

62%

of people living in care homes in the UK have dementia

100,000

people develop dementia every year in the UK

£17 billion

the cost of dementia to the UK every year

Now read about the people
behind the statistics

Annual Review 2008/09

100,000 people
dementia every
the UK – that's
person every 5

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People develop
every year in
the world's one
5.3 minutes.

Chair's statement

I am impressed on a daily basis by how much this organisation achieves. Our campaigning voice is louder and stronger than ever before, our research programme truly ground-breaking, our information services of exemplary quality. And of course, through our network of branches we provide a lifeline for thousands of vulnerable people each year.

However, I am also deeply conscious of the scale of the challenge we face. With an estimated 700,000 people with dementia in the UK, the need for the services and support the Society provides is immense. In the coming years we must equip ourselves to reach out to an increasing number of people, in more and more communities across England, Wales and Northern Ireland, if we are to achieve our vision of a radically improved world for people with dementia.

Thanks to the hard work and commitment of the Society's staff and volunteers over the last three decades, we are now poised on the brink of a time of unprecedented change. The profile of dementia has never been higher, and with the launch of the National Dementia Strategy for England (and the forthcoming dementia plans in Wales and Northern Ireland), there is the potential for the Society to play a significant part in the transformation of dementia care and support in the UK. In this, our landmark thirtieth year, we owe it to ourselves, our supporters, and – most of all – to all the people whose lives are affected by dementia, to seize the opportunities that lie ahead.



Alastair Balls.

Alastair Balls CB
Chair

Chief Executive's statement

It may well be that in the future we will look back on this last year as one in which dementia care in the UK turned a huge and significant corner. The launch of the National Dementia Strategy for England in February 2009 signalled a new recognition on the part of government of the needs and priorities of people with dementia and those who care for them – and we hope soon to see the results of similar undertakings in Wales and Northern Ireland. Alzheimer's Society has been gearing up to respond to the opportunities it presents; in particular we have been developing our Dementia Adviser service through which we aim to provide the highest quality information, signposting and support to people in communities around the country.

The publication of the Society's Services Strategy signalled our intention to expand and improve the level of support we are able to provide. With a twofold focus on growth and on quality, it sets us ambitious goals for the future – goals we absolutely must achieve.

There can be no question that challenging times lie ahead. We must adapt to a changing external environment, deliver against our promises to expand our reach, and ensure all the while that the needs, rights and voices of people with dementia remain the driving force behind everything we do.



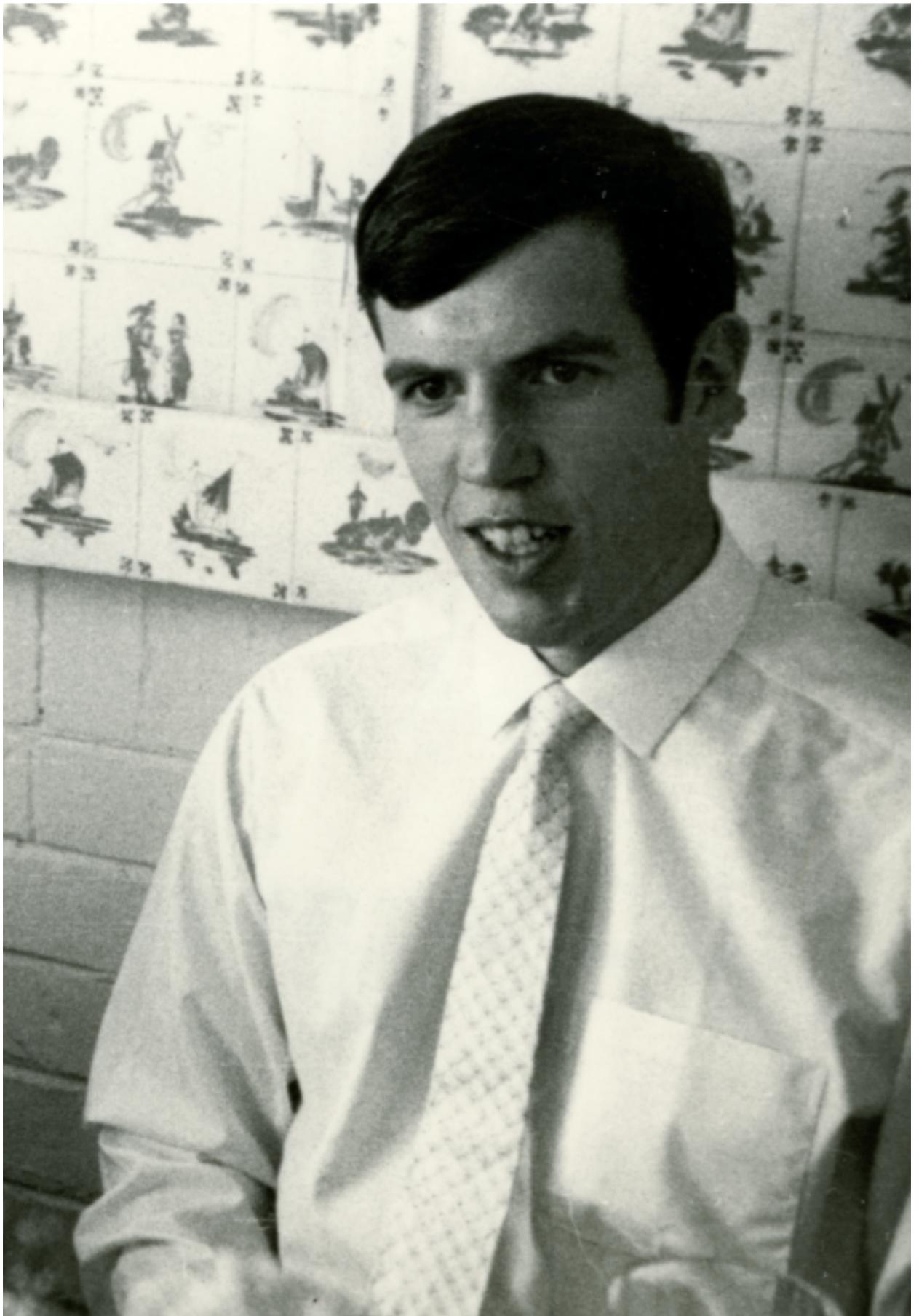
A handwritten signature in black ink that reads "Neil Hunt". The signature is written in a cursive style with a horizontal line underneath the name.

Neil Hunt
Chief Executive

In the early days of his illness, my husband was honest about his condition and told his friends and work colleagues. This was his undoing because he was dropped like a hot brick.

The dictionary defines stigmatise as 'brand as unworthy or disgraceful' and this is precisely how people viewed my honest, kind and funny husband. He was aware of his leper-like status but persevered with his socialising. People shunned him.

Denise wife of David,
younger person with dementia



Raising our voices

Advising the government

Making dementia a health priority has been a real achievement. The Department of Health in England has recognised our significant contribution to the National Dementia Strategy launched in February 2009. We are being asked for advice in England and also in Wales and Northern Ireland.

Out of the shadows and beyond

Sir Terry Pratchett's foreword helped us to win attention for our report *Dementia: Out of the shadows*. The report describes the experiences of people leading up to and following a diagnosis of dementia. It provided people with dementia an opportunity to explain what it is like to live with the stigma associated with the condition. The findings will help us monitor progress in improving the quality of life of people living with dementia – one of our main objectives.

Together with the All-Party Parliamentary Group on Dementia we investigated the use of antipsychotic drugs given to people with dementia in care homes and urged an end to what the MPs called 'dangerous over-prescribing'. The Department of Health in England is now conducting its own investigation. The National Dementia Strategy for England also advises against inappropriate medication.

£2.8 million

the amount raised by more than 18,000 people who signed up to an event or donated to our Old Gold Appeal in 2008/09.

Campaigns

In July 2008 we launched a major campaign encouraging people to ask for help if they are worried about their memory, or concerned about someone else's. Two million leaflets in 12 languages have prompted over 100,000 requests for information. Funded by the Department of Health for England and pharmaceutical companies Eisai Ltd, Pfizer Ltd, Novartis Pharmaceuticals UK Ltd, and Shire Pharmaceuticals Ltd in Wales and Northern Ireland, the campaign is helping people with dementia symptoms get the help they need.

Our partnership with the Northcliffe Media Group for our annual Memory Walk helped us raise awareness of dementia.

Through the support of Daily Mail readers we raised £150,000 in the paper's Christmas appeal.

Our Patrons, Vice-Presidents and Ambassadors work tirelessly for us and we thank them for their tremendous support.

Last but not least, we thank people living with dementia who work with us to help raise awareness of the challenges that they face daily, and to gain recognition for something which is often misunderstood.

'It was as if the thunder clouds had been taken away because they had given me an answer to why I was treating my family like a louse – which is so not my nature.'

Person with dementia

**The government
invests eight times less
in dementia research
than cancer research.**

The very heart of our work

The challenges we face

The new national dementia strategies, plus the growing numbers of people with dementia, challenge us to develop our own services. We want to reach out to more people, to improve their quality of life, and for no one to experience dementia alone.

Dementia Cafés

Our 100 cafés across England, Wales and Northern Ireland support over 2,000 people each month. They are safe, sociable places, where carers and people with dementia can get information and support.

The Shaftesbury Memory Café, which we run in partnership with Dorset NHS, has won Derek Dodd, our Service Manager for Dorset and the Channel Islands, the prestigious NHS Dorset Health and Social Care Award for Mental Health Well-being.

Dementia Advisers

The new Dementia Adviser service we are developing will provide reliable information tailored to the individual's needs, so that people with dementia can make decisions that are right for them. The service provides a contact who can explain about appropriate services, including our own services. We are testing the service in Sheffield, Coventry, Bromley and Greenwich.

Increasing services

We ran over 1,900 services in 236 locations across England, Wales and Northern Ireland. Our wide range of services includes advocacy, befriending and other home and day support.

'I need help with achieving a better quality of life. I want to improve this quality of life. I need something active to be happening.'

Carer



There have been stark changes in our lives over the last five years. Then he was walking, attending a day centre and interacting.

Nowadays we are flat bound creatures, the living room window our eye onto the world. As he's no longer able to walk or stand, the ugly hoist reigns supreme.

Lonnie's vibrancy has diminished, but not vanished. We see it in his smiles, hear it in his laughter.

Maria wife of Lonnie,
person with dementia

Knowledge and skills

Creating an effective workforce is crucial if we are to transform the culture of dementia care.

Highlights of 2008/09

- 6,500 care staff sat the exam for the Yesterday, Today, Tomorrow training programme.
- 250 people attended our seminars.
- We designed training to ensure all organisations can make the most of the new training resource, Tomorrow is another day.
- In partnership with the Social Care Institute for Excellence we developed an e-learning resource that can be used by people working with those affected by dementia.
- After a successful pilot of the Dementia Champions programme across six Bupa care homes, 180 carefully selected staff across the UK will now receive this training. The programme is aimed at staff leaders in care homes to give them the skills, confidence and freedom to improve day-to-day practice and support colleagues in building a strong culture of person-centred care.

In 2009/10 we aim to train 10,000 people to provide better care through our Tomorrow is another day programme.

Dementia Knowledge Centre

In May 2008 we officially opened the Dementia Knowledge Centre. Located in our central office, this library and information resource is for health and social care professionals, researchers, trainers, staff and volunteers. Its collection ranges from medical research to personal stories and films. The online Dementia Catalogue is accessible to all.

Talking Point

2008 saw Talking Point, our online discussion forum, attract 170 new registrations every month. There are now over 7,500 members. By the end of March 2009 almost 200,000 messages had been posted. Talking Point offers vital support to people affected by dementia and we have promoted the service at the Alzheimer's Europe conference and the UK Dementia Congress.

Helpline enquiries soar

Our national dementia helpline responded to over 20,500 enquiries in 2008 – nearly a fifth up on the previous year. Our user survey showed that almost all the enquirers found the service so useful and our helpline advisers so well informed that they would recommend us to others.

Our Worried about your memory? campaign together with the publicity generated by an ITV Tonight programme, fronted by the Society's Ambassador Kevin Whately, helped to drive the increase in calls.

'I thoroughly enjoyed the day. It has given me new ideas and ways to improve my day-to-day care of people with dementia.'

Senior care worker attending an Alzheimer's Society seminar

Investigating causes, improving care

Through research we strive to improve treatment and care services for people today and to develop public health strategy to prevent dementia and search for a cure for tomorrow.

Research to inform prevention

Finding out more about all the risk factors associated with dementia may teach us how to reduce our chances of developing dementia. This year we commissioned researchers to systematically review all the high quality evidence in a number of crucial areas. Four of these summarise all the research about stroke, heart disease, obesity and hypertension and their links with vascular dementia. Another three assess whether diet and/or exercise protects against the development of dementia.

In 2008/09 new funded research projects included

Why do nerve cells die?

Researchers at Bristol University are investigating links between two nerve cell proteins important for memory and understanding and a gene for Alzheimer's disease. The hope is that this will help explain the death of nerve cells in Alzheimer's disease.

A new diagnostic tool

This study at Cardiff University is testing proteins in blood as the possible key to finding a simple blood test for Alzheimer's disease.

The 'tau' protein: a vital clue?

A team at Southampton University continue to explore the mechanisms of nerve cell death in Alzheimer's disease, focusing on the abnormal form of the 'tau' protein in people with the disease. This work could shed light both on how Alzheimer's disease develops and on possible treatments.

Supporting young scientists

To ensure the future of dementia research we need a strong community of researchers. That is why we fund young scientists. In 2008/09 we funded three new PhD students, enabling them to get started in dementia research. They are variously studying the chemistry of the brain during dementia, creating a profile of a rare form of Alzheimer's disease and looking for a new brain scan for diagnosing dementia.

We also awarded two fellowship grants. One of our research fellows is studying the genetics of Alzheimer's disease, and the other is investigating the role of inflammation in the disease.

Working in partnership

Together with the Stroke Association we are funding the first stage of a clinical trial involving 600 stroke patients. Do cholesterol- and blood pressure-reducing drugs cut the risk of developing dementia after a stroke? Positive results may lead to a government-funded trial with 2,800 patients.

Brains for Dementia Research (BDR) is a joint funding venture between Alzheimer's Society and the Alzheimer's Research Trust. It aims to encourage brain donation for research and is now actively recruiting donors.

To recruit more volunteers for clinical trials into dementia, we have worked with the National Institute for Health Research (NIHR) and the Dementias and Neurodegenerative Diseases Research Network (DeNDRoN) to improve potential volunteers' access to a NIHR-approved clinical trials database. People with dementia and their carers can find out about joining clinical trials.

£3 million

our spending on research in 2008/09.



To begin with she would just be at a loss for a word. After about eight years she couldn't speak at all, except with her eyes. She still loved to dance and smile and then finally she couldn't move at all – and all we could do was hold her hand and whisper our love to her.

Jane daughter of Monica,
person with dementia

The numbers that matter so much

Ever-growing numbers of people are choosing to support our work.

In 2008/09

- over 300 charitable trusts and other grant-givers gave us £1.6 million; more than 81 per cent of this income was repeat donations
- more than 18,000 people signed up to an event or donated to our Old Gold Appeal, raising over £2.8 million
- companies donating and fundraising for us gave us more than £1.1 million
- we received 334,833 donations from individuals; more than 25,000 of these were from people giving for the first time
- raffles raised over £1 million.

Around 13,000 people took part in our biggest ever Memory Walk, with 330 walks across England, Wales and Northern Ireland raising over £400,000.

Keeping good company

Our partnerships with companies continued to help us to raise vital funds

- we secured new partnerships with KPMG and easyJet
- Britannia raised £403,000 for us by encouraging staff to raise at least £80 each
- we were the Bupa Great Runs nominated charity for 2009.

The Jaguar Enthusiasts Club raffle raised over £45,000.

Through grants and trusts

We received a £550,000 grant from the Department of Health in England to support our Worried about your memory? campaign.

The Henry Smith Charity gave us £358,400 towards research and selected us as a dementia research partner.

£9.2 million

the amount left to us by people in their Wills or in memory of a loved one.

Volunteers: an essential ingredient

The numbers are growing

As the numbers of people with dementia increase, more lives are being touched by this condition. This factor, together with the increasing profile of Alzheimer's Society, has attracted more people to become volunteers with us. With the support of over 5,000 volunteers, we are helping increasingly more people with dementia and those who care for them.

Volunteers make a vital contribution to our work, from befriending people with dementia to working in our Dementia Cafés. They also fundraise and help with campaigning and research.

In 2008/09 we launched our employee volunteering scheme in partnership with KPMG.

Recognition for volunteers

Our volunteers continue to gain recognition for their commitment, through our own William Brooks Awards for raising awareness and helping people with dementia.

Accurate and accessible information

We are committed to providing up-to-date information to support carers and people with dementia along their dementia journey. This year we

- reviewed, updated and redesigned almost 90 information factsheets
- developed three new Living with dementia leaflets and updated the four existing publications. The leaflets advise people with dementia on a range of topics; from understanding their diagnosis and managing their money, to how they can continue to remain physically active.

The number of visits to our website to access authoritative information exceeded our target of 1.2 million – over 1.6 million visits were made.

'It is my passionate wish that Alzheimer's Society should go on flourishing so that others can benefit.'

Supporter, pledging a legacy

Society money

Income

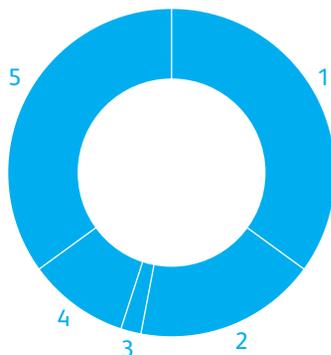
Total income grew in the year by £6.2 million or 14% to £51.7 million (2008: £45.5 million). £1.7 million of this growth was in grants and contracts for services provided through branches, and this now represents 35% of total income evidencing both the importance of, and the demand that exists for, our branch based services. Subscriptions, donations and fundraising income grew by £3.6 million, and now represent 35% of total income.

Other income streams achieved more modest growth levels, although Legacy income was strong and contributed nearly 18% of all income.

Though the fundraising and trading costs increased by £2.1 million this year, the increased investment in fundraising across the Society has enabled increased charitable activity and has also allowed us to achieve substantial partnerships with, for example, KPMG and Bupa, which will benefit all parts of the Society.

Total income

- 1 Donations and fundraising: 35%
- 2 Legacies: 18%
- 3 Investment income: 2%
- 4 Other income (including trading): 10%
- 5 Grants and contracts: 35%



The increase in investment has also helped drive the significant increase in our income, to provide £43.9 million (2008: £39.7 million) for the Society to spend on its charitable activities.

Expenditure

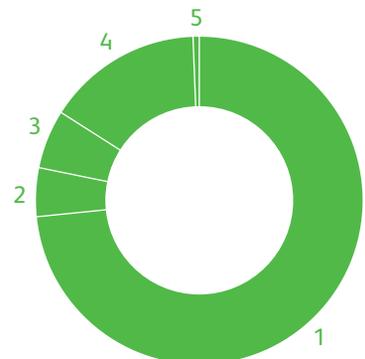
Total charitable expenditure increased during the year by £5.4 million. Almost 90% of this expenditure continued to be in providing care services and direct services to people with dementia and those who care for them.

There was also an increase in campaigning and awareness raising expenditure, to £2.5 million (2008: £1.7 million), while governance costs, which covers only those costs incurred in complying with constitutional and statutory requirements in line with SORP 2005, was almost the same as last year at £280,000.

Research spending increased 80% to £2.9 million (2008: £1.6 million).

Total expenditure

- 1 Care services: 73.4%
- 2 Campaigning and awareness raising: 4.8%
- 3 Research: 5.8%
- 4 Fundraising: 15.4%
- 5 Governance: 0.5%



Summarised financial statements

For the year ended
31 March 2009

	2009 £'000	2008 £'000
Income and expenditure		
Unrestricted income		
Grants and contracts	16,006	13,664
Legacies	8,157	6,487
Donations, fundraising and membership	18,952	16,138
Investment income	1,143	1,188
Other income (including trading)	1,730	1,783
Total unrestricted income	45,988	39,260
Restricted income		
Grants and contracts	2,299	2,943
Legacies	1,104	1,484
Donations, fundraising and membership	2,328	1,769
Investment income	22	26
Total restricted income	5,753	6,222
Total income	51,741	45,482
Expenditure		
Care services	37,432	34,057
Campaigning and awareness raising	2,473	1,749
Research	2,965	1,647
Fundraising	7,837	5,737
Governance	280	270
Total expenditure	50,987	43,460
Balance sheet		
Fixed assets	17,887	8,810
Current assets	17,036	23,890
Creditors-amounts falling due within one year	(8,330)	(7,408)
Creditors-amounts falling due after one year	(2,047)	(574)
Net assets	24,546	24,718
Reserves		
Restricted	4,514	4,834
Unrestricted	20,032	19,884
Total reserves to support expenditure	24,546	24,718

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 18 August 2009. 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 2009. The Trustees' report and financial statements were approved by the Trustees and signed on their behalf on 11 August 2009. 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.*



Alastair Balls CB
Chair



John Grosvenor
Treasurer

*If you would like a full set of financial statements please call or write to:
The Company Secretary
Alzheimer's Society
Devon House
58 St Katharine's Way
London E1W 1JX
T 020 7423 3500
F 020 7423 3501

Society people

Royal Patron

HRH Princess Alexandra GCVO

President Emeritus

Sir Jonathan Miller CBE

Board of Trustees

Honorary Officers

Chair

Alastair Balls CB⁺*

Elected 14 September 2007

Vice-Chair

Eileen Winston⁺**

Elected 15 September 2006

Treasurer

Charles Watton⁺**

Resigned 31 December 2008

John Grosvenor⁺**

Appointed 1 January 2009

Board members

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Re-elected 14 September 2007

Thomas Haverty

Co-opted 15 January 2009

Carys Howell^{*}

Elected 14 September 2007

Wendy Jones

Elected 15 September 2006

Peter Laycock

Re-elected 15 September 2006

Marilynne Morgan CB^{*}

Re-elected 15 September 2006

Dr Carolyn Popham

Re-elected 14 September 2007

David Richardson[#]

Elected 14 September 2007

Annette Southcott

Elected 15 September 2006

All Trustees are elected by the Society's membership in accordance with the Society's Memorandum and Articles of Association.

Chief Executive

Neil Hunt

Senior Management team

Prof Clive Ballard

Director of Research

Nigel Benjamin to 30 January 2009

Director of Human Resources

Andrew Ketteringham

Director of External Affairs

Matthew Sellen

Director of Corporate Resources

Ruth Sutherland

Chief Operating Officer

Jo Swinhoe

Director of Fundraising and Marketing

Caroline Wayment

from 1 November 2008

Interim Director of Human Resources

Company Secretary

Matthew Sellen

Professional advisers

Auditors

Horwath 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 Wealth Management Group

10 Crown Place

London EC2A 4FT

Legal advisers

Charles Russell LLP

8-10 New Fetter Lane

London EC4A 1RS

Registered office

Devon House

58 St Katharine's Way

London E1W 1JX

Registered charity number

296645

Company registration number

2115499

Constitution

Alzheimer's Society is a charitable company limited by guarantee, registered as a charity in November 1979 and incorporated as the Alzheimer's Disease Society on 26 March 1987. On 1 October 1999 the charity changed its name to Alzheimer's Society. The Society is governed by its Memorandum and Articles of Association. Revisions to the Memorandum and new Articles of Association were adopted by special resolution at an Extraordinary General Meeting on 19 March 2005.

[#] Audit Committee Member

^{*} Nominations Committee Member

⁺ Remuneration Committee Member

[^] Investment Committee Member

A big thank you

We are grateful to our supporters who helped us continue to make a difference to people affected by dementia in 2008/09. Unfortunately we are unable to list everyone because of space limitations.

Patrons

Prof David J Brooks
Dame Judi Dench
Britt Eklund
Lord Moser
Prof Steven Rose

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Maysel Evelyn Raddcliffe
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James Cyril Thomas
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David and Christine Walmsley

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AWE – Graduate programme
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Barclays
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BMRB Media
Britannia
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Concerts from Scratch
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John Good – theatre programmes
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Nestlé UK Ltd
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Bill Brown's Charitable Settlement of 1989
Cecil & Hilda Lewis Charitable Trust
CHK Charities Ltd
Comic Relief
Comic Relief through Action on Elder Abuse
Daneway Charitable Trust
D'Oyly Carte Charitable Trust
Department of Health
Exel Fund

Foreman Williams-Jones Foundation
Grocers' Charity
Hartley Charitable Trust
John Coates
The John Ellerman Foundation
Mrs J F Ker's Charitable Trust
Peacock Charitable Trust
Philip & Marjorie Robinson Charitable Trust
Pilkington Charitable Trust
Rita Allen Charitable Trust
Robert Luff Foundation Ltd
Rosetrees Trust
The Rowse Family Trust
Sharegift
The 29th May 1961 Charitable Trust
The Alborada Trust
The Alzheimer's Foundation
The Elizabeth and Prince Zaiger Trust
The Evan Cornish Foundation
The Henry Smith Charity
The RAF Benevolent Fund
W H & A Hawkins Charitable Trust
William Scott Foundation



People with de
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work to ensure
perspectives i
our activities.

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inform all

alzheimers.org.uk

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

SRW0809



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