

Structure of Help The Aged

Policy Research and International

The Policy, Research and International division helps people to understand the social and economic impact of ageing by monitoring developments in social policy that affect older people. The department commissions research and campaigns and lobbies both the UK government and international bodies for change. Its pioneering studies provide practical solutions as well as giving real insight.

Communications and Marketing

The Communications and Marketing division works to maximise awareness of the work that Help the Aged carries out – and to increase understanding of why our role is so vital. Through our website, publications and media exposure, we reach a wide range of audiences and highlight the significant role that the Charity plays in working with and for older people.

Human Resources

The Human Resources division at Help the Aged works with line managers to recruit, train, develop and reward its staff, on the basis that the more effectively people can do their jobs, the greater the benefit to the Charity and ultimately to older people.

Fundraising and Marketing

The Fundraising and Marketing division is dedicated to raising funds to support charitywide services and initiatives. Funds are attracted from a range of sources including lottery grants, trusts, legacies and corporate partnerships. In addition, the division offers a range of paid for services such as home and travel insurance, which are specifically tailored to the needs of older people. It also offers a wills advisory service.

Community Services

Community Services carries out charitable work in the community. We aim to improve the lives of older people and do this by providing direct services such as Seniorline – our telephone advice service, home safety and gardening programmes, information leaflets, business support and grants to other voluntary organisations. In addition, the department works at a local level to influence the political and policy agenda for the benefit of older people.

Finance

The Finance division supports and enhances operational division making and the strategic direction of the Charity through the provision of a network of finance, I.T, legal and support services to staff.

Fighting to free disadvantaged older people in the UK and overseas from poverty, isolation and neglect

Retail

The Retail division is the face of Help the Aged on the High Street, with the core aims of fundraising, providing information and recycling. Help the Aged retail shops across the UK, raise essential money for the Charity's operations, selling over 1.4 million items of donated merchandise per year. Our shops also provide information and encourage community involvement through a range of events and activities.