

IUAD Partners

Defeating dementia
sooner

Insurance
**united
against
dementia**

In partnership with



IUAD Partners is a group of committed individuals from across the insurance industry, united by a vision of a world without dementia.

Working with Alzheimer's Society, they are investing in pioneering research to turn that vision into a reality.

'IUAD Partners play a crucial role in Insurance United Against Dementia, the Alzheimer's Society campaign that challenges our industry to raise £10m for dementia research by 2022.

Dementia doesn't discriminate. It touches us all. That's why we've put competition aside and come together as individuals to defeat dementia sooner.

Just as we – in our daily work – get people's lives back on track after a crisis, so we, as IUAD Partners, have made long-term personal commitments to enable millions of people to defy dementia, now and in the future.

We urge you to join us.'



Paul Jack
Partner & Director
Lockton



Richard Dudley
CEO, Global Broking Centre
Aon Risk

Dementia devastates lives. It strips away memories, relationships and connections to the world. It is now the UK's biggest killer.

Those who help beat it will be the heroes of tomorrow.



One in three people born today will develop dementia in their lifetime.



For every pound we spend on caring for someone with dementia in the UK, less than 1p is spent on dementia research.

The yearly cost of dementia to the UK is an eye-watering £26.3 billion. Two-thirds of this is picked up by people with dementia and their families.



'As Alzheimer's Society turns 40 years old, it's inspiring to see so many people from across the insurance industry – friends, colleagues, rivals – uniting to transform the lives of people affected by dementia. It's a collective show of support completely without precedent in our history.'

I truly believe we're within touching distance of life-changing breakthroughs in dementia research. Thanks to the generosity of IUAD Partners, those discoveries could come even sooner than we think.'

Jeremy Hughes, CEO, Alzheimer's Society

'My husband Michael was diagnosed with dementia in 2005 and I cared for him at home for 12 years. Becoming a carer was extraordinarily difficult because I lost my identity – I stopped being Michael's wife and became his primary carer.'

In April 2017 it was decided Michael was no longer safe at home and he was moved to a care home. I was devastated. Michael is the most special person to me and I was sending him off to be cared for by strangers. And the financial burden just adds to the stress and emotional toil – Michael and I pay £500 a week to get the care he needs and I'm terrified of what will happen when our savings run out this year.'

This is why research is so important. Not only is it the only way we'll ever find a treatment or cure, it's also crucial to improving care in the here and now: making better quality, more affordable support available to people like Michael and me.'

Lynda Basford, West Sussex



The beginning of the end for dementia

Thirty years ago, a diagnosis of HIV was considered a death sentence. Today, thanks to sustained investment in research, it is manageable with a single daily pill. At Alzheimer's Society, we want to achieve the same transformation for people with dementia. Now is the time to act.

In the last five years, we've spearheaded amazing progress. We've helped to triple the number of clinical trials for treatments, and facilitated watershed discoveries – for example revealing some of the earliest changes in the brain related to dementia, which

we now know can occur a full 15 years before symptoms start to show. These insights have transformed how we go about dementia research – paving the way for major breakthroughs that will shape all our futures.



IUAD Partners: defeating dementia sooner

Our priority now is to accelerate progress so we can achieve these crucial advances more quickly. That's where IUAD Partners come in: providing funds for three vital Alzheimer's Society programmes, each designed to ensure that the benefits of dementia research are felt by people living with the condition as quickly as possible:

The UK Dementia Research Institute (UK DRI)

Catalysing breakthroughs through cutting-edge discovery science

Dementia Research Leaders

Ensuring we have the best scientific minds working on dementia – today and tomorrow

Centres of Excellence

Driving innovation in dementia care to improve people's lives today

To become an IUAD Partner, we ask that you make a personal annual pledge of £5,000 or more for the duration of the IUAD campaign. Gifts may be restricted to one or more of the above programmes, or could be directed to other areas of our work if so desired.

Those making a commitment of £50,000 or more will be recognised as Patrons of IUAD Partners in acknowledgment of their extraordinary contribution to our campaign.

The UK DRI: sparking a dementia research revolution

The brain is complex, and so is dementia. But the challenge of unpicking this complexity has been exacerbated by underfunding, and a lack of collaboration between researchers.

The UK DRI is changing this once and for all. This landmark initiative marks an unprecedented investment in dementia science. It is bringing 700 world-leading researchers into one unique collective, spanning six top UK universities and disciplines from biology and chemistry to engineering and mathematics.

By contributing to the UK DRI as an IUAD Partner, you will enable scientists to use these fresh perspectives to fill critical gaps in our understanding of dementia: improving care today, while accelerating the quest for a cure.

‘The UK is brimming with scientific talent. My vision for the UK DRI is a vibrant, ambitious and interactive neuroscience community that harnesses that potential in a way we’ve never seen before.’

The timing is perfect. Any of the 50 programmes in the UK DRI has the potential to reveal the eureka moment a scientist longs for – a discovery that fundamentally changes how we approach or treat dementia.’

Professor Bart De Strooper
Director of the UK DRI

Dementia Research Leaders: investing in exceptional people

Only the brightest minds can tackle the most complex challenges. Yet for every four researchers working in cancer, there is only one focused on dementia.

Our Dementia Research Leaders programme rectifies this through grants that encourage the most skilled scientists and healthcare professionals to turn their talents to dementia.

Nurturing these ambitious individuals early in their careers strengthens the dementia research community of the future – creating leaders who will, in turn, inspire others.

By investing in this programme, the benefits of your support as an IUAD Partner will be felt for many years to come – unlocking exponential growth and progress, and catalysing the longer-term breakthroughs in treatment, prevention and cure that are so desperately needed.



Centres of Excellence: transforming lives today

People have told us time and again that dementia care in the UK is inadequate and fragmented. Too often it's left to the 670,000+ family carers to pick up the pieces – many of whom are forced to give up work to look after their loved ones. We urgently need to find solutions.

Underfunding is part of the problem. But we also need to be clearer about what good dementia care looks like. And we must do more to ensure this understanding is applied by those designing and delivering care – reducing the burden on family carers, and enabling more people to live well with dementia.

Alzheimer's Society is the only UK charity investing in research to improve care for people living with dementia

today, as well as finding a cure for tomorrow. By supporting our three Centres of Excellence as an IUAD Partner you'll be part of our biggest investment in care research to date. Thanks to you, our researchers will build knowledge of good practice, alongside people living with dementia and local stakeholders, in order to vastly improve the wellbeing and independence of everyone affected by this terrible condition.

'It's vitally important that people with dementia are able to live as well as possible.'

Professor Linda Clare
Alzheimer's Society Centre of Excellence
University of Exeter



'It took five years for my husband Antony to get a diagnosis. The whole process was appalling. I knew for years that something was wrong but no-one would listen to me.'

At one point someone even told me that all we needed was marriage counselling. When we finally got the diagnosis I felt vindicated, but also devastated. Dementia really is the most challenging condition. It's so tiring and isolating. With loneliness and friends turning their back it's unimaginably tough. Above all, watching him deteriorate, the man I absolutely adore, has been completely heart-breaking.'

Liz's husband Antony was diagnosed with frontotemporal dementia in 2012. Antony now lives in a care home.

How your support could help

IUAD Partners

- UK DRI
- Dementia Research Leaders
- Centres of Excellence

£11,000

could enable a group of research volunteers to shape vital research into how we can best support family and professional carers at our UCL Centre of Excellence, by covering their costs for one year

£5,000

could pay for 15 MRI scans of people with dementia, helping to reveal the changes the condition causes in the structure of the brain, which could then be targeted by drugs

£34,000

could fund three years of the time needed from an expert statistician in one of our Centres of Excellence, ensuring that the huge amount of data collected is robustly analysed – revealing what good care really looks like, and how it can be achieved

Patrons of IUAD Partners

£85,000

could fully fund a three year PhD project, enabling an exceptional student to research the cause, care, cure or prevention of dementia

£50,000

could fund two years' worth of experiments with an Illumina sequencing machine: enabling researchers to analyse large amounts of genetic data – building knowledge of the genes that influence dementia risk, and bringing us closer to new treatments

£100,000

could cover the costs of running one of our Senior Fellowships for a year, supporting an exceptional researcher and their team to make the breakthroughs in dementia treatments we so desperately need

Acknowledging your support

We recognise that making a long-term gift is a serious commitment. In recognition of this, we'll ensure you feel closely connected to the impact of your contribution – providing regular updates on relevant projects, as well as opportunities to get closer to our research.

You will also have many occasions to network with your fellow IUAD Partners – at our annual IUAD Partners reception, and at other events, including exclusive laboratory visits throughout the year.

Patrons of IUAD Partners will be offered a range of additional, tailored benefits – including invitations to meet our research team one-on-one, along with naming opportunities at our partner institutions.

And of course you'll be part of a unique community of like-minded individuals from across the insurance industry, each of whom has come together in defiance of a condition that threatens us all.

Revolutions require risks

The insurance sector helps people to realise their full potential by managing risks. Now we ask you to help us realise the dream of a world without dementia: enabling our brilliant researchers to take the risks needed to give hope to people living with dementia, today and tomorrow.

Together, IUAD Partners and Alzheimer's Society are on the brink of something special. Your support today can help us to revolutionise the dementia landscape sooner – transforming the lives of millions of people.

This is the moment to make a difference.

Will you join us?

Want to know more?

In this brochure, we've given you a flavour of what your support could achieve. To learn more, or to become an IUAD Partner today, please get in touch or visit www.alzheimers.org.uk/iuad

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'I can think of no other disease that has such a profound effect on loss of function, loss of independence, and the need for care. I can think of no other disease so deeply dreaded by anyone who wants to age gracefully and with dignity.

I can think of no other disease that places such a heavy burden on families, communities, and societies. I can think of no other disease where innovation, including breakthrough discoveries to develop a cure, is so badly needed.'

Dr Margaret Chan OBE
Former Director-General, World Health Organisation

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

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