



Annual Report and Financial Statements 2015

**Annual Report of the Directors/Trustees
and financial statements for the year
ending 31 March 2015**



Action on Elder Abuse
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Charity No: 1140543
Company No: 07290092

ACTION ON ELDER ABUSE

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Chief Executive's introduction

For more than two decades Action on Elder Abuse (AEA) has been a major Third Sector influence on the development of protection systems for adults in vulnerable situations throughout the UK. We have worked in partnership with many other groups, in the private and voluntary sector, and we have acted as a 'critical friend' to Governments – although latterly this seems to be a role that is less welcome than it once was. Our single focus has been our greatest strength; we address elder abuse and by doing so assist in the protection of adults with learning disabilities, mental health difficulties, and physical disabilities.

In recent years we have expanded our work into directly assisting abuse victims, firstly through the development of our unique Helpline, which is constantly in demand, and more recently with our peer support services to help victims recover from the effects of abuse. Comic Relief has been a tremendous ally in this regard, funding us to research, develop and test best models. And the Lloyds Bank Foundation has now provided us with the opportunity to greatly expand these services.

Whenever I talk to people about AEA they are always amazed at how small the charity is, in comparison to the work we do and what we have achieved. There is no doubt that we have had a very dedicated staff group down the years that has had a passion for challenging abuse. This passion continues to keep us fast, agile and committed. But there is also no doubt that we have been significantly underfunded for what we have been seeking to address. If there are 1m children abused in the UK each year, there are more than half a million older people. And yet the funding disparity is embarrassing, made more so if you consider the amount of money that goes toward protecting the 140,000 animals suffering cruelty annually. That is not to say that we want to take anything away from the protection of children and animals – it is increasingly recognised that there are links between these forms of abuse – but it speaks volumes about the priority given to the protection of our older generations.

Thanks to the five-year funding from the Big Lottery, which comes into force in April 2015, we will next year begin to have the staffing levels we need to address this issue. And we look forward to doing so with the same level of commitment and passion.

Gary FitzGerald D.Sc (h.c)., M.A.
CEO Action on Elder Abuse

Chair's introduction

AEA became 21 years old in 2014 and I believe this has marked a turning point for the Charity.

We started the year with the challenge of trying to improve the Care Bill in England and only had limited success, leaving it a missed opportunity to protect older people in the way that Scotland has so well pioneered. This however is not an issue that we have let go.

As had been the case for too many years we lacked the level of income that we needed to address all the issues that came to our attention, our very excellent staff were often too overstretched in trying to support all the people who needed our assistance, and the various talents of our dedicated Board of Trustees were much in demand.

Now however the picture has changed, because the Big Lottery, Comic Relief, the Lloyds Bank Foundation and others, had the insight to realise that more needed to be done to protect older people in the UK. Our close partnership with The Silver Line has revealed so much loneliness among older people, which they effectively address, but also much more abuse, which AEA is uniquely set up to address.

So with our new resources for this coming year we have been able to employ the staff we need to make a much greater impact - with the media, with fundraising, to have bases in Scotland, Wales and Northern Ireland, and to promote our local peer support networks.

We have been able to appoint some excellent staff to our new posts and our new appointments to our Board have augmented a wide range of skills and experience. And, as ever, our loyal and dedicated volunteers play a vital role in helping us fulfill our aims.

We have up to now achieved far more than our available resources ever suggested would be possible. We have changed the face of adult protection in so many ways.

This coming year, 2015, promises to be the year when AEA spreads its wings and moves toward our goal of becoming the "NSPCC" for older people.

John Beer. OBE., Chair AEA

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Reference and Administrative Details of the Charity, its Directors/Trustees and Advisors

Registered Office:

Action on Elder Abuse
23 Mitcham Lane
Streatham
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Telephone: 020 8835 9280
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Current Directors/Trustees are (with attendance at meetings)

Dr John Beer OBE., Chair (4/4)
Martin Herd, Hon Treasurer (3/4)

Keith Lewin (2/4)	Peter Westland CBE (4/4)
Ronnie Barnes (2/4)	Miranda Wixon (3/4)
Stephen James (4/4)	Nicola Hill (1/4)
David Congdon (4/4)	Caroline Cox (2/4)
Steve Clay (4/4)	Lesley McDowell (appt: 18 Sept 2014) (2/2)
Lawrence Tudin (appt: 20 Jan 2015) (1/1)	

Previous Trustees in post during this period were:

Robert Orchard (appt: 18 Sept 2014; resigned 2 July 2015) (2/2)

The Chief Executive, Gary FitzGerald, is also the Company Secretary

Our Independent Reviewer is: Janet Pressland FCA., 18 St John's Church Road,
London, E9 6EJ

Registered Charity No: 1140543
Company Registration No: 07290092

Action on Elder Abuse

Directors/Trustees' Report

In 2014/15, with the aid of our supporters,
we:



Supported over 25,000 callers to our helpline –providing advice and guidance to elder abuse victims, their friends and families, and those at risk.



Helped introduce new clauses in the English Care Act to better protect the vulnerable elderly and those at risk.



Ran training courses and 2 national conferences educating individuals and agencies working with the elderly on all aspects of elder abuse.



Began development of a new victim buddying group in South London. The group will support up to 50 elder abuse victims every year.



Grew our supporter base online with an increased following of 35% on Facebook and over 40% on Twitter.

These achievements would not have been possible without the help of our members, supporters and funders.

Action on Elder Abuse

Directors/Trustees' Report

STRUCTURE, GOVERNANCE AND MANAGEMENT

This is the annual report of the Directors who are Trustees of Action on Elder Abuse (sometimes abbreviated to 'AEA'). It is a charitable company, limited by guarantee, and incorporated as a company on 21st June 2010. The charity was originally established in 1993.

INTRODUCTION

The report and financial statements cover the year ended 31 March 2015. The financial statements have been prepared under the accounting policies detailed in the relevant section and comply with the Charity's governing documents, applicable law and the requirements of the Statement of Recommended Practice issued in March 2005 (SORP 2005). It contains an analysis of our current activities and statements of what we intend to achieve next year.

DIRECTOR/TRUSTEE STRUCTURE:

There is a maximum of fifteen Directors/Trustees. Our intention is to ensure that there is at least one serving Director/Trustee from England, Scotland, Wales and Northern Ireland. The Board maintains a skills audit of Director/Trustees and uses this to advertise for, or directly recruit, suitable new members. Additionally, the Board appoints advisors, who can attend but not vote at Board meetings. At each Annual General Meeting one-third of the Directors/Trustees (or the number nearest to one-third) retire from office, and may stand for re-election.

The Board meets up to six times per year, and interim sub-groups additionally meet to address specific issues. Responsibility for the management of day-to-day operations is delegated to the Chief Executive.

DECISION MAKING

Responsibility for the management of day-to-day operations is delegated to the Chief Executive. The Directors/Trustees are responsible for deciding the strategic direction of the charity, establishing policy, business planning and ensuring financial stability. The Chief Executive is responsible for ensuring that activities are in keeping with the strategic plan, any legislative requirements, charity policy and the stated objectives of the charity. Within those parameters the Chief Executive takes action as appropriate, and liaises with Directors/Trustees as necessary. This includes financial decisions, media activity, social policy development, and service delivery.

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Directors/Trustees' Report

RISK MANAGEMENT

The Board annually reviews the risks to the charity, using an assessment matrix to ensure all key areas are identified, including how the charity may reduce the impact of any identified risks.

CHARITABLE OBJECTIVES

Action on Elder Abuse is a specialist organisation that focuses exclusively on elder abuse. We do not undertake more generic work but instead concentrate on situations where an older person has been or is at risk of being abused by someone they should have been able to trust. The World Health Organisation and other nations have adopted our definition of abuse:

'Elder abuse is a single or repeated act or lack of appropriate action occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person.'

Our charitable objectives are to promote the relief of elderly people and prevent elder abuse through raising awareness, education, research and the dissemination of information, and we do this across the United Kingdom. Our Directors/Trustees periodically review our objectives and activities to ensure they continue to reflect our aims. The governing documents are the Memorandum and Articles of Association.

The Directors/Trustees have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. In setting objectives and activities the Directors/Trustees have given careful consideration to the public benefit of the charity's work. AEA is committed to enabling as many vulnerable older people as possible to benefit from our work in preventing and challenging elder abuse. This also benefits other adults who may be at risk of abuse.

MISSION STATEMENT

We are seeking to create an environment in which the abuse of older people is no longer tolerated, by increasing public and practitioner awareness about the nature and extent of elder abuse and by facilitating the development of policies, procedures and cultures that challenge such abuse.

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ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

ACTIVITIES

To achieve our objectives we combine publicity, with the provision of information, and with practical help for older people, their families and friends, care providers and Government/other statutory bodies.

This work includes:

- a unique, dedicated helpline that is increasingly in demand. There is nothing of its type anywhere else in the UK;
- the provision of a website, with social media activity. The website is the most 'popular' in both google and yahoo, in terms of elder abuse;
- work with the media, writing articles, assisting 'undercover' work, and commenting upon abuse cases;
- providing bespoke training, conferences, and seminars. These services are unique, with our conferences highly valued and always fully booked;
- supporting our members, and undertaking project work and social policy activity. Our activities have resulted in a major focus by Governments on adult safeguarding;
- Establishing and supporting systems to bring together older people to challenge elder abuse and support each other.

Without our activities and the work of AEA, the voice of vulnerable older people would not be heard and the progress made in terms of regulation and adult safeguarding would not have been achieved. Our work makes a real difference.

Finances:

The financial situation facing the charity for the last few years has been challenging – primarily due to the recession - and we have been working very hard to improve our income while maintaining essential work.

For 2014/15 we said we would:

- develop our relationship with existing funders, establish a new fundraising post, and develop an effective fundraising strategy and income targets to cover the next three years.

During the year we welcomed Jemina Talja as our new Director of Fundraising and she immediately began work on developing a comprehensive fundraising strategy, aimed at making our fundraising more effective but also more diversified. During the year she has strengthened our relationships with a number of key funders, while

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expanding upon the support needed for our Peer Support and Helpline provision. Much of our new income is spread over three years, and we have also begun to develop relationships with, and derive income from, corporate bodies too.

We therefore considered that we had successfully achieved the goals we had set for this year.

While we have successfully begun to spread the range of financial support from fundraising bodies, we recognise that we have a great deal of work to do in order to strengthen our other fundraising streams and our own self-generated activities. Because of the recession and its impact on statutory bodies our audiences for self generated income have been impacted, with many staff from statutory agencies restricted from attending events. We need to develop our marketing capabilities in this regard and explore alternative options of provision, bearing in mind our two fold objective of educating and also earning an income.

For this coming year we will:

- **expand our fundraising team so that we can address individual donor giving, legacy income, corporate fundraising and marketing;**
- **establish a fundraising plan that ensures continuation of our developed activities beyond the five-year life of the new Big Lottery funding;**
- **Investigate options for improving our marketing approach in order to improve income from self generated activities;**
- **With the aid of the new fundraising strategy and staff resources, work towards increasing our fundraising income from all identified income streams.**

Our priorities:

We have continued to undertake a range of activities that address elder abuse, in terms of both influencing policymakers as well as providing direct support to victims. As each year has gone by this has become more challenging, and this is partly because of the diversification in policy and approach to adult protection between the four nations of the UK. Legislation and attitudes are increasingly different, and the way in which victims seek and receive support – or in some cases do not do so - is becoming very different depending upon where people live.

For 2014/15 we said we would

- **focus on ensuring any guidance in support of the English legislation is precise and clear, and seek to highlight the existing inadequacies in legislation that leave people at continued risk**

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Following the failure of the Westminster Government to enact legislation to provide legal powers to intervene and protect adults at risk of abuse, as well as providing a legal framework for adult protection systems, the situation across the UK has become starkly different. In Scotland there has been comprehensive legislation since 2007 – the Adult Support and Protection Act – which covered systems, process as well as laws to intervene. This remains aspirational for the other nations. At the same time as England brought forward the Care Act, Wales introduced the Social Services and Wellbeing Act, which again went further in providing legislation to protect adults. Northern Ireland is still working through the development of policy, although the Commissioner for Older People has called for legislation. All of which means that the level of protection afforded to adults at risk of abuse is very dependent upon where they live in the UK.

During the year the Westminster Government introduced statutory guidance to support the Adult Safeguarding aspects of the Care Act, and commissioned SCIE to produce guidance on powers available to statutory agencies to gain access to potential abuse victims in their own homes. While AEA made submissions and devoted significant time to these various activities, we remain concerned that they do not adequately meet our expectations in terms of direction and clarity. We therefore have more work to undertake in order to address these matters.

We have delayed seeking to highlight the inadequacies in legislation as we need to give the Care Act time to 'bed down' before we can best assess it. However, we began work on this during the course of this year and it will become a clear target for next year.

We are not satisfied with the current situation and have therefore assessed that we did not achieve the targets that we had set, and will therefore pursue these matters in 2015/2016.

For this coming year:

- **We will appoint staff in all the UK nations so that we can begin work to contrast and compare, and enable the sharing of good practice and information;**
- **We will begin identifying key statutory adult protection agencies across the UK and begin the process of establishing their effectiveness in safeguarding and protection;**
- **We will establish advisor groups in each nation to assist us in evaluating the adult protection situation, and we will begin to identify practitioners to work with us to clarify and improve good practice.**

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Helpline:

Elder Abuse Response is the only helpline operating in the UK that is dedicated exclusively to the issue of elder abuse. It gives emotional support, information and guidance to older people and anyone concerned about abusive and potentially abusive experiences. It also takes action to help callers who cannot get justice without support.

By the end of this year we had received **21,267** calls to the helpline, a doubling of calls from the previous year (10,013 to March 2014) These are increasingly complex in nature, and in a number of cases our Helpline Operators are undertaking levels of casework to ensure victims receive the support to which they are often entitled. And, as has been the case for a number of years, more people attempted to call our Helpline than we were able to answer and assist.

For the year 2014/15 we said we would

- seek funding to introduce a helpline coordinator post to improve the level of support and monitoring.
- seek to extend its activity into a greater level of pro-active representation on behalf of callers.
- seek to increase our capacity to respond to the increase in calls and reduce the number of missed calls

While we did not achieve these targets during 2014/2015 we made them central to the Big Lottery application that we

successfully achieved for 2015 onward. This includes an new Coordinator post, and increased staffing to allow us to undertake a greater degree of casework as well as respond to additional calls. We also established written protocols with both The Silver Line loneliness helpline (for which our CEO is a trustee) as well as with Solicitors for the Elderly.

Just wanted to say thank you for being the first people to ACTUALLY help me and my mum.

I love you guys. Keep up the amazing work. I want a job with you because you are such a worthwhile organisation. You are wonderful and I needed to tell you how impressed with you I am.

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We therefore assessed this as successful as we achieved our targets, albeit to commence in April 2015.

Most calls to the helpline are appropriate, with very few willfully inappropriate or nuisance calls. There are however a number of calls from people who are lonely or worried about issues of vulnerability which do not appear to be connected to any form of abuse. The helpline seeks to connect such people to local services, and links such callers to The Silver Line 'loneliness' helpline.

People approach the helpline for several reasons; they are concerned about abuse but feel powerless to intervene, they live far away and want to know what and how to take action in response to suspected abuse, they are concerned about neighbours but are reluctant to intervene, or they are being abused but afraid to take action. They can also be unhappy with the actions of a local agency, or they are poorly paid care staff who are fearful of the consequences of taking action, or the situation is highly complex and the solutions are not obvious.

We are continuing to develop and invest in the helpline and have been steadily working toward improving the infrastructure and monitoring of the service.

For this coming year:

- **We will appoint a Helpline Coordinator, and focus upon developing the internal systems and processes of the Helpline;**
- **We will establish a casework system that supports at least 10% of callers;**
- **We will monitor the protocol established The Silver Line and look for ways in which we might jointly build upon our joint working, and we will begin to implement the protocol with Solicitors for the Elderly;**
- **We will explore ways of extending the work of the helpline in Wales, Scotland and Northern Ireland, including through the recruitment of locally based volunteer operatives.**

WEBSITE/SOCIAL MEDIA

The website is used as a means of providing up to date news on adult safeguarding and elder abuse, and for providing general guidance and information on the subject. Pages give information on the charity's services, downloads of all key documentation relating to safeguarding, conference presentations, details of current relevant news events, and information on the nature of elder abuse. It is often the first point of call for the public, journalists, and academics, and is the primary elder abuse web site identified by both Google and Yahoo search engines.

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Facebook, Twitter and the Practitioners Network are used to keep people informed of abuse issues, stimulate discussion and debate and focus attention on areas that need improvement.

For the year 2014/15 we said we would

- seek to significantly increase the number of people following us in this manner, and introduce a regular 'blog' covering key issues.
- develop our online fundraising strategy and improve our fundraising capacity on our website and social media platforms.

We maintained our use of electronic information during the year, and better coordinated the various systems employed by us. Although we chose not to introduce the 'blog', by the end of the year over 3,000 people followed our Facebook publicity (an increase of over 1,000 people) and a further 2,000 people received our information through Twitter (an increase of 600 people).

Developing our website has taken longer than we had originally envisaged, primarily because we decided it was time to undertake a complete re-design and enlarge its capabilities. We began this process during the course of the year and will complete it next year. Like other targets that we established for this year, we chose to expand them in order to achieve their full potential.

We perceive social media and our online presence as a major tool to be developed in the coming years, including for the provision of general and specific information, sales and fundraising, and also mobilising public concern around abuse issues.

We assessed this as partially successful as we achieved substantial increases in numbers, and began our development work, but this remains to be completed next year.

For this coming year:

- **We will develop our use of social media so that it becomes a high profile tool in raising public and practitioner awareness of key issues;**
- **We will continue to increase the number of people following the charity on Facebook and Twitter, and will re-launch the Practitioners Support network;**
- **We will complete the re-design of the website and launch it with additional information pages for Scotland, Northern Ireland, and Wales (including in the Welsh language).**
- **We will move our Email system to a cloud version to reduce the frequency of 'down time', and we will introduce a new computer server for the office.**

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MEDIA WORK

Getting our message across in newspapers and on broadcast media is integral to our overall strategy, both to raise awareness of elder abuse and to make sure as many people as possible know we are here to help. It is also a significant method by which we seek to influence social policy. Throughout the year continued to be quoted in newspapers, (including in Scotland and Wales) and magazines, and we gave interviews to both radio and TV programmes.

For 2014/15 we said we would

- continue to maintain a media presence, but seek to increase this by establishing a media post to promote our services and activities.

We continued to maintain a steady media presence throughout the year, and kept the issue of elder abuse in the public arena, including several broadcasts for BBC news and ITN, regional radio talk shows, and statements published in local and national press, and in specialist magazines. We remained hampered however by not having a dedicated media post.

As part of the Big Lottery funding we obtained funding for a Communications post, and began the process of recruitment toward the end of the year.

We therefore assessed this target as successfully achieved, although we recognised that there was more that we needed to do.

For this coming year

- **We will appoint a Communications Officer to take responsibility for all our media activity;**
- **Develop and implement a Communications strategy for the coming years;**
- **Design internal systems to record and log all media reports of elder abuse, including ones triggered by or quoting AEA;**
- **Develop a reactive response to all reports of elder abuse across the UK, to ensure an AEA comment is recorded;**
- **Produce at least one News Release per month on issues chosen by AEA;**
- **Develop a case study library, together with pictures, quotes etc;**
- **Extend our social media presence into Flickr etc.**

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TRAINING and SEMINARS

Training and Seminars

We provide a range of training products and services, including DVD's on general elder abuse awareness (hosted by Sir Tony Robinson who is one of our patrons), a DVD called 'Consequences' focused on domiciliary care, a fifteen minute film about financial abuse, and a DVD and information booklet for people who are considering directly employing a Personal Assistant.

We also provide seminars on specific subjects (e.g. financial abuse), and training on elder abuse and adult safeguarding. These are popular enough to occur monthly.

For 2014/15 we said we would:

- continue to actively promote our products, and training services and seek to develop new option in response to the Care Bill

Overall, our products, seminars and training generated nearly £11,000 during the year, with our financial abuse seminars being particularly popular (nine throughout the year). Nearly 250 copies of our products were sold, most are suitable for cascading to a much wider audience, and over 280 people attended our training events and seminars. We held training events for individual companies and charities, and also held one-off events when asked to do so.

Our 'Consequences' DVD continued to prove particularly popular with care providers, (including residential care) while our short film on financial abuse ('Gardens with Red Roses') was particularly popular with the public.

We judged this to be successful in that we had maintained a good position in the market, but recognised that we need to better develop our marketing capabilities.

For this coming year

- **We will continue to provide the full range of products and training that is currently available;**
- **We will explore the recruitment of a marketing post for the charity, to address the current knowledge and skills gap that we have identified.**

CONFERENCES

Conferences are integral to our strategy of enabling learning and development by practitioners and providers, and thereby influencing the quality of life of older people

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and other vulnerable adults. There are two aspects to this, conferences that we host, and talks that we give at events hosted by other organisations. Additionally, our conferences can be levers for change in that they can focus attention on areas of social policy or practice that are not receiving due attention or are not being appropriately addressed by government, regulators or care providers.

This year, in order to focus time on the development of the funding proposal to the Big Lottery, we reduced our speaking and conference engagements. This obviously had an impact on our self-generated income but we judged this to have been worthwhile as the successful Big Lottery funding is for a five year period.

During the year we spoke at eleven separate events throughout the UK, hosted by Third sector groups, solicitors, universities, pensioner's groups, care providers, hospitals, political organisations and trades union. This included talks to University student social workers, a talk to a Scottish Government conference on adult protection, talks to solicitor groups, and talks for the Community Care magazine.

Nearly 3,000 people heard our messages through these means.

AEA's Conferences

The provision of quality conferences are critical to influencing the development of good practice among adult safeguarding practitioners, as well as helping to raise the level of knowledge and expertise among Third Sector groups. However, we recognise that it is increasingly difficult to attract attendees from the statutory sector due to the major financial cutbacks that are happening. We therefore want to explore this situation further and consider what we can do to address the practicalities of getting people to attend.

For 2014/15 we said we would

- **hold at least three conferences in the year.**

Because of our concentration on the Big Lottery application we only held one conference during this year, in October, and postponed our national event until May 2015. Attendees came from all four nations of the UK, and from Ireland, and attendance at was over 130 people. The conference covered international perspectives, legal critiques of proposed legislation, Housing, Assisted Dying, Hospital care, Welsh and English legislation, Domestic Abuse, Workforce issues, and Multi Agency safeguarding. Feedback from the conference was excellent, with delegates singling out our ability to highlight topics that were timely and contributed to their learning and improved practice. From our perspective this is critical because our events are intended to improve the safeguarding experience for victims, through enhance practitioner knowledge.

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We judged this to have been partially successful in that we held one, but not three conferences during this period. However, this was a conscious choice as we redirected staff time to the development of the Big Lottery proposal.

For this coming year

- **We will host at least two conferences during the course of the year;**
- **Recruit a staff member to focus on the development and delivery of marketing plans and strategies;**

MEMBERSHIP

Through our membership scheme we offer practitioners, voluntary groups and the public the opportunity to become part of a like-minded network working to eliminate elder abuse. Members receive our bulletin, Action Points, containing the latest information on policy, legislation and research relevant to the prevention of elder abuse. They also receive discounts on our conferences. Most importantly they indicate their support for what we do and contribute an amount to the charity's income.

The benefits for members are significant. By providing the bulletin we can keep them up to date on the very latest thinking around Best Practice and adult protection and we can expose them to different ideas and approaches, and this is equally true for our conferences where they pay a reduced fee to attend. They also have the opportunity to pose questions on safeguarding topics that can be put to the wider experienced membership for consideration and response. And they feed into our policy work, helping us shape our responses to Government consultations and also to formulate our strategies in terms of lobbying etc.

For 2014/15 we said we would:

- *continue the approach we have established, as it is sustaining our membership base and our influence over safeguarding practice.*

We judged this to have been successful as we sustained our membership, with 448 members at the end of the year.

For this coming year:

- **We will begin to explore how we can grow our membership, particularly in Scotland, Wales and Northern Ireland;**
- **We will issue at least four editions of Action Points in the year.**

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PROJECT WORK

Project work is an effective method of focusing attention on areas of social policy or practice that are not receiving an appropriate level of attention or are not being appropriately addressed by Government, regulators or care providers. It can also be used as a lever for change, and as a means of equipping workers or volunteers with skills that can help them in their work with older people.

We choose project work carefully to ensure that it meets one or more of our primary objectives. Consequently we carefully consider the benefits of a proposed project to ensure that it is justified and relevant to our aims.

Local Community Groups and Peer Support

This developed from a Comic Relief project intended to establish a support network for people, or their relatives or friends, who had experienced abuse. The objective of the Scheme was to enable survivors to achieve full recovery from the effects of their abuse and put the trauma behind them, living a life that is full, satisfying, and happy – a life where they are no longer just 'safe and sad' but truly 'safe and sound.'

For 2014/15 we said we would

- continue with the work we are doing to support the community groups, and develop new models of delivering the buddying system.

During the year we evaluated the effectiveness of the 'community group' model and concluded that this was not the best way of delivering the service, as a disproportionate amount of time was taken in maintaining the Group infrastructure rather than delivering Peer Support. Consequently, the existing community groups were closed and we began to develop a new model whereby we recruited paid local coordinators to directly organise and deliver Peer Support services.

By the year end we had successfully obtained funding from the Lloyds Foundation to undertake the development of peer support at a local level, and we had obtained funding from the Big Lottery to cascade this approach throughout the UK. As a result we will be establishing groups in three London boroughs supporting 50 victims each year, with each new group established across the UK doing similar.

On the whole we judged this to be reasonably successful, as we were pleased with the work undertaken, despite closing the community groups.

For this coming year:

- **We will appoint a Local and a National Coordinator for the Peer**

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Support service;

- **We will develop services in three local authority areas in immediate proximity to the AEA office, with each of these groups supporting up to 50 victims each year;**
- **We will additionally develop the service in at least one and potentially two other areas.**

SOCIAL POLICY

As the primary adult safeguarding Third Sector organisation in the UK our policy work seeks to influence the development of strategies and initiatives intended to provide support to older adults at risk of abuse. By liaising, questioning and at times challenging the work of regulators and adult protection systems we provide an impetus that seeks to ensure continued development, often in the face of a changing financial environment that can have a major influence on the prioritisation of the needs of such adults. Usually, ours is the only Third Sector voice speaking out on the issue of safeguarding vulnerable older people.

General Policy Work:

Positively influencing the development of policy and the work of statutory organisations across the four nations continues to be an important objective. However, our strategy involves not only commenting upon proposals but also actively engaging in making processes work.

During the year we interacted with the Metropolitan Police, the International Network for the Prevention of Elder Abuse, the Care Quality Commission, Solicitors for the Elderly, Social Care Institute for Excellence, the National Pensioners Convention, Brunel University, care providers, the Law Commission, Age UK, the Alzheimer's Society, Independent Age, the Department of Health in London, the Association of Chief Police Officers, the Association of Directors of Adult Social Services, British Association of Social Workers, and the College of Social Work.

Review of Adult Safeguarding systems:

AEA was responsible for successfully obtaining a review of the No Secrets guidance on adult protection in England, which then triggered a review of similar guidance in Wales called In Safe Hands. Throughout the year we continued to participate in the Government's advisory board on the review, briefed peers in the House of Lords on the safeguarding elements of the draft Care Bill, and attended and spoke at the London Safeguarding Adults network and other events.

Action on Elder Abuse

Directors/Trustees' Report

The Silver Line:

During the year we continued to actively support the establishment of The Silver Line to address loneliness in older people. Esther Rantzen, formerly of Childline, has publicly promoted the development of the service and is its public face, and AEA is providing the necessary elder abuse expertise. Our CEO is a trustee of The Silver Line.

ACKNOWLEDGEMENTS

Action on Elder Abuse would like to thank all our supporters who helped us tackle elder abuse and support its victims in 2014/15. Without this invaluable support our achievements would not have been possible.

Trust & Foundation Funders

Comic Relief
Headley Trust
Lloyds Bank Foundation
A B Charitable Trust
The Evan Cornish Foundation
St James's Place Foundation
Austin & Hope Pilkington Trust
Allen Lane Foundation
Edith M Ellis 1985 Charitable Trust
Leathersellers' Company Charitable Fund
The Childwick Trust
W G Edwards Charitable Trust
Persula Foundation
Francis Crabtree Charitable Trust
Mrs Wingfield Charitable Trust
The Syder Foundation
The Emerton Christie Charity
The Sylvia and Colin Shepherd Trust
The Lady Hind Trust
Michael and Anna Wix Charitable Trust
Maud Van Norden Charitable Trust
Pamela Barlow Charitable Trust
Helen Hamlyn Trust
Fitton Trust
Woodroffe Benton Foundation
Bisgood Charitable Trust
The Sylken Trust
Marsh Christian Trust

Action on Elder Abuse

Directors/Trustees' Report

James Wise Charitable Trust
DM Charitable Trust
Harapan Trust
MVM Charitable Trust
Murphy Neumann Charity
Mary Heap Charitable Trust
Shanly Trust
Gilbert & Eileen Edgar Charitable Trust
Astor Foundation
Sylvia Aiken Charitable Trust
Albert Hunt Trust
David Uri Memorial Trust
The Ericson Trust
The Worshipful Company of Innholders
As well as those trusts wishing to remain anonymous

Corporate partners

Simplyhealth
SureSafe

As well as all volunteers and those raising vital funds for Action on Elder Abuse through sponsored events and by other means.

FINANCIAL REVIEW

Overview:

We completely reviewed our fundraising strategy during the year, and brought in a new Fundraising Director to help us with this. We also focused on long-term income streams, such as the successful five year Big Lottery application, which meant that we changed some of our income generation plans for this year.

Traditionally, our income has been derived from two main sources e.g trusts/ foundations and self-generated income (e.g. income from training events, sales, speaking engagements, etc), and we have been looking at how we might best diversify that approach to avoid being dependent upon a small number of funding options.

Because we devoted a considerable amount of our time and effort on the Big Lottery application in 2014/2015 we chose to reduce a number of our self generated activities – mainly conferences and speaking engagements – in order to release time for this purpose (which ultimately proved to be a successful strategy). Our income this year was therefore slightly lower than the previous year (by under £10,000), but

Action on Elder Abuse

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we balanced this by reducing expenditure (again in part associated with a reduction in conferences) by just under £42,000. Our closing balance is £78,156 of which £19,325 is unrestricted.

Our income from small to medium sized trust and foundation grants grew significantly (by almost £50,000) and we began development of our corporate fundraising functions with two new major partnerships and an income of over £25,000. Many of the new partnerships with both trusts and foundations and corporate supporters are multi-year contracts and we expect the growth in our fundraising income to continue and increase in the new year.

Although the economy continues to be challenging for charities of our size, our developing strategy for next year and onwards places us in a good position. We continue to highlight the unique and valuable nature of what we do, and make a clear distinction between our activities in comparison with more generic organisations. And we are demonstrating the tremendous value of our two growing services, the Helpline and the Peer Support approach, both of which are recognized by funders as extremely effective.

Fundraising income

Income from donations and grants was £242,003 of which £134,108 was unrestricted income (i.e. income that was not limited by the donor to identified activities or functions). This portrays a £29,144 increase in donations and grants from 2013/14.

Self generated income

This year our self-generated income (monies received as a consequence of our own services, products or activities) gave us a return of **£28,327** (which was a significant decrease on the previous year's figure of **£64,141**) for the reasons highlighted above. This reflects our activities in training, conferences, sales of publications and consultancy work.

Expenditure

Some of our expenditure is linked to commitments within restricted activities that we cannot influence, but in other cases (and particularly in terms of conferences, and social policy) we controlled our expenditure. Our overall expenditure was £260,682.

Overall financial position

The closing balance carried forward for the year ending 31 March 2015 is £78,156 of which £19,325 is unrestricted compared with the previous years below:

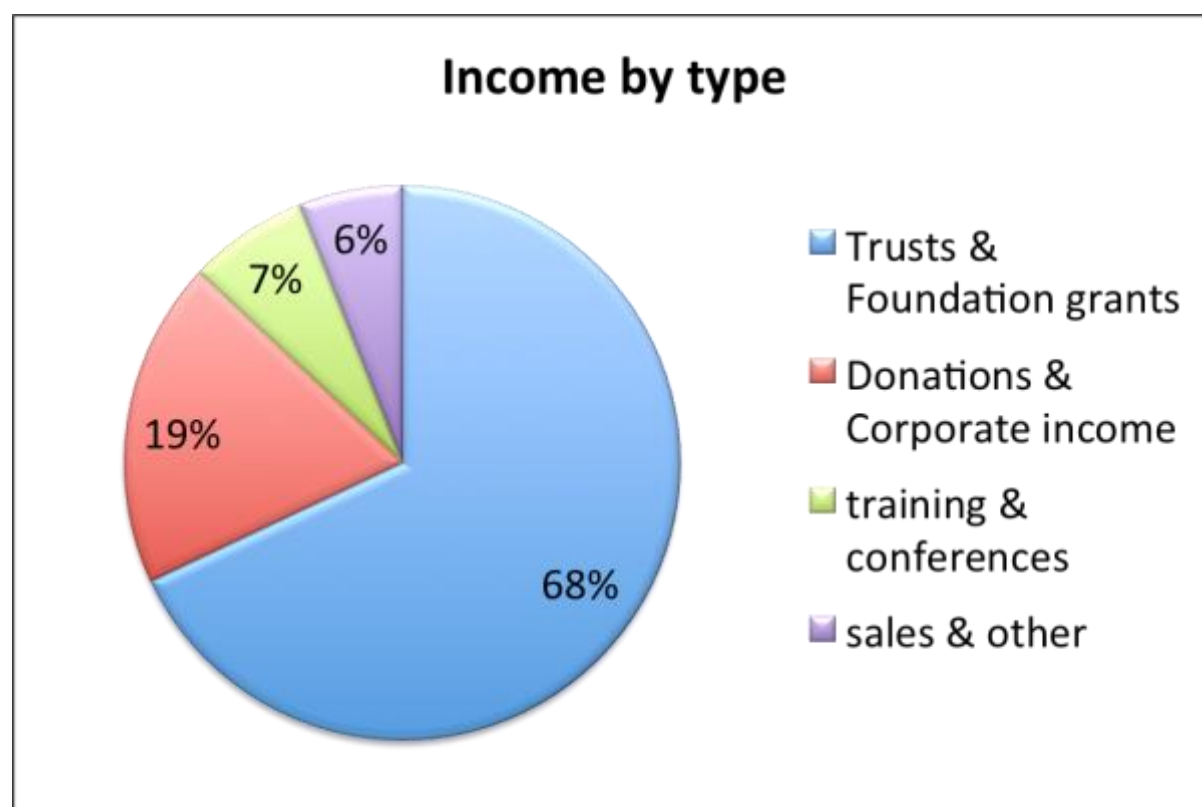
Action on Elder Abuse

Directors/Trustees' Report

Year	2015	2014	2013	2012	2011
Unrestricted	19,325	33,606	29,932	77,300	£73,721

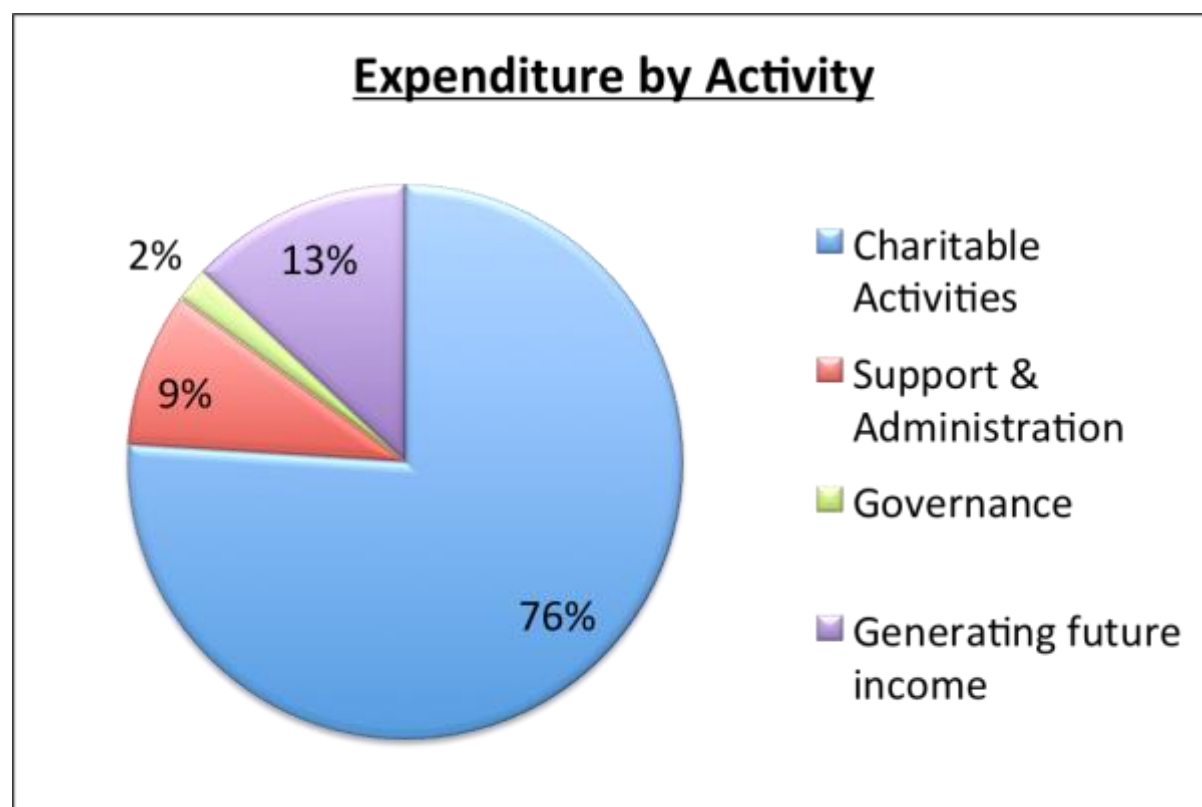
This reflects the decision we took to reduce our self-generated funding activities and prioritise the work of staff toward more long term funding.

The percentage split by income type and our expenditure by activity are portrayed by the following graphs. Trust & Foundation grants currently make up 68% of our total income, with 76% of our expenditure being channeled directly into our charitable activities. We expect the latter figure to rise in the new financial year as our fundraising income continues to increase in proportion to the investments made.



Action on Elder Abuse

Directors/Trustees' Report



Reserves Policy

Our current reserves policy is to hold sufficient unrestricted funds to meet all staffing obligations, with a minimum of three months and a target of six months. Annual staff costs are £187,909, and we require a minimum of **£46,977** to meet all staffing obligations over a three-month period. We therefore have this as a target to maintain against unrestricted funds and are working towards achieving this.

Investment policy

We do not currently make long-term investments since funds are required on a short-term basis.

Statement of Directors/Trustees' responsibilities

The Directors/Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Directors/Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources of the charitable company for that period. In preparing these financial statements, the

Action on Elder Abuse

Directors/Trustees' Report

Directors/Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Directors/Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors/Trustees are responsible for the maintenance and integrity of the charitable company and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the Directors/Trustees on 22 September 2015 and signed on their behalf by:

John Beer (Chair)

I report on the accounts of Action on Elder Abuse for the year ended 31 March 2015, which are set out on pages 25 to 32.

Respective responsibilities of Directors/Trustees and Independent Examiner:

The Trustees (who are also the Directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake this examination by being a qualified member of the Institute of Chartered Accountants for England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

Basis of the Independent examiner's report:

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent Examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Janet Pressland FCA
18 St John's Church Road,
London, E9 6EJ

Date:

Action on Elder Abuse

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2015

	Notes	Unrestricted funds £	Restricted funds £	Total 2015 £	Total 2014 £
INCOMING RESOURCES					
<i>Incoming resources from generated funds:</i>					
<i>Voluntary Income:</i>					
Donations, legacies and grants	1	134108	107895	242003	212859
Gift aid tax reclaims		311	0	311	2786
Sponsorship		0	0	0	0
<i>Activities for generating funds</i>					
Membership subscriptions		5586	0	5586	6203
<i>Investment Income</i>					
Investment income	2	5	0	5	68
<i>Incoming resources from charitable activities</i>					
Conferences and seminars income		14665	0	14665	47006
Training		3760	0	3760	2670
Sales		5508	0	5508	5496
Fees earned		4394	0	4394	8969
TOTAL INCOMING RESOURCES		168337	107895	276232	286057
RESOURCES EXPENDED: COST OF GENERATING FUNDS					
Staff costs		33573	148	33721	10819
Brochures, materials and postage		750	0	750	1461
Office costs and other overheads		2663	250	2913	2546
Membership services		15020	950	15970	18266
		52006	1348	53354	33092
COST OF CHARITABLE ACTIVITIES					
Conference/Seminar expenditure		16413	6040	22453	25862
Provision of training		10962	3000	13962	12843
Helpline and web site		37933	21034	58967	78256
Social Policy development		22392	7050	29442	30880
Media Promotion		16922	940	17862	16827
Special Projects		19980	38392	58372	77954
TOTAL CHARITABLE EXPENDITURE		124602	76456	201058	242422
GOVERNANCE COSTS	5	6010	260	6270	6869
TOTAL RESOURCES EXPENDED	3	182618	78064	260682	282383
NET INCOMING RESOURCES		-14281	29831	15550	3674
Total funds brought forward		33606	29000	62606	58932
TOTAL FUNDS CARRIED FORWARD		19325	58831	78156	62606

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.

Action on Elder Abuse

BALANCE SHEET as at 31 March 2015

BALANCE SHEET at 31 March 2015	Notes	2015 £	2014 £
Fixed Assets			
Tangible Assets	6	371	1279
Current Assets			
Debtors	7	31529	14670
Cash at bank and in hand		55898	57395
Total current assets		87427	72065
Liabilities			
Creditors, falling due within one year	8	9642	10738
Net current assets		77785	61327
Total Assets less current liabilities		78156	62606
FUNDS			
Unrestricted General Reserves	9	19325	33606
Restricted	9	58831	29000
TOTAL CHARITY FUNDS	10	78156	62606

For the year ending 31 March 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for the year in question, in accordance with section 476 of the Companies Act 2006. The Directors acknowledge their responsibilities for complying with the requirements of this Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Directors/Trustees on 22 September 2015 and signed on their behalf by:

Dr John Beer (Chair)

Action on Elder Abuse

ACCOUNTING POLICIES

ACCOUNTING CONVENTION

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards. In preparing the financial statements the charity follows best practice as set out in the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP) issued in March 2005 and complies with the Companies Act 2006.

INCOMING RESOURCES

Income is recognised in the period in which the charity is entitled to receipt and the amount can be measured with reasonable certainty. Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

In accordance with this policy, legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified.

RESOURCES EXPENDED AND BASIS OF ALLOCATION OF COSTS

Expenditure is included when incurred. The majority of costs are directly attributable to specific activities. Certain shared costs are apportioned to activities in furtherance of the objects of the charity. Office costs and property related costs are apportioned in accordance with activities undertaken, and responsibilities of staff engaged in particular activities. Staff costs and office costs are allocated in accordance with work activities.

FUND-RAISING COSTS

These include the salaries, direct expenditure and overhead costs of the staff who promote fund-raising, including events.

GOVERNANCE COSTS

These represent costs of the independent review and holding Directors/Trustee meetings to comply with constitutional and statutory requirements.

FUND ACCOUNTING

Funds held by the charity are:

Unrestricted general funds – these are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds – these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Action on Elder Abuse

ACCOUNTING POLICIES

Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

PENSION SCHEME CONTRIBUTIONS

The Charity makes payments to defined contribution pension schemes on behalf of qualifying employees. Such contributions are charged in the Statement of Financial Activities when made. The contributions are invested separately from the Charity's assets.

TANGIBLE FIXED ASSETS

Fixed assets other than donated assets are stated at historical cost.

Depreciation is provided on all tangible fixed assets calculated to write each asset down to its estimated residual value evenly over its expected useful life, as follows:-

Computers	33 $\frac{1}{3}$ % per annum on cost
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Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2015

Note

1	DONATIONS, LEGACIES AND SIMILAR INCOMING RESOURCES	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total</i> 2015 £	<i>Total</i> 2014 £
	DONATIONS				
	Trusts	80712	43802	124514	72550
	Corporate	25,777	0	25777	0
	General	25381	0	25381	19037
	Fundraising events	2238	0	2238	2575
	Legacy	0	0	0	0
		134108	43802	177910	94162
	OTHER GRANTS				
	Comic Relief	0	40000	40000	73433
	Department of Health	0	0	0	45264
	Lloyds Foundation	0	24093	24093	0
		0	64093	64093	118697
	Total	134108	107895	242003	212859
2	INVESTMENT INCOME AND INTEREST	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total</i> 2015 £	<i>Total</i> 2014 £
	Bank interest	5	0	5	68
3	RESOURCES EXPENDED	<i>Staff costs</i> £	<i>Other costs</i> £	<i>Total</i> 2015 £	<i>Total</i> 2014 £
	Costs of generating funds	33721	3663	37384	14827
	Membership services	11344	4626	15970	18266
	Conference expenditure	13080	9373	22453	25862
	Provision of training	8530	5432	13962	12843
	Helpline and website	52397	6570	58967	78256
	Social Policy development	24462	4980	29442	30680
	Media Promotion	13531	4331	17862	16827
	Special Projects	33151	25221	58372	77954
	Governance	4575	1695	6270	6869
	Total	194791	65891	260682	282383

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2015

4 EMPLOYEES AND STAFF COSTS

The average number of employees throughout the year, calculated on a full time equivalent basis

2015	2014
No	No
6	7

The costs of employing these staff were:

Salaries and Wages

National Insurance

Pension Scheme contributions

Other costs

2015	2014
£	£
168740	178306
12506	13693
6663	6663
0	0

TOTAL

187909	198662
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In addition a great amount of time, the value of which it is impossible to reflect in these financial statements, is donated by 35 volunteers

Trustees are not remunerated. £1,948 was reimbursed for travel and other expenses to 5 trustees (2014: £1,802 to 5 Trustees)

5 GOVERNANCE COSTS

Independent Examination fees

Trustee Expenses

Trustee meeting venue costs

Administration

Unrestricted £	Restricted £	2015 £	2014 £
155	20	175	175
378	0	378	1802
677	0	677	132
4800	240	5040	4760

TOTAL

6010	260	6270	6869
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INDEPENDENT REVIEWERS REMUNERATION

Fee

Unrestricted £	Restricted £	2015 £	2014 £
1000	500	1500	1500

In line with other overheads costs, professional fees have been allocated to the various charitable activities undertaken

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2015

6 FIXED ASSETS

Cost	Computer Equipment £
At 1 April 2014	3139
Additions	208
As at 31 March 2015	3347
Depreciation	
At 1 April 2014	1860
Charge for the year	1116
As at 31 March 2015	2976
Net book value at 31 March 2015	371
Net book value at 31 March 2014	1279

7 DEBTORS

	2015 £	2014 £
Other debtors	3650	1650
Conference/membership debtors etc	28679	13820
Provision for bad debt	-800	-800
	31529	14670

8 CREDITORS, falling due within one year

	2015 £	2014 £
Other Creditors	8139	9238
Accruals and Deferred Income	1503	1500
	9642	10738

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2015

9 MOVEMENT ON FUNDS

	Unrestricted £	Restricted £	Total 2015 £
At 1 April 2014	33606	29000	62606
Incoming resources	168337	107895	276232
Resources expended	-182618	-78064	-260682
At 31 March 2015	19325	58831	78156

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances as at 31 March 2015 are represented by	Unrestricted £	Restricted £	Total 2015 £
Fixed assets	371	0	371
Current assets	28596	58831	87427
Current liabilities	-9642	0	-9642
Total net assets at 31 March 2015	19325	58831	78156

11 ANALYSIS OF RESTRICTED FUNDS

	At 1 April 2014 £	Income £	Expend £	At 31 March 2015 £
Comic Relief Helpline	0	40000	25064	14936
Persula	0	6000	60000	0
Headley	29000	0	29000	0
Lloyds Foundation	0	24093	7000	17093
Other restricted	0	18902	11000	7902
Other Peer Support	0	16900	0	16900
Server replacement	0	2000	0	2000
TOTAL	29000	107895	78064	58831

12 FINANCIAL COMMITMENTS

As at 31 March 2015 the charity was committed to making the following payments under non-cancellable operating leases in the year to 31 March 2016

	Land and Buildings	
Operating leases which expire in:	2015 £	2014 £
less than one year	14000	0
Between two and five years	0	14000
In over five years	0	0
Total	14000	14000

13 POST BALANCE SHEET EVENT

On 1 April 2015 the charity was unconditionally awarded a grant of £2,109,355 over five years by the Big Lottery Fund. This fund is to raise awareness across all four UK nations, influence policy development, and support victims. The projects commence on 6 April 2015