

Trustees' report and annual accounts

For the year ended 31 March 2013

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We are the UK's leading support and research charity for people with dementia, their families and carers.

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Chair and Chief Executive's introduction

Welcome to our Trustees' report 2012/13

Our vision is a world without dementia. With a record £5.3 million spent on new high-quality research in the last year, we are moving forward towards that goal. But there are 800,000 people in the UK living with dementia who need our help now.



Jeremy Hughes
Chief Executive

This has been the first year of our five-year strategy, Delivering on Dementia, and our four strategic ambitions set out to mobilise thousands of people. Our volunteers and staff will change the face of dementia research, demonstrate best practice in dementia care and support, provide the best advice to anyone seeking support, and bring about improvements in the care and support provided by others. All this is only made possible thanks to the generosity of our supporters who raised an amazing £38 million in a hard economic climate, making our total income for the year £71 million.

Our face-to-face services, delivered across England, Wales and Northern Ireland, have grown significantly in the past year. Over 100 new Dementia Cafés and over 80 new Singing for the Brain Groups are just two highlights. At the same time, we reached 33,000 people concerned about dementia through the Dementia Community Roadshow, and responded to 27,512 enquirers to our Helpline, which is now open seven days a week. There were six million visits to our website – that's two million

more than the previous year – and our online community, Talking Point, now has 26,554 members – a rise of 36% over the year.

We launched our four-year User Involvement Plan – supported by over 50 staff members who have volunteered to be user involvement champions. This plan will help ensure that all our work is truly informed by people living with dementia.

Beyond our own direct service provision, the first year of the Prime Minister's Challenge on Dementia in England has enabled us to be more ambitious in pushing for much-needed improvements in health and social care. The dementia strategies in Wales and Northern Ireland have likewise started to bring about better care for people with dementia, in the NHS and in the wider community. But many challenges remain – not least the separation of health and social care, and the chronic underfunding of the latter leaving so many facing the disproportionate costs not inflicted on those with other diseases; a cost we have termed the 'dementia tax'.



Alastair Balls CB DL
Chair

Progress on creating dementia-friendly communities has been remarkable. From an ambition of 20 towns and cities on the path to becoming dementia friendly by 2015, we already have over 50 in the first year. Alongside this, we launched our Dementia Friends programme, recruiting and training volunteers who will run awareness sessions in their local communities, reaching one million people by 2015.

Finally, to return to research, we achieve maximum impact with our funding through working in partnership, including a total of £1.775 million committed over the next three years to the Brains for Dementia Research brain bank programme and £1.1 million for a world-leading study on vascular dementia. As in our other work, the engagement of volunteers, in this case through the Research Network, is the envy of many.

Over the following pages we report on what we've achieved against our four strategic ambitions over the year. This progress reflects not just the hard work and commitment of all our volunteers and staff but the strong leadership and governance of a tireless Board of Trustees and Strategic Leadership Team.

Jeremy Hughes
Chief Executive

Alastair Balls CB DL
Chair

Chair's thank you

In 2007, when I became Chair, the Society already had a well-deserved reputation for successfully championing the welfare of those with dementia and their carers, as well as being the foremost dementia charity in the UK. Over the past five years the Society's achievements have gone farther than we possibly could have hoped for: dementia has been pushed high up the public and political agenda and there are now national dementia plans in England, Wales, and Northern Ireland. We are continuing to grow dementia-friendly communities and have also made dementia part of the national and international conversation.

The successes of the last five years have also presented a challenge to the Society and have seen it modernise its structure – moving from branches to localities to enable improved quality and reach. We have also developed our infrastructure, introducing new systems and processes to support our staff and volunteers to ensure timely reporting and decision making.

I have been both inspired and humbled by the passion and commitment of Society members, trustees, volunteers and staff – working on the front line and behind the scenes to maximise the impact of our many strands of work. But people affected by dementia remain at the heart of what we do – their needs and rights recognised, and their communities supportive.

I am rightly proud of the time I have had at the Society, joining for part of its amazing journey from small beginnings to a much-admired and very successful institution. This could not have been achieved without the support of my colleagues on the Board, the Chief Executive and the senior managers. I know we will go on to reach even greater achievements and I will take great pleasure in knowing I played my part in helping to improve the lives of people affected by dementia.

Alastair Balls CB DL
Chair

Demonstrate the way in dementia care and support (improving quality)

We use our extensive experience and expertise to provide high quality, inclusive and innovative services – either directly or in partnership – that people with dementia and their carers want and need. We lead the way, and help encourage others to improve and develop services.

Assessing quality and standards

- We completed a detailed review of our services to make sure that, wherever they live, people affected by dementia receive a consistent and high quality service that truly meets their needs. Staff, volunteers, commissioners and the people who use our services all contributed to the review. We also embarked on a Society-wide programme to train and support our staff regularly to evaluate the difference their service makes to people affected by dementia.
- Our internal quality framework, introduced in October, now provides a way of measuring the impact that specific actions and interventions have had on services. The framework focuses on three main areas: safety, effectiveness, and the person's experience.

- We made sure that we comply with the Commissioning for Quality and Innovation payment framework (CQUIN) and the Quality, Innovation, Productivity and Prevention (QIPP) collection. This has helped us to win several tenders over £100,000, including a Dementia Adviser service in Hampshire, dementia support services in Birmingham, and a non-pharmaceutical intervention project in the north of England.
- As part of the review of our services, we looked at how we can adapt them to meet the changing needs of people with dementia and their carers. We expanded our Dementia Adviser service (from 44 to 70 services), as commissioners are recognising that offering specialist support and information at the point of diagnosis helps both the person with dementia and their family or carers to understand the condition and plan for the future. This review has led us to develop new initiatives, such as a programme

for people recently diagnosed with dementia, which complements our Carers' Information and Support Programme.

- We evaluated all our non-registered home support, leisure and well-being, and befriending services, and used the findings to develop a combined service – called Community Support – offering improved support for people with dementia. The Care Quality Commission in England and the Care and Social Service Inspectorate Wales monitored and evaluated our registered Home Care and Support services in England and Wales, and found them to exceed the regulated standards.
- We continued to maintain or enhance our performance in equality and diversity, service user involvement and monitoring and evaluation, under the PQASSO kitemark, the quality standard for third sector organisations.

Encouraging innovation and good practice

- Through our Charity of the Year Partnership with Tesco, we established an Innovation Fund to encourage creative ideas for initiatives that will benefit people affected by dementia. So far these have included a dance project, reading aloud groups, cognitive stimulation activities, and a service to support people when they're admitted to hospital.
- In January, we launched our User Involvement Plan – a four-year programme of work to develop a robust and sustainable culture of involving people with dementia across our organisation. To support this work, we set up an advisory group of people with dementia and carers, as well as a network of 50 involvement champions. We delivered user involvement training to 120 staff, and initiated four pilots to develop and test a new volunteer role supporting people with dementia to take part in user involvement activities. We also developed three more Service User Review Panels to help make sure all our work is informed by people with dementia.
- We sought and shared good practice on personal budgets. We're the lead partner in the Think Local Act Personal

(TLAP) Personal Budget and Older People project, which launched two reports in January highlighting the barriers older people face in using their personal budget. We secured funding for 2013/14 to work with Nottinghamshire County Council to implement a dementia-friendly approach to personal budgets, and to work with Southwark Council in London to produce a support planning toolkit for people affected by dementia.

- We continued our programme of work to make sure our own services are responsive to personal budget holders and people paying for their own services. This included commissioning market research among people responsible for making decisions about someone's care and support, and developing tools and guidance for local managers adapting to personal budgets in their area. We also ran four workshops for staff during the year.
- We produced a guide for people with dementia who use our registered home support services, which outlines what they can expect from the service.
- We secured a contract to deliver dementia awareness training to all Care Quality Commission staff.

Building relationships

- We continued to build and strengthen our relationships with statutory bodies, policy makers and other key stakeholders in the health, social care and community sectors, nationally and locally. For example, in Northern Ireland, we're the lead partner in all aspects of the Dementia Strategy Implementation group – in particular, involving people affected by dementia in planning services.
- Despite the challenging economic environment, our income from contracts and number of services has continued to grow (the total value of contracts has increased by 12%). Other opportunities to increase and expand our services included funding from the Dementia Challenge Fund across the South of England. This fund encouraged commissioners and the voluntary sector to work closely together to deliver services or activities. The collaboration resulted in a range of activities, particularly for creating dementia-friendly communities.

Be the foremost point of contact for anyone dealing with dementia (extending reach)

We aim to make sure everyone dealing with dementia knows we're here for them, with information, advice and support they can trust – whether they have dementia themselves, are a family member, carer or a health or social care professional, and wherever they live.

Providing information and advice

- In September, we extended our National Dementia Helpline's opening hours to include weekends. It now offers information, advice and support seven days a week. We also recruited and trained volunteers to support the Helpline Advisers, giving them more time to answer complex enquiries and support the growing numbers of people affected by dementia. We responded to 27,512 enquiries during the year – an increase of 21% on the previous year. The new 0300 number made calling the Helpline cheaper for many people, especially those using mobile phones.
- Our survey of Helpline users showed that 97% would be 'very likely' or 'fairly likely' to recommend the Helpline to others; 58% said they made changes to the way they consider or manage their situation after

contacting the Helpline; and 96% rated the Alzheimer's Society printed information as 'good' or 'excellent'.

- We introduced Dementia Connect, a new online directory of local dementia care and support services across England, Wales and Northern Ireland, to help our staff who provide information.
- We brought information and support to over 33,000 people during the year through our Dementia Community Roadshow, funded by Tesco. The Roadshow visited a range of places including Tesco stores, town centres, rural fairs, hospitals and an airport. We saw an increase in calls to our Helpline from areas where the Roadshow had high numbers of visitors, and we are surveying GPs to find out whether they have seen an increase in patients worried about their memory following a local Roadshow event.

Engaging online

- Talking Point, our online community for anyone affected by dementia, celebrated its 10th birthday in March. There are now 26,554 members – an increase of 36% on the previous year. During the year we recruited four volunteer hosts who, alongside our volunteer moderating team, welcome new members, direct them to useful resources and explain how to use the forum. A survey we carried out in December showed that three-quarters of members and guest users 'agreed' or 'strongly agreed' that Talking Point helped them to feel less isolated.
- Visits to our website increased by 45% over the year – from four million to nearly six million, with 97% of respondents to our web survey rating the website as 'good' or 'very good'.
- Facebook 'likes' rose by 36% to 34,223, and our Twitter followers increased to 35,223 – that's a year-on-year increase of 136%.

Developing resources

- In Wales, the Deputy Minister for Health and Social Services launched the Government-funded **Living well with dementia after diagnosis** information pack during Dementia Awareness Week. We'd worked closely with health and social care professionals and other voluntary organisations across Wales to produce the pack. Feedback has been extremely positive.
- In England, we developed a new resource, **The dementia guide**, which will be available in summer 2013. Partly funded by the Department of Health, this guide will give people with dementia and their carers the information they need at the point of diagnosis, as well as highlight the things they'll need to consider in the future.
- Working with the Royal College of Nursing, we updated our popular **This is me** leaflet – a simple and practical tool that people with dementia can use to show their needs, preferences, likes, dislikes and interests. **This is me** was originally developed for hospital settings, but the new version is also suitable to be used at home, in respite care or a care home.

Supporting carers

- We delivered 135 Carers' Information and Support Programmes to over 1,000 carers. In an independent evaluation by the University of Brighton, family carers reported that they felt more assertive in seeking out the services and support they needed as a result of attending the programme.
- As part of the Carers' Information and Support Programme, we researched the specific information needs of family carers from Indian and Pakistani backgrounds so that we can adapt the programme to meet these needs.

27,512

We responded to 27,512 Helpline enquiries during the year – an increase of 21% on the previous year.

33,000

We brought information and support to over 33,000 people during the year through our Dementia Community Roadshow.

1,000

Over 1,000 carers benefited from our Carers' Information and Support Programme.

Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure

We continue to develop, publish and contribute to pioneering research into the cause, cure, care and prevention of dementia. Through research, we can improve the quality of life for all people affected by dementia and ultimately find better ways to treat or prevent it.

Investment and grants

- We invested a record £5.3 million in high quality research into the cause, cure, care and prevention of dementia. Overall we funded 20 new research grants. This included a PhD studentship looking for a new blood diagnostic test, the first academic study of experiences of people with dementia in the workplace, and a brain autopsy study looking for the causes of delusions in dementia with Lewy bodies.
- We also made two of our largest-ever grants for strategic projects. The first was a £1.775 million reinvestment in the Brains for Dementia Research programme, in partnership with Alzheimer's Research UK. It will allow us to continue to significantly increase our knowledge of all forms of dementia. The second was a grant of £1.1 million towards a clinical trial to robustly test a potential new treatment for vascular dementia – a particularly important piece of research as there are currently no licensed treatments for vascular dementia.

This work was part of a major partnership with the British Heart Foundation, which co-funded the research.

- The National Institute for Health Research (NIHR) announced that it will fund over £22 million of dementia research. We're supporting nearly £14 million of this by providing patient and public involvement through our Research Network – a group of over 200 volunteers affected by dementia who are integral to our work.

Involving people affected by dementia

- We continued to make sure people affected by dementia remain at the heart of everything we do, by expanding our programme of public involvement in research. The Research Network had a record year, giving over 11,000 hours of voluntary support to our research programme. Their personal experiences of dementia informed almost 5,000 individual reviews of research proposals. We also expanded the Network to support externally-funded

research. We did this through our successful partnerships programmes that supported almost £20 million of new research over the year, including the NIHR research.

Putting research into practice

- There were many exciting highlights from existing research this year. For example, researchers at King's College London discovered a new molecular pathway that helps us further understand how Alzheimer's disease develops. The first diagnostic clinic for people who are Deaf and have memory problems was developed by researchers at the University of Manchester and University College London. Researchers at University College London also created a bank of stem cells from patients with genetic forms of Alzheimer's disease and fronto-temporal dementia – a resource to help scientists with further research. In total, our funded researchers published over 60 original scientific papers.

- We've been working hard to make sure more research is put into practice. For example, we've highlighted the harmful effects of anti-psychotic drugs and the research evidence supporting non-medication alternatives. In October, we started to roll out Focused Intervention Training and Support (FITS) – our evidence-based training programme to help care homes reduce their use of dangerous anti-psychotic drugs – in partnership with the University of Worcester and HC-One care homes. Currently, 97 care homes are signed up to the programme and 87 staff have already received training. We also worked in partnership with the online training provider, BMJ Learning, to create an online education module for professionals in primary care on managing dementia and challenging behaviour. Over 2,000 GPs had completed the module by the end of March 2013.

- In December, the esteemed journal Nature Reviews Drug Discovery published a paper on the initial work of our Drug Discovery Programme. The paper highlighted drugs currently used to treat other diseases that have the most potential to also treat Alzheimer's disease. Some of these drugs have since been accelerated to clinical trials. For example, we're part-funding

a trial of a diabetes drug at Imperial College London, and the Government has recently announced funding, through the NIHR, for trials of two more of the identified drugs. We will look to make further investment in drug discovery in the coming year to fund research fellows to carry out pre-clinical and clinical work to aim to develop new treatments for dementia. Using existing drugs saves time and money – bringing potential treatments to people with dementia faster.

£5.3m

We invested a record £5.3 million in high quality research into the cause, cure, care and prevention of dementia.

11,000

The Research Network had a record year, giving over 11,000 hours of voluntary support to our research programme.

60

Our funded researchers published over 60 original scientific papers this year.

Campaign for people affected by dementia to be able to live the lives they want

We're an authority on dementia issues, and we use this position to campaign for change that will improve all aspects of care and support. From influencing health and social care commissioners to improving public understanding of dementia, we help people to live well in their own homes, residential care or hospital.

Awareness raising and early diagnosis

- We published the report of the All-Party Parliamentary Group (APPG) on Dementia's inquiry into improving diagnosis rates. It highlighted how rates vary greatly across the UK, and the importance of an early diagnosis. More than a thousand people responded to the inquiry's call for evidence.
- We launched a cross-party group on dementia in the Welsh Assembly to highlight the key issues facing people affected by dementia in Wales, such as the need for early diagnosis.
- Thanks to our research and campaigning, the Government in England announced its ambition for two-thirds of people with dementia to receive a diagnosis by 2015 – an increase of 20%. It also wants people who may have dementia seen by a memory service within three months and is consulting on a system to make this happen.

- Together with the Department of Health, we developed a toolkit for health professionals to help them decide on the most appropriate cognitive assessment tool to use with their patients. Feedback on the toolkit has been very positive.
- The number of influential medical practitioners involved in our General Practice Reference Group more than doubled to 22 during the year. The group has made an invaluable contribution to debates on issues such as the need for early diagnosis.
- Our Worried about your memory? campaign continued to increase awareness of the early signs and symptoms of dementia – among health professionals and the public. Two pilot projects in Dorset and Warwickshire (including advertising campaigns and resources for professionals) led to increases in referrals to memory clinics and in the number of patients on GP dementia registers.

- We once again worked with the Department of Health to develop the 'If you're worried, see your doctor' TV and press advertising, which reached 37 million people in England. Research showed that 83% of those aware of the campaign would encourage a relative or friend to visit a GP if they thought they had symptoms of dementia.
- Dementia Awareness Week 2012 – highlighting the five things people should know about dementia – was our most successful ever. The campaign achieved strong parliamentary support, and a 25% increase in media coverage on the previous year, boosted by our celebrity ambassadors and supporters.

Social care reform

- We continued to make sure dementia was at the heart of the social care reform debate, securing extensive media coverage and a debate in the House of Commons. We also took the lead in commenting

on the budget announcement of a cap on social care costs. We welcomed the cap as a step in the right direction but raised concerns about the level at which it was set. We also expressed the urgent need to address the underfunding of the social care system.

- In February we published our **Low expectations** report, giving authoritative evidence on the number of people with dementia in care homes and their quality of life. The report's recommendations have been welcomed across the social care sector.
- We also published a guide to choosing a care home to help people with this difficult decision.

Creating dementia-friendly communities

- We continued to shape and direct the Dementia Friendly Communities Programme in England. Over 50 cities, towns and villages are already taking local actions to become dementia-friendly – more than double the original ambition of 20 by 2015.
- With our support, the Dementia Action Alliance in England has continued to flourish, and the number of Local Dementia Action Alliances has risen to 54. All Alliance members have signed up to the National Dementia Declaration and have collectively committed to 2,107 actions to transform the lives of people with dementia in their communities.
- We've been working with a range of sectors and organisations to increase understanding of dementia and create dementia-friendly communities, including the emergency services, sporting organisations, schools, the financial sector, and technology providers and developers.
- We launched a £2.4 million volunteering initiative called Dementia Friends to increase awareness and understanding of dementia. Funded by the Cabinet Office and the Department of Health, it aims to recruit one million people to be Dementia Friends in their community by 2015. Prime Minister David Cameron and comedians Jo Brand and Meera Syal were among the first to become Dementia Friends.
- We published **Dementia 2013: The hidden voice of loneliness**, our second annual report looking at the quality of life for people with dementia. The evidence from this report, which focuses on social isolation and loneliness, will inform the Dementia Friendly Communities programme and other awareness campaigns.
- We have 39 volunteer-led local campaigners' groups – an increase of 26% on the previous year. The planned establishment of our first group in Northern Ireland will now be a priority for 2013/14. The number of e-campaigners increased by a fifth to 5,995.

1m

We aim to recruit one million people to be Dementia Friends in their community by 2015.

5,995

The number of e-campaigners increased by a fifth to 5,995.

50

Over 50 cities, towns and villages are taking local actions to become dementia friendly – more than double our original ambition.

What we'll do in 2013/14

2013/14 is the second year of our ambitious five-year strategy, *Delivering on Dementia*, built around four strategic aims.

1) Demonstrate the way in dementia care and support (improving quality)

During 2013/14 we will:

- explore more ways to use the evaluation data we collect to illustrate the difference our services make to people affected by dementia. This data will inform the services we currently provide and help us identify the areas we can improve and develop
- complete the pilot for our Individual Assessment Map (IAM) – a new dementia-friendly tool to measure personal outcomes for people who use our services
- further develop our work on peer involvement in quality projects. We'll extend the annual self-assessment to include peer assessment of our services. This will encourage people across the organisation to discuss standards and share good practice
- evaluate our network of Dementia Cafés across England, Wales and Northern Ireland to see how well they're meeting the needs of people with dementia and their carers. In particular,

we'll look at the ways in which we communicate information about dementia to the people who attend our Cafés

- work towards achieving the Mentoring and Befriending Foundation's Approved Provider Standard – a national quality standard specifically designed for mentoring and befriending projects
- continue to improve our understanding of research and good practice in cognitive stimulation (mental exercise to maintain skills) to inform the model and specification that we'll develop for this service
- design an operational framework for user involvement, including guidance that identifies outcomes for people with dementia who take part in user involvement activities, and we'll publish a new user involvement policy
- start to roll out dementia awareness training to all Care Quality Commission staff
- develop guides for all our face-to-face services so that the people using them understand what they can expect of the service.

2) Be the foremost point of contact for anyone dealing with dementia (extending reach)

During 2013/14 we will:

- launch **The dementia guide**, which will be free and readily available in healthcare settings. We also plan to translate the guide into several other languages, and to produce a video version, with subtitles, a voiceover and a British Sign Language translation
- revise one of our flagship publications, **Taking part: Activities for people with dementia**, to feature an even wider range of innovative and effective activity ideas for anyone involved in dementia care and support
- aim to increase the capacity of our National Dementia Helpline by 20%, allowing us to provide an extra 4,500 people each year with the information and support they need. We'll also be trialling instant messaging and social media as a way of responding to enquiries about dementia, reflecting the changing ways people are accessing information and support

- pilot a small-scale programme of telephone support for people living in areas where local Alzheimer's Society support is currently not available. Our Helpline Advisers will offer people phone appointments to discuss how they can access the information and support they need
- pilot a new chat room service on Talking Point, and develop additional guides to encourage people who haven't used online forums before to use Talking Point. We'll also introduce an app to help people to access the forum more easily from smart phones and computer tablets
- adapt our Carers' Information and Support Programme to meet the needs of family carers from Indian and Pakistani backgrounds. Working in partnership with local community organisations, we'll pilot and evaluate the adapted programme in five areas of England and Wales. The work will be funded through our Charity of the Year partnership with the Lloyds Banking Group
- plan, research, design, pilot and evaluate a programme for people recently diagnosed with dementia to help them manage their condition. This programme – also funded through the Lloyds partnership – complements the Carers' Information and Support Programme. At least 50 people with dementia will be involved

in designing the programme and it will be piloted in five areas during the year

- research and scope a service that will enable us to meet the needs of people with dementia and their families until end of life
- launch Dementia Connect to the public in early 2014. The online directory lists over 7,500 local dementia care and support services across England, Wales and Northern Ireland
- reach 34,000 people in local communities through the Dementia Community Roadshow during 2013, and a total of 100,000 people by the end of June 2014, when the current project funding – through our Charity of the Year partnership with Tesco – comes to an end. We'll also focus on promoting Roadshow visits to people living in rural areas, and black, Asian and minority ethnic communities
- aim to increase the number of people we help through our local services. To ensure we deliver against this ambition we are implementing a new computerised record system which will allow us to keep more detailed, secure and accurate information about our services and clients. This will allow us to establish a baseline during the year, and measure change in numbers next year.

7,500

We will launch **Dementia Connect** – an online directory of over 7,500 dementia services – across England, Wales and Northern Ireland.

20%

We will aim to increase the capacity of our **National Dementia Helpline** by 20%.

50

At least 50 people with dementia will be involved in designing a new programme of information and support for people recently diagnosed with dementia.

What we'll do in 2013/14 Continued

3) Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure

During 2013/14 we will:

- aim to see new research findings published in over 75 peer-reviewed scientific journal articles
- commission a comprehensive review into the gaps in dementia research and, in partnership with the James Lind Alliance, explore and highlight the top ten questions that still need to be answered by research into dementia treatment and care
- launch a new initiative to attract researchers with outstanding potential into dementia research at the early stages of their careers, and to retain them
- trial an innovative online programme of cognitive behavioural therapy for carers, in partnership with Oxford Health and the University of Oxford
- continue to support the Brains for Dementia Research programme. This year, we will start to collect blood samples from participants for the first time

- develop more opportunities – through our volunteer Research Network – for people affected by dementia to be involved in research, and make it easier for people to find out about and get involved in clinical studies
- continue to influence and support the dementia research strand of the Prime Minister's Challenge.

4) Campaign for people affected by dementia to be able to live the lives they want

During 2013/14 we will:

- publish **Dementia 2014** – our next state-of-the-nation report
- continue to lead the Dementia Friendly Communities strand of the Prime Minister's Challenge on Dementia. Through initiatives like Dementia Friends we'll embed change within health and social care and the wider society. We aim to recruit 500,000 Dementia Friends by the end of the year
- continue to forge partnerships that will extend the Dementia Friendly Communities Programme; we'll use any opportunities these relationships bring to raise awareness of this work

- publish evidence on what it means to be dementia friendly, and launch a set of standards that communities must work towards to be recognised as dementia-friendly
- present the findings from **Low expectations** at a number of key conferences over the year, and work with the care sector, government and regulators to take forward the report's recommendations. We'll also push for the Dementia Care and Support Compact – the Dementia Action Alliance's response to the Prime Minister's Challenge – to be strengthened, specifically to measure the quality of life of people with dementia in care homes
- publish, in July 2013, the report of the All-Party Parliamentary Group on its findings on the experience of people with dementia from black, Asian and minority ethnic (BAME) communities. The inquiry will bring together evidence and understanding about the current problems and challenges and make recommendations for change. It will also find good practice examples where services have been tailored to people with dementia from BAME communities, so that these examples can be shared across the country

- work with the General Practice Reference Group to provide evidence for – and influence improvements in – understanding and managing dementia. Working with a wider range of primary care professionals, we'll help develop a holistic, community-based approach to dementia care
- continue to work with Public Health England (an executive agency of the Department of Health) to develop their dementia awareness campaign
- conduct research into the public's attitudes to dementia and people with dementia, and their awareness of Alzheimer's Society and what we offer
- support the Government to use its presidency of the G8 to put dementia on the global agenda
- influence the main political parties ahead of the elections in 2015, to make sure dementia and social care reform are key priorities

- improve local dementia awareness and make the most of the focus on local rather than national decision-making, which is providing more opportunities for change, particularly through new Clinical Commissioning Groups, Public Health England and HealthWatch
- continue to improve quality of life for people affected by dementia, collaborating with partners in the Dementia Action Alliance. This will include participating actively in calls to action to improve hospital care for people with dementia, and to provide post-diagnosis support to carers.

75

We aim to see new research findings published in over 75 peer-reviewed scientific journal articles.

500,000

We aim to recruit 500,000 Dementia Friends by March 2014.

2015

We will influence the main political parties ahead of the elections in 2015, to make sure dementia and social care reform are key priorities.

Society money

Despite the continuing sluggishness of the economy, we are pleased that our income has remained stable at £71 million. This enabled the Society to increase its charitable expenditure by 3%. The Society's reserves increased by £3 million.

Income

Income was stable at £71 million (2012: £71.0 million).

Contract income amounted to £27.5 million (2012: £24.3 million). Credit for this belongs to the Society's success in keeping attention focused on the needs of people with dementia and their carers.

Income specifically given for research increased to £5.7 million (2012: £3.5 million).

Expenditure

During 2012/13, 88 pence in every pound of total expenditure was spent on direct costs towards improving the lives of people with dementia (2012: 88 pence in the pound).

The remaining 12 pence in every £1 was spent to support our frontline activity including premises and IT around the country.

Charitable expenditure increased during the year by £1.9 million to £57.9 million (2012: £56 million).

In line with the Society's strategy to increase commitment to research, grant expenditure increased to £5.3 million (2012: £3.1 million).

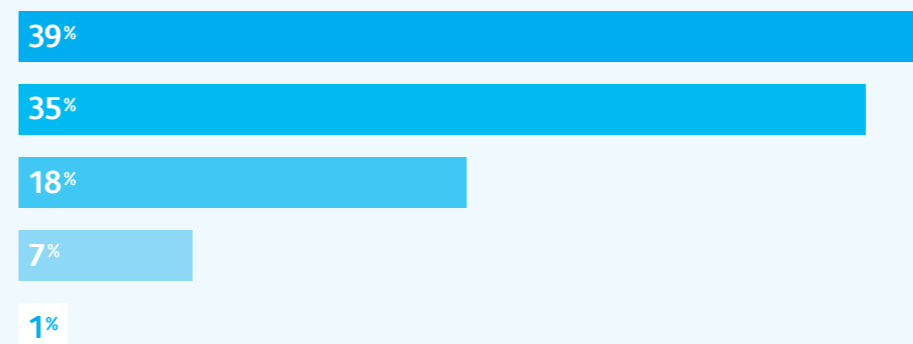
Expenditure on fundraising fell to £10.3 million (2012: £12 million) after investment last year.

Funds

Total funds at 31 March 2013 were £32.2 million (2012: £29.1 million) of which £23.8 million (2012: £22.2 million) were unrestricted.

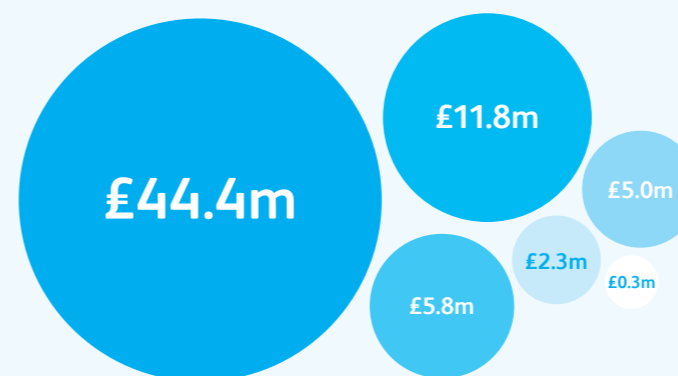
It is the Society's policy to hold free reserves equivalent to at least three months of charitable expenditure. At 31 March 2013 the Society held free reserves equivalent to 4.3 months (2012: 4.3 months) of charitable expenditure.

In light of continuing economic uncertainty and the pressures on public spending at the present time, the Board of Trustees feels that the above reserves cover is prudent and allows for future growth.



Income by type

- 39%: £27.5m Contracts
- 35%: £25.0m Donations
- 18%: £13.0m Legacies
- 7%: £4.6m Trading and other
- 1%: £0.7m Investment



Expenditure by activity

- £44.4m Care services: improving quality
- £11.8m Fundraising
- £5.8m Research
- £5.0m Campaigning
- £2.3m Care services: extending reach
- £0.3m Governance

£32.2m

Total funds as at 31 March 2013

Structure and management

How we are structured

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 Articles of Association.

New Articles of Association, incorporating the Memorandum, were adopted by special resolution at the Annual General Meeting on 16 September 2011.

The Society's objects contained in the company's Articles of Association are:

- to relieve and treat and promote the relief and treatment of people with Alzheimer's disease and other dementias and to provide support for such persons, their families and carers
- to promote, support and carry out research, and to disseminate the results of such research for the public benefit into the cause and possible cures, whether partial or complete, and the possible prevention of the said disease and other dementias.

The Society's direction is guided by our strategy, Delivering on Dementia, which provides a roadmap based on the objectives contained in the company's Articles of Association and sets out our vision for the future. The strategy explains how the Society is going to turn our vision into a reality, and sets out our four ambitions to meet our vision.

Services

The Society provides practical services to people with dementia and those who care for them via a network of locality offices within communities across England, Wales and Northern Ireland. Many of the Society's services are commissioned by statutory or charitable bodies; significant levels of local fundraising activity also take place to support this work.

Membership

As of the end of March 2013, the Society had 18,880 members (2012:19,775). All members – other than those who are under 18 – have full voting rights under the Society's Articles of Association.

The Board of Trustees

The Board of Trustees (members of which are also directors under company law) is composed of a mixture of elected and appointed Trustees. Details are given under the section, 'Society people'. Election of Trustees is effected by means of a postal ballot of members. The results of the elections are announced at the Society's Annual General Meeting.

All Trustees and new Board committee members undertake an induction programme, including a structured introduction to the Society and visits to services and activities. Training and development sessions in key areas are also provided including compulsory data protection training. The performance of individual Trustees and of the Board as a whole is assessed every year.

The Trustees undertake the duties laid down in the Society's governing documents and are ultimately responsible for the governance of the charity and the protection of its assets. The Board takes ultimate responsibility for the implementation of equal opportunities and health and safety within the Society.

The majority of members of the Board of Trustees currently have a personal or professional understanding of dementia. They give their time voluntarily and receive no benefits from the Society. Any expenses reclaimed from the Society are set out in note 5 to the accounts.

The Board is supported in its work by the following committees:

- the Finance and Audit Committee supports the Board in its oversight responsibilities in respect of the financial reporting process, planning and budgeting, compliance and corporate risk
- the Investment Committee monitors the performance of the Society's investments
- the Nominations and Appointments Committee has primary responsibility for identifying the skills required to complement the skills base of existing Trustees, identifying suitable candidates, appointing Trustees, and recommending potential Trustees to the members for election to the Board
- the Remuneration Committee supports the Board in determining the pay of the Chief Executive and considers other issues relating to Society pay and conditions.

All committees report on their activities to the Board. The Board records its thanks to the independent members who assist in the work of the Finance and Audit, Investment, and Nominations and Appointments Committees.

The Trustees confirm that they have complied with the duty in Section 4 (4) of the Charities Act 2011 by referring to the Charity Commission's general guidance on public benefit when reviewing the aims and objectives of the Society and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

The Strategic Leadership Team

The Board of Trustees delegates responsibility for the operational management and leadership of the Society to the Chief Executive, who is supported by the members of the Strategic Leadership Team (SLT).

Staff and volunteers

Across England, Wales and Northern Ireland, over 2,100 staff and over 6,600 volunteers contribute to the work of the Society. Everyone who works within the Society – whether on a paid basis or as a volunteer (including Trustees) – is required

to act in accordance with the values and operating principles outlined in the Society's strategy and with all policies currently in force. Alzheimer's Society is committed to being an equal opportunities employer.

Disabilities in the workplace

As an employer, the Society will not discriminate against a disabled person for a reason that relates to their disability, or treat them less favourably than a non-disabled person. The Society will conduct an individual risk assessment for every applicant, employee or volunteer with a disability. This will identify any reasonable adjustments that need to be made to the workplace or job in order for the person to contribute fully to the work of the Society.

Management of risk

Alzheimer's Society has a comprehensive corporate risk management framework in place to identify and address the major financial, operational, governance, reputational and regulatory risks which might impact on its ability to meet its objectives. The most significant risks facing the Society relate to the continuing economic uncertainty in the UK generally,

Structure and management Continued

which affects both voluntary and statutory income, and to the health and social care environment in particular. With the latter, the risks derive from the restructuring of the health service in England, the changes to commissioning, and the continued different approaches to health and social care funding.

The corporate risk register records the major risks to which the charity is exposed, existing controls designed to mitigate those risks and actions required to mitigate risks further, if appropriate. SLT reviews and updates the risk register on a regular basis. The Board of Trustees has overall responsibility for assessing the risks faced by the Society and ensuring it has appropriate systems of internal control in place. This responsibility is delegated to the Finance and Audit Committee, which reviews the risk register at each meeting and provides updates to the Board.

Mitigating action has been taken on all identified risks. The Society has systems of control that include:

- an established and documented policy framework
- a comprehensive annual planning and budgeting process, which is subject to ongoing

review during the year by SLT and the Board of Trustees

- monthly review of management accounts and non-financial management information by SLT. This review is presented to Trustees
- regular monitoring of key risks and action plans by SLT and the Finance and Audit Committee.

Although the Trustees are of the opinion that reasonable steps have been taken to ensure that the major risks to which the Society is exposed are identified and reviewed and that there are systems in place to mitigate them, they are aware that such processes are designed to manage rather than eliminate all major risks and they can only provide reasonable but not absolute assurance.

Health and safety

Alzheimer's Society aims to create a positive working community where our people are all safe and supported.

Over the last 12 months we further developed our health and safety management framework – giving us even stronger systems to ensure we continue to comply with both our own policy and procedures and legal requirements and

exceed these where appropriate. We have continued to invest in the ongoing training and support of our people, and we have conducted health and safety audits in 27% of our services and offices.

We also have robust systems in place to safeguard and promote the well-being of children and vulnerable adults.

Investments

As set out in its Articles of Association, the Society has absolute discretion to invest money not immediately required for expenditure. The performance of the Society's investments is overseen by the Investment Committee, which reports to the Board of Trustees. The Society's investment managers (JP Morgan) are instructed to avoid any investment in companies that profit materially from products that are known to be harmful to people with dementia or contribute to the causes of dementia.

It is important to note that, as in the previous year, the Society has had no exposure to any known financial institution at risk.

Income from the pharmaceutical industry

The Society's ethical policy states that income from the pharmaceutical industry should be capped at 5% of income, based on the accounts for the preceding year. Support from pharmaceutical companies during 2012/13 amounted to £89,000, representing less than 0.13 per cent of total income.

Research grants

Research funding is awarded by the Society, with advice from the Research Network. The Society invites applications for funding of research projects through a variety of media. Applications are assessed by a panel, which recognises Research Network priorities as well as ensuring scientific quality and timeliness. Projects (which normally last for between two and three years) are regularly monitored by professionals and the Research Network to ensure the appropriateness of continued funding.

Subsidiaries

Alzheimer's Trading Limited (ATL)

ATL is a wholly owned subsidiary of the Society which generates income from training courses, raffles, licensing and marketing a wide range of gifts, merchandise and products. Each sale helps to support the fight against dementia. ATL's profits are gift aided to the Society. These profits amounted to £31,000 in respect of the year to 31 March 2013 (2012: £46,000).

Additional donations of £135,000 were received directly by the Society as a result of ATL's raffle and catalogue activities.

The Chief Executive of Alzheimer's Society is the Chair of ATL, giving a clear and direct line of report into the Society's Board of Trustees.

The Alzheimer's Foundation for Research into Alzheimer's Disease

The principal activities of The Alzheimer's Foundation are to promote research leading to a cure for Alzheimer's disease and to publish the results of such research. It is a company limited by guarantee and is a registered charity. During 2012/13 no grants were made.

Further details of the subsidiaries are included in note 7 to the financial statements.

Joint venture

Alzheimer's Brain Bank UK Limited (ABBUK)

ABBUK is a company limited by guarantee, and is a registered charity. The principal activities are to establish, promote and maintain banks of tissue for research into the cause, prevention and cure of Alzheimer's disease and associated neurodegenerative diseases and disorders. Alzheimer's Society in collaboration with Alzheimer's Research UK and the Medical Research Council supports the Brains for Dementia Research (BDR) initiative (www.brainsfordementiaresearch.org.uk). This provides a simple, nationwide system for brain donation at a network of brain bank facilities across England and Wales. Six recruitment centres are now actively registering and assessing prospective tissue donors and collecting and disseminating samples for research.

Statement of Trustees' responsibilities

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- make judgments and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements

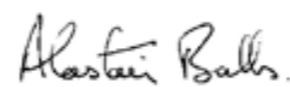
– prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue to operate.

The Trustees are responsible for keeping proper accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the Society's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Insofar as each of the Trustees of the Society at the date of approval of this report is aware there is no relevant audit information (information needed by the company's auditors in connection

with preparing the audit report) of which the Society's auditors are unaware. Each Trustee has taken all of the steps that he/she should have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the Society's auditors are aware of that information.



Alastair Balls CB DL
Chair
10 September 2013

Consolidated statement of financial activities For the year ended 31 March 2013 Incorporating an income and expenditure account

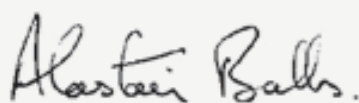
	Notes	Restricted funds £'000	Unrestricted funds £'000	2013 Group total £'000	2012 Group total £'000
Incoming resources from generated funds					
Voluntary income					
Subscriptions, donations, and fundraising		4,642	20,371	25,013	28,665
Legacies	2a	2,006	11,034	13,040	12,457
Activities for generating funds					
Sales and fee income		–	3,006	3,006	3,098
Trading turnover of subsidiaries	7c	–	1,548	1,548	1,593
Investment income	2b	–	697	697	880
Incoming resources from charitable activities					
Grants and contracts	2c	2,666	24,786	27,452	24,309
Other incoming resources		–	15	15	6
Share of gross incoming resources in joint venture		–	1,775	1,775	50
Incoming resources		9,314	63,232	72,546	71,058
Less gross incoming resources from joint venture		–	1,775	1,775	50
Total incoming resources		9,314	61,457	70,771	71,008
Resources expended					
Costs of generating funds					
Trading costs of subsidiaries	7c	–	1,517	1,517	1,542
Fundraising and publicity costs		29	10,294	10,323	11,967
Total costs of generating funds	3	29	11,811	11,840	13,509
Net incoming resources available for charitable application		9,285	49,646	58,931	57,499
Charitable expenditure					
Charitable activities					
Care services: improving quality	3	4,529	39,889	44,418	46,254
Care services: extending reach		961	1,303	2,264	1,240
Campaigning and awareness raising	3	729	4,300	5,029	4,575
Research	3	3,085	2,761	5,846	3,623
Governance	3	–	336	336	356
Total charitable expenditure		9,304	48,589	57,893	56,048
Total expenditure	3	9,333	60,400	69,733	69,557
Net (outgoing) / incoming resources		(19)	1,057	1,038	1,451
Net interest in joint venture operating result	7	–	116	116	10
Net (outgoing) / incoming resources before transfers		(19)	1,173	1,154	1,461
Transfers between funds	15	1,448	(1,448)	–	–
Net incoming / (outgoing) resources		1,429	(275)	1,154	1,461
Net realised gains on investments	7a	–	295	295	1,121
Surplus for the year		1,429	20	1,449	2,582
Net unrealised gains / (losses) on investments	7a	–	1,615	1,615	(1,510)
Net movement in funds		1,429	1,635	3,064	1,072
Funds balance at 1 April 2012		6,898	22,198	29,096	28,024
Funds balance at 31 March 2013		8,327	23,833	32,160	29,096

Total incoming resources include £69.1 million (2012: £69 million) and net movement in funds includes £2.9 million inflow (2012: £2.1 million inflow) in respect of the Society. The notes on pages 28 to 42 form part of these financial statements.

Consolidated and Society balance sheets As at 31 March 2013

	Notes	2013 Group funds £'000	2013 Society funds £'000	2012 Group funds £'000	2012 Society funds £'000
Fixed assets					
Tangible assets	6	1,030	1,030	1,254	1,254
Investments	7a	27,541	27,641	20,674	20,774
		28,571	28,671	21,928	22,028
Current assets					
Short-term investments and deposits	7b	15,477	15,477	17,284	17,284
Stock	8	52	–	66	2
Debtors	9	6,548	7,181	5,438	5,671
Cash at bank and in hand		3,180	2,160	1,506	903
		25,257	24,818	24,294	23,860
Current liabilities					
Creditors – amounts falling due within one year	10	(16,515)	(16,410)	(13,951)	(13,704)
Net current assets		8,742	8,408	10,343	10,156
Total assets less current liabilities		37,313	37,079	32,271	32,184
Long-term liabilities					
Creditors – amounts falling due after one year	10	(4,798)	(4,798)	(2,309)	(2,309)
Provisions for liabilities and charges	11	(355)	(355)	(866)	(866)
Net assets		32,160	31,926	29,096	29,009
Funds					
Restricted					
Designated funds	15	8,327	8,327	6,898	6,898
Revaluation reserve		1,030	1,030	1,254	1,254
General funds		2,279	2,279	664	664
Unrestricted	15	20,524	20,290	20,280	20,193
Total funds		23,833	23,599	22,198	22,111
		32,160	31,926	29,096	29,009

The financial statements on pages 25 to 42 were approved and authorised for issue by the Trustees on 10 September 2013 and signed on their behalf by:



Alastair Balls CB DL
Chair



John Grosvenor
Honorary Treasurer

The notes on pages 28 to 42 form part of these financial statements
Company Number 2115499.

Consolidated cash flow statement For the year ended 31 March 2013

	Notes	2013 Group £'000	2012 Group £'000
Net cash inflow from operating activities	A	4,323	2,402
Returns on investment	B	697	880
Net cash (outflow) / inflow from capital expenditure and financial investment	C	(5,153)	3,307
		(133)	6,589
Management of liquid resources	D	1,807	(7,280)
Increase / (decrease) in cash in the year	E	1,674	(691)

Notes to cash flow statement For the year ended 31 March 2013

	2013 Group £'000	2012 Group £'000
A. Reconciliation of operating surplus to net cash inflow from operating activities		
Net incoming resources before revaluations	1,154	1,461
Interest receivable and other investment income	(697)	(880)
Depreciation	435	549
(Profit) on sale of tangible fixed assets	(15)	(6)
Decrease / (increase) in stock	14	(28)
(Increase) in debtors	(1,110)	(1,479)
Increase in creditors – falling due within one year	2,564	3,444
Increase / (decrease) in creditors – falling due after one year	2,489	(809)
(Decrease) / increase in provision for liabilities and charges	(511)	150
Net cash inflow from operating activities	4,323	2,402
B. Returns on investment		
Interest received and other investment income	697	880
C. Capital expenditure and financial investment		
Purchase of UK Treasury stock	(2,281)	(2,281)
Purchase of other investments	(32,241)	(5,637)
Proceeds from sale of investments	29,565	11,509
Purchase of tangible fixed assets	(211)	(291)
Proceeds from sale of fixed assets	15	7
Net cash (outflow) / inflow from capital expenditure and financial investments	(5,153)	3,307
D. Management of liquid resources		
Decrease / (increase) in short term deposits	1,807	(7,280)
E. Analysis of change in net funds		

	As at 1 April 2012 Group £'000	Cash flows £'000	As at 31 March 2013 Group £'000
Cash at bank and in hand	1,506	1,674	3,180

Notes to the financial statements For the year ended 31 March 2013

1. Accounting policies

The financial statements have been prepared under the historic cost convention (with the exception of listed investments which are included on a market value basis) and in accordance with the Charities (Accounts and Reports) Regulations 2008, the current Statement of Recommended Practice, Accounting and Reporting by Charities (the Charities SORP 2005), the Companies Act 2006 and applicable accounting standards.

Basis of consolidation

The financial statements include the assets, liabilities and funds, and the statement of financial activities of the Society, including all localities and its subsidiaries. The Society's annual share of the profits or losses from joint ventures is included in the statement of financial activities (SOFA) and its share of the net assets is included in the balance sheet. No separate SOFA has been prepared for the parent charity as is permitted by section 408 of the Companies Act 2006 and paragraph 397 of the SORP.

Incoming resources

All income, restricted or unrestricted, is accounted for on a receivable basis and is reported gross of related expenditure, where the amount can be quantified with reasonable accuracy and there is adequate certainty of receipt. Legacies are recognised in the SOFA when there is adequate certainty and reliability of receipt and their value can be accurately measured. This is based on all notifications of legacies received by 31 March 2013 for which income was received by 3 May 2013 (2012: 4 May). Legacies not recognised in the SOFA are disclosed in note 2a.

Donations in kind are recognised at their value to the Group when they are received. No amounts are included for services donated by volunteers. Gift aid is included in the accounts based on amounts recoverable at balance date.

Expenditure

Expenditure is accounted for on an accruals basis, and is reported gross of related income. Where appropriate, it has been allocated directly to operating activities. Indirect costs have been allocated to activity categories in proportion to the staff numbers within each activity.

Some Alzheimer's Society activities are classified as exempt or non-business activities for the purposes of VAT, so the Society is unable to reclaim all the VAT that it suffers on its operating costs. Expenditure in these financial statements is therefore shown inclusive of any VAT paid which is not recoverable.

Governance costs are those incurred in compliance with constitutional and statutory requirements including related professional fees and a proportion of the salary costs of relevant staff.

Grants

Grants receivable are included in the accounts when the Society is entitled to the income, there is adequate certainty of receipt and the amount can be quantified with reasonable accuracy. Grants received for a specific purpose are accounted for as restricted funds. Grants payable are accounted for on an accruals basis. Research grants payable to third parties are included in the accounts when an agreement is made to commit funds to a specific project, notwithstanding that payment of the funds may be made at a later date.

Tangible fixed assets

Tangible fixed assets, with a value of £2,500 or more, are stated at cost or valuation when acquired and depreciated over their estimated useful lives on a straight-line basis at the following rates

Freehold property	not depreciated
Leasehold improvements	over the life of the lease
Service user transport	25 % per annum
Fixtures and fittings	25 % per annum
Office equipment	25 % per annum
Computer equipment and software	33 $\frac{1}{3}$ % per annum

No charge is made for depreciation of freehold property as, in the opinion of the Trustees, any charge and accumulated balance in respect of depreciation would be immaterial. The Trustees undertake impairment reviews in accordance with FRS11. Items costing less than £2,500 are expensed immediately to the SOFA.

Investments

Investments are stated at market value. Any unrealised gains or losses are recognised in the statement of financial affairs and transferred to reserves.

Stock

Stock, which consists mainly of promotional goods, publications, gifts and Christmas cards, is stated at the lower of cost and net realisable value, and includes any costs to bring it to its current location and condition.

Pension costs

Contributions to the Society's defined contribution pension scheme are charged to the SOFA in the year in which they become payable.

Operating leases

Expenditure on operating leases is charged to the SOFA on a straight-line basis over the period of the lease.

Provisions for liabilities and charges

Provision is made in the accounts for property dilapidation costs and charges that may be incurred on the termination of leases. This provision includes any known exposure together with an estimate based on the level of historic claims projected to anticipated lease terminations.

Funds

Restricted funds are those specified by the donor only to be used for particular purposes, within the objectives of the Society. Designated funds are funds set aside for specific purposes by the Trustees out of unrestricted funds. Unrestricted funds are funds that can be freely used at the discretion of the Trustees in accordance with the charitable objectives of the Society.

Shared services

CharITyshare Limited is incorporated in England and Wales to provide a shared IT service. During the year the members were Alzheimer's Society, The Children's Society, and Age UK. At 31 March 2013 it is jointly and equally owned by the three ongoing participants. Alzheimer's Society accounts for its share of assets, liabilities and cash flow according to the shared services agreement.

Notes to the financial statements

For the year ended 31 March 2013

2. Income

(a) Legacies

As stated in the accounting policies (note 1), the Society recognises income from legacies when there is certainty and reliability of receipt and their value can be accurately measured. At 31 March 2013, the Society had been notified of a further 452 legacies that have not been included in these financial statements as they did not meet these criteria. These legacies may realise approximately £7.1 million.

	2013 Group total £'000	2012 Group total £'000
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(b) Investment income

Bank and other interest	48	36
Income from fixed interest investments	5	316
Income from listed equity investments	644	528
	697	880

	2013 Group total £'000	2012 Group total £'000
--	---------------------------------	---------------------------------

(c) Grants and contract income includes:

Big Lottery Fund	997	829
Ballinger Charitable Trust	137	20
Bill Brown's Charitable Settlement of 1989	7	7
Brelms Trust	2	–
Cheshire East Council	62	37
Cheshire West & Cheshire Council	74	74
Comic Relief – campaigning and advocacy	–	80
Community Foundation (Kellet Fund) Cumbria	9	–
Department of Health (HSCVF)	62	–
Department of Health	285	155
Department of Health, Social Services and Public Safety Northern Ireland	42	–
Durham County Council	3	166
Gateshead Metropolitan Borough Council	163	233
Knowsley Metropolitan Council and Knowsley Care Trust	74	74
Leicester City Council	72	52
Leicestershire County & Rutland Primary Care Trust	25	26
Leicestershire County Council	156	157
Liverpool Primary Care Trust	150	150

	2013 Group total £'000	2012 Group total £'000
Lord and Lady Lurgan Trust	1	1
Monmouthshire County Council	50	59
Newcastle City Council	–	358
Nominet Trust	39	46
Northern Rock Foundation	33	180
Peoples Health Trust	173	227
Robert Luff Foundation	50	–
Rutland County Council	23	6
Salford NHS	15	–
Sefton Primary Care Trust	260	260
Stavros Niarchos Foundation	–	92
Stockport Metropolitan Borough Council	83	–
Stockport NHS	10	–
Sussex Community Foundation	1	2
The City Bridge Trust	50	50
The Coward Endowment Trust	3	3
The Eric and Margaret Kinder Charitable Trust	10	–
The February Foundation (formerly The C Charitable Trust)	35	10
The Headley Trust	25	–
The Henry Smith Charity	116	256
The Kirby Laing Foundation	–	20
The Rayne Foundation	–	15
The Waterloo Foundation	–	20
Torfaen County Borough Council	–	65
Trafford Metropolitan Borough Council	55	–
Trafford NHS	15	–
Welsh Assembly Government	75	62

Under the terms of the grant or contract, these grants or contracts have been disclosed individually.

(d) Gift aid recovery

The consolidated SOFA includes £1.67 million (2012: £1.94 million) for gift aid on voluntary fundraising. Additionally, profits of Alzheimer's Trading Limited of £31,000 (2012: £46,000) were paid under gift aid to the Society.

Notes to the financial statements

For the year ended 31 March 2013

3. Resources expended

	Fundraising £'000	Care services: improving quality £'000	Care services: extending reach £'000	Campaigning and awareness raising £'000	Research £'000	Governance £'000	2013 Group total £'000	2012 Group total £'000
Activities undertaken directly	10,859	37,200	2,149	4,721	546	309	55,784	57,936
Grant funding of activities (note 4)	–	3	–	–	5,253	–	5,256	3,118
Direct costs	10,859	37,203	2,149	4,721	5,799	309	61,040	61,054
Indirect costs	981	7,215	115	308	47	27	8,693	8,503
Total costs	11,840	44,418	2,264	5,029	5,846	336	69,733	69,557

Basis of indirect cost allocation

Indirect costs, which are allocated to service departments based on staff numbers, consist of IT, premises, human resources and finance and corporate resource costs. Fundraising costs include the trading costs of subsidiaries.

	2013 Group £'000	2012 Group £'000
Activities undertaken directly for care services were:		
Day care	5,373	6,377
Dementia support	10,474	8,587
Dementia advisers	1,898	1,232
Home care	2,383	2,678
Support groups	1,869	1,840
Befriending	1,449	1,358
Advocacy	552	518
Care staff costs attributable over multiple activities	7,083	9,428
Other services	6,119	7,985
	37,200	40,003

	2013 Group £'000	2012 Group £'000
Governance direct costs were:		
Audit costs – Crowe Clark Whitehill	68	92
Other professional services – Crowe Clark Whitehill	–	–
Board of Trustees	29	27
Company secretarial	105	105
AGM and other governance meetings	15	4
Internal audit and strategic support	92	110
	309	338

Company secretarial costs represent the salaries and direct expenditure incurred by the company secretary department. The company secretary's department is involved in operations to comply with the statutory requirements of operating a charitable company.

Notes to the financial statements

For the year ended 31 March 2013

4. Grant giving

Grants awarded during the financial year include:

Research grants to institutions	2013	2012
By Society:	Group	Group
	£'000	£'000
ABBUK	1,775	50
Queen's University of Belfast	1,128	75
Imperial College London	432	339
University College London	376	22
University of Oxford	329	75
University of Newcastle	295	–
King's College London	237	715
University of Edinburgh	225	522
University of West of Scotland	98	–
University of Bristol	80	–
University of Portsmouth	80	–
University of St Andrews	72	75
University of Bradford	65	–
University of Leeds	30	(200)
National Prevention Research Initiative	25	25
Cardiff University	10	275
University of Southampton	–	310
University of Worcester	–	224
St George's, University of London	–	126
University of Nottingham	–	100
University of Cambridge	–	40
BMJ Publishing	–	36
Central and North West London NHS Foundation Trust	–	32
Oxford Health NHS Foundation Trust	–	25
Dissemination Grants on Research Projects	–	10
Underspend on completed projects written back	(4)	(2)
	5,253	2,874
By Foundation:		
Alzheimer's Research UK	–	210
	5,253	3,084

Caring grants to individuals and institutions:

	2013	2012
	£'000	£'000
Age NI Elder Abuse Project	–	20
Carers UK	–	5
Grants below £1,000	3	9
	3	34

5. Staff costs

	2013	2012
	Group	Group
	£'000	£'000
Gross wages and salaries	34,104	35,425
Employer's National Insurance	2,806	2,918
Pension contributions	892	888
	37,802	39,231

Pension costs

The Society operates a stakeholder pension scheme, administered by Zurich Assurance Ltd, which is open to all staff on completion of entry requirements. Pension costs of up to 8% of gross pensionable salary for all eligible employees are charged to expenditure as they are incurred. The Society will be implementing auto-enrolment in September 2013, in line with the Workplace Pension Reforms. The average number of employees during the year was as follows:

	2013	2013	2012	2012
	Group	Group	Group	Group
	full time	part time	full time	part time
	no.	no.	no.	no.
Fundraising	157	17	172	20
Care services: Improving quality	575	1,285	546	1,289
Care services: Extending reach	17	5	14	4
Campaigning and awareness raising	50	4	41	4
Research	8	–	8	–
Governance	4	1	3	–
	811	1,312	784	1,317

The number of employees in total emolument bands (excluding pension contributions) in excess of £60,000 were as follows:

	2013 No.	2012 No.
£60,001 – £70,000	10	11
£70,001 – £80,000	2	1
£80,001 – £90,000	–	1
£90,001 – £100,000	2	2
£130,001 – £140,000	1	1

For staff paid over £60,000, the following pension scheme contributions were made:

	2013 £'000	2012 £'000
	71	86

The number of staff paid over £60,000 to whom retirement benefits are accruing is:

	2013 No.	2012 No.
	12	13

All employees participate in the same pension arrangements.

Members of the Board

None (2012: none) of the Trustees who held office during the year received any remuneration. Expenses for travel and subsistence were reimbursed or paid on behalf of 10 (2012: 13) Trustees during the year totalling £15,437 (2012: £26,155).

Notes to the financial statements

For the year ended 31 March 2013

6. Tangible fixed assets – Group and Society

	Freehold property £'000	Leasehold improvements £'000	Service user transport £'000	Furniture & fittings £'000	Office and computer equipment £'000	Total £'000
Cost						
As at 1 April 2012	237	1,921	820	675	2,572	6,225
Additions	–	11	–	7	193	211
Disposals	–	–	(122)	–	–	(122)
As at 31 March 2013	237	1,932	698	682	2,765	6,314
Depreciation						
As at 1 April 2012	13	1,476	652	612	2,218	4,971
Charge for the year	–	107	52	29	247	435
Disposals	–	–	(122)	–	–	(122)
As at 31 March 2013	13	1,583	582	641	2,465	5,284
Net book value						
As at 31 March 2012	224	445	168	63	354	1,254
As at 31 March 2013	224	349	116	41	300	1,030

7. Investments

(a) Fixed asset investments

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Opening valuation 1 April 2012	20,674	20,774	24,654	24,754
Additions	34,522	34,522	7,918	7,918
Disposals	(29,565)	(29,565)	(11,509)	(11,509)
Realised gains on disposals during year	295	295	1,121	1,121
Unrealised gains / (losses) on valuation	1,615	1,615	(1,510)	(1,510)
Closing valuation 31 March 2013	27,541	27,641	20,674	20,774

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Equity Investments listed on a recognised stock exchange	17,248	17,248	11,173	11,173
Fixed Interest Investments listed on a recognised stock exchange	10,166	10,166	9,490	9,490
Investment in subsidiary and associated undertakings	–	100	–	100
Share of assets in joint venture	2,208	2,208	703	703
Share of liabilities in joint venture	(2,081)	(2,081)	(692)	(692)
Total	27,541	27,641	20,674	20,774
Investment assets in the UK	6,685	6,785	16,253	16,353
Investment assets outside the UK	20,856	20,856	4,421	4,421
Total	27,541	27,641	20,674	20,774

91% of the value of investments outside the UK have their exposure to foreign currency fluctuations fully hedged. The cost price of investments listed on a recognised stock exchange is £27.4 million. All of the investments at 31 March 2013 and 31 March 2012 were held to the order of the Society. At 31 March 2013 no individual investment (2012: one) exceeded 5% by value of the total portfolio.

Joint venture investment

Alzheimer's Brain Bank UK Ltd (ABBUK) is a company limited by guarantee (number 5762960) and a registered charity (number 1114579). It has two members, Alzheimer's Society and Alzheimer's Research UK. The main objectives of the charity are to protect and promote the health of the public, in particular by establishing, promoting and maintaining banks of brain tissue for research into the cause, prevention, treatment and cure of Alzheimer's disease and associated neurodegenerative diseases and disorders.

The Society owns a 50% share in ABBUK and its share of the net assets is £127,227 (2012: £11,013).

This joint venture is accounted for in accordance with FRS 9 and the Charities SORP under the gross equity method.

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
(b) Short-term investments and deposits				
Short term investments and deposits held by:				
JP Morgan Current Account	1,172	1,172	5,582	5,582
HSBC	8,301	8,301	11,696	11,696
C Hoare & Co	6,000	6,000	–	–
Close Asset Management Group	4	4	6	6
	15,477	15,477	17,284	17,284

(c) Subsidiary companies

Alzheimer's Trading Limited, registered number 2737333, is a wholly owned subsidiary of Alzheimer's Society whose profits are gift aided to Alzheimer's Society. The trading company receives income from training courses and raffles, and markets a wide range of gifts, merchandise and products with each sale helping to support our cause.

The Alzheimer's Foundation for Research into Alzheimer's Disease (Charity Registration Number 1075535) is a subsidiary of Alzheimer's Society by virtue of all of the members being nominees of the Society. In 2012/13, no grants were made to Alzheimer's Society's research programme (2012: £210,000) or to Alzheimer's Research UK (2012: £210,000).

Notes to the financial statements For the year ended 31 March 2013

	Alzheimer's Trading Limited £'000	The Alzheimer's Foundation for Research into Alzheimer's Disease £'000	2013 Total £'000	2012 Total £'000
Profit and loss accounts for the year ended 31 March 2013				
Turnover	1,548	–	1,548	1,593
Donations and legacies	–	151	151	245
Cost of sales	(1,206)	–	(1,206)	(996)
Gross profit	342	151	493	842
Distribution expenses	(180)	–	(180)	(306)
Administration expenses	(131)	–	(131)	(240)
Charitable activities	–	–	–	(420)
Governance costs	–	(4)	(4)	(9)
Net profit / (loss)	31	147	178	(133)
Payment to the Society under gift aid	(31)	–	(31)	(46)
Surplus / (Deficit) retained in subsidiaries	–	147	147	(179)
Balance sheets at 31 March 2013				
Stock	52	–	52	64
Debtors	406	202	608	392
Cash at bank and in hand	985	35	1,020	603
Creditors – amounts falling due within one year	(1,343)	(3)	(1,346)	(872)
Net assets	100	234	334	187
Financed by:				
Ordinary share capital	100	–	100	100
Unrestricted funds	–	234	234	87
Total funds	100	234	334	187

Alzheimer's Trading Limited owns all the ordinary share capital of two other companies. Both of these companies are registered in England, are dormant, and had no assets or liabilities as at 31 March 2012 and 31 March 2013.

8. Stock

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Finished goods and goods for re-sale	52	–	66	2

9. Debtors

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Trade debtors	4,131	3,725	3,271	2,948
Legacy debtors	9	9	610	610
Prepayments	727	727	676	676
Accrued income	1,218	1,218	438	438
Other debtors	463	463	443	443
	6,548	6,142	5,438	5,115
Amounts due from subsidiary undertaking	–	1,039	–	556
	6,548	7,181	5,438	5,671

Accrued income includes income receivable of £125,000 (2012: £118,000) for gift aid recovery.

10. Creditors

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Amounts falling due within one year:				
Research grant creditors	4,307	4,307	3,831	3,831
Trade creditors	3,693	3,386	2,446	2,130
Other taxes and social security	824	824	962	962
Other creditors	806	806	777	777
Accruals	2,685	2,685	2,261	2,261
Deferred income (see note 12)	4,200	4,200	3,674	3,674
	16,515	16,208	13,951	13,635
Amounts due to subsidiary undertaking	–	202	–	69
	16,515	16,410	13,951	13,704

Amounts falling due after one year:

Research grant creditors	4,798	4,798	2,309	2,309
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Research grant creditors are payable:

Within one year	4,307	4,307	3,831	3,831
Between one and two years	2,657	2,657	1,391	1,391
Between two and five years	2,141	2,141	918	918
Total research grant creditors	9,105	9,105	6,140	6,140

Included in research grant creditors are amounts due to the joint venture, ABBUK, of £2,107,000 (2012: £638,000).

Notes to the financial statements For the year ended 31 March 2013

11. Provisions for liabilities and charges

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Balance at 1 April 2012	866	866	716	716
Amounts provided for during the year	147	147	168	168
Amounts released to resources expended during the year	(658)	(658)	(18)	(18)
	355	355	866	866

12. Deferred income

	2013 Group £'000	2013 Society £'000	2012 Group £'000	2012 Society £'000
Balance at 1 April 2012	3,674	3,674	2,951	2,951
Amounts released to incoming resources	(3,674)	(3,674)	(2,951)	(2,951)
Amounts deferred in the year	4,200	4,200	3,674	3,674
	4,200	4,200	3,674	3,674

13. Share capital

The Society has no issued share capital as it is a company limited by guarantee.

14. Taxation

As a charity, Alzheimer's Society is potentially exempt for taxation of income and gains to the extent these are applied to its charitable objectives.

15. Funds

	Note	At 1 April 2012 Group £'000	Incoming resources £'000	Resources expended £'000	Transfers £'000	Gains and losses £'000	At 31 March 2013 Group £'000
Restricted funds							
Big Lottery Fund							
Care services	(a)	265	997	(1,065)	–	–	197
People's Health Trust							
Care services	(b)	227	173	(465)	–	–	(65)
		492	1,170	(1,530)	–	–	132
Other funders							
Research		1,990	2,118	(1,491)	–	–	2,617
Care services		1,094	1,451	(1,131)	–	–	1,414
Geographically restricted funds		2,010	1,614	(1,744)	–	–	1,880
Worried about your memory?		200	–	(197)	–	–	3
Other		1,112	2,961	(3,240)	1,448	–	2,281
		6,406	8,144	(7,803)	1,448	–	8,195
Total restricted funds		6,898	9,314	(9,333)	1,448	–	8,327
Unrestricted funds		22,198	61,457	(60,400)	(1,448)	2,026	23,833
		29,096	70,771	(69,733)	–	2,026	32,160

Unrestricted funds include designated funds of £1.0 million (2012: £1.3 million) which represent the Society's investment in tangible fixed assets which are not immediately realisable. Transfers between funds occur so that incoming and outgoing resources with the same restriction are matched.

(a) During the year the Society was in receipt of 12 grants from the Big Lottery Fund. These grants are restricted to the activities agreed to by the Big Lottery Fund and the Society. In accordance with their terms, an analysis by activity is reported below:

	At 1 April 2012 Group £'000	Incoming resources £'000	Resources expended £'000	At 31 March 2013 Group £'000
Care services				
Community fund grant – Bromley	6	–	(6)	–
Outreach & support – Tower Hamlets	26	23	(49)	–
AdvantAge befriending Wales	82	258	(296)	44
Northumberland outreach project	23	115	(124)	14
Awards 4 All – Portsmouth	4	–	(4)	–
Awards 4 All – North Yorkshire	5	–	(5)	–
Outreach service – West Lancashire	–	82	(78)	4
Reaching communities – Scarborough, Whitby and Ryedale	7	137	(144)	–
AdvantAge advocacy Wales	87	262	(289)	60
Healthy minds – Northern Ireland	10	–	(10)	–
Family support – West Cumbria	15	–	(15)	–
Dementia Cafés Network NI		120	(45)	75
	265	997	(1,065)	197

Notes to the financial statements For the year ended 31 March 2013

(b) During the year the Society was in receipt of a grant from the People's Health Trust. This grant is restricted to the activities agreed to by the Peoples' Health Trust and the Society. In accordance with their terms, an analysis is reported below:

	At 1 April 2012 Group £'000	Incoming resources £'000	Resources expanded £'000	Transfers £'000	At 31 March 2013 Group £'000
People's Health Trust Grant	227	173	(465)	–	(65)

The income represents one half of the total grant funding agreed. The second half will be released on acceptance of progress reports. In 2011/12 the grant was incorrectly attributed to the Health Lottery.

16. Financial and other commitments

(a) Operating leases – Group

At 31 March the Society had annual commitments under non-cancellable operating leases as set out below:

	2013 Land and buildings £'000	2013 Other £'000	2012 Land and buildings £'000	2012 Other £'000
Operating leases which expire:				
Within one year	1,945	190	1,972	62
In two to five years	4,429	127	5,875	109
After five years	127	–	277	46
	6,501	317	8,124	217

(b) Other commitments

The Society had no commitments to provide contractual services to local authorities and other statutory and non-statutory bodies that required a capital expenditure commitment (2012: nil).

17. Analysis of group net assets between funds

	Tangible fixed assets £'000	Fixed asset investments £'000	Net current assets £'000	Creditors due after 1 year £'000	Total £'000
Restricted funds	–	–	8,327	–	8,327
Designated funds	1,030	–	–	–	1,030
General funds	–	27,541	60	(4,798)	22,803
	1,030	27,541	8,387	(4,798)	32,160

Independent Auditor's Report to the Members of Alzheimer's Society

We have audited the financial statements of Alzheimer's Society for the year ended 31 March 2013, which comprise the Consolidated Statement of Financial Activities, the Consolidated and Society Balance Sheets, the Consolidated Cash Flow Statement and the related notes numbered 1 to 17.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the directors of Alzheimer's Society for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Trustees' Annual Report and any other surrounding information to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2013 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate accounting records, or returns adequate for our audit have not been received from localities not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



Tina Allison

Senior Statutory Auditor

For and on behalf of
Crowe Clark Whitehill LLP
Statutory Auditor
St Bride's House
10 Salisbury Square
London EC4Y 8EH

19 September 2013

A big thank you

To all our supporters who helped us continue to fight against dementia in 2012/13, including:

Patrons

Professor David J Brooks
Dame Judi Dench
Britt Ekland
Lord Moser
Professor Steven Rose

Vice-Presidents

Rt Hon David Blunkett MP
Baroness Browning
Professor Jim Edwardson
Dr Nori Graham
Sir John Gordon Hannam
Dr Anne Hunter OBE
Morella Kayman MBE
Dr Christine Kirk
Baroness Murphy
Anne Robinson
Professor Martin Rossor
Lady Saunders
Professor Gordon Wilcock

Ambassadors

Professor Sube Banerjee MBE
Lynda Bellingham
Nick Bence-Trower
Rt Hon Hazel Blears MP
Baroness May Blood MBE
John Bowis OBE
Rosie Boycott
Jo Brand
Professor Carol Brayne
Paul Brooks
Graham Browne
Tania Bryer
Paul Dacre
Christopher Devas
Professor Murna Downs
Peter Dunlop
Lord Fellowes of West Stafford
Professor Nick Fox

Professor Steve Gentleman
AA Gill
Russell Grant
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Baroness Sally Greengross OBE
Alison Halsey
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John Hughes
Professor Robin Jacoby
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Dr Ann Johnson MBE
Mike Kelly
Ruth Langsford
Sally Lindsay
Richard McCourt
Lawrie McMenemy
Carey Mulligan
Nicholas Mullings
Arlene Phillips CBE
Fiona Phillips
Barbara Pointon MBE
Bill Reinking
Angela Rippon OBE
Heather Roberts
Professor Louise Robinson
Sir Tony Robinson
Robbie Savage
Robert Scott
Meera Syal MBE
Mike Tobin
Dr Daphne Wallace
Kevin Whately
Bill Wilson
Professor Bob Woods

Individuals

Celia Atkin
Professor Miriam Glucksmann
Dr David Hague
Charles Hunt

David Mayhew CBE
Dr Carolyn Popham
Lee Portnoi
Dr Daniel Tabor
Professor Michael Tabor
Caroline van den Brul
Glyne Wetton
The Wheldon Family
Bert Williams MBE

Corporate Partnerships

Ageas UK
Airbus
Anchor Care Homes
Ascot Underwriters
Barchester Care Homes
Bebbies Traynor
Bristan Group
Bunzl Healthcare Ltd
Bupa Care Homes plc
Capita
Caspari
Centric Commercial Finance
Deans Garden Centre
DLA Piper Leeds
DLA Piper Liverpool
Dulux Decorator Centres
Dundas and Wilson
Field Fisher Waterhouse
GCA (United Utilities)
Gelder
Hays plc
Home Retail Group
HSBC
The Insolvency Service
LABC
Lilly
Lloyds Banking Group
MHS Homes
MoneySupermarket.com



Ambassadors Jo Brand and Meera Syal MBE become Dementia Friends

Nabarro LLP
Nationwide
Northcote
Outfit
Riverside Housing Association
Royal Mail
Saga
Standard Life
Staples
Sunrise Senior Living Ltd
Tesco
Thales
The Bingo Association
The Garden Centre Group
The Lawyer Awards
The Times
Unicredit Bank
Waitrose online
Women's India Association UK
Wragge & Co
Zurich Community Trust

Trusts and Statutory

29th May 1961 Charitable Trust
Bill Brown's Charitable Settlement of 1989
CHK Charities Limited
City Bridge Trust
Cohen, John S, Foundation
Comic Relief
Community Foundation serving Tyne & Wear and Northumberland
February Foundation
Frieda Scott Charitable Trust
Lord and Lady Lurgan Trust
Margaret Giffen Charitable Trust
Nominet Trust
Northern Rock Foundation
Peacock Charitable Trust
People's Health Trust
P F Charitable Trust
Robert Luff Foundation Limited
Rosetrees Trust
Royal Air Force Benevolent Fund
The Atlantic Philanthropies

The Ballinger Charitable Trust
The Brelms Trust
The Charles Wolfson Charitable Trust
The Eric and Margaret Kinder Charitable Trust
The Ernest Hecht Charitable Trust
The Freemasons' Grand Charity
The Goldmark Trust
The Hartley Charitable Trust
The Headley Trust
The Henry Smith Charity
The Hon Mrs HD Lakin's Charity Trust
The Ingram Trust
The Kirby Laing Foundation
The Liz and Terry Bramall Foundation
The Milly Apthorp Charitable Trust
The National Gardens Scheme
The Rayne Foundation
The Rowse Family Trust
The RS Macdonald Charitable Trust
The Tudor Trust
WCVA: Volunteering in Wales Fund

Society people

During the year 2012/13

Royal Patron	HRH Princess Alexandra GCVO	
President Emeritus	Sir Jonathan Miller CBE	
Board of Trustees		
Honorary Officers		
Chair	Alastair Balls CB DL +*	Re-elected 17 September 2010
Vice-Chair	Eileen Winston +*	Re-elected 18 September 2009 Resigned 16 October 2012
	Ann Beasley CBE +*#	Re-elected 16 October 2012 ¹
	John Grosvenor +*#	Elected 18 September 2009 Appointed 16 October 2012
Treasurer		
	Richard Ford ^	Elected 16 October 2012
Board members	Pippa Gough	Elected 17 September 2010
	Thomas Haverty	Appointed 16 September 2011
	Professor Robin Jacoby	Re-elected 16 October 2012
	Dr Linda Patterson OBE	Elected 17 September 2010
	Sir Chris Powell	Appointed 1 August 2012
	David Richardson #	Re-elected 17 September 2010
	Ian Sherriff #^	Elected 17 September 2010
	Annette Southcott	Re-elected 18 September 2009 Resigned 16 October 2012
	Alan Wells OBE *	Re-elected 16 October 2012
	Jeremy Hughes	
Chief Executive		
Strategic Leadership Team		
Director of Corporate Resources	Matthew Sellen ^	
Director of External Affairs	Andrew Chidgey	
Director of Fundraising	Liz Showell	to 23 April 2012
Acting Director of Fundraising	Angus Nelson	to 9 September 2012
Director of Fundraising	Liz Monks	from 10 September 2012
Interim Director of Operations	William Butler	to 5 April 2012
Director of Operations	Kathryn Smith	from 10 September 2012
Director of People and Organisational Development	Brett Terry	
Director of Research	Professor Clive Ballard	to 1 January 2013
Interim Director of Research Management	Steve Dewar	to 1 January 2013
Director of Research and Development	Doug Brown	from 2 January 2013
Company Secretary	Deirdre Watson	

All Trustees are elected by the Society's membership, or co-opted, in accordance with the Society's Articles of Association.

¹ Elected by the Board as Vice Chair 13 November 2012

Committee Memberships during the year (all or part of):

Finance and Audit Committee Member

* Nominations and Appointments Committee Member

+ Remuneration Committee Member

^ Investment Committee Member

Professional advisers

Auditors

Crowe Clark Whitehill LLP
Chartered Accountants and
Registered Auditors
St Bride's House
10 Salisbury Square
London EC4Y 8EH

Bankers

HSBC Bank Plc
London Corporate
Banking Centre
60 Queen Victoria Street
London EC4N 4TR

Insurance brokers

Lockton Companies LLP
The St Botolph Building
138 Houndsditch
London EC3A 7AG

Investment managers

JP Morgan Private Bank
1 Knightsbridge
London SW1X 7LX

Legal advisers

Charles Russell LLP
5 Fleet Place
London EC4M 7RD
To 28 February 2013

Stone King LLP
16 St John's Lane
London EC1M 4BS
From 1 March 2013

Registered charity number

296645

Company registration number

2115499

Alzheimer's Society

Devon House
58 St Katharine's Way
London E1W 1LB
T 020 7423 3500
F 020 7423 3501
E info@alzheimers.org.uk

alzheimers.org.uk

Registered charity no. 296645
Company limited by guarantee and
registered in England no. 2115499
Alzheimer's Society operates in
England, Wales and Northern Ireland.

TRAA1213

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