

Dementia

WHAT WE'RE FIGHTING FOR

Impact review 2010/11

WE'RE
FIGHTING FOR

A better world
for people with
dementia, their
families and carers

We are the UK's leading dementia support and research charity. We provide quality services, fund research and advise health and social care professionals. Working nationally and locally, we campaign for improved care and greater public awareness and understanding of dementia.

There will be over 1 million people with dementia in the UK by 2021.

Our vision is of a radically improved world for people with dementia. A world where they have their rights recognised, where they can fully contribute to family and community life and where they can live with dignity, free from discrimination. A world where they, and those who care for them, have their needs fully met. A world, ultimately, where dementia can be defeated.

Contents

2 Chair and Chief
Executive's introduction

WE'RE FIGHTING FOR:

4 Informed decisions, improved lives
8 Faster diagnosis, better treatment
10 Help, whenever it is needed
14 Fair and equal treatment
16 Vital, far-reaching research
20 A more supportive environment
24 Support, not stigma
28 More services, improved availability

30 Society money
31 Summarised financial
statements
32 Society people
33 A big thank you

Chair and Chief Executive's introduction

Welcome to our Impact review 2010/11

Over the following pages we outline the difference our work has made to people affected by dementia. We report on each of the aims, or outcomes, from our business plan. All reflect the needs and aspirations of people affected by dementia, who are at the heart of our work.

As you will see, this year was a particularly important one for us in influencing the health and social care systems, seeking to redress the often inadequate care and support people affected by dementia receive. Commitments in the manifestos of all three main political parties at the general election were followed up by the Coalition Government. Not only did they commit to implementing the National Dementia Strategy for England but also to increase support for research. We worked hard throughout the year to carry forward these commitments both nationally and locally in England. We also secured a dementia strategy for Wales and a similar plan reached its final stages in Northern Ireland.

Uncertainty over the future funding and structure of health and social care has meant our influencing has never been more important, and we continue to ensure dementia is kept in the spotlight. More media coverage, often led by us, is increasing awareness and reducing stigma. However, our recent survey which revealed low diagnosis rates across the country shows how far we still need to go.

We have been pleased to lead on developing new support for people affected by dementia, such as delivering many of the first Dementia Adviser services committed to in the National Dementia Strategy for England. We have also embarked on a major programme of quality assurance across our organisation.

Research into Alzheimer's disease and other dementias has long lagged far behind other conditions such as cancer and heart disease. This year was the first of our increased commitment to investing in research, funding pioneering new work as well as sponsoring fellowships to increase capacity.

Throughout the year our work has been guided by the needs and aspirations of people affected by dementia. We have ensured that people with dementia, their families and the communities they are part of can comment on our plans and contribute to the implementation.



Alastair Balls CB DL, **Chair**

This year we completed a major period of change for our organisation, introducing a new structure for our services. Change is never easy. It is to the credit of all our staff and volunteers that we maintained vital support to people affected by dementia throughout England, Wales and Northern Ireland whilst also reorganising the way we work to be fit for the future.

Indeed, this year saw an increase in the services we provide. We ended the year with more volunteers and an increase in our voluntary income from £31.9 million to £32.1 million. Our supporters' generosity is remarkable, even in tougher economic times. We would like to thank them for their faith in Alzheimer's Society and our determination to make a difference today and, through our research, to future generations as well.

The passion of staff and volunteers alike was well charted in opinion surveys completed towards the end of the year. These surveys have also helped us to plan how to better support all our staff and volunteers.

Guiding us through an important year of development and change has been a dedicated and hardworking Board of Trustees. Thanks are due to all of them, not least to those leaving the Board this year: Richard Crace, Carys Howell and Dr Carolyn Popham. Particular thanks are due to Ruth Sutherland who was Acting Chief Executive until Jeremy Hughes took up post at the end of November. At the end of the year, we were sorry to lose our Fundraising Director, Jo Swinhoe. Jo ensured the growth of our voluntary income and recruited and nurtured a fundraising team the envy of many in the voluntary sector.



Jeremy Hughes, **Chief Executive**

Thanks to the dedication of our staff and volunteers and the generosity of our members and donors, we look forward to further increasing our impact in the year ahead and supporting even more people with dementia, their families and carers.

Alastair Balls CB DL
Chair

Jeremy Hughes
Chief Executive

WE'RE
FIGHTING FOR

Informed decisions,
improved lives

Better understanding:
I and others understand my condition enabling me to make informed decisions and live the best life I can.

When you are living with dementia, ongoing support to understand your illness and the services available to you can make a huge difference to your life.

In addition to our other front line staff, our **Dementia Advisers** are there for people throughout their journey with dementia helping them access the information and services they want and need. In the year ending March 2011, 3,858 people with dementia and 3,717 carers accessed Dementia Adviser services – we have 78 Dementia Advisers in 33 locations across England. Our early evaluation found that nearly nine out of 10 people felt listened to and respected by their Dementia Adviser, and three-quarters agreed that the information provided was relevant to them.

For many people our **National Dementia Helpline** is the first step to getting the information and support they need. In the year ending March 2011, the service responded to an average of 76 enquiries per working day by phone and by email – 19,058 in total. We gave much-needed advice on dementia, support services (ours and other local services), treatments and legal and financial matters. Nine out of 10 people who responded to our 2011 user survey said the service they received from the Helpline was ‘good’ or ‘excellent’.

The National Dementia Helpline proved its high standards by achieving quality accreditation with The Helplines Association.

Alzheimer’s Society **information materials** are a key source of advice for people with dementia, their families and carers, as well as health professionals.

In 2010/11, we increased our range of factsheets to 87, adding two new titles: Hallucinations and Visuo-perceptual difficulties. We responded to 550,000 requests for printed materials, including over 3,000 for our two new Living with dementia booklets: Employment and Living alone (launched in January 2011).

We’re passionate about making information accessible. An evaluation of **our website** showed that visitors were not always able to find what they were looking for quickly and easily, so in 2010/11 we restructured the information on the site and improved navigation, meaning more people with dementia, their families and carers, and health professionals are finding the information they need. Overall, visits to our website increased 27 per cent during 2010/11, from 2.2 million to 2.8 million.

We also produced nine short **films** to explain dementia scientifically which were viewed 10,868 times on YouTube.

Our **media** work plays an essential part in increasing understanding of dementia and how it affects people. In 2010/11 we achieved 3,436 pieces of coverage about our work and the lives of people affected by dementia, in magazines and newspapers, online, and on TV and radio.

Some nurses, healthcare assistants and other hospital →

→ staff receive very little **training on dementia**. Yet simple changes in the way they work can have a big impact on the treatment people with dementia receive. This is why we developed a two-and-a-half day course for nurses and other healthcare staff. Piloted in July 2010, we delivered 10 courses in 2010/11, which means just under 200 hospital staff are now better equipped to support people living with dementia.

In the future

We are working hard to secure local funding to continue to provide Dementia Adviser services in England that were set up under an 18 month Department of Health pilot. We are also pressing local commissioners to fund new Dementia Advisers in areas that would benefit from this service. We are working on new promotion and information materials in Urdu and Punjabi, which will help us reach and support more people from minority ethnic communities – we aimed to do this last year, but it has taken longer than expected.

We want to increase the capacity of our National Dementia Helpline to respond to more enquiries and help more people, so we're introducing volunteer helpline assistants and starting a pilot project to network with our local Alzheimer's Society helpline services. Next year, we'll expand our portfolio of information even further. We'll add information on nutrition, specialist information for people with learning difficulties, and a booklet for people with dementia on choosing a care home.

'We can ask Eliza anything and we tell her everything. She understands.'

Abdullah and Samirah

Abdullah Hassan, 76, was diagnosed with vascular dementia two years ago. He and his wife Samirah are supported by one of our dementia support workers.

'When we first found out Abdullah had dementia, we couldn't believe it. We didn't know what dementia was really. We were feeling down and panicking a lot, but our support worker Eliza was there for us both.

If we have a problem now, we can talk to Eliza. She's very important to us; she helps me and my family a lot. I'm always saying to my daughter how nice she is and how she supports us. If I have trouble getting through to someone, at the council or the hospital or somewhere, she'll phone for me. And she helps us deal with letters or fill in forms. She helps me get information or whatever we need.

She comes round once a month or so, and whenever I need her she pops in or we speak on the phone.

She organised for Abdullah to go to a day centre and a dementia support group – and we went on an outing with them to a museum recently.

We can ask Eliza anything and we tell her everything. She understands.'

Watch Abdullah and Samirah tell their story at alzheimers.org.uk/impact1011



WE'RE
FIGHTING FOR

**Faster diagnosis,
better treatment**

Care and treatment:
I have ready access to a timely diagnosis and am confident that I can choose the appropriate care services to help me live a fulfilled life.

Only 40 per cent of people with dementia have a formal diagnosis. This must change. Everyone with dementia needs a diagnosis, as early as possible, so they can get the support and treatment they need to live well with their condition.

One reason that people aren't diagnosed quickly is that they delay seeking help when they notice something is wrong. Our **Worried about your memory?** campaign has been running since 2008, encouraging people concerned about their memory and symptoms of dementia to get advice.

This year we have targeted **more than 10,000 GP surgeries across England, Wales and Northern Ireland** and distributed newly designed Worried about your memory? materials, sponsored by Eli Lilly, through libraries and community centres, at awareness events and through partnerships with primary care trusts and local authorities. Since August 2010, we've distributed 1.65 million leaflets, 60,000 booklets and 17,000 posters. We've had 10,000 requests for more information.

The poor diagnosis rate of dementia was the focus of our successful bid to become **Tesco charity of the year 2011**. The partnership fundraising activity launched on 1 March 2011 and part of the £5 million we're aiming to raise will allow us to launch Dementia Community Roadshows, a new awareness service taking dementia information and advice into the heart of communities and encouraging more people to seek an early diagnosis.

Once people are accurately diagnosed, they need to start receiving the most appropriate treatment and care as quickly as possible. People with Alzheimer's disease have been denied full **access to licensed drug treatments** for many years. In March 2011, our campaigning to change this paid off when the National Institute for Health and Clinical Excellence (NICE) issued new guidance. Aricept, Reminyl and Exelon – drugs previously only available to people in moderate stages of Alzheimer's disease – will now also be available to people in the early stages. And, for the first time, a fourth drug, Ebixa, will be available for people in the moderate and late stages – previously it was only given to people in clinical trials. This decision could improve the lives of hundreds of thousands of people with Alzheimer's disease, and many more families and carers.

In the future

Our Worried about your memory? campaign will continue through 2011/12. We'll also work with other key audiences, particularly GPs and commissioners, to make sure people are referred to diagnosis services when they show signs of dementia.

We'll continue to build on the success of our campaign for access to drugs for people with Alzheimer's disease, raising awareness of the legal duties of primary care trusts following the new NICE guidance and making sure it is implemented.

WE'RE
FIGHTING FOR

Help, whenever
it is needed

Support: when I need support I am confident it is there for me.

For people with dementia and their carers, being able to talk to others going through the same thing and share advice and support can be hugely helpful. That's why one of our key aims this year was to extend the reach of our peer support services.

In 2010/11, we grew our **support services**. We now have 85 Singing for the Brain groups (an increase of 40 from April 2010), where people in the early to mid stages of dementia and their carers meet to sing together, and 236 Dementia Cafés for people with dementia and their carers (an increase of 76 from April 2010). We also run 1,235 other support services, including 248 support worker services which provide personalised information and advice.

Our evaluation found that more than eight out of 10 people attending a peer support service said their service was important to them, citing reasons such as 'enjoying the togetherness' and finding it 'their main source of social contact'.

Dementia is not a nine-to-five condition. People with dementia and their carers can need support at any time of the day or night, when support services often aren't available.

Talking Point is our online discussion forum, for anyone affected by dementia. The service is available 24 hours a day, seven days a week, and can be particularly valuable for people who may not be able to access physical support services in their local area. Talking Point is managed by our staff, with essential support from a team

of volunteer moderators who work from their own homes around the UK and in North America. We could not operate Talking Point without their support.

On its eighth birthday, at the end of March 2011, Talking Point had just under 14,000 members – an increase of 34 per cent in the last year. Our recent user satisfaction survey showed that more than nine out of 10 of the 695 people who responded 'agreed' or 'strongly agreed' that Talking Point was a good source of information about dementia – an increase of 13 per cent on the previous year's survey.

Our services are supported by almost 5,300 **volunteers**, who give their time to help people with dementia and their carers. Their support is valued at an estimated £9 million a year.

In the future

We'll continue to develop peer support opportunities for people who don't currently have access to them. This includes looking at new ways of providing support services for younger people with dementia and people from black and minority ethnic communities.

Following feedback from Talking Point forum members, we will redesign the site, making it easier to register as a member and use. We hope that these changes will help people who aren't used to online forums to get involved.

‘I love singing and have happy memories of singing with my mother. I always sing when I’m happy.’

Peter and Sheila

Peter Johnson, 82, was diagnosed with vascular dementia and Alzheimer’s disease in January 2009. He and his wife Sheila, 63, go to their local Memory Café and Singing for the Brain group.

Sheila

‘We’re very lucky to have the Memory Café to go to for two hours every week. I take a lot from it because I get to meet other carers and, most importantly, I can relax while I’m there. It can be tiring to motivate Peter every day, so it’s great to sit back and let someone else take over in a very caring atmosphere. We also started going to Singing for the Brain last autumn. This has improved Peter’s confidence no end.

He’s very good at singing and remembers all the words from musicals and songs from the war. He can often help Sarah, who runs the group, if she’s forgotten a tune or something. All the family are amazed at the confidence it’s given him. When they’re over visiting him and he’s not sure what we’re doing, he can be worried and anxious. But he changes completely when he starts singing.

When we spend time with other people with Alzheimer’s disease and see their symptoms, it somehow makes it not seem so bad. Because, in a way, we’re all going through the same journey.’

Peter

‘Sarah and the volunteers at Singing for the Brain are really good fun. I love singing and have happy memories of singing with my mother. I always sing when I’m happy. Chris who runs the Memory Café and the volunteers put their whole hearts into it and are very friendly. It’s nice to socialise with people who have dementia. I can have a few laughs with them, without worrying about my memory.’

Watch Peter and Sheila tell their story at alzheimers.org.uk/impact1011



WE'RE
FIGHTING FOR

Fair and
equal treatment

Rights: I have equal rights to other members of society.

People with dementia are being discriminated against by the UK's system of charging for care. They are forced to pay for vital care, because most dementia care comes from social services so it is means-tested, while people with other conditions get more of their care free from the NHS. We call this the **Dementia Tax** – and we've been campaigning tirelessly against it.

We've raised awareness of this injustice through the media, and provided evidence to the **Dilnot Commission**.

We mobilised our **campaigners and supporters** to take action on this issue and others that adversely affect people with dementia, and hundreds have written to MPs, councillors and primary care trusts over the year to demand changes that will improve lives.

Our 2011 report **Support. Stay. Save.** highlighted the lack of quality care and support available for people with dementia who live at home and their carers. Part of our ongoing Putting Care Right campaign, the report received over 160 pieces of local and national media coverage, and was sent to local authorities across England, Wales and Northern Ireland. A mailing to our supporters based on the report's key messages also raised £120,000 for the Society and awareness of the issues involved.

In 2010, we helped form the **Dementia Action Alliance**, a group of 50 organisations who share our commitment to transforming the quality of life for people with dementia and their carers. Each has signed up to the National Dementia Declaration, which explains the huge challenges presented to society by dementia and some of the results we are fighting for – these range from making sure people with dementia have choice and control over decisions about their lives, to them feeling a valued part of family and community life. Each Dementia Action Alliance member has published their own Action Plan, setting out what they will do to improve the quality of life of people with dementia by 2014.

In the future

We'll continue to campaign against the Dementia Tax and push for better services for people with dementia and their carers. We'll respond to the recommendations of the Dilnot Report on the funding of care and campaign for people with dementia to get a better deal.

We will help the Dementia Action Alliance's membership to grow and work with the organisations involved to improve life for people affected by dementia.

WE'RE
FIGHTING FOR

Vital, far-reaching
research

Scientific breakthroughs: a national, well-resourced research strategy.

We desperately need to develop better treatments for dementia, understand how to prevent the condition and provide better care. Ultimately we want to find a cure. To do this, we must carry out more research. In 2010/11 we **funded £2.2 million of new research**, including nine project grants (joint funded with the Bupa Foundation), two new fellowships and five PhD studentships.

Our **first-ever PhD studentships** were completed in 2010/11, which provided valuable information about how dementia develops and could be treated. We co-ordinated the first ever **online clinical trial** into the benefits of brain training, which found that it did not improve people's overall mental fitness.

We prepared the ground for an innovative **Drug Discovery programme** which has the potential to help hundreds of thousands of people with dementia to live at home and be independent for longer. In 2010/11, we worked with leading scientists to identify drugs already used to treat other conditions that may also be effective in treating Alzheimer's disease. These drugs have already been tested for safety, so it will be quicker and cheaper to take them to clinical trial. Other research we funded produced an exciting new antibody treatment that has been taken forward for drug development, and another trial showed how treatment following a stroke can reduce the risk of dementia.

Despite the desperate need for more dementia research, we have to turn down seven out of 10 funding applications we receive due to lack of funds.

To **increase research investment** we worked closely with the Government's Ministerial Advisory Group for Dementia Research (MAGDR). We were represented on all of the five subgroups, making sure the concerns of people with dementia and their carers were heard and their priorities incorporated into the group's report. In March 2011, based on MAGDR's recommendations, the National Institute of Health Research announced a dementia-themed call for research proposals. This exciting development could lead to a five-fold increase in clinical dementia research.

Our **Christmas fundraising appeal** raised just under £300,000 for our research programme, smashing its £181,000 target and making it our most successful appeal to date. Our continued **partnership with the Henry Smith charity** also led to donations of over £223,400 for our medical research projects.

In the future

We'll find ways to fund more essential research. Our research grant budget for 2011/12 is £2.7 million – an increase of £500,000 on 2010/11. By 2014 we will be investing at least £5 million in new research.

This increased budget will allow us to fund more research than ever before, building the community of dementia →

→ researchers of the future. It will help us form more partnerships to strengthen our research, and develop our own projects to fill gaps in the field. We will continue to work with our Research Network on this.

In May 2011 we'll launch the top six drugs identified in our Drug Discovery programme, and get them ready for clinical trials. We'll launch a fundraising campaign to raise money to pay for the programme – which we estimate will cost £15 million over the next five to 10 years.

‘...we can make life better for people with dementia. It's the right thing to do morally, but also financially.’

Barbara

Barbara Woodward-Carlton was a carer for her mother, who had dementia. She is now an Alzheimer's Society Research Network volunteer.

‘People with cancer or heart disease have a voice; they can put into words how they feel. But people with dementia can lose their ability after a while to say “This is what it's like, this is what we need”. I feel that people like me have to be a voice for people with dementia. I cared for my mother when she had Alzheimer's disease. When she was in hospital at the end of her life, it was a horrific experience. People didn't understand her condition or how to care for her.

There were some positives. The Alzheimer's Society day centre was such a good resource – they were lovely people and she was very active there. They made my mother's, and my life better, so I wanted to give something back.

My work with the Research Network involves many things, including commenting on funding applications from academics and clinicians who want to do dementia research. I also speak at conferences and I've sat on the Government's Advisory Group on Dementia Research.

We must do research so we can make life better for people with dementia. It's the right thing to do morally, but also financially. Dementia is an economic burden on society and it's going to get worse. We need to find a cure, or at least some better treatment.

Good quality research is expensive. The Coalition Government has already made a real commitment to research by increasing available funding. Will it be enough? No, but it is a very good start.’



WE'RE
FIGHTING FOR

A more supportive
environment

Strengthened communities: increased capacity of communities for care and support, and increased understanding of the needs and contributions of people with dementia.

Two-thirds of people with dementia live in their own homes. A survey carried out by the Society found more than half are not receiving the care and support they need to live well, and neither are their carers.

Our **Support. Stay. Save.** report found that as many as 50,000 people currently living with dementia in the UK may end up going into care homes early because of insufficient support in the community. For each month these people can be supported at home, rather than in care, the State could save £70 million in care home bills.

The report gathered essential evidence to influence health and social care commissioners. We sent it to 176 senior staff in local authorities to help improve their understanding of the issues and highlight the potential savings from supporting people with dementia in their own homes.

More than 2,000 people signed a charter pledging their support for Support. Stay. Save. and 300 people signed up to support us as e-campaigners helping us fight for justice for people with dementia living at home and their carers.

Health and social care professionals play a vital role in supporting people with dementia, their family, friends and carers to live well with the condition. In early 2010, we developed a one day training course for a partnership between the strategic health authority and local authorities across five counties in the East Midlands. Based on needs identified by front line staff and with a preliminary online element, the course looked at helping people working in communities to better support people with dementia. We delivered 30 sessions and more than 520 people took part, including speech and language therapists, occupational therapists, care managers and community care staff.

In 2010/11, we **shared our expertise** about dementia with around 45,000 conference delegates, including 800 at the UK Dementia Congress, at which we hosted a series of talks and sessions. Presenting and exhibiting at conferences helps us influence and inform a wide range of health and social care professionals about dementia and the needs of people affected by the condition.

By December 2010, we had established 49 **Community Dementia Forums** around the country. These groups aim to engage internal and external stakeholders, including staff, volunteers, members and commissioners, in a wide range of dementia issues in their community.

In the future

We'll carry on influencing policy and fighting for better services to support people with dementia in their homes, using the findings from Support. Stay. Save. The report's recommendations will also inform new information and training we produce for care workers.

We'll continue to develop our Community Dementia Forums and training for health and social care professionals, in order to ensure people with dementia receive the support and care they need in their community.



‘I believe there’s a real need for a broader understanding of dementia in the health community, and society at large.’

Margaret

Margaret Metcalfe is a speech and language therapist working with people with dementia who have communication and swallowing difficulties. She took part in our dementia training for health and social care staff.

‘There have been improvements in the awareness of dementia because it has had a higher profile in news and media recently, but I believe there’s a continuing need for a broader understanding of dementia in the health community, and society at large. Alzheimer’s Society has much to offer in working with healthcare staff – especially those who haven’t got a clinical background but meet people with dementia in their work. Support in learning about dementia is essential. I do encounter a lack of understanding in some areas of healthcare, where assumptions are made or staff don’t make the necessary referrals for people with dementia and their families.

The Alzheimer’s Society training I did was a useful opportunity for me to reflect in a different way on my role as a speech and language therapist. It has prompted me to consider the ways I can work with couples, when one partner has communication difficulties as well as memory problems. I have developed my options for working with couples as a result of the training and I have discussed it with my colleagues.

Enabling health and social care staff to get training is a very powerful way to help the broader community understand dementia and how to positively engage people in this situation.’

WE'RE
FIGHTING FOR

Support,
not stigma

**Embedded
societal change:
high level public
awareness,
inclusion and
diversity, and
an end to
discrimination
and stigma.**

With the right support, people with dementia can carry on living fulfilled lives. However, fear of dementia – of getting it and of how to talk to someone who has it – can cause people to avoid others with the condition.

Dementia Awareness Week™ 2010 tackled that fear head on. Our Remember the person campaign introduced three people living with dementia. In our campaign awareness booklet, we described their lives and interests, encouraging people to look beyond the diagnosis, and we also gave 10 easy ways to support a family living with dementia.

We distributed over 45,000 booklets and 25,000 flyers at awareness-raising and fundraising events. Films of the three people with dementia talking about their lives were available online. We ran a Remember the person themed photography competition, which had over 200 entries. The first ever Dementia Awareness Week™ advertising campaign displayed our key messages on 270 billboards in seven cities around the UK.

We worked with the Department of Health on an **advertising campaign** aimed at people who might be worried about a parent or relative's memory. Piloted in two areas in the north of England, the adverts encouraged people to seek help from their doctor and featured the signs and symptoms of dementia. Four in five people in the areas said they were aware of the advertising and people who had seen the advertising were more likely to see the value of early treatment for dementia.

Other campaigns that have raised public awareness include **Mapping the Dementia Gap** which demonstrated how diagnosis rates vary around the country. This generated 39 stories in the national media, 220 in the regional media and 43 articles in trade titles, such as GP magazine and Community Care. Our **media volunteers, patrons, vice-presidents and ambassadors** have also played a crucial role in helping us secure media coverage to raise awareness and understanding.

Our **23 local campaign groups** lobby decision-makers in their local communities pushing for better dementia care. This year, for example, they have worked with their local hospitals to implement recommendations of our Counting the Cost report to improve care for people with dementia in hospitals.

Our **e-campaigners** receive regular emails asking them to take action, such as contacting MPs and key decision makers about issues affecting people with dementia. The number of e-campaigners increased from →

→ 800 to over 2,000 between April 2010 and March 2011, which will help us have a greater impact on policy.

In the future

We'll continue to fight stigma and discrimination and improve public understanding of dementia, through Dementia Awareness Week™, our Worried about your memory? campaign and our campaign to reduce the inappropriate use of antipsychotics to treat dementia.

Due to the positive response to the Department of Health awareness campaign, there are plans to run it throughout England in autumn 2011.

We'll work with partners such as the Royal College of General Practitioners to improve GPs' understanding of dementia.

'Be with me, and try and understand.'

Ann

Ann Johnson, 56, is a media volunteer. She was diagnosed with Alzheimer's disease five years ago.

'People don't understand dementia, they're scared of it. It still carries a stigma and that is wrong.

I want to get rid of that fear, so when I give talks and interviews, I say, "Never be scared of the word dementia: this is what dementia is, this is what people with dementia can and can't do". It helps that people can see me looking normal. They can't see my problems; it's not like a broken leg.

It's wonderful doing talks for Alzheimer's Society. I've spoken about living with dementia at conferences and various radio broadcasts – I've even been on BBC Breakfast and Sky News.

Three things keep me going: my friends, my faith and doing the talks. When the press office rings, I'm delighted. It makes me feel wanted and valued, and that's wonderful.

I'm a trained nurse and I know what the future holds for me. My father had dementia and he lost all his mental and physical abilities. I live in terror every day, but I deal with each as it comes and hope for the best.

I think my biggest achievement is helping to educate the public that they must not be scared of dementia, that it just happens to some people and they should try to understand what we're living with. I'm not saying, "Feel sorry for me", I'm not saying that at all. I'm saying, "Be with me, and try and understand."

Watch Ann tell her story at alzheimers.org.uk/impact1011



WE'RE
FIGHTING FOR

More services,
improved availability

Improved service access, choice and control:
choice of appropriate services for everyone who needs them whenever they need them.

There are 750,000 people living with dementia in the UK. Last year we committed to reach more people in more places.

We restructured our 237 local branches into **49 localities** across the UK, which mirror the regions covered by major commissioning bodies. Each area has its own management team which oversees and co-ordinates dementia services. This new structure means we can now provide more consistent support around the country and offer services to people with dementia, their families and carers in areas where there weren't any previously. Since our restructure in April 2010, we estimate our face-to-face services are reaching 11 per cent more people. The number of contacts handled by our National Dementia Helpline and other helplines and our information services has also increased, by 13 per cent – from 195,668 to 220,857 contacts.

We have also developed new services. As part of our **Carers' Information Programme**, we developed and piloted our first four information sessions for people supporting a family member or friend who has received a recent diagnosis of dementia. We also trained 11 facilitators to deliver these sessions. Our evaluation of the pilot sites showed that every one of the 56 carers who took part would recommend the programme to other carers. Equally encouraging, more than nine out of 10 people felt more confident about supporting the person they care for and planning for the future after attending the programme.

So far, we have raised over £167,000 towards the development of the Carers' Information Programme, with donations from The Rowan Charitable Trust, the Department of Health and The Kirby Laing Foundation.

In the future

We'll relaunch our service user involvement group to ensure people with dementia and carers are involved in all aspects of our work, across England, Wales and Northern Ireland.

We'll continue to develop and extend the reach of our Carers' Information Programme. The first four information sessions, providing vital support for carers, will be offered more widely from October 2011. We aim to deliver it to around 240 carers in 2011/12. We also plan to add additional information sessions to the programme, covering issues that arise for carers as dementia progresses. We'll pilot these additional sessions in five places across the UK and it will be ready for launch in April 2012.

We currently offer services in some areas for self-funders (people who pay for their own services where commissioners don't provide them for free) and people on personalised budgets (people who are allocated a budget to pay for their own care). Under the Coalition Government, personalised budgets are becoming a greater priority and we will be responding to this by being fully ready to provide our services this way by autumn 2011.

Society money

In another challenging year for the UK economy, we are pleased to report that income continued to grow, achieving an increase of 5 per cent. This enabled the Society to increase its charitable expenditure by 7 per cent. Overall, this resulted in a planned deficit for the year of £0.3 million (2010: surplus of £1.6 million), before unrealised losses on investment. After taking these into account, the net reduction in reserves was £0.4 million.

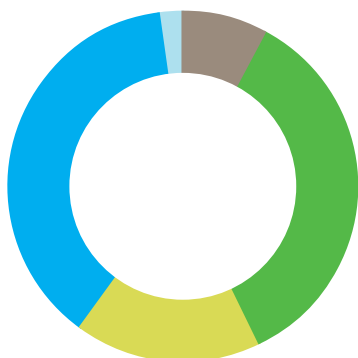
Income

Total income increased in the year to £61.6 million (2010: £58.7 million). Of this income, £23.6 million was in grants and contracts, which now represents 38 per cent of total income.

Voluntary income, consisting of donations and legacies, amounted to £32.1 million (2010: £31.9 million).

Income given specifically for research increased to £2.5 million (2010: £1.7 million).

Income by type



■ 35% £21.7m Donations
■ 17% £10.4m Legacies
■ 38% £23.6m Contracts
■ 2% £0.9m Investment
■ 8% £5.0m Trading and other

Expenditure

During 2011, 87 pence in every £1 of total expenditure was spent on direct costs towards improving the lives of people with dementia (2010: 87 pence in the pound).

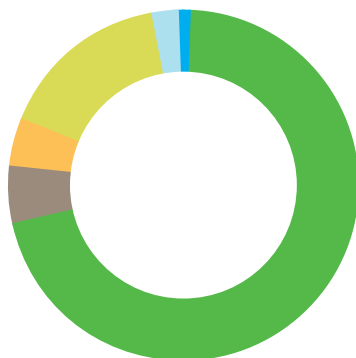
The remaining 13 pence in every £1 was spent to support our front line activity, including IT and premises around the country.

Charitable expenditure increased during the year by £3.5 million to £51.0 million (2010: £47.5 million) and of this 88 per cent was spent on care services (2010: 89 per cent).

The investment in fundraising and publicity has increased to £10.0 million (2010: £7.9 million), to ensure funds are generated to continue the Society's work.

£2.8 million was allocated to research during 2011 (2010: £2.3 million).

Expenditure by activity



■ £44.7m Care services ■ £3.2m Campaigning
■ £2.8m Research ■ £10.0m Fundraising
■ £1.5m Trading costs of subsidiaries ■ £0.4m Governance

Funds

Total funds as at 31 March 2011 were £28.0 million (2010: £28.4 million), of which £24.0 million (2010: £24.1 million) were unrestricted.

It is the Society's policy to hold free reserves equivalent to at least three months of charitable expenditure. As at 31 March 2011 the Society held free reserves equivalent to 4.8 months (2010: 5.1 months) of charitable expenditure.

In the light of the economic uncertainty and the pressures on public spending at the present time, the Board of Trustees feels that the above reserves cover is prudent and also allows for future growth in our service provision.

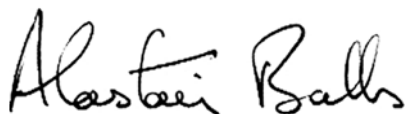
Summarised financial statements

For the year ended 31 March 2011

	2011	2010
Income and expenditure	£'000	£'000
Income		
Grants and contracts	23,634	20,540
Legacies	10,399	10,465
Subscriptions, donations and fundraising	21,719	21,485
Investment income	856	749
Other income including trading	5,037	5,472
Total income	61,645	58,711
Expenditure		
Care services	44,686	42,358
Campaigning	3,175	2,628
Research	2,785	2,288
Fundraising	10,019	7,870
Trading costs	1,498	1,883
Governance	403	272
Total expenditure	62,566	57,299
Balance sheet		
Fixed assets	26,167	25,801
Current assets	16,537	16,102
Creditors - falling due within one year	(11,562)	(11,027)
Creditors - falling due after one year	(3,118)	(2,488)
Net assets	28,024	28,388
Funds		
Restricted	4,049	4,256
Unrestricted	23,975	24,132
Total funds	28,024	28,388

Reporting on summarised financial statements

The information on this page is extracted from the Annual report 2010/11, which has been audited by Crowe Clark Whitehill who gave an unqualified audit opinion on 9 August 2011. The auditors have confirmed to the Trustees that these summarised financial statements are consistent with the full financial statements contained in the Annual report 2010/11. The Annual report was approved by the Trustees and signed on their behalf on 9 August 2011. The Annual report will subsequently be submitted to the Charity Commission and the Registrar of Companies. These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The Annual report 2010/11 may be obtained from the Company Secretary.*



Alastair Balls CB DL
Chair



John Grosvenor
Treasurer

*If you would like a copy of the Annual report 2010/11 please call or write to:
Company Secretary
Alzheimer's Society
Devon House
58 St Katharine's Way
London E1W 1LB

T 020 7423 3500
F 020 7423 3501

Society people During the year 2010/11

Royal Patron

HRH Princess Alexandra GCVO

President Emeritus

Sir Jonathan Miller CBE

Board of Trustees

Honorary Officers

Chair

Alastair Balls CB DL^{†*}

Re-elected 17 September 2010

Vice-Chair

Eileen Winston^{†}**

Re-elected 18 September 2009

Treasurer

John Grosvenor^{†#^}

Elected 18 September 2009

Board members

Ann Beasley CBE[#]

Elected 18 September 2009

Richard Crace^{#^}

Resigned 17 September 2010

Pippa Gough

Elected 17 September 2010

Thomas Haverty

Co-opted 17 September 2010

Christine Holloway

Elected 18 September 2009

Carys Howell

Resigned 17 September 2010

Professor Robin Jacoby

Elected 18 September 2009

Dr Linda Patterson OBE

Elected 17 September 2010

Dr Carolyn Popham

Resigned 17 September 2010

David Richardson^{#^}

Re-elected 17 September 2010

Ian Sherriff[^]

Elected 17 September 2010

Annette Southcott

Re-elected 18 September 2009

Alan Wells OBE^{*}

Elected 18 September 2009

All Trustees are elected by the Society's membership, or co-opted, in accordance with the Society's Memorandum and Articles of Association.

Chief Executive

Jeremy Hughes

from 29 November 2010

Ruth Sutherland

to 26 November 2010

Interim Chief Executive

Senior Management Team

Professor Clive Ballard

Director of Research

Rachael Bayley

from 21 March 2011

Director of Volunteering

Development

Andrew Ketteringham

Director of External Affairs

Matthew Sellen

Director of Corporate Resources

Jo Swinhoe

to 18 March 2011

Director of Fundraising

and Marketing

Brett Terry

Director of Human Resources

Ian Thomas

Acting Director of Services

Company Secretary

Matthew Sellen

to 23 August 2010

Deirdre Watson

from 23 August 2010

Professional advisers

Auditors

Crowe Clark Whitehill LLP

Chartered Accountants and

Registered Auditors

St Bride's House

10 Salisbury Square

London EC4Y 8EH

Bankers

HSBC Bank Plc

2nd Floor

1 Beadon Road

Hammersmith

London W6 0EA

Insurance brokers

Giles Insurance Brokers Ltd

Temple Point

1 Temple Row

Birmingham B2 5YB

Investment managers

Close Asset

Management Group

10 Exchange Square

London EC2A 2BY

Legal advisers

Charles Russell LLP

8-10 New Fetter Lane

London EC4A 1RS

Registered office

Devon House

58 St Katharine's Way

London E1W 1LB

Registered charity number

296645

Company registration number

2115499

Committee membership during the year (all or part of):

[#] Finance and Audit Committee Member

^{*} Nominations Committee Member

[†] Remuneration Committee Member

[^] Investment Committee Member

A big thank you

To all our supporters who helped us continue to fight against dementia in 2010/11.

Patrons

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

Vice-Presidents

Rt Hon David Blunkett MP
Baroness Browning MP
Professor Jim Edwardson
Sir John Gordon Hannam
Dr Nori Graham
Dr Anne Hunter
Morella Kayman
Dr Christine Kirk
Lord Morris of Manchester
Baroness Murphy
Anne Robinson
Professor Martin Rossor
Lady Saunders
Malcolm Wicks MP
Professor Gordon Wilcock

Ambassadors

Peter Ashley
Lynda Bellingham
Nick Bence-Trower
Baroness May Blood MBE
John Bowis OBE
Rosie Boycott
Jo Brand
Richard Briers CBE
Paul Brooks
Graham Browne
Tania Bryer
Paul Dacre
AA Gill
Russell Grant
John Griffith-Jones
Alison Halsey
Dame Denise Holt DCMG
John Hughes
Mike Kelly
Ruth Langsford
Sally Lindsay
Richard McCourt
Nicholas Mullings
Fiona Phillips

Barbara Pinton
Bill Reinking
Angela Rippon OBE
Heather Roberts
Tony Robinson
Robert Scott
Mike Tobin
Kevin Whately
Bill Wilson
Professor Bob Woods

Individuals

Mrs Celia Atkin
Mr Frank R Bishop
Mr Charles Hunt
Mr David Mayhew
Mr Ronald Rees
Mrs Pamela Smits
Mr Glyne Wetton
Mr Bert Williams
Miss Mary Wood

Companies

AA Basingstoke
Ainscough Crane Hire
Baker McKenzie
Barclays
Barclaycard
BBC Radio Merseyside
Bupa
Business in the Community
Campbell's Production Group
Caspari
Catlin
Credit Suisse
David Wilson Homes – South West
Dulux
easyJet
Eli Lilly and Company Limited
Eversheds LLP
Fuji Film
Grant Thornton UK LLP
HSBC Bank plc
Impact Theatre Company
Ing Wholesale Banking
JCA Group Ltd, 7th Floor
John Lewis
Johnson Matthey plc
KPMG
Law Society of Northern Ireland
Liverpool Victoria - Bournemouth

Lloyds TSB Foundations
Lockton
Marks and Spencer
Molins UK Pension Fund Trustee Ltd
Neil Clerk and Murray Solicitors
Nestlé
Novartis Pharmaceuticals UK Ltd
Olympic Delivery Authority
Orange
Phoenix Group
PricewaterhouseCoopers
Prudential
Rail Tours
Simplyhealth
Star Cargo plc
Tesco Stores Ltd
Ward Consultancy plc
Wales and West Housing Association
Wesleyan Assurance Society

Trusts, foundations and statutory bodies

29th May 1961 Charitable Trust
Charles Wolfson Charitable Trust
City Bridge Trust
Comic Relief – Campaigners' Network
Hon Mrs HD Lakin's Charity Trust
Lord and Lady Lurgan Trust
Peacock Charitable Trust
P F Charitable Trust
Robert Luff Foundation Ltd
Rosetrees Trust
Royal Air Force Benevolent Fund
The Alzheimer's Foundation
The Bernard Sunley Charitable Foundation
The C Charitable Trust
The Evan Cornish Foundation
The Freemasons' Grand Charity
The Hartley Charitable Trust
The Headley Trust
The Henry Smith Charity
The Herbert and Peter Blagrove Charitable Trust
The Ingram Trust
The Kirby Laing Foundation
The Milly Apthorp Charitable Trust
The Rayne Foundation
The Rowan Charitable Trust
The Rowse Family Trust
The Waterloo Foundation

What we're fighting for
Watch our films at alzheimers.org.uk/impact1011

alzheimers.org.uk

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

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

Alzheimer's Society operates in
England, Wales and Northern Ireland.

IR1011



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