

MEDIA RELEASE

## **The Benevolent Society awarded \$1.5m grant by Wicking Trust**

### ***Wicking Trust provides funding to EveryAGE Counts ageism campaign***

**5 March 2018** – The Benevolent Society, Australia’s first charity, has received a \$1.5 million grant - \$300,000 per year annually for five years – from The J.O & J.R Wicking Trust managed by Equity Trustees to support its advocacy campaign to tackle ageism, [EveryAge Counts](#). [The Wicking Trust](#) supports organisations driving systemic change in the wellness and quality of life of older people.

The money will go towards building a strong foundation for the campaign which will be a long-term, multi-faceted campaign to change social norms and attitudes towards ageing and getting older.

The Benevolent Society was one of four organisations receiving funding for programs that will improve the lives of older Australians, achieve systemic change to ensure that the rights and voices of older people are upheld and respected, and shift negative social norms about getting older.

Marlene Krasovitsky, Director Campaigns – Older Australians, The Benevolent Society, said, “This grant from The Wicking Trust, will go a long way in supporting our campaign to tackle ageism, EveryAGE Counts. The campaign, which is led by a remarkable and powerful coalition of organisations and partners, will have a lifespan of at least ten years, so this funding provides support for half of that. It’s fantastic. We’re very grateful and appreciate The Wicking Trust helping us to build our campaign to change attitudes towards older people.

“We will all get older, if we’re lucky. We will all face the same challenges and hardships in the workplace, the healthcare system, being represented in the media in a particular way. Ageism is discrimination against our future selves. It’s unfair treatment based on a person’s

age. Ageism undermines the value of older people. Ageism is pervasive, but it's often invisible because it is so widely accepted and deeply ingrained. This is what EveryAGE Counts seeks to change.

“In research we launched last September, [The Drivers of Ageism](#), we found that most of the negative views about older people and growing old are based on myths and misinformation. Our fears about ageing can prevent us from ageing well, and those fears can sometimes be based on falsehoods.”

The Benevolent Society has always advocated for the best life for older Australians, starting with the advocacy for and implementation of the world's first Old Age Pension in 1901 in NSW. The Benevolent Society continues to advocate for those on the aged pension through its [#fixpensionpoverty](#) campaign.

Adds James Clampett, Director of Philanthropy and Impact Investing, The Benevolent Society, says, “There is a special role for philanthropy in advocacy. It's a commitment to social change. It's addressing social issues confronting our society now and ten or twenty years from now. We appreciate any organisation or individual who wishes to support our advocacy campaigns for a just society.”

**-ends-**

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**About The Benevolent Society**

The Benevolent Society is Australia's first charity, working as a catalyst for social justice and change for over 200 years. Founded in 1813, The Benevolent Society advocates for a better life for all Australians, and provides in-home services for older Australians, and people with disability, as well as providing programs in Family support and early intervention. We help people age well and live their best lives, staying in their homes wherever possible.

For more information, please visit [www.benevolent.org.au](http://www.benevolent.org.au), on Facebook/thebenevolentsociety or on Twitter - @BenevolentAU

