

IUAD Partners

Defeating dementia
sooner

In partnership with

Insurance
**united
against
dementia**



IUAD Partners are 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.

Please join us in becoming an IUAD Partner by making an annual personal donation to Alzheimer's Society's crucial research. Together we can make a real, lasting difference to the millions affected by dementia — now and in the future.'



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



Dementia is now the UK's biggest killer. Without a cure, one in three people born today will develop the condition.



1 mill

Nearly **one million people** live with dementia today — and over 90% rely on unpaid help from family and friends.



£26.3bn

Dementia costs the UK economy **£26.3 billion a year**. Two thirds of this cost is shouldered by people living with dementia and their families.

By joining IUAD Partners and making an annual personal donation to ground-breaking research, you can help to shape all our futures — and those of the next generation.

'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

IUAD Partners

The beginning of the end for dementia

Thirty years ago, a diagnosis of HIV was a death sentence. Today, thanks to sustained investment in research, hundreds of thousands of people live well with the condition. We urgently need a similar transformation for people with dementia. Your support can make it happen.

In just the last five years, Alzheimer's Society has spearheaded amazing progress. Its researchers have helped to triple the number of clinical trials for treatments, and facilitated watershed discoveries — shedding light on some of the earliest changes in the brain, which we now know can occur a full 15 years before symptoms start to show.

These insights have transformed dementia research — paving the way for major breakthroughs that will spell the end of dementia.

Research has the power to deliver the change we need. But the dementia research community urgently needs more funding to accelerate progress - delivering decisive advances more quickly.

IUAD Partners are helping to fund three vital programmes to ensure these benefits are realised as rapidly 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

Care Research at the Centres of Excellence

Improving people's lives today by driving innovations in dementia care

We ask our IUAD Partners to make a personal annual donation of a minimum of £5,000 for three years or more to the programmes above.

In recognition of this incredible commitment you'll receive:

- Personalised updates on the research you are helping to fund
- Invitations to events with fellow IUAD Partners and Alzheimer's Society Ambassadors

- Opportunities to attend lab tours led by our funded researchers
- Recognition for your support on our website and annual report

IUAD Partners making an annual donation of £25,000 or more will be recognised as Patrons for their extraordinary contribution to dementia research. Patrons will receive additional opportunities to get closer to our research, including one-to-one meetings with our brilliant researchers.

The UK DRI: sparking a dementia research revolution

The UK DRI is a once-in-a-lifetime opportunity. With dementia research finally at a tipping point, it has been meticulously designed to change the course of dementia forever – transforming the lives of hundreds of millions of people.

At the heart of the UK DRI are its brilliant people: 700 of the world's leading dementia scientists, uniting like never before to catalyse progress towards improved care, treatment and, ultimately, a cure.

Within the next 5-10 years, we are confident that these brilliant individuals – working together – will deliver tangible innovations in dementia treatment, prevention, diagnosis and support that enable millions of people to go on living fulfilling lives for longer.

‘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



UK DRI Spotlight: Professor Elaine Holmes

Professor Elaine Holmes and her team aim to identify specific molecules — ‘biomarkers’ — that can tell us if a person has dementia before they develop symptoms. If her work is successful, it could provide the world with a simple test that will screen people for dementia, before critical brain cells are lost forever.

£13,000 a year could cover the cost of ground-breaking sequencing technology to determine if certain types of gut bacteria might be more likely to produce biomarkers that are associated with cognitive decline.

£56,000 a year could fund an expert chemist, enabling them to develop tests to detect and identify biomarkers associated with early signs of Alzheimer's disease.

£71,000 a year could cover the cost of running 12,000 of these tests on patient samples, looking for biomarkers that distinguish people with Alzheimer's disease and mild cognitive impairment from healthy individuals.

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's only one focused on dementia.

Dementia Research Leaders bridges this gap by encouraging 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.



Dementia Research Leaders spotlight: Dr Francesco Aprile, University of Cambridge

Dr Aprile is exploring a new way to tackle one of the major treatment targets for Alzheimer's disease — amyloid protein. He is developing an antibody that prevents toxic amyloid clumps from forming, avoiding damage to brain cells. If Dr Aprile is successful, his industry partners could help bring the new therapy to market faster, taking the first step toward finding a treatment to stop Alzheimer's disease from developing.

£10,000 a year could cover the essential laboratory supplies needed to study the amyloid protein and carefully design antibodies to stop it from clumping together to form plaques.

£21,000 a year could fund a PhD student to assist Dr Aprile in preparing solutions and purifying amyloid protein, ensuring the project runs smoothly.

£50,000 a year could cover Dr Aprile's annual salary costs, supporting Alzheimer's Society to fund this exceptional researcher's project — encouraging him to continue committing to dementia research in the longer term.

Centres of Excellence: transforming lives today

As well as funding studies to bring us closer to effective treatments and a cure, Alzheimer's Society is the only UK charity investing in research to improve the lives of people living with dementia today.

Underpinning this are the three Centres of Excellence: each filling crucial gaps in our understanding of what good dementia care looks like, and how best to implement it.

Across these centres, researchers are creating solutions that will permanently transform dementia care: taking us from the inadequacy, fragmentation and unaffordability of the status quo, to a world where people with dementia can live independently, with dignity, for as long as possible.

'We want to address what resources are needed to provide a better quality of care, and how these can be successfully delivered.'

Professor Louise Robinson
Alzheimer's Society Centre of
Excellence Newcastle University



Centres of Excellence spotlight: Professor Louise Robinson, Newcastle University

Professor Robinson is developing an exemplary new model of post-diagnostic dementia support, delivered through primary care. By understanding what works best for people recently diagnosed with dementia — while also building bridges with GPs across England, Wales and Northern Ireland — her study has the potential to ensure every single person diagnosed with dementia receives the high-quality support they deserve.

£5,000

a year could cover the establishment and maintenance of the Dementia Care Community, a dedicated group of service users, providers and commissioners, who are ensuring the experiences and needs of people affected by dementia are the driving force behind this work.

£24,000

a year could provide researchers with everything they need to conduct 138 interviews and focus groups across the UK as they develop and evaluate their novel, evidence-based model of care.

£50,000

a year could fund the salary of a postdoctoral researcher and ensure we can continue to nurture the dementia care researchers of tomorrow.

Be part of history

Since the launch of the initiative in autumn 2018, our incredible IUAD Partners have committed £300,000 to critical dementia research. This generous support will significantly increase understanding of dementia, accelerating progress to the landmark discoveries that will transform the dementia landscape forever.

But in order to truly realise our dream of a world without dementia, we need more like-minded individuals to stake their claim and join our community of IUAD Partners.

Research is at a tipping point. This is the moment to make a difference. Will you join us?

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

Jeremy Hughes
CEO Alzheimer's Society



Thank you to our IUAD Partners:

Ian Branagan

Graham Clarke

Sian Fisher

Paul Galvin

Andrew and Sophie Horton

Paul and Julie Jack

Lucy Raymond

Hayley Robinson

Chris Wallace

All our anonymous IUAD Partners

Want to know more?

In this booklet, 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

Emily Kilkenny
Manager, IUAD Partners

Helpline number

0300 222 1122

Registered office

43-44 Crutched Friars,
London EC3N 2AE



iuad@alzheimers.org.uk



alzheimers.org.uk/iuad



[@InsuranceUAD](https://twitter.com/InsuranceUAD)



[Insurance United Against Dementia](https://www.linkedin.com/company/Insurance-United-Against-Dementia)



Registered with
**FUNDRAISING
REGULATOR**

Alzheimer's Society operates in England, Wales and Northern Ireland.
Registered charity no. 296645.