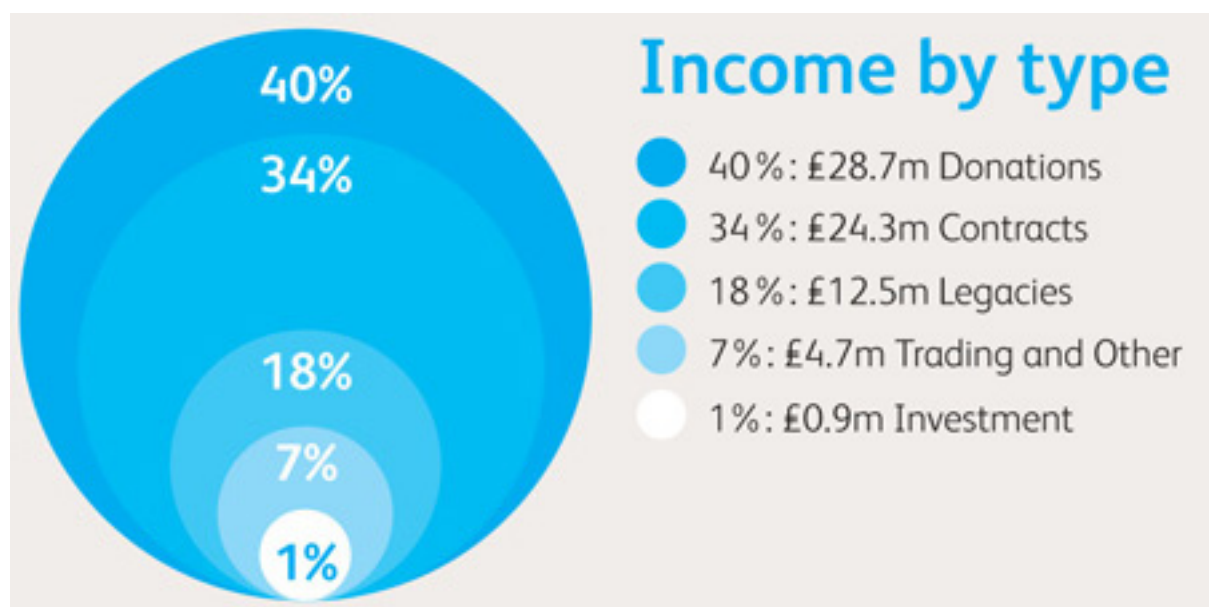


# How we raise and spend our money

We want to be as clear as possible about how we raise our money, and how we then spend it. The two pie charts below show Alzheimer's Society's income and expenditure for 2011/2012.

## Income

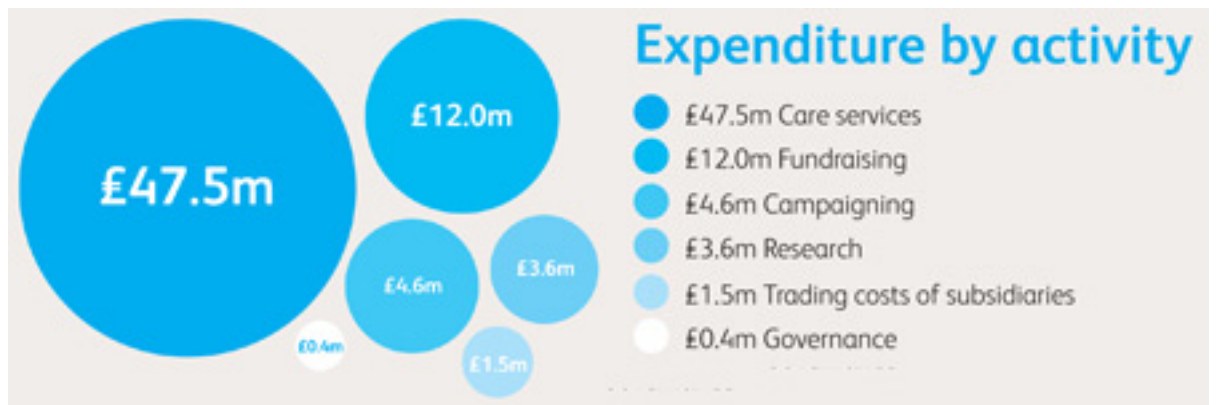
Total income for 2011/2012 was £71 million, of which voluntary donations made up 40%.



## Expenditure

88 pence in every £1 of total expenditure was spent on direct costs towards improving the lives of [people with dementia](#).

The remaining 12 pence in every £1 was spent to support our frontline activity, including IT and premises around the country.



Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

Registered charity no. 296645. A company limited by guarantee and registered in England no. 2115499.