



# pensioners trust

investing in everyone's future



corporate partnership

# what is the pensioners trust?

The Pensioners Trust has been set up by Age Sector Platform, a charity that represents the voice of older people in Northern Ireland.

The Trust will be used to improve the lives of older people in Northern Ireland by:

- Engaging with older people to identify the areas of concern to them; and
- Supporting projects which will tackle these concerns for older people.

# who is age sector platform?

Age Sector Platform represents the interests of older people in Northern Ireland. It supports older people to make their voice heard on the issues that matter to them. Its aims are:

- To engage with older people, allowing them to make their voice heard
- To enable older people to advocate on their own behalf
- To empower older people so they can change their lives for the better

It is the charity responsible for the Northern Ireland Pensioners Parliament.

# why is a pensioners trust needed?

With around 360,000 people aged 60 and over living in Northern Ireland, it is vital that their voices are heard, respected and acted upon.

- 4 out of 5 pensioners in Northern Ireland are worried about keeping warm in winter
- 2 out of 3 pensioners are fearful of becoming a victim of crime
- 2 out of 3 pensioners are concerned about the price of food
- 1 in 4 pensioners feel lonely.

With reduced Government spending and an increasing number of older people, it is essential that resources are made available to engage, enable and empower the older population; and that resources are dedicated to tackling problems that are not currently being addressed by others.



## corporate partnership

A corporate partnership will allow your business to reach new audiences and demonstrate a positive commitment to improving the lives of older people in Northern Ireland.

Linking with a good cause is proven to retain customers and employees, and will help you achieve your corporate social responsibility objectives.

You choose how our partnership works – whether it's a long term partnership or a one-off campaign.

## how your company can help

- Select Age Sector Platform as your charity of choice
- Sponsor one of our events or campaigns
- Make a corporate donation to the Pensioners Trust
- Employee fundraising on our behalf
- Cause related marketing
- Gifts in kind
- Payroll giving

# benefits of corporate partnership

## Celebration event

The generosity of donors and the work of the Pensioners Trust will be celebrated every year at a high profile annual event each autumn.

## Reputation

Age Sector Platform has a reputation amongst older people for executing highly successful campaigns and events, which can be utilised by corporate partners.

## Recognition

Partnerships will be acknowledged in charity publications, such as our members' magazine; and online through [www.agesectorplatform.org](http://www.agesectorplatform.org) and social media.

## Staff awareness

Many people are unaware of the problems facing older people in Northern Ireland. To increase this understanding, a charity presentation can be organised, with a sign-posting service for staff with concerns about an older relative.

## Employee morale

Participation in fundraising events is a fantastic way to promote team building and to improve employee morale in any workplace.

## Positive PR

As a relatively young charity, Age Sector Platform has achieved consistently high levels of media coverage since its inception, and has a dedicated communications team to work with you to maximise PR opportunities.

## Tax relief

Your company can receive tax relief on donations made to Age Sector Platform.



Interested in working together? Contact us today at [partnerships@agesectorplatform.org](mailto:partnerships@agesectorplatform.org) or telephone **028 9031 2089**