



HelpAge
Sri Lanka

age helps

Annual Report 2023/24

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HelpAge Livelihood Assistance Programme
R.A. Premaratne
Lunugama Vanaluwawa

Who We Are

HelpAge Sri Lanka (HASL) was established in 1986, following the first World Assembly on Ageing, held in Vienna in 1982. HASL's initial services and programmes were developed based on the 62 recommendations of the first World Assembly. This was followed by the United Nation's Principles on older persons' independence, participation, care, self-fulfilment and dignity declared in 1991. Programmes were further adapted in keeping with other UN Conventions such as the International Year of Older Persons in 1999. At present, HASL is developing policies in keeping with the recommendations of the Second World Assembly on Ageing, held in Madrid in 2002.

HASL counts over three decades of experience, working with vulnerable senior citizens of Sri Lanka and is committed to providing an invaluable service in improving health, eye care and well-being for needy senior citizens across the country. HASL also trains volunteers in home care to serve the needy elders. In addition, education programmes are conducted, especially among schoolchildren, to raise awareness on issues related to senior citizens.

The establishment of HASL is credited to Mr. H.P. Gooneratne and Mr. John F. Pearson of HelpAge International (HAI), who was in Sri Lanka on a fundraising mission for senior citizens. During the meeting, Mr. Pearson encouraged the Sri Lankan representatives at the meeting to establish an organisation which was fully committed to matters pertaining to senior citizens of Sri Lanka.

The ultimate result of the meeting was the establishment of HelpAge Sri Lanka by Mr. Gooneratne, who became the Founder Chairman of the Organisation. The first HASL office was set up in a small building with six staff members. From these small beginnings, HASL has now grown into an outstandingly successful non-government organisation that provides multiple services to destitute senior citizens to their quality of life.

Registered under the Companies Act No. 17 of 1982 and re-registered under the Companies Act No. 07 of 2007 (GA 545), HASL was incorporated as a limited liability company. The Memorandum of Articles of Association of HASL was registered on 24 January 1986 and amendments were made later on 11 August 1986, 23 September 1999 and

26 November 2007. Subsequently, it was registered under the Voluntary Social Services Organisation Act No. 31 of 1980 as amended by the Act No. 08 of 1998 as a Voluntary Social Services Organisation (bearing No. 11/4/1/590/86). Thereafter, the newly registered HelpAge Sri Lanka was gazetted as an approved charity on 11 March 1998.

In 2010 HASL was privileged to be among the first of the sixty global affiliates to achieve "sister status" with HelpAge International (HAI) UK.

From 2004 onwards under the chairmanship of Deshabandu Tilak de Zoysa together with a band of dedicated Council members, HASL has been successful in its efforts to provide a better life for destitute older persons by ensuring that the services provided by HASL reaches the people who really need it.

Being a non-government approved charity organisation; HASL is committed to achieving and maintaining the highest standards of corporate governance through clear policies. HASL has supported the ageing population in Sri Lanka and provides a platform to highlight their needs, by working alongside government policy makers and regional and international organisation to ensure the needs of age inclusiveness in all spheres.

Our Vision

"A world in which all older people fulfill their potential to lead dignified, active, healthy and secure lives".

Our Mission

"By working together we ensure that people in Sri Lanka understand how much older people contribute to society and that they must enjoy their right to healthcare, social services and economic and physical security".

Chairman's Message

Presentation of Annual Report

On behalf of the members of the HelpAge Sri Lanka (HASL) Council, it gives me great pleasure to present the Annual Report for the Financial Year 2023/24.

Significant progress has been made to improve strategies to uphold the stature of HASL as the leading NGO working for and on behalf of the needy elderly population of Sri Lanka.

Challenges in 2023/24

The year 2023/24 was marked by macroeconomic uncertainties and higher inflation, impacting HASL's performance financially and challenging its strategies towards serving the senior citizens of Sri Lanka.

However, guided by competent Council members and supported by the management team led by the Executive Director, it was not too formidable a task for HASL to undertake newer interventions and to maintain its mandate with a sustainable approach.

Universal Health Coverage (UHC)

For the information of the reader, I would like to highlight the importance of Universal Health Coverage (UHC), which means that all people can access essential health services without incurring financial hardship. It is found that even in countries with adequate health coverage and financial resources, UHC, may decelerate when faced with the problem of a growing older population.

World Health Organization's (WHO) Thirteenth General Programme of Work

WHO's Thirteenth General Programme of Work indicates a plan to have one billion more people benefit from UHC by 2025. This would also mean that one billion more people would be protected from health emergencies and thus enjoy better health and well-being.

Primary Health Care (PHC) Approach

In a WHO publication (of 5 October 2023) it is stated that "As a foundation for and a way to move towards UHC, WHO recommends reorienting health systems using a Primary Health Care (PHC) approach. PHC is

the most inclusive, equitable, cost-effective and efficient approach to enhance people's physical and mental health, as well as social well-being. It enables universal, integrated access to health services, as close as possible, to people's everyday environments. It also helps to deliver the full range of quality services and products, that people need for health and well-being, thereby improving coverage and financial protection. Significant cost efficiencies can be achieved and most (90%) essential UHC interventions can be delivered through a PHC approach. Some 75% of the projected health gains from the Sustainable Development Goal (SDGs) could also be realised through PHC, including saving over 60 Million lives and increasing the average global life expectancy by 3.7 years by 2030. Strengthening health systems based on PHC should result in measurable health impact in countries".

Acknowledgements

I wish to express my gratitude to HelpAge International (HAI), especially to Mr. Eduardo Klien the Regional Representative for Asia Pacific for his constant support. I also wish to extend a sincere word of gratitude to all our loyal donors who have been with us year after year, through good as well as bad times. It is not only HASL which benefits but also several thousands of elders whose lives improved because of the donor's kind generosity. Our very special thanks also go to Mr. R.M. Manivanan, Chairman, Supreme Global Holdings for the sponsorship of island-wide mobile medical and eye camps and to Darley Butler & Company for its continuous support in sponsoring important HASL projects.

I would like to express my gratitude to the Walana (Negombo) Lakshmi Niwasa Buddhist Society Limited for donating the immovable property at Earnest Place, Lakshapathiya, Moratuwa and to Ms. Priyadarshani Marassanagedara for donating the immovable property at Nagahamulla Road, Wellampitiya. HASL will make use of these valuable properties to undertake new projects to promote its services to the underprivileged elderly.

My heartfelt gratitude goes to our Deputy Chairman, Deshabandu Ajit Jayaratne who continues to monitor and ensure the vibrant financial progress of HASL.



My sincerest thanks go to all Council members, with a special thank you to Mr. Nimal Dias Jayasinha for bringing in the energy and the compliance HASL needs, both at the Council of Management and at operational level, very specially in the Home Care Division.

I wish to convey my gratitude to Mr. Nishantha Gooneratne, whose regular visits to the HASL Head Office has greatly assisted me in ensuring that I take the correct decisions.

We are greatly indebted to Council members Ms. Yasmin Raheem and Ms. Anosha Subasinghe, for their invaluable contribution, in compiling our Annual Report, for the past 10 to 15 years.

I am extremely grateful to Dr. (Mrs.) Champa Banagala for overseeing the HASL Eye Hospital with much competence and commitment.

It is with much respect that I convey HASL's gratitude to Deshabandu Jezima Ismail for having served many years in an advisory capacity.

I also extend my sincere thanks to Mr. Sanjeev Gardiner for his guidance and for kindly providing excellent facilities at the Galle Face Hotel for HASL Council meetings on a complimentary basis.

I wish to convey my very special thanks to Council member Mr. Maithri Wickremesinghe PC for guiding HASL, on all legal issues. Council member Mr. Krishan Balendra, the Chairman of John Keells Group of Companies has not only enhanced the stature of HASL but also continues to guide HASL on all financial aspects, such as recommending the engagement of a permanent internal audit company.

I will be failing in my duty if I do not convey my grateful thanks to Mr. Samantha Liyanawaduge, Executive Director, who has performed his duties beyond our expectations.

A big "Thank You" to all the heads and members of the management team and staff members for having once again proved their dedication and commitment to serving the elderly community of Sri Lanka.

My sincere gratitude goes out to Dr. Vijith Kannangara, the Chairman of Smart Media, the Annual Report Company and his team for their complimentary services, in continuously producing HASL's Annual Report for the past 15 years.

I would also wish to thank the Partners of D.N. Thurairajah and Company and the Ceylon Secretarial Services (Pvt.) Limited for continuing to provide complimentary secretarial services to HASL and also to our Auditors, Wijeyeratne & Company, Chartered Accountants for their most trusted services since HASL's establishment.

Let me conclude once again by thanking and congratulating the Executive Director and his team, for their commitment and excellent services to the elderly community of Sri Lanka.

Last but not least, I would once again like to thank all my colleagues in the Council, for their constructive and positive contribution, during the year under review.

Deshabandu Tilak de Zoysa

Chairman

HelpAge Sri Lanka

Executive Director's Message

Addressing the Needs of the Elderly in Sri Lanka

Introduction

As we continue our journey at HelpAge Sri Lanka (HASL), it is imperative to reflect on our achievements, recognise the emerging challenges and outline our strategic path forward in addressing the needs of our elderly population. Our commitment to enhancing the lives of Sri Lanka's senior citizens remains steadfast and we take this opportunity to present a comprehensive overview of HASL's efforts in the year under review, the current issues and the collective contributions that make our mission possible.

The Current Situation of the Elderly in Sri Lanka

According to the Asian Development Bank Report of 2023, Sri Lanka is among the leading countries in terms of ageing in the region and this demographic shift will require significant reforms in pension and welfare programmes as well as healthcare services to address the needs of the elderly. The Sri Lanka Department of Census and Statistics Report indicates that as of 2023, approximately 14% of the Sri Lankan population would be aged 60 and above, a figure expected to rise to 25% by 2041. This substantial increase is partly due to a sudden, large decline in fertility rates and longer life spans. The ageing population presents unique challenges in terms of healthcare, social security, and overall well-being.

Emphasis on Vision Restoration and Healthcare Support

Eye care has been a pivotal focus, particularly in addressing vision-related impairments among the elderly. Over 500,000 elderly individuals in Sri Lanka face the risk of blindness due to economic constraints, mobility issues and lack of awareness. By taking into account these obstacles to good health HASL aims to ensure that as many elderly as possible receive the vision care they need to maintain their quality of life. HASL's ongoing efforts in vision restoration, including increased cataract

surgeries and eye care outreach programmes, reflects its commitment to combat preventable blindness and enhance the overall well-being of senior citizens.

HASL's Eye Hospital has successfully performed 49,607 free cataract surgeries since 2002, significantly enhancing the quality of life for many senior citizens. During the Financial Year 2023/24, 3,218 free cataract surgeries were completed successfully at the HASL Eye Hospital.

HASL has also been providing basic healthcare services to the elderly. HelpAge mobile camps provide eye and medical care by providing the elderly who visit these camps with a report on their health condition and facilitates a consulting doctor or hospital visit based on the primary medical investigations undertaken at these camps along with the general information provided by the elderly. HASL's mobile medical and eye camps have taken basic healthcare services to remote areas addressing the medical needs of those who would otherwise have limited access to doctors and/or hospitals.

Additionally HASL's Ayurveda Centre provides weekly medicines and consultation services with the assistance of the doctors from the Ayurveda Teaching Hospital who visit the Centre every Wednesday. The HASL Ayurveda Centre sees over 40 patients per week and provides them with ayurvedic medicines. The majority of these patients have continuously visited the Centre for the last 4 – 5 years.

HASL Home Caregiver Training programmes have empowered caregivers with the skills and knowledge necessary to provide high-quality care to the elderly, fostering a supportive environment for senior citizens across the country.

Statistical Information

During F/Y 2023/24

- Total number of cataract surgeries performed: 3,218
- Total number of beneficiaries from mobile medical camps: 28,479
(Eye Screening: 16,747, Medical Screening: 11,732)
- Bifocal Spectacles: 10,187, Reading Glasses: 588
- Cataracts Identified: 3,778



- Participants in Home Care Assistants' Training programmes: 270
- Participants in Senior Citizens' Capacity (SCC) Building Training programmes: 590

Our Work and Future Directions

- **Expansion of Healthcare Services:** HASL aims to expand its mobile medical units and increase the number of free eye surgeries, targeting an additional 2000 free cataract surgeries by the end of 2025
- **Community Programmes:** Strengthening the 11,905 Senior Citizens' Committees and community support initiatives to combat loneliness and social isolation. These programmes will be designed to foster social connections and provide psychological support to the lonely elderly.
- HASL's Head of the Programme Division will conduct meetings with the respective area representatives of Senior Citizens' Committees and ascertain the needs of the elderly. HASL's Programme Division works closely with the Government hospitals and medical personnel to screen the elders primarily concentrating mainly on non-communicable diseases and with the intention of restoring the eye sight of the senior citizens.

Expansion of Elderly Day Care Centres

The HASL H.P. Gooneratne Elders Day Care Centre has been instrumental in ensuring a sense of community and offers engaging activities for the disadvantaged elderly living in and around Ratmalana. Recognising the growing need and the positive impact of such centres, HASL is planning to establish another Day Care Centre at Moratuwa. The land has been donated by the Walana (Negombo) Lakshmi Niwasa Buddhist Society Limited.

For more detail information on HASL and its activities, please refer to the individual departmental reports that follow.

Acknowledgements

HASL's modest achievements are a testament to the unwavering dedication of our teams and the support of HASL's stakeholders. I extend my heartfelt gratitude to Deshabandu Tilak de Zoysa, Chairman of HASL for nearly two decades of continuous direction and guidance. His leadership and support have been instrumental in helping me carry out my duties efficiently and effectively.

Special thanks go to our Deputy Chairman Deshabandu Ajit Jayaratne for his crucial financial insights.

Additionally, I would like to thank all Council members for the assistance rendered to me to carry out my duties and responsibilities.

I would also like to express our deep appreciation to HelpAge International (HAI) and for the unstinted support extended by HAI Regional Director, Mr. Eduardo Klien. Their steadfast assistance and strong support have been invaluable.

Our appreciation also goes to Dr. (Mrs.) Champa Banagala for her close supervision and guidance to administer the HASL Eye Hospital, successfully. Her leadership and perception have been instrumental in guiding the HASL Eye Hospital through every phase of its journey from its establishment in 2002 to date.

My gratitude also extends to Council members Ms. Yasmin Raheem and Ms. Anosha Subasinghe for their invaluable support and tireless efforts in helping to collate and compile the HASL annual report. Their meticulous attention to detail and dedication have been crucial in presenting a comprehensive and impactful report.

Executive Director's Message

I also thank Mr. Nimal Dias Jayasinha for his insightful strategic approaches and unwavering guidance on HASL's fundraising efforts, particularly in the Greeting Cards and Home Care Divisions. His monthly visits to motivate the teams have significantly bolstered the results, ensuring success even in this challenging economic landscape.

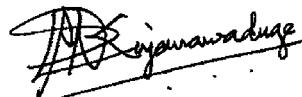
I acknowledge with grateful thanks Council member, Mr. Nishantha Gooneratne for his presence and guidance in the operational activities of HASL. His unwavering support and insightful direction have been pivotal in ensuring that our operations run smoothly.

I want to extend a heartfelt thank you to HASL's donors and supporters. Their continued generosity makes HASL's work to uplift the elderly possible. Without your support, our mission would not be achievable. Each donation is a step toward a brighter, more compassionate future for Sri Lanka's elderly community.

Finally, I extend my heartfelt gratitude to all Heads of Departments (HODs), whose leadership and commitment have been instrumental in driving our initiatives forward. Your efforts have not only guided our projects to success but have also inspired all our staff members to continue their dedicated service.

My sincere appreciation also goes out to all the staff of HASL for their unwavering perseverance in assisting HASL's mission to serve the disadvantaged elderly in Sri Lanka. Together, we are endeavouring to make a profound difference in the lives of as many senior citizens as possible.

As we look ahead, let us reaffirm our commitment to the elderly of Sri Lanka. By addressing the emerging challenges with innovative solutions and collaborative efforts, we can ensure that our senior citizens live with dignity, security and happiness. Together, we can make a lasting impact.



Samantha Liyanawaduge

Executive Director

HelpAge Sri Lanka

Members of the Council



Deshabandu Tilak de Zoysa
Chairman



Deshabandu A.M. de S. Jayaratne
Deputy Chairman



Deshabandu (Mrs.) Jezima Ismail



Mr. Sanjeev Gardiner



Dr. (Mrs.) C.P. Banagala



Ms. Anosha Subasinghe



Ms. Yasmin Raheem



Mr. N. Dias Jayasinha



Mr. Nishantha Gooneratne



Mr. Krishan Balendra



Mr. Maithri Wickremesinghe PC

Our Strength



Seated (Left to right)

Mrs. D.N.M. Wittachchi, Mrs. S.A.T. Goonethillaka, Mr. M.S.C. de Silva, Mr. M.S. Ediriweera, Mr. Samantha Liyanawaduge, Mr. G.C. Mendis, Mrs. C.N. Ekanayake, Mr. M.F. Nagoor, Mr. C.B. Weerasinghe and Mr. C.D. Hewage.

Second row (Left to right)

Mr. W.E.R. Sepala, Mr. P.D. Gayantha, Mrs. C.P. Basnayake, Mr. D.L. Sarathchandra, Mrs. P.P. Bulathsinghala, Mr. J. Karunasena, Mrs. J.G.A.S.P. Gamage, Mr. B. Nanayakkara, Ms. D.L.I.M.S. Dias, Mr. M.A.S.D. de Silva and Mr. T.M.P.K. Tennakoon.

Third row (Left to right)

Mr. K.S. Karannagoda, Mr. S.D.T.K. Lakmal, Ms. J.S. Wanniarchchi, Ms. B.A.R. Hasrshani, Ms. N.D.N.H. Wickramasinghe, Ms. J.A.I. Madurangi, Ms. P.H.S. Thisera, Ms. K. Madhubashini, Mrs. P.G.A.T. Gamage, Ms. S. Fernando, Ms. H.P.C.M. Kaldera, Ms. M.P.M.D. Leelaratne and Mr. A.A.J.C. Amaratunga.

Fourth row (Left to right)

Mr. K.N.P.K. Silva, Mr. W.G.T.U. Padmakumara, Mr. A.A.K.G. Peiris, Mr. M.D.S.D. Senanayake, Mr. P.C.L.D. Vithanage, Mr. G.D.C. Jayalath, Mr. H.P.D.S.K.S. Karunaratne, Mr. M.K.P. Sudeha, Mr. K.D.M. Ranathunga, Mr. A.G. Senaratne, Mr. A.T. Alwis, Mr. B.A.A. Nihal and Mr. K.D.K. Roshan.



HelpAge Eye Hospital

Seated (Left to right)

Mr. C.E. Fernando, Dr. (Mrs.) H.M.P. Samaratunge, Mr. W.A.M. Wijesinghe, Dr. J. Vidanapathirana, Dr. (Mrs.) K.K.A. Nandani and Dr. M.J.A. Jeza.

Standing (Left to right)

Mrs. W.V.N. Ishani, Ms. R.A.T. Dilrukshi, Ms. M.N. Swarnalatha, Ms. A. Madushani, Mr. Y.T.D. Nimenthaka, Ms. M.R.E. Senevirathne, Ms. G.B.U. Sewwandi, Mr. D.A.D Wijesinghe, Ms. M.K.N.P. Perera Mrs. K.N. Gamage, Ms. P. Priyadarshani, Ms. P.S.K.K. Pallegedara, Ms. K.P.A. Nipuni, Mr. S.S.R. Pathiranage, Mrs. C.M. Wilpathage and Ms. C.P. Ariyasena.

Our Strength



H.P. Gooneratne HelpAge Elders Day Care Centre

Left to right
Mrs. P.W. Chandralatha, Mrs. V.K. Sunethra, Mr. S. Karunadasa and Mr. W.M. Ranbanda.



Home Care Division

Seated (Left to right)
Ms. H.D. Chandranthi, Ms. W.W.A. Ranjani, Mr. C.J.K. Senevirathne, Mr. K.A.P. Ratnasiri and Ms. R.S. Galhena.

Standing (Left to right)
Mr. J.T. Daluwatte, Ms. M.L.T.S. Rupasinghe, Mrs. S. Ekanayake, Ms. M.K.H.U. Ranasiri, Ms. C. Subodhini, Ms. G.M.P.H. Aponsu, Ms. S.N.A. Wanamali and Mr. O.P.N. Perera.

Programme Division

HelpAge Sri Lanka (HASL)'s Programme Division demonstrated unwavering commitment during the review period, diligently executing numerous donor-funded projects. These projects were designed to improve the quality of life for senior citizens and provide essential support to vulnerable older individuals, particularly in response to natural disasters and Sri Lanka's ongoing economic crisis. Committed to assisting older people, the Programme Division of HASL focused on an integrated approach that included several areas important to the health and welfare of seniors. Each project, from community empowerment to disaster preparedness and from healthcare to livelihood support, embodied the values of compassion and resilience.

Below are the projects and programmes implemented and their respective donors during the review period:

1. Sponsor a Grandparent Programme (SaG) 2023 – 2024 HelpAge International – (HAI)
2. Financial Assistance Programmes for Livelihoods – SaG and Expolanka Pvt Ltd.,
3. Economic Crisis Response Project – Give2Asia Project 2
4. Drought Response Project – Global Emergency Fund – HAI
5. SHAPE Project – HAI
6. Advocacy Project – HAI
7. Health Promotion and Hygiene Awareness Programmes – HAI

1. Sponsor a Grandparent Programme (SaG)

Commencing on 1 April 2023, with a budget of GBP 30,000, HAI, Age International and HASL renewed the SaG Programme for 2023/24. The following initiatives were executed during the review period:

1.1 Building Capacities of the National Senior Citizens' Federation

A three-day residential training programme for 25 officials of the National Senior Citizens' Federation was held from 12 to 14 March 2024 at the HASL Head Office. Topics included bookkeeping, good governance, healthy ageing, leadership and management. This programme provided a platform for collaboration and the exchange of ideas, enabling participants to gain knowledge not only from the trainees but also from each other's viewpoints and experiences.

1.2 Promotion of Elders' Rights and Advocacy Programmes

HASL, with the Gampaha District Senior Citizens' Federation and the Gampaha District Secretariat celebrated International Day of Older Persons (IDOP) with a vibrant event. The day began with an elders' walk from the Gampaha District Secretariat office to its main hall where elders proudly displayed their rights on colorful banners, raising awareness throughout Gampaha town. Mr. Saman Darshana Panikorala and Mr. Ruchira Withana, Gampaha District Assistant District Secretaries also participated along with representatives from Darley Butler and Co., Supreme TV and the Executive Director and staff of HASL in celebrating the event with cultural performances and speeches.



International Day of Older Persons event – Elders Walk held at Gampaha District Secretariat

Additional IDOP commemorative programmes:

- (i) Mr. R.H. Somadasa Rathnaweera, spokesperson for the SaG project also participated at the International Day of Older Persons celebrations held in Divulapitiya.
- (ii) Training programmes on leadership, good governance and management were conducted by Mr. Chaminda de Silva, Head of Programmes and Mr. D.L. Sarathchandra, the Programme Coordinator at the Divulapitiya venue of the HASL mobile medical camp.
- (iii) Training programmes on capacity building, bookkeeping, good governance and livelihood development were conducted at Kataragama, Kesbewa, Kobeigane, Matara and Padukka.

1.3 Mobile Medical Unit (MMU) Camps

56 mobile medical and eye camps were conducted in the Ampara, Anuradhapura, Colombo, Galle, Gampaha, Kalutara, Kandy, Kilinochchi, Matara, Nuwara Eliya, Polonnaruwa, Ratnapura and Trincomalee districts.

Details of MMU Camps

Activity	Number of elders
No. of elders screened for eyes	3,662
Distribution of Spectacles	2,534
Identification of cataracts	1,128
No. of elders screened with medical issues	3,156
Total Number of elders benefited	6,818

1.4 Training Home Care Volunteers (HCV)

Training Home Care Volunteers to care for vulnerable elders involves equipping them with essential skills and knowledge to provide compassionate and effective care. These programmes cover various topics, including understanding elders' needs and challenges, communication skills, basic caregiving tasks such as personal hygiene, mobility and medication management

support, as well as safety protocols and emergency procedures. By providing extensive training, volunteers can understand the specific requirements of the elderly and offer meaningful support that enhances the elders' quality of life. This comprehensive programme was conducted as a 5-day residential training programme at the HASL Head Office from 29 January to 2 February 2024.

1.5 Community Activities

A) Community Development Project

Training programmes in bookkeeping, fundraising advocacy, good governance, management and rights advocacy were organised to assist office bearers of Senior Citizens' Committees (SCCs). These training programmes were held in Kobeigane, Kesbewa, Matara, Padukka and Kataragama and benefitted 366 office bearers in carrying out their duties and responsibilities.

B) Leadership Development Training

An Outbound Training Programme for representatives of SCCs and HASL staff was held on 19 and 20 March 2024 at Action Park, Hanwella. The programme included a mix of adventure, outdoor and group development exercises to challenge participants to plan, strategize and work together. Sixty older citizens from Colombo, Divulapitiya, Galle, Gampaha, Hambantota, Kalutara, Mannar, Matara and Padaviya participated.

C) Livelihood Support

The launch of the Livelihood Support Programmes in December 2022 marked a significant milestone in community development. These initiatives empowered participants to establish sustainable livelihoods, fostering economic resilience and a sense of empowerment among the elderly, ensuring their ongoing prosperity and well-being. During the year under review, a livelihood support programme was conducted for the Homagama District Federation. HASL provides senior citizens including those with disabilities with a loan of Rs. 10,000 to establish their livelihood projects which may involve the making of lamp wicks, brooms, clay pots or sweets. Some of the senior citizens were also provided with tools and other equipment to establish their own home gardens.

D) Donation of Assistive Devices for Vulnerable Elders

Leaders of SCCs identified the needs of disabled elders. HASL procured the assistive devices needed such as, hearing aids, walking sticks, wheelchairs and other assistive devices and distributed them among needy elders in Galle, Gampaha and Matara districts. Due to the economic crisis, there is a high demand for disability equipment. As government support has ceased, HASL's donations are crucial.

E) Sustainable Livelihood Project by HASL for Senior Citizens in Kayts, Jaffna

HASL has been working on various projects and programmes in the Northern Province since 2009 after the end of the 30-year conflict in the north. One of the major programmes is to establish sustainable livelihood programmes. To conduct the sustainable livelihood project, HASL received support from various donor agencies such as CordAid, the European Union, UN-Habitat, UNDP and HAI.

On 18 January 2024, HASL established a day care centre which was donated to the Senior Citizens' Federation of Kayts, Jaffna. At this day care centre, a special area to facilitate the making of candles by the senior citizens was also constructed. Mrs. Manjuladevi Satheeshan, Divisional Secretary of Kayts, Mrs. Sivakaran Piranavasor, Assistant Divisional Secretary, Mr. Nishantha Gooneratne, HASL Council Member, Mr. Chaminda De Silva, Head of Programmes HASL, Mr. Rubesh Rathnam, HASL's Northern Province Coordinator and other officers from the DS's office all participated in this event.



Monitoring Visit to Livelihood beneficiaries by HASL Council Member, Mr. Nishantha Gooneratne on 18 January 2024

This initiative conducted in Kayts since 2021 is part of HASL's Sustainable Livelihood Programme for senior citizens. The programme includes disaster and economic crisis response support, mobile medical and eye camps and the distribution of various items like dry food, non-food items, spectacles, hygiene kits, drinking water, water containers and water storage tanks. Sustainable Livelihood Programmes aim to provide a regular income, meet daily essential needs and promote active, healthy ageing. In keeping with the World Health Organization's declaration of the Healthy Ageing Decade for 2020 to 2030, HASL strives to actively implement sustainable livelihood programmes nationwide, especially in marginalised areas.

F) Environmental Conservation Project: Planting Trees and Climate Change Awareness

Evidence suggests that environmental volunteering may have added value for older persons. Exposure to nature is often a benefit of environmental volunteering. It improves cognitive functioning, enhances psychological well-being, ensures a greater level of physical activity as well as contributes to longevity. Additionally, it engages the relatively untapped source of environmental volunteers in the older population.

Programme Division

Taking this into account, the HASL Programme Division identified four SCCs and involved its members in a community level tree planting scheme by establishing plant nurseries in selected areas where the SCCs are in operation.

Environmental awareness programmes focusing on climate change mitigation were also organised for the members of the four SCCs selected. Increasing attention is being paid to the intersection of ageing and environmental issues leading to calls for expanded opportunities for older people to engage in activities that promote environmental conservation and sustainability.

In February 2024, a tree planting programme was held at the Hedigalle Janapada Maha Vidyalaya in the Palindanuwara DS Division of Kalutara District. The event involved members from the SCCs and school children from the Hedigalle Janapada Maha Vidyalaya. A total of 610 persons participated at this event. The HASL Executive Director, Mr. Samantha Liyanawaduge and the Divisional Secretary of Palindanuwara, Mrs. K.T. Sarangi Deerarathne also participated in this tree planting initiative.



Tree Planting Programme at Matugama DS division under the SaG Programme

G) Health Promotion and Hygiene Awareness

To promote and improve hygiene and health standards, a programme on health promotion and hygiene awareness was conducted in the Anuradhapura, Galle, Gampaha, Kandy, Kurunegala and Matara districts, specifically

designed for older individuals. The aim was to equip seniors with the knowledge and skills necessary to enhance their health and overall well-being. HASL's Programme Division staff addressed topics such as the importance of consistent hygiene practices, a healthy diet and age-appropriate preventative health measures through engaging sessions. Altogether, 1,093 elderly individuals participated in these awareness programmes.

H) SaG's Livelihood Support Scheme for Needy Elders

Due to the economic crisis in Sri Lanka, many elders found themselves unable to sustain their livelihood activities. The rising prices of products and services further compounded their struggles. In response, HASL provided a substantial loan to support the Homagama Senior Citizens' Federation in its efforts to continue with its livelihood support activities. HASL supported 9 SCCs in the Homagama DS Division, benefiting a total of 90 senior citizens. With a total disbursement of around Rs. 1 Mn., the Homagama Senior Citizens' Federation members were able to continue their livelihood activities with renewed hope. Efforts were diligently made to ensure timely repayments, fostering a sustainable cycle of support within the community.

2. Financial Assistance Programmes for Livelihoods

SaG Livelihood Support Programmes

HASL disbursed Rs. 1,280,000 among 120 beneficiaries from 13 SCCs. These SCCs were selected from the Colombo, Matara and Gampaha districts. The 120 beneficiaries have started their livelihood activities and have increased their income due to this programme. The programme's goal is to activate elders and to increase their incomes to enhance their living standards. The livelihood sectors that were financially assisted under the above programme is as follows; carpentry, dress making, food industry, home gardening, handicraft production, lamp wick making, pottery, retail shops, dry fish sales, vegetable and fruit cultivation.

Expolanka Holding PLC (EHP)

Twenty new loans were issued to the members of the Putupagala SCC in the Dompe DS Division, Gampaha. The total disbursement was Rs. 350,000.

3. Economic Crisis Response Project – Give2Asia Project 2

This project, which started in 2022-23 completed several activities during April 2024. With a total budget of Rs. 6,312,807 it provided dry rations to 893 elderly-headed families totaling 2,480 family members.

Distribution details of Give2Asia Project 2

Province	District	DS Divisions/Areas	Number of dry food packs planned	Actual families benefitted	Actual total beneficiaries
Southern	Galle	Bope-Poddala	50	50	203
		Elpitiya	50	68	270
		Galle Four Gravets	60	70	283
Eastern	Ampara	Dehiattakandiya	50	100	402
		Inginiyagala	50	135	541
North Central	Anuradhapura	Padaviya	100	105	426
Central	Kandy	Thumpane	50	50	201
		Poojapitiya	50	100	403
Northern	Jaffna	Kayts	100	115	462
		Chankanai	100	100	405
Total			660	893	3,596

Dry Food Pack Contents

Each food pack distributed consisted of essential items such as 10 kg of rice, 1 kg of dhal, 250g of dry fish or canned fish, 1 kg of large onions, a pack of coconut milk (180 ml), 100g of tea, 500g of chickpeas, 250g of Samaposha, 100g of curry powder, 100g of chili powder, 90g of soya meat, 250g packs of biscuits, 1 kg of sugar, a packet of salt, and 1 kg of wheat flour.

4. Drought Response Project – Global Emergency Fund (HAI)

During the project period from 4 September 2023 to 4 November 2023, HAI's GEF approved Rs. 16,200,000 to implement essential initiatives in the Ampara and Jaffna districts. One of the key activities undertaken was the distribution of dry food packs to support senior citizens and their families residing in these areas. Additionally, HAI facilitated the provision of drinking water to selected DS divisions in the Ampara and Jaffna districts through water bowsers, addressing

water scarcity challenges. Furthermore, the project included the installation of water storage tanks in selected communities and the distribution of water containers to communities, enhancing water accessibility and conservation efforts. Members of the SCCs were each given 20 litre water cans and a water storage tank holding 1000 litres was, installed in the DSs office.

Distribution of Dry Food Family Packages (3,631 people of 900 families)

- Provision of drinking water by water bowsers to selected DS divisions (8,400 beneficiaries of 2,100 families)
- Provision of water storage tanks for SCCs (12,000 beneficiaries of 3,000 families)
- Provision of water containers (20L) for individual households (3,600 beneficiaries from 900 families)
- Food, non-food and other items were distributed as follows:

Relief Distribution in detail under the GEF Project

Province	District	DS Division	Number of dry food packs	Number of Water Tanks	Number of Water Cans	Number of Beneficiaries
Northern	Jaffna	Kayts	150	14	294	6,067
		Chankanai	150	10	250	4,567
		Delft	150	6	206	3,067
		Total	450	30	750	13,701
Eastern	Ampara	Dehiattakandiya	150	10	250	4,567
		Mahaoya	150	10	250	4,567
		Pothuvil	150	10	250	4,567
		Total	450	30	750	13,701
Grand Total			900	60	1,500	27,402

5. The Strategic Humanitarian Assessment & Participatory Empowerment (SHAPE) Project by HelpAge International (HAI)

The SHAPE Project by HAI is a 2-year programme supporting local organisations in enhancing their capacity for humanitarian preparedness and response. It aims to strengthen both structural and programmatic aspects, using an internal change process led by each respective organisation but facilitated by HAI. In 2023, HASL received \$11,342.46 (Rs. 3,643,542.71) for capacity building. Mr. Bikash Chandra Manna from HAI conducted a workshop with 20 HASL key staff members of HASL to identify areas for improvement. HASL also developed an in-house Disaster Emergency Response Policy and Strategic Plan for the future. Four staff members from the Self-Assessment Workshop were selected and sent to a special 5-day emergency response training in the Philippines conducted by HAI. This training was held in Manila from 14 to 18, August 2023, at the B Hotel Quezon City and was attended by Mr. Samantha Liyanawaduge (Executive Director), Mr. Chaminda de Silva (Head of Programmes), Mr. Janaka Senavirathne (Head of Home Care) and

Mr. D.L. Sarathchandra (Programme Coordinator). These trained HASL staff members conducted two training programmes for other HASL staff to enhance their emergency response capacities. Overall, 50 HASL staff members were trained under this SHAPE project during the 2023/24 reporting period.



SHAPE Workshop at Ramadia Ranmal, Moratuwa (group work to prepare an Emergency Response Plan)

6. Advocacy Project Supported by HAI

The Advocacy Project, supported by HAI, focused on advocating for elders' rights, health and social security was conducted from 1 June 2023 to 31 March 2024. The project included advocacy programmes for leaders of SCCs in Galle, Matara and Colombo, meetings with elders and officials and a study on elders' challenges during the economic crisis. HAI allocated \$2,000 (Rs. 660,000) for this project. HASL also collaborated with the Sri Lanka Population Association for a dialogue on ageing at their Annual Conference and conducted health promotion programmes in Galle to improve elders' well-being through hygiene and health awareness.

Mobile Medical Unit (MMU) Camps

The HASL Mobile Medical Unit is dedicated to providing compassionate care, traveling across Sri Lanka's various districts to offer essential healthcare services to those older persons who are unable to access health care regularly. A committed team of doctors, nurses, optometrists and the HASL Mobile Medical Unit staff manage medical and eye camps with unwavering dedication, focusing on the specific needs of the elderly population. The HASL Mobile Medical Unit brings hope to those in need of vision support, providing them bifocal and reading glasses after a thorough eye examination.

Donor	Number of MMU camps	Medical Screening	Eye Screening	Distribution of Spectacles	Cataracts Identified
SaG	56	3,149	3,980	2,524	1,128
Supreme TV	45	5,359	6,791	4,295	1,791
Darley Butler	30	2,001	2,233	1,392	545
Corporate Funded	26	1,139	2,685	2,035	81
HASL Funded	11	84	1,058	529	233
Total	168	11,732	16,747	10,775	3,778

The HASL Mobile Medical Unit receives steadfast sponsorship from generous donors ensuring comprehensive care for seniors.

Supreme Care Janasuwa Yathra Programme

With the commitment of Mr. R.M. Maniwannam, Chairman of Supreme Global Holding and Supreme TV and Mr. Kanchana Kodithuwakku, Channel Head of Supreme TV and Group Director of Communications at Supreme Global Holding, the Supreme Care Jana Suwa Yathra Programme began in May 2023. This initiative sponsors weekly medical camps on Saturdays benefitting over 300 individuals, totaling 45 camps funded by Supreme Global Holding and Supreme TV. The programme is highly popular among SCCs and community-based organisations nationwide, covering 15 districts as of 31 March 2024, with plans to endeavour to reach all 14,022 Grama Niladari Divisions. Rs. 8,775,000 has been received from Supreme Global Holding during the period under review.



Supreme TV Janasuwa Yathra Camp Medical Screening

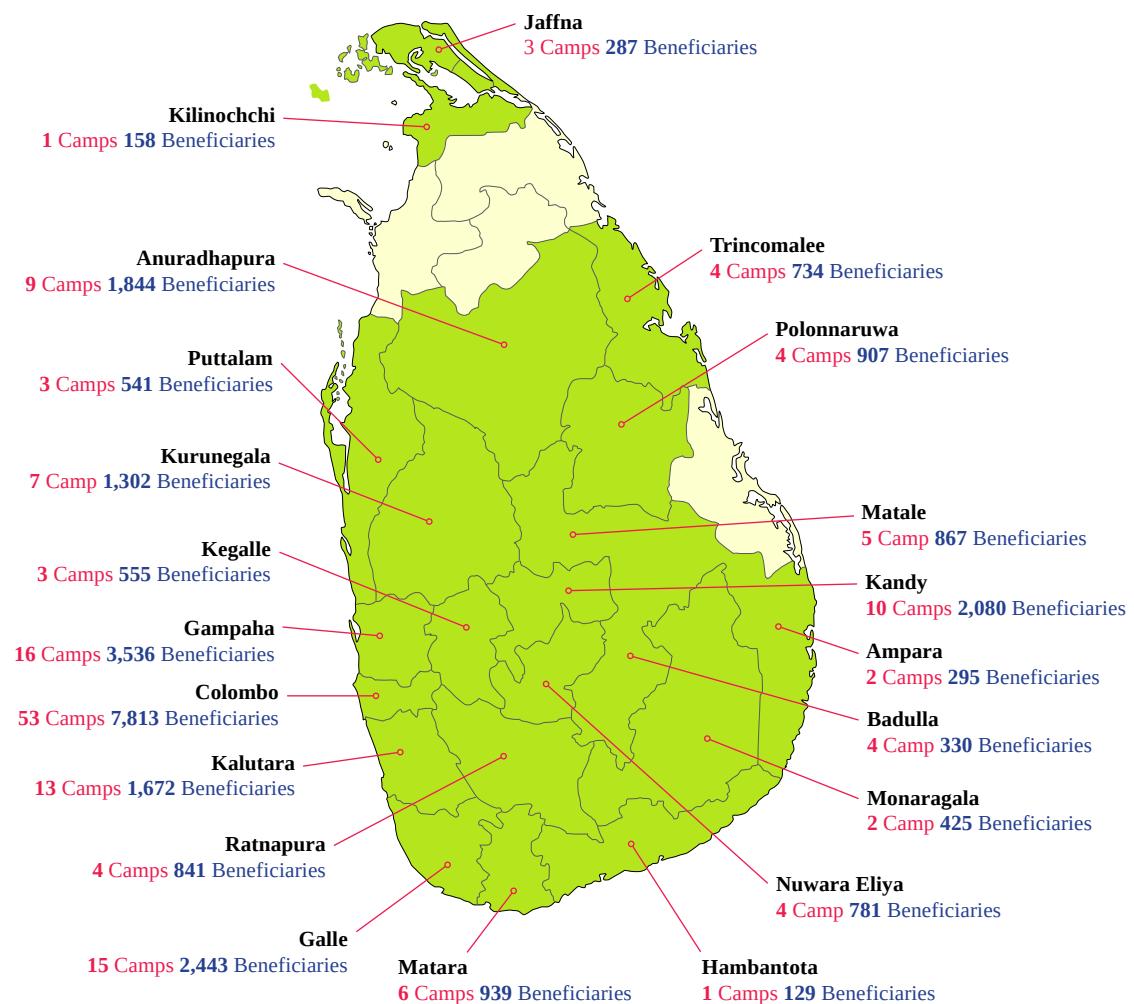
Darley Butler Mobile Medical and Eye Camps

Darley Butler's generous sponsorship has enabled the expansion of these medical and eye camps across Sri Lanka. Darley Butler & Co. enhances the comfort and dignity of older persons by providing adult diapers, which is crucial to the well-being of the elderly. In March 2023, Darley Butler & Co. donated Rs. 2,011,645, and in October 2023, a further Rs. 1 Mn. was donated. With these donations, HASL was able to conduct 30 mobile medical and eye camps during the year under review.



Mobile Medical and Eye Camp sponsored by Darley Butler in progress at HASL Head Office

HASL Conducted the following Mobile Medical and Eye Camps from 1 April 2023, to 31 March 2024



Total number of Camps 168

Medical Screening	Eye Screening	Bifocal Spectacles	Reading Glasses	Cataract Identified	Referrals
11,732	16,747	10,187	588	3,778	661



Chaminda de Silva
Head of Programmes



HelpAge Livelihood Assistance Programme

HelpAge Eye Hospital

Introduction

In 2002, the Council of HelpAge Sri Lanka (HASL) made a strategic decision to set up an Eye Hospital to perform cataract surgeries for needy elders and restore their vision. To align with this decision, a small Eye Care Centre Unit with a capacity of 12 beds was set up in a house received from Dr. Bernard De Soysa on a free lease on High Level Road, Nugegoda.

Expansion and New Facilities

Initially, cataract patients identified during Mobile Eye Camps were referred to government hospitals for surgeries. However, due to long waiting lists and operational issues, these patients faced significant delays in receiving the treatment they desperately needed.

Due to the ever-increasing demand for free cataract surgeries, HASL decided to build in 2006/07 a dedicated Eye Hospital on a land donated by the late Mr. Damascene Perera of Wellawatte, Colombo 6.

The Disaster Emergency Committee of the United Kingdom and the Big Lottery Fund provided financial assistance through HelpAge International for the construction and equipment for this new Eye Hospital located at No. 14, Sinsapa Road, Wellawatte, Colombo 6. HASL also received substantial financial assistance from His Majesty Sultan Qaboos bin Said, Sultan of Oman in the year 2008 to perform free cataract surgeries for a period of 5 years at the HASL Eye Hospital. The new purpose-built, state-of-the-art Eye Hospital commenced operations in 2009.

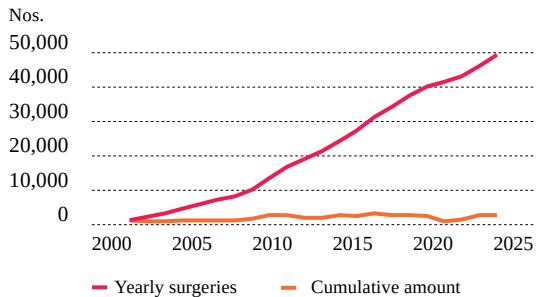


Elderly patients after the surgery

Since 2002, HelpAge Eye Hospital has successfully completed the following free cataract surgeries.

Financial year	Number of surgeries
2023/24	3,218
2022/23	3,087
2021/22	1,717
2020/21	1,015
2019/20	2,758
2018/19	3,322
2017/18	3,192
2016/17	3,849
2015/16	2,819
2014/15	3,133
2013/14	2,281
2012/13	2,382
2011/12	3,282
2010/11	3,239
2009/10	1,959
2008/09	1,209
2007/08	1,300
2006/07	1,317
2005/06	1,211
2004/05	1,017
2003/04	1,000
2002/03	1,300
Total	49,607

Cataract Surgeries Completed from 2002 to March 2024



Medical Staff and Quality Improvements

Three well-experienced eye doctors manage the eye clinics and an experienced eye surgeon performs the cataract surgeries. Abiding by the recommendations of the Ministry of Health, 100% hydrophobic lenses are being used to improve the quality and standards of the eye surgeries. Dr. (Mrs.) Champa Banagala, Council Member of HASL, also recommended that these lenses be used.



Clinic at the Eye Hospital

Performance and Achievements

When comparing the surgeries undertaken in FY 2002/03 with the current FY 2023/24, approximately 150% more cataract operations have been performed. This is a significant achievement, especially considering the limited resources and space in the Eye Hospital and also balancing high operational and maintenance costs.

Consultant Eye Surgeon Dr. Jayantha Vidanapathirana successfully performed all cataract surgeries during the period under review. The total number of surgeries completed was 3,218. Operations are undertaken only by Dr. J. Vidanapathirana. Eye clinics are conducted from Monday through Friday.

Experienced eye doctors such as Dr. Mrs. Padmini Samaratunga, Dr. Ahamed Jeza, and Dr. (Mrs.) Amitha Nandani contributed their valuable service by conducting eye clinics during the period under review. During this period, the total number of new patients attending the

eye clinic was 5,718. Out of them, only 56% of patients were selected for surgeries. The main reason for not operating all the patients was, that some of the patients lacked the necessary fitness and health conditions needed to undergo an operation. As HASL's Eye Hospital's capacity is limited, operating on those patients would have been risky.



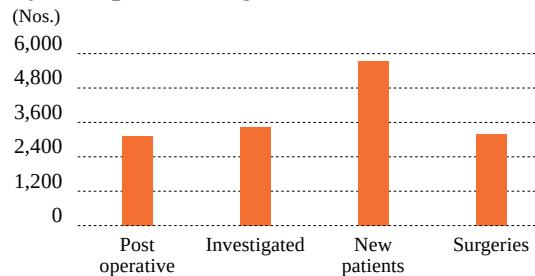
Mr. Sumith Vithanage, Biometrist taking the eye measurement before the surgery

The biometry of the patients was done by Mr. Sumith Vithanage, Eye Technician, to measure the correct lens power for the patient. More than 3,500 patients were examined for biometry during the financial year 2023/24.

Providing Enhanced Services to the New Patients

The HASL Eye Hospital continuously provided free services to needy elders suffering from impaired vision since 2002. Mainly due to the friendly and high-quality services offered, the HASL Eye Hospital has become well known to destitute elders in Sri Lanka. The ever-increasing demand for the Eye Hospital's services has resulted in a long waiting list for clinical appointments and eye surgeries. In order to reduce the duration of the waiting time, eye clinics were organised twice each day. To ensure that the double eye clinics at the hospital functioned effectively, the hospital staff also made several commitments, especially reporting for duty before 6.00a.m. to serve the needy patients.

Details of the Patients Reported for Eye Hospital during the FY 2023/24



Maintenance of the Eye Hospital

The necessary maintenance of machines was done periodically according to the maintenance agreements, by selected service providers. Sterilisation of tubing for the phaco machine was done free of charge by Lanka Hospitals as their CSR initiative. HASL wishes to place on record its gratitude to the Management of Lanka Hospitals Ltd., for its invaluable assistance.

Donations

Donations of Rs. 1,780,030 in cash and to the value of Rs. 3,935,296 in kind were received during the reporting period.



Members of the Inner Wheel Club of Colombo West make a donation to the HelpAge Eye Hospital

The Inner Wheel Club of Colombo West has been a steadfast supporter of the HASL Eye Hospital, contributing significantly to its mission of restoring vision and improving the quality of life for elderly individuals.



Mahanama Wijesinghe
Head of HelpAge Eye Hospital

Education and Training for Patients

Initially, patients were educated about basic details on how to prepare themselves for the clinics. After attending the clinics, some patients are re-educated if they do not have the correct documents and are assigned a new clinic date. After attending the clinics, if all medical conditions are at an acceptable level and the patient is ready for surgery, the surgery date and procedures to follow are communicated to the patient. Those patients who are not able to meet the strict conditions are advised about future follow-up actions and requested to call back once their medical and physical conditions have improved. Cataract patients and their guardians are also educated on how to protect their eyes carefully, especially after the eye operation. They also learn how to use the eye drops correctly. On every surgery date, Mr. C.E. Fernando, Officer-in-charge of the Operating Theatre and the nurses on duty advise the patients and guardians about all the important post-operation steps to be taken.

Fire Protection Training Programme

A fire protection training programme for hospital staff and HASL Head Office staff was conducted at the Eye Hospital on 25 April 2023. Head office staff members also participated in this event.

Vesak Bhakthi Gee Programme

Devotional songs (Bhakthi Gee) were sung at the HASL Eye Hospital to commemorate Vesak.



HelpAge Eye Hospital
Cataract surgery in progress

Human Resources (HR) Division

HelpAge Sri Lanka's (HASL) Human Resources (HR) Division organises, coordinates and manages employees working for HASL in order to accomplish HASL's mission, vision and goals. This includes recruiting, hiring, training, compensating, retaining, motivating and if necessary terminating employees. The HR Division also develops and enforces policies and procedures that helps ensure employees' safety. The employees are considered HASL's human capital and HASL recognises the value employees bring to the organisation.

In addition to its human resources functions, the division supervises administrative and operational functions including security, stores, maintenance, logistics and IT. The HASL Training Centre and the Ayurveda Centre are two additional sections which come within the purview of the Head of the Human Resource Division.

Staff Strength

The staff strength in April 2023 was 69 among which there are 34 males and 35 females.

Appointments

During the period under review, there were 29 new appointments/replacements. The new managerial positions were filled during the period under review to enhance the productivity and efficiency of the divisions.

1. Ms. Tharika Goonethillaka, Community Relations Manager, 5 July 2023
2. Mr. Mahanama Wijesinghe, Head of the HASL Eye Hospital, 18 December 2023
3. Mr. Fazal Nagoor, Manager, Training Facility, 1 March 2024

Resignations

There were 22 resignations and 2 retirements during the period under review.

Internships

- HASL offered an internship to Bhashana Wijesinghe, an intern from the Department of Social Work, Rajagiriya College of Social Services (Autonomous) of Kerala, India, from 2 May 2023 to 15 June 2023
- 15 students pursuing their BSc in Nursing (14th Batch 2017/18) from the Department of Nursing and Midwifery, Faculty of Allied Health Science of the University of Sri Jayewardenepura, commenced their Elderly Care elective at the H.P. Gooneratne HelpAge Elders' Day Care Centre from 26 June 2023 to 19 July 2023
- 15 students following the Diploma in Age Care at the Sri Lanka Foundation Institute commenced their short-term internship programme at the H.P. Gooneratne HelpAge Elders' Day Care Centre in June 2023
- In October 2023, the following appointments were made to the HASL Eye Hospital:
 - University of Sri Jayewardenepura – 2 interns appointed as Development Officers
 - University of Colombo – 1 intern appointed as a Trainee Executive
- 8 interns from the University of Colombo, Demography Department were engaged in the Eye Hospital, the Programme Division, the Logistics Division, the Youth Education Programme, the Fundraising Division and the Special Projects Division from July 2023 to October 2023 and their engagement was extended up to 31 March 2024. All interns were paid an allowance of Rs. 1,000 per day

Volunteers

- One qualified volunteer who was serving in the Finance Division was absorbed into the permanent cadre as a replacement for the vacancy of Accounts Executive in December 2023
- 3 volunteers were engaged in the Tills Division, the Home Care Division and the Eye Hospital
- 5 volunteers were engaged for the Direct Mail October 23 campaign for a week commencing 17 August 2023
- 6 volunteers were engaged for the Direct Mail December 2023 campaign for a week commencing 23 November 2023

Orientation Programme for Medical Students

At the request of a senior lecturer in psychiatry attached to the University of Sri Jayewardenepura, the Executive Director, HASL conducted a programme on HASL projects, programmes and services extended to the senior citizens in Sri Lanka. A batch of 25 medical students visits HASL head office monthly for this training programme.

National Apprentice and Industrial Training Authority (NAITA) Trainee

HASL took on board Kawindu Gimhana Peiris, a trainee from the NAITA, for a one-year training programme on industrial training in the Logistics Division, effective 21 June 2023. In December 2023, he was absorbed into the permanent cadre as a Development Officer to fill in a vacancy in the Logistics Division.

Staff Orientation Programme

Staff orientation programmes are beneficial to the new employees as well as to the organisation. The pre-planned orientation programme that the HR Division offers helps the new employees to adjust to their jobs and workplace culture much quicker. The HR Division introduces the new member of staff to all other

staff members including the Heads of Divisions. A documentary highlighting HASL's services and activities is also shown to all new employees.

A field visit is also organised by the Head, Human Resources Division to the HASL Home Care Division, Ayurveda Centre, HASL Eye Hospital and the H.P. Gooneratne HelpAge Elders' Day Care Centre. New employees are requested to submit a report on their observations and also make suggestions for improvement.

HR Initiatives

The customary meeting with the Executive Director was held and the new year tea table was laid out for all members of the HASL staff on 17 April 2023, which was the first day at office after the Sinhala and Hindu New Year holidays.

Mr. Nishantha Gooneratne, Council Member requested that the national flag and the institutional flag of HASL be hoisted every first Monday of each month.

A stall serving gram free of charge was organised and held on 4 May 2023 on the HASL premises. Many members of the public patronised this stall.

Team Briefing Sessions Conducted

• 03 May 2023

Presenters: Ms. Nelum Ekanayake, Head of Human Resources and Mr. Chaminda de Silva, Head of Programmes.

• 28 April 2023

Presenters: Mr. Janaka Seneviratne, Head of Home Care and Mr. Manjula Eiriweera, Head of Finance.

• 24 January 2024

Presenters: Mr. Janaka Seneviratne, Head of Home Care and Mr. Manjula Ediriweera, Head of Finance and Ms. Tharika Goonethillaka, Community Relations Manager.

Year-end Events

The lighting of the Christmas tree was held on 1 December 2024 and a special Christmas message was delivered by Rev. Fr. Ranadewa Dias, Vicar of Christ the Living Saviour, Maharagama.



Christmas Carols sung by the Federation of the Visually Handicapped at Head Office

- **15 December 2023**

A special “*Christmas Party with Santa*” was organised and held at the HASL Elders Day Care Centre, Ratmalana. The total expenses were covered by sponsorships and staff contributions.



Christmas party with Santa at HASL's H.P. Gooneratne Elders' Day Care Centre

- **28 December 2023**

In commemoration of the Founder Chairman, late H.P. Gooneratne’s death anniversary, a Buddhist religious sermon was conducted and attended by all members of staff, followed by the H.P. Gooneratne Scholarship Grants’ distribution to school-going children of HASL employees.



H.P. Gooneratne Scholarships Awards to school going children of HelpAge staff

- **29 December 2023**

A year-end Buddhist religious ceremony was held at the “Paramadharmaawardhanaramaya Temple”, Boralesgamuwa.

Performance Appraisals and Role Profiles

Performance appraisals were carried out in November 2023 to assess how well employees undertake their duties and responsibilities and to ascertain competence and appropriateness for the jobs they hold. As a special feature in the performance appraisal procedure, the Head of Human Resources issued an updated set of role profiles to all members of staff.

Wage Management

The Human Resources division undertook the task of conducting a comparative market survey on salaries and wages and made recommendations based on job analysis. This study, which was essentially a positional paper made it easier to make decisions on the compensation policy.

Departmental Meetings

Departmental meetings are held every other month chaired by the Head of Division. The meetings provide the departmental staff with a platform to discuss goals, initiatives and progress whilst addressing their challenges and commending their achievements.

Staff Welfare

One member of staff who was in her 5th month of pregnancy was permitted to leave the office 1 hour earlier in accordance with HR policy.

Service Contracts

Vouchers were presented in December 2023 to the Janitorial Staff and the Security Officer as a gesture of goodwill for the forthcoming New Year.



Janitorial staff receiving gift vouchers

Staff Training

On 14 June 2023, a workshop for the HASL Head Office staff on “Energy Saving” was conducted by Ms. Ravini Karunaratne, Chartered Engineer in Renewable Energy, Sri Lanka Sustainable Energy Authority. A similar programme was conducted on 25 July 2023 for the staff of the HASL Eye Hospital.

TRAINING CENTRE

The HelpAge Sri Lanka (HASL) Training Centre offers purpose-built lecture halls and residential facilities to clients at affordable rates to conduct workshops, seminars, or training programmes with meals provided by HASL's in-house catering service. HASL provides both government and private sector clientele an affordable venue with a well trained staff.

The facilities offered:

a) "Lotus" Lecture Hall

- ★ Fully air-conditioned
- ★ Multi-media and audio equipment provided
- ★ Floor area of approximately 900 sq. feet
- ★ Providing comfortable seating for 60 persons
- ★ Special menus available

b) "Araliya" Lecture Hall

- ★ Equipped with ceiling fans
- ★ Multi-media and audio equipment provided
- ★ Floor area of approximately 1300 sq. feet
- ★ Providing comfortable seating for 100 persons
- ★ Special menus available

c) "Manel" Accommodation

- ★ 14 furnished rooms
- ★ All quadruple rooms
- ★ Equipped with ceiling fans
- ★ Air-conditioned double room

d) "Bougainvillea" Cafeteria

- ★ Can accommodate 100 persons
- ★ Spacious dining area

Some of our major clients are:

- Berendina Micro Investments Co Ltd.
- Department of Social Services
- Industrial Development Board
- National Paralympics Committee
- Sejaya Micro Credit Ltd.

Mr. Nihal Mudalige, formerly the sous chef at the Galadari Hotel, Colombo visited the Training Centre on 10 March 2024 and advised the catering and kitchen staff on food hygiene, preparation and storage. The visit was a resounding success as the staff gained valuable insights into many aspects of catering. HASL greatly appreciates his visit to the Training Centre.



Mr. Nihal Mudalige's visit to HASL Head Office

Renovations and repairs will be undertaken shortly to modernise the lecture halls and washrooms.

The Training Centre activities are supervised by Ms. Nelum Ekanayake, Head, Human Resources Division. She is assisted by Mr. Fazal Nagoor, Manager Training Facility. The Resident Matron, Ms. S. Ambiga is available on a 24-hour basis. She is assisted by Ms. Disna Kumari, Development Officer.

AYURVEDA CENTRE

The HelpAge Sri Lanka (HASL) Ayurveda Centre in Boralesgamuwa is open to any elderly citizen of Sri Lanka over 55 years of age. The Centre operates every Wednesday from 9.00am to 1.00pm, providing ayurvedic treatment free of charge. The Centre is managed by HASL with the assistance of the Ayurveda Teaching Hospital, Borella and the Institute of Indigenous Medicine affiliated to the University of Colombo. HASL is grateful to the Ayurveda Teaching Hospital for providing some of the medicines free of charge and for arranging for one of its doctors to help out at the HASL Ayurveda Centre.

HASL has been providing this invaluable service to the senior citizens of Sri Lanka for the past 19 years. The Centre treats more than 40 elders each day and approximately 2000 elders each year under the expert care of Dr. Lakmi Thushari Munasinghe, who is ably assisted by Pharmacist, Mr. H.T. Aruna. At the Centre, patients are treated for common ailments and are also given physiotherapy.

Since its inception in August 2004, more than 32,000 senior citizens have benefitted from HASL's Ayurveda Centre which hopes to increase the number of patients treated in the coming year.

At the HASL Head Office, the Ayurveda Centre comes within the purview of Ms. Nelum Ekanayake, Head, Human Resources Division who is ably assisted by Mr. Fazal Nagoor, Manager, Training Centre with operational assistance provided by Ms. Disna Kumari.



Staff Orientation Programme field visit to the HelpAge Thilaka Siriwardena Ayurveda Centre



Ayurveda clinic in progress



Nelum Ekanayake
Head of Human Resources

H.P. Gooneratne HelpAge Elders' Day Care Centre



The senior citizens of the H.P. Gooneratne Elders DCC attending a Yoga session with the SLFI interns

Overview

HelpAge Sri Lanka established the H.P. Gooneratne HelpAge Elders' Day Care Centre (DCC) named in honour of its Founder Chairman, the late Mr. H.P. Gooneratne. Since its establishment in 1988 the DCC has been located at Borupona Road, Ratmalana and serves all elders irrespective of whether or not they live in the vicinity of the DCC.

The Day Care Centre provides them with free breakfast, morning tea, lunch, and afternoon tea before they leave for their homes. The daily meals are sponsored by benevolent donors from Sri Lanka and abroad, ensuring that the DCC's administrative expenses for the provision of food and drink are met by these donors. Sponsorships are very popular among donors who regularly book days in advance for special occasions like birthdays and death anniversaries of departed loved ones. The DCC hosts around 25 to 30 elders daily and has lately seen an increase in the numbers visiting.

Programmes and Services

Apart from providing free meals, the DCC also strives to keep the elderly physically and emotionally active by arranging daily yoga exercises, indoor games, religious rituals, musical programmes and more. Occasionally, the DCC organises pleasure trips to places of religious and cultural interest. Interns from the Sri Lanka Foundation Institute guided by the HASL Home Care Division conduct yoga classes every Wednesday.



Carrom competition in progress at the DCC



Winner of the Carrom competition receives a cash award from Council member, Mr. Nishantha Gooneratne

Educational Visits

Mr. Bashana Wijesinghe, a postgraduate student from the University of Kerala, India, visited the DCC to collect data for his case study on elders titled “Ageing Issues”. The data was collected from the elders visiting the DCC regularly and covered issues such as personal problems faced in their own homes; their state of health and illnesses if any; the medications prescribed by their doctors; and the assistance received from other family members to carry out their daily routines.

A group of 15 students from the University of Sri Jayewardenepura's Faculty of Health Sciences, Nursing and Midwifery Department visited the DCC to collect data for their “Elderly Care Project”. The group interviewed the elders and obtained the necessary details of any illnesses that the elders suffered from and whether the elders were correctly carrying out the instructions of the doctors they had consulted.

Events Organised

- The DCC organised field trips to the Kelaniya Temple, sponsored by Ms. Lakshmi Dassanayake and to the *Seela Suva Arana*, a healthcare monastery in Horana, sponsored by Mr. Hasitha Gunaratne. The elders thoroughly enjoyed these trips
- The Moratuwa Divisional Secretariat's Social Services Department organised a programme with the Lanka Alzheimer's Foundation (LAF) for elders at the DCC. The team from the LAF tested the elders who attended the programme for dementia. Those who showed symptoms were referred to the Colombo South Teaching Hospital for further investigations and treatment if necessary
- The DCC organised indoor games competitions such as carom, drafts, card games, etc. Council member, Mr. Nishantha Gooneratne sponsored the prizes for the competition winners
- On 9 December 2023, an almsgiving sponsored by Mr. Nishantha Gooneratne was organised to commemorate the death anniversaries of the Founder Chairman, the late Mr. H.P. Gooneratne and of the late Mrs. Manel Gooneratne

- The annual Christmas party sponsored by HASL staff and interns of the Sri Lanka Foundation Institute was held on 15 December 2023. Mr. Maithri Wickremesinghe, PC, Council member and his family provided lunch to all who attended the party

Donations (in cash and kind) were received from the following:

- ★ Mrs. T. Ariyaratne
- ★ Mr. Gaya Dahanayake
- ★ Mrs. Lakshmi Dassanayake
- ★ Mrs. A. Dissanayake
- ★ Mrs. Beatrice Edirisinghe
- ★ Mr. Ajith Gamage
- ★ Girl Guides of Muslim Ladies College, Colombo
- ★ Mr. Hasitha Gunaratne
- ★ Dr. Darshani Herath
- ★ Mrs. Sewin Liu
- ★ Mrs. Anoma Martin
- ★ Ms. Raji Nilaweera
- ★ Mrs. Niluka Roshani
- ★ Mr. W. Upul Shantha
- ★ Mr. Ajith Sunanda
- ★ Tip Top International (Pvt) Ltd.
- ★ UNICAL Pvt Ltd
- ★ Ms. Bindu Urugodawatte
- ★ Mrs. C. Wickramasinghe
- ★ Mr. Nirosh Wijayaratne

The DCC is staffed by the Head of Day Care Centre, Mrs. Rohini Wijayaratne and the Assistant Manager, Mr. S. Karunadasa.



Rohini Wijayaratne

Head of H.P. Gooneratne HelpAge Elders' Day Care Centre

Youth Education Programme

Introduction

The primary objective of HelpAge Sri Lanka's (HASL) Youth Education Programme (YEP) is to undertake awareness programmes among school children and youth on the issues faced by the elderly.

With the assistance and approval received from the Ministry of Education, the YEP staff visit certain selected schools to sensitise the schoolchildren on the YEP's additional objective of intergenerational understanding.

During the reporting period, the programme was conducted in the following schools:

- ★ Adventist International School
- ★ Al Manar International School, Colombo
- ★ Alif International School, Dharga Town
- ★ Archimedes International School, Bandarawela
- ★ Benhill College, Gampola
- ★ Bishop's College, Colombo 3
- ★ Cambridge International School, Chilaw
- ★ De Soysa Maha Vidyalaya, Moratuwa
- ★ Gateway College, Kandy
- ★ Good Hope International College, Mawanella
- ★ High-level International School, Hatton
- ★ Hindu College, Ratmalana
- ★ Horizon College International, Malabe
- ★ Ilma International Girls School, Colombo
- ★ Jennath International School, Galle
- ★ Kingston College International, Colombo
- ★ Lakpahana College Mailaitiya, Kandana
- ★ Leeds International School, Panadura
- ★ Logos College, Colombo
- ★ Lyceum International School, Panadura
- ★ Nalanda Boys Central College, Minuwangoda
- ★ Nalanda Girls Central College, Minuwangoda
- ★ Nilpanagoda Maha Vidyalaya, Minuwangoda
- ★ Niwandama Jinaraja National School, Ja Ela
- ★ OKI International School, Biyagama
- ★ OKI International School, Kandana
- ★ Pinnawala Central College (National College), Rambukkana
- ★ Princes International School, Kuliyapitiya
- ★ Redding International School, Kandy
- ★ S. Thomas' College, Bandarawela
- ★ S. Thomas' College, Guruthalawa
- ★ S. Thomas College, Mount Lavinia
- ★ Seventh Day Adventist School, Negombo
- ★ Sri Wijayarama Maha Vidyalaya, Udahamulla
- ★ St. Mary's Convent, Matara
- ★ St. Michael's College, Negombo
- ★ Trinity College, Kandy
- ★ Udugampola Maha Vidyalaya, Minuwangoda
- ★ Vidura College, Nawala
- ★ Wycherley International School, Colombo 7
- ★ Wycherley International School, Dehiwala
- ★ Yoshida International School, Makola
- ★ Zahira College, Colombo 10

Collaborative Programmes

The HASL's Programme Division jointly with the YEP conducted a Training of Trainers (ToT) Programme which was financed by the Sponsor a Grandparent (SaG) programme. School principals in the Bandarawela Education Zone were invited to participate in the training programme which focused on the challenges faced by older persons and strategies to bridge the generation gap. One hundred and forty four principals participated in the training programme which aimed to raise awareness among approximately 10,000 schoolchildren. Mr. Dhammika Perera, Zonal Education Officer, Bandarawela expressed his gratitude to HASL for organising the training programme.

Youth Education Programme (YEP) to Raise Awareness among the Younger Generation

In March 2024, through the “Training of Trainers” (ToT) Programme, Badulla District’s Zonal Education Directors and school principals participated in a training programme at the Zonal National Office in Bandarawela, in collaboration with the Youth Education Programme (YEP) of HASL. This initiative involved 144 school principals, 10 Directors of Education and 15 teachers. Armed with new knowledge and skills, these educators were encouraged to conduct an awareness campaign at the Zonal National Office, Bandarawela on 6 March 2024. A total of 97,540 students participated in the programme.

Other Activities

- Visiting elders’ homes and the HASL Day Care Centre in Ratmalana with groups of schoolchildren
- Conducting sessions for elders to air their grievances and speak of their experiences
- Organising tree planting campaigns jointly with the Programme Division

The field visits to the “*Sahana Udaya*” Elders’ Home with the children of WP/PL/Aththidiya Primary School in November 2023 and the visit to the HelpAge Day

Care Centre with the children of OKI International School in December 2023 were some of the initiatives undertaken in the year under review. These visits aimed to raise awareness among schoolchildren about the YEP’s objectives. The older persons visited were particularly happy to mingle and interact with the students.

A counselling session for elders was organised on 18 December 2023 at *Dev siri Sewana* elders’ home in Welisara. The session aimed to identify and endeavour to address the psychological problems of older persons living in that elders’ home.

The students and parents of the Dedigama Janapada Maha Vidyalaya organised a tree planting event on 28 February 2024. The objective of the event was not only to make the students and their parents aware of the need to protect the environment by cultivating more trees but also to encourage the young and old to work together for a common cause.



Geethal Mendis
Director, Youth Education Programme



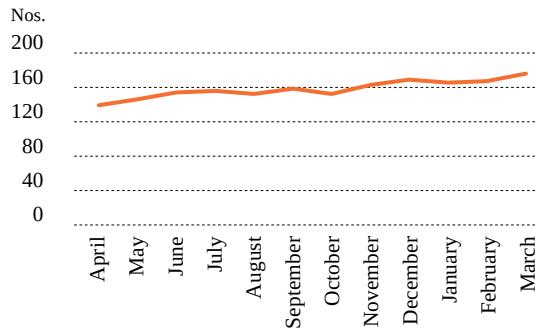
Tree Planting Programme held at Dedigama Janapada Maha Vidyalaya

Home Care Division

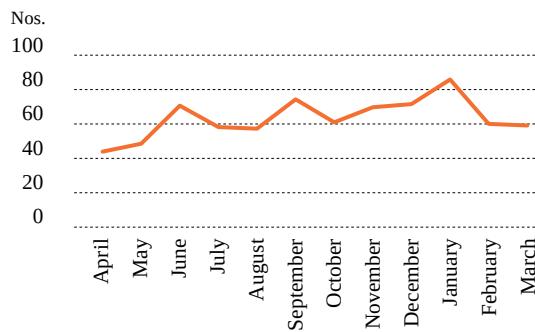
HelpAge Sri Lanka's Home Care Division provides home care services for elders who are in need of carers to assist them in daily routine activities, companionship and basic care. HASL's carers are trained free of charge by a professional resource panel including, nurses, physiotherapists, counsellors and social workers.

Experienced and qualified home care divisional staff - Head of Home Care Division, Assistant Manager Operations, Matron, Assistant Matron, Field Officers, Recovery and Observation Officer, Finance Officer, and Development Officers monitor and supervise these carers once they are deployed to assist elders in the Western Province.

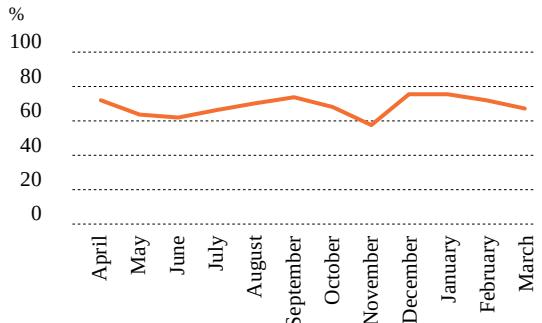
Total Services



New Client Requests



Client Satisfaction



The HASL Home Care Division managed to increase the total number of carers to 178 in March 2024 and there are plans to reach the 200 carer mark during the 2024/25 financial year.

With guidance received from the HASL Chairman, the Council, and the Executive Director, the following initiatives were taken to improve the quality of HASL's home care service;

- Carers' salaries were revised
- Separate hostel facilities for male and female carers were provided
- More training services were organised
- Providing carers with HelpAge T shirts
- Providing a skilled laboratory equipped with manikins for basic nursing care and Cardio Pulmonary Resuscitation (CPR)



Enhanced hostel facilities for Carers

Home Care Division



Brand new training manikins at the skilled laboratory



Matron conducting a training session for the new carers at 5-Day Residential Home Care Training Programme



A team of Home Carers

The Sri Lanka Foundation Institute (SLFI) conducts a Diploma Course in Age Care. Interns from this diploma course jointly with the Home Care Division staff designed and implemented a special programme which included the following:

A programme for elders in the HASL Day Care Centre was introduced in order to promote active ageing and well-being. The programme commenced on 14 August 2023 and is conducted every Wednesday from 10.30am to 11.30am.

Activities and Sessions

- Arts and craft
- Group counselling
- Movies and dramas
- Music and dancing
- Special events
- Storytelling and memory recalling programme
- Yoga and exercises

As at 31 March 2024, 18 programme sessions were held at which approximately 16 persons participated.



Interns of National Diploma in Age Care from Sri Lanka Foundation Institute (SLFI) with HASL Executive Director



Christmas celebrations at H.P. Gooneratne Elders DCC organised jointly with HASL staff and SLFI interns



Janaka Senaviratne
Head of Homecare and Training



Elders participating in a yoga session

Special Projects Division

Enhancing Support through Corporate Partnerships

Introduction

The Special Projects Division was established in 2011 with the objective of raising funds for HelpAge Sri Lanka's (HASL) programmes and projects by seeking assistance from the Corporate Social Responsibility (CSR) divisions of leading corporates in Sri Lanka.

Projects Financed

During the period under review, the following projects were partly financed with funds received by this Division:

- Free cataract surgeries at the HelpAge Eye Hospital
- Mobile medical and eye camps
- Distribution of free disability aids for needy elders

Fundraising Approach

The Division submits project proposals to leading companies, selected individuals, and establishments inviting them to join HASL in extending their assistance to serve the needy elders in the country with the objective of improving their quality of life.

Sources of Funds

Funds were generated from:

- Sponsorships from corporate/CSR funds
- Sponsorships from welfare funds
- Voluntary monthly staff contributions through the Share As You Earn (SAYE) Programme

Strengthening Corporate Relationships

To strengthen the relationship with leading corporate sector companies, HASL invites them to extend their assistance to HASL projects. Many corporates allocate an annual budget for Corporate Social Responsibility (CSR) programmes. The HASL Special Projects Division successfully convinced several corporates to finance HASL programmes and projects to serve needy elders during the period under review.

Major Achievements

Supreme Global Holdings

The Special Projects Division made a significant breakthrough by obtaining financial assistance from Supreme Global Holdings/Supreme TV to sponsor 48 Mobile Medical and Eye Camps to serve the Senior Citizens' Committees (SCCs) island-wide. According to the agreement, Supreme Global Holdings and HASL held double mobile medical and eye camps every Saturday, screening around 300 disadvantaged senior citizens each week.



Mobile medical and eye camp in progress

Special Projects Division

Share As You Earn Programme (SAYE)

The HASL SAYE programme was designed and established to seek funds from the employees of large corporates, encouraging voluntary contributions from their monthly salaries to help needy elders. Several corporates were contacted through their Human Resources Divisions and their assistance was assured to HASL. The staff members of the Special Projects Division, along with members from other divisions visited corporates to brief their staff members on the issues faced by destitute elders in Sri Lanka.

The SAYE programme was introduced to the staff of Habib Bank; Milco (Pvt) Ltd; People's Leasing & Finance PLC; Richard Pieris Co. PLC; and the Sri Lanka Ports Authority (SLPA) during the past year.

Dialog Star Points by Dialog Axiata

Dialog Axiata has partnered with HASL since 2010 to support HASL's programmes and projects through Dialog Star Points. All Dialog customers have the option of donating their star points earned to HASL. During the period under review, mobile phone Star Points campaigns were conducted by Dialog Axiata PLC, sending text messages (SMS) to their selected clients from the Star Points customer database, requesting them to donate their Star Points to HASL. A sum of Rs. 438,306.55 was received during these campaigns, which was used to sponsor many activities at HASL during the financial year 2023/24.

Financial Contributions

The Dialog Star Points donations initiated and managed by the Special Projects Division, made a considerable contribution of Rs. 12,551,372 to the HASL fundraising campaign during the period under review.

The Special Projects Division continues to play a pivotal role in securing essential funding for HASL programmes and projects. Through strategic partnerships and innovative fundraising initiatives, the Special Project Division significantly enhances the support available to improve the lives of the elderly across Sri Lanka.

Donor support for these diverse projects is facilitated through corporate and individual sponsorships, company employee month-end salary donations, and special appeals for star point reimbursements. These contributions, driven by dedicated efforts across various segments, play a crucial role in uplifting the lives of the elderly, ensuring they receive the care and respect they deserve.



Mr. Douglas Paranavithana, the Head of the Special Projects Division receiving a donation of Rs. 130,000/- from Mr. W.J. Alwis at HASL Head Officer on 27 December 2023

Direct Mail Division

Direct Mail Campaigns: Engaging Donors and Amplifying Impact

Introduction

At HelpAge Sri Lanka (HASL), the direct mail campaign is a vital lifeline, connecting HASL with compassionate donors who are committed to uplifting the lives of the underserved elderly. These campaigns are meticulously crafted to inform and inspire action, resulting in substantial contributions that support HASL's various initiatives.

Planning and Execution

The direct mail initiative is the result of careful planning and strategic execution. Each campaign is designed with a clear objective, targeting specific donor segments to maximise response rates and engagement. Leveraging data-driven insights and personalised messaging, HASL ensures that its appeal resonates deeply with recipients, fostering a sense of urgency to contribute.

Campaign Highlights

During the period under review, three primary direct mail campaigns – the Vesak Campaign, the International Day of Older Persons Campaign, and the Christmas and New Year Campaign – achieved their planned targets. These campaigns revolve around significant dates and seasons that encourage the spirit of giving.



Volunteers arranging the direct mail appeal packs at head office

Vesak Campaign (May)

Celebrating Vesak, this campaign highlights the importance of giving during a season of spiritual reflection and generosity.

International Day of Older Persons Campaign (October)

Timed to coincide with the International Day of Older Persons, this campaign focuses on raising awareness and funds to support elderly care initiatives.

Christmas and New Year Campaign (December/January)

Leveraging the festive spirit, this campaign calls on donors to support HASL's cause during a season traditionally associated with giving and goodwill.

Achievements and Impact

The Direct Mail Fundraising Campaign, which commenced in 1991, achieved the second-highest total in HASL history during the reporting period, raising Rs. 21.7 Mn. This substantial funding supports HASL programmes and projects, including:

- **Restoring Vision**
Helping less privileged elders to restore their vision remains the central theme of these campaigns.
- **Mobile Medical and Eye Camps**
Funds support the operation of mobile camps providing essential medical services to communities who reside in inaccessible locations.
- **Disability Equipment**
Donations help procure and distribute necessary equipment to elderly individuals with disabilities.

Direct Mail Division

Day Care Centre Assistance

Contributions aid in the operation and enhancement of the HASL Day Care Centre, which offers a safe and nurturing environment for elders.

Empowerment Programmes

Funds support various initiatives aimed at empowering needy elders through skills development and social support.

Direct Mail Packs

During the period, approximately 60,000 packs were mailed to both dedicated and prospective donors in our database, reflecting our extensive reach and engagement efforts.

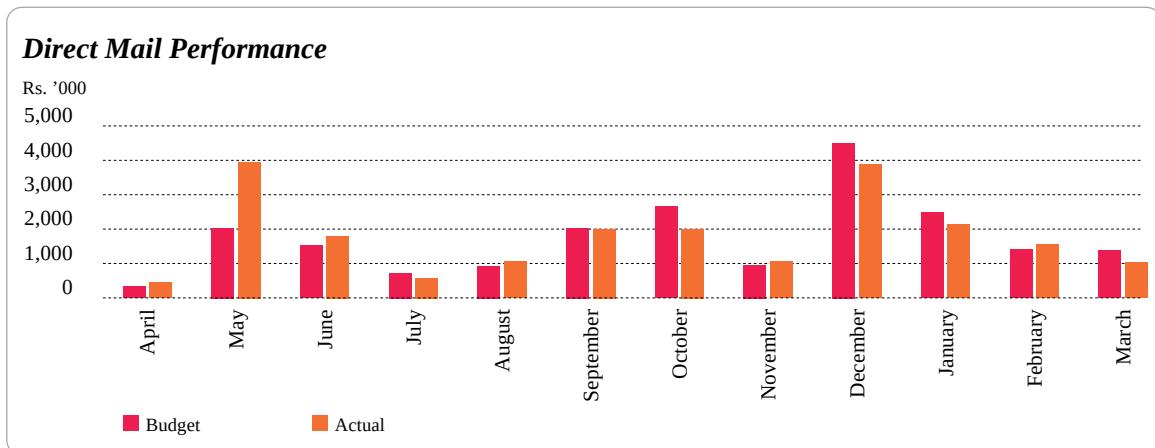
Donor Recognition and Appreciation

This is an opportune moment to extend our heartfelt gratitude to all donors who have assisted HASL over the years. The success of our direct mail campaigns is a testament to their unwavering support and generosity. HASL ensures that each donor feels valued through personalised thank-you notes, updates on the impact of their donations and special mention of their donations in HASL publicity materials.

Looking Ahead

As HASL moves forward, it remains committed to innovating and enhancing its direct mail strategies. By incorporating digital elements and leveraging new technologies, HASL aims to reach a broader audience and increase engagement levels. HASL's goal is to ensure that every appeal it sends out continues to inspire and mobilise support, thereby amplifying the impact of its mission.

Direct Mail performance for the financial year 2023/24:



Fundraising Division

GREETING CARDS PROJECT

Give The Gift of Sight Campaign

- **Empowering Elderly Vision:** The Greeting Cards Project of HelpAge Sri Lanka

In the year under review, HelpAge Sri Lanka's (HASL) greeting cards project played a crucial role in its fundraising efforts, especially in financially supporting disadvantaged elderly people to regain their eyesight. Despite challenges from digital trends and economic conditions, strategic initiatives from the previous year significantly strengthened the division's impact.

A highlight was the successful "Give the Gift of Sight" campaign, which received substantial support and media coverage. HASL's proactive market expansion, innovative sales approaches and product enhancements diversified revenue streams. HASL saw a notable increase in corporate sponsorships and contributions from local and international sources, including Sri Lankan communities overseas, which were key contributors to HASL's revenue in 2023/24.

Implementing strategic marketing, focusing on customer service enhancement and optimising card inventory management further enhanced our divisional goals.

- **"Give the Gift of Sight" Campaign – Christmas and New Year Season**

To address market challenges, HASL introduced a strategic sales approach with a campaign theme to enhance market presence and address the declining demand for greeting cards. A key initiative was the "Give the Gift of Sight" campaign during the 2023/24 Christmas/New Year season, where purchasing 200 cards equated to sponsoring one free cataract surgery for a destitute older person. This project to prevent blindness in destitute older persons resonated with customers, significantly contributing to HASL's income generation efforts.

Navigating Card Sales Challenges

Despite these efforts, selling cards remained challenging, necessitating the identification of special market segments and team targets. Other generic card sales (anniversary cards/birthday cards/sympathy cards/ thank you cards etc.) sold prior to the Christmas season in 2023/24 were low, making the Gift of Sight campaign crucial for fundraising efforts.

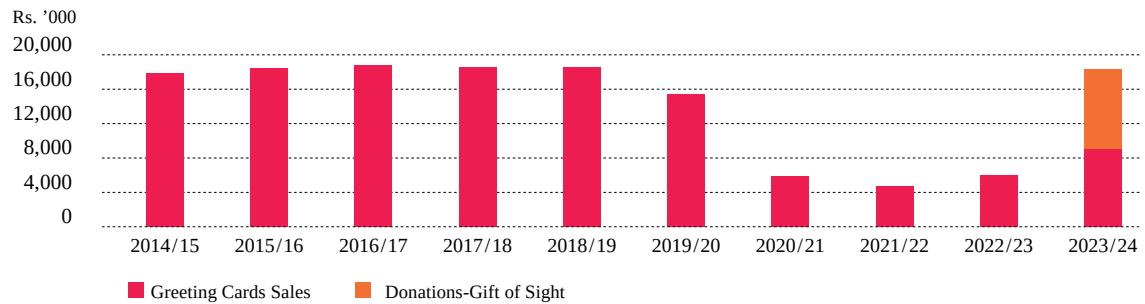
Redefining Fundraising

The Corporate Fundraising Strategy for the 2023/24 fiscal year focused on redefining fundraising through the "Gift of Sight" campaign, which leveraged sponsorships rather than just card sales. Various revenue sources, including corporate sponsorships, associations, regular corporates, new corporates, retail outlets and individuals significantly contributed to the campaign's success. It was evident from the revenue trends that new market segments had opted to support the campaign.

Revenue Growth and Impact

In the previous fiscal year 2022/23, the division recorded an income of Rs. 6,053,323. However, with the launch of the Gift of Sight campaign in 2023/24, the division achieved a remarkable income of Rs. 18,273,116, marking it the highest revenue generated in the post-COVID-19 period of the Fundraising Division. This achievement represents nearly a threefold increase from the previous year's revenue, demonstrating the campaign's tremendous success in generating financial support and donations.

Greeting Cards Sales Last 10 Years Income Analysis



Campaign Success and Impact

The success of the campaign was evident from several key indicators. The message “*Give the Gift of Sight*” resonated with customers and supporters, leading to effective word-of-mouth promotion and free press coverage exceeding Rs. 5 Mn. The campaign reached over 300,000 consumers through various channels, showcasing its broad appeal and impact.

Total Cards Printed and Sold

During the fiscal year 2023/24, the division printed 108,400 New Year and Christmas greeting cards and sold a total of 79,717 during the season. Additionally, other card sales, including generic cards such as bulk corporate birthday card orders (6,000) and retail card sales, contributed to the total card sales in the year under review. In total, 91,083 cards were sold as a part of our strategic marketing efforts in the year 2023/24. This achievement underscores the success of the division’s strategy, which emphasises designing, pricing, quality and meeting individualised market needs. HASL’s customer base included 126 companies, 21 retail stores and 57 individuals, who purchased cards from the HASL Greeting Cards Seasonal portfolio, which featured 26 designs.

Pioneering Corporate Compassion: Hayleys Group’s Monumental Sponsorship in Support of the Give the Gift of Sight Campaign

The Hayleys Group, one of Sri Lanka’s leading conglomerates, demonstrated exceptional corporate compassion by sponsoring 260 cataract surgeries as part of HASL’s 2023 campaign titled “*Give the Gift of Sight*”. Mr. Mohan Pandithage, Hayleys Group Chairman and Chief Executive Officer and thirteen other sectors within the Hayleys Group sponsored the surgeries for which a very generous contribution of Rs. 5.2 Mn. was made. Each sector covered the cost of the surgeries for one day. This sponsorship represents the largest sponsorship contribution made to HASL in the last ten years which emphasised the Hayleys Group’s unwavering commitment to making a meaningful impact in the community.

Market Expansion Strategies

- Targeting New Market Segments**

The expansion strategies focused on new market segments, including new corporates, individual donors and associations. New corporates were particularly supportive making use of their corporate social responsibility initiatives. Individual donors were identified through network connections, while overseas associations prioritised supporting the “*Give the Gift of Sight*” campaign over traditional card purchases.

- **Retail Expansion Efforts**

Efforts were made to expand into high-end retail stores such as Barefoot, Dilly and Carlo, and Fullstop. Additionally, direct consumer selling was emphasised with card sales at high-end malls such as the Colombo City Centre, Crescat and the World Trade Centre.

- **Engagement with Ethical Markets**

Efforts were made to gain entry and registration as a vendor in the Good Market. This market known for its ethically made local products is patronised by members of the expatriate community and has significant recognition and buying power. These efforts were aimed at increasing sales and expanding the reach of the campaign.

- **Impactful Presence at Key Locations**

Support received from the International Charity Bazaar and of the Greeting Cards team's presence at the World Trade Centre, which houses many top corporate offices, was particularly impactful. The "Give the Gift of Sight" campaign, sponsoring cataract surgeries through card sales, caught the interest of individuals and organisations at these locations, raising funds and awareness for the cause. Entry into the International Bazaar at the Galle Face Hotel further amplified the campaign's reach and engagement with the community.

- **Product and Pricing Strategy**

The division focused on product innovation and cost optimisation, offering variable pricing based on design and limited discounts to maintain value.

- **Distribution and Sales Channels**

Sales channels were expanded to include new corporates, associations, individuals and high-end malls, improving operational efficiency through online payments and reduced transportation costs.

Inventory Management and Corporate Sales

Efficient inventory management was ensured through stock counts and targeted marketing. Personalised letters to those interested in purchasing greeting cards drove corporate sales.

The 2023/24 fiscal year witnessed a transformative approach to fundraising through the new campaign, showcasing the division's resilience and adaptability. Despite market challenges, strategic initiatives and operational efficiencies have sustained revenue streams and expanded market reach. The Greeting Cards Project remains committed to its mission of supporting the elderly and looks forward to continued growth and impact in the coming years.

Last year, the HelpAge Greeting Cards Project was revitalised with the appointment of a new team. The project now falls under the purview of Ms. Tharika Goonathilake, Community Relations Manager, who is ably assisted by Mr. Susil Gamage, Marketing Officer, Ms. Nadeera Wickramasinghe, Customer Services Officer, Mr. Pupudu Gunaratne, Graphic Designer and Mr. W.G. Padmakumara, Office Aide.

Greeting Card Sales Christmas/New Year Card Sales Overview (2023/24)

Top 5 "Give the Gift of Sight" Campaign Donors

Donor's Name
Hayleys PLC
St. John's College Jaffna - 80's Batch
Sindhi Charitable Trust
UK Women's Association
International Christmas Charity Bazaar (Spanish Committee)
Sothys (Pvt) Ltd

Top 5 Corporate Purchasers of Seasonal Greeting Cards

Customer Name
Omega Line Ltd
Vallible Finance
Berendina Micro Investments Company Limited
Tokyo Cement Company (Lanka) PLC
Ceylon Bank Employee's Union

Fundraising Division

Top 5 Retail Purchasers of Seasonal Greeting Cards

Customer Name
Sarasavi Bookshop
Unik Creations
Arpico Super Centre
M.D. Gunasena & Co. (Pvt) Ltd
Vijitha Yapa Bookshop

Top 5 Individual Purchasers of Seasonal Greeting Cards

Customer Name
Mr. Niren Devendaraja
Ms. Priyanthi Fernando
Ms. Radhika De Silva
Mr. Srilatharan Seevaratnam
Mr. Rohan Karr

Empowering Vision: A Photographic Journey of HelpAge Sri Lanka's Greeting Cards Division Sales Efforts in 23/24. Caption: Featured is a photo collage showcasing the journey and highlights of the division's efforts, including the launch of the "Give the Gift of Sight" campaign in October, 2023, along with corporate and location-related card sales.

Give the Gift of Sight Donations



Hayleys Chairman and Chief Executive Mr. Mohan Pandithage presents a sponsorship cheque of Rs. 5.2 Mn. to HelpAge Sri Lanka's Executive Director, Mr. Samantha Liyanawaduge in support of the "Give the Gift of Sight" campaign.

Others in the photograph are: Hayleys Leisure Managing Director, Mr. Rohan Karr (left), HelpAge Operations Theatre-In-Charge, Mr. C.E. Fernando and HelpAge Sri Lanka Community Relations Manager, Ms. Tharika Goonathilake.



Hayleys and HASL teams at the launch of the “Give the Gift of Sight” campaign. In the center Hayleys Leisure Managing Director, Mr. Rohan Karr alongside HASL Executive Director, Mr. Samanth Liyanawaduge and Hayleys Head of Group HR and Legal, Ms. Darshi Talpahewa. Also present are Hayleys Assistant Manager of Group Medical, Ms. Chandrika Dissanayake and HASL Community Relations Manager, Ms. Tharika Goonathilake.



Donation by St. John's College, Jaffna 80's Batch for the Give the Gift of Sight campaign



Donation by Mrs. Priyanti Fernando and the Bumble Bee Club for the “Give the Gift of Sight” campaign



Donation by the Sri Lanka Women's Association UK



Donation by Sindhi Charitable Trust for the “Give the Gift of Sight” campaign

Fundraising Division

Marketing Collateral Developed for the Greeting Card Seasonal Campaign



Card sales at key locations



▲ World Trade Centre Colombo 01

▲ Colombo City Centre Mall Colombo 02



▲ Good Market, Colombo 7

▲ Crescat Mall, Colombo 3

Valentines Raffle Draw at HASL



TILLS PROJECT

Expanding Reach and Increasing Support

Introduction

Since its inception in 1990, the Tills Project has been an integral part of HelpAge Sri Lanka's (HASL) fundraising efforts. This initiative involves placing HASL Collection Tills at strategic locations such as supermarkets, banks, restaurants, pharmacies and various other organisations across the island. The project plays a crucial role in engaging the community and securing ongoing support for HASL programmes.

Strategic Placement and Expansion

During the period under review, the Tills Project generated Rs. 6,354,167/. A total of 2,033 tills were strategically placed in the Central, Southern, Uva, and Western provinces. 180 tills were positioned at prominent locations such as Cargill's Food City Supermarkets and Keells Super Centres in Colombo, while 1,342 more tills were placed in other locations throughout the Western Province. This extensive placement ensures maximum visibility and accessibility for donors.

Growth and Impact

The Tills Project witnessed a growth in income for the year 2023/24, reflecting an increase of approximately 8% compared to the previous year, 2022/23. This growth is largely attributed to the surge in tourist activity in the Southern coastal areas such as Galle, Hikkaduwa and Mirissa. The influx of tourists to these regions has significantly boosted the contributions received through the Tills Project, underscoring the effectiveness of HASL strategic placement and the importance of engaging with diverse donor demographics.

Enhancing Donor Engagement

The Tills Project has not only enhanced HASL's fundraising capabilities but also strengthened its engagement with the local and international community. By placing tills in high-traffic locations, HASL is able

to connect with a broader audience fostering a culture of giving and increasing awareness about the needs of the elderly. This continuous engagement is crucial for the sustainability of HASL's programmes and projects.

Appreciation and Future Prospects

HASL extends its deepest gratitude to all donors and participating organisations for their unwavering support and generosity. The collective contributions from the Tills Project have significantly impacted HASL's ability to fund essential services and support programmes for the elderly.

Looking ahead, HASL plans to further expand the Tills Project by exploring new locations and enhancing the visibility of its collection tills. By continuously evaluating and redefining strategies, HASL aims to ensure sustained growth and support for its mission to improve the lives of the elderly in Sri Lanka.

The Tills Project remains one of HASL's impactful fundraising initiatives. The growth and success of this project during the 2023/24 period are a testament to the generosity of HASL's donors and the effectiveness of HASL's strategic approach. As HASL continues to expand and innovate, it is confident that the Tills Project will continue to play a pivotal role in supporting its mission in enhancing the well-being of the elderly across Sri Lanka.

Tills Distribution Island wide

Name of Province	No. of Tills Placed
Western Province	1,342
Southern Province	189
Central Province	144
North Western Province	97
Uva Province	44
Sabaragamuwa Province	90
Nothern Province	48
North Central Province	20
Eastern Province	59
Total	2,033

Fundraising Division



Till placement at SPAR Super Market Seeduwa in June 2023

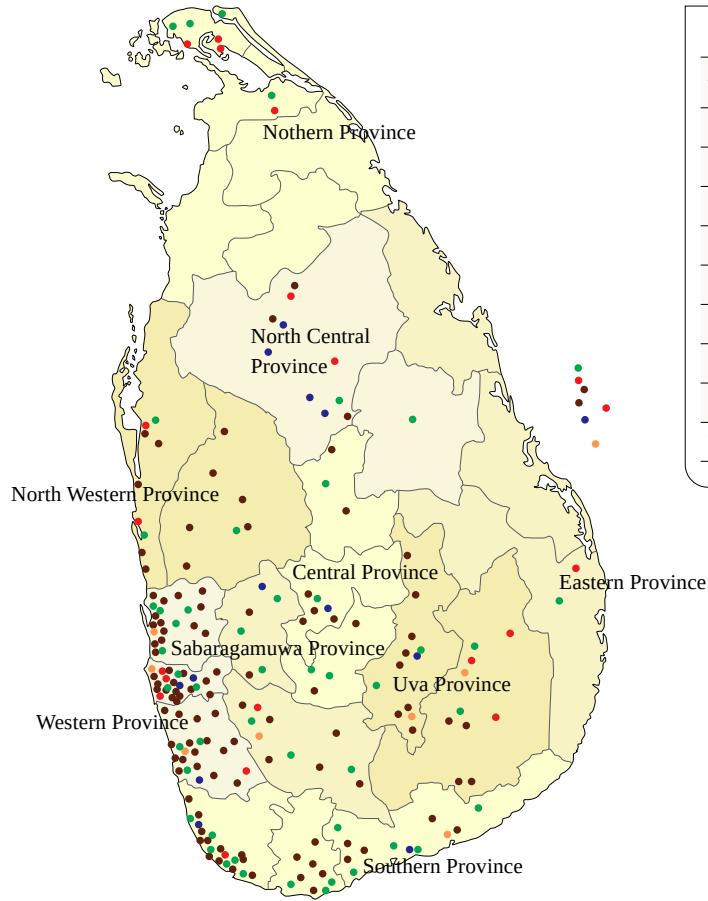


The Tills Project team at BMICH, Colombo 7 in January 2024



The Tills Project team carrying the coins deposited in the tills placed at Cargills Food City, Beach Road, Matara

Location of HelpAge Tills in Sri Lanka



Name of Province	No. of Tills Placed
Western Province	1,342
Southern Province	189
Central Province	144
North Western Province	97
Uva Province	44
Sabaragamuwa Province	90
Nothern Province	48
North Central Province	20
Eastern Province	59
Total	2,033

- Supermarkets
- Bank
- Restaurants & Hotels
- Bookshops
- Pharmacies
- Offices



Douglas Paranawithana
Head of Special Project/Fundraising

Individual and Corporate Donors

Rs. 5.0 Mn. and above

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Supreme Global Holdings (Pvt) Ltd.

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JayKay Marketing Services (Pvt) Ltd.

Ms. J.S.K. Gunaratnam
Mr. A.R. Gunasekara

Rs. 1.0 Mn. and above

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Elders enjoying a game of carrom at the Day Care Centre

News in Brief

The Island

Wednesday, January 17, 2024
www.island.lk

HelpAge urges public not to isolate elders



Director G.C. Mendis addressing schoolchildren at Pinnawala Central College.

HelpAge Sri Lanka (HASL) recently highlighted the importance of the public looking after elders with care and providing them psychological relief as they grow older instead of isolating them in elders' homes.

This was revealed by HelpAge at seminars held in 14 government schools over the past year.

The objectives of conducting these seminars were to create an awareness

among schoolchildren on the value of their parents, grandparents and other elders and on ensuring their protection during the latter part of their lives.

HelpAge statistics reveal that during this period nearly 10,000 schoolchildren attended the seminars conducted by HASL, Youth Education Programme (YEP), Director, G.C. Mendis.

The seminars were conducted in schools, including Pinnawala Central College, Sri Wijayarama MV, Dehiwala, Hindu College, Ratmalana, Blind and Deaf school, Ratmalana, Soysapura MV, Moratuwa and Nalanda Boys' and Girls' Schools, Minuwangoda.

Director Mendis said in addition to schoolchildren, teachers and principals also attended the seminars and expressed their gratitude to HelpAge for conducting such valuable seminars and educating youth on the importance of looking after elders with care, considering the invaluable service and contribution rendered by them.

Daily News

Wednesday, November 15, 2023
NEWS

HelpAge Walk refreshes and energises elders

ANANDA KANNANGARA

The annual Elders' Walk conducted by HelpAge Sri Lanka (HASL) to coincide with the International Day of Elderly persons was conducted jointly with the Gampaha District Secretariat and the Elders' federation with the participation of over 500 elders who were between the ages of 60 to 85 years.

The two-hour walk was conduct with the participation of Gampaha District Secretariat officials and employees of HelpAge Sri Lanka. Members of Elders' societies and the Gampaha District Senior Citizens Federation also participated in the walk which commenced from Gampaha District Secretariat premises at 8:30 a.m., commenting on the walk HASL Chairman, Deshabandu Tilak de Zoysa said ageing is a challenge in today's world and reminded of the invaluable

service rendered by elders to the society during their early days.

HASL, Executive Director Samantha Liyanawaduge said this year's walk was conducted under the theme "Fulfilling promises of the universal declaration of Human Rights for older persons."

He said that walks such as this refreshed and energised the minds of elders and also improved their quality of life. The participating elders also performed cultural and entertaining programmes during the walk to delight people who were present to greet them. HASL, Programme Manager Chaminda de Silva said, many children and people also joined the walk and extend their love and kindness for elderly people.

Elders also took part in entertainment programmes at the Gampaha District Secretariat auditorium.

Sunday, December 3, 2023 | THE SUNDAY TIMES 2

Buy a HelpAge card to fund free cataract surgeries

HelpAge Sri Lanka (HASL), has released its annual seasonal greeting cards to help fund free cataract surgeries for less privileged seniors above the age of 55.

With the theme 'Give the Gift of Sight with HelpAge Greeting Cards!' the 2023 campaign highlights the transformative

power of a simple gesture. Every card purchase, becomes an opportunity to raise funds for surgeries. Just 200 cards equate to sponsoring a free cataract surgery!

For more information or sponsorship inquiries, please email Tharika@helpage.lk or call 0773130280.

Cards can be purchased from the HASL head office in Boralasgamuwa, located next to the Sri Jayawardenepura University, through the special Cards Desk at 0114926358/0112803752-4 (Ext-41).

Orders can also be placed via email at helpagecards@helpage.lk, or partner bookstores.



వీరకోచరి

Virakesari Saturday, February 24, 2024

இள்காவற்றுறை HelpAge மைமுகுவர்த்தி உற்பத்தி

நிலையம் வாயிலாக முதியோருக்கு நன்மைகள்



இலங்கையில் வசதியற்ற முதிய குழுமக்களுடையக் கண்ணாலும் அறியும் சிஸிக்ஷைகள் இலவசமாக தொடர்ச்சியாக வழங்கி வரும் சமூக சேவை நிறுவனங்களை Helpage Sri Lanka யாப்பாணம் அந்தக்காவல்பற்றி பிரதேச செயலக பிரிவில் வழங்க கண்பார்களை பாதிக்கப்பட்ட வசதியற்ற முதியோருக்கு இலவசமாக கண்ணாலும் அறியும் சிஸிக்ஷைகளை வழங்கி உதவுவதற்காக ர்காவாய்வுறை நகரில் மெழுகுவர்த்தி உற்பத்தி நிலையமென்னுடைய அமைத்துள்ளது. உலக சுகாதார நிறுவனத்தில் வெளியிடப்பட்ட ஆரோக்கியமான முதியோர் தாப்து - 2020 - 2023 என்ற பிரகடனத்தை முன்னிட்டு ரந்தியபூர் ஞாசக் கேட்டு அமைத்த இந்த மெழுகுவர்த்தி நிலையத்தில் ஊர்காவாய்வுறை முதிய பிரசைஜகள் தொடர்ச்சியாக நன்மையடைவார்கள்.

அண்மையில் பாரம்பரிய முறைகளுக்கு ஏற்பாடு Helpage நிர்வாக சபை உறுப்பினர் நிடி

நான் குணர்தன், நிரப்புச்சிற்திட்டத் தலைவர் சமிந்தி தலைவர், ஊர்காவற்றியறை பிரதேஷ செயலாளர் மஞ்சளாதேவி சத்தீன், Helpage வட்டமாகான இணைப்புதினரி ருபேலி ரத்தினம் மற்றும் உதவி மீட்டர் செயலாளர் திருவாரூபன் பிரதேஷ சொருபி ஆகிழோரின் பங்குரற்றலில் வைவல நியாக திறந்து வைக்கப்பட்டது.

இந்த வைபவத்தில் அர்காவற்றுமிகு மல்பட்ட முதிய குழம்களுக்கு உலர் உணவுப் பொதிகள், முக்குக்கணன்னாடகள், உணவு சராங் உதவுகள் பூர்க்கார். சுகாநா உபகரணங்கள், குழிர் போதல்கள், நிருதகங்களின்கள் மற்றும் நீரசேகரிப் பிளாஸ்டிக் கணக்கள் ஆயின் முறையில் பயன்பட்டன. அந்தால் இந்த நிகழ்வில் முதிய பிழைகளுக்காக கையூக்க தொலைபேசி திறுத்த சேவை, மருத்துவசேவைகளுக்கு முக்குக்கணன்னாடகளும் இலவசமாக வழங்கப்பட்டன.

Sunday, December 3, 2023 | THE SUNDAY TIMES 2

Water tanks and dry rations for Ampara, Jaffna

HelpAge Sri Lanka (HASL) recently distributed water tanks and dry rations worth Rs. 16 Million to 900 under privileged needy families living at Mahaoya, Dehiaththakandiya and Pothuwil in Ampara District, and Delft, Kytes and Chunnakam in Jaffna District.

HASL distributed 60 (2,000 litre capacity) water tanks and 1500 ten litre water cans and 900 dry ration packs to affected families in the two districts.

The recipients also received essential dry rations including rice, dhal, sugar, wheat flour, tea leaves, chillies, canned fish, milk powder and spice, in addition to soap, toothpaste, towels, mosquito nets and mats.

The distribution was carried out under the guidance of respective district Divisional Secretariat offices.

Hasl Executive Director Samantha Liyanawaduge said water tank and dry ration distributions will be carried out in other vulnerable areas in the future, and thanked the Global Emergency Fund of Helpage International for this drought relief project.

HASL Head of Programme Chaminda de Silva thanked the Divisional Secretaries and grama niladaris in respective areas for the assistance given towards the goods distribution.

HelpAge, one of the oldest social service organisations, also provides free cataract surgeries for underprivileged senior citizens in the country.



HelpAge officials distributing water tanks and dry ration to recipients.

Hayleys Group sponsors 260 cataract surgeries through HelpAge Sri Lanka's 'Give the Gift of Sight' initiative

■ Restoring vision for underprivileged elderly citizens

Last week marked the conclusion of the Hayleys Group's benevolent corporate sponsorship of 260 cataract surgeries as part of the HelpAge Sri Lanka (HASL) "Give the Gift of Sight" 2023 campaign.

This meritorious act of corporate empathy was backed by a sponsorship exceeding Rs. 5 Million from the Group, aimed at contributing to HASL's goal of raising funds for 2,000 cataract surgeries for underprivileged elderly individuals in Sri Lanka.



Hayleys Chairman and Chief Executive Mohan Pandithage presents a personalized surgery sponsorship card to a patient at the HelpAge Eye Hospital in Wellawatte, Colombo 6.

Led by Hayleys PLC Chairman and Chief Executive Mohan Pandithage, 13 sectors within the Hayleys Group of Companies united to sponsor these surgeries. Each sector sponsored the cost of surgeries for one day, amounting to 20 surgeries performed daily

at the HASL Eye Hospital, at Wellawatta, Colombo 6.

Pandithage, who visited the hospital and interacted with patients' post-surgery, said, "As a purpose-led business striving to make lives better, social responsibility is a part of our Group's core values. Senior citizens have made



Hayleys Chairman and Chief Executive Mohan Pandithage presents a sponsorship cheque to HelpAge Sri Lanka's Executive Director Samantha Liyanawaduge, in support of the 'Give the Gift of Sight' campaign. The gesture, alongside Hayleys Leisure Managing Director Rohan Karr (left), HelpAge Operations Theatre-In-Charge C.E. Fernando, and HelpAge Sri Lanka Community Relations Manager Tharika Goonathilake, highlights Hayleys' commitment to impactful corporate social responsibility

remarkable contributions to society throughout their lifetimes. By supporting the HelpAge 'Give the Gift of Sight' initiative, we look to empower the elderly in a meaningful way, helping them regain their sight so that they may continue to lead fulfilling lives."

HelpAge Sri Lanka Executive Director Samantha Liyanawaduge conveyed gratitude to Hayleys for their sponsorship. "Given the challenges faced by over 500,000 elderly individuals in Sri Lanka, where the risk of losing sight is heightened due to financial and mobility obstacles, donor support in this endeavour is crucial," he emphasised.



Hayleys and HelpAge Sri Lanka teams at the launch of the 'Give the Gift of Sight' campaign, at the HelpAge Eye Hospital in Wellawatte, Colombo 6. In the centre, Hayleys Leisure Managing Director Rohan Karr, alongside HelpAge Sri Lanka Executive Director Samantha Liyanawaduge, and Hayleys Head of Group HR & Legal Darshi Talpahewa. Also present are Hayleys Assistant Manager of Group Medical Chandrika Dissanayake, and HASL Community Relations Manager Tharika Goonathilake. On the extreme left are HelpAge Eye Hospital Junior Executive Dilshan Randika, and Kingsbury Hotel Colombo Director of Operations Travis Casather

Over the festive season of December 2023, Managing Directors of Hayleys Group Companies, HR leaders, and volunteers visited the HelpAge Eye Hospital to interact with patients and inquire about their well-being. Essential items such as dry rations, meals, and diverse products made by the companies were distributed to patients and their custodians traveling from all parts of the country.

HelpAge elders celebrate Christmas

Traditionally various gifts including clothes, garments and sweets are gifted to children by well-wishers and loved ones on the Christmas day; HelpAge Sri Lanka (HASL) conducted a different kind of ceremony by distributing clothes, gifts and sweets to underprivileged elderly citizens at the H.P. Gooneratne HelpAge Elders' Day Care Centre at Borupana, Ratmalana.

The ceremony was held with the participation of HelpAge staff members headed by Executive Director Samantha Liyanawaduge.

It was a very colourful

and unforgettable day for elders as many elders said that it was the very first occasion they received gifts and delicious sweets on a Christmas day.

A 68-year-old elderly female said that the H.P. Gooneratne HelpAge Elders' Day Care Centre was her second home. All elders in the home visit the Centre every morning with lots of expectation to spend the day actively, and going back to their own homes in the evening to be with their family members.

During the three-hour session, elders were engaged in singing and dancing items to entertain

the participants.

The Elders DayCentre provides facilities to nearly 50 elderly citizens who live in and around Ratmalana and Mt Lavinia areas. They are keenly visiting the place to spend the day with fellow friends actively.

Mr Liyanawaduge highlighted the importance of conducting such events and said this kind of events strengthen the minds of elderly citizens.

He said everybody must know that no one should isolate elders, considering the invaluable service they have rendered to the society in the past.



Elders were engaged in singing and dancing

HelpAge receives Business World International Organisation Award

The USA-based Business World International Organisation (BWIO) recently awarded its 'Lifetime Achievers Award' to HelpAge Sri Lanka (HASL) Chairman Deshabandu Tilak de Zoysa, who is a worldrenowned business personality and a social worker.

In addition, HelpAge also received the title of Most Service-Oriented Organisation in Sri Lanka' for the third consecutive year, considering the invaluable social and welfare services it renders to vulnerable elderly citizens in the country.

The awards were accepted by HelpAge Executive Director Samantha Liyanawaduge at the presentation ceremony held at the Taj Samudra Hotel in Colombo.

Speaking at the ceremony, Executive Director Samantha Liyanawaduge highlighted the invaluable service rendered by HelpAge to uplift the living standards of vulnerable citizens in the country .

The Executive Director also highlighted its flagship programme of conducting free cataract surgeries for down-trodden elders over 55 at its state-of-the-art HelpAge Eye Hospital at Wellawatta, Colombo 6.

He said statistics have revealed that over 46,000 free cataract surgeries have so far been performed for people free of charge.



Former SL Navy Commander Dr. Bandula Wijemanne presents the prestigious award to HelpAge's Executive Director, Samantha Liyanawaduge. Dr. M.A.A. Jabbar, Senthil Thondaman, Prof. Rohan de Silva, and Prof. Dietmar Doering are also in the picture

He said that in addition, HelpAge distributes free dry rations and clothing to needy people during disastrous situations prevailing in the country.

HelpAge Sri Lanka: redefining the narrative of elder care in the country

In the realm of compassionate service to underprivileged senior citizens in Sri Lanka, HelpAge Sri Lanka (HASL) stands as a beacon of hope and dedication. Established in 1986, this esteemed charity organisation has been on a transformative journey, guided by its mission to enhance the lives of the elderly with unwavering commitment. At the helm of this noble cause is Tilak De Zoysa, the esteemed Chairman of HelpAge Sri Lanka. A respected business leader and philanthropist, Tilak De Zoysa has led HASL with vision and purpose, steering it toward impactful initiatives that address the multifaceted needs of the elderly and steadfast in its commitment to creating a society where older individuals can age with dignity and respect. In this exclusive interview, De Zoysa shares his perspectives on the societal and economic changes and challenges affecting the elderly, the distinctive qualities that set HelpAge Sri Lanka apart, and the meaningful contributions of donors that has helped to fuel HASL's work and services.

Q: Can you provide an overview of HelpAge's work, emphasising its history, vision, mission, and key projects or programs?

A: HelpAge (HASL) is a non-profit organisation with a rich history dating back to its establishment in 1986. Our mission is to enhance the quality of life for elderly individuals, and our vision is to create a society where older people can age with dignity and respect.

HASL Sri Lanka was founded by H.P. Gooneratne JP, inspired by the global attention given to the challenges of an aging population highlighted in the United Nations' World Assembly on Aging in Vienna in 1982. Since then, we have been on a journey dedicated to addressing the needs of the elderly in Sri Lanka.

In 2010 HASL was privileged to be among the first of 60 global affiliates to achieve "sister-status" with HelpAge International (HAI) UK.

Our vision goes beyond just providing assistance; it envisions a society that values and empowers older individuals, recognising their wisdom and contributions. We believe in a Sri Lanka where every elderly person can lead an independent and dignified life.

Our initiatives include Till Collection project, Home Care Assistance program, Day Centres for senior citizens, and Training Centre. This year, under the banner of "Give the Gift of Sight: Illuminate Lives this Season with HelpAge Greeting Cards," our goal is to raise funds for 2,000 free cataract surgeries this season. This initiative aims to restore the sight of vision-impaired elders above the age of 55, providing them with the invaluable gift of sight and a renewed sense of hope. Over 500,000 elders in Sri Lanka are at the risk of losing their sight due to delays in obtaining cataract surgeries. This situation is primarily attributed to financial and mobility issues. Card sales directly support these free surgeries at our Eye Hospital. This annual initiative is crucial in preventing blindness amongst the elderly.

Q: There has been a huge number of societal and economic changes in the last few years – how have these changes affected the underserved elderly population in Sri Lanka?

A: Yes, the recent societal and economic changes have presented both challenges and opportunities for the underserved elderly population in Sri Lanka.

Economic challenges: The economic landscape has undergone significant shifts, and unfortunately, the underserved elderly is disproportionately affected. Many older individuals, especially those without substantial financial support, face increased economic hardships. The rising cost of living, inflation, and changes in employment structures have made it challenging for them to meet their basic needs.

Healthcare access: With changes in the healthcare system, access to healthcare has become more complex. Underserved elderly individuals may find it difficult to access essential medical services, bear the costs for escalating medicinal expenses and the demand for specialised care, especially for age-related issues.



HelpAge Sri Lanka Chairman
Tilak de Zoysa

FT Key Take

Under the banner of "Give the Gift of Sight: Illuminate Lives this Season with HelpAge Greeting Cards!" this year's campaign highlights the profound impact of a simple gesture—purchasing 200 cards translates into funding a life-changing cataract surgery. Our goal is to raise funds for 2,000 free cataract surgeries this season. This initiative aims to restore the sight of vision-impaired elders above the age of 55, providing them with the invaluable gift of sight and a renewed sense of hope. Over 500,000 elders in Sri Lanka are at the risk of losing their sight due to delays in obtaining cataract surgeries. This situation is primarily attributed to financial and mobility issues. Card sales directly support these free surgeries at our Eye Hospital. This annual initiative is crucial in preventing blindness amongst the elderly.

Digital divide: The rapid advancement in technology and the move towards digital platforms for essential services have created a digital divide, leaving many elderly individuals isolated. Those without access to digital devices or the necessary skills may struggle to connect with their communities, access information, or even schedule medical appointments.

Social isolation: The changes in societal dynamics, including migration of family members as a result of the recent economical backlash, have contributed to increased social isolation among

the elderly. Many of them depend on family and community interactions for emotional well-being, and disruptions to these social circles have taken a toll on their mental health.

Opportunities for social support: On the flip side, these changes have also highlighted the importance of community and social support. Organisations like HASL play a crucial role in bridging gaps and providing assistance. Our programs, such as Day Centres for Senior Citizens, formation and capacity building of elder's clubs and Home Care Assistance, aim to counteract the negative impacts of social isolation by creating spaces for interaction and offering essential services at home.

Advocacy and policy influence: The changing landscape has prompted a reevaluation of societal structures, including policies related to elder care. HASL actively engages in advocacy to influence policies that benefit the elderly. This involves working closely with Government bodies to ensure the rights and well-being of the elderly are prioritised.

In essence, while the recent changes have posed challenges, they have also underscored the importance of support systems and the need for targeted interventions for the underserved elderly population. Through our multifaceted programs, HASL strives to address these challenges and create a more inclusive and supportive environment for older individuals in Sri Lanka.

Q: How is HelpAge Sri Lanka navigating the challenges and seizing opportunities presented by the rising aging population and the evolving healthcare landscape in the country, and what initiatives are in place to ensure a holistic and person-centred approach to elder care?

A: The COVID-19 pandemic in 2019 and the economic crisis in 2022 had a negative impact on the elderly population in Sri Lanka. Currently, 12.3% of Sri Lanka's elderly population is 60 years and older, making it the South Asian country with the highest population of older adults.

As we stand at the crossroads of a burgeoning aging population and a transformative era in healthcare, HASL sees this juncture as a unique opportunity to redefine

the narrative of elder care in the country. Addressing the challenges posed by an aging demographic requires an unwavering and sustained commitment to collaboration and compassionate care. The transition from a youth bulge to an aging society presents numerous economic, health, and social challenges. The number of retiring workers will increase, while the incoming workforce will decrease, leading to lower productivity, reduced taxes, national income, and hindered growth. An aging population will strain the country's healthcare services, and the inadequate social protection for the elderly leaves many vulnerable workers without income in retirement, especially as only half of those eligible are covered by the social pension.

Opportunities for innovation and collaboration: In response to the changing landscape, HASL actively engages in initiatives that bridge the gap between healthcare providers and the aging population. The organisation's projects, such as the Mobile Medical Eye Camps, exemplify proactive measures to bring essential healthcare services to remote areas. This ensures that every elder, regardless of location, has access to quality care. Collaborative efforts with corporate organisations play a pivotal role in amplifying the impact of these initiatives. Corporate partnerships not only provide crucial support for healthcare projects but also demonstrate the strength of collaborative ventures in enhancing healthcare accessibility.

Holistic and person-centred healthcare: We envision a healthcare system that not only caters to the specific medical and eye care needs of the elderly but also prioritises their overall well-being. From specialised geriatric care interventions to community-based initiatives, HASL explores diverse avenues to enhance the quality of care.

Beyond immediate medical interventions: HASL's commitment extends to comprehensive training programs. The free Age Care Training programs serve a dual purpose by providing lucrative employment opportunities for Sri Lankan individuals and simultaneously training caregivers to deliver tailored assistance at their doorstep. This initiative fosters a culture of empathy and understanding, recognising the pivotal role of human connection



HelpAge Eye Clinic



MMU Bus

FT Quick Take

From 1986 to 2023, HelpAge Sri Lanka has carried out

- Over 47,926 cataract surgeries providing the gift of clear vision to those in need. Each surgery represents a transformation in the life of an elderly person, enabling them to see the world anew.
- 3,283 Mobile Medical Eye Camps via which 385,593 elders had been offered essential eye care services.
- Distributed over 237,793 bifocal spectacles has been instrumental in addressing vision challenges among the elderly.
- Eye Care Services have touched the lives of 591,039 elders
- Conducted over 9,000 programs targeting schools under Youth Education and Advocacy programs. These sessions help to build strong connections between our elders and youth fostering understanding

in elder care.

*Envisioning a future of compassionate care: As HelpAge Sri Lanka embarks on this transformative journey, HASL envisions a future where healthcare transcends traditional boundaries, embracing and uplifting every individual, regardless of age. The road ahead is not without challenges, but with collaborative efforts, HASL strives to create a future where compassionate care is the cornerstone of healthcare for all ages.

Q: In a landscape where various organisations serve the elderly, what sets HelpAge Sri Lanka apart?

A: Certainly, in our more than three decades of service, HASL has carved a unique niche in the realm of elderly care.

Specialisation in aging issues: Our entire infrastructure, programs, and expertise are tailored to address the specific needs and challenges faced by the aging population. This specialisation allows us to delve deep into the intricacies of elderly care. With over 38 years of dedicated service, we bring a wealth of experience and a proven track record. We adopt a holistic strategy that encompasses healthcare, emotional well-being, social inclusion, and economic empowerment. This comprehensive care model sets us apart in ensuring the overall well-being of the elderly.

Community-centric programs: HASL places a strong emphasis on community involvement. We actively engage with local communities, empowering them to be part of the process.

Advocacy and policy influence: We take on an advocacy role to influence policies that impact the elderly at a systemic level. We believe in addressing not only the immediate needs of the elderly but also contributing to broader societal changes that promote their rights and well-being.

Sustainability and resilience: We don't just provide temporary relief but strive to create lasting changes. This resilience-driven approach ensures that the impact of our initiatives endures over time.

In essence, what sets us apart is our commitment, specialised expertise, community-centric focus, and the ability to evolve with the changing needs of the elderly.

Q: What has been the impact of key HelpAge projects – can you share a statistical overview?

A: We have been able to create a remarkable impact due to the kindness and generosity of our donor community on the lives of the elderly through key HASL projects. If we take a statistical overview from 1986 to 2023:

Over 47,926 cataract surgeries have been conducted to date, providing the gift of clear vision to those in need. Each surgery represents a transformation in the life of an elderly person, enabling them to see the world anew.

Mobile medical eye camps: Through 3,283 Mobile Medical Eye Camps, we've reached out to 385,593 elders, offering essential eye care services. These camps are a testament to our commitment to making medical assistance directly to those who may face barriers in accessing healthcare.

Bifocal spectacles: Distributing over 237,793 bifocal spectacles has been instrumental in addressing vision challenges among the elderly. These spectacles enhance not only their vision but also their overall quality of life.

Comprehensive eye care services: Our Eye Care Services have touched the lives of 591,039 elders. This comprehensive approach encompasses a range of services, from eye examinations to surgical interventions, ensuring holistic care for those in need.

Youth Education and Advocacy programs: We have conducted over 9,000 programs targeting schools since 1986. These sessions help to build strong connections between our elders and youth fostering understanding and compassion.

Donor support has been the driving force behind these impactful projects, creating a positive ripple effect that extends far beyond statistics—into the hearts and lives of those we serve. They have been the catalyst for change and compassion!

Q: Over the years, HelpAge Sri Lanka has garnered

recognition for its work. Could you highlight some of the awards and accolades the organisation has received?

A: Certainly, HASL takes pride in the acknowledgment and appreciation it has received for its dedicated efforts in serving the elderly. Some of the notable awards and recognitions:

USA-based Business World International Organization (BWIO) awarded its 'Lifetime Achievers Award' to HelpAge Sri Lanka in 2023. HASL also received the BWIO award for the 'Most Service Oriented Organization in Sri Lanka' for the third consecutive year for services rendered to the senior citizens in the country from BWIO.

The HelpAge Global Network also won the Conrad N Hilton Humanitarian Award in 2012, during my Chairmanship at HelpAge International UK. These are acknowledgments of our position as an integral part of a broader movement dedicated to the well-being of the elderly worldwide.

Government commendations: The Executive Director of HelpAge Sri Lanka Samantha Liyanawaduge is a member of the National Council on Elders, under the purview of the Ministry of Social Services. This appointment made by the President is an endorsement of the leadership given by HASL in elevating the lives of the underserved elderly, as a valued partner in the broader societal framework.

Q: What factors contribute to the growth of the Sri Lanka elderly care market?

A: The Sri Lanka elderly care market is on the rise due to a growing senior population and an upturn in chronic diseases. The World Health Organization predicts a billion seniors in emerging nations by 2050, driving the demand for elder care services. Valued at \$ 832.8 billion in 2021, it's projected to reach \$ 1,268.43 billion by 2029.

Increasing geriatric population and a surge in chronic diseases boost demand for senior care, especially home healthcare services. Growing older population fuels the need for aged care services, emphasising both short-term and long-term support. However, the high cost of eldercare services poses a restraint, impacting their widespread utilisation.

COVID-19 impact: The pandemic initially reduced demand, but post-COVID, there's an increased need for aged care services, reflecting changes in preventive measures. Be it product type, service or application, the market offers significant growth opportunities and challenges, hence the importance of accessible and affordable aged care services.



Helpage Eye Hospital



Cataract Surgery



Eye Surgery

Spreading awareness about HASL's mission, the challenges faced by the elderly, and the organisation's accomplishments is a valuable contribution. Individuals can use their networks, both online and offline, to amplify HASL's reach, garnering more support and resources for their projects.

Q: Who makes up the HelpAge Sri Lanka Council?

A: The HASL Council comprises dedicated individuals committed to the welfare of senior citizens. I serve as the Chairman, and the Deputy Chairman is Deshabandu Ajit Jayaratne. Other Council Members include Nimal Dias Jayasinha, Nishantha Gooneratne, Deshabandu Jezima Ismail, Sanjeev Gardiner, Dr. C.P. Banagala, Anosha Subasinghe, Yasmin Raheem, Maithri Wickremesinghe, Dr. C.P. Banagala and Krishan Balendra. Each member brings a wealth of experience and expertise, contributing to HelpAge's commitment to enhancing the lives of senior citizens. The HelpAge Management team and staff are led by Executive Director Samantha Liyanawaduge. The collective efforts of the council, management team, and staff guide HelpAge in achieving our mission of improving the quality of life for older individuals and empowering them to live with dignity.

Q: How can individuals from the public actively contribute to and support the causes that HelpAge prioritises?

A: Financial contributions, whether one-time or regular, play a crucial role in supporting projects and initiatives since we are dependent on public funding. This could involve sponsoring eye camps, providing funds for cataract surgeries, or donating for the purchase of aged care-related products like wheelchairs, crutches, and hearing aids.

Volunteerism offers an opportunity to directly impact lives by offering time and skills in areas such as mobile eye camps, day care centres, fundraising events, and more. Engaging with HelpAge through volunteer work allows individuals to witness the immediate effects of their efforts on the lives of the elderly.

Another impactful and meaningful way to contribute is through the purchase of HASL greeting cards. The proceeds from these sales often go towards specific projects, such as funding free cataract surgeries for the visually impaired.

Participation in fundraising events, whether online or offline, is an active way to generate funds for critical projects.

Other News



Darley Butler Sponsorship for MMU Camps



Strategic Humanitarian Assessment and Participatory Empowerment (SHAPE) Project



Supreme Global Holdings Janaswa Yathra MMU Programme

International Day of Older Persons 2023



Mobile Medical and Eye Care Programme



Global Emergency Fund Project - HAI



The Strategic Humanitarian Assessment & Participatory Empowerment (SHAPE) Project - HAI



How to get in Touch

Registered Office

Please contact us to find out more about HelpAge Sri Lanka programmes and projects for the well-being of senior citizens of Sri Lanka.

HelpAge Sri Lanka

P.O. BOX 09

102, Pemananda Mawatha Raththanapitiya,
Boralesgamuwa, Sri Lanka
(Adjoining Sri Jayawardenapura University Premises)

Phone: +94 11 280 3752, +94 11 280 3753,
+94 11 280 3754, +94 11 741 8977,
+94 11 741 8978, +94 11 741 8979

Facsimile: +94 11 280 1147

Email: helpage@slt.net.lk

Website: www.helpagesl.org

For enquiries about HASL contact the Officers listed below:

Head of Finance – Ext. 19

Financial Information

Donations/Online Donations

Head of Human Resources – Ext. 15

Training Centre – Reservation of Training Venue and Facilities

Free Ayurveda Services

Information about any Other Administrative Matter

Inclusion of HelpAge in your “Last Will”

Information and Publications

Library Facilities

Phone: +94 11 741 8981

Head of Home Care and Training

Home Care Assistance Service

Home Care Training Assistants/Volunteer Training

Phone: +94 11 280 3751, +94 11 280 3761

Director, Youth Education Programme – Ext. 20

Youth Education Programme and Awareness Programmes for the School Children

Training of Trainers (TOT) Programmes for Directors, Principals and Teachers

Tree Planting Programme in Schools

Head of Community Relations – Ext. 21

“HelpAge” Greeting Cards

Give the Gift of Sight Programme

Placement of Collection Tills

Donations in Kind

Corporate/Individual Donations

Sponsorship support for special programmes

Sponsorship of Mobile Medical and Eye Units (MMUs)

Direct Mail Campaign

Pay Roll Giving Programme (SAYE)

Dialog Star Points Programme

Phone: +94 11 492 6358, +94 11 430 0946

Head of Programmes – Ext. 12

Projects for Development of Community Based Programmes

Senior Citizens Committees formation and capacity Building

Foreign Donor – Funded Projects

Sponsor a Grandparent Programme

Projects for Development of Day Centres and Income Generation Projects

Financial Assistance Programme for Livelihoods

Emergency Response Programmes

Supreme TV Janasuwa Yathra Mobile Medical Camps

Reservation of Mobile Medical and Eye Units

Any Other Donations

Phone: +94 11 280 4746, +94 11 492 6948,
+94 11 280 4752

How to get in Touch

Head of HelpAge Eye Hospital

Appointments for Eye Clinics
Eye Hospital Services
Free Cataract Surgeries
Provision of other Eye Care Facilities
Donations for Eye Hospital
No. 14, Sinsapa Road, Wellawatte, Colombo 06
Phone: +94 11 258 9450, +94 11 255 5759,
+94 11 250 0056
Private Health Services Regulatory Council Registration
No. PHSRC/PH/130
Environmental Protection License No. 02895 (R₁₁)
Under National Environmental Act No. 47 of 1980

Head of H.P. Gooneratne HelpAge Elders Day Care Centre

Donations for Almsgiving
Donations for Day Care Centre
Sale of lamp Wicks, Envelopes and other products
No. 24, Dharmashrama Mw., Borupona Road, Ratmalana
Phone: +94 11 263 5566 , +94 11 741 7571

Members of the Council

Deshabandu Tilak de Zoysa (Chairman)
Deshabandu A.M. de S. Jayaratne (Deputy Chairman)
Deshabandu (Mrs.) Jezima Ismail
Mr. Sanjeev Gardiner
Dr. (Mrs.) C.P. Banagala
Mrs. Anosha SubasingheW
Ms. Yasmin Raheem
Mr. N. Dias Jayasinha
Mr. Nishantha Gooneratne
Mr. Krishan Balendra
Mr. M.E. Wickremesinghe PC

Hony. Advisors

Dr. Leel Gunasekera
Mr. N.W.E. Wijewantha
Col. John Mayo OBE
Mr. John F. Pearson

Senior Management

Mr. Samantha Liyanawaduge (Executive Director)
Mr. Geethal Mendis (Director Youth Education)

Bankers

Bank of Ceylon
Commercial Bank
Hatton National Bank
Pan Asia Bank
People's Bank
Sampath Bank
Seylan Bank

Secretaries

Ceylon Secretarial Services (Pvt) Ltd.,

Auditors

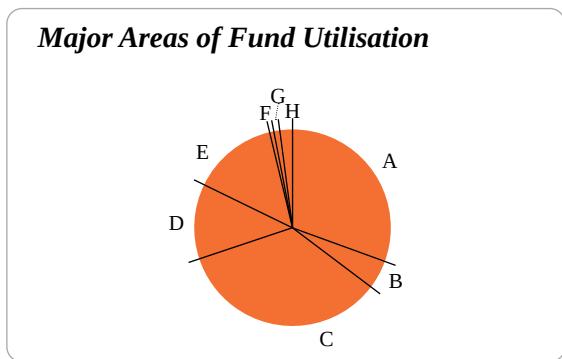
Wijeyeratne & Company, Chartered Accountants

Our Legal Framework

Company Registration No. GA 545
Social Services Registration No. 11/4/1/590/86
Approved Charity Statute Notification Gazette No. 497
of 11.03.1988
Registration of Approved Persons and Organisations
under Section 18 of the Protection of the Rights of
Elders Rights Act No. 09 of 19.01.2000 – Registration
No. NCA/0001/2002/WP
Registration of Voluntary Social Services/Non –
Governmental Organisation under Voluntary Social
Services Originations (Registration & Supervision)
Act No. 31 of 1980 as amended by Act No. 08 of 1998 –
Registration No. L.03214

Finance Division

The chart below represents the major areas of Fund Utilisation by the Company



A	Community Development & Disaster Relief	31%
B	H.P. Gooneratne HelpAge Elders Day Care Centre and Ayurveda Centre Expenditure	5%
C	Eye Hospital	35%
D	Mobile Medical Unit	12%
E	Home Care Training Programme	14%
F	News Letters and Promotion Cost	1%
G	Disability Equipment	1%
H	Youth Education Programme	2%

In addition to the above we have also received donations and funds from the following:

- Donor Funded Projects
- HelpAge International
- Sponsor a Grandparent Programme (SaG)
- Global Emergency Fund through HelpAge International
- Donations to HelpAge Eye Hospital
- Donations from Legacies and Last Wills
- Jointly Funded Projects
- General/Corporate Donations
- Other Donations



Manjula Ediriweera
Head of Finance

The income for the year under review was generated through the following fundraising projects and services.

- Direct Mail Campaigns
- Special Projects
- Home Care Services
- Greeting Card Sales
- Till Collections
- Hiring of Training Centre Facilities
- Day Care Centre
- Direct Donations
- Share As You Earn (SAYE) Schemes
- Sponsorships for Mobile Medical Units (MMU)

We sincerely thank all our local and foreign donors who made donations
in cash and kind to support the following Programmes:

- Ayurvedha Centre, Boralesgamuwa
- Community Development Programme
 - Corporate Appeal
 - Direct Mail Appeal
- Eye Hospital, Wellawatte
- Flood, Landslides, Drought Relief and Rehabilitation Programmes
 - Give the Gift of Sight Project
 - Greeting Cards Project
- H.P. Gooneratne HelpAge Elders' Day Care Centre, Ratmalana
 - Home Care Assistance Programme
 - Legacies
 - Share As You Earn Programme
 - Sponsorship for Cataract Surgeries
- Sponsorship for Mobile Medical Units
 - Sponsorship for Special Projects
 - Till Collection
 - Youth Education

We would also like to thank
Ceylon Secretarial Services Limited
for providing free secretarial services
and
Smart Media The Annual Report Company
for designing and Producing this Annual Report as a
complimentary service

HelpAge Sri Lanka

HelpAge Sri Lanka, P.O. Box 09, 102, Pemananda Mawatha, Raththanapitiya, Boralesgamuwa, Sri Lanka www.helpagesl.org

