

# one

ALZHEIMER'S SOCIETY  
ANNUAL REVIEW 2005/2006

# **One** organisation, with **one** shared vision, everywhere

**One** hundred years ago, a German neurologist, Dr Alois Alzheimer, discovered a disease which cannot yet be cured, but can be alleviated.

Alzheimer's disease is just **one** of around **one** hundred different diseases that cause dementia. These diseases affect over three-quarters of a million people in the UK today.

**One** Society does everything possible to support people with dementia and those who care for them.

Our Society – the Alzheimer's Society.



## Achievements

- We campaigned to keep the only drug treatments for people with dementia available on the NHS.
- We expanded our programme to raise care home standards.
- We launched an online dementia research journal.
- We set up an operational directorate to deliver quality services everywhere, spending a mere 1 per cent on issues related to governance.
- We raised more money from donors and supporters than ever before – an increase of 14 per cent on last year.



**"We have made fantastic progress over the past 12 months.**

**After extensive consultation with our members and other stakeholders, we moved from approving the design for a new organisational structure to implementation.**

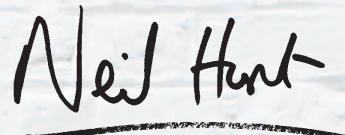
**The new structure will deliver an increased number of services for people with dementia and their carers throughout England, Wales and Northern Ireland.**

**We set new standards. Not just in quality but also in consistency.**

**In our new unity is a new strength. Together, we can eliminate ignorance wherever it exists – from the corridors of power to the doctor's surgery.**

**We are determined to make a vital difference to thousands of people's lives this year and for years to come.**

**Together, we can go forward with one shared vision."**

  
Neil Hunt

Neil Hunt, Chief Executive



**One** ultimate aim:  
to find a cure



With £1.6 million to invest in research, our Quality Research in Dementia (QRD) programme gives equal priority to **cause, cure and care**.

There is so much still to be learned – in each area.

We involve people with first-hand experience of dementia at the most important stages in the research process – from setting strategy to awarding grants.

They set the priorities.

We have our own QRD consumer network, 150 people strong. It includes people diagnosed with early-stage dementia, current and former carers.

The consumer network has given us solid scientific evidence of the benefits of the drugs that NICE feels unable to recommend to the NHS.

We also have evidence that providing training to the lowest paid staff in care homes provides quality of life and decreases the use of neuroleptic drugs – sometimes called ‘the chemical cosh’.

# Donations are our lifeblood. Each **one** makes a vital difference

**Our fundraising income grew by £1.8 million (14 per cent) last year.**

## Individual giving

People support us through legacies, in memorium donations, one-off cash gifts, payroll giving, membership subscriptions and standing orders. Legacy income grew by 33 per cent last year.

## Local fundraising

Our branches involve their local communities in many ways – from golf days to fashion shows, from concerts to Memory Walks – and raised over £800,000.

## Sponsored events

This year, more than 2,000 supporters took on challenging and life-changing adventures for the Society, raising over £1 million in the process.

## Fundraising with companies

Many companies were involved in team-building challenges and office fundraising events to support the Society. In 2005/2006, staff at Marsh, the world's leading risk and insurance specialist, raised £125,000.

## Charitable trusts

We raised nearly £1.3 million from trusts and statutory sources, with long term givers such as the Excel Fund and the RAF Benevolent Fund joined by more than 60 new supporters.

Many individual efforts.  
One wonderful result.

## Achievements

- The Mike Gooley Trailfinders Charity gave £400,000.
- Overseas challenges alone raised over £560,000.
- 5,000 people took part in the Memory Walk and raised £135,000 between them.
- Legacies contributed over £6 million, almost one-fifth of our charitable income.



**One** objective – a better life for people with dementia and their carers



**ONE  
SOCIETY**

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**Drug treatments** for people with Alzheimer's disease dominated the campaigning agenda last year.

The National Institute for Health and Clinical Excellence (NICE) recommended in 2005 that no one with Alzheimer's disease should have access to Alzheimer's drugs on the NHS. NICE's reason? Cost – a mere £2.50 per person per day.

The appraisal committee which made the recommendation did not include a single person with specialist knowledge of dementia.

We led a robust campaign challenging NICE's decision. As a result of our activity, over 9,000 people wrote to NICE to protest – the biggest ever public response it has received. In January, NICE performed a significant U-turn and said that people in the moderate stages of Alzheimer's could have the drugs on the NHS.

The campaign continues.

**We are proud to provide a powerful voice for those who might otherwise be ignored or marginalised.**

### In the media

In 'Coronation Street', factory owner Mike Baldwin, played by actor Johnny Briggs, brought the reality of Alzheimer's to millions of viewers.

On BBC Radio 4, former Midlands business tycoon Jack Woolley was diagnosed with dementia in 'The Archers'.

### Key achievements

- We received record media coverage for the Society through maximising opportunities such as the 'Coronation Street' storyline.
- We stopped the insurance industry abandoning its moratorium on genetic testing.
- We saw personal rights for people with dementia preserved in the Mental Capacity Act.
- Over 5,000 called our helpline in response to TV coverage.



The background of the page features a soft-focus photograph of a young boy with blonde hair, wearing a red t-shirt. He is standing and playing with several colorful streamers or ribbons that are suspended in the air around him. In the foreground, there are some blue plastic shopping bags and a white bowl containing what looks like candy or small treats.

**For thousands of people  
with dementia and their carers,  
branches are the vital point of contact.**

Local services meet local needs.

Our new structure enables branches to provide more and better services everywhere.

Volunteers and staff work in partnership to provide a wide range of services.

We spent almost £24 million on care services in England, Wales and Northern Ireland.

In an average week, almost 31,000 people are supported by our local branches.

- Over 9,500 receive information and advice
- Over 6,500 receive carer support services
- Over 3,000 attend day care
- Over 1,500 receive home care services
- Over 1,500 use befriending services
- Almost 8,000 use a wide range of additional services.

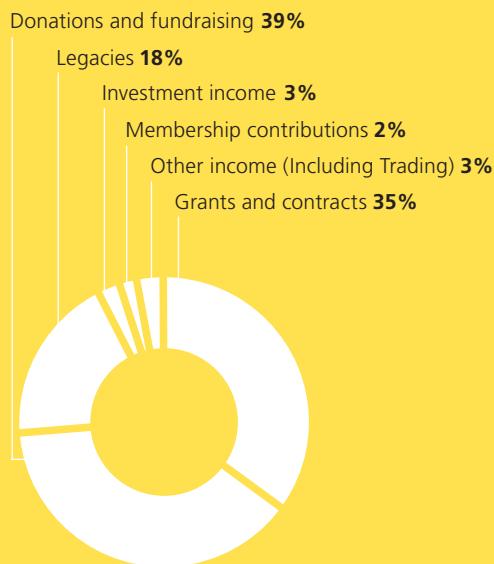
**The commitment and passion of over 5,000 volunteers helped to make all this possible.**

**One** branch network.  
Thousands of local services

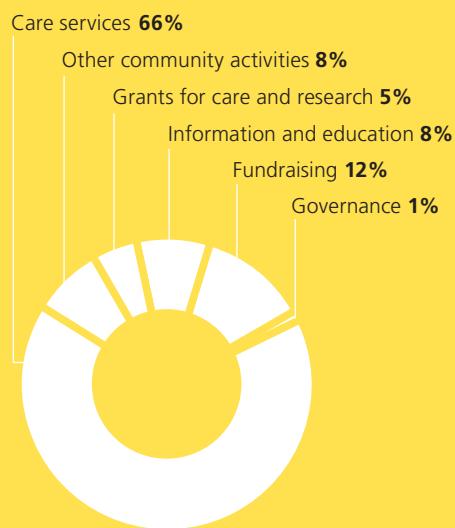


# Society money

## Income



## Expenditure



## Overview

In 2006, the Society's total income from its national organisation, branches and subsidiaries increased by 13 per cent to £37.5 million

Subscriptions, donations and fundraising income, which account for 41 per cent of total income, grew by £1.8 million or 14 per cent. This includes an additional £0.8 million raised in branches by our branch volunteers and staff. Legacies performed particularly well, growing by £1.7 million or 33 per cent over last year.

The continued success of the Society's raffle and overseas treks contributed to an increase in turnover in Alzheimer's Trading Limited of more than £0.6 million to £1.1 million. In addition, as a result of the company's activities, the Society received donations of £0.3 million.

All these successes enabled the Society to spend £31.9 million (2005: £27.5 million) on its charitable activities during 2005/2006.

## Highlights for the year

- £23.9 million was spent on care services in local and national centres across the country.
- A total of £2.8 million (£0.4 million more than last year) was spent on developing new services and branches and supporting volunteer-led activity.
- The Society spent £0.3 million on caring grants to those in crisis in response to 504 applications.
- Governance costs were 1 per cent of expenditure and include the costs of national and branch governance and administration to meet constitutional requirements.

## The One Society programme

Included in expenditure are a number of investments made in support of the One Society programme. £1.6 million of one-off costs were incurred on a range of items, including programme management, redundancies and recruitment, additional HR support, adjustments to our network of offices and the first phase of investment in a new accounting system. Additional ongoing costs of £0.5 million were also incurred, mainly on additional staff posts in the new services directorate and associated support functions. This expenditure will enable us to address outstanding issues of risk and governance and provide a solid platform from which to develop more and better services for people with dementia.

## Society volunteers and staff

The Society continues to recognise and value the skills, diversity and commitment of its volunteers and staff. It has a trustee-led working group to consider how one of its values, inclusion, can be demonstrated in every aspect of the Society's work. The inclusion policy was finalised, and the group is now looking at how to embed its principles into all parts of the charity.

We had over 5,000 volunteers supporting the work of the Society during 2005/2006. In the year, the Society benefited significantly from the work of the volunteer taskforce, which aims to keep volunteering at the heart of the Society and to enable volunteers to have a voice in every aspect of its activity.

The Society is committed to developing the potential of all.

# Summarised financial statements

FOR THE YEAR ENDED 31 MARCH 2006

INCOME AND EXPENDITURE	2006 £'000	2005 £'000
<b>Unrestricted income</b>		
Grants and contracts	8,811	7,369
Legacies	6,033	4,479
Donations and fundraising	5,806	4,927
Membership contributions	695	635
Investment income	429	293
Other income (including trading)	1,074	657
<b>Total unrestricted income</b>	<b>22,848</b>	<b>18,360</b>
<b>Restricted income</b>		
Grants and contracts	4,309	5,700
Legacies	927	748
Donations and fundraising	8,781	7,883
Investment income	599	597
Other income	56	44
<b>Total restricted income</b>	<b>14,672</b>	<b>14,972</b>
<b>TOTAL INCOME</b>	<b>37,520</b>	<b>33,332</b>
<b>Expenditure</b>		
Care services	23,904	20,627
Information and education	2,986	2,541
Grants for care and research	1,775	1,279
Other community activities	2,809	2,439
Fundraising	4,225	3,175
Governance	415	563
<b>TOTAL EXPENDITURE</b>	<b>36,114</b>	<b>30,624</b>
<b>BALANCE SHEET</b>		
Fixed assets	6,370	5,054
Current assets	22,701	21,010
Creditors – amounts falling due within one year	(3,004)	(3,384)
Creditors – amounts falling due after one year	(1,719)	(505)
<b>Net assets</b>	<b>24,348</b>	<b>22,175</b>
<b>Reserves</b>		
Restricted	17,118	15,679
Unrestricted	7,230	6,496
<b>Total reserves to support expenditure</b>	<b>24,348</b>	<b>22,175</b>

If you would like a full set of financial statements, please call or write to:

The Company Secretary, Alzheimer's Society,  
Gordon House, 10 Greencoat Place, London SW1P 1PH

Telephone: 020 7306 0606 Fax: 020 7306 0808  
Email: [enquiries@alzheimers.org.uk](mailto:enquiries@alzheimers.org.uk)

## Reporting on summarised financial statements

The information on this page is extracted from the full trustees' report and financial statements which have been audited by Horwath Clark Whitehill who gave an unqualified audit opinion on 21 August 2006. The auditors have confirmed to the trustees that the summarised financial statements are consistent with the full financial statements for the year ended 31 March 2006. The trustees' report and financial statements were approved by the trustees and signed on their behalf on 21 August 2006. They 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 full trustees' report, audit report and financial statements may be obtained from the company secretary (see below)

Signed on behalf of the trustees

  
**NAD Carey** Chairman

  
**VC Watton** Honorary Treasurer

# A big thank you to each and every **one** of you

We are very grateful for every donation that we receive. However, owing to space limitations, we are unfortunately unable to list all of our donors here.

## Individuals

- Ms Lynda Bellingham
- Ms Jo Brand
- Mr Johnny Briggs
- Mr Richard Briers
- Mr Paul Brooks
- Ms Tania Bryer
- Ms Nicola Duffett
- Ms Britt Ekland
- Mr Julian Fellowes
- Ms Pauline Fleming
- Mr AA Gill
- Mrs Selina Graham
- Mr Russell Grant
- Mr Rupert Hill
- Mr C Hunt
- Mr Alex Lawler
- Mr Ryan Lee
- Ms Sally Lindsay
- Mr Richard McCourt
- Lord Moser
- Mr WM Mullings
- Nolan Family
- Ms Fiona Phillips
- Mr Mick Quinn
- Ms Claire Rayner
- Mr William Reinking
- Mr Tony Robinson
- The William Scott Estate
- Ms Alison Sinclair
- Mr and Mrs Walmsley
- Ms Sasha Weld-Forester
- Mr Dominic Wood

## Associations, groups and clubs

- The London Welsh Male Voice Choir
- The Marches Highland Ball
- Woodstock Rotary Club - official charity of annual 10km run

## Companies

- Barlow Lyde & Gilbert
- Chelsea Football Club Ltd
- Club La Costa (UK) plc
- GMS Estates Limited
- HBOS plc
- ITV Granada
- Kelsey Housing Association
- Kier Group plc
- Marsh
- Mercer
- N M Rothschild & Sons Limited
- Novartis UK
- Pfizer UK
- Roundhouse HealthAd
- Shire Pharmaceuticals Ltd
- Smiths Group plc
- St Luke's
- Star Cargo plc
- Tesco Charity Trust
- The Go-Ahead Group plc
- The Link Asset & Securities Co. Ltd
- Yule Catto & Co plc

Thanks also to the many other local authorities and social services departments in England, Wales and Northern Ireland.

## Trusts and Foundations

- 29th May 1961 Charitable Trust
- Bill Brown's Charitable Settlement of 1989
- CHK Charities Limited
- Charles Wolfson Charitable Trust
- Comic Relief
- Daneway Charitable Trust
- Donald Forrester Trust
- D'Oyly Carte Charitable Trust
- Dunhill Medical Trust
- Elizabeth & Prince Zaiger Trust
- Elizabeth Frankland Moore and Star Foundation
- Excel Fund
- Herbert & Peter Blagrave Charitable Trust
- Ingram Trust
- Magnet Charitable Trust
- Mike Gooley Trailfinders Charity
- Peacock Charitable Trust
- PF Charitable Trust
- Philip & Marjorie Robinson's Charitable Trust
- Pilkington Charitable Trust
- Robert Barr's Charitable Trust
- Rosetrees Trust
- Royal Air Force Benevolent Fund
- ShareGift
- Steinberg Family Charitable Trust
- The Alzheimer's Foundation

## Statutory and other funding bodies

- The Big Lottery Fund
- Department of Health
- Health and Social Services Executive Northern Ireland
- National Assembly for Wales

Many thanks to various other local authorities and social services departments in England, Wales and Northern Ireland.



Supported by

**The National Lottery®**  
through the Big Lottery Fund



# Society people

## ROYAL PATRON

HRH Princess Alexandra GCVO

## PRESIDENT EMERITUS

Sir Jonathan Miller CBE

## PRESIDENT

Jon Snow (until March 2006)

## BOARD OF TRUSTEES

Persons who served during the year to 31 March 2006

## HONORARY OFFICERS

### Chairman:

Dr Nicholas Carey FCGI+#+\*

### Vice Chairman:

Irene Kerr#+#

### Honorary Treasurer:

Graham Dewhirst+#+\*

(resigned 23 August 2005)

Charles Watton +#+\*

(appointed 13 December 2005)

## BOARD MEMBERS

A review of the Society's memorandum and articles of association took place in 2004 and 2005. From the date of the annual general meeting in 2005, the board of trustees reduced its number from 24 to between ten and 12 members. From that date all new trustees would be elected by the whole membership and not by members of regional committees. The list below reflects those changes and, where a region is indicated, this only applies until 16 September 2005.

The executive committee had its last meeting on 21 June 2005, from which date the number of full trustee meetings during each year was increased.

**Dr Joe Blackledge MBE (Midlands)** (resigned 16 September 2005)

**Corinne Clarke (North West)** (resigned 16 September 2005)

**Richard Crace #**

**John Finnigan (Trent)**

**Allan Graham#**

(resigned 1 February 2006)

**Peter Laycock (Eastern)**

**Bill Megraw (Northern Ireland)**

(resigned 14 June 2006)

**William Mitchell\***

(resigned 16 September 2005)

**Marilynne Morgan CB\***

**Alan Peters**

(resigned 16 September 2005)

**Dr Carolyn Popham (Southern)**

**Mervyn Powell (Wales)**

(resigned 16 September 2005)

**Stephanie Sandell #**

(appointed 16 September 2005)

**Judy Thompson (Northern)**

(resigned 16 September 2005)

**Dr Daphne Wallace**

**Linda Webber\***

(resigned 28 February 2006)

**Pat Wilson (Yorkshire)**

(resigned 16 September 2005)

**Eileen Winston (Central) #\***

**John Wood**

(resigned 16 September 2005)

\* executive committee members until 21 June 2005

# audit committee members

+ remuneration committee members

## CHIEF EXECUTIVE

Neil Hunt

## COMPANY SECRETARY

Lindsay Sartori



**Alzheimer's Society**  
Dementia care and research

# forall

**Alzheimer's Society Dementia Helpline 0845 300 0336**  
**[www.alzheimers.org.uk](http://www.alzheimers.org.uk)**

Alzheimer's Society, Gordon House, 10 Greencoat Place, London, SW1P 1PH  
Telephone 020 7306 0606, Fax 020 7306 0808  
Donation Hotline 0845 306 0898, Email [info@alzheimers.org.uk](mailto:info@alzheimers.org.uk)

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