Donation Package 2021
We represent older people in Europe since 2001

+110 members

1.3M€ budget

Credit: AGE Platform Europe
Our mission is threefold

**REPRESENT** – Raise older people’s voices
**EMPOWER** – Strengthen our members’ capacity
**ADVOCATE** – Defend our rights in older age and influence policymaking related to ageing policies
In 2020, we achieved...

A global call for respect of rights and dignity in older age

The first EU Council conclusions focusing on older people in 10 years

And attention from the European Commission, the European Parliament, the UN, and other key decision makers on the pitfalls of our care systems.
In 2021, we aim at...

**Build the case for an EU Age Equality Strategy**
- Secure a follow-up (White Paper) to the EU Green Paper on Ageing of Jan. 2021
- Partner with EU Council Presidencies following the Trio declaration of Dec. 2020 calling for a rights-based approach to EU policies on ageing

**Reshape long-term care**
- Renew AGE’s position on long-term care and lead a EU-wide campaign
- Monitor the implementation of the EU Pillar of Social Rights Action Plan

**Use the recovery period to secure participation**
- Build on AGE members’ mobilisation to influence reforms in the recovery
- Use the 2021 edition of AGE Barometer to advocate for older people’s participation

**Increase support for a UN Convention on the Rights of Older People**
- Strengthen the capacity of AGE members to advocate at national level
Your donation supports the core of our work!

- Grow the movement for age equality and active ageing in Europe
- Sustain older people’s efforts to defend our rights, encourage participation, and provide services in the community
- Support older people to become advocates of their own causes
- Increase our visibility and impact
Together, our donors can help us accomplish bigger things!

If we achieve...

- **25.000€** - AGE secures the participation of the smallest older people’s associations
- **50.000€** - AGE renews its website and communication tools for increased impact
- **75.000€** - AGE augments its training capacity for older people’s organisations
- **100.000€** - AGE develops an interactive tool for its yearly Barometer to assess older people’s daily realities on the ground
“AGE Platform Europe and Essity share the commitment to support and strengthen older peoples voice on undeated/stigmatized topics like incontinence, which is so important to dignified care, active ageing and keeping people socially included.”

Nicole Huige
Health Care Affairs Director, Essity Hygiene and Health AB

“Joining our forces has proven to be the right choice and made our international conference a success. AGE Platform Europe gave valuable background information for drafting the Council Conclusions, which were adopted on October 9, 2020.”

Nicole Zündorf-Hinte
Head of Division at the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
Interested in partnering with us?

Learn more on our website

https://age-platform.eu/become-donor

Or contact Estelle Huchet

AGE Membership and Campaign Officer

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From all of us at AGE, thank you for your trust and meaningful support

www.age-platform.eu