

Preface

A gray tsunami is sweeping the planet. Now we are waiting for the wisdom that should come along with it. How did the world get so old, so fast? Not so long ago, around the mid of the 20th century the world was warned for a rising global population, which would unavoidably bring world famine. Prof. Paul Ehrlich wrote in his best-selling book, *The Population Bomb*: “The battle to feed all of humanity is over. In the 1970s hundreds of millions of people will starve to death in spite of any crash programs embarked upon now. At this late date nothing can prevent a substantial increase in the world death rate”. Fortunately this predicted massacre did not happen. Although the overall population will increase in the next 40 years, this will be a kind of population growth the world has never seen before. Not driven by raising birth rates but by a major increase in the number of older people. Global aging is in its essence a success story, a consequence of development.

However, many challenges will come along with this process of rapid global aging and that is where WorldGranny steps in. WorldGranny is a non-profit organization that aims towards empowerment for older people, particularly for older women, and to the reduction of (extreme) poverty. WorldGranny contributes to the improvement of the quality of life of older people, their families and their communities in developing countries. In the Netherlands, WorldGranny works on creating awareness of the situation of older people in emerging economies and recruits funding to support organization and people worldwide.

WorldGranny proudly presents the Annual Report of 2011 with more information about the goals, the achievement and its projects. This report starts with an overview of 2011 and the major changes with respect to 2010. After this the readers get more insight into our organization, our visions and objectives. But the proof of the pudding is in the eating. Therefore, a very detailed and extensive chapter is dedicated to the care and development work, the pension & development projects, the activities of our TEA-Alliance and the results of the Program with our EU partners from Germany, Poland and Lithuania. Paragraph 4 and 5 give an overview of the stakeholders and governance of WorldGranny. Paragraph 6 is named ‘follow the money’ and gives a clear overview of our financial results and fundraising goals and policy. After this a paragraph is written on sustainability as a basic principle of WorldGranny operations. Paragraph 8 views our financial statement of 2011. At the end of the report our vision of 2011 is shown and an analysis is made of the strengths, weakness, opportunities and threats of this annual report 2011.

We hope that by reading this annual report you will become more aware about the growing number of older people in Africa, Latin America and Asia and that this report provides a clear overview of all the work, aims and goals of WorldGranny. We would very much like to thank our partner organizations, advisors, our funders, our alliance partners, our colleagues, our volunteers and especially our Granny2Granny groups for making 2011 to a very successful year! We hope you enjoy reading this annual report of 2011.

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