across Scotland.



Launching our new partnership with Lothian

“Lothian is proud to be part of the communities we serve, and we’ve worked with Age Scotland to raise awareness of the support they can offer – helping to tackle loneliness, support inclusion, and deliver better lives for older people across our operating area.”

Gaynor Marshall, Communications Director for Lothian

“We are incredibly proud of everything we have achieved in partnership with Age Scotland over the past year. Thanks to the generosity of our customers and the dedication of our staff, we have been able to help make a difference to the lives of older people across Scotland.”

David Ross, ScotRail Chief Operating Officer

Our trustees

We are very lucky to be able to draw on the advice and expertise of a talented group of charity trustees and independent members.

Along with our charity Board, we are also supported by our Audit and Risk Committee, Income Generation Committee, People and Culture Committee, Voice and Engagement Committee and the Age Scotland Trading & Enterprises Board.

We are grateful to them for their commitment to the charity and older people across Scotland.

Our charity Board:

- **Stuart Purdy** - Chair
- **Martin Ambrose** - Chair of Audit and Risk Committee
- **Naseem Anwar**
- **Allan Johnstone**
- **Glen Johnstone**
- **Elaine Maddison**
- **Penelope Blackwell**
- **Alan Gardiner**
- **Gavin Macgregor** - Senior Independent Director and Chair of People and Culture Committee
- **Helen Waddell**
- **Sarah Secombes** - Chair of Income Generation Committee
- **Carolyn Hair**

A portrait of Stuart Purdy, a middle-aged man with grey hair, a mustache, and black-rimmed glasses. He is smiling and wearing a dark blue sweater over a white collared shirt. He is seated in a grey upholstered chair. The background features a decorative wall with yellow and orange starburst patterns.

**Stuart Purdy,
Age Scotland Chair**

How to get involved and support Age Scotland



Make a donation

No matter how small or large, all donations help us deliver our services. You can call us or donate via our website at www.age.scot/donate



Fundraise

Help raise vital funds to support our work. Participants can take part in all kinds of challenges such as knitting small hats for the Big Knit, running a marathon, the Kiltwalk and much more. www.age.scot/fundraise



Leave a gift in your Will

Gifts in Wills provide vital income to support our work. We can also help you write a Will for free. www.age.scot/legacy



Volunteer

From volunteering on our friendship line to supporting our fundraising activities, there are lots of ways to get involved.

Visit www.age.scot/volunteer



Sign up to our newsletter

Our regular newsletters by email contain details of our campaigns, services and how you can support our work. Sign up today at www.age.scot/roundup



Connect with us on social media

Our social media channels are a great way to keep up to date with our work and issues that affect older people.





A major milestone this year was the launch of the Age Scotland Weekly Lottery – a new and exciting way to support our work while having the chance to win fantastic prizes of up to £25,000.

Every ticket sold helps sustain and grow the network of over 500 community groups providing friendship, activities and opportunities for social connection across the country.

Contact us



Call us:

Helpline and Friendship line: **0800 12 44 222**

Age Scotland Office: **0330 323 2400**



Visit our website: **www.agescotland.org.uk**

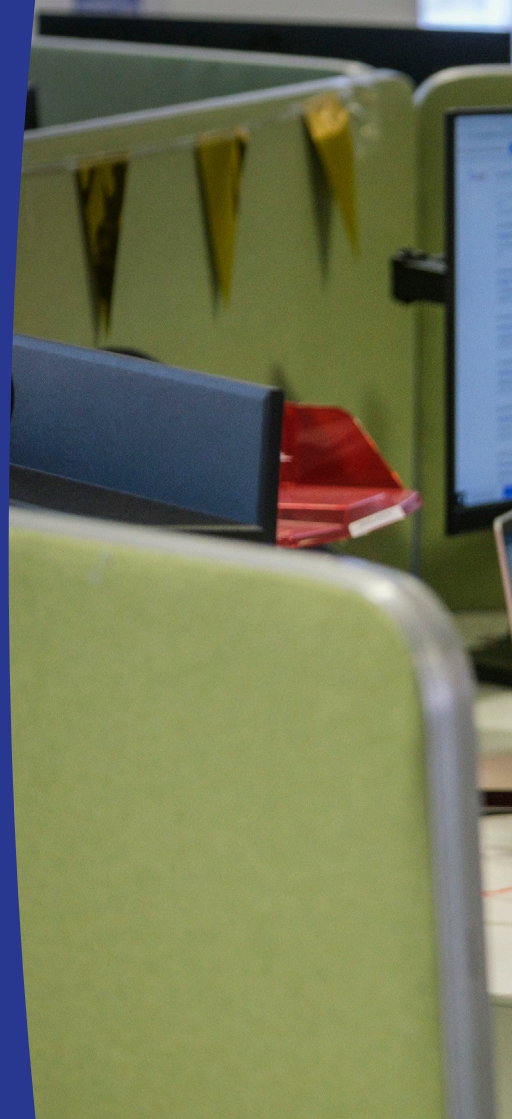


Email us: **info@agescotland.org.uk**



Write to us:

Age Scotland, Causewayside House,
160 Causewayside, Edinburgh EH9 1PR





We are the Scottish charity for older people

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