

What will they be getting this Christmas?



Discover the perfect Christmas gift and ensure that our services to older persons remain constant throughout the *New Year!*

Age-in-Action was founded in 1956 in Cape Town under the name *The South African Council for the Welfare of the Ageing*. Sixty-nine organisations, city councils and chambers of commerce from all provinces decided to create a national body to unite organisations in protecting and promoting the interests and well-being of the aged.

Transformation followed and in 2001, the name and logo was changed from *SA Council for the Aged* to *Age-In-Action*.

From humble beginnings, the organisation has developed into a national body with over 1 200 member organisations which includes old age homes, service centres, corporates and individuals. Provincial offices are situated in all major city centres in the country, with 22 satellite offices in rural and deep rural areas.

2016 Marks the organisation's **60th Anniversary** and we would like you to partner with us to continue providing **much needed services to older persons!**

Our Services: Case-work; community development; outreach programmes; adult literacy; HIV/AIDS awareness; active and healthy ageing; research; advocacy and lobbying; elder abuse awareness campaigns and interventions; inter-generational programmes and capacity building.

We would appreciate your donation of **R60 monthly** or a once-off payment.

Our bank details:

Account : Age-in-Action
Bank : ABSA Bank
Branch : Adderley Street, Cape Town
Branch Code : 632005
Account Number : 01363190011

NPO : 002-842
VAT : 4820128322
PBO : 930014308

Your donation is tax deductible! Section 18A receipts issued.

Did you know that in 2011, 36.2%* of older persons in South Africa aged 65+ were living below the upper-bound poverty line?

CARE-LINE : 0800 333 231

(Toll-free for advice on ageing or to report elder abuse)