



ANNUAL REPORT

2020

**THANK
YOU**



Volunteers

Growth

Donors

Secure

Integration

Innovation

Connected

Impact

Older
People

Sustainable

Collaboration

Staff



Services

ALONE is a national organisation that enables older people to age at home. Our work is for all older people and aims to improve physical, emotional and mental wellbeing. We have a National network of staff and volunteers who provide an integrated system of Support Coordination, Practical Supports, Befriending, a variety of Phone Services, Social Prescribing, Housing with Support and Assistive Technology. We use individualised support plans, to address health, financial benefits and supports, social care, housing, transport and other arising needs using technology and harness other services.

We support them through these challenges and enable them to live happily in the community. Our volunteers bring friendship and support to older person. All our services are quality approved.

Our Vision is an Ireland where older people can age happily and securely at home and are strongly connected to their local communities.

Our Mission is to lead the drive to support positive ageing at home, strengthen our services, innovate and create new services, be more sustainable and realise our full potential as we grow.



Table of contents

Organisational Development and Summary	6
What We Do	7
Chairperson's Message	8
Chief Executive Message	9
Our Key Achievements in 2020	10
Our Volunteers	11
Support & Befriending Service	12
Support Coordination	13
Housing	14
ALONE's Technology and Community Impact Network	15
Campaigning for Change	16
Communications and Campaigns	17
HR	18
Fundraising	19
Financial Summary	20



○ Organisational Development and Summary

Regulation, Standards and Codes ALONE is registered with The Charities Regulator (Registered Charity Number 20020057).

We made our annual return to The Charities Regulator on 28/10/20.

ALONE complies with the Governance Code for Community and Voluntary Organisations.

ALONE's Board of Trustees reviewed and signed the Governance Code in April 2018.

We are triple-locked members of the Charities Institute Ireland and comply with the Guiding Principles of Fundraising they have set out.

We have published our full annual audited financial accounts and reports, which comply with the Statement of Recommended Practice for Financial Reporting (SORP) standard.

ALONE complies with The Lobbying Act 2015.

ALONE complies with the Safety, Health and Welfare Act 1989 and 2005

ALONE is compliant with the General Data Protection Regulation (GDPR)

ALONE was successful in achieving the ISO9001:2015 Quality Standard.

ALONE was successful in achieving the Excellence Standard for Quality in Befriending Award.

This is the highest standard award and shows the commitment and desire to provide the best quality service to volunteers and older people.

ALONE was successful in renewing the Investing in Volunteers quality standard. We are an Approved Housing Body (Tier 2).

We comply with the Voluntary Code for Approved Housing Bodies, as regulated by the Housing Regulator.

We are a member of the Irish Council for Social Housing (ICSH).

Board of Trustees

Mr. Joe Sheehy (Chairperson)

Mr. Eddie Matthews (Vice Chairperson)

Mrs. Eimear Cahalin (Treasurer)

Ms. Annette Gavigan (Secretary)

Mr. Ed Sibley

Mr. Ciaran Donegan

(On Leave 22/11/2020)

Mr. Kevin McConville (Honorary Member)

Mr. Mark Mulqueen

Ms. Siobhan Hamilton

Mr. Pat Morgan

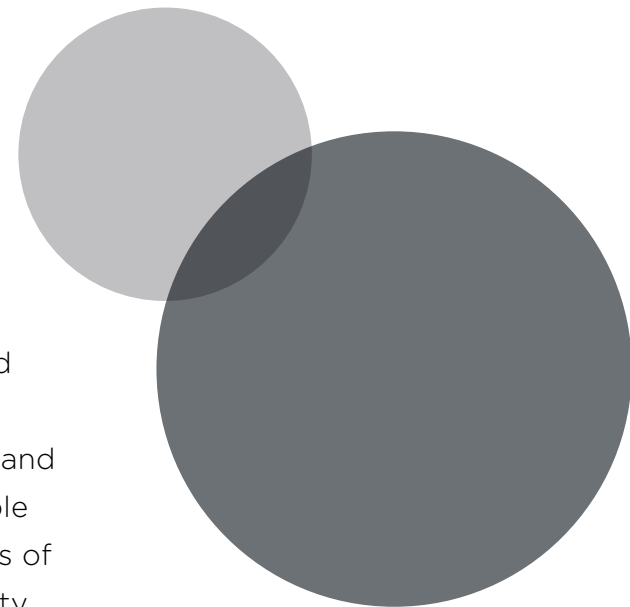
Mr. Michael Hodgins

Mr. Jeremy Chapman

Ms. Sarah McDonnell

Ms. Mary Walshe (from 24/05/2021)

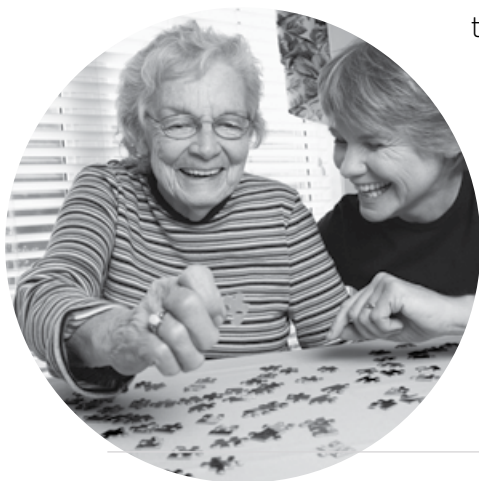
○ What we do



ALONE's **Coordinated Support** empowers older people by devising support plans in order to help older people address challenges and find solutions. We offer access to our services while aiding coordination and enabling older people to access medical as well as non-medical sources of support within their community to improve physical, emotional and mental wellbeing.

The service offers help to resolve all types of difficulties, give practical support and engagement with local events and activities all our services includes providing **technology solutions** for older people to remain at home.

Staff and volunteers are being trained to Distribute, Install and Respond to technology. Our Technology Supports are fully integrated throughout all ALONE Services and our partnership model.



Social Prescription is integrated into each of ALONE's Services. We provide practical support and encouragement to older people to access non-medical sources of support within their community.

ALONE's Visitation Support & Befriending Service provides regular visits to an older person. We provide friendship, practical support and links to local activities and initiatives.

ALONE's Telephone Support & Befriending Service provides daily or weekly telephone contact to an older person. We provide friendship, advice and offer information on health and wellbeing, risk management and how to get involved in local activities and relevant initiatives.

ALONE's Housing provides homes and ongoing support for older people who have housing difficulties. We provide secure tenancies with visiting supports which enable independent living.

Chairperson's Message

I am delighted to present the 2020 Annual Report.

This is my third year as Chair of the Board of Trustees of ALONE and it has been a dramatic year for all of us as we strived to deliver and grow in our support for older people through the pandemic. We have achieved great things as an organisation during this period and most importantly have reached more older people than ever before in 2020. In parallel with service delivery from volunteers and staff, including the National Support Line, we have continued to improve our Governance structure, maintained the Governance Code and met commitments to the Charity and Housing Regulators. Our leadership team reported to every board meeting on risk issues, legal issues and all notifiable events and the Board continued to oversee the business plan, as we all moved to virtual working much of the time.

As a Board, we take seriously our responsibility as the guardians of values and culture of ALONE. We understand the heritage and legacy of the organisation and the importance of balancing compassion with effectiveness.



The three Board subcommittees continued to operate fully throughout the year in a virtual manner and continued to invest time and energy in bringing the strategic plan to life as an action plan. We have remained committed to investment in technology for older people to assist in aging at home and also in driving Housing with Supports as a key pillar for delivery. The accounts are prepared in accordance with SORP standards and reviewed monthly and we ensured all our legal commitments were completed.

Much of the year was spent rapidly adapting ALONE's ways of working to support more and more older people throughout the pandemic and the net result of this is essentially an acceleration of delivery of the strategic plan. ALONE has grown significantly in 2020 and is likely to continue to do so in 2021, benefiting greater numbers of older people throughout Ireland. We have operated within the Scheme of Incorporation and value this as a cornerstone of good governance.

Kind regards
Joe Sheehy

○ Chief Executive Message



Our story of 2020 is hard to capture and even harder to regale within the pages of an Annual Report.

So much happened, so much was achieved, so many factors changing so quickly and in turn, so many people supported.

We thank “YOU” and we are grateful for all of the effort from our staff, volunteers, supporters and partners.

ALONE decided to stand up and be counted, the strength and courage to do this comes from our culture. Our culture and history, informs our movements and keeps us grounded to our purpose. Our reason to exist as an NGO is to be there when you are needed most.

2020 was the year our sector and the community showed our value, if that was ever in doubt.

2020 is also the story of the resilience, dedication and commitment to show up and deliver by so many.

These pages will show you our services and the integrated response we provided in 2020. We hope it will show our gratitude to some and inspire others to join our cause.

Our focus remains with older people and we always ensure to respond in line with our vision, mission, values and our strategy.

This report will also demonstrate the support we received from our Board and how we maintained all our governance and quality standards – no mean feat in such an uncertain time. We need to sustain these efforts for the year ahead.

We offer our deepest sympathy to all who lost their lives throughout COVID-19. We contrast this loss and are heartened with the care, support and resilience shown by our community, our health service and our colleagues.

Where we worked hard to be central to the response to COVID-19, working across three Government Departments and with countless agencies in the true spirit of cooperation.

As an organisation, a sector and a Country, we must now take the learnings and listen to older people and this devastating event. We want it to be a great awaking so that we now recognise and respond to an aging population.

Creating the needed shift towards empowering older people to ageing at home.

In ALONE we for the next few years focus on;

Integration and growth

- **Internally** – involving integration of volunteer, staff, technology to develop our model and maximise our outputs, outcomes and value for money.
- **Externally** – involving integration of our model with other NGO'S, acute health care systems, Primary Health Care and Local Authorities.
- **Quality Management System (QMS)** – We use our QMS to ensure consistency, quality of customer service and continual learning these will keep you safe, informed and supported.

In doing this we will play our part and be a good friend and partner to others.

To achieve our vision and to honour all those who suffered during COVID-19, we will hold others to their responsibilities to be a good friend to the people we serve.

Finally, we thank everyone again for their work, effort and a lot of self-sacrifice which is not possible to capture or fully express in this report.

Our Key Achievements in 2020

- In 2020, ALONE operated all services 365 days of the year
- We received almost **42,000** calls into our National Support Line from 9th March – 31st December 2020
- In 2019 we supported 5,410 older people, while in 2020 we supported **14,800** on an on-going basis. A remarkable **173.567%** increase
- Calls into ALONE increased by **400%** and at its peak we received **1,100** calls in one day
- Nearly **139,000** calls were placed to older people from ALONE staff and volunteers
 - Through our ALONE volunteers and partnerships, we supported the delivery of over **12,500** units of practical supports to older people
 - Approximately **1,400** Practical Supports were successfully delivered in the month of April and 105 Practical Supports provided in one day on 4th April
 - At the end of 2020, we had **2,940** volunteers engaged with ALONE
 - On 10th April 2020, ALONE trained a volunteer online for the first time ever. By the end of 2020, we had trained **1,425** volunteers
- We had a **600%** increase to Telephone Support & Befriending services while services provided grew by **700%**
- Almost, **1,100** older people we supported with Smartphones and Tablets throughout Ireland
- On Christmas Day week, we delivered over **700** Christmas dinners
- Strong messages that we are all doing our best with no blame and supportive of personal circumstance
- Living our values by taking a leadership position, developing strategies and actions to manage the impact
- Balancing the pressure of the crisis with the long-term need to sustain ALONE services and commitments to staff
- Positioned at the heart of a national response to help shape and deliver that response
- Provided an integrated service response not just a support line
- To ensure sustainability of service to the now 15,000 service users and the organisation ability to support same
- A new reviewed, completed and refreshed Trustees Handbook was circulated



Our Volunteers

Our aim is that volunteers feel and know they are a trusted part of ALONE.

Volunteers are vital to ALONE. Without our frontline volunteers, we would not be able to deliver our services and are vital in ALONE reaching the quality standards we are awarded. Volunteers are involved in all levels of ALONE, from the Board of Trustees, to our vital frontline services including delivering practical supports, visiting their older person and linking them in with social activities in their community. All our volunteers are trained, Garda vetted and supported by staff.

- We saw significant growth and demand for our services with 14,724 unique older people receiving supports during 2020, which represents a 172% increase in numbers of older people we supported in 2019.
- ALONE **engaged with** over 2,990 volunteers in 2020. This is a 42% increase in growth from the previous year.
- In 2020 ALONE **trained and recruited** 617 volunteers nationwide. This is a -19% decrease on 2019 due to restrictions.
- As of April 2020, volunteer training sessions transitioned to online trainings modules for the three different services (Visitation, Telephone, Support Line). The Volunteer Support Officers held approximately 34 Visitation and Support Online Zoom trainings from July 2020- Dec 2020.
- ALONE established a new Telephone Service based in Kilkenny in 2020 bringing the total amount of integrated Telephone Support Services to 3.
- ALONE Telephone Support and Befriending Service were successful in winning the large group and Outstanding Service Award categories in the **Volunteer Ireland Annual Volunteer Awards**. This award is in recognition of the commitment and adaptability of the telephone support volunteers during the COVID-19 pandemic.
- ALONE established the National Support and Referral Line and now has a team of dedicated volunteers. The Support line is covered by volunteers 7 days a week 8am-8pm and is embedded in the integrated service we provide.

○ Support & Befriending Service

ALONE's Telephone Support and Befriending Service continues to grow.

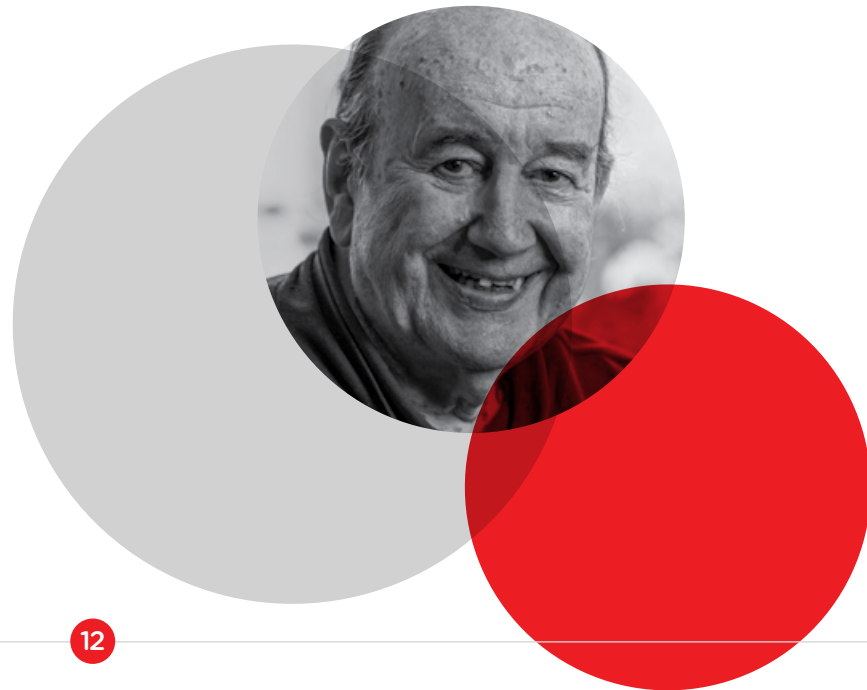
We made a staggering 136,966 Support and Befriending phone calls throughout 2020, an increase of 40% on the previous year with 2,426 unique older people receiving a call each week.

These calls not only alleviated loneliness and isolation in an older person's life it also provided them with health information, appointment and medication reminders and gave them information, support and encouragement to get through COVID-19.

The Telephone Support and Befriending Service is a fundamental building block to overall services as a stand-alone service that provides daily contact, support and information or as part of a wider package of supports.

It also supports being a holding service while older people are awaiting assessment.

789 new Support and Befriending Matches between older people and volunteers were completed in 2020.



○ Support Coordination

ALONE continues to grow with the number of counties we deliver services in expanding to include Cork, Kerry, Limerick, Roscommon and North Tipperary.

March saw staff begin working in work streams, incorporating shift patterns for the first time at ALONE.

Despite the challenges of COVID-19, ALONE completed 1,130 Assessments with older people, the majority of which were over the phone.

We carried out 8,733 Support Plan Objectives in 2020, primarily over the phone to support older people. ALONE has engaged with partners and stakeholders to meet this challenge, not only promoting the Support and Befriending Telephone Service but integrating the use of Smart Technology to assist older people in connecting with family, friends and social activities.

521 Technology Support Plan Objectives were created in 2020, ranging from pendant alarms to smart home sensors and personal health monitors.

As of September of 2020, ALONE had assisted in approximately 12,500 deliveries of essential items to older peoples' doors. These deliveries were made possible through our valuable partnerships with other charities, businesses and organisations to ensure that we can reach as many older people as possible and to coordinate our response.



Housing

- Block A Jamestown Court was completed, fitted out and 12 of the existing tenants of the scheme happily transferred to their new units
- There were 16 new tenancies, 4 new tenants and 12 housing transfers
- We undertook 6 refurbishments
- 98% occupancy of available housing
- Made 5,170 recorded COVID-19 check ins with tenants. The actual number may have been higher as it took some time to get our recording systems set up
- At the height of COVID-19, while cocooning was recommended, ALONE delivered pre-cooked meals to the majority of tenant households weekly. ALONE facilitated meals during the week and facilitated shopping/picking up medication for tenants via staff and volunteers
- Completed independent tenant satisfaction survey facilitated by Irish Council for Social Housing. Received an overall satisfaction level of 95%



ALONE's Technology and Community Impact Network

ALONE's Technology Service connects organisations and individuals with the knowledge, training and technology they need to support people to live independently at home. We support other agencies through computerisation, training and partnership, and our assistive technology provides older people with security and support to self-manage and share information on health and well-being with family and health professionals.

ALONE's Technology

- We completed 521 technology interventions
- We provided 8 internal Salesforce training sessions, with 6 conducted online due to COVID-19 restrictions and Government guidelines
- We computerised 1 organisation in 2020, including on-boarding, training and Salesforce setup
- We organised 7 training sessions with external organisations with 29 participants in total

ALONE's Community Impact network

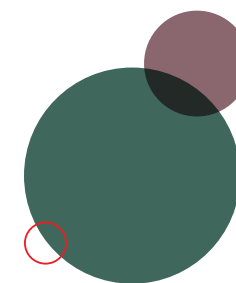
ALONE's Community Impact Network supports the reimagining of ageing at home in Ireland by developing a network of organisations to meet the needs of our older

people through consolidating statutory, community and voluntary services.

ALONE is constantly developing key partnerships between organisations, to integrate services for older people across Ireland. We support these organisations to replicate proven models of service to create a network that meets the needs of older people.

Our Community Impact Network is so important for us to be able to deliver services in our Community Service Hubs. Our aim is that every staff member or volunteer, who identifies a support need that we cannot provide in ALONE, will have the name and number of someone in another organisation who can provide that particular service right away, thus delivering an integrated and timely intervention.

- We ran our first virtual networking and collaboration event for community and statutory groups
- We provided mentoring to 3 groups
- We provided 7 online training sessions for Befriending Services
- We currently have 63 organisations in Befriending Network Ireland

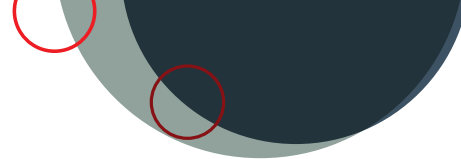


🔴 Campaigning for Change

ALONE grew the campaigning team in 2020 by creating the role of a Policy Officer. We are giving strength to this area in order to continue advocating for older people in government with a dedicated member of staff assigned to this position.

- Community Call
- Staying Connected
- NPHET
- Partnerships
- Accelerated Tech
- Opportunity for Housing with Support
- ALONE made four submissions to the Special Committee on COVID-19 response regarding:
 - Nursing homes
 - Non-COVID care
 - The HIQA and Nursing Homes Expert Panel Report
 - Community Call Review
- ALONE made a submission to the Law Reform Commission on Adult Safeguarding
- ALONE continued to advocate for older people to be a part of government departmental strategy, and made submissions on the development of such strategies:
 - Department of Social Protection
 - Department of Rural and Community Development
 - Department of Health

- ALONE developed a pre-budget submission to the Department of Social Protection, outlining key areas of priority for older people
- The policy department contributed to the development of the National Strategy on Volunteering on the value of volunteering
- ALONE made a submission to the Department of Further and Higher education on the development of a 10-year strategy on adult literacy, numeracy and digital literacy
- Developed research report with TILDA on *'Loneliness and social isolation in the COVID-19 Pandemic among the over 70s: Data from The Irish Longitudinal Study on Ageing (TILDA) and ALONE*
- ALONE made a submission to the United Nations Economic Commission for Europe on good practices Policy Brief 26 on Ageing in the Digital Era
- The Loneliness Taskforce was reformed and is due to meet in early 2021, with a focus on having a broad representation of organisations addressing loneliness. ALONE will continue to act as Secretariat to the Taskforce and will drive policy development
- ALONE continues to act as Secretariat to the Home Care Coalition and provides key leadership in policy development and political engagement. The organisation also continues to work with the Age Alliance also.



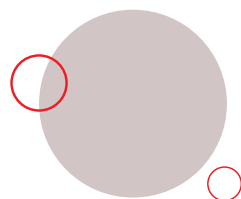
Communications and Campaigns

Gratitude Campaign

- Our corporate partnership with JCDecaux provided significant free outdoor advertising for a national Bus Shelter Six Sheets campaign, 'Gratitude Campaign' created by creative agency Bonfire. The campaign drew widespread attention to ALONE's impact and reflected ALONE's gratitude to three stakeholders; older people, donors, volunteers and staff.
- The rate-card value of the display that ALONE received from JCDecaux formats in 2020 was €555,720.
- Bonfire's value of time contribution to ALONE equated to €34,600. This includes time spent on concept work, strategy, design, illustration, artwork, copywriting, video and audio production and acquiring imagery

'Now More Than Ever' Campaign, partnership with Gavin James and Bonfire

- Gavin James fundraised €200,000 for ALONE from his appearance on The Late Show and in the weeks afterwards.
- The short videos part of the 'Now More Than Ever' campaign was seeded out on our social media channels over the course of a month with its main incentive to encourage people to get in touch with older people in their lives in a safe way.



ALONE, Guinness and Today FM

- Together celebrating and connecting older people in our communities with ALONE supported by Guinness was a remarkable campaign with results across the board within the organisation.
- We saw increases in growth socially, surges in calls to the National Support Line on particular days and overall general interest and engagement was notable during this time.

November 2020 - Christmas Campaign: Give a Helping Hand

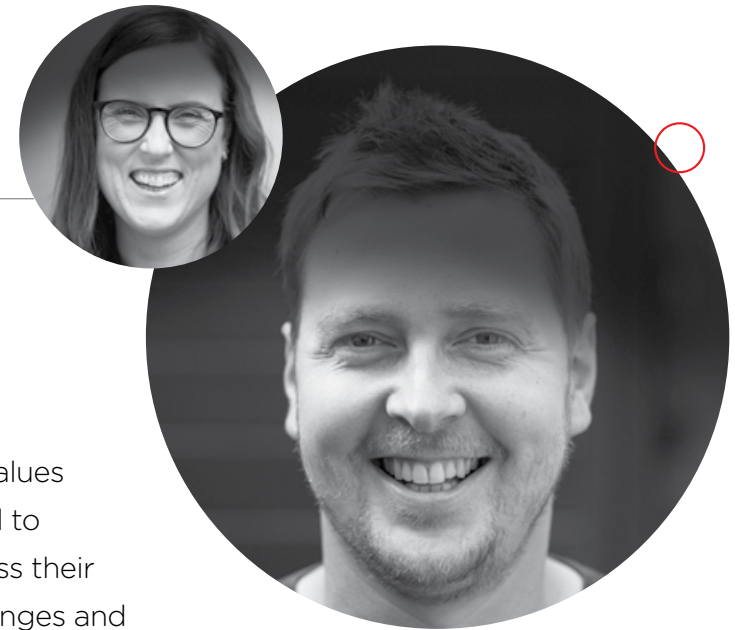
- ALONE launched our 'Give a Helping Hand' Christmas campaign in November 2020, supported by Christmas Ambassador Kathryn Thomas and ALONE service-user Don Johnson outside Don's home in North Dublin.

Public Relations

- Secured over €12 million (€12,669,567) worth of media coverage in 2020
- Issued 80 press releases resulting in more than 3,478 print articles about ALONE
- Completed 211 media requests for print, radio and television

Social Media

Platform	Followers February 2020	Followers December 2020	Growth
Facebook	13,097	16,870	28%
Instagram	1,995	5,739	187.70%
Twitter	6,033	8,198	35.89%



- In 2020 staff numbers increased from 58 in January to 71 at the end of December.
- We developed and deployed new policies in response to COVID-19 and others that apply even outside of pandemic times, e.g. Maternity Benefit, Working from Home and Returning to Work after Travel during COVID-19
- We introduced a weekly staff brief sent to all staff every Friday as a way to keep all staff informed of any changes in all areas of the organisation
- A Health and Safety Working from Home survey was conducted and has provided guidance as to issues being encountered by staff in their home workplace and the issues raised will be addressed where practical to do so
- New bespoke induction programmes were created by our Training Coordinator

- A Strategies and Values workshop was held to allow staff to discuss their work-related challenges and accomplishments during COVID-19 as well as providing an opportunity to assess the extent to which the values of The ALONE Way have been demonstrated in the response to COVID have been completed with attendance from 60+ staff
- Virtual quiz with a comedy element took place in July with a range of spot prizes for participants and virtual Christmas party was held including entertainment from a traditional group and a comedian
- We want to take this opportunity to thank all staff for their contributions this year. Your work doesn't go unnoticed and we are proud of you all.

Fundraising

- Over 16,000 new donors in 2020
- Donations in 2020 were €4.5 million compared to circa €1 million in 2019
- Partnership with Christmas FM generated €284,107.12 in donations
- Donor Direct Mail generated €108,529.72 from its launch in November to the end of December

Corporate Fundraising

- **Horizon Therapeutics:** €250,0000 donation – continue to be a partner in 2020
- Large organisations such as **Google** and **Facebook** made significant donations in 2020 of €45,000 and €50,000 respectively
- Existing and long-term partnership from 2016-2019 who had taken part in local fundraising initiatives, Volunteer Maintenance Days and Social Events led to large US donations from their parent companies in 2020

Community Fundraising

- **ICU4U** Collaboration event with 3 other Charities – ICU medical staff cycled from 5 points around Ireland to meet at Mater Hospital greeted by the Taoiseach Micheál Martin and garnered phenomenal media coverage:
<https://e-t-c.coveragebook.com/b/2a1247d3d18ecf45>
- **Coca-Cola:** gave ALONE their Christmas Campaign budget and worked closely with ALONE to produce a fresh campaign that reached a new demographic audience which builds for the future generation of donors: individual, community and corporate. This campaign is currently nominated for an All-Ireland Marketing Award



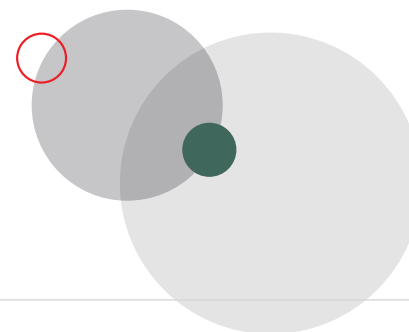
Financial Summary



Per Annual Accounts 2020

ALONE has five key sources of funding, which have seen the following changes:

1. Rental income increased by 4% against 2019 income.
2. Fundraising income increased by 258%
3. Legacy in 2020 has decreased to 22% of 2019 level
4. The value of our investment portfolio increased by 20k (3.1%) in 2020 and benefited from a cash injection of €1,000,000 to ensure cover in line with our updated Reserve Policy
5. Funding from various statutory bodies for 2020 amounted to 29% of total income.



Financial Summary

Income Chart	2020	2019
General donations	1,505,12	302,612
Non Cash Donation	876,126	143,023
Corporate donations	2,060,333	517,138
Legacies	50,483	226,605
Grants other	-	-
Grants - Stats	111,138	207,217
DCC Grant Amort	159,217	159,217
Statutory Income	1,602,193	866,848
Rent	904,061	865,327
Investment income	74,443	247,924
Other Income	5,870	55,139
TOTAL INCOME	7,348,992	3,591,051
Expenditure		
Governance Costs	199,926	225,057
Cost of generating Funds	178,171	125,746
Support Costs	411,114	233,128
Direct Charitable Expenditure	3,981,442	2,893,122
TOTAL Expenditure	4,770,653	3,477,054
Net Income/Expenditure	2,578,339	113,997



Remembering

All those we lost throughout COVID-19





ALONE

Olympic House, Pleasants Street, Dublin 8.
National Support and Referral Line 0818 222 024
Available to download from www.alone.ie

Registered Charity Number: 20020057

