

Age NI

Age NI is the leading charity for older people in Northern Ireland. Its vision is of a world where everyone can love later life. To achieve this Age NI are committed to removing barriers to the development of a positive ageing model and to targeting issues related to poverty, poor health, inequality, poor access to care services, and problems stemming from social isolation. Over the past five years, Age NI has engaged with more than 519,000 older people, answered 58,062 calls through its Advice Service and identified more than £4.8m in benefit entitlement for older people. It continually lobbies on behalf of older people and supports the development of age-sector groups across NI.



Impacts and Successes

Since 2006, the **Changing Age Partnership (CAP)** has emerged as a strong, informed voice to challenge attitudes and approaches to ageing across NI

CAP has also campaigned strongly for a Bill of Rights and supported various programmes that have included **Can't Heat or Eat, High 5** and **Free Transport for 60-64**

The advocacy efforts of Age NI were distilled in the **We Agree Campaign**. This helped influence the development of the **Commissioner for Older People Act** in NI

Projects such as **Age Awareness Week** have help challenge negative stereotypes of ageing and provide **focal points** for the public to engage with the issue of ageing.

Sustainable Practices

Beyond securing alternative investment Age NI has sought to develop an effective and sustainable organisation so that it continues to improve the lives of older people across Northern Ireland in the future. This has involved:

- Building income diversity and exploring potential alternative revenue sources
- A recently published strategic plan that has focused on the use of 'outcomes'
- Communicating success by expanding Age NI's digital platform and media services
- Promoting strong leadership across all levels of the organisation from board level to grassroots volunteers
- Developing working partnerships with other organisations that share similar goals and values

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