A photograph of a middle-aged man with glasses, smiling and looking slightly to the right. He is wearing a dark jacket and is seated in a wheelchair. The background shows a brick wall and a white door. A large, woven basket hangs from the wall to the left.

Leading the fight  
against dementia

**Alzheimer's  
Society**

'I'm Brian and four years ago it was such a big shock to be diagnosed with dementia. I thought it meant the end of life as I knew it. Instead, with help from Alzheimer's Society I am getting on with life and enjoying myself as much as ever.'

**Here every step  
of the way**

Annual review 2015/16

We have had an exciting year of achievements in 2015/16, supporting thousands of people affected by dementia to live better in their local community through the delivery of our four strategic ambitions.

## 1. Meeting needs

We demonstrate the way in dementia care and support.

‘Each month my wife and I, and sometimes our daughter too, attend my local Dementia Cafe to talk to people who have dementia themselves and their family. I really value the information and help we get from speaking to others who find themselves in the same boat as us.’ Brian

110,000



This year our one-to-one and group-based services have supported over **110,000** people affected by dementia.

We now have **2,963** services providing support to people with dementia and their carers across local communities.



2,963



## 2. Sharing information

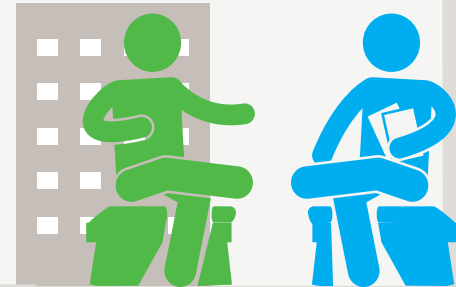
We aim to be the foremost point of contact for anyone dealing with dementia.

46,000

We had over **46,000** users of our online discussion forum, Talking Point.



Our Helpline now operates into the evenings and this year we supported over **40,000** people, 12% more than last year.




'My local Alzheimer's Society office is really helpful when we want information. We can ask our Dementia Support Worker any questions that come to us as my dementia progresses and she tries to find the answer. I really feel she's there to make me feel informed, happy and comfortable.' Brian

## 3. Advancing research

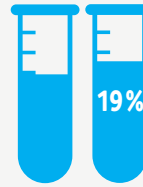
We lead partnerships and investments in research to improve care, advance prevention and move closer to a cure.



'Research is vital if we are to really put an end to dementia. That's why this year I'm taking part in my third research study since I was diagnosed so I can help the scientists find out more about why dementia develops and how it can best be treated.' Brian

£150m 

We helped influence the government to commit £150 million to a world-leading Dementia Research Institute. As a founding partner we have committed **£50 million**.

  
19%

We gave our largest number of new grants (50 worth £6.5 million) in a single year. Our total research portfolio grew by **19%** to 122 projects, an investment of £25 million.

#### 4. Inspiring change

We campaign for people affected by dementia to be able to live the lives they want.

‘I always kept myself to myself when I was a miner, and then a builder, but now I am a volunteer speaker for Alzheimer’s Society giving talks about dementia, be it to doctors, care workers or shop keepers to help them to understand more about what it is like to live with dementia. Every fortnight I also have lunch or go on a day trip with a few local men who have dementia so we keep each other company. I may be retired but I seem to be busier than ever.’ Brian

  
**18m**

We have supported the development of 152 dementia-friendly communities reaching an estimated **18 million** people.



**1.5 million**

Almost half a million people became Dementia Friends this year alone, an increase of almost 50% from last year and bringing the total to **1.5 million**.



**Alzheimer's Society are the UK's leading dementia support and research charity for people living with dementia, their families and carers.**

We provide services that deliver support and advice to people with dementia and their carers at every stage of their journey.

We campaign for the rights of people with dementia to be recognised so that they can live the life they want.

We drive and fund research into the cause, cure, treatment and prevention of dementia.

We are here, **every step of the way**, for the hundreds of thousands of people with dementia across every community.

Our work is delivered through our four strategic ambitions: meeting needs; sharing information; advancing research; and inspiring change.

## Meeting needs

**This year has seen us make important improvements to our services to better support people with dementia and their carers. We now run 2,963 services, many with the help of our 10,000 volunteers. Over 110,000 people affected by dementia have been supported by our one-to-one and group based services.**

Our Side by Side services have grown to 27 locations and a total of 1000 people have registered their interest with this service to tackle the social isolation often felt by people living with dementia, including those from hard to reach communities.

We delivered almost 300 days of training to the healthcare, social care, private and charity sector and received outstanding feedback from participants.

In Greater Manchester we have ensured dementia is a priority as health and social care are radically transformed

by devolution. We will continue to work with leaders in other devolving areas.

We ran a significant survey of 6,000 people affected by dementia to understand what matters most to them. This has helped us ensure our services are relevant and of the highest standard.



## Sharing information

**This year we focused on extending the reach of our information and support, enabling people to access it how, when and where suits them best so that people affected by dementia are empowered to make their own decisions and take control of their lives.**

Our Helpline, which is often the first point of contact for those looking for help, is now open into the evening. We supported over 40,000 people through the Helpline, 12% more than last year. We have relaunched our Living with Dementia magazine as well as distributed more than 100,000 copies of our Dementia Guide for people who have recently been told they have dementia.

Our online Helpline sessions have been extended and our redesigned online forum, Talking Point, had over 46,000 registered users. These services are of particular benefit to carers as they allow them to receive private advice

whilst they remain in the company of the person they care for.

To help people affected by dementia find local dementia services more easily we also launched Dementia Connect and online visitors have already made more than 100,000 searches. Together these developments have led to more than 35 million page views of our website.

To support continuous improvement across all of the information we provide, we surveyed 700 people affected by dementia. They told us the materials we offer are high quality, valued and have a positive impact.

## Advancing research

We continued to increase our investment in research and in 2015/16 we have supported 50 projects at a cost of nearly £6.6 million. We're unique amongst UK dementia research funders because we support research to improve the care of people with dementia, to search for a cure and improve diagnosis and treatment.

Our Research Network Volunteers, all people affected by dementia, have helped us decide what to fund and contributed to many research projects, giving 10,500 hours of their time.

The cutting edge research we funded has been featured in 92 peer-reviewed publications. One study's new finding is that brain training games can improve cognitive function in people over 50.

We influenced the government to commit £150m to establish a world-leading UK Dementia

Research Institute to bring about a step change in dementia research; and as a founding partner we committed £50m.

To help expand the overall capacity of the emerging dementia research community we have now supported a total of 87 Dementia Research Leaders to develop their career in dementia research.

## Inspiring change

We maintained a high level of public and political awareness of dementia through our influencing, policy, marketing and community engagement work. By the end of the year we had 1.5 million Dementia Friends alongside our Dementia Friends Champions helping to create communities in which people with dementia feel understood, valued and able to contribute.

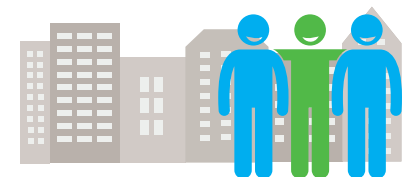
We ensured all the main parties made commitments on dementia in their General Election manifestos and we continue to work closely with Downing Street and the Department of Health.

We launched our hard-hitting Fix Dementia Care campaign with the aim to radically improve dementia care in hospitals. As a result, more than 10,000 people emailed the Chief Executive of NHS England calling for action.

Ahead of the 2016 Assembly elections we launched a manifesto for the 20,000 people living with dementia

in Northern Ireland and in Wales we published a report on the cost of dementia care.

Thousands of people have fundraised for us, with a record 50,000 joining our annual Memory Walk to donate almost £4 million. We welcomed a new partnership with HSBC alongside our existing corporate supporters who continue to help us enormously to raise vital funds and awareness.



# Society money

We have increased our income to **£97.9 million**, a rise of **8%**. This means we have again been able to increase our charitable expenditure this year to **£86.3 million**, up **12%**, helping us to make even greater progress towards our vision of a world without dementia.

## 8%

Our income grew to **£97.9 million** (2015: **£90.7 million**), an increase of **8%**

## 12%

Our charitable expenditure increased to **£86.3 million** (2014: **£76.8 million**), an increase of **12%**

## 89p

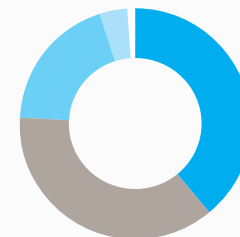
From every **£1** of expenditure, **89p** was spent towards improving the lives of people affected by dementia

## £58.7m

Our voluntary income increased by **12%** to **£58.7 million**

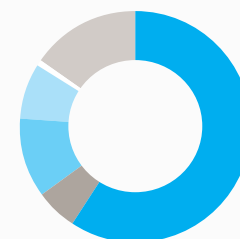
### Income by type

|                   |     |        |
|-------------------|-----|--------|
| Donations         | 37% | £36.5m |
| Contracts         | 36% | £34.8m |
| Legacies          | 23% | £22.2m |
| Trading and other | 3%  | £3.3m  |
| Investment        | 1%  | £1.1m  |



### Expenditure by activity

|                               |        |
|-------------------------------|--------|
| Meeting needs                 | £60.8m |
| Sharing information           | £6.2m  |
| Inspiring change              | £11.4m |
| Advancing research            | £7.9m  |
| Trading costs of subsidiaries | £0.8m  |
| Fundraising                   | £15.6m |







## A huge thank you

Thanks to all our committed supporters who helped us continue to fight dementia: our volunteers; our staff; our major donors; our corporate partners; our patrons; vice-presidents; ambassadors and the thousands of sponsored runners, walkers, bakers, singers and more.

# Our New Deal On Dementia

The last year has shown Alzheimer's Society changing lives in a way few would have thought possible five years ago. We have exceeded our ambitions set out in our strategy launched in 2012.

Yet there is much still to be done given the growing number of people with dementia with many not receiving a timely diagnosis, nor the care and support they and their carers deserve. Equally, more research is needed not only to offer new hope for tomorrow but also better support for people today.

To be able to face these challenges we have decided it's time for Alzheimer's Society to take our next bold step. Building on all we have achieved and guided by the experiences of people affected by dementia, our next five-year strategy will set out an ambitious **New Deal On Dementia** to deliver the change that is needed.

Our **New Deal On Support** will mean everyone affected by dementia will know we are here for them and can access information, advice and support.


Our **New Deal On Society** will mean we will have inspired millions of passionate people to join the growing dementia movement to enable more people affected by dementia to live better lives in their community, free from exclusion.

Our **New Deal On Research** will mean there will be more and better funded researchers working on cure, care and prevention – and that the results are put into practice quickly so a real difference can be made to people's lives.

To help us deliver our New Deal On Dementia we need to raise more money than ever before.

Change is needed and our New Deal On Dementia will ensure we make it happen.

**We are united  
against  
dementia.**

The background features a dark blue field with several thick, overlapping, light blue lines that create a sense of movement and depth. These lines intersect and curve across the frame. In the lower right corner, there is a white rectangular area containing two paragraphs of text.

**We have developed a bold new look and feel to help everyone know who we are and understand what we stand for.**

**We will be launching our new brand in early 2017 to support our New Deal On Dementia strategy to deliver transformational change for people affected by dementia over the next five years.**

## Our corporate partners and major donors

### Corporate partners include

Arthur J Gallagher  
Barclays Bank Plc  
BNP Paribas  
Celesio  
Compass Group Healthcare  
Deloitte  
E.ON UK plc  
Eli Lilly and Company  
Flight Centre Travel Company  
Home Retail Group Plc  
HSBC Bank Plc  
Instant Print  
ITV (Text Santa)  
John Lewis Partnership  
Jupiter Asset Management Plc  
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Simply Health  
Société Générale  
Swiss Re  
Tesco Plc  
Thales  
Waitrose  
WACL Charity Sub Committee  
Zurich Community Trust

### Major donors include

Professor Lindsey Allan  
Julia Anson  
Bill Brown's Charitable  
Settlement Of 1989  
Caroline van den Brul MBE  
Richard Childs and  
Debbie Perrin  
C H K Charities Limited  
City Bridge Trust  
Community Foundation  
(Tyne & Wear)  
February Foundation  
Garfield Weston Foundation  
Laurence Geller CBE  
Mr & Mrs A E R Goulty's  
Charity Trust  
Hampton Fuel Allotment  
Charity  
Hazel Usher Fund  
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Management Trust  
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Kinsurdy Charitable Trust  
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People's Health Trust  
Richmond Parish Lands  
Charity  
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Royal Air Force Benevolent  
Fund  
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Foundation  
The 29th May 1961  
Charitable Trust  
The Anthony and Pat  
Charitable Foundation  
The Atkin Foundation  
The Atlantic Philanthropies  
The BACIT Foundation  
The Ballinger Charitable Trust  
The Barcapel Foundation  
The Bay Tree Charitable Trust  
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The Cheruby Trust  
The Childwick Trust  
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Charitable Trust

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Charitable Trust  
The Souter Charitable Trust  
The Trott Family  
Charitable Trust  
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The Waterloo Foundation  
The Westminster Foundation  
Glyne Wetton



**Royal Patron** HRH Princess Alexandra,  
The Hon Lady Ogilvy, KG, GCVO  
**Chair to September 2016** Ann Beasley CBE  
**Chair from September 2016** Stephen Hill  
**Chief Executive** Jeremy Hughes CBE

**Alzheimer's Society**

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AR2015/16

Leading the fight  
against dementia

**Alzheimer's  
Society**