

GLASGOW'S
GOLDEN
GENERATION



ANNUAL REVIEW

2020



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MESSAGE FROM THE CHAIRMAN



A very warm welcome to the 72nd Annual Review for Glasgow's Golden Generation (GGG). For those new to the work of GGG, our charity continues to provide vital support services to thousands of older adults throughout Glasgow in a bid to combat loneliness and isolation. Day Care Centres, Weekly Clubs, Welfare and Befriending Services remain at the heart of the service provision with significant increases in demand for all services.

Reduced funding across the Third Sector remains a huge challenge for all charities, as does the demand on the public to support. During the financial year of 2019/20 we used reserves to implement a planned restructure. This included funding temporary office accommodation, while office space was developed within our David Cargill Centre in the south of the city. We are now on a strong footing to meet the challenges we know lie ahead. Glasgow's Golden Generation will move forward cautiously into the new financial year with uncertain political and economic landscapes globally, largely due to the Covid-19 pandemic.

Sustainability of existing services, and an introduction of new services to combat the effects of the Covid-19 virus pandemic will be prioritised as we anticipate huge demand to support older adults in the communities of Glasgow.

2020/21 will see further growth of GGG's service provision including innovative technological advancement and the distribution of tablet computers to older adults across the city. A GGG App has been created and partnerships with associated organisations have been formed as we strive to introduce technology to many older adults across Glasgow.

Thousands of essential food parcels are predicted to be delivered and we anticipate as many as 10,000 calls will be made to those requiring befriending services before the end of 2020.

Vital funding has been secured throughout 2019/20 and we offer our thanks to all our donors, individuals, trusts, and grant making bodies for their contributions. Without you, we simply could not deliver our vast range of services and help so many within our community.

MESSAGE FROM THE CHAIRMAN



At this point, I would like you to join me in a very heartfelt thanks to Morag McIntosh for the restructuring and drive given by her to bring this charity forward. Morag has galvanised enthusiasm and interest in the charity by all who work in it, and it is without doubt due to her that we have a more coherent form of discipline and management in GGG.

I am very glad to say that we are not losing Morag from the charity – she has only retired from the day-to-day running of the team. Morag has agreed, in due course, to join the Board in a full advisory position, as she has a lifetime of experience which we do not want to lose. To you Morag, can I say on behalf of everyone, our very warm thanks for all you have done for this charity.

On Morag's advice, we found a very worthy replacement, Richard Donald. Richard joined us over a year ago and has been Morag's deputy and has now agreed to take up full time the position of CEO, which he did in July 2020.

Richard's experience in the charity field is extensive, as well as management roles in the hospitality industry, and it was with his reputation and track record that we encouraged him to join us – and I must say that he has thrown his full energy into continuing our growth and stability. Richard, we all wish you success for the future.

Another person I would like to acknowledge is Fiona Walker, who has taken on the herculean task of turning around our financial management on the day-to-day basis, along with the HR responsibilities that seemed to have landed at her feet, but I am equally confident that with her extensive abilities, the challenges in front will be easily handled. Again, Fiona, I wish you continued success.

I'd like to thank the dedicated GGG team, volunteers and the Board of Trustees at Glasgow's Golden Generation. They must be commended for their hard work during the year.

Every year remains challenging for GGG as a charity and for the needs of so many older adults in Glasgow. However, with your support we can remain a lifeline for so many in our community.

Thank you.

A handwritten signature in black ink that reads "Michael Riddell". The signature is fluid and cursive, with a large initial 'M'.

Chairman of the Board
Glasgow's Golden Generation

MESSAGE FROM THE CEO



Over the past year, I have been proud to play a part in the success of Glasgow's Golden Generation and to see the charity evolve and grow. I would like to express my sincere thanks to our former CEO, Morag McIntosh, for her dedication towards our charity and her hard work to breathe new life into its work over the past three years. I will strive to continue the great work of my predecessors, including Sheena Glass, MBE who is still sorely missed by so many within the community of Glasgow's Golden Generation.

Throughout 2019/20, GGG has continued to grow the service provision; this has only been possible thanks to our committed donors and funders. Significant funding was secured to allow us to continue our core services and we are very grateful to: Glasgow City Council, NHS, Impact Funding Partners, SCVO, The Robertson Trust, The National Lottery Community Fund, Life Changes Trust and The Bank of Scotland Foundation.

Significant improvements have been made to our Day Care Centres and a revised transport strategy enables higher numbers to attend. In addition, with the support of our Dementia Development Manager, we have adapted services to help many older adults affected by dementia who use a range of our services.

The Welfare and Benefits team continue to work at capacity and I am proud to report that over £3.5 million was generated for over 900 people during the financial year.

Our Befriending Service continues to be a crucial service in the community, and we are thrilled to have grown volunteer numbers to assist our staff with the high demand.

March 2020 saw the beginning of the Covid-19 crisis which remains a huge concern for the charity. The wellbeing of our service users is central to our work as we adapt services to put support in place. The service provision has changed with delivery of essential food items to homes, weekly newsletters, the distribution of tablet technology and a robust strategy being introduced to ensure that thousands of older adults have regular contact and support.

No-one should ever feel isolated or alone and particularly not in the year 2020. Glasgow's Golden Generation will be there every step of the way to support older adults who can benefit from our range of services. Please get in touch if you or someone in your family or a friend that needs support.

I would like to thank our voluntary Board of Trustees for all of their fantastic support and also our staff and volunteers for their exceptional work and dedication.

We look forward to 2020/21 with great positivity and hope for the further development of Glasgow's Golden Generation.

Richard Donald

Chief Executive Officer,
Glasgow's Golden Generation



ABOUT US



Glasgow's Golden Generation is Glasgow's leading charity for older adults and was initially established in 1948 as the Glasgow Old People's Welfare Committee.

Back then, it was recognised that there was a need to tackle loneliness which impacted the lives of many older adults. To the present day, this remains central to the charity's work.

In 2017, the charity changed its name to Glasgow's Golden Generation to celebrate 70 years of serving older adults in the Glasgow area.

Much has changed over the years, but the support that the charity is offering to older adults is better than ever.

OUR SERVICES

The charity runs **three Day Care Centres**, which focus on reducing loneliness and social isolation through activities during the week.

GGG also provides a **Befriending Service** where staff and volunteers visit older adults in their homes, aiming to keep their clients more active and involved in their communities.

GGG offers **professional benefits advice**; the skilled team of Welfare Officers can guide older adults through the complicated benefits system and help them apply for a range of benefits and entitlements.

Over 25 **social clubs** are supported throughout Glasgow, providing a chance for the older adults to meet up regularly with peers.

SUPPORT US



The charity is only able to continue its work in the communities of Glasgow thanks to the generosity of its supporters.

There are many different ways of supporting Glasgow's Golden Generation. You can make a one-off or regular donation, ask your workplace to sponsor GGG, sponsor a friend with one of our fundraising events or leaving us a gift in your will.

The charity also runs 2 charity shops in Glasgow's West End and Southside which support the charity's work throughout Glasgow.



FINANCE



2019/20 was a year of change for the charity as plans were made for the future.

GGG continued the drive to diversify income sources as statutory funding is set to reduce further from next year. Throughout the year, statutory funding made up 44.4% of the total income received by the charity but looks set to reduce further to 25% in 2020/21. Trusts and Foundations accounted for 30.8% of income and details of major supporters can be found on page 17.

Earned income was down on previous years, at 17.9% of total income, due to the impact of Covid-19. From early March 2020, the centres and other services had to close to the public which had an impact on our final position. Finally, fundraising activities made up 6.9% of remaining income.

Total expenditure outstripped income because reserves were used to implement a planned restructure. This included funding temporary office accommodation whilst an office space was developed within the David Cargill Centre in the southside of the city. The Headquarters have now made this move to the centre.

The three day centres accounted for 51.3% of total expenditure during the year. The remaining expenditure was for core activities (18.7%), Clubs & Befriending (9.9%), Welfare (10.3%), Transport (6.8%) and the Dementia service (3%).

Due to the impact of the pandemic the external audit had to be delayed, but it is now underway and signed accounts will be available in December 2020.

The year ahead will be an extremely challenging one. Covid-19 has put immense pressures on the charity sector to do so much more with less. GGG is responding well by adapting its services to meet the enhanced needs of older adults and is working with a number of new, and existing, partners and supporters to make this happen.

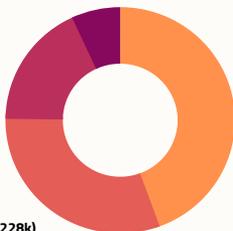


INCOME

£741,000

Fundraising (£51k)
6.9%

Earned Income (£133k)
17.9%



Statutory Funding: (£329k)
44.4%

Trusts and Foundations (£228k)
30.8%

EXPENDITURE

£960,000

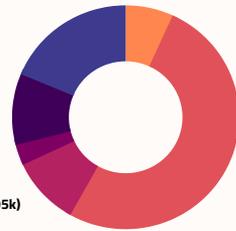
Core Activities (£180k)
18.7%

Transport (£65k)
6.8%

Welfare Service (£99k)
10.3%

Dementia Service (£29k)
3%

Befriending/Clubs (£95k)
9.9%



Day Centres (£492k)
51.3%

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*all we ask is that you consider a donation for Glasgow's Golden Generation

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DAY CENTRES



There are three Day Care Centres within Glasgow all of which focus on reducing loneliness and social isolation among older adults. GGG has the David Cargill Centre in the Southside of the city, the Fred Paton Centre covering the North/West of Glasgow and the Mattie Carwood Centre in the East End.

Over the past year, service users from each day centre have enjoyed a range of activities and outings. This includes a dementia friendly trip to Silverburn, visits from therapy ponies and special events throughout the year.

GLASGOW SOUTH

DAVID CARGILL CENTRE



GLASGOW NORTH AND WEST

FRED PATON CENTRE



The minibus picks up from each members door and then returns them home at the end of the day. Older adults at each centre receives breakfast, a 3-course lunch followed by afternoon tea, coffee and biscuits.

Each centre has its own programme of activities including: art classes, armchair exercises, bingo, carpet bowls, gardening, music therapy, reminiscence activities and more.

DAY CENTRES



GLASGOW EAST

MATTIE CARWOOD CENTRE



GGG looks forward to opening its doors once more following the Covid-19 crisis and again providing more social opportunities, meaningful activities and a nutritious meals for older people in the community.

Until that time comes, the charity will aim to continue to do everything it can to support older adults, prevent loneliness and isolation, and provide care in the autumn years.



DEMENTIA SERVICES

Funded by the Life Changes Trust for one year, GGG's Dementia Friendly Community project involved making sure the charity's services met the needs of people living with dementia and their carers. A key element of this project has been intergenerational work with local nurseries and businesses. GGG is proud to call itself a Dementia Friendly Community and will continue to support older adults with dementia through all its services.



FUNDRAISING



LADIES AFTERNOON TEA

The glitzy November event was attended by over 200 ladies at the Marriott Hotel in Glasgow and was hosted by Michelle McManus. The afternoon was a huge success and raised £10,000 through ticket sales, a live auction and raffle. A huge thanks to our Principal Sponsors, David Urquhart Travel and Room Design Sponsors at Make Believe Events, along with James Smith as co-host, and of course the wonderful room full of ladies!



CO-OP LOCAL COMMUNITY FUND

Thank you to the Co-op Local Community Fund for the wonderful donation of £1471.51. This was raised via the support of staff and customers at the Co-op, Charing Cross. Pictured left are: Paul Hedley, Store Manager and Richard Donald, Glasgow's Golden Generation.

THINK DEMENTIA CAMPAIGN

Glasgow's Golden Generation was proud to announce an innovative partnership with Newsquest Media Group – publishers of The Herald and Evening Times – as part of the 'Think Dementia' campaign for 2019/20. Newsquest Media Group also donated £1082 from The Times Past Calendar Fund. Pictured are: Richard Donald, Caroline Wilson and Henry Ainslie.



FUNDRAISING



WILLIAMWOOD HIGH SCHOOL

Many thanks to the fantastic 2nd year pupils from Williamwood High School, Clarkston, Glasgow (pictured right). The pupils were awarded £3000 via the Youth Philanthropy Initiative in aid of Glasgow's Golden Generation. The group presented a project to the YPI panel based on the services of GGG having attended and volunteered for a day at the Fred Paton Centre.



THE ORDER OF ST JOHN

Glasgow's Golden Generation were delighted to accept a cheque from The Order of St John for £3000 which was presented to Welfare Team Manager, Lynn Campbell, GGG celebrity supporter Michelle McManus, Chairman of the Board, Mike Riddell and former CEO Morag McIntosh at the opening of the Shawlands Charity Shop.

ZIPLIDE ACROSS THE CLYDE

A massive thanks to the wonderful zip-sliders who braved the challenge in June. Pictured are Nicola Bell and Leanne Holt (left) who raised £700 between them! Unfortunately, due to government guidelines and Covid-19 restrictions, the 2020 event has been postponed until March 2021.



FORTHCOMING EVENTS

LADIES AFTERNOON TEA - MARCH 7TH 2021

ZIPLIDE ACROSS THE CLYDE - MARCH 2021

GLASGOW KILT WALK - APRIL 2021

SKYDIVES FROM MARCH 2021



CLUBS



In 2019/20, GGG had over 700 weekly club members meeting with other older adults to make new friends and socialise. These clubs offer members a support network which helps to increase their resilience.

The clubs themselves are run by older adults for older adults; GGG's role is to offer support, guidance, and new opportunities. This year a range of new activities were available for the club members – one of the most popular being Belly Dancing (below). This informal class was full of fun and laughter with many members trying it for the first time!

Over the course of the year the GGG Clubs Team produced surveys, activity lists, job list tool kits and other resources to support conveners in running their clubs.



At the end of 2019, the annual Christmas party took place and club members from all over the city got together for some festive fun.

The event was again compered by Edward Reid (above) – a favourite of many club members – and held at the Marriott Hotel in the city centre.

In mid-March all clubs activity had to be paused due to Covid-19, however throughout lockdown members pulled together and formed support networks for each other.

It is hoped that the clubs will be able to begin meeting again in Autumn 2020, with ongoing support being available from the charity.

BEFRIENDING



Over the past year GGG's Befriending Service has grown thanks to the hard work of the charity's team of staff and volunteers.

The service aims to support older adults over the age of 55 to reduce loneliness and isolation and is available across the city. Due to the success of the service, there is currently a waiting list with the most vulnerable older adults being prioritised.

The Befriending Service has a pool of 31 trained Befrienders who visit older adults in their homes, if the client is housebound, or in the community to help encourage social interaction and integration.

Often meeting in the community can be a helpful first step for an older adult who has been ill for a period of time or in hospital.

Meeting outside their home, but somewhere they feel comfortable, can help to build confidence and resilience.

In late March 2020, all home visits had to be paused due to Covid-19.

However, all clients received telephone befriending sessions and video befriending has been introduced. It is hoped that face-to-face befriending will resume in Autumn 2020.



31
BEFRIENDERS

73
BEFRIENDEES

1000
VISITS

1000
WELLBEING
CALLS

WELFARE ADVICE



2019/2020 IN NUMBERS

NUMBER OF
CLIENTS SEEN

946

APPLICATION
SUCCESS RATE

95%

AVERAGE
ANNUAL AWARD

£4636

GGG's Welfare Team take referrals from a range of external services including: The Home Falls Prevention Team (NHS), Independent Age, Scottish Power Energy Networks, Housing Associations, British Red Cross, and of course GGG's other services.

The benefits system in Scotland is changing, over the next 6 to 12 months the names of benefits will be changing and these will be paid by the newly formed Social Security Scotland. Anyone currently in receipt of benefits will be informed of this change by the Department of Work and Pensions in due course.

Currently there are several non-means tested benefits available including Attendance Allowance and Personal Independence Payment. This means that clients don't need to be on low incomes to receive these payments.

These non-means tested benefits often trigger other allowances such as Pension Credit, Council Tax Rebate, and Housing Benefit and can be the pathway to other financial support. The team carry out benefits checks over the phone and then visit in person to assist with filling out the forms.

A simple phone call to one of GGG's Welfare Officers can be lifechanging and ensures older adults have the money they need to live well.



Professional approach,
clear and
straightforward

Very informative,
I didn't know about
any of these benefits

COVID-19 EMERGENCY RESPONSE



Due to the Covid-19 crisis which started in March 2020, GGG had to tailor its services to better meet the needs of older adults now social distancing is in place.

This has presented a unique challenge for the charity as the organisation has always been incredibly hands on. However, in response to the current climate, the charity is reaching day centre service users and other clients, in addition to a whole new audience of older adults, through a food distribution service.

The Befriending and Welfare Services have been operating over the phone. The weekly clubs are being supported remotely as well, with members contacting each other to stay in touch.

Pictured below is Nancy Sidwell, one of the older adults who has received support from the charity over the past few months.



TABLET PROJECT



The Tablet Project was set up in June and aims to help the most vulnerable older adults in Glasgow combat loneliness and restore access to our services. Covid-19 restrictions impacted access to day-care centres and will continue to do so until restrictions are fully lifted.

GGG has developed its own App to act as a portal and easy way of accessing content such as Bingo, games, armchair exercises, weekly activity newsletter, music and many more activities.

Following extremely positive feedback, rollout has commenced during August with a plan to reach at least 50 people by the beginning of October and more planned over the rest of 2020.





CHARITY SHOPS

The charity shop at 185 Dumbarton Road in Partick continues to do well thanks to staff and wonderful volunteers. The quality and quantity of donations is fantastic, keeping drivers busy 3 days a week with a delivery and pick up service.

Partick is such a vibrant shopping area and the locals and visitors are always welcome to hunt for that bargain buy. You will find an amazing array of clothes, shoes, furniture, electrics and more. Due to this success and forward thinking of the Trustees and Board of Glasgow's Golden Generation, a second shop has been opened at 50 Kilmarnock Road, Shawlands (pictures below).

The people of the Southside can now enjoy the same quality of service and selection of goods to browse through. Delivery and pick up service also available from the Shawlands shop. Please call our Partick shop on **0141 237 1588** or Shawlands shop on: **0141 632 8127** to arrange a free collection, your donations will help GGG to raise funds to provide support to the older adults across Glasgow.

VOLUNTEERING



Pictured: SP Energy Networks volunteers throughout Covid-19



Glasgow's Golden Generation has a team of dedicated volunteers who enable the charity to provide and grow vital services. GGG would like to thank all of its volunteers for their hard work over the past year; without their support many of the charity's services could not exist. There are many volunteering opportunities available within the charity including fundraising, befriending, shop assistant and day centre support volunteer roles.

THANK YOU



The work of Glasgow's Golden Generation in the community wouldn't be possible without your support.

Within the year 2019/20, GGG would like to sincerely thank all:

TRUSTS AND FOUNDATIONS

CORPORATE SUPPORTERS

PARTNERS

DONORS

SPONSORS

LEGACY AND WILL DONORS

GIFT IN KIND DONORS

VOLUNTEERS





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