

## **Our Vision**

**'A world in which all older people fulfil 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.'**

## Who We Are

HelpAge Sri Lanka (HASL) was established in 1986 following the First World Assembly on Ageing, held in Vienna in 1982. The initial services and programmes of our organisation were developed on the 62 recommendations of this World Assembly. This was followed by the United Nations Principles on older persons' independence, participation care, self-fulfillment and dignity declared in 1991. In keeping with other UN conventions such as the International Year of Older Persons in 1999, the programmes were further adjusted. At present, we are developing policies in keeping with the recommendations of the Second World Assembly on Ageing held in Madrid in 2002.

Our mission is to improve the quality of life of all senior citizens in Sri Lanka. With over two decades of experience working with vulnerable senior citizens, we extend an invaluable service to improve the health and eye care of needy citizens all over the country. We are also training volunteers for home care. In addition, education programmes are conducted targeting the youth of our country, especially for school children on respecting and caring for senior citizens.

We gave priority to improve the living conditions of thousands of people who were affected by the tsunami catastrophe. We have continued and extended our programmes to cover a range of aspects including, empowerment, advocacy, disaster risk reduction and management, water and sanitation and livelihood support to improve the quality of life of needy older citizens.

HASL was established following a meeting with 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 discussion, Mr. Pearson suggested Mr. Gooneratne to set up an organisation which was exclusively devoted to senior citizens in Sri Lanka. This suggestion resulted in 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. It has now grown into a successful non-government organisation that provides services to destitute senior citizens with a mission to improve their quality of life.

HelpAge was registered under the Companies Act No. 17 of 1982 and re-registered under Companies Act No. 07 of 2007 (GA 545) and was incorporated as a limited liability company. The Memorandum of Articles of the Association of HelpAge Sri Lanka was signed on 24 January 1986. Subsequently, it was registered under the Registration of 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 established HelpAge Sri Lanka was gazetted as an Approved Charity bearing No. 497 on 11 March 1998.

HelpAge Sri Lanka is extremely honoured to be among the first of sixty global affiliates to achieve 'sister status' with HelpAge International UK.





## CHAIRMAN'S MESSAGE



All countries should ensure that the aspirations and needs of older persons are incorporated into national and global, social, economic and environmental policies

It is my privilege to present the Annual Report of HelpAge Sri Lanka (HASL) for the year ended 31 March 2015. During the period under review the performance of HASL was commendable, retaining its position as the most respected and leading non-governmental organisation, dedicated to improving the quality of life of the fastest growing population, the senior citizens in Sri Lanka.

We celebrated the 24th International Year of Older Persons on 1 October 2014 under the theme 'Leaving No One Behind; Promoting a Society for All'. The ageing population of the world is increasing at a rapid pace. Currently, 901 Million people are over the age of 60 and, is expected to increase up to 1.4 Billion in 2030. Approximately, 66% of the senior citizens will be resident in middle and low income countries.

It is accepted that older people continue to contribute to their families, communities and society as, family care givers, workers, consumers, volunteers and indirect taxpayers. However, they have to face significant challenges. Ensuring income security; health maintenance and providing access to affordable and suitable healthcare is our responsibility, and most importantly the responsibility of the Government.

### Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a proposed set of targets pertaining to international development in the future and they will replace the Millennium Development Goals.

On 19 July 2014, the UN General Assembly's Open Working Group (OWG), forwarded a proposal containing 17 goals which included, ending poverty and hunger, improving health and education, making cities more sustainable, combating climate change and protecting oceans and forests. As the world ages at an unprecedented rate, the new proposals must truly embrace all people from cradle to grave. Thus the theme 'Leaving No One Behind', will provide countries and societies a historic opportunity to eliminate discrimination and exclusion on the grounds of age. All countries should ensure that the aspirations and needs of older persons are incorporated into national and global, social, economic and environmental policies.

### The Global Age Watch Index 2014

The Global Age Watch Index published by HelpAge International (HAI) with the support of the UNFPA, is based on four domains: income security, health status, capability and enabling environment.

In 2014, 96 countries were ranked according to the social and economic well-being of older people. Sri Lanka is proud to be ranked 43rd globally, and 4th among the Asian countries.

### Mobile Medical Unit (MMU)

The Performance of the MMUs, during the period under review is commendable. The MMUs have completed 279 camps and extended medical and eye care facilities for 44,383 needy elders island-wide. The funds were collected from an anonymous donor overseas, the SaG project and, by other corporate and individual donors.

### HelpAge Eye Care Centre

The HelpAge Eye Care Centre continues to provide free cataract surgeries to elders in need. This is an invaluable service extended by us to needy senior citizens. The Centre has restored the vision of over 24,000 elders and has performed 3,133 cataract surgeries during the period under review.

HASL's activities are described in more detail in the Executive Director's message and the respective divisional performance reports, elsewhere in this Annual Report.

### Partners and Donors

We are deeply grateful to HelpAge International, Age UK, World Granny and all other local and overseas donors for their ongoing commitment, guidance and unprecedented generosity to serve the needy elders in Sri Lanka. On behalf of the HelpAge Council, I extend my sincere gratitude to Ms. Cynthia Cox Roman, Chair of HelpAge International and the CEO, Mr. Toby Porter, Ms. Dianne Jeffrey, Chair of AgeUK and the CEO Mr. Tom Wright, for their continued support and advice extended to HASL.

We are also indebted to all our corporate and individual donors in Sri Lanka and overseas. Our major donors have been recognised and acknowledged separately in this Annual Report.

### **Annual Report**

I wish to place on record our gratitude to Dr. Vijith Kannangara, Chairman of Smart Media the Annual Report Company and his team for providing complimentary services and also enabling HASL to win Silver and Gold Awards at the League of American Communications Professionals (LACP) USA, for our past Annual Reports.

### **Acknowledgments**

I wish to acknowledge the invaluable contribution by Ms. Yasmin Raheem and Mrs. Anosha Subasinghe, Members of the Council, in compiling the 2014/15 Annual Report of HASL.

I deeply appreciate the contribution and the commitment of the Executive Director, Mr. Samantha Liyanawaduge, the Divisional Heads, the Eye Surgeons and the entire HASL team in achieving another fruitful year.

I am thankful to our Council Secretary, Ms. Asha Hannan, Partner D.N. Thurairajah & Co., for continuing to provide complimentary services.

I especially thank Mr. Nishantha Gooneratne, Council Member for his dedicated service to HASL Head Office and the Eye Care Centre. I also extend my appreciation to Mr. Nimal Dias Jayasinha, Council Member, for his invaluable service to the Fundraising Division. A special thank you is extended to our Financial Consultant Mr. Chrishan Ferdinando for his valuable contribution as well.

I deeply appreciate the unstinted co-operation receive from the Deputy Chairman, Deshabandu Ajit Jayaratne and the members of the Council. The efforts of the Council members, working together as a team, enabled us to implement several initiatives on behalf of HASL, and complete another successful year.

With the continued support of all our stakeholders, we can look forward to another productive year ahead.



Deshabandu Tilak de Zoysa  
Chairman  
HelpAge Sri Lanka



Age is not  
a barrier

## EXECUTIVE DIRECTOR'S MESSAGE



HASL is proud to be referred to as the leading and most respected non-governmental organisation with a singular focus on uplifting the lives and living standards of senior citizens in Sri Lanka

I am happy to report on yet another productive year for HelpAge Sri Lanka (HASL) covering the period under review from 1 April 2014 to 31 March 2015.

HASL has completed 29 years of uninterrupted service to destitute, marginalised senior citizens in Sri Lanka with the sole intention of improving their quality of life.

HASL is also proud to be referred to as the leading and most respected non-governmental organisation with a singular focus on uplifting the lives and living standards of senior citizens in Sri Lanka.

The consequences and challenges posed by population ageing may take many forms. Broadly, they can be classified under four sectors: social, economic, health and rights. It has been demonstrated and proven the world over that advancement in life expectancy, reduction in fertility and increased migration could result in the increase of both the absolute number of the elderly as well as their share (percentage) of the overall population. In turn, this will result in several socioeconomic and health consequences not only for the elderly themselves, but also for their families and the society and the country they live in.

By working with senior citizens during the past 29 years, HASL has realised that it has to play a leading and innovative role in preparing older persons to lead dignified, healthy, secure and active lives.

### **Healthcare**

Globally, non-communicable diseases are the leading cause of morbidity, hospitalisation, disability and mortality among the elderly. Increased life expectancy and other challenges such as lifestyle changes have altered the pattern of disease among the elderly in Sri Lanka. According to a study on 'Health of the Elderly – South Asia' by the World Health Organisation (WHO), coronary artery disease, high blood pressure, stroke, diabetes mellitus, chronic renal failure and chronic obstructive pulmonary disease are the most prevalent non-communicable diseases among the elderly.

### **HelpAge Mobile Medical and Eye Care Unit (MMU)**

The health services provided by the Government of Sri Lanka for all age categories is free of charge. However, most elderly in Sri Lanka face many issues with regard to the accessibility of such services mainly due to their limited mobility among

other factors. The HelpAge MMU programme was designed and implemented to reach out to these vulnerable needy elders in all parts of the country in order to enhance their health conditions.

During the period under review, HASL completed 279 MMU camps and provided medical and eye care facilities to 44,383 destitute elders in many parts of the island. 20,466 spectacles (bifocal and reading) and prescribed medicine were also distributed to needy elders during these camps at no cost to the beneficiaries.

### **HelpAge Eye Care Centre**

The HASL's flagship Eye Care Centre located in Wellawatte (Colombo 6) has since its establishment been continuously offering free eye screening facilities and cataract surgeries to needy elders who were referred by the HASL Mobile Medical Unit or to those who directly called over at the Eye Care Centre. During the period under review, a total of 16,703 elders received eye care facilities and 3,133 cataract surgeries were performed at this Eye Care Centre totally free of charge.

HASL also joined hands with the Vision 2020 programme of the Government of Sri Lanka's Ministry of Health and sponsored 1,636 cataract surgeries in Anuradhapura, Badulla, Colombo, Dambulla, Gampaha, Jaffna, Nuwara-Eliya and Polonnaruwa District Hospitals with the funds received through the 'Sponsor a Grandparent' (SaG) project.

### **Voluntary Home Care**

Traditionally, Sri Lankan society has always respected its older citizens. Factors such as industrialisation, urbanisation, migration and new technology have considerably weakened the family support system, which in turn has created a negative impact on the care for the elderly.

In order to strengthen societal elderly care support, HASL has designed and implemented a Voluntary Home Care Training (HCV) Programme. Due to the many challenges faced by HASL in retaining young (youth category) volunteers, this programme was redesigned to train the 'young old' (55 to 65-year age group) members who belong to Senior Citizens Committees (SCCs). During the year under review, HASL has trained 201 volunteers from Galle, Hambantota, Kalutara, Matara and Polonnaruwa Districts under this HCV training programme.

### **HASL Home Care Assistants Programme**

HASL has been engaging in training care givers and providing this service at an affordable price to senior citizens in order to assist them in their daily living and to facilitate them to continue living with their families.

### **The Youth Education Programme (YEP)**

The YEP programme focuses on creating awareness among school children, teachers, principals and provincial education authorities on the need to care for all older persons in the family and the community.

### **Transition in the East Alliance (TEA) Project**

This project which commenced in the year 2011 has successfully completed its fourth phase during the period under review. The project provides facilities and services to needy elders in Anuradhapura and Polonnaruwa Districts. The main objective of the project is to empower senior citizens to secure their basic rights through the strengthening of civil society organisations, livelihood development and social care. World Granny an affiliate of HelpAge International (HAI) provides financial resources for this project.

### **Sponsor a Grandparent (SaG) Project**

The redesigned SaG Project, which has the intention of enhancing the beneficiary base has completed its third year of operation. A 33% budget cut during the period under review curtailed many of its activities. This project focuses on elders' rights to enjoy necessary healthcare, social services, economic and physical security.

### **Microfinance Lobbying and A Microfinance Conference**

Income security and buying power in old age is a determining factor for senior citizens to live in dignity. The Protection of the Rights of Elders Act No. 09 of 2000 which was subsequently amended by Act No. 05 of 2011 under Section 15 (3) (b) stipulates that "no person shall on account of age, deny any elder, the use or enjoyment of any facility, benefit, advantage or service...used or enjoyed by or extended to other persons". However, most financial institutions have placed restrictions on lending to those over the age of 60 years.

In order to address this issue, HASL has initiated a pilot project jointly with Berendina Microfinance Institute (BMI) (Gte) Limited to grant microfinance loans to senior citizens who are 60 years and above. During the period under review, HASL has organised a microfinance lobbying event and a conference in order to influence the banks and other lending institutions to change their policies and to extend their facilities to senior citizens by extending the ceiling on the age limit. The participants at the conference unanimously decided to petition the Ministry of Social Services to introduce policy changes to enforce the age limit extension.

### **The Future**

The concepts of 'The Age Friendly Society', 'Growing Old Gracefully', 'Building Age-Friendly Environments' and 'Cities for Our Senior Citizens to Live in Dignity' are some of the projects that will be considered by HASL in the near future.

While HASL continues to render a vital service to the cause of the elderly within a climate of challenge, risk and growing demand, the organisation needs to pursue more fund generating projects that would ensure its ability to meet future financing of its projects and programmes.

### **Thanks**

I extend my grateful thanks and profound gratitude to our Chairman, Deshabandu Tilak de Zoysa, Deputy Chairman, Deshabandu Ajit Jayaratne and all the Members of the Council for the ready assistance and invaluable guidance extended to the HASL staff. This enabled us to perform effectively to meet the objectives and goals of all the activities of the organisation.

I would also like to thank all our valued stakeholders, donors, well-wishers and friends for their generosity which makes it possible for HASL to continue to serve the marginalised, vulnerable senior citizens in Sri Lanka.

Finally, I take this opportunity to thank all my colleagues on the HASL staff who work with dedication and commitment. Each and everyone has contributed to making 2014/15 another productive year for the organisation.

Samantha Liyanawaduge  
Executive Director  
HelpAge Sri Lanka







## MEMBERS OF THE COUNCIL



Deshabandu (Mr.) Tilak de Zoysa  
Chairman



Deshabandu (Mr.) A.M. de S. Jayaratne  
Deputy Chairman



Deshabandu (Mrs.) Jezima Ismail



Mr. Sanjeev Gardiner



Dr. (Mrs.) C.P. Banagala



Mrs. Anosha Subasinghe



Ms. Yasmin Raheem



Mr. N. Dias Jayasinha



Mr. Krishan Balendra



Mr. Nishantha Gooneratne



Mr. Maithri Wickremesinghe PC

## OUR STRENGTH



### **Head Office**

#### Seated (Left to Right)

Mr. L. Premachandra, Mr. C.J. Seneviratne, Mrs. R. Batuwantudawa, Mr. S.K. Hasthanayake, Mr. G.C. Mendis, Mr. Samantha Liyanawaduge, Mr. W.B.D. Perera, Mrs. C.N. Ekanayake, Mr. R. Juriansz, Mr. A. Kannangara, Mr. S.M.D.V. Senaratne, Mr. M.S.C. de Silva

#### Middle Row (Left to Right)

Mr. M.V. Wickremesinghe, Mrs. P.V.S. Peiris, Ms. K.G.D.R. Premathilake, Mrs. S. Ekanayake, Ms. M.K. Shehara, Mrs. W.T.N. Premarathne, Mrs. R.K.D. Deepika, Ms. J.A.I. Madurangi, Ms. D. Sankalpani, Ms. M. Saththivel, Mrs. M.D. Galappatty, Mrs. P.P. Bulathsinghala, Ms. Thilini Dedduwage, Mrs. K.K.D.T. Dilshani, Ms. G.V. Swarnalatha, Mrs. C. Jayawardena, Mrs. A.P. Perera, Ms. M.N.A. Fernando, Mrs. G.D.C.D. Kumari, Ms. R. Wickramanayake, Mr. N.T.S. Kodikara, Mr. C.D. Hewagama

#### Standing (Left to Right)

Mr. T.M.P.K. Tennakoon, Mr. L.D.P.K. Perera, Mr. K.D.K. Roshan, Mr. A.J.K. de Silva, Mr. R.D.N. Ranasinghe, Mr. J.B. Gunasekera, Mr. A.G. Senaratne, Mr. K.G.V.S. Kariyawasam, Mr. A.C. Gamage, Mr. Ruchira Damith, Mr. G.D.C. Jayalath, Mr. M.A.S.D. de Silva, Mr. K.A.P. Rathnasiri, Mr. B. Nanayakkara, Mr. L.A.A. Pathmakumara, Mr. W.T.U.P. Kumara, Mr. W.E.R. Sepala, Mr. K.V.D. Juliyan



### **Eye Hospital**

#### Seated (Left to Right)

Mr. C. Fernando, Dr. M.J. Ahamed Jeza, Dr. Padmini Samarathunga, Mr. Ajitha de Alwis, Dr. Jayantha Vidanapathirana, Ms. Varanga Madushani

#### Standing (Left to Right)

Ms. O.K.D.S. Anjali Dissanayaka, Mrs. M.L.D. Premalatha, Mrs. Kamanthi N. Gamage, Mrs. A.P. Chathurani Ariyasena, Mrs. Chamila M. Wilpathage, Ms. M.A. Nirmani Shirmila Rathnayake, Mrs. W.V. Nirosha Ishani, Ms. W.S. Samalie S. Kulasuriya, Ms. M. Ranjani E. Seneviratne, Ms. P.P. Kasuni Gayani, Ms. A.M.W. Lalitha Maralanda, Mr. Buddhika P. Kolabaarachchi



### **H.P. Gooneratne HelpAge Elders' Day Care Centre**

#### Seated (Left to Right)

Mrs. A. Galappaththi, Mrs. R. Wijayarathne

#### Standing (Left to Right)

Mr. R.A. Ranbanda, Mrs. P.W. Chandralatha

## HELPAGE MOBILE MEDICAL UNIT



Love, care and service

### Mobile Medical Unit (MMU)

The HelpAge Sri Lanka's Mobile Medical Unit (MMU) is valued greatly by destitute senior citizens of our nation. The MMU is a medical office on wheels. The staff includes a medical doctor, optometrist, nurses and operational staff. Destitute elders receive basic healthcare and eye screening facilities from the MMU absolutely free of charge.

The MMU travels to multiple locations, mostly to distant and remote places, to provide medical and eye care facilities to destitute elders who have limited mobility and lacks access to these services.

Currently, HASL has two mobile medical units equipped with medical and eye screening facilities with a ready supply of necessary medicines and spectacles. Medicines prescribed by the doctors and spectacles prescribed by the optometrists are also issued totally free of charge under this programme.

The cost to HASL for a MMU camp is approximately Rs. 85,000/- . The main donors of this project are from the corporate sector. The companies channel donations to HASL through their respective Corporate Social Responsibility (CSR) projects.

During the period under review, HASL has completed 279 camps island-wide with the funds received from the following donors:

	Camps
1. Sponsor a Grandparent Project (funded by HelpAge International )	73
2. MMU Project (funded by an anonymous donor)	169
3. MMU Project (funded by corporates, individuals and other donors)	37
Total	279

The details of the elders who benefitted during the above 279 camps are as follows:

- @@ 16,440 elders were screened medically
- @@ 27,943 elders were screened for vision impairment
- @@ 15,689 elders were issued prescribed spectacles (bifocal)
- @@ 4,777 reading spectacles were issued
- @@ 3,409 elders were identified with cataracts
- @@ 1,953 elders were referred for further treatments

The HASL's MMU service is increasingly in demand and the beneficiaries greatly appreciate the care and services provided. Unfortunately, HASL is unable to meet the total demand for this service due to funding constraints.



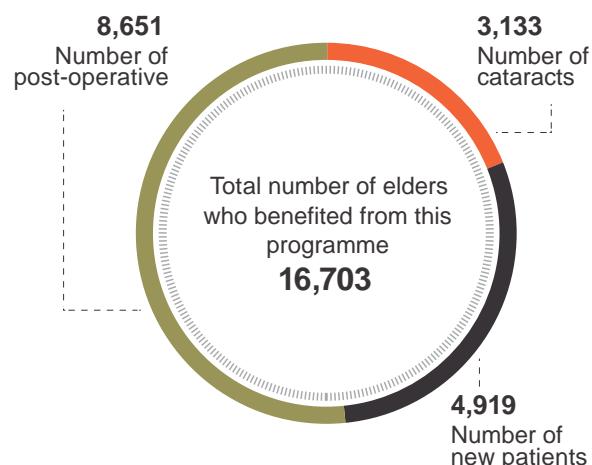
## HELPAGE EYE CARE CENTRE



The HelpAge Eye Care Centre is located at No. 14, Sinsapa Road, Colombo 6. It continues to provide services free of charge to destitute elders. It is open on weekdays from 7.00 a.m. to 3.00 p.m. Medical staff consists of an eye surgeon and 2 senior medical officers. They are ably supported by 8 experienced nurses, 2 attendants, 3 development officers, one assistant manager and a manager.

The Eye Care Centre commenced operations in September 2002 and a total of 24,253 cataract surgeries have been performed as of 30 March 2015.

**During the Period Under Review:**  
(From 1 April 2014 to 31 March 2015)



### What is Cataract?

A cataract is the clouding of the eye lens, which impedes the passage of light. Most cataracts are related to ageing, although occasionally children may be born with the condition or a cataract may develop after an injury, inflammation or disease.\*

The risk factor for age-related cataracts includes diabetes, prolonged exposure to sunlight, the use of tobacco and the consumption of alcohol. Vision can be restored by surgically removing the affected lens and replacing it with an artificial one.

### Key Facts of a Cataract\*

- 285 Million people are estimated to be visually impaired worldwide: 39 Million are blind and 246 have low vision
- About 90% of the world's visually impaired live in low income settings
- 82% of people living with blindness are aged 50 years and above
- Globally, uncorrected refractive errors are the main cause of moderate and severe visual impairment; cataracts remain the leading cause of blindness in middle and low-income countries
- The number of people visually impaired from infectious diseases has reduced in the last 20 years according to global estimates
- 80% of all visual impairments can be prevented or cured

\* Source: The World Health Organisation Fact Sheet No. 282 updated August 2014.

Cataract surgery has been known to be one of the most cost-effective healthcare interventions. Unfortunately, the Ministry of Health of Sri Lanka does not provide the lens and certain medicines required for cataract operations. Therefore, cataract patients who cannot afford these items continue to suffer in silence from curable blindness.

HASL has come forward to help these people. HASL's objective is to restore sight to many more elders who suffer due to poverty. HASL appreciates donations for this worthy cause which have a significant impact on the lives of destitute elders who are unable to meet the expenditure of a cataract surgery.

The Sri Lankan Situation According to World Health Organisation and Government of Sri Lanka's Ministry of Health's Vision 2020 Programme:

- Sri Lanka has a population of over 20 Million.
- Nearly 400,000 people have low vision.
- Of them, around 200,000 people are believed to be blind.  
About 70% are blind due to cataracts.
- Refractive errors, glaucoma, diabetic retinopathy are other causes of vision impairment.
- Sri Lanka's population is rapidly ageing, therefore, age-related eye diseases like cataract, glaucoma, diabetic and retinopathy are on the rise and more attention should be paid to these medical conditions.

#### **HASL's Achievements at its Eye Care Centre During the Period Under Review**

- Highest number of surgeries ever performed for a day – 24, Wednesday (10 December 2014).
- Highest number of surgeries ever performed for a month – 340 (July 2014).

#### **Improvements Done at Our Eye Care Centre During the Period Under Review**

- To ease the heavy congestion of patients and to increase the comfort of those patients who underwent surgery, a new slit lamp was fixed in the ward to facilitate post-operative clinics.
- Digital calling numbers were installed on the ground floor for the convenience of patients.
- To ease the heavy congestion at the entrance to the Eye Care Centre, the unutilised basement was used to accommodate persons accompanying patients.
- For the ease of communication, a new public address system was installed on all five floors of the Eye Care Centre.
- A notice board was installed at the entrance to display notices regarding the administration of the Eye Care Centre and other public awareness information.



- Two new steel racks were installed for the temporary storage of shoes, bags and other personal items of patients and people accompanying the patients to the Eye Care Centre.
- In collaboration with the Foundation of Goodness, a group of 31 patients from a remote area in Seenigama had their cataract surgeries done at the HASL Eye Care Centre. The Foundation of Goodness paid tributes to the staff at the Eye Care Centre for restoring the sight of all 31 patients.
- The ground and first floors were painted with the generous donation of 25 litres of paint donated by Mr. Ranjith Pandithage, Chairman of Diesel and Motor Engineering PLC.
- Mr. Andreas Ruhl and family from Germany donated a new colour printer and also provided sponsorships for cataract surgeries.

#### **Major Donors During the Period Under Review**

- With the generous donation of Rs. 4 Million from Mr. Nalin Karunathilake, the son of a former HASL Council member, late Mr. B.J. Karunathilake, the Eye Care Centre's operating theatre facilities were upgraded.
- With these proceeds, the Centre purchased a brand new autoclave machine for Rs. 2.6 Million and a slit lamp for Rs. 748,000/. The donation also funded the repair and servicing cost of the Phaco emulsifier machine, the maintenance cost of the operating theatre, installation cost of a cubicle for the eye surgeon and new aluminium wall cupboards.

#### **Visitors to the Eye Care Centre During the Period Under Review**

- Mr. Guenter Franke from Germany
- Mr. Andreas Ruhl from Germany
- Mr. Chinta Rajap and Ms. Fazana Ibrahim from the Foundation of Goodness
- Royal College Old Boys Union – Group of 70

Thank you for making a difference!





Mama knows anything but  
grandmama knows everything







## HUMAN RESOURCES AND ADMINISTRATION DIVISION

### **HASL Staff**

The total staff strength of HASL as at 31 March 2015 was 88.

### **Staff Training**

#### Fire Fighting, Rescue and Awareness Training

The Fire Brigade of the Colombo Municipal Council conducted an awareness programme for all HASL staff on 16 July 2014. The staff members were trained on the correct handling of the fire fighting equipment. They were also instructed on effective fire fighting, casualty handling, crisis management and house keeping.

### **South Asia Summit on Youth and Human Rights (SASYHR 2014)**

Ms. Thilini Dedduwage, Accounts Clerk and Ms. Pamoda Alwis, Special Projects Assistant represented HASL at the South Asia Summit on Youth and Human Rights (SASYHR 2014) held in Colombo from 25 to 27 April 2014.

### **HelpAge Network Asia/Pacific Regional Conference 2014**

Mrs. C. Nelum Ekanayake, Head of Human Resources and Administration represented HASL at the HelpAge Network Asia/Pacific Regional Conference 2014 held in Chiang Mai, Thailand from 1 to 4 September 2014. The theme of the conference was 'Older people in ageing societies: burden or resource?'

### **5 Capabilities (5Cs) Development Workshop**

On 7 November 2014, 30 HASL staff participated in a 5Cs Development Workshop at the Sarvodaya Training Centre, Moratuwa.

### **5 Capabilities (5Cs) Framework is as Follows:**

1. The capability to act and commit
2. The capability to deliver on development objectives
3. The capability to adapt and self-review
4. The capability to achieve coherence
5. The capability to relate to external stakeholders

The performance of HASL staff was also analysed on the basis of a SWOT analysis. The Transition of East Alliance (TEA) Project of the Programme Division funded and co-ordinated this activity. On 25 March 2015, the second session of the 5Cs Development Workshop was held at the HASL auditorium. A more focused analysis of HASL staff performance on the basis of a SWOT analysis was prepared at this second session.

### **Outbound Training**

An outbound training programme for Head of Divisions and subordinate staff was conducted on 23 January 2015. Members of HASL Senior Citizens Committees (SCCs) were also invited to participate in this training programme.

### **Volunteerism**

HASL was represented at the launch of the Sri Lanka National Volunteering Secretariat which comes within the purview of the Ministry of Social Services. The launch was held at Galadari Hotel, Colombo on 14 and 15 October 2014.

### **Team Briefing**

The HASL staff's team briefing sessions are held once every two months.

Objectives of team briefing:

- to share experiences of staff
- to encourage unity within the work environment
- to enhance leadership and presentation skills
- to have better understanding between divisions
- to understand individual differences



During the period under review, team briefing meetings were held on the following dates:

25 April 2014, 27 June 2014, 29 August 2014, 28 November 2014, 30 January 2015 and 27 March 2015.

#### **Newsletter**

The Editorial Committee decided to publish the Newsletter in June every year covering events throughout the year. The latest edition was published and circulated in June 2015 covering HASL activities from January to December 2014.

#### **Farewell Meetings**

HASL bade farewell to the following staff members who had served HASL for more than 5 years:

- Mr. S. Karunakaradasa (23 years)
- Mrs. Jinadaree Gunawardena (20 years)
- Ms. Niranjala Gunathilaka (5 years)
- Mr. Priyankara Perera (5 years)

#### **Employee Benefits**

The HASL staff were granted salary increments based on their performance and commitment. The overall salary increase compared with the previous year was 6.6%.

#### **Orientation Programme**

The Orientation Programme for new recruits was efficiently planned and conducted as an important human resource management initiative.

#### **Special Events**

The HASL Fundraising Division and the Training Division participated at the 'Tharunodaya Job Fair' in Ratnapura on 23 and 24 May 2014.



### **Exhibition/Demonstration by the Faculty of Medicine, University of Colombo**

On 26 September 2014, the Human Resource and Administration Staff participated in an exhibition/demonstration on health-related services available for disabled persons. This was organised by the Community Stream of the Faculty of Medicine, University of Colombo.

### **Advisory Committee Meeting on Healthcare for Elderly**

HASL was represented at the Advisory Committee meeting on Healthcare for Elderly Persons organised by the Ministry of Health on 29 September 2014. This committee meeting was chaired by Dr. R.R.I.M.R. Siyambalagoda, Deputy Director General, Public Health Services II.

### **5Ss Workplace Organisation Method at HASL Head Office**

On 19 December 2014, all HASL staff members were released from their official duties to spring clean their personal space/office rooms in order that they may commence work in a clean and clutter-free environment on January 2015.

### **New Year Staff Get-together**

Dr. Leel Gunasekera and Mr. N.W.E. Wijewantha, both former senior members of HASL, graced the HASL staff New Year get-together on 1 January 2015, as chief guests.

### **Refurbishment of the Dining Hall**

On 23 December 2014, the dining hall was repainted and refurnished with new dining tables and chairs. The SaG Project financed this project.

### **Religious Activities and Events**

#### **Wesak Poya**

On 12 May 2014, in commemoration of Wesak Poya, the HASL staff members organised and conducted a free eye camp and medical screening clinic. All staff members willingly contributed to this event. A total of 379 elders benefited from this event. 30 elders were screened and identified for cataract surgery, whilst 73 elders were provided with spectacles. The senior citizens who participated were from the vicinity of the HASL head office.

Two Buddhist religious programmes were organised in December 2014:

- To commemorate the 11th death anniversary of Mr. H.P. Gooneratne, Founder Chairman of HASL, a 'Dhamma Talk' was organised at the HASL head office.
- To invoke blessings on the HASL staff, HASL programmes and activities, an year-end 'Bodhi Pooja' was held at the Sri Sambodhi Viharaya, Colombo 7.

#### **Christmas**



Activities for the Christmas season commenced with the placing of a decorated Christmas Tree in the HASL head office. Christmas Carols were played on the HASL public address system throughout December 2014.

A group of visually-handicapped senior citizens visited the HASL head office and entertained the staff by singing Christmas Carols.

The HASL staff organised a Christmas party for the children and elders resident of the Salvation Army Home in Dehiwala.

## H.P. GOONERATNE HELPAGE ELDERS' DAY CARE CENTRE

The H.P. Gooneratne HelpAge Elders' Day Care Centre at Borupana Road, Ratmalana was established with the objective of providing non-residential day care facilities for needy elders in the vicinity. The Day Care Centre is open to any elder who needs support, either social support, health or nutritional support etc.

HASL's vision is to create a world in which older people could fulfil their potential by involving destitute elders in various activities which enable them to maintain their physical and cognitive functions at the Centre. Or else they would stay at home without social interactions or any recreational activity. The Day Care Centre operates from Monday to Saturday from 8.00 a.m. to 4.00 p.m.

At present, 25 females and 11 males visit the Centre daily. In addition, 18 elders who are blind, bedridden and housebound are provided with lunch through the 'Meals on Wheels' project implemented by the Day Care Centre. While the elders engage themselves on small scale income-generating projects such as making cement flower pots, lamp wicks, envelopes etc., HASL organises various activities for them.

### **Given Below are the Main Programmes Conducted at the Day Care Centre During the Period Under Review**

- 11 April 2014  
Celebration of the Sinhala and Hindu New Year.
- 20 May 2014  
The Day Care Centre was decorated during the Wesak week with the Wesak lanterns made by elders. A Wesak Bhakthi Gee programme was held on the same day as well.
- 9 December 2014  
Religious observances were conducted to invoke merit on late Mr. H.P. Gooneratne, the Founder Chairman of HASL.
- 26 November 2014  
Religious observances were conducted to invoke merit on late Mr. Hitler Wickremesinghe, former member of the HASL Council.
- 24 December 2014  
Christmas Day was celebrated with a special lunch and gifts for elders and their grandchildren with the generous donation received by Mr. Maithri Wickremesinghe PC, member of the HASL Council and his family.
- 31 December 2014 and 30 January 2015  
The Derana Television station telecasted the 'Tharu Sathkaraya', a one-hour TV musical programme at the Day Care Centre.
- 18 January 2015  
The Grade 14 Science Class of Methodist College, Colombo 3, under their respective school project, painted the doors and windows of the Day Care Centre, spending approximately Rs. 16,000/-.



## Enjoy your free time being yourself

HASL wishes to acknowledge the services of Dr. V. Jegaruban, Medical Officer, Mental Health from the District Hospital, Moratuwa who voluntary visited the Day Care Centre monthly to conduct medical examinations of the elders.



Be religious,  
be happy



Meditation, healthy mind, healthy body,  
healthy life

## THE YOUTH EDUCATION PROGRAMME (YPE)



The Youth Education Programme (YPE) team conducts awareness programmes not only for students and teachers but also for staff of the Provincial Education Departments and Principals of schools. These awareness programmes highlight issues faced by older persons and ways in which those engaged in the education sector from school students to departmental officials could assist in alleviating the problems faced by destitute senior citizens.

Everyone in society must be made aware of the contribution made by senior citizens to Sri Lanka's development and progress in all spheres.

YPE Programmes held to raise awareness among the Zonal Directors of Education and school principals sponsored by the Sponsor a Grandparent (SaG) Project during the period under review are the following:

Date		No. of Principals	No. of Directors	No. of Students
16.07.2014	Bandarawela Zonal Education Office	58	9	7,200
17.07.2014	Hatton Zonal Education Office	63	10	7,500
18.07.2014	Nuwara-Eliya Zonal Education Office	59	10	6,200
31.07.2014	Balapitiya Zonal Education Office	22	11	4,000
22.09.2014	Piliyandala Zonal Education Office	40	10	15,500
Total		242	50	40,400

The YEP visited the following Government schools during the period under review to create awareness on elders' issues:

Name of the School	No. of Students
Buvanekaba Maha Vidyalaya	450
Dharmaraja Maha Vidyalaya – Piliyandala	973
Girls' High School – Mount Lavinia	2,700
Herman Minor School – Piliyandala	1,000
Makuluduwa New Model School – Piliyandala	561
Meegoda Madya Maha Vidyalaya – Meegoda	544
Moratu Maha Vidyalaya – Moratuwa	1,000
President's College – Homagama	2,506
Presbyterian Girls' School – Dehiwala	200
Ananda New Model School – Raththanapitiya	150
S. de S. Jayasinghe Central College – Dehiwala	762
Sir John Kotelawala Maha Vidyalaya – Piliyandala	950
Sunethra Devi Balika Vidyalaya – Pepiliyana	300
Weerapurana Appu Maha Vidyalaya – Moratuwa	950
Wevita Maithree Maha Vidyalaya – Bandaragama	1,275
Total	14,321

### Visits to Elders' Homes

The following elders' homes were visited by the YEP team:

Janadara Elders' Home – Moratuwa  
 Jayawardena Elders' Home – Kesbewa  
 Selina Alwis Elders' Home – Piliyandala  
 Sudarshi Elders' Home – Kottawa

Financial contributions from schools visited:

Name of the School	No. of Students	Amount Collected (Rs.)
Al Baraka International School – Bandarawela	195	18,690.00
Adventist International School – Negombo	950	168,945.00
Ave Maria Convent – Negombo	453	137,387.00
Brilliant Stars International College – Matara	176	83,588.00
Christ The King College – Ja-Ela	350	18,480.00
Crescent International School – Thihariya	90	40,710.00
Gateway College – Rajagiriya	390	95,927.00
Gateway College – Dehiwala	159	34,433.00
Greenwood College – Ambatenna	200	22,200.00
Holy Cross College – Gampaha	730	175,362.00
Horizon College International – Malabe	375	100,016.00
Hilburan College – Balangoda	150	15,520.00
Jennath International School – Galle	120	3,150.00
JMC College International – Dematagoda	400	37,945.00
Leeds International School – Galle	200	71,007.00
Logos College – Colombo 6	200	114,297.50
Mowbray College – Kandy	139	74,145.00
Musaeus College – Colombo 7	1,400	655,133.00
Regent International College – Gampaha	462	51,550.00
Royal International School – Kurunegala	300	90,552.00
Seventh Day Adventist International School – Negombo	950	88,455.00
Springfield College – Kandy	100	13,800.00

Name of the School	No. of Students	Amount Collected (Rs.)
St. Anthony's College – Kandy	1,500	43,591.00
St. Bridget's Convent – Colombo 7	1,200	372,435.00
St. Joseph's College – Colombo 10	550	85,700.00
St. Jude's College – Negombo	500	79,847.00
St. Mary's Convent – Matara	785	115,656.00
St. Michell's College – Negombo	142	74,627.00
S. Thomas College – Bandarawela	300	101,262.00
Sussex College – Ambalangoda	350	19,350.00
Sussex College – Badulla	110	26,158.00
Sussex College – Bandarawela	100	18,515.00
Sussex College – Galle	120	46,010.00
Sussex College – Gampaha	250	42,916.50
Sussex College – Kandy	550	60,297.00
Sussex College – Kurunegala	128	33,745.00
Sussex College – Matara	60	12,370.00
Sussex College – Ratnapura	205	35,720.00
Sussex College – Nuwegoda	338	52,175.50
Sussex College – Nuwara-Eliya	80	21,350.00
Trinity College – Kandy	700	279,286.00
Vision International School – Kandy	250	61,686.00
Zahira College – Colombo	400	71,965.00
Total School Collection	17,403	3,765,954.50
Co-sponsorship from Edna Chocolates Ceylon (Pvt) Limited for school programmes		255,000.00
		4,020,954.50



## TRAINING DIVISION



Leadership learning and training are indispensable to each other

### The HASL Age Care Training Centre

Accommodation Facilities in a Peaceful Environment

The HASL Age Care Training Centre has the capacity to provide accommodation facilities for 54 participants for any programme. Each bedroom is furnished with four beds, wardrobes, mosquito nets and ceiling fans. The rooms were upgraded last year to provide the guests better facilities. HASL is thankful to the donors for their assistance in the refurbishment project.

### Modern Lecture Halls with Standard Training Equipment

The air-conditioned and non-air-conditioned auditoriums are equipped with standard training equipment such as multimedia, a public address system, overhead projector, flip charts, white boards and other required services to conduct training programmes. These auditoriums can accommodate 20 to 100 participants at a given time.

### Cafeteria

The in-house kitchen and cafeteria can provide catering facilities for 60 participants in one sitting. According to the results of an in-house customer feedback form, the average customer satisfaction level was 78%.

During the period under review, the lecture halls and dining facilities were refurbished with the funds received from the Sponsor a Grandparent (SaG) Project in order to provide enhanced facilities to the training programme participants.

### HASL Training Programmes

During the year under review, the HASL Training Division trained 201 Home Care Volunteers from various parts of the country. These volunteers are the 'young old members' (whose ages range from 55 years to 65 years) who were nominated by the Senior Citizen Committees. They were trained in-house on community-based home care, including basic first-aid, healthcare, emotional support and housekeeping. HASL's expectation for these trained volunteers is to assist at least ten needy senior citizens in their own village. The training programmes were funded by the SaG programme. The activities of volunteers were monitored by the HASL Programme Division.

#### Home Care Volunteer Training Programmes During the Period Under Review:

Area	Period	No. of Participants
1. Polonnaruwa	29.09.2014 – 03.10.2014	24
2. Polonnaruwa	27.10.2014 – 31.10.2014	17
3. Galle	26.01.2015 – 30.01.2015	35
4. Mathugama	09.02.2015 – 13.02.2015	30
5. Hambantota	23.02.2015 – 27.02.2015	64
6. Matara	16.03.2015 – 20.03.2015	31
Total		201

### HelpAge Sri Lanka Home Assistants Programme

Caring Today for a Healthier Tomorrow

In Sri Lanka today, there is a great need for well-trained caregivers who can independently care for older persons. Organisations such as HASL have a duty to provide such a service to elderly citizens who could afford the services of a home care assistant. The need of the day is for well-trained caregivers who can empathise with older persons and could be trained to treat older persons with dignity and not abuse



them. Physical and mental abuse of the elderly by trained and untrained caregivers is a common phenomenon in Sri Lanka today. Therefore constant monitoring and evaluation of the HASL Home Care Assistants is of utmost importance as HASL wishes to retain its position as the foremost organisation in Sri Lanka handling such issues faced by elder persons.

Currently HASL has a cadre of 45 trained Home Care Assistants. This number must be increased by offering more training programmes and also ensuring that the HASL trained Home Care Assistants are paid attractive wages and other benefits. HASL also plans to network with other stakeholders to develop this service as a profession and recognised occupation in the country.

### HelpAge Sri Lanka Ayurvedic Centre – Battaramulla

This facility has been in existence during the past 10 years to serve needy elders who call over at this Centre. HASL has been conducting the free Ayurvedic clinic jointly with the Ayurvedic Hospital and the Faculty of Ayurvedic Medicine of the University of Colombo. The Ayurvedic Centre is open every Thursday from 9.00 a.m. to 2.00 p.m. HASL has provided this service for 689 senior citizens during the year under review.

The senior citizens who prefer Ayurveda to Allopathy or Homeopathy are grateful that HASL and the Faculty of Ayurvedic Medicine of the University of Colombo offer such a service free of charge. HASL plans to expand and improve this service so that the centre could cater to more senior citizens in the future.





## PROGRAMME DIVISION

During the period under review, the Programme Division of HASL continued to implement several donor-funded projects that focused on serving senior citizens with a view to provide them with the best social security coverage. The following development projects were confined only to selected geographical areas due to administration and financial constraints:

### **1. Strengthen Marginalised Elders in Sri Lanka to Eradicate Vulnerabilities and Poverty – Funded by Transition in the East Alliance (TEA) Programme Through World Granny (A HelpAge Affiliate Organisation in the Netherlands)**

The TEA Programme is a five-year project implemented in the Districts of Anuradhapura and Polonnaruwa, which commenced in October 2011. The fourth phase of this programme was completed in December 2014. All the activities planned were completed on time by utilising the allocated budget of Rs. 4,710,080/- . The main objective was to empower senior citizens to secure their basic rights through strengthening the civil society, facilitating livelihood development and extending comprehensive care.

The main activities completed are given below:

- Carried out financial assistance schemes to selected members of Senior Citizens Committees (SCCs) in Dimbulagala and Padaviya to start collective livelihood activities.
- Conducted training/awareness programmes for members of SCCs covering subjects such as health, microfinance, finance literacy and family finance management, and also monitored and evaluated the relevant projects that were implemented.
- Trained members of SCCs to perform street dramas on elders' rights and other issues faced by elders.
- Conducted an outward-bound training programme for HASL staff members and leaders from SCCs, focusing on team building, leadership, decision-making and communication.
- Implemented a Social Performance Management (SPM) training programme for SCC leaders.
- Trained hospital staff on mental health and gerontology in the Padaviya Hospital and Aralaganwila Hospital, Dimbulagala.

- Conducted awareness campaigns in Dimbulagala and Padaviya on elders' rights, non-communicable diseases, kidney disease and psychological disorders. Senior citizens were also encouraged to display the products they had made such as garments, wall hangers, shoes, slippers, hand bags, artificial flowers and other handicrafts. They also performed short skits on health issues faced by the elders, traditional dancing and singing items.



### Microfinance Lobbying – Follow-up Event

This event was held on 27 November 2014 at the Sri Lanka Foundation Institute (SLFI) as a follow-up to the microfinance lobbying event held in January 2014. An attempt was made to further influence the banks and microfinance lending institutions to change their policies and extend their facilities to potential senior citizens. At this event, HASL made a presentation on its pilot project on microfinance, which was jointly implemented with Berendina Microfinance Institute (Gte) Limited.

Mr. D. Wasantha, Deputy Governor of the Central Bank, Mrs. Emelda Sukumar, Secretary to the Ministry of Social Services, Mrs. Anusha Gokula Fernando, Director, Department of Social Services and representatives from microfinance institutions and banks participated at this event. Mr. Tran Le Hieu from the 'Transition in the East Alliance (TEA) Project, Vietnam' also joined this event as a guest speaker and shared his experience on this subject.

### Microfinance Conference on 'Mainstreaming Senior Citizens into Microfinance'

The conference was organised by HASL jointly with the National Secretariat for Elders (NSE) and the Ministry of Social Services on 30 March 2015 at Sethsiripaya, Battaramulla.

Representatives from microfinance institutions, banks, provincial consortia, SCCs and senior citizens participated at this conference. Mrs. Renuka Ekanayake, Secretary to the Ministry of Social Services, Mr. W.H. Karunaratne, Additional Secretary of the Ministry of Social Services, Mr. Suminda S. Singappuli, Director, National Secretariat for Elders (NSE) and the staff of NSE. Mr. Bisowela Gunasekera, Director of the Lanka Micro Finance Practitioners Association (LMFPA), Mr. Dulan De Silva, Chairman, Berendina Microfinance Institute (Gte) Limited and Mr. M. Nazeer, the Consultant of COOPFED were present at this occasion. At this conference it was unanimously agreed to forward this initiative for a National Policy Change through the Ministry of Social Services.

Please refer Figure 1 for the TEA Project's operational areas. The fifth and the final phase of the project will continue in 2015. From the inception, project funds were channelled through Lanka Jathika Sarvodaya Shramadana Sangamaya Inc., the main partner of World Granny in Sri Lanka.

### 2. Sponsor a Grand Parent (SaG) Programme – Funded by HelpAge International (HAI)



The new SaG Project successfully completed its third and the final phase on 31 March 2015. The expenditure during the year was Rs. 19,999,543/-, indicating that the total budget

allocation was expended. The main objective of the project was to ensure that the destitute senior citizens in Sri Lanka enjoy their right to healthcare, social services, economic and physical security.

Given below are the activities completed:

- Conducted 73 Mobile Medical and Eye Camps in 15 Districts.

Given below are the relevant statistics:

- Medical Screening	4,334
- Eye Screening	6,497
- Reading Glasses	1,749
- Prescribed Spectacles	3,167
- Cataracts Identified	663
- Referrals	449

- Provided financial support for 1,636 cataract surgeries through the Ministry of Health, Vision 2020 Programme in the District Hospitals of Anuradhapura, Badulla, Colombo, Dambulla, Gampaha, Jaffna, Nuwara-Eliya and Polonnaruwa.
- Trained 201 Home Care Volunteers (HCVs). These HCVs were sourced from Colombo, Galle, Hambantota, Kalutara, Matara, Moneragala and Polonnaruwa Districts.
- Berendina Microfinance Institute (Gte) Limited issued micro loans for 199 senior citizens who have the potential to start livelihood activities using the HelpAge Microfinance Fund. These micro loans were disbursed in Ipalogama and Thirappane (Anuradhapura District), Dehiowita, Galigamuwa and Mawanella (Kegalle District), Ginigathenna and Kotmale (Nuwara-Eliya District), Kuchchuveli and Serunuwara (Trincomalee District).
- Provided financial support to the Youth Education Programme (YEP) of HASL to address issues faced by elders. Principals and teachers of 200 schools in Balapitiya, Bandarawela, Hatton and Nuwara-Eliya, and 52 Zonal Education Directors also participated at these Training of Trainers (TOT) Programmes.
- Implemented a disaster risk assessment of elders' homes and day care centres in the Central Province using the technical expertise of the Disaster Management Centre (DMC).
- Disbursed grants for capacity building in the training and fundraising divisions of HASL.

### **3. Mobile Medical and Eye Care Project Funded by a Foreign Donor (Anonymous)**

HASL started this project in February 2014 titled 'Securing Healthy Lives of Senior Citizens of Sri Lanka through Mobile Medical and Eye Camps' with a total budget of Rs. 9,891,200/- During the period under review, the Programme Division completed 169 MMU camps in 21 Districts to serve 25,586 needy elders.

Given below are the relevant statistics:

- Medical Screening	9,351
- Eye Screening	16,235
- Reading Glasses	2,151
- Prescribed Spectacles	9,321
- Cataracts Identified	2,139
- Referrals	1,233

Total cost of the project was Rs. 12,044,512/-, out of which 82% was contributed by the foreign donor and the balance 18% contributed by HASL.

### **4. Project Funded by UN HABITAT**

On 7 November 2014, HASL signed an agreement with the UN HABITAT Regional Office for Asia and the Pacific in Japan for the establishment and empowerment of 144 Women's Community-Based Savings Groups (WCBSGs) in Batticaloa, Kilinochchi, Mannar and Mullaitivu. Members of these WCBSGs were the beneficiaries of the UN HABITAT Housing Project whose houses were damaged during the final phase of the ethnic conflict.

The project is expected to be completed in six months during which capacity building of members of the WCBSGs will be completed in a number of thematic areas. The total project budget is Rs. 3,021,899/- out of which Rs. 1,959,399/- (65%) will be provided by the UN HABITAT and the balance by HASL.

As at 31 March 2015, 92 WCBSGs were formed in Batticaloa, Kilinochchi, Mannar and in Mullaitivu. More than 915 women participated in these group activities, which included a series of training/awareness programmes. Group savings were mobilised to the amount of Rs. 156,400/- during this short period and 30 micro loans too were disbursed to members of these groups.

### **5. Expolanka Holdings PLC Sponsors a Microfinance Project**

In March 2015, Expolanka Holdings PLC, a leading private sector conglomerate having diversified business interests in Sri Lanka, agreed to provide Rs. 1 Million to HASL for a microfinance pilot project to eradicate poverty from the lives of senior citizens through participatory approaches. This was focused on making them more independent and enabling them to live with dignity.

The project targets the same beneficiaries of WCBSGs funded by the UN HABITAT to provide tailor-made microfinance solutions and improve their income security. During the project life of 6 months, HASL will complete all the capacity building requirements of members of WCBSGs and disburse funds after completing all microfinance formalities. The project will be the first of its kind for HASL.

## SPECIAL PROJECTS DIVISION



The Special Projects Division continues to raise funds through corporate sponsorships for the Mobile Medical Units. These include approaching individual donors, the Dialog customer base for Star Points and the 'Pay As You Earn' scheme of selected businesses. A total of Rs. 4,599,446/- was collected during the period under review.

### Star Points by Dialog

Three Dialog Star Points campaigns were held in June, October and December 2014. The total collection was Rs. 844,558/-.

### PAYE Scheme

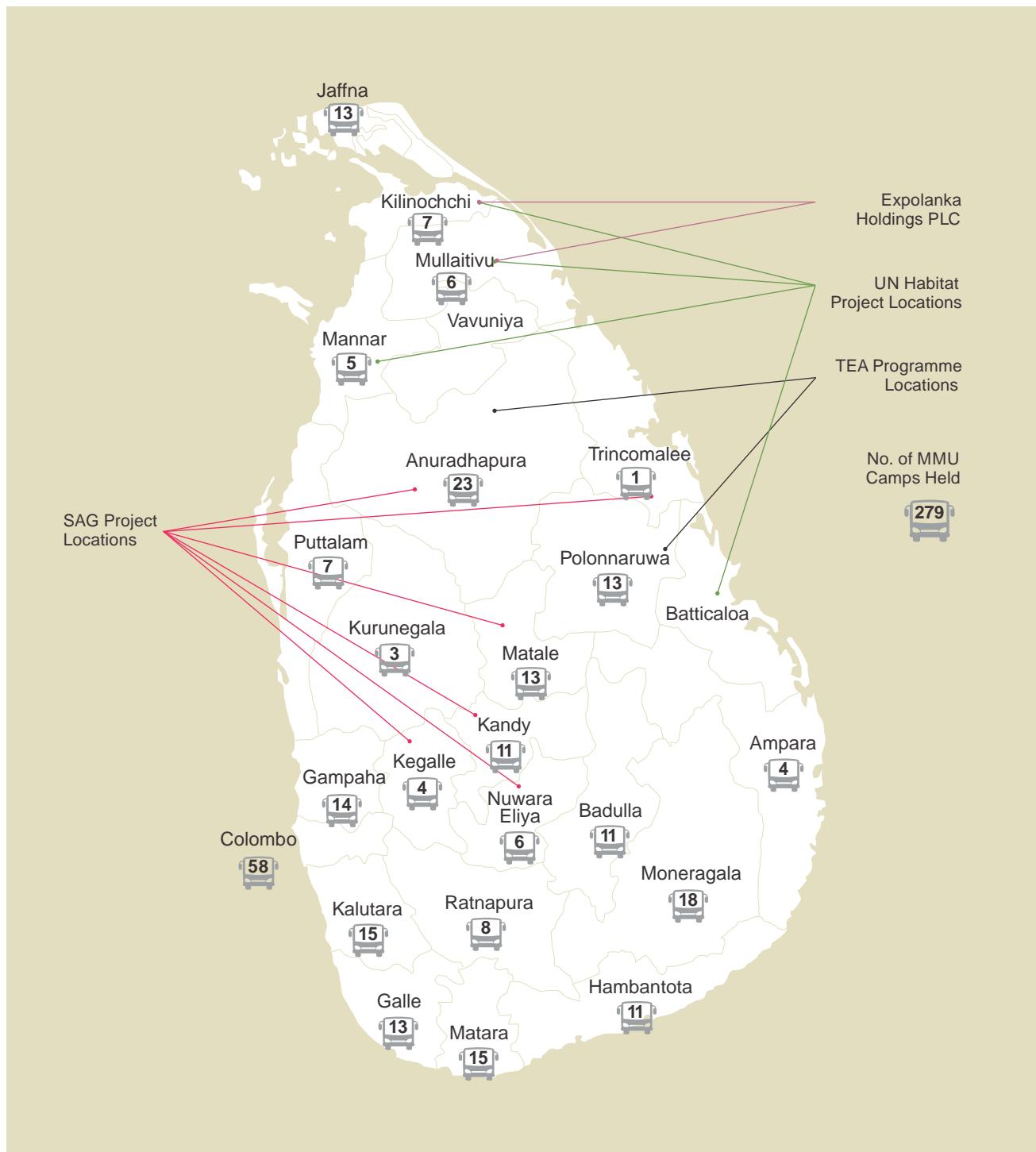
The Pay As You Earn (PAYE) scheme received Rs. 41,915/- from the staff of Asia Capital PLC.

### Sponsored Camps

Sponsorships were received for 37 Mobile Medical and Eye Camps from the following:

	Rs.
Dialog Axiata PLC – Star Points	844,558
Pay As You Earn (PAYE)	41,915
Mobile Medical Unit Sponsorships	3,145,200
Individual Donations	567,773
Total	4,599,446

**The Map of Sri Lanka Depicts the Number of Mobile Medical and Eye Camps Conducted and Other Projects Performed in Each District by HASL During the Year Under Review**



## FUNDRAISING DIVISION

This report highlights the performance of the Fundraising Division during the period under review.

### Direct Mail Appeal

The Direct Mail Appeal commenced in 1991 with a data base of only 5,000 prospective donors. Helping less privileged elders is the central theme of this campaign. Each campaign focuses on raising funds for a particular project, carried out by HASL. A total of 152,000 packs were posted to existing and potential donors during the period under review of which 52,000 packs were posted to coincide with the Wesak season. An additional 50,000 packs were posted to commemorate 'The International Day of Older Persons', and a further 50,000 packs were posted in December for Christmas and the New Year.

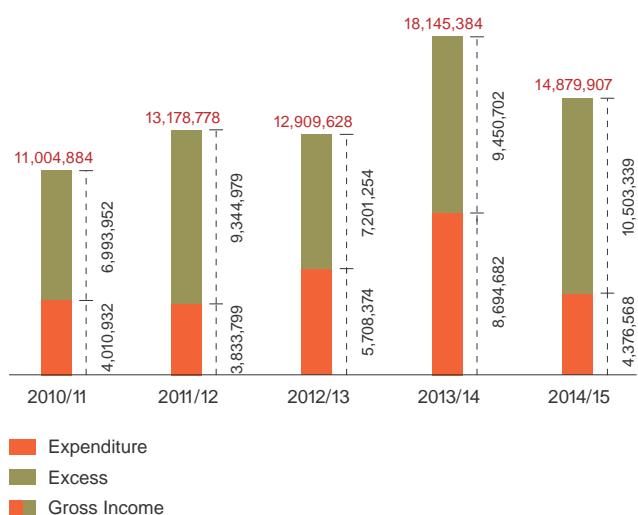
During the period under review, 8,000 names of potential donors were added to the existing database making a grand total of 113,984 potential donors in the database.

A special Direct Mail Appeal was made in July 2014 to coincide with the Eid Festival focusing on the Muslim donors of Sri Lanka.

The total proceeds from the Direct Mail Appeal campaigns amounted to Rs. 14,879,907/-.

### Direct Mail Campaign Income and Expenditure 2010/11 – 2014/15

(Rs.)



### Greeting Cards

The Greeting Cards project was initiated as a small scale fundraising activity in 1986. The proceeds from this project has been the main source of income for HASL. During the year under review, it has generated a total of Rs. 17,803,815/-.

HASL was able to reach this target by introducing Birthday Cards, Thank You Cards, Wesak, Christmas and New Year cards to existing and new customers. During the period under review, cards were purchased by new customers, which consisted of 79 corporate customers, 6 individual customers, and 6 retail book shops in Colombo and the suburbs.

The printing of the greeting cards Brochure for 2014/15 was sponsored by the following entities:

- Lake House Book Shop (Pvt) Limited
- National Book Shop
- Premasiri Super Market
- Premium Stationers (Pvt) Limited
- Sadeepa Book Shop
- Sarasavi Book Shop
- Unik Creations (Pvt) Limited
- Vijitha Yapa Book Shop
- Wisdom Book Shop

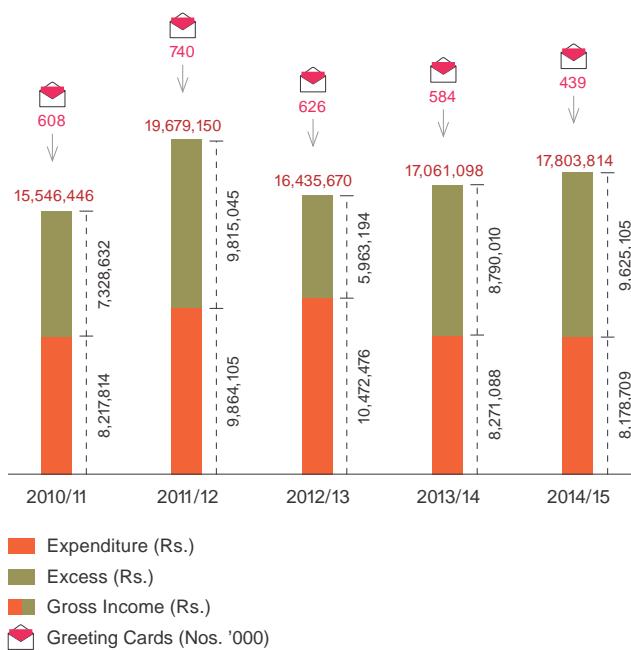
HASL would also like to thank the following artists and photographers who graciously provided their paintings and photographs to be used as designs for its cards:

- Mr. Indika Landekumbura
- Mr. Ananda Rajakaruna
- Mr. Gaurika Wijeratne
- Mr. Sarath Yatawara

HASL offers a variety of greeting cards designs to customers, of which some cards were designed by the staff members of the HASL Fundraising Division.

## Greeting Cards Income

Greeting Card Income, Expenditure and Excess  
2010/11 – 2014/15



## Tills Project

The collection from the tills project amounted to Rs. 2,517,193/. A total of 680 tills were placed in the Central, North Central, North Western, Northern, Sabaragamuwa, Southern, Uva and Western Provinces. A total of 165 tills were placed at new locations such as Cargills Food City retail outlets in Colombo and the suburbs, and in shops selling snacks.

## Trust and Foundation Donations

HASL is indebted to the following donors who have placed their confidence and trust in HASL during the period under review. The total donations received from the trusts and foundations amounted to Rs. 282,980/-.

- The Albert and Margie Perera Trust
- The Charles and Muriel de Soysa Charitable Trust
- The Mallika Wanigasundara Trust
- The N.H.A.G. Charitable Trust
- The R.M. Manickavel Charitable Trust
- The S.K. Wickramasinghe Trust
- The Sumilani Charitable Trust

These generous donations have enabled HASL to serve needy elders during the period under review.

## Corporate Donations

HASL wishes to thank the following companies which contributed a total of Rs. 962,230/- during the period under review:

- Ajax Engineers (Pvt) Limited
- Ceylon Tea Marketing (Pvt) Limited
- Consolidated Business Systems (Pvt) Limited
- E.B. Creasy & Co. PLC
- E.W. Balasuriya & Co. (Pvt) Limited
- Harischandra Mills PLC
- Hayleys Group
- J-Cey Tea (Pvt) Limited
- Julius & Creasy
- Office Equipment PLC
- Rhino Roofing Products Limited
- Saboor Chatoor (Pvt) Limited

### **Individual Donations**

HASL wishes to express unprecedented gratitude to the following donors who generously donated a total sum of Rs. 5.5 Million to HASL during the period under review:

- @@ Mr. and Mrs. Nalin Karunathilake (son of former HASL Council Member, late Mr. B.J. Karunathilake)
- @@ And another donor couple from Sri Lanka.

### **Donations from Wills and Legacies**

- @@ Rs. 100,000/- was received from Mrs. Lysbet Anne Andresen of Denmark donated in memory of her parents, Mr. A.M. & Mrs. C.F. Wilson through m/s Julius & Creasy.
- @@ Rs. 500,000/- was received from the Estate of the late Mrs. Irma Maheshwari Paul (District Court Colombo Case Number DTS00209/11) through m/s D.L. & F. de Saram.
- @@ Rs. 250,000/- was received from the Anuradhapura District Scholarship Fund (ADSF).
- @@ Rs. 1,000,000/- was received from the Estate of the late Dr. Godwin de Silva – (District Court Nuwegoda Case Number T218/10).

### **Special Receipts**

HASL received a sum of Rs. 2.7 Million as compensation from the Ministry of Highways for the property donated by Mrs. D.R.P.S. Siriwardena of Boralesgamuwa.

### **Save As You Earn (SAYE): Payroll Donations**

The SAYE scheme was launched in 1994. The aim of this programme is to provide an opportunity to all categories of employees to donate a small sum from their monthly earnings to help elders in their sunset years.

HASL is grateful to companies which continue to make donations from the remunerations of their staff members and through the redemption of their reward points from HSBC. The total collection for the year was Rs. 105,385/-.

HASL would like to take this opportunity to thank staff members of the following companies who have contributed to the above programme:

- @@ Bristol Lanka Technologies (Pvt) Limited
- @@ Cargills Food City – Piliyandala Outlet
- @@ Hong Kong and Shanghai Banking Corporation
- @@ Phoenix Ogilvy and Mather Sri Lanka
- @@ Public Bank Berhard
- @@ Richard Pieris and Co. Limited
- @@ Swedish Trading Co. (Pvt) Limited
- @@ World Vision, Sri Lanka

### **Donations in Kind**

We are thankful to the below mentioned individuals and organisations who donated the following:

Mrs. D.P.Y. Abeywardena	- 2 Walking Sticks and a Walking Frame
Mr. & Mrs. Rex and Rani Arsecularatne	- 51 Reading Glasses
Mrs. N. Athukorale	- A Wheelchair
Ms. Ayoni De Alwis	- A Wheelchair, A Commode Chair, A Bed Rest, Walking Frame, Walking Stick and an Air Mattress
Mrs. L. De Silva	- A Pair of Steel Crutches
Mrs. Chandra Gamlath	- A Wheelchair
Mrs. Manel Jayasekera	- An Air Mattress
The Lions Club, Wellawatte	- A Hearing Aid
Mrs. Indrani Peiris	- A Pair of Steel Crutches
Dr. (Mrs.) Sharmila Senanayake	- 194 Reading Glasses
Mr. Saliya Silva	- A Wheelchair
Taj Samudra, Colombo	- Used Linen and Cutlery
The Kingsbury Hotel	- Used Linen and Cutlery
Ms. Akila Yogendra	- A Wheelchair

## New Fundraising Activities

### Fundraising Events

#### Charity Musical Show

The Fundraising Division of HASL jointly with the Royal College Group of 2000 organised a charity musical show for the second consecutive year under the theme 'Legends of Yesteryear.' The event was held on 1 November 2014 at the Musaeus College Auditorium, Colombo 7. The event raised a total of Rs. 2,110,407/- which was utilised to fund cataract surgeries for needy elders.

#### The Gold Sponsors:

- Berendina Development Services (Gte) Limited
- ODEL PLC

#### The Bronze Sponsors:

- Philobiotics (Pvt) Limited
- Singer (Sri Lanka) PLC
- Surgivision (Pvt) Limited
- Vision 2000 (Pvt) Limited

#### Other Sponsors:

- Hirdaramani Memorial Trust
- P.A. Jayasinghe Opticians

HASL takes this opportunity to thank Tharanjee Printers of Maharagama for sponsoring the printing of the souvenir and Nefesh (Pvt) Limited of Ratmalana for sponsoring the printing of the tickets.

The staff of the Fundraising Division and other HASL divisions also assisted the event by participating in street promotions and by visiting the above offices to sell tickets in order to make this project a success.

#### Charity Raffle Draw

The Fundraising Division of HASL also organised a raffle draw for the second time. The draw was held at the HASL head office on 31 July 2014. The proceeds from the sale of raffle tickets amounted to Rs. 645,000/-.

HASL thanks the following companies and individuals who graciously sponsored gift items and gift vouchers to be given away as gifts for the raffle draw:

- Cargills Ceylon PLC
- Cinnamon Grand, Colombo
- Cinnamon Lakeside Colombo
- Cool Planet
- Crown Investments (Pvt) Limited
- Galle Face Hotel
- Hemas Hospital (Pvt) Limited
- Kanro Hotel, Panadura
- KIR Holdings (Pvt) Limited
- Leisure World Water Park, Ratnapura
- M.C. Abdul Rahim & Brothers (Pvt) Limited
- Pegasus Reef Beach Hotel
- Ramada Hotel, Colombo
- Ramada Hotel, Katunayake
- Roots Salon & Academy
- Mrs. Ruchilalani Rodrigo
- Sarasavi Book Shop
- Singer Distribution Centre
- Taiyo Enterprises (Pvt) Limited
- Taj Samudra, Colombo
- Tamarind Tree Hotel, Minuwangoda
- The Lovers Accessories (Pvt) Limited
- Wadsco Time (Pvt) Limited

HASL thanks the following organisations who granted permission to the HASL staff to sell tickets to their staff members:

- Ceylon Ocean Lines Limited
- Ceylon Petroleum Corporation
- Diamond Cutters (Pvt) Limited
- Greenlanka Shipping Limited
- Hameedia's Head Office
- The Department of Inland Revenue, Head Office, Colombo

- Jetwing Travels
- Kash Garments (Pvt) Limited
- Korean Spa Packaging (Pvt) Limited
- L.B. Finance, Head Office
- Lanka ORIX Leasing Company
- Mobitel Sri Lanka, Head Office
- National Lotteries Board
- National Savings Bank, Head Office
- Natural Garments (Pvt) Limited
- Nithyakalyani Jewellers, Wellawatte
- Papyrus Papers (Pvt) Limited
- People's Bank, Head Office
- Senkadagala Finance Head Office, Kandy
- Singer (Sri Lanka) PLC, Head Office
- Sri Lanka Telecom, Nugegoda
- Trend Setters (Pvt) Limited

### New Fundraising Programmes

#### Tele Calling Fundraising Campaign

This new fundraising initiative commenced in January 2014 with the objective of generating awareness among the general public regarding HASL activities.

During the year under review, HASL received donations to the value of Rs. 119,500/- from the following organisations and individuals through this campaign:

- Mr. V. Alahakoon
- CIC Holdings PLC
- Mr. H.L. Domingo
- Mr. D.N. Fernando
- Mr. B.S.P. Gunasekara
- Mr. Susantha Karunathilake
- S.K. Munasinghe Motors
- Nestle Lanka PLC
- N.I.N. Auto Electricals (Pvt) Limited
- Mr. Ashan Nissanka
- Mrs. Hiranthi Ranaweera

### Mobile Cash Programme (m Cash) with Mobitel (Pvt) Limited, Sri Lanka

The objective for this project is for Mobitel subscribers registered with 'm Cash' to contribute to HASL via the 'm Cash' payment method. HASL initiated this programme towards the end of the period under review, and therefore no funds were received during this period.

### Pen Project

The Pen Project was introduced in January 2014. During the period under review, HASL received an order from Sri Lanka Retired Bankers Association to the value of Rs. 12,000/-.

### Corporate Partners Who Have Made a Significant Contribution to HASL

#### Cargills Ceylon (Pvt) Limited

The partnership between HASL and Cargills Ceylon (Pvt) Limited spans over a decade. HASL charity greeting cards were initially introduced to Cargills outlets in 2004. This relationship was enhanced when Cargills allowed HASL to place collection tills at Cargills outlets island-wide. The Cargills network comprises of over 250 outlets and the total collection during the period under review was Rs. 1,570,070/-.

HASL takes this opportunity to extend its heartfelt gratitude to Cargills Ceylon (Pvt) Limited for the unstinted support extended to the HASL programmes and projects over the years. They not only promoted the greeting cards and the tills project, but also sponsored the printing of the Greeting Cards Brochure and assisted HASL's fundraising event, 'Legends of Yesteryear' held in November 2014, by displaying a banner and granting permission for tickets to be sold at Cargills outlets.

### ODEL PLC

The partnership with ODEL PLC commenced in 2009. During the period under review, ODEL contributed a total of Rs. 229,000/- and was one of the Gold Sponsors for the charity musical show 'Legends of Yesteryear'. HASL conveys its gratitude to ODEL PLC for the support extended towards its Eye Care Programme over the years.

## INDIVIDUAL AND CORPORATE DONORS

### **Rs. 3.0 Million and above**

Anonymous Donor  
 Mr. and Mrs. Nalin Karunathilake in memory  
     of late Mr. B.J. Karunathilake, former HASL  
     Member of the Council

### **Rs. 2.0 Million and above**

Mrs. S.R.D.P. Siriwardena

### **Rs. 1.0 Million and above**

Cargills Ceylon PLC  
 CML - MTD Construction Limited  
 From the Estate of late Dr. Godwin de Silva

### **Rs. 500,000/- and above**

D.L. & F. De Seram  
 Dialog Axiat PLC  
 IOC Lanka

### **Rs. 250,000/- and above**

Anuradhapura District Scholarship Fund  
 Capt. L.P. Weinman  
 Edna Group of Companies  
 Expo Lanka Holdings PLC  
 JBS Shipping Services Limited  
 Musaeus College Past Pupils Association,  
     USA Branch

### **Rs. 100,000/- up to Rs. 250,000/-**

Al Ishan Charity  
 Mr. Panduka Adikaram  
 Mrs. Lysbet Anne Andersen  
 Mr. M. Chandrasena  
 Charles and Muriel De Zoysa Trust  
 Colombo Jewellery Stores  
 Prof. Anoja Fernando  
 Ven. A.R. Gunasekara  
 Ms. S. Gunatilleke  
 Mr. & Mrs. M.L. Hirdaramani  
 Jay Kay Marketing Services (Pvt) Limited  
 Ms. Cheryl Koelmeyer  
 Miss Sri Lanka Australia (Pvt) Limited  
 National Savings Bank  
 ODEL PLC  
 Mr. L.N. Perera  
 Mr. M.C.Y. Perera  
 Ms. Shreeni Ranasinghe  
 Mr. K.V. Lal Shantha  
 Mrs. Mallika Vijaya  
 Watawala Plantations PLC  
 Mr. A. Welikala

### **Rs. 50,000/- up to Rs. 100,000/-**

Asia Capital Limited  
 Adam's Peak Lodge No. 2656 under the  
     District Grand Lodge of Sri Lanka  
 Bandaranaike Memorial International  
     Conference Hall  
 Mr. V.M.M. Bandara  
 Bank of Ceylon  
 Cantaloupe Villas (Pvt) Limited  
 Mr. Romesh David  
 Mr. Vijitha Edirisinghe  
 E.W. Balasuriya & Company (Pvt) Limited  
 Mr. C.V. Fernando  
 Mr. L.U.D. Fernando  
 Mrs. Manel Fernando  
 Dr. W.S.E. Fernando  
 S & P Govindasamy Memorial Trust  
 Ms. J.S.K. Gunaratnam  
 Mr. A.U.F. Hamid  
 Hapugastenna Plantations PLC  
 Mr. Mathew Jansen  
 Ms. M.C. Dias Jayasingha  
 Mr. M.M.A.P. Jayawardane  
 Kahawatta Plantations PLC  
 The Kingsbury Hotel  
 Ms. Roshanthi Lucas  
 Mr. A.R. Mathew  
 Mr. Arjun P. Nanayakkara  
 Mr. Mahesh Naraindas  
 Mrs. G.F. Pereira  
 Mr. P.N. Pestonjee  
 Philobiotics (Pvt) Limited  
 Professional Met Consultancy (Pvt) Limited  
 Rotary Club of Colombo, Metropolitan  
 Mrs. S. Selladurai  
 Sign Tech Advertising Services (Pvt) Limited  
 Ms. L.W. Bernadine De Silva  
 Singer Sri Lanka PLC  
 Sumilani Charitable Trust Fund  
 Thalawakelle Plantations PLC  
 Mr. R. Theagarajah  
 Mr. & Mrs. V.R. Vadivetkarasan  
 Vision 2000 (Pvt) Limited

### **Rs. 25,000/- up to Rs. 50,000/-**

Mr. C.V.S. Amarasekera  
 Mr. Hemaka Amarasuriya  
 Mr. Varuna Basnayake  
 Ceylon Tea Marketing (Pvt) Limited  
 Mr. B.M.S. De Silva  
 Mrs. Carmelita De Silva  
 Ms. Dilhara De Alwis  
 Mr. & Mrs. H.K. De Alwis  
 Mrs. Erika Dias  
 Ms. Thishyani Edirisinghe  
 Mrs. M. Ellawala  
 Mr. A.M. Esufally  
 Dr. M. Dilan A. Fernando  
 Dr. W.W.F.W. Fernando  
 Ms. M.L.R. De Fonseka  
 Gamma Pizzakraft Lanka (Pvt) Limited  
 Mr. J.N.G. Gonsal  
 Mrs. R. Gunaratne  
 Mr. T.M. Jayaratne  
 Mr. S.E. Jayasekara  
 Mr. & Mrs. F.N.D. Jayasuriya  
 Mr. Sherrill Jinasena  
 Dr. Palitha Kohona  
 Dr. Soma Kulathunga  
 Dr. S.A. Leelananda  
 Eng. B.S. Liyanagama  
 Mr. G.S. Lopez  
 Mr. D. Madanayaka  
 Mr. R. Maharaja  
 Mr. Murath Mohamed  
 S.K. Munasinghe Motors  
 Mr. A.P. Nanayakkara  
 N.H.A.G. Charitable Trust  
 Mr. A. Patel  
 Perera and Sons (Bakers) Limited  
 Mr. D.M. Rajapakse  
 Richard Pieris Distributors Limited  
 Mr. T. Ratnasundaram  
 Mr. N.J. Rozairo  
 Ms. S.S. Samarakkody  
 Dr. Nimal Sanderatne  
 Ms. Y.N. Senanayake  
 Sensaal Catering Services  
 Dr. I.D. De Sylva  
 Mr. C. Tilak Silva  
 Mr. S.C. Crossette Thambiah  
 Mr. Susil Weerathunga  
 Mr. N. Wijeyanayake  
 Mr. Suren Wijesingha  
 Mrs. Malathi Wijesuriya

## NEWS IN BRIEF

**Daily News** Saturday, September 13, 2014

### Free medical camp in Jaffna



HASL official Buddhika Nanayakkara presents a pair of crutches to an elderly recipient. HASL also distributed wheel chairs and other disability equipment among elders.

HelpAge Sri Lanka (HASL) recently conducted free eye screening camps for over 500 senior citizens in Jaffna and the suburban areas.

The HASL also distributed various items among needy elders. The program was conducted under the supervision of the Army. Vanni Security Chief Gen. Udaya Perera, Derana Director Vijith Chadrasena, Assistant General Manager Mahesh Jayawardana and HelpAge Officials Buddhika Nanayakkara, Dilshan Silva and Chinthaka Deepal were also present.



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**Daily News** Saturday, March 28, 2015

### HelpAge urges micro finance institutions to help senior citizens

HelpAge Sri Lanka (HASL) jointly with the National Secretariat for Elders of the Social Services Ministry will hold a conference to promote micro finance facilities among senior citizens in Sri Lanka.

HASL will meet the representatives of country's leading 75 micro finance companies, including the Berendina Micro Finance Institute, Commercial Credit Company Ltd. Senkada Micro Credit Company, Janatha Micro Finance Ltd. Agro Micro Finance Ltd. and

Prime Gramin Micro Finance Ltd.

The conference will be held at UDA Building Auditorium, Sethsiri Paya, Battaramulla on March 30, under the patronage of Social Services Deputy Minister Ranjan Ramanayaka. National Secretariat for Elders Director Suminda Singappuli will also attend the conference.

The objective of holding the conference is to induce micro finance institutions to grant financial loans to elderly citizens over 60 years

in the country to improve their livelihood programmes.

HASL Executive Director Samantha Liyanawaduge said senior citizens in the country are not provided financial loans by the main banking sectors. It is the duty of micro finance companies to grant loans to them to carry out self-employment activities. It will be helpful for them to enhance their income security and to improve their living standards, he said.

## හෙළු එක හි ලංකා වෙතින් නොමිලේ ඇසේ කුද ඉවත්කිරීමේ ගෙවත්තම

### පූර්වීන් පෙරේ

හෙළුවේ හි ලංකා සංචිතය වෙතින් පෙළ වහ විට ඩිජිටල කොනෝකුටු මෙමපිටු ආයත් කුද ඉවත්කිරීමේ සැලැස්කරුම් නොමිලේ සරගාන්තිමය අවස්ථාව ඉඩාද ඇති බැංකි විම සංචිතයේ විධායක අධිස්ථා සංශීලන උග්‍රත්වයේ මිහා පාවතියි.

විශාලුවේ නායුම්බාධි සිංහල හා ප්‍රජා ආයතනයේ ආර්ථික හෙළුවේ අයි කොයාර සෙයටට් හිදී දියුණුව ගෙවින් පෙනෙනු යුතු දැනු තුළ පෙනෙනු සිදු කිරීම් ඇත් තුළුන්හි ප්‍රජාදීම්, කාව් ප්‍රජාදීම් ද සාමාජ ප්‍රජාත්‍යාගය් විශාලු සිදුකරන අතර, ඒ අනුව ඉහුත් 24 වන දින විශාලුවේ ප්‍රාදේශීය ලේකම් ප්‍රජාත්‍යාගය් සංචිතයෙන් පැවැත්වූ සායනයේ පුද්ගලුයින් 120 දෙනෙකුගේ ඇයි පර්යේෂාකර, තැපෑලයේ පෙන්වා ඇත්තේ දින්විතුනා රුහු විශාල පිරිසකරි සංඛ්‍යාව සිදු කෙරේ.

කාරුයාලයෙන් ඉඩාද පාවතියා ඇත.

විශාලුවේ හි ලංකා සංචිතය මෙම සංචිතය මිනින් දැවැන පුරා අත්ම පායන පාවත්වීම් ඇයි තුන්ත්තාසි ප්‍රජාදීම්, කාව් ප්‍රජාදීම් ද සාමාජ ප්‍රජාත්‍යාගය් විශාලු සිදුකරන අතර, ඒ අනුව ඉහුත් 24 වන දින විශාලුවේ ප්‍රාදේශීය ලේකම් ප්‍රජාත්‍යාගය් සංචිතයෙන් පැවැත්වූ සායනයේ පුද්ගලුයින් 120 දෙනෙකුගේ ඇයි පර්යේෂාකර, තැපෑලයේ පෙන්වා ඇත්තේ දින්විතුනා රුහු විශාල පිරිසකරි සංඛ්‍යාව සිදු කෙරේ.



කාරුයාලයෙන් නායුම්බාධි සිංහල හා ප්‍රජා ආයතනයේ ආර්ථික හෙළුවේ අයි කොයාර සෙයටට් හිදී දියුණුව ගෙවින් පෙනෙනු යුතු දැනු තුළ පෙනෙනු සිදු කිරීම් ඇත් තුළුන්හි ප්‍රජාදීම්, කාව් ප්‍රජාදීම් ද සාමාජ ප්‍රජාත්‍යාගය් විශාලුවේ පුද්ගලුයින් 120 දෙනෙකුගේ ඇයි පර්යේෂාකර, තැපෑලයේ පෙන්වා ඇත්තේ දින්විතුනා රුහු විශාල පිරිසකරි සංඛ්‍යාව සිදු කෙරේ.

**Daily News** Saturday, April 26, 2014

## HelpAge assists elders



Lands and Lands Development Minister Janaka Bandara Tennakoon presenting a pair of spectacles to Buddhist monk.

Lands and Lands Development Minister Janaka Bandara Tennakoon on Monday highlighted the services rendered by HelpAge Sri Lanka (HASL) to improve the quality of life of senior citizens in the country

by providing them with many services including free medical and eye care facilities and free cataract surgeries.

He was speaking at a ceremony at Dambulla Municipal Council where a medical and eye camp was conducted by HelpAge Sri Lanka. Dambulla MC, Mayor Jaliya Opatha and Chairman K.G. Somatillaka were also present.

HelpAge Sri Lanka also distributed over Rs. 200,000 worth disability aids such as wheelchairs, commode chairs, walkers and spectacles to elders who attended the medical camp.

**Daily News** Thursday, October 1, 2015

## BEAUTY FOR A WORTHY CAUSE!

ANANDA KANNANGARA



**Daily News** Saturday, February 14, 2015

## Elders' value highlighted at HelpAge seminar



HelpAge Education Director, G.C. Mendis addressing students at Zahira College, Colombo. Zahira College Senior Vice Principal Ananda Ponnampuruma is also present.

HelpAge Sri Lanka (HASL) has rendered a great service to the country's senior citizens over the years, said Zahira College, Colombo Principal A.R.M. Trizviy Marikkar recently.

He said so at an education seminar organised by HASL under the theme 'Helping Elders by Youngsters, a dire need'.

Principal Marikkar said: "Our country does not need elders' homes if children looked after elders with love, protection and care." The Principal urged schoolchildren to obey their elders.

HASL Youth Education Division Director G.C. Mendis reminded students how even American President Barack Obama looked after his grandmother with love and care until she passed away a few years ago.

He said HelpAge has established 10 day-centres countrywide including the main centre at Borupana Road, Ratmalana, where elders visit these places every morning to spend the day with each other.

Elders are engaged in entertainment programs and other activities such as making cement flower pots, wicks for coconut oil lamps, envelopes, paper bags etc. as self employment projects.

Mendis said HASL also performs cataract surgeries for senior citizens free of charge at the HelpAge Eye Hospital, Wellawatta, distributes free spectacles and disabled equipment, and also conducts free mobile medical camps countrywide. HelpAge is a non-profit organization and depends on donations. Contact HASL 0112803752/53/54 for details.



The Winners of 'Miss and Mr. Sri Lanka-Australia – 2014' beauty pageant, Shana Schokman and Malith Perera, and other participants organized a fundraiser at Clayton Hall, Melbourne, Australia, recently to support HelpAge Sri Lanka's (HASL) free Cataract Surgery

Programme. The programme is currently held at the HASL Eye Hospital, Wellawatta, to restore the vision of the needy elders.

Around 200 Sri Lankans domiciled in Australia participated in the event which was organized by Managing Director, Miss Sri Lanka -Australia Ltd, Dilkie Perera.

The Pageant was held last year and Sri Lankan born Shana Schokman was adjudged the Miss Sri Lanka-Australia - 2014, while Sri Lanka's Malith Perera bagged the Mr. Sri Lanka-Australia title.

A large number of Sri Lankans and Australians had been present to witness the Beauty Pageant. The fundraising campaign was followed by a 'Fashion Dress Parade' with the

participation of many designers. The participants also attended the dinner dance at the same venue.

HelpAge Sri Lanka Executive Director Samantha Liyanawaduge, a special invitee at the fundraising campaign, thanked Miss Sri Lanka-Australia Ltd. for donating the proceeds of the campaign for the worthy cause of restoring vision of the destitute elders in Sri Lanka.

HelpAge Eye care Hospital in Wellawatta, Colombo performs around 20 free cataract surgeries each day for needy senior citizens and also provide free spectacles and medicines through their mobile medical units across the island.

Among the distinguished invitees at the ceremony were the

Shadow Minister for the Scrutiny of Government and member of Southern-Eastern Metropolitan Region Parliament of Victoria Inga Peulich MLC, Sri Lankan Consul General in Melbourne Upul Pushpakumara and Consul for Sri Lanka in Victoria Bandu Dissanayake.

Miss Sri Lanka-Australia Shana Schokman said HelpAge is doing a yeoman service for the elderly and she would visit Sri Lanka towards the end of the year to organize more fundraisers for HelpAge Sri Lanka.

**Daily News** Wednesday, February 25, 2015

## Low cost lamp wicks producing equipment for elders



Pradeep with the lamp wicks manufacturing equipment

Senior citizens representing several country-wide Elders' Committees commended HelpAge Sri Lanka (HASL) officials for introducing low cost lamp wicks manufacturing equipment which was a dire need for elders.

The equipment donation was a concept of Pradeep Kumara Perera, an employee of HelpAge Sri Lanka. He had used spare parts removed from three wheelers, motor vehicles and bicycles to manufacture the equipment.

Pradeep said the manufacturing cost of one equipment is about Rs. 1,000.

The unique feature of this equipment is that two persons could operate it from both ends simultaneously to produce two wicks at a time.

He said the objective of introducing such an equipment is to promote it among Senior Citizen Committees.

He said senior citizens belong to various religious denominations and they need

lamp wicks on a daily basis for religious purposes. This equipment would help them make their own wicks, he added.

They could also initiate self-employment projects by making lamp wicks during their leisure time, Pradeep said.

Pradeep intends to manufacture more equipment so that it could be distributed among Senior Citizen Committees free of charge.

According to Pradeep, two used axles removed from the wheels of bicycles, a used reverse spring taken from a three wheeler, a used wheel removed from a vehicle, an air conditioner compressor and a wheel of a dynamo from a vehicle is sufficient to manufacture each equipment.

HelpAge Sri Lanka Executive Director Samantha Liyanawaduge said the organization had commenced many employment generating projects for the benefit of senior citizens throughout the country in addition to providing them with free medical and cataract surgery.

He said steps are taken to promote low cost lamp wicks manufacturing equipment among Elders' Societies countrywide.

Information on lamp wicks manufacturing can be obtained on 0112803752/53/54.

Tuesday, June 03, 2014

# 400 ELDERLY HELPED BY THE HELPAGE FREE MEDICAL CLINIC

HelpAge Sri Lanka (HASL) conducted a free Medical and Eye Care dansala at HelpAge Head Quarters premises, Rattanapitiya Borelasgamuwa to coincide with the Wesak festival.

Over 375 elderly citizens living in the surrounding areas of Rattanapitiya, Borelasgamuwa, Nugegoda and Wijerama were benefitted by the dansala.

The dansala was conducted between 8.30 am and 3.30 pm. Participants were also provided with refreshments. Necessary drugs worth of over Rs. 150,000 were provided to the needy elders, based on Doctors' prescriptions, totally free of charge.

In addition to medicine, about 250 elders got an opportunity to have their eyes screened by two optometrists from HelpAge and one eye surgeon from the Colombo National Hospital (CNH). The patients were also provided with 70 pairs of bifocal spectacles, 56



Participants seen awaiting their turn to be registered at the medical dansala while HelpAge officials Manozi Galappatty, Priyadarshani Bulathsinghala and Deshan Kumarage are registering the names of patients.

pairs of reading spectacles and necessary medicines for various eye ailments.

About 30 patients were referred to the HelpAge Eye Care Hospital, Wellawatta for free cataract surgeries.

As an unexpected number of elderly persons were present, HASL had to extend the service even after the allocated time.

An elderly participant, 82-year-old M.A. Seelawathi

from Lake Road, Borelasgamuwa said this was the first time she attended such a 'medical dansala' and requested HASL to conduct similar dansals every year.

HASL, Executive Director, Samantha Liyanawaduge said such medical dansals will be held annually at the HelpAge Head Office premises in the future as they were highly beneficial to needy elders to have expensive medicines and spectacles free of charge and also to undergo cataract surgeries at no cost to the beneficiaries.

He said the HelpAge free Mobile Medical and Eye Care services are provided countrywide to serve elders in Sri Lanka and free Cataract Surgeries were conducted at the HelpAge Eye Care Hospital, Wellawatta on all working days.

**Daily News** Thursday, March 12, 2015

## Expolanka ties up with HelpAge Sri Lanka

**ANANDA KANNANGARA**

Expolanka Holdings PLC has tied up with HelpAge Sri Lanka (HASL) to provide free Mobile Medical and Eye Care Camps for Senior Citizens in the country, during a period of six months ending March 31, 2015.

Expolanka donated funds towards this worthy cause under its Corporate Social Responsibility programme (CSR).

HASL used the funds to conduct four Mobile Eye Care Medical Camps in the villages Wewala, Ihala Yagoda, Korathota and Kiriwaththuduwa.



Paddy Weerasekara, Head of Marketing, Corporate Communications and CSR said, "Over the years, HelpAge Sri Lanka has extended their immense support to Senior Citizens of Sri Lanka. As a responsible business entity, we are pleased to be part of this program."

Commenting on the project, Sajeeth Illyas - Senior Executive CSR, Expolanka Holdings said that the Group's program assists a large number of Senior Citizens over 55 years to have various medical and eye care needs, especially cataract surgeries free of charge.

HASL, Manager Special Projects Russell Juriansz thanked Expolanka for the kind gesture and said that HASL has already used funds to conduct cataract surgeries, medical and eye screenings and also to provide spectacles.

HASL, Executive Director Samantha Liyanawaduge highlighted the importance of conducting free cataract surgeries and said over 25,000 elders in the country have already benefited under the HelpAge free cataract program.

## During their twilight days

### HelpAge SL urges school children to look after elders



HelpAge Youth Education Division Manager S.M.D.V. Seneratna addressing the school children

HelpAge Sri Lanka (HASL), one of the pioneer institutions that had been established to improve the quality of Senior Citizens in the country, recently held an awareness programme for students of Bandaragama Maithree Maha Vidyalaya and urged them to look after their elders without sending them to 'Elders Homes' during their twilight days.

"HASL does not promote 'Elders Homes' concept as elders should not be isolated and they must live with their children,"

HASL, Youth Education Division Manager, S.M.D.V. Seneratna said at the seminar.

The seminar was conducted under the theme "Caring for elders and create an environment for them to live with dignity." It was held at the school Auditorium. Principal J.M.A.G. Gamini Thissa chaired the seminar, conducted by HelpAge Youth Education Division with the participation of over 600 students.

In addition, HASL had also passed this message to school

children through the Directors of Education and school principals.

Seneratna also reminded the students that conducting such awareness programmes could motivate the minds of children on the value of helping elders.

Principal Gamini Tissa highlighted the importance of conducting such programmes and pledged that he would pass this worthy message to the members of School Development Societies, parents of children and also to the Past Pupil Association.

Commenting on this programme, HASL Executive Director Smantha Liyanawaduge said statistics revealed that 98 percent of elders in our country were living with their children or on their own and less than two percent lived in Elders Homes.

He said HASL promotes 'Elders Day Centres' countrywide, including the main H.P. Goonaratna Day Center at Borupana Road, Ratmalana. The

objective of running day centres is to create an environment for elders to participate in active programmes and the same time, enhance their knowledge and capacity.

Elders Day Centres are open to any 'Senior Citizen' and they could visit in the morning and leave home in the evening. During the day, they are provided with free meals and they could be engaged in various other activities, including religious knowledge building an entertainment programmes.

Liyanawaduge also appealed to interested parties to join hands with HelpAge Sri Lanka to improve the living conditions of needy elders by contacting on 011 2 803 752/53/54.

HASL is a not for profit charitable organization which also conducts free cataract surgeries and Mobile Medical and Eye screening Programmes for needy elders islandwide.



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## GLIMPSE OF THE PAST



Tilak de Zoysa (Chairman, HelpAge International), Richard Blewitt (CEO, HelpAge International), Steven M. Hilton (President and CEO Conrad N. Hilton Foundation) 16 April 2012, Washington DC, USA



Deshabandu Tilak de Zoysa Chairman HASL and HAI receiving the letter of appointment as the consultant to the Ministry of Social Services from Hon. Felix Perera - Minister of Social Services



Gold Award – League of American Communications Professionals (LACP) USA



HelpAge Eye Care Centre Opening Ceremony



HelpAge International Board Meeting held in Sri Lanka, 2010



The visit to Sri Lanka in 2010 of Mr. Tom Wright, CEO AgeUK and Mr. Paul Farthing, DF of AgeUK

## INTERNATIONAL DAY OF OLDER PERSONS 2014



Elders Walk held in Galle, Sri Lanka



Elders Walk in progress



Ceremonial opening



Group singing



Stage drama performed by elders



Back to School

## MORE NEWS



Adam's Peak Lodge No. 2656 Under the District Grand Lodge of Sri Lanka donated a cheque for Rs. 85,000/- to HelpAge Sri Lanka at the Masonic Temple premises, Galle Face.



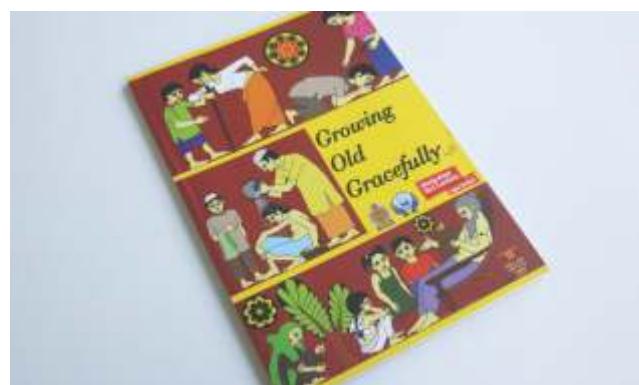
Donation by Musaeus College Past Pupils Association, USA branch



ADA signature campaign for a UN convention for elders



The then Hon. Maithripala Sirisena, Minister of Health joining HelpAge/Manusath Derana programme in Polonnaruwa



HelpAge Sri Lanka and Human Rights Commission joint publication – Growing Old Gracefully

## **WORD OF THANKS**

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

- Direct Mail Appeal
- Corporate Appeal
- Credit Card Appeal
  - Till Collection
  - Youth Education
  - Legacies
- Sponsorship for Mobile Medical Units
  - Sponsorship for Special Projects
- Elders' Day Care Centre, Ratmalana
  - Eye Care Centre, Wellawatta
  - Ayurveda Centre, Battaramulla
  - Greeting Cards Project
- Community Development Programme
  - Rehabilitation Programmes

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*

## HOW TO GET IN TOUCH

To find out more about HelpAge Sri Lanka projects and programmes for the well-being of older persons, please do not hesitate to contact us.

### Registered Office

HelpAge Sri Lanka  
P.O. Box 09  
102, Pemananda Mawatha,  
Raththanapitiya, Boralesgamuwa,  
Sri Lanka (Adjoining  
Sri Jayawardenapura  
University Premises)  
Telephone : +94 11 2803752,  
2803753, 2803754  
7418977, 7418978  
7418979, 7418980  
7417570  
Facsimile :+94 11 2801147  
E-mail : [helpage@slt.net.lk](mailto:helpage@slt.net.lk)  
Website : [www.helpagesl.org](http://www.helpagesl.org)

For enquiries about HASL contact the Officers listed below:

Manager, Communications  
Information and Publications  
  
Programmes Director/  
Programmes Manager  
Projects for Development of  
Community-Based Programmes  
Senior Citizens Committees  
Capacity Building  
Foreign Donor-Funded Projects  
Sponsor a Grandparent (SaG) Project  
Projects for Development of  
Day Centres and Income-  
Generation Projects  
Telephone :011 4866897/3181790

Manager, HelpAge Eye Care Centre  
Eye Care Centre Services  
Free Cataract Surgeries  
Provision of Other Eye Care Facilities  
Donations for Eye Care Centre  
Telephone :011 2589450/2500056

Head of Human Resources and  
Administration  
Inclusion of HelpAge in Your 'Last Will'  
Information about any Other  
Administrative Matters:  
Telephone :011 7418981  
  
Manager, Training  
Home Care/Age Care Training and  
Other Training Programmes  
Reservation of Training Venue  
and Facilities  
Paid Home Assistance Service  
  
Director, Youth Education Programme  
Youth Education Programme  
and Awareness Programmes for  
School children  
Annual All Island Schools Short Story  
Competition/Art Competition  
Training of Trainers (TOT) Programmes  
for Directors, Principals and Teachers  
  
Manager, Fundraising  
'HelpAge' Greeting Cards  
Placement of Collection Tills  
Share-As-You-Earn Programme  
Donations in Kind  
Corporate/Individual Donations  
Telephone :011 4926358/4926948  
Facsimile :011 4300946  
E-mail : [helpagecards@hotmail.com](mailto:helpagecards@hotmail.com)  
  
Manager, Special Projects  
Sponsorship Support for  
Special Programmes  
Sponsorship/Reservation of  
Mobile Medical Units (MMUs)  
Direct Mail Campaign  
Payroll Giving Programme  
Dialog Star Points Programme  
  
Manager, H.P. Gooneratne HelpAge  
Elders Day Centre  
Donations for Almsgiving  
Donations for Day Centre  
No. 24, Dharmashrama Mawatha,  
Borupona Road, Ratmalana.  
Telephone :011 2635566

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Mr. Geethal Mendis -Director, Youth Education  
Mr. Dayal Perera -Director, Programmes

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Seylan Bank PLC  
People's Bank  
Standard Chartered Bank  
Hatton National Bank PLC

### Secretaries

Ceylon Secretarial Services Limited

### Auditors

Wijeyeratne & Company, Chartered Accountants  
Company Registration No. GA 545

Social Services Registration Nd1/4/1/590/86

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 No31 of  
1980 as amended by Act No08 of 1998 –  
Registration No. L03214