

Trustees' report and annual accounts

For the year ended 31 March 2014

Contents

Trustees' report

Strategic report

- 4** Chair and Chief Executive's introduction
- 6** Meeting needs: Demonstrate the way in dementia care and support
- 8** Sharing information: Be the foremost point of contact for anyone dealing with dementia
- 10** Advancing research: Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure
- 12** Inspiring change: Campaign for people affected by dementia to be able to live the lives they want
- 14** What we'll do in 2014/15
- 18** Society money
- 20** Structure and management
- 24** Statement of Trustees' responsibilities
- 25** Financial statements
- 43** Independent auditor's report to the members of Alzheimer's Society
- 44** A big thank you
- 46** Society people

We are the UK's leading support and research charity for people with dementia, their families and carers.

alzheimers.org.uk

Strategic report 2013/14

Chair and Chief Executive's introduction

This is the second year of our five-year strategy, Delivering on Dementia, and it has been one of the busiest ever for the Society. We have made progress in all areas, helping our ambition that people with dementia can live the lives they want. We also ended the year reviewing the strategy to ensure that it continues to best lead our work over the next three years.



Our volunteers and staff continue to be among the most committed people in the charity sector: working closely with people affected by dementia; raising money; supporting new innovative services; increasing awareness and information provision; making us a research leader; and shouting loudly about what needs to change in health and social care – and society as a whole – to support people with dementia and their carers better.

Our volunteers include our Trustees, and in October we said a fond farewell to Alastair Balls who had steered the Society so well as Chairman over the previous six years.



This year our supporters have given us an amazing £50 million to transform lives. We have seen a strong growth in our total income to £82.6 million, an increase of 17% over the previous financial year. We saw this growth particularly in the latter part of the year due to the increased interest in dementia and the recognition of Alzheimer's Society as leading in making a difference.

This growth in income, combined with the tight cost control required during an uncertain funding environment, has led to the Society increasing its general funds by £5.3 million.

We are now planning to invest in a major programme of awareness raising to promote our work, publicising all of our activities and the help we can give to everyone whose life is affected by dementia.

People with dementia and their carers are at the heart of everything we do, including our world-leading research.

Dementia has never had such high a profile and this has been due in large measure to the Society. We have continued to be at the forefront of implementing the Prime Minister's Challenge, including a central role in bringing about the G8 Dementia Summit in December and steering subsequent implementation of the commitments made. With the Government pledging to double investment in dementia research, we have also committed ourselves to at least £100 million for research over the next ten years.

The Dementia Friends programme has continued to inspire thousands of volunteer champions and bring awareness

to every corner of England, with similar programmes now also developing in Wales and Northern Ireland. Likewise, all three nations are seeing a growing movement of communities becoming dementia friendly, with the Society helping them along every step of the way.

We have kept the pressure on the Government, NHS and the Royal College of GPs to ensure more people receive a timely diagnosis, whilst our public awareness programmes have helped more people to seek help when worried about their memory.

Direct support to people affected by dementia remains at the core of our work. Our information services continue to grow; our Helpline now opens seven days a week; and we have distributed over 140,000 copies of our new dementia guide for the newly diagnosed. Locally, tens of thousands of people use our community services every month. More people than ever have access to an Alzheimer's Society Dementia Support Worker and groups such as Singing for the Brain® continue to flourish and grow.

Much more needs to be done, with dementia still securing only a fraction of the resources it deserves, whether in health and social care or in research. But this report shows how far we have come. The challenge is to maintain the momentum in the year ahead.

Enabling our strategy

Our vision is a world without dementia. We deliver this through our four strategic ambitions: meeting the needs of people with dementia and their carers; sharing information and being the 'go to' source for trusted information on dementia; advancing research, both biomedical research and care research; and inspiring change, at a national and individual level through programmes like Dementia Friends. All our work is informed by the needs and experiences of people with dementia and their carers, as articulated in the National Dementia Declaration.

Delivering on these ambitions requires all our people – volunteers and employees – being empowered to play their part. In 2013/14, we invested in our information systems and technology, making our infrastructure more efficient than ever. We invested in our learning and talent development programme, offering accessible, relevant, learning interventions for all our people. We launched our organisational development framework, comprising four key learning elements: dementia learning pathway; management; role specific; and 'soft skills'.

Volunteers are central to the Society; without them we simply couldn't touch the lives of so many people affected by dementia. This year we launched our volunteer engagement network, giving our volunteers – many of whom have first-hand experience of dementia themselves – a greater voice in shaping the Society and its strategic activities. We also launched our local representatives programme, establishing a volunteer role for individuals to represent the work of the Society in their local communities.

Through the efforts of all our people – nearly 10,000 – and despite the economic climate, we had an amazing year for fundraising – our best ever. And this income has allowed us to advance each of our strategic ambitions, as described in the following pages.

Jeremy Hughes
Chief Executive

Dame Gill Morgan DBE
Chair

Meeting needs: Demonstrate the way in dementia care and support

We use our extensive experience and expertise to provide almost 3,000 high quality, inclusive and innovative services – either directly or in partnership – that people with dementia and their carers want and need. We lead the way, and also help others to improve and develop their services.

Ensuring quality and standards

- By the end of the year we had developed a new consistent way of measuring the outcomes for all our services, based on the outcomes people affected by dementia have said they want. The data collection tools were also developed. These resources will help us provide consistent and relevant care and support that improve people's quality of life.
- We completed the pilot for our Individual Assessment Map – a dementia-friendly tool that allows us to assess the individual needs of people using our services and to track our progress in meeting those needs. We will start making the tool available across all services to ensure we continue to meet the changing needs of service users.
- We restructured our Operations Directorate, setting up new structures to improve collaborative work across the Society. This was an essential first step that will lead on to introducing peer assessments.
- We evaluated our growing network of Dementia Cafés across all three nations, with 445 in operation by the end of the year. The results showed local variation in what our cafés offer – often a reflection of local preference and priorities of communities. We are developing a good practice guide for all our Dementia Cafés to use.
- We are developing all our befriending services to meet the requirements of the 12 elements of the Mentoring and Befriending Foundation's Approved Provider Standard – a national quality standard specifically designed for mentoring and befriending projects. To work towards

achieving this standard, we completed the self-assessment diagnostic tool and action plan for all our services.

- We continued to maintain or improve our performance in equality and diversity, service user involvement and monitoring and evaluation under the PQASSO kite mark – the quality standard for third sector organisations.
- We continued to complete detailed reviews of our services to make sure that, wherever they live, people with dementia receive a consistent and high-quality service that meets their needs. Many of the people who use our services contributed to these reviews. In every case, service reviews are followed by an action plan with set timescales. Over 80% of all services that underwent a Total Quality Review attained 100% compliance after the action plan was implemented.

Encouraging innovation and good practice

- Through the Innovation Fund we've supported seven initiatives, including:
 - a service for Armed Forces veterans with dementia, including interactive reminiscence sessions
 - a technology volunteering project, encouraging younger people to share their knowledge of technology (internet, smart phones, e-readers, digital music players and iPads) with a person with dementia, helping to reduce isolation
 - Singing for the Brain® for people with learning difficulties and dementia. This is an important expansion of our innovative service, which is delivered through over 280 groups
 - a project in Staffordshire and Shropshire to develop and deliver services based on cognitive stimulation approaches (mental exercise to maintain skills) for people with dementia and carers.
- We published an organisation-wide user involvement policy and good practice guidance, and extended our network of service user review panels, which cover all three nations.
- We consulted our service users on what they would like professionals to understand and do to support them effectively, and used this information to develop training for professionals, making sure it's based around a person-centred approach.
- We invested almost £400,000 in developing our people (employees and volunteers), through a blended approach of face-to-face training, e-learning, webinars, workshops and other facilitated events.
- We delivered dementia awareness training to all 2,000 Care Quality Commission staff and continued to work with them to provide a cascade course to train their new recruits. We are also looking to develop new training aimed at inspectors.
- We developed service user guides which tell people what they can expect from each of our face-to-face services.
- We continued to develop best practice support for people from the point of diagnosis, with 143 Dementia Advisors and 435 Dementia Support Workers spread across all our localities.
- Increasingly, commissioners and other providers are turning to us to lead or partner them in funding bids, research projects and joint working projects. Despite the continuing challenging economic environment, our income from contracts and the number of services we provide has continued to grow. We had 547 contracts to provide services for health, local authority and joint commissioning bodies, and the total value of our contracts increased by 15%.

Sharing information: Be the foremost point of contact for anyone dealing with dementia

We aim to make sure everyone dealing with dementia knows we're here for them, with information, advice and support they can trust – whether they have dementia themselves, are a family member, carer or a health or social care professional, wherever they live.

Providing information and advice

- We launched **The dementia guide** in July 2013, which provides comprehensive information for anyone recently diagnosed with dementia and their families. Working in partnership with the Department of Health and others, we distributed over 140,000 copies to memory services and directly to people with a recent diagnosis.
- We revised our National Dementia Helpline service structure to enable us to take more calls. We responded to 26,258 enquiries over the year. Service quality remains high, with 99% of respondents to the annual user survey saying they would be 'very likely' or 'fairly likely' to recommend the Helpline to others. We ran a successful pilot of the Live Online Advice service in February 2014, offering information, advice and

support through instant messaging, which has now been made permanent.

- We planned the helpdesk support for a new online initiative, Join Dementia Research, in partnership with the National Institute for Health Research and Alzheimer's Research UK. This initiative will enable people with dementia to get better access to clinical trials. This work replaced the planned small-scale programme of telephone support for people living in rural areas.
- The Dementia Community Roadshow continued to raise public awareness of dementia, encourage people worried about their memory to seek advice, and signpost people to local services. This year a total of 34,527 people came on board, and we met our overall project target five months early (reaching 100,000 people since the Roadshow began in

2011). We continued to target new audiences during the year, for example, visiting a school in rural Wales and a Gurudwara (Sikh Temple) in London, where we worked in partnership with local community leaders.

Engaging online

- Membership of Talking Point grew by 24%, reaching 33,036 by the end of March 2014. We launched the Talking Point mobile app in May 2013 to help people access the forum more easily from smartphones and tablets. The app was downloaded 5,000 times during the year. In July 2013, we made changes to the forum to make it easier for members to navigate, and in January 2014 we began piloting a new chat room service, running twice-weekly topic-based and social chat sessions.
- Visits to our website increased by 46% over the year, from nearly six million to nearly eight million. Our Facebook

'likes' rose by 154% to 87,759 and our Twitter followers increased to 63,657 – a year-on-year increase of 81%.

- Work on the development of our local information service Dementia Connect continued throughout the year. Our growing ambitions for this service and the sheer extent of information included mean that it will now be launched publicly in the year ahead.

Sharing knowledge: support and training

- Our Carers Information and Support Programme, generously supported by Lloyds Banking Group, brought new hope and resource to over 1,300 carers through 165 programmes during the year. We also adapted the programme to meet the needs of family carers from Indian and Pakistani backgrounds and completed five pilot programmes.
- Complementing the Carers Information and Support Programme is a new Living Well with Dementia programme for people recently diagnosed with dementia, which we piloted in five areas.

- In May, we published an updated edition of **Taking part: Activities for people with dementia**. It features ideas for meaningful activity and an overview of best practice and innovation across a wide range of dementia care settings. The guide is the basis of a Meaningful Activity course, run by our Training and Consultancy team.

- We provided training to over 220 organisations in the care, health and community sectors and have continued to expand our portfolio, for example with a new pain management course. Over 3,000 people were awarded the Society's Foundation Certificate in Dementia Awareness, administered by the University of Warwick. Other sectors also accessed our training. For example, we designed a course for First Group, which reached over 17,000 bus drivers.

- We have developed important strategic relationships with Health Education England, the Royal Society for Public Health (RSPH), the Care Quality Commission, the awarding body OCR and the University of Bradford.

- We also held discussions with RSPH level 2 to create an accredited award that will ultimately provide a training framework and benchmark for health and social care professionals.

- Our new computerised record system, which holds all the key data on our service users, will enable us to provide the best support possible to the people affected by dementia who use our information and support services.

- We continued to drive the development of the Dementia Action Alliance, hosting the secretariat that supports the national membership of over 160 health and social care organisations as well as supporting over 90 local Dementia Action Alliances through our regional and local teams.

- We assessed where best to expand our activities and prioritised the development of homecare and befriending support, which can better support people in later stages of dementia at home. At the same time we are working closely with the National Council for Palliative Care and are a core member of the Dying Matters coalition.

Advancing research: Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure

We continue to develop, publish and contribute to pioneering research into the cause, cure and prevention of dementia and the care of people with dementia. Through research, we can improve the quality of life for all people affected by dementia and ultimately find more effective treatment and prevention.

Publishing and influencing

- Researchers we funded published 68 scientific articles in peer-reviewed journals in 2013/14 – more than in any previous year. Findings included: new understanding of the role of genetics in Alzheimer's disease and dementia with Lewy bodies; identifying drugs that might help prevent cognitive decline after surgery; the impact of healthy lifestyle choices on preventing cognitive impairment; and preliminary findings on how people with dementia perceive and recognise pain.
- In partnership with the James Lind Alliance, we published the top ten questions about dementia treatment and care that still need to be answered by research. We worked with government to channel funding to these priority areas of unmet need, and issued funding calls in England and Northern Ireland.

- Over the year, we increased our international presence. We became a key member of the International Alzheimer's Disease Research Funder Consortium that brings together the largest government and charity organisations globally to enhance understanding and collaboration in dementia research. We also announced our first international funding partnership with the USA-based Alzheimer's Drug Discovery Foundation to take forward new drug repurposing opportunities.
- We were a key player in developing and following up on the G8 Dementia Summit in December, influencing the Government to double research investment and making our own commitment to at least £100 million for research over the next ten years.

- We worked with researchers to increase the impact of research funded by other organisations. By the end of the year we became partners on over £30 million of government-funded research, supporting patient involvement and dissemination.

Investing in the future of dementia research

- We awarded a record number of new research grants – 21 in total – covering PhD, Fellowship and project grant awards. A total of £3.23 million was invested in new research. For example, two Clinical Training Fellowships – one supporting a radiographer and one a physiotherapist – and a lab-based project building on a previously-funded PhD studentship investigating the changes occurring in the brain during frontotemporal dementia. Our active grants portfolio totals £12.8 million, the largest it has ever been. New funding included a 100% increase in the funding of care research on the previous year.

- We set up two Grant Advisory Boards, which bring together the expertise we need to comment on research across our portfolio and help make funding decisions. Despite these new grants, our overall research investment in 2013/14 was less than the previous year as a result of committing funding to two major multi-year programmes of work in 2012/13. These were Brains for Dementia Research and a vascular dementia clinical trial.

- In January 2014, we launched our innovative Dementia Research Leaders programme. Aimed at researchers at the early stages of their career, it provides new funding opportunities to help increase the numbers of researchers working in all disciplines of dementia. In 2013/14 we:
 - funded eight PhD students and four new Fellows
 - funded 13 undergraduate summer projects to encourage students to consider a future career in dementia research
 - launched a call for funding to create doctoral training centres of excellence in the UK for PhD studentships.

Improving treatment and care

- We completed the creation of an online cognitive behavioural therapy package for carers, in partnership with Oxford Health and the University of Oxford, which will be tested in a clinical trial from August 2014.
- As part of our Drug Discovery Programme, and in partnership with the British Heart Foundation, we launched a major new clinical trial of a drug commonly used to treat high blood pressure to see if it could be effective for vascular dementia. We also launched publicly our clinical trial to test the effectiveness of a Type 2 diabetes drug in treating Alzheimer's disease.
- We completed the initial roll out of Focused Intervention Training and Support – our evidence-based training programme to help care homes reduce their use of anti-psychotic drugs – across 67 care homes.

Involving people affected by dementia

- We now have over 250 active Research Network Volunteers. These are people with dementia, carers or former carers and are involved in every aspect of our funded research. In 2013/14 they gave an estimated 12,800 hours of support to our research programme.
- Over 2,800 people across England and Wales have now signed up to donate their brain to research, as part of the Brains for Dementia Research programme. There are nearly 100 brains available for research, and the programme has supplied brain tissue to over 45 research studies so far.
- A project we funded at the University of Manchester looking at the needs of deaf people with dementia was completed. It led to a British Sign Language test being developed to help diagnose dementia, and a UK-wide referral service for deaf people worried about their memory being introduced. Information for care professionals will be provided via the Social Care Institute for Excellence Dementia Gateway, and specific guidance about how to support deaf people with dementia has also been promoted by NHS England.

Inspiring change: Campaign for people affected by dementia to be able to live the lives they want

We're the leading authority on dementia issues, and we use this position to campaign for change that will improve all aspects of care and support. From influencing health and social care commissioners to improving public understanding of dementia, we help people to live well in their own homes, residential care or when in hospital.

Awareness raising and early diagnosis

- We commissioned King's College London and the London School of Economics to update figures on the prevalence and cost of dementia, with results due in 2014/15. The publication of **Dementia 2014** is now due in September 2014 to ensure the inclusion of these new figures.
- With the General Practice Reference Group and the Royal College of General Practice, we developed a pilot for the Dementia Roadmap – an online resource supporting GPs to provide better care.
- We distributed over one million **Worried about your memory?** materials and received over 200,000 views of our web pages. There was a 39% increase on the previous year in the distribution of materials in languages other than English. This was our most successful campaign yet in reaching black, Asian and minority ethnic communities.

- We achieved over 10,500 pieces of media coverage, keeping dementia in the headlines every week. This included week-long coverage for Dementia Awareness Week and widespread coverage for the Dementia Friendly Communities report. Extensive appearances by Ambassadors and staff on broadcast media generated a record number of 34,660 visits to our website on the day of the G8 Dementia Summit.
- We commissioned research to explore public attitudes towards dementia. The results will be used as a benchmark to measure changes in public understanding and attitudes over time.

Creating dementia-friendly communities

- We published a report highlighting what people with dementia say they need to live well in their community: **Building dementia-friendly communities: A priority for everyone.**

- We worked with 50 locations to initiate and support their work to become dementia friendly. We launched the Dementia Friendly Communities recognition process in England and by year end 50 communities had signed up. We also started to develop similar initiatives in Wales and Northern Ireland.
- We continued to play a leading role in the Prime Minister's Challenge on Dementia. We participated in all three Champion Groups, on research; health and social care; and dementia-friendly communities, with Society Ambassador Angela Rippon and Chief Executive Jeremy Hughes co-chairing the latter.

- We developed partnerships to encourage communities, businesses, government and voluntary organisations to be more dementia friendly. We have established six task-and-finish groups to drive this work, with the first output being the **Dementia friendly financial**

services charter developed with over 20 financial institutions.

- We saw a massive response to Dementia Friends, our biggest ever initiative to change public attitudes about dementia. By 31 March 2014 we had created 82,431 Dementia Friends through face-to-face awareness sessions run by almost 4,500 volunteer Dementia Friends Champions. We worked closely with our funding partners, the Office of Civil Society and Department of Health, and with Public Health England to maximise the promotion and effectiveness of Dementia Friends. The programme is also being developed in Wales and Northern Ireland.
- We continued to create Local Dementia Action Alliances in communities across England.

Health and social care reform

- In partnership with the English Community Care Association, we have been working to ensure implementation of the recommendations of **Low expectations**, our report giving evidence on the quality of life for people with dementia living in care homes.

- We supported the publication of the report by the All-Party Parliamentary Group on the experience of people with dementia from black, Asian and minority ethnic communities, with a range of measures to improve outcomes, including increasing awareness of dementia and risk reduction, improving support and access to services, and sharing good practice.
- We drove forward the work of the national Dementia Action Alliance, which encompasses over 160 national health and social care organisations. As well as individual commitments, we contributed to joint initiatives of the Alliance members. These included the 'Right Care' programme of action for hospitals, with over 140 participants, and the launch of a Carers' Call to Action.

- Individually and through our membership of key coalitions including National Voices and the Care and Support Alliance, we continued to highlight the impact of a crisis in social care funding for people affected by dementia, and the need for real integration across health and social care.

Influencing politicians

- We partnered the Government in the development of the G8 Dementia Summit in December, including ensuring a central voice for people with dementia. We have since continued to work with the UK Government and World Dementia Envoy to ensure the implementation of the commitments in the Summit Declaration.
- To prepare for the 2015 General Election, we opened a dialogue with over a third of MPs from all the main parties, including their leaders.
- Over 200 MPs made a local pledge to support people with dementia in their constituencies.
- We established a nationwide Regional Stakeholder Relations team to focus on local influencing work and take a more strategic approach to local political engagement.
- We met regularly with the Local Government Association and the Association of Directors of Adult Social Services to ensure dementia is a key element of their work.
- Ahead of the 2014 London elections, we launched a manifesto for London, setting out what is needed to better support people with dementia in London.

Our ambitions

What we'll do in 2014/15

1. Meeting needs

During 2014/15 we will:

- increase the reach of our local services
- develop more opportunities for people with dementia and carers to influence both our work – through the Making Evaluation Count project – and that of our health and social care partners, wherever they live
- recruit engagement and participation officers in each of our regions/countries, and embed our collaborative user involvement framework
- re-assess ourselves against the quality standard for third sector organisations (PQASSO)
- continue to develop best practice guidance, to support consistent delivery of our local services

- review our Services Framework
- develop, deliver pilots and evaluate a new service providing personalised one-to-one support for people with dementia in their own homes (our innovative homecare service) to enable them to live independently for longer
- develop a national service, funded by voluntary income, which aims to tackle loneliness, increase the number of people we reach, and allows us to support people as their dementia progresses
- continue to research and scope a project to meet the needs of people with dementia and their families until end of life
- working with the Gold Standards Framework and other key stakeholders, develop a new training programme for professionals to ensure they have the specialist skills to support people with dementia at the end of life

- conduct a review of training provision and recommend best practice models across England
- develop our content, delivery systems and marketing of training and consultancy services
- increase partnership working for service delivery, with support from the expanded Business Development team
- promote the use of the Innovation Fund to support local initiatives in service development
- evaluate the current quality and safeguarding systems to ensure they continue to be relevant and effective in improving quality
- train service delivery staff and others on record-keeping and evaluation.

2. Sharing information

During 2014/15 we will:

- seek re-accreditation under the Information Standard – the Department of Health quality assurance scheme for health and social care information
- develop the operation of Talking Point, increasing its reach and using technology to a greater extent with chat rooms and webinars
- pilot opening the National Dementia Helpline during the evenings
- provide helpline services to those seeking to enrol in research through the Join Dementia Research initiative (launched in partnership with the National Institute for Health Research and Alzheimer's Research UK)

- continue to distribute **The dementia guide** through memory services and directly to people with a recent diagnosis of dementia. Update the guide to reflect changes in health and social care as well as launch the film version, which will include subtitles and voiceover options in six languages and British Sign Language
- launch Dementia Connect, the online service directory, to the public
- expand our Carer Information and Support and Live Well with Dementia programmes
- establish the next development of the Dementia Community Roadshow.

Our ambitions

What we'll do in 2014/15 continued

3. Advancing research

During 2014/15 we will:

- as part of our continued increase in investment, aim to spend at least £5 million on new research
- work with government and other funders to increase the total extent and effectiveness of dementia research investment
- contribute to implementing the priority areas identified by the World Dementia Council in response to the G8 Dementia Declaration
- further develop the Dementia Research Leaders programme and launch PhD studentships through Doctoral Training Centres and at the early post-PhD point in their careers
- as part of the Drug Discovery programme, jointly fund a portfolio of translational and clinical research into drug repurposing with USA-based Alzheimer's Drug Discovery Foundation
- complete and publish the outcomes of the Focused Intervention Training and Support programme
- launch a clinical trial of cognitive behavioural therapy for carers
- celebrate the marking of the 15-year involvement of people affected by dementia in all elements of our research programme, and develop new ways for patients and public to influence research
- increase our focus on translating, and where appropriate implementing, research discoveries across care, treatment, cure and prevention, bringing them closer to making a difference to people's lives
- increase the research into the practice and development of our own services for people affected by dementia
- launch Join Dementia Research in partnership with the National Institute of Health Research (NIHR) and Alzheimer's Research UK.

4. Inspiring change

During 2014/15 we will:

- publish **Dementia 2014**, the third in our series of reports exploring the quality of life of people living with dementia. It will incorporate new research into the prevalence of dementia in the UK and the cost of dementia to society
- develop and implement a comprehensive influencing strategy to secure a successor to the National Dementia Strategy for England and the Prime Minister's Challenge on Dementia
- influence the main political parties ahead of the 2015 General Election, to ensure that dementia and social care reform are key priorities for the next government
- continue to highlight gaps in health and social care services and the impact of lack of integration
- support the All Party Parliamentary Group in publishing their report on progress in dementia care over the last five years
- continue to lead the delivery and enhancement of the three Dementia Champion Groups of the Prime Minister's Challenge on Dementia
- inspire and support public, private and voluntary organisations to become more dementia friendly, through our role as Co-Chair of the Dementia Friendly Communities Champion Group, the development of the Dementia Friendly Communities programme and sector-specific task and finish groups
- publish Dementia friendly communities standards, developed in conjunction with the British Standards Institute (BSI)
- build the Dementia Friendly Communities programme and Dementia Friends in Wales initiative
- launch a Dementia Friendly Communities programme and Dementia Friends in Northern Ireland initiative
- work in partnership with Public Health England to launch a Dementia Friends national awareness campaign, and further develop the Dementia Friends initiative
- launch our Right to Know Campaign to ensure that everyone with dementia has access to a diagnosis and the right support to come to terms with and manage their condition
- further develop our relationships with local health and social care stakeholders, to help drive forward our campaigning ambitions
- roll out the Dementia Roadmap to other locations in England, following the pilot in three Clinical Commissioning Groups in the South West
- continue to be a lead contributor to the Dementia Action Alliance, hosting its secretariat and serving on its Board
- support, through our regional and local teams, the development and effectiveness of local dementia action alliances
- work with the international community to drive forward the ambitions set in the G8 Dementia Declaration
- commission the next wave of research into public attitudes on dementia
- invest in promotion of the Society and its work.

18

Alzheimer's Society Trustees' report and annual accounts 2013/14

19

Society money

We have raised more money than ever before; because of this we have achieved more for people with dementia and made great progress towards achieving our ambitions and our vision of a world without dementia.

We also established designated funds of £1.7 million in line with Trustees' intentions for the increased income received.

Our general funds increased by £5.3 million to £25.8 million (2013: £20.5 million).

17%

Our income grew to **£82.6 million** (2013: £70.8 million), an increase of 17%

89p

From every £1 of expenditure, 89p was spent towards improving the lives of people with dementia

£5.3m

Our general funds increased by £5.3 million to £25.8 million (2013: £20.5 million)

Income

Income grew strongly to £82.6 million (2013: £70.8 million), a 17% increase on the previous year. Contract income for care services amounted to £31.4 million (2013: £27.5 million). Although the commissioning of care services is undergoing significant change, the Society has continued to be successful in keeping attention focused on the needs of people with dementia and their carers.

Voluntary income increased by 18% to £45.0 million (2013: £38.1 million), underpinning our strategy of delivering on dementia.

Expenditure

During 2013/14, 89 pence in every £1 of total expenditure was spent on direct costs towards improving the lives of people with dementia (2013: 88 pence in the pound).

The remaining 11 pence in every £1 was spent on supporting our services, as well as IT and premises.

Charitable expenditure increased during the year by £3.3 million to £61.2 million (2013: £57.9 million). Our spending on care services increased to £50.4 million (2013: £46.7 million). Research expenditure fell to £4.0 million (2013: £5.8 million) due to forward multi-year funding of major projects in 2012/13, but is expected to increase strongly in coming years as we continue to increase our commitment to research.

Expenditure on fundraising rose to £12.4 million (2013: £10.3 million) as extra investment underpinned our strong growth in voluntary income.

Income by type	Percentage	Amount
Contracts	38%	£31.4m
Donations	37%	£30.3m
Legacies	18%	£14.7m
Trading and other	6%	£5.2m
Investment	1%	£0.9m

Income by type

Contracts	38%	£31.4m
Donations	37%	£30.3m
Legacies	18%	£14.7m
Trading and other	6%	£5.2m
Investment	1%	£0.9m

Expenditure by activity

Meeting needs	£47.5m
Sharing information	£2.8m
Advancing research	£4.0m
Inspiring change	£6.6m
Trading costs of subsidiaries	£1.1m
Governance	£0.3m
Fundraising	£12.4m

Funds

Total funds at 31 March 2014 were £41.9 million (2013: £32.1 million) of which £32.1 million (2013: £23.8 million) were unrestricted. We have established designated funds of £1.7 million to support a key multi-year investment programme in improving our information technology.

It is the Society's policy to hold free reserves equivalent to at least three months of charitable expenditure. At 31 March 2014 the Society held free reserves equivalent to 5.1 months (2013: 4.3 months) of charitable expenditure.

The increase in free reserves cover is due to the strong growth in voluntary income experienced by the Society in 2013-14.

The Board of Trustees plan that this cover will reduce in future years as a result of budgets to increase charitable expenditure, in line with our refreshed strategy. In light of this expectation, the Board considers the above reserves cover to be reasonable.

Structure and management

Strategic report

Management of risk

Alzheimer's Society has a comprehensive corporate risk management framework in place to identify and address the major financial, operational, governance, reputational and regulatory risks which might impact on its ability to meet its objectives. The most significant risks facing the Society relate to the continuing economic uncertainty which affects statutory income, and to the health and social care environment in particular. With the latter, the risks derive from the restructuring of the health service in England, the inadequacies of social care funding and the continued lack of integration with health funding.

The corporate risk register records the major risks to which the charity is exposed, existing controls designed to mitigate those risks, and actions required to mitigate risks further, if appropriate. The Strategic Leadership Team (SLT) reviews and updates the risk register on a regular basis. The Board of Trustees has overall responsibility for assessing the risks faced by the Society and ensuring it has appropriate systems of internal control in place. This responsibility is conducted

through the Finance and Audit Committee, which reviews the risk register at each meeting and provides updates to the Board.

Mitigating action has been taken on all identified risks. The Society has systems of control that include:

- an established and documented policy framework
- a comprehensive annual planning and budgeting process, which is subject to ongoing review during the year by SLT and the Board of Trustees
- monthly review of KPIs, management accounts and non-financial management information by SLT. This review is presented to Trustees
- regular monitoring of key risks and action plans by SLT and the Finance and Audit Committee.

Although the Trustees are of the opinion that reasonable steps have been taken to ensure that the major risks to which the Society is exposed are identified and reviewed and that there are systems in place to mitigate them, they are aware that such processes are designed to manage rather than eliminate all major risks and they can only provide reasonable but not absolute assurance.

Investments

As set out in its Articles of Association, the Society has absolute discretion to invest money not immediately required for expenditure. The performance of the Society's investments is overseen by the Investment Committee, which reports to the Board of Trustees. The Society's investment managers are instructed to avoid any investment in companies that profit materially from products that may be harmful to people with dementia or contribute to the causes of dementia.

It is important to note that, as in previous years, the Society has had no exposure to any known financial institution at risk.

Subsidiaries

Alzheimer's Trading Limited (ATL)

ATL is a wholly owned subsidiary of the Society which generates income from training courses, raffles, licensing and marketing a wide range of gifts, merchandise and products. Each sale helps to support the fight against dementia. ATL's profits are gift aided to the Society. These profits amounted to £321,348 in respect of the year to 31 March 2014 (2013: £31,000).

Additional donations of £9,185 were received directly by the Society as a result of ATL's raffle and catalogue activities.

The Chief Executive of Alzheimer's Society is the Chair of ATL, giving a clear and direct line of report into the Society's Board of Trustees.

The Alzheimer's Foundation for Research into Alzheimer's Disease

The principal activities of the Alzheimer's Foundation are to promote research leading to a cure for Alzheimer's disease and to publish the results of such research. It is a company limited by guarantee and is a registered charity. During 2013/14 no grants were made.

Further details of the subsidiaries are included in note 7 to the financial statements.

Joint venture

Alzheimer's Brain Bank UK Limited (ABBUK)

ABBUK is a company limited by guarantee, and is a registered charity. The principal activities are to establish, promote and maintain banks of tissue for research into the cause, prevention and cure of Alzheimer's disease and associated neurodegenerative diseases and disorders. Alzheimer's Society in

collaboration with Alzheimer's Research UK and the Medical Research Council supports the Brains for Dementia Research (BDR) initiative (www.brainsfordementiaresearch.org.uk). This provides a simple, nationwide system for brain donation at a network of brain bank facilities across England and Wales. Six recruitment centres are now actively registering and assessing prospective tissue donors and collecting and disseminating samples for research.

How we are structured

Alzheimer's Society is a charitable company limited by guarantee, registered as a charity in November 1979 and incorporated as the Alzheimer's Disease Society on 26 March 1987. On 1 October 1999 the charity changed its name to Alzheimer's Society. The Society is governed by its Articles of Association. New Articles of Association, incorporating the Memorandum, were adopted by special resolution at the Annual General Meeting on 16 September 2011.

The Society's objects contained in the company's Articles of Association are:

- to relieve and treat and promote the relief and treatment of people with Alzheimer's disease and other dementias and to provide support for such persons, their families and carers
- to promote, support and carry out research, and to disseminate the results of such research for the public benefit into the cause and possible cures, whether partial or complete, and the possible prevention of the said disease and other dementias.

The Society's direction is guided by our strategy, *Delivering on Dementia 2012-17*, which

Structure and management continued

provides a roadmap based on the objectives contained in the company's Articles of Association and sets out our vision for the future. The strategy explains how the Society is going to turn our vision into a reality. It sets out four ambitions to meet our vision.

Services

The Society provides practical services to people with dementia and those who care for them via a network of locality offices within communities across England, Wales and Northern Ireland. We also provide universal support through our online and information services. Many of the Society's services are commissioned by statutory or charitable bodies; significant levels of local fundraising activity also take place to support this work.

Membership

As of the end of March 2014, the Society had 17,022 members (2013:18,880). All members – other than those who are under 18 – have full voting rights under the Society's Articles of Association.

The Board of Trustees

The Board of Trustees (members of which are also directors under company law) is composed of a mixture of elected and appointed Trustees.

Details are given under the section, 'Society people' on page 46. The election of Trustees is effected by a postal ballot of the Society's members; the results of the elections are announced at the Society's Annual General Meeting.

All Trustees and new Board committee members undertake an induction programme, including a structured introduction to the Society and visits to services and activities. Training and development sessions in key areas are also provided including compulsory data protection training. The performance of individual Trustees and of the Board as a whole is assessed every year.

The Trustees undertake the duties laid down in the Society's governing documents and are ultimately responsible for the governance of the charity and the protection of its assets. The Board takes ultimate responsibility for the implementation of equal opportunities and health and safety within the Society.

The majority of current members of the Board of Trustees have a personal or professional understanding of dementia. They give their time voluntarily and receive no benefits from the Society. Any expenses reclaimed from the Society are set out in note 5 to the accounts.

The Board is supported in its work by the following committees:

- the Finance and Audit Committee supports the Board in its oversight responsibilities in respect of the financial reporting process, planning and budgeting, compliance and corporate risk
- the Investment Committee monitors the performance of the Society's investments
- the Nominations and Appointments Committee has primary responsibility for identifying the skills required to complement the skills base of existing Trustees, identifying suitable candidates, appointing Trustees, and recommending potential Trustees to the members for election to the Board
- the Remuneration Committee supports the Board in determining the pay of the Chief Executive and considers other issues related to Society pay and conditions.

All committees report on their activities to the Board. The Board records its thanks to the independent members who assist in the work of the Finance and Audit, Investment and Nominations and Appointments Committees.

The Trustees confirm that they have complied with the duty in Section 4 (4) of the Charities

Act 2011 by referring to the Charity Commission's general guidance on public benefit when reviewing the aim and objectives of the Society and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

The Strategic Leadership Team

The Board of Trustees delegates responsibility for the operational management and leadership of the Society to the Chief Executive, who is supported by the members of the Strategic Leadership Team (SLT).

Staff and volunteers

Across England, Wales and Northern Ireland, over 9,000 people (2,200 staff and 7,500 volunteers) contribute to the work of the Society. Everyone who works within the Society – whether on a paid basis or as a volunteer (including Trustees) – is required to act in accordance with the values and operating principles outlined in the Society's strategy and with all policies currently in force. Alzheimer's Society is working towards being an equal opportunities employer.

Disabilities in the workplace

As an employer, the Society will not discriminate against a disabled person for a reason that relates to their disability, or treat them less favourably than a non-disabled person. The Society will conduct an individual risk assessment for every applicant, employee or volunteer with a disability. This will identify any reasonable adjustments that need to be made to the workplace or job in order for the person to contribute fully to the work of the Society.

Health and Safety

Alzheimer's Society aims to create a positive working community where our service users and people – staff and volunteers – are all safe and supported.

Over the last 12 months we further developed our health and safety management framework – giving us even stronger systems to ensure we continue to comply with both our own policies and procedures and legal requirements and exceed these where appropriate. During the year, we have continued to invest in the ongoing training and support of our people, and we have conducted health and safety audits in 10% of our services and offices.

We also have robust systems in place to safeguard and promote the well-being of children and vulnerable adults.

Income from the pharmaceutical industry

The Society's ethical policy states that income from the pharmaceutical industry should be capped at 5 per cent of income, based on the accounts for the preceding year. Support from pharmaceutical companies during 2013/14 amounted to £138,000 representing 0.17 per cent of total income.

Research grants

Research funding is awarded by the Board of Trustees on the advice of Research Grant Panels, with the input of Research Network Volunteers. The Society invites applications for funding of research projects through a variety of media. Applications are assessed by a panel, which recognises Research Network priorities as well as ensuring scientific quality and timeliness. Projects (which normally last for between two and three years) are regularly monitored by professionals and the Research Network to ensure the appropriateness of continued funding.

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- make judgments and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

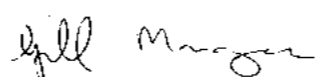
The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Society's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as each of the Trustees of the Society at the date of approval of this report is

aware, there is no relevant audit information (information needed by the company's auditors in connection with preparing the audit report) of which the Society's auditors are unaware. Each Trustee has taken all of the steps that he/she should have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the Society's auditors are aware of that information.

The Annual report of the Trustees, under the Charities Act 2011 and the Companies Act 2006, was approved by the Board of Trustees of 9 September 2014, including approving in their capacity as company directors the Strategic report contained therein, and is signed and authorised on its behalf by



Dame Gill Morgan DBE

Consolidated statement of financial activities

For the period ended 31 March 2014

Incorporating an income and expenditure account

	Notes	Restricted funds £'000	Unrestricted funds £'000	2014 Group total £'000	2013 Group total £'000
Incoming resources from generated funds					
Voluntary income					
Subscriptions, donations, and fundraising		7,457	22,838	30,295	25,013
Legacies	2a	864	13,869	14,733	13,040
Activities for generating funds					
Sales and fee income		52	3,804	3,856	3,006
Trading turnover of subsidiaries	7c	–	1,386	1,386	1,548
Investment income	2b	–	898	898	697
Incoming resources from charitable activities					
Grants and contracts	2c	3,429	28,018	31,447	27,452
Other incoming resources		–	6	6	15
Share of gross incoming resources in joint venture		–	94	94	1,775
Incoming resources		11,802	70,913	82,715	72,546
Less gross incoming resources from joint venture		–	94	94	1,775
Total incoming resources		11,802	70,819	82,621	70,771
Resources expended					
Costs of generating funds					
Trading costs of subsidiaries	7c	–	1,065	1,065	1,517
Fundraising and publicity costs		766	11,661	12,427	10,323
Total costs of generating funds	3	766	12,726	13,492	11,840
Net incoming resources available for charitable application		11,036	58,093	69,129	58,931
Charitable expenditure					
Charitable activities					
Meeting needs	3	4,945	42,581	47,526	44,418
Sharing information	3	1,102	1,725	2,827	2,264
Advancing research	3	1,972	1,993	3,965	5,846
Inspiring change	3	1,516	5,054	6,570	5,029
Governance	3	–	319	319	336
Total charitable expenditure		9,535	51,672	61,207	57,893
Total expenditure	3	10,301	64,398	74,699	69,733
Net incoming resources		1,501	6,421	7,922	1,038
Net interest in joint venture operating result		–	(9)	(9)	116
Net incoming resources before transfers		1,501	6,412	7,913	1,154
Transfers between funds	15	–	–	–	–
Net incoming resources		1,501	6,412	7,913	1,154
Net realised gains on investments	7a	–	1,009	1,009	295
Surplus for the year		1,501	7,421	8,922	1,449
Net unrealised gains on investments	7a	–	816	816	1,615
Net movement in funds		1,501	8,237	9,738	3,064
Funds balance at 1 April 2013		8,327	23,833	32,160	29,096
Funds balance at 31 March 2014		9,828	32,070	41,898	32,160

Total incoming resources includes £81.1 million (2013: £69.1 million) and net movement in funds includes £9.7 million inflow (2013: £2.9 million inflow) in respect of the Society. The notes on pages 28 to 42 form part of these financial statements.

Consolidated balance sheet

For the period ended 31 March 2014

	Notes	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Fixed assets					
Tangible assets	6	1,491	1,491	1,030	1,030
Investments	7a	28,477	28,577	27,541	27,641
		29,968	30,068	28,571	28,671
Current assets					
Short term investments and deposits	7b	25,303	25,303	15,477	15,477
Stock	8	48	–	52	–
Debtors	9	4,552	5,117	6,548	7,181
Cash at bank and in hand		3,675	2,650	3,180	2,160
		33,578	33,070	25,257	24,818
Creditors – amounts falling due within one year	10	(14,939)	(14,838)	(16,515)	(16,410)
Net current assets		18,639	18,232	8,742	8,408
Total assets less current liabilities		48,607	48,300	37,313	37,079
Creditors – amounts falling due after one year	10	(6,146)	(6,146)	(4,798)	(4,798)
Provision for liabilities and charges	11	(563)	(563)	(355)	(355)
Net assets		41,898	41,591	32,160	31,926
Funds					
Restricted	15	9,828	9,828	8,327	8,327
Designated funds: fixed assets		1,491	1,491	1,030	1,030
Designated funds: improving our information technology		1,647	1,647	–	–
Revaluation reserve		3,095	3,095	2,279	2,279
General funds		25,837	25,530	20,524	20,290
Unrestricted	15	32,070	31,763	23,833	23,599
Total funds		41,898	41,591	32,160	31,926

The financial statements on pages 25 to 42 were approved and authorised for issue by the Trustees on 9 September 2014 and signed on their behalf by:



Dame Gill Morgan DBE
Chairman



John Grosvenor
Honorary Treasurer

The notes on pages 28 to 42 form part of these financial statements.
Company Number 2115499.

Consolidated cash flow statement

For the period ended 31 March 2014

	Notes	2014 Group £'000	2013 Group £'000
Net cash inflow from operating activities	A	9,565	4,323
Returns on investment	B	898	697
Net cash (outflow) from capital expenditure and financial investment	C	(142)	(5,153)
		10,321	(133)
Management of liquid resources	D	(9,826)	1,807
Increase in cash in the year	E	495	1,674

Notes to cash flow statement

For the period ended 31 March 2014

	Notes	2014 Group £'000	2013 Group £'000
A. Reconciliation of operating surplus to net cash inflow from operating activities			
Net incoming resources before revaluations		7,913	1,154
Interest receivable and other investment income		(898)	(697)
Depreciation		576	435
Profit on sale of tangible fixed assets		(6)	(15)
Decrease in stock		4	14
Decrease / (increase) in debtors		1,996	(1,110)
(Decrease) / increase in creditors – falling due within one year		(1,576)	2,564
Increase in creditors – falling due after one year		1,348	2,489
Increase / (decrease) in provision for liabilities and charges		208	(511)
Net cash inflow from operating activities		9,565	4,323
B. Returns on investment			
Interest received and other investment income		898	697
C. Capital expenditure and financial investment			
Purchase of UK Treasury stock		(2,281)	(2,281)
Purchase of other investments		(3,495)	(32,241)
Proceeds from sale of investments		6,665	29,565
Purchase of tangible fixed assets		(1,037)	(211)
Proceeds from sale of fixed assets		6	15
Net cash (outflow) from capital expenditure and financial investments		(142)	(5,153)
D. Management of liquid resources			
(Increase) / decrease in short term deposits		(9,826)	1,807
E. Analysis of change in net funds			
	As at 1 April 2013 Group £'000	Cash flows £'000	As at 31 March 2014 Group £'000
Cash at bank and in hand	3,180	495	3,675

Notes to the financial statements

For the period ended 31 March 2014

1. Accounting policies

The financial statements have been prepared under the historic cost convention (with the exception of listed investments which are included on a market value basis) and in accordance with the Charities (Accounts and Reports) Regulations 2008, the current Statement of Recommended Practice, Accounting and Reporting by Charities (the Charities SORP 2005), the Companies Act 2006 and applicable accounting standards.

Basis of consolidation

The financial statements include the assets, liabilities and funds, and the statement of financial activities of the Society, including all localities and its subsidiaries.

The Society's annual share of the profits or losses from joint ventures is included in the statement of financial activities (SOFA) and its share of the net assets is included in the balance sheet. No separate SOFA has been prepared for the parent charity as is permitted by section 408 of the Companies Act 2006 and paragraph 397 of the SORP.

Incoming resources

All income, restricted or unrestricted, is accounted for on a receivable basis and is reported gross of related expenditure, where the amount can be quantified with reasonable accuracy and there is adequate certainty of receipt.

Legacies are recognised in the SOFA when there is adequate certainty and reliability of receipt and their value can be accurately measured. This is based on all notifications of legacies received by 31 March 2014 for which income was received by 2 May 2014 (2013: 3 May). Legacies not recognised in the SOFA are disclosed in note 2a.

Donations in kind are recognised at their value to the Group when they are received. No amounts are

included for services donated by volunteers. Gift aid is included in the accounts based on amounts recoverable at balance date.

Expenditure

Expenditure is accounted for on an accruals basis, and is reported gross of related income. Where appropriate, it has been allocated directly to operating activities.

Support costs have been allocated to activity categories in proportion to the staff numbers within each activity.

Some Alzheimer's Society activities are classified as exempt or non-business activities for the purposes of VAT, so the Society is unable to reclaim all the VAT that it suffers on its operating costs. Expenditure in these financial statements is therefore shown inclusive of any VAT paid which is not recoverable.

Governance costs are those incurred in compliance with constitutional and statutory requirements including related professional fees and a proportion of the salary costs of relevant staff.

Grants

Grants receivable are included in the accounts when the Society is entitled to the income, there is adequate certainty of receipt and the amount can be quantified with reasonable accuracy. Grants received for a specific purpose are accounted for as restricted funds. Grants payable are accounted for on an accruals basis.

Research grants payable to third parties are included in the accounts when an agreement is made to commit funds to a specific project, notwithstanding that payment of the funds may be made at a later date.

Tangible fixed assets

Tangible fixed assets, with a value of £2,500 or more, are stated at cost or valuation when acquired and depreciated over their estimated useful lives on a straight-line basis at the following rates

Freehold property	not depreciated
Leasehold improvements	over the life of the lease
Service user transport	25% per annum
Fixtures and fittings	25% per annum
Office equipment	25% per annum
Computer equipment and software	33 ¹ / ₃ % per annum

No charge is made for depreciation of freehold property as, in the opinion of the Trustees, any charge and accumulated balance in respect of depreciation would be immaterial. The Trustees undertake impairment reviews in accordance with FRS11.

Items costing less than £2,500 are expensed immediately to the SOFA.

Investments

Investments are stated at market value. Any unrealised gains or losses are recognised in the SOFA and transferred to reserves.

Stock

Stock, which consists mainly of promotional goods, publications, gifts and Christmas cards, is stated at the lower of cost and net realisable value, and includes any costs to bring it to its current location and condition.

Pension costs

Contributions to the Society's defined contribution pension scheme are charged to the SOFA in the year in which they become payable.

Operating leases

Expenditure on operating leases is charged to the SOFA on a straight-line basis over the period of the lease.

Provisions for liabilities and charges

Provision is made in the accounts for property dilapidation costs and charges that may be incurred on the termination of leases. This provision includes any known exposure together with an estimate based on the level of historic claims projected to anticipated lease terminations.

Funds

Restricted funds are those specified by the donor only to be used for particular purposes, within the objectives of the Society.

Designated funds are funds set aside for specific purposes by the Trustees out of unrestricted funds.

Unrestricted funds are funds that can be freely used at the discretion of the Trustees in accordance with the charitable objectives of the Society.

Shared services

CharITyshare Limited is incorporated in England and Wales to provide a shared IT service. During the year the members were Alzheimer's Society, The Children's Society, and Age UK. At 31 March 2014 it is jointly and equally owned by the three ongoing participants. Alzheimer's Society accounts for its share of assets, liabilities and cash flow according to the shared services agreement.

Notes to the financial statements

For the period ended 31 March 2014

2. Income

a) Legacies

As stated in the accounting policies (note 1), the Society recognises income from legacies when there is certainty and reliability of receipt and their value can be accurately measured. At 31 March 2014, the Society had been notified of a further 458 legacies that have not been included in these financial statements as they did not meet these criteria. These legacies may realise approximately £7.7 million.

	2014 Group £'000	2013 Group £'000
b) Investment income		
Bank and other interest	84	48
Income from fixed interest investments	352	5
Income from listed equity investments	462	644
	898	697

	2014 Group £'000	2013 Group £'000
c) Grants and contract income includes:		
Atlantic Philanthropies	168	60
Big Lottery Fund	734	997
Ballinger Charitable Trust	100	137
Bill Brown's Charitable Settlement of 1989	8	7
Brelms Trust	–	2
Cheshire East Council	17	62
Cheshire West & Chester Council	67	74
Comic Relief – campaigning and advocacy	20	–
Community Foundation (Kellet Fund) Cumbria	10	9
Department of Health (HSCVF)	182	62
Department of Health	381	285
Department of Health, Social Services and Public Safety Northern Ireland	–	42
Durham County Council	3	3
Garfield Weston Foundation	200	–
Gateshead Metropolitan Borough Council	58	163
Knowsley Metropolitan Council and Knowsley Care Trust	74	74
Leicester City Council	74	72
Leicestershire County & Rutland Primary Care Trust	25	25
Leicestershire County Council	264	156
Liverpool Primary Care Trust	150	150
Lord and Lady Lurgan Trust	1	1

	2014 Group £'000	2013 Group £'000
Monmouthshire County Council	51	50
Newcastle City Council	22	–
Nominet Trust	–	39
Northern Rock Foundation	24	33
People's Health Trust	252	173
Robert Luff Foundation	–	50
R S Macdonald Charitable Trust	25	15
Rutland County Council	–	23
Salford NHS	13	15
Sefton Primary Care Trust	–	260
Stockport Metropolitan Borough Council	50	83
Stockport NHS	13	10
Sussex Community Foundation	–	1
The City Bridge Trust	40	50
The Coward Endowment Trust	3	3
The Eric and Margaret Kinder Charitable Trust	10	10
The February Foundation (formerly The C Charitable Trust)	35	35
The Headley Trust	–	25
The Henry Smith Charity	40	116
The Waterloo Foundation	20	–
Trafford Metropolitan Borough Council	2	55
Trafford NHS	–	15
Welsh Assembly Government	33	75

Under the terms of the grant or contract, these grants or contracts have been disclosed individually.

d) Gift aid recovery

The consolidated SOFA includes £2.34 million (2013: £1.67 million) for gift aid on voluntary fundraising.

Additionally, profits of Alzheimer's Trading Limited of £321,318 (2013: £31,000) were paid under gift aid to the Society.

Notes to the financial statements

For the period ended 31 March 2014

3. Resources expended

	Fundraising £'000	Meeting needs £'000	Sharing information £'000	Advancing research £'000	Inspiring change £'000	Governance £'000	2014 Group total £'000	2013 Group total £'000
Activities undertaken directly	12,703	40,759	2,592	677	6,206	284	63,221	55,784
Grant funding of activities (note 4)	–	56	–	3,226	–	–	3,282	5,256
Direct costs	12,703	40,815	2,592	3,903	6,206	284	66,503	61,040
Indirect costs	789	6,711	235	62	364	35	8,196	8,693
	13,492	47,526	2,827	3,965	6,570	319	74,699	69,733

Basis of indirect cost allocation

Indirect costs, which are allocated to service departments based on staff numbers, consist of IT, premises, human resources, finance and corporate resource costs.

Fundraising costs include the trading costs of subsidiaries.

	2014 Group £'000	2013 Group £'000
Activities undertaken directly for care services were:		
Day care	5,183	5,373
Dementia support	12,532	10,474
Dementia advisers	6,021	1,898
Home care	2,416	2,383
Support groups	1,707	1,869
Befriending	1,414	1,449
Advocacy	643	552
Care staff costs attributable over multiple activities	2,983	7,083
Other services	7,860	6,119
	40,759	37,200

	2014 Group £'000	2013 Group £'000
Governance direct costs were:		
Audit costs – Crowe Clark Whitehill	60	68
Other audit costs	–	–
Other professional services – Crowe Clark Whitehill	–	–
Board of Trustees	34	29
Company secretarial	102	105
AGM and other governance meetings	19	15
Internal audit and strategic support	69	92
	284	309

Company secretarial costs represent the salaries and direct expenditure incurred by the company secretary's department.

The company secretary's department is involved in operations to comply with the statutory requirements of operating a charitable company.

Notes to the financial statements

For the period ended 31 March 2014

4. Grant Giving

	2014 Group £'000	2013 Group £'000
Grants awarded during the financial year include:		
Research grants to institutions:		
ABBUK	(149)	1,775
Cardiff University	165	10
Dissemination Grants on Research Projects	5	–
Imperial College of London	–	432
King's College London	175	237
National Prevention Research Initiative	25	25
Oxford Health NHS Foundation Trust	45	–
Queen's University of Belfast	–	1,128
Society of Biology	25	–
Underspend on completed projects written back	–	(4)
University College London	678	376
University of Bradford	157	65
University of Bristol	103	80
University of East Anglia	318	–
University of Edinburgh	84	225
University of Hertfordshire	79	–
University of Lancaster	149	–
University of Leeds	231	30
University of Manchester	259	–
University of Newcastle	262	295
University of Nottingham	150	–
University of Oxford	85	329
University of Portsmouth	–	80
University of Sheffield	98	–
University of St Andrews	–	72
University of West of England	52	–
University of West of Scotland	–	98
University of York	230	–
	3,226	5,253
	2014 £'000	2013 £'000
Caring grants to individuals and institutions:		
Age Concern	56	–
Grants below £1,000	–	3
	56	3

5. Staff costs

	2014 Group £'000	2013 Group £'000
Gross wages and salaries	37,848	34,104
Employer's National Insurance	3,055	2,806
Pension contributions	1,234	892
	42,137	37,802

Pension costs

The Society operates a stakeholder pension scheme, administered by Zurich Assurance Ltd, which is open to all staff on completion of entry requirements. Pension costs of up to 8% of gross pensionable salary for all eligible employees are charged to expenditure as they are incurred. The Society implemented auto-enrollment in September 2013, in line with the Workplace Pension reforms. The average number of employees during the year was as follows:

	2014 Group full time no.	2014 Group part time no.	2013 Group full time no.	2013 Group part time no.
Fundraising	141	12	157	17
Meeting needs	617	1,271	575	1,285
Sharing information	37	14	17	5
Advancing research	11	1	8	–
Inspiring change	65	6	50	4
Governance	6	1	4	1
	877	1,305	811	1,312

The number of employees in total emolument bands (excluding pension contributions) in excess of £60,000 were as follows:

	2014 No.	2013 No.
£60,001 – £70,000	17	10
£70,001 – £80,000	2	2
£80,001 – £90,000	–	–
£90,001 – £100,000	3	2
£100,001 – £110,000	–	–
£130,001 – £140,000	1	1

For staff paid over £60,000, the following pension scheme contributions were made:

	2014 £'000	2013 £'000
	87	71

The number of staff paid over £60,000 to whom retirement benefits are accruing is:

	2014 No.	2013 No.
	22	12

All employees participate in the same pension arrangements.

Members of the Board

None (2013: none) of the Trustees who held office during the year received any remuneration. Expenses for travel and subsistence were reimbursed or paid on behalf of 9 (2013: 10) Trustees during the year totalling £11,715 (2013: £15,437).

Notes to the financial statements

For the period ended 31 March 2014

6. Tangible fixed assets – Group and Society

	Freehold property £'000	Leasehold improvements £'000	Service user transport £'000	Furniture and fittings £'000	Office and computer equipment £'000	Total £'000
Cost						
As at 1 April 2013	237	1,932	698	682	2,765	6,314
Additions	–	49	86	–	902	1,037
Disposals	–	(191)	(87)	(145)	(63)	(486)
As at 31 March 2014	237	1,790	697	537	3,604	6,865
Depreciation						
As at 1 April 2013	13	1,583	582	641	2,465	5,284
Charge for the year	–	104	165	26	281	576
Disposals	–	(191)	(87)	(145)	(63)	(486)
As at 31 March 2014	13	1,496	660	522	2,683	5,374
Net book value						
As at 31 March 2013	224	349	116	41	300	1,030
As at 31 March 2014	224	294	37	15	921	1,491

7. Investments

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
a) Fixed asset investments				
Opening valuation 1 April	27,541	27,641	20,674	20,774
Additions	5,776	5,776	34,522	34,522
Disposals	(6,665)	(6,665)	(29,565)	(29,565)
Realised gains on disposals during year	1,009	1,009	295	295
Unrealised gains / (losses) on valuation	816	816	1,615	1,615
Closing valuation 31 March	28,477	28,577	27,541	27,641

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Equity Investments listed on a recognised stock exchange	18,595	18,595	17,248	17,248
Fixed Interest Investments listed on a recognised stock exchange	9,763	9,763	10,166	10,166
Investment in subsidiary and associated	–	100	–	100
Share of assets in joint venture	1,701	1,701	2,208	2,208
Share of liabilities in joint venture	(1,582)	(1,582)	(2,081)	(2,081)
Total	28,477	28,577	27,541	27,641
Investment assets in the UK	6,749	6,849	6,685	6,785
Investment assets outside the UK	21,728	21,728	20,856	20,856
Total	28,477	28,577	27,541	27,641

92% of the value of investments outside the UK have their exposure to foreign currency fluctuations fully hedged. The cost price of investments listed on a recognised stock exchange is £27.7 million. All of the investments at 31 March 2014 and 31 March 2013 were held to the order of the Society. At 31 March 2014 no individual investment (2013: none) exceeded 5% by value of the total portfolio.

Joint venture investment

Alzheimer's Brain Bank UK Ltd (ABBUK) is a company limited by guarantee (number 5762960) and a registered charity (number 1114579). It has two members, Alzheimer's Society and Alzheimer's Research UK. The main objectives of the charity are to protect and promote the health of the public, in particular by establishing, promoting and maintaining banks of brain tissue for research into the cause, prevention, treatment and cure of Alzheimer's disease and associated neurodegenerative diseases and disorders.

The Society owns a 50% share in ABBUK and its share of the net assets is £118,809 (2013: £127,227). This joint venture is accounted for in accordance with FRS 9 and the Charities SORP under the gross equity method.

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
b) Short-term investments and deposits				
Short-term investments and deposits held by:				
JP Morgan Current Account	2,540	2,540	1,172	1,172
HSBC	16,758	16,758	8,301	8,301
C Hoare & Co	6,005	6,005	6,000	6,000
Close Brothers	–	–	4	4
	25,303	25,303	15,477	15,477

c) Subsidiary companies

Alzheimer's Trading Limited, registered number 2737333, is a wholly owned subsidiary of Alzheimer's Society whose profits are gift aided to Alzheimer's Society. The trading company receives income from training courses and raffles and markets a wide range of gifts, merchandise and products with each sale helping to support our cause in improving the lives of people with dementia.

The Alzheimer's Foundation for Research into Alzheimer's Disease (Charity Registration Number 1075535) is a subsidiary of Alzheimer's Society by virtue of all of the members being nominees of the Society. In 2013/14, no grants were made to Alzheimer's Society's research programme (2013: none) or to Alzheimer's Research UK (2013: none).

Notes to the financial statements

For the period ended 31 March 2014

	The Alzheimer's Foundation for Research into		2014	2013
	Alzheimer's Trading Ltd £'000	Alzheimer's disease £'000	Total £'000	Total £'000
Profit and loss accounts for the year ended 31 March 2014				
Turnover	1,386		1,386	1,548
Donations and legacies	–	78	78	151
Cost of sales	(594)		(594)	(1,206)
Gross profit	792	78	870	493
Bank interest	–	–	–	–
Distribution expenses	(240)	–	(240)	(180)
Administration expenses	(231)	–	(231)	(131)
Charitable activities	–	–	–	–
Governance costs	–	(5)	(5)	(4)
Net profit (loss)	321	73	394	178
Payment to the Society under gift aid	(321)	–	(321)	(31)
Surplus / (deficit) – retained in subsidiaries	–	73	73	147
Balance sheets at 31 March 2014				
Stock	48	–	48	52
Debtors	190	118	308	608
Cash at bank and in hand	832	193	1,025	1,020
Creditors – amounts falling due within one year	(970)	(4)	(974)	(1,346)
Net assets	100	307	407	334
Financed by:				
Ordinary share capital	100	–	100	100
Unrestricted funds		307	307	234
Total funds	100	307	407	334

Alzheimer's Trading Limited owns all the ordinary share capital of two other companies. Both of these companies are registered in England, are dormant, and had no assets or liabilities as at 31 March 2013 and 31 March 2014.

8. Stock

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Finished goods and goods for re-sale	48	–	52	–

9. Debtors

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Trade debtors	2,718	2,528	4,131	3,726
Legacy debtors	–	–	9	9
Prepayments	835	835	727	727
Accrued income	767	767	1,218	1,218
Other debtors	232	232	463	463
	4,552	4,362	6,548	6,143
Amounts due from subsidiary undertaking	–	755	–	1,039
	4,552	5,117	6,548	7,182

Accrued income includes income receivable of £217,000 (2013: £125,000) for gift aid recovery.

10. Creditors

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Amounts falling due within one year:				
Research grant creditors	4,399	4,399	4,307	4,307
Trade creditors	4,483	4,264	3,693	3,386
Other taxes and social security	899	899	824	824
Other creditors	751	751	806	806
Accruals	1,507	1,507	2,685	2,685
Deferred income (see note 12)	2,900	2,900	4,200	4,200
	14,939	14,720	16,515	16,208
Amounts due to subsidiary undertaking	–	118	–	202
	14,939	14,838	16,515	16,410
Amounts falling due after one year:				
Research grant creditors	6,146	6,146	4,798	4,798
Research grant creditors are payable:				
Within one year	4,399	4,399	4,307	4,307
Between one and two years	4,660	4,660	2,657	2,657
Between two and five years	1,486	1,486	2,141	2,141
Total research grant creditors	10,545	10,545	9,105	9,105

Included in research grant creditors are amounts due to the joint venture, ABBUK, of £1,605,379 (2013: £2,107,000).

Notes to the financial statements

For the period ended 31 March 2014

11. Provision for liabilities and charges

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Balance at 1 April 2013	355	355	866	866
Amounts provided for during the year	288	288	147	147
Amounts released to resources expended during the year	(80)	(80)	(658)	(658)
	563	563	355	355

12. Deferred income

	2014 Group £'000	2014 Society £'000	2013 Group £'000	2013 Society £'000
Balance at 1 April 2013	4,200	4,200	3,674	3,674
Amounts released to incoming resources	(4,200)	(4,200)	(3,674)	(3,674)
Amounts deferred in the year	2,900	2,900	4,200	4,200
	2,900	2,900	4,200	4,200

13. Share capital

The Society has no issued share capital as it is a company limited by guarantee.

14. Taxation

As a charity, Alzheimer's Society is potentially exempt from taxation of income and gains to the extent that these are applied to its charitable objectives.

15. Funds

	Note	At 1 April 2013 Group £'000	Incoming resources £'000	Resources expended £'000	Transfers £'000	Gains and losses £'000	At 31 March 2014 Group £'000
Restricted funds							
Big Lottery Fund							
Care services	(a)	197	734	(762)	–	–	169
People's Health Trust							
Care services	(b)	(65)	252	(200)	–	–	(13)
		132	986	(962)	–	–	156
Other funders							
Research		2,617	1,949	(2,669)	–	–	1,897
Care services		1,414	5,206	(3,286)	–	–	3,334
Geographically restricted funds		1,880	2,178	(1,516)	–	–	2,542
Worried about your memory?		3	–	(3)	–	–	–
Other		2,281	1,483	(1,865)	–	–	1,899
		8,195	10,816	(9,339)	–	–	9,672
Total restricted funds		8,327	11,802	(10,301)	–	–	9,828
Unrestricted funds		23,833	70,819	(64,398)	–	1,816	32,070
Total funds		32,160	82,621	(74,699)	–	1,816	41,898

Unrestricted funds includes designated funds of £0.92 million (2013: £1.0 million) which represent the Society's investment in tangible fixed assets which are not immediately realisable and of £1.7 million, which will be spent on improving information technology by 2016. Transfers between funds occur so that incoming and outgoing resources with the same restriction are matched.

a) During the year the Society was in receipt of four grants from the Big Lottery Fund. These grants are restricted to the activities agreed to by the Big Lottery Fund and the Society. In accordance with their terms, an analysis by activity is reported below:

	At 1 April 2013 Group £'000	Incoming resources £'000	Resources expended £'000	At 31 March 2014 Group £'000
Care services				
AdvantAge befriending Wales	44	310	(300)	54
Northumberland outreach project	14	–	–	14
Outreach service – West Lancashire	4	–	–	4
AdvantAge advocacy Wales	60	259	(266)	53
People and places Wales	–	121	(104)	17
Dementia Cafés Network NI	75	44	(92)	27
	197	734	(762)	169

Notes to the financial statements

For the period ended 31 March 2014

b) During the year the Society was in receipt of 14 grants from the People's Health Trust. These grants are restricted to the activities agreed to by the People's Health Trust and the Society. In accordance with their terms, an analysis is reported below:

	At 1 April 2013 Group £'000	Incoming resources £'000	Resources expended £'000	At 31 March 2014 Group £'000
Peoples' Health Trust Grant	(65)	252	(200)	(13)

There are three grants where the Society expects final payment on completion, during 2014-15.

16. Financial and other commitments

a) Operating leases – Group

At 31 March the Society had annual commitments under non-cancellable operating leases as set out below:

	2014 Land and Buildings £'000	2014 Other £'000	2013 Land and Buildings £'000	2013 Other £'000
Operating leases which expire:				
Within one year	2,228	115	1,945	190
In two to five years	3,210	70	4,429	127
After five years	310	–	127	–
	5,748	185	6,501	317

b) Other commitments

The Society had no commitments to provide contractual services to local authorities and other statutory and non-statutory bodies that required a capital expenditure commitment (2012: nil).

17. Analysis of group net assets between funds

	Tangible fixed assets £'000	Fixed asset investments £'000	Net current assets £'000	Creditors due after 1 year £'000	Total £'000
Restricted funds	–	–	9,828	–	9,828
Designated funds	1,491	–	1,647	–	3,138
General funds	–	28,477	7,164	(6,709)	28,932
	1,491	28,477	18,639	(6,709)	41,898

Independent Auditor's report to the Members of Alzheimer's Society

We have audited the financial statements of Alzheimer's Society for the year ended 31 March 2014, which comprise the Consolidated Statement of Financial Activities, the Consolidated and Society Balance Sheets, the Consolidated Cash Flow Statement and the related notes numbered 1 to 17.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of Alzheimer's Society for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Strategic Report and the Trustees' Annual Report and any other surrounding information to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing

the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2014 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Strategic Report and the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate accounting records, or returns adequate for our audit have not been received from localities not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Mike Hicks

Senior Statutory Auditor

For and on behalf of
Crowe Clark Whitehill LLP
Statutory Auditor
St Bride's House, 10 Salisbury Square, London EC4Y 8EH

9 September 2014

A big thank you

To all our supporters who helped us continue to fight dementia in 2013/14, including:

Patrons

Royal Patron:

HRH Princess Alexandra,
The Hon Lady Ogilvy, KG, GCVO

Professor David J Brooks
Dame Judi Dench
Britt Ekland
Lord Moser
Professor Steven Rose

Vice-Presidents

Rt Hon David Blunkett MP
Baroness Browning
Professor Jim Edwardson
Sir John Gordon Hannam
Dr Anne Hunter OBE
Morella Kayman MBE
Dr Christine Kirk
Baroness Murphy
Anne Robinson
Professor Martin Rossor
Lady Saunders
Professor Gordon Wilcock
Dr Nori Graham

Ambassadors

Professor Sube Banerjee MBE
Lynda Bellingham OBE
Nick Bence-Trower
Rt Hon Hazel Blears MP
Baroness Blood MBE
John Bowis OBE
Rosie Boycott
Jo Brand
Professor Carol Brayne
Graham Browne
Tania Bryer

Paul Dacre
Christopher Devas
Professor Murna Downs
Peter Dunlop
Lord Fellowes of West Stafford
Professor Nick Fox
Professor Steve Gentleman
AA Gill
Russell Grant
Baroness Greengross OBE
John Griffith-Jones
Alison Halsey
Dame Denise Holt DCMG
Prof Robin Jacoby
Trevor Jarvis BEM
Dr Ann Johnson MBE
Mike Kelly
Ruth Langsford
Sally Lindsay
Richard McCourt
Lawrie McMenemy
Carey Mulligan
Nicholas Mullings
Barbara Pointon MBE
Arlene Phillips CBE
Fiona Phillips
Angela Rippon OBE
Heather Roberts
Professor Louise Robinson
Sir Tony Robinson
Robert Scott
Gina Shaw
Meera Syal MBE
Daphne Wallace
Kevin Whately
Bill Wilson
Prof Bob Woods

Major gifts

29th May 1961 Charitable Trust
Mr Peter Barnes & Mrs G Barnes
Benfield Motors Charitable Trust
Bill Brown's Charitable
Settlement Of 1989
C H K Charities Limited
Catlin Group
City Bridge Trust
Comic Relief
Community Foundation (Tyne &
Wear and Northumberland)
Croydon Relief in Need Charities
February Foundation
Mrs Janet Fullarton
Garfield Weston Foundation
Professor Miriam Glucksman
Joseph Rowntree Foundation
Lord and Lady Lurgan Trust
Margaret Giffen Charitable Trust
Nominet Trust
Northern Rock Foundation
Order of Women Freemasons
Grand Charitable Trust
P F Charitable Trust
Peacock Charitable Trust
People's Health Trust
Raymond William Thomas Fund
in Memory of Phyllis and
Penny Thomas
Rosetrees Trust
Royal Air Force Benevolent Fund
Sheepdrove Trust
The Alexander Miles Gallery
The Argentarius Foundation
The Atkin Foundation
The Atlantic Philanthropies
The Ballinger Charitable Trust

The Charles Wolfson
Charitable Trust
The Eric and Margaret Kinder
Charitable Trust
The Ernest Hecht Charitable
Foundation
The Evan Cornish Foundation
The General Charities of the
City of Coventry
The Hartley Charitable Trust
The Headley Trust
The Henry Smith Charity
The Hon. Mrs HD Lakin's
Charity Trust
The Ingram Trust
The Jones 1986 Charitable Trust
The Light Fund Company
The Liz and Terry Bramall
Foundation
The Macdonald-Buchanan
Charitable Trust
The R S Macdonald
Charitable Trust
The Rowse Family Trust
The Tudor Trust
The Vandervell Foundation
Caroline Van den Brul MBE
The Waterloo Foundation
The Westminster Foundation
Glyne Wetton
WCVA: Volunteering in
Wales Fund
Bert Williams MBE

Corporate partnerships

AA Contact Centre Cheadle
Airbus
Apex
Barchester Healthcare
Boodle Hatfield
Brabners Solicitors
Bridgestone Tyres
Bristol Co-op
Bunzl plc
Bupa
Calor Gas
Caspari Cards
CBRE
CCF Ltd
Charitycar
Charity Flowers
Computacenter
Crane and Staples
DAS (Bristol)
Deloitte
Dentons
DLA Piper Liverpool
DLA Piper Manchester
Dundas and Wilson
Field Fisher Waterhouse
Gallagher Heath
GB Group
Grant Thornton Leeds
Halton Housing Trust
Hays
Hiscox
Home Retail Group
HSBC
HVPD
Irwin Mitchell Solicitors
Johnson Fleming
Just Costs Solicitors



King & Wood Mallesons
SJ Berwin
Legal Ombudsman
Lilly UK
Lincolnshire Co-op
Lloyds Banking Group
Lubbock Fine
MGM Advantage
Miller Group
Monitise
Motors.co.uk
NatWest Business and
Commercial Banking
Network Rail (West and Wales)
Newcastle Building Society
Oakleaf Partnership
Riverside Housing Association
Royal Mail
Santander Consumer
SAS Software (Marlow)
Société Générale
Squire Sanders Leeds
Squire Sanders Manchester
Sunrise Senior Living
Taylor & Emmett
Tesco PLC
Techquarters
The Lawyer Awards
The PwC Foundation Thales
Thomson Snell Passmore
TMD Technologies
Trafford Centre
Venn Group
West Bromwich Building Society
Whetman Pinks
Zurich Community Trust

And to all our supporters who wish to remain anonymous.

Society people

During the year 2013/14

Royal Patron	HRH Princess Alexandra, The Hon Lady Ogilvy, KG, GCVO	
President Emeritus	Sir Jonathan Miller CBE	
Board of Trustees		
Honorary Officers		
Chair	Dame Gill Morgan DBE *+ Appointed 8 October 2013	
	Alastair Balls CB DL + * Re-elected 17 September 2010	Retired 8 October 2013
Vice-Chair	Ann Beasley CBE # *+ Re-elected 16 October 2012	
Treasurer	John Grosvenor #+^ Elected 18 September 2009	Appointed 16 October 2012
Board Members	Lord Currie of Marylebone Appointed 10 September 2013	Resigned 18 March 2014
	Richard Ford ^ Elected 16 October 2012	
	Pippa Gough Re-elected 8 October 2013	
	Thomas Haverty Appointed 16 September 2011	
	Bernard Herdan CB Elected 8 October 2013	
	Professor Robin Jacoby Re-elected 16 October 2012	
	Dr Linda Patterson OBE Elected 17 September 2010	Retired 8 October 2013
	Sir Chris Powell Appointed 1 August 2012	
	David Richardson Re-elected 17 September 2010	Retired 8 October 2013
	Ian Sherriff # Re-elected 8 October 2013	
	Sarah Weir OBE Appointed 10 September 2013	
	Alan Wells OBE* Re-elected 16 October 2012	
Chief Executive	Jeremy Hughes	
Strategic Leadership Team		
Director of Corporate Resource	Matthew Sellen	
Director of External Affairs	Andrew Chidgey	to 24 May 2013
	Alison Cook	from 1 July 2013
Director of Fundraising	Liz Monks	to 1 February 2014
Interim Director of Fundraising	Jon Bodenham	from 9 October 2013
Director of Operations	Kathryn Smith	
Director of People and Organisational Development	Brett Terry	
Director of Research and Development	Doug Brown	
Company Secretary	Deirdre Watson	to 31 July 2013
	Jennifer Burley	from 1 August 2013

Trustee committee memberships during the year (all or part of):

Finance and Audit Committee Member

* Nominations and Appointments Committee Member

+ Remuneration Committee Member

^ Investment Committee Member

Professional advisers

Auditors

Crowe Clark Whitehill LLP
Chartered Accountants and
Registered Auditors
St Bride's House
10 Salisbury Square
London EC4Y 8EH

Insurance Brokers

Lockton Companies LLP
The St Botolph Building
138 Houndsditch
London EC3A 7AG

Bankers

HSBC Bank Plc
London Corporate Banking
Centre
60 Queen Victoria Street
London EC4N 4TR

Investment managers

J.P. Morgan Private Bank
1 Knightsbridge
London
SW1X 7LX

Legal advisers

Stone King LLP
16 St. John's Lane
London
EC1M 4BS

Registered charity number

296645

Company registration number

2115499

Alzheimer's Society

Devon House
58 St Katharine's Way
London E1W 1LB
T 020 7423 3500
F 020 7423 3501
E info@alzheimers.org.uk

alzheimers.org.uk

Registered charity no. 296645
Company limited by guarantee and
registered in England no. 2115499
Alzheimer's Society operates in
England, Wales and Northern Ireland.

TRAA1314

**Alzheimer's
Society** | **Leading the
fight against
dementia**