

Annual Review 2016/17

Building the movement
to defeat dementia
alzheimers.org.uk



'Dementia is the hardest thing I've ever had to deal with. When I think about how many others are going through exactly what I'm going through, it makes me want to do something. To change something. To help people. I still have so much to give, so while I can, I want to make the world better for people with dementia in any way I can.'

Peter, living with dementia

Welcome

Welcome to our annual review. We've taken this opportunity to celebrate our proudest achievements from 2016/17 – which simply wouldn't have been possible without supporters like you. Over the following pages, you'll find examples of our work alongside people affected by dementia – making sure they are supported, accepted, and able to live in their community without fear or prejudice. These highlights show just how much we can achieve when we stand together.

Our five year strategy 'Delivering on Dementia 2012-2017' has enabled us to support people affected by dementia like never before. And we are in the strongest position we've ever been as an organisation to make sure dementia is no longer ignored.

In 2017-18, we begin putting into action our five-year strategy, The New Deal on Dementia. This maps out our commitment to be available to every person who receives a dementia diagnosis, to change the conversation on dementia and to invest more in research to find answers.

There are big challenges ahead. But if we stand united, we know we will achieve lasting change for everyone affected by dementia.

Thank you for your continued support.



Jeremy Hughes CBE
Chief Executive



Stephen Hill OBE
Chairman

Our highlights

A landmark year



For the first time ever, our annual income rose to over £100 million. Money that transforms the lives of people affected by dementia.



Our team of amazing volunteers grew to 9,000. The backbone of our organisation, our volunteers make sure we're there for as many people affected by dementia as possible in England, Wales and Northern Ireland.



People affected by dementia and carers accessed our services over two million times; through the National Dementia Helpline (40,000 enquiries), online community Talking Point (1.8 million site visits) and Dementia Connect directory (165,000 searches).



The number of Dementia Friends continued to grow, reaching over 2 million. Thanks to this, more people are understanding dementia and reaching out to those around them affected by the condition.



We invested £10.3 million into research for the first time, as we push harder than ever to investigate cures, better methods of care and ways to prevent dementia.



We pledged £50 million (over the next five years) to the first dedicated Dementia Research Institute – our biggest ever single investment in dementia research. The institute will revolutionise UK dementia research.

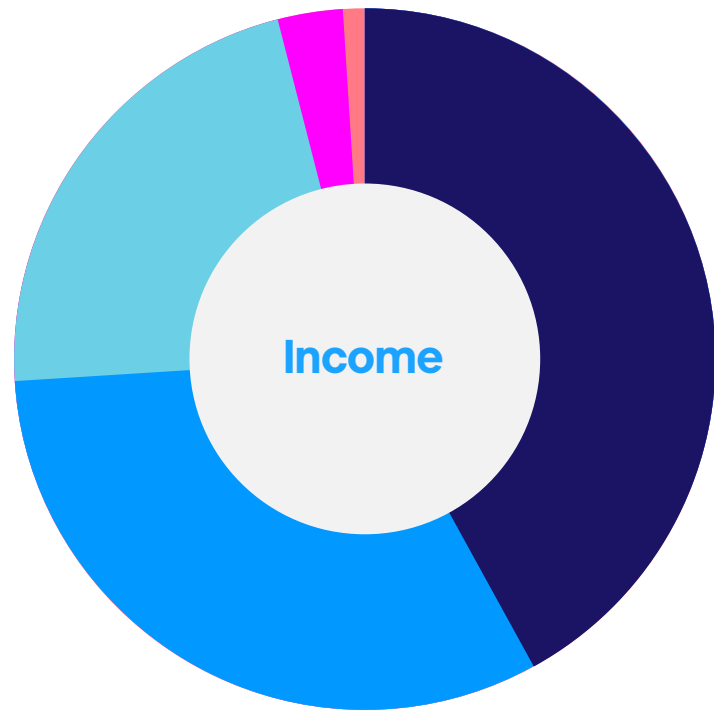


Launching our bold new brand positioned us as the rallying point for the growing dementia movement.

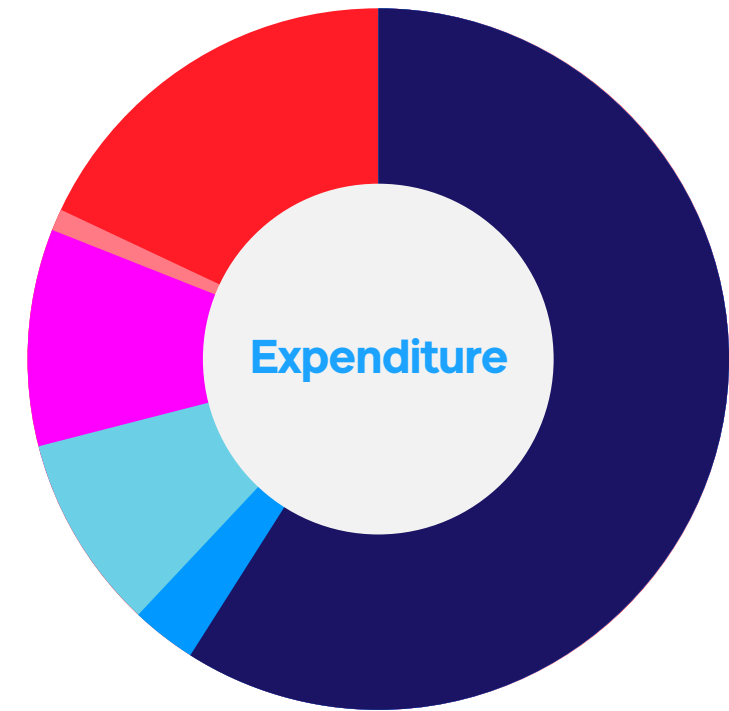


We extended the opening hours of our National Dementia Helpline during evenings and weekends so we can be there whenever people need us.

How we raised and spent our money



■ Donations	42%	£43.0m
■ Contracts	32%	£33.2m
■ Legacies	22%	£22.8m
■ Trading and other	3%	£3.5m
■ Investment	1%	£1.1m
Total		£103.6m



■ Meeting Needs	59%	£63.9m
■ Sharing Information	3%	£3.5m
■ Advancing Research	9%	£10.3m
■ Inspiring change	10%	£11.3m
■ Trading costs of subsidiaries	1%	£1.0m
■ Fundraising	18%	£19.5m
Total		£109.5m

£103.6 mil

Our income grew by 6% on last year, going over £100 million for the first time

For more detail, please see our Trustees' report and annual accounts at alzheimers.org.uk/trusteesreport1617

£63.9 mil

We invested 5% more than last year to meet the needs (providing dementia support and advice) of people affected by dementia

£10.3 mil

We invested more than ever before into advancing research

89p

For every pound we received, we spent 89p on directly improving the lives of people with dementia. The other 11p supported our frontline activity, including IT and premises

We want everyone affected by dementia to know, whatever you are going through, wherever you are, whoever you are, you can turn to Alzheimer's Society for support, help and advice.

In 2016/17, our services, information and expertise were more accessible than ever before:



Our National Dementia Helpline supported 40,000 enquiries. Our expert Helpline advisers now respond directly on social media, making sure we answer people's questions about dementia in a way that suits them best.



Over 50,000 people are now signed up to our online discussion forum Talking Point, where they can share their knowledge and experience of dementia. We improved the service (especially on mobile) by simplifying the layout and design, making it much easier to use.



Our online directory Dementia Connect was used over 165,000 times to search for local dementia services. 13,000 registered care services that specialise in dementia were added to the database, helping people to more easily find their nearest services.



Our website received over 11 million views, 5% more than the previous year – a good indicator that people are more engaged and more aware of our work.



'I believe that every human is born free and equal, with dignity and rights.'

Abdus, living with dementia

**Sharing
information**



Advancing research

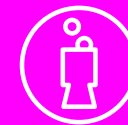
Our PREVENT study is the largest research project in the UK looking at dementia risk factors in middle age.

Research has shown that changes in the brain in people with Alzheimer's can start up to 20 years before they develop symptoms of dementia. This study is exploring whether subtle changes in brain structure (a shrinking hippocampus), in blood or spinal fluids and in some aspects of memory in 40-59 year olds may hold the answers.

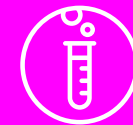
If we can detect biological changes in people who could be in the very first stages of Alzheimer's then we can develop and test strategies to stop the symptoms from ever appearing.

Every day, our researchers and partners carry out research to improve dementia care and prevention and move us closer to a cure.

In 2016/17, we invested more than ever in dementia research:



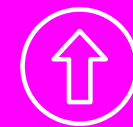
We spent £10.3 million on research and development, taking our total active research grants to a record 152 - worth over £30.5million.



Our Drug Discovery programme finds treatments for dementia by repurposing drugs used for other conditions. This has the potential to make treatments available much quicker and cheaper than if new drugs are developed.



We pledged £50 million as co-founder of the UK Dementia Research Institute, which will connect and amplify UK dementia research to transform diagnosis, care and treatment and bring us closer to a cure.



We funded 35 early career researchers to start or continue their careers in dementia. Building the dementia research community is vital if we're to understand more about dementia and push towards a cure.

We know that people with dementia face prejudice and challenges every day. We campaign against this injustice and inform and influence health and social care policy.

In 2016/17, we continued to fight to give people affected by dementia the lives they want and need:



Our bold new brand and strapline 'United Against Dementia' launched in January 2017, positioning us as the rallying point for the growing dementia movement for change.



The number of Dementia Friends soared to over 2 million. Thanks to the programme, more people are understanding dementia and reaching out to those around them affected by the condition.



Hard-hitting campaigns like Fix Dementia Care inspired over 30,000 people to fight against a broken social care system.



Our Dementia Friendly Communities programme gathered pace. Nearly half of the people in England, Wales and Northern Ireland are now living in communities that have committed to making sure people with dementia feel understood, valued and able to contribute to their community.



Morag is like one of the family for Jo who is living with dementia. As a befriender she helps Jo do the things she loves, make new friends and try new things.

Morag is just one of 9,000 volunteers. These selfless, knowledgeable, caring people are the reason that we are able to improve the lives of so many people affected by dementia. Every volunteer, whether they get involved in fundraising, research or our services - make our work possible.

'When I meet Jo now it doesn't feel like I'm a volunteer, it feels like I'm a friend.'

**Inspiring
change**



Meeting needs

'Most of the time people ignore those with Alzheimer's, we're on the fringes. It's nice to have someone ask your opinion. You feel listened to and empowered. It gives us a voice.'

Arthur, living with dementia

We involve people with dementia, their families and carers in everything we do. With their input and support, we can provide the services they want and need.

In 2016/17, together, we continued to lead the way in dementia care and support:



We ran over 2,500 one-to-one and group based services, improving the lives of more than 113,000 people with dementia and carers.



Almost 3,000 delegates from businesses, health and social care organisations and the public attended our dementia training courses. We share our expertise and raise awareness and understanding of the condition.



Over 10,000 people with dementia and carers were involved in evaluating our services, giving us the feedback and information we need to keep improving our work.



We continued to develop Side by Side, our service which matches local volunteers with people living with dementia - tackling social isolation and loneliness.

We're enormously grateful to every one of our supporters – without you we couldn't provide the support or fund the research that changes the lives of so many people affected by dementia.

In 2016/17, we reached and inspired more people to donate and improve lives:



Our fundraising income reached £69.4 million – 12% higher than the previous year.



Donations from philanthropists and grant-making trusts reached over £5 million for the first time.



Nearly 80,000 people took part in our flagship fundraising event 'Memory Walk', raising a record £6.7 million. The event was sponsored by HSBC.



PriceWaterhouseCoopers climbed Kilimanjaro, raising £132,000, and Wilko in Wales and the North voted to support us in their stores, raising over £200,000. Compass Group Healthcare took part in Elf Day raising £50,000 in one week.



Legacy donations totalled £22.8 million, accounting for over a quarter of our voluntary income.



Our cash appeals raised nearly £2.6 million - money that is already changing lives.



'Running the marathon for Alzheimer's Society made it extra special, their support helped me get through training and the big day.'

2017 Marathon runner

Fundraising

Five year review

Looking back: Delivering on Dementia 2012-2017

Over the past five years, we've achieved real progress towards a better future for everyone affected by dementia – thanks to the dedication of our supporters, volunteers, researchers and partners. We've improved services and support, advanced research and changed attitudes. Most importantly, we've made sure dementia can't be ignored.

Our achievements have been driven by our 2012-17 strategy, Delivering on Dementia. People affected by dementia guide everything we do – and our strategy was no exception. It was developed around seven key things people said they wanted in their lives – from being a valued part of their community, to knowing research was happening to improve life now and in the future.

Delivering on Dementia set out four goals for our charity:

- 1 Demonstrate the way in dementia care and support**
- 2 Be the foremost contact point for anyone dealing with dementia**
- 3 Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure**
- 4 Campaign for people affected by dementia to be able to live the lives they want.**

Achieving these goals positions us as the charity leading dementia research, care and support services. We're reaching more people affected by dementia than ever before, and we're ready to fight even harder for a world without dementia.

Over the last five years:

266,250

Our one-to-one and group services have improved the lives of 266,250 people

170,500

Our National Dementia Helpline has responded to over 170,500 enquiries

2 mil

Since launching in 2012, over two million people have become Dementia Friends

£16.7 mil

191,000 people took part in Memory Walk, raising a staggering £16.7 million for people affected by dementia

We played a lead role in renewing the Prime Minister's Dementia Challenge.

This committed Government to improving dementia care and services, as well as a further push to improve public understanding of dementia.

The New Deal on Dementia

The challenge ahead

One in three people born today will develop dementia, which is expected to become the 21st century's biggest killer.

There are over 850,000 people living with dementia in the UK and this is set to rise to over one million by 2021.

Dementia costs the UK a staggering £26 billion per year. The burden of care is often on families, which is completely unacceptable.

We urgently need to keep investing into beating dementia – better care, improving treatment and finding a cure.

You can download a copy of The New Deal on Dementia from alzheimers.org.uk/thenewdealondementia. For more ways you can help, go to alzheimers.org.uk/getinvolved

We believe it's time for people with dementia to have a new deal. In our new strategy, The New Deal on Dementia we make these promises:

We will be available to every person who receives a diagnosis, who needs us. We want everyone affected by dementia to know, whatever you are going through, wherever you are, whoever you are, you can turn to us for support, help and advice.

You are not alone

We will change the conversation on dementia. We will bring dementia rights into the mainstream and make sure people with dementia are treated as equal members of society. We want everyone to know that, in your community, by campaigning, giving your time or your money, you can join us to make change happen.

We can change today

We will lead dementia research, building connections between researchers, funders and policymakers nationally and internationally. We will fund research that will: find the answers that help us understand dementia better; prevent or slow its development; and find a cure. At the same time, we will use research to better support everyone living with dementia today.

We will change tomorrow

Major donors include

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Thank you to our kind and generous legators who generously left a gift in their Will, and to all our supporters who wish to remain anonymous.

Thank you

A big thank you to all our supporters who helped us continue to fight dementia in 2016/17

Alzheimer's Society is the UK's leading dementia charity. We provide information and support, improve care, fund research, and create lasting change for people affected by dementia.

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