


United Against Dementia

Annual Report and
Accounts 2018/19

alzheimers.org.uk





**‘Anytime you
need anything,
Alzheimer’s
Society are
always there
for you.’**

**Raymond James
who is living with dementia and
featured on our front cover**

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1983



We helped establish **The Caring Fund** to help families cope better with caring for a loved one
(The sum was £15,000 to begin with and people were encouraged to apply)

1996



We produced the first general election manifesto **'Challenging Dementia'**

2002



We launched **Talking Point**
(Our helpful online community where anyone who is affected by dementia can receive valuable support. It's free, open day or night, and can be accessed online. Over 50,000 people are now signed up)

1979



Alzheimer's Society formed as **Alzheimer's Disease Society** on 6 November

1992



We held our **first ever ever parliamentary meeting** during Dementia Awareness Week to coincide with the launch of the Alzheimer's Disease Report

1998



We launched the **National Dementia Helpline**
(It received 24,000 calls in its first year)



We launched **alzheimers.org.uk**
(It included information about dementia, availability of help for carers and general information about the Society)

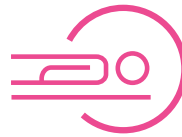
1989



We successfully campaigned for people with Alzheimer's disease to be **exempt from paying Poll Tax**

We led the first ever **Dementia Awareness Week**

1997



With funds from the Society, Professor Nick Fox developed an **MRI analysis technique to quantify changes in brain structure**
(Now commonly used in clinical trials in dementia)

2006



We led the successful 3 year campaign **'Hands Off Dementia Drugs'** that allowed Alzheimer's drugs to be prescribed on the NHS for those in moderate stages

1983



We started to fund a small number of **research projects and fellowships** and our Medical and Scientific Advisory Committee were appointed to review applications and priorities for funding

1993

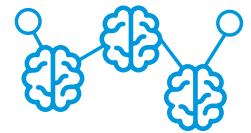


We launched **£1.25 million of Post-Doctoral Research Fellowships** to support talented scientists and doctors over the next five years

1999

Alzheimer's Society Leading the fight against dementia

Alzheimer's Disease Society changed our name to **Alzheimer's Society**



We founded the **Research Network**
(The Research Network volunteer role is open only to people with dementia, carers and former carers. No prior scientific knowledge or research experience is required)

Celebrating 40 years of

2009



With the All-Party Parliamentary Group on Dementia, we investigated the use of antipsychotic drugs given to people with dementia in care homes and urged an **end to what MPs called 'dangerous over-prescribing'**



The government's **National Dementia Strategy** for England, and equivalent developments in Wales and Northern Ireland, were published (Our members' personal experiences influenced the Strategy's development)

2014



We launched **Side by Side** (Our service that links people living with dementia to volunteers, so they can keep doing the things they love)

2018



Dementia Connect launched (Our service for all people affected by dementia – connecting people to the right support, at the right time, in the right way)



The UK Dementia Research Institute opened in London, Cambridge, Cardiff and Edinburgh

2007



The **All-Party Parliamentary Group on Dementia (APPG)** was established

2012



We worked with David Cameron to develop the **Prime Minister's Challenge on Dementia** (Three champion groups were set up to focus on three main areas for action: 1. Driving improvements in health and care 2. Creating dementia-friendly communities 3. Improving dementia research)

2016



Our **'Fix Dementia Care'** campaign launched, uniting over 30,000 people against an unfair social care system

2011



Our Ambassador, Lord Fellowes launched our **Drug Discovery programme** in the House of Lords (By repurposing existing drugs, we aimed to bring better treatments to hundreds of thousands of people with dementia sooner - in half the time of a standard drug)

2015



We influenced the government to commit **£150 million to a world leading UK Dementia Research Institute**

2008



Our **'Worried about your Memory?'** campaign launched (This prompted over 100,000 requests for information for this campaign over the years with over 2 million leaflets in 12 languages distributed)

2013



The Dementia Friends programme began (Dementia Friends is the biggest ever initiative to transform how the nation thinks, acts and talks about dementia)



We played a key role at the **G8 Dementia Summit** (We brought together government and charity organisations from around the world to improve understanding and collaboration in dementia research)

2017



We launched **Our bold new brand and United Against Dementia campaign** (This created thousands of new supporters and a network of tens of thousands of campaigners)



We committed to making sure the **Dementia Statements**, created by people living with dementia, framed the dementia movement for change

Why we are here

Dementia is the biggest health and social care challenge of our time.



Dementia is now the UK's **biggest killer**



Every **three minutes**
someone in the UK develops dementia



There are **over 850,000**
people living with dementia in the UK.
This is set to rise to over **one million** by 2021

Alzheimer's Society is the only UK charity focused on addressing the growing dementia crisis from all sides. We fund research into care and cure, provide support and training, and campaign for the rights of people living with dementia.

We are united against dementia.

New Deal on Dementia Strategy



Support

Our wide range of support means that nobody should have to face dementia alone.

- We're developing our innovative Dementia Connect service which will make sure people with dementia get the right support, in the right way.
- Right now, our helpline is available to those who need to talk to a trained expert.
- Our website is a one stop shop for other support. You can search for local support services, connect with others through our online community, access information and advice and sign up to our magazine 'Dementia Together'.
- We will work towards ensuring people continue to benefit from our group services like Dementia Cafés and Singing for the Brain.



Society

We will fight for a future where nobody is excluded from their community or denied the care or support they deserve.

- We are calling on the Department of Health and Social Care and NHS England to 'Fix Dementia Care' by committing to invest in tackling the social care crisis and giving people with dementia a fair deal.
- We are campaigning nationally and locally to keep dementia at the top of the agenda in Government.
- Positive social movements like Dementia Friends and Dementia Friendly Communities are sweeping the country, helping society become more inclusive for people with dementia.



Research

Dementia is caused by diseases of the brain which means that through research we will beat it.

- We are the only UK charity to fund research into how to prevent and cure dementia as well as research to improve care for people living with dementia today. We are investing more money than ever in dementia research and attracting more talented researchers to the field.
- Our Research Centres of Excellence focus on themes which really matter to people living with dementia – such as the best ways to support people after a diagnosis.
- We're a founding funder of the UK Dementia Research Institute, which will bring together over 700 scientists to study underlying causes and develop treatments as well as lead ambitious care and technology research programmes.
- Our Drug Discovery programme is looking for treatments for dementia by repurposing drugs used for other conditions.

Brand

Our brand identity was built from the idea of protest, from change coming through people demanding it from the grass roots up.

It is bold, vibrant and confident, to ensure we are seen and known by those who need our help or want to unite with us.

Fundraising

Thanks to our amazing fundraisers, donors and partners, we have become the largest and most influential dementia charity in the UK.

With a powerful movement, we will make dementia history. United against dementia.

Strategic Report 2018/19

Welcome – Chair and Chief Executive’s introduction

At Alzheimer’s Society, ‘united against dementia’ is more than a slogan. Bringing people together and putting those affected by dementia at the heart of everything we do makes our work possible.

2018/19 was the second year of our five-year New Deal on Dementia strategy to transform the lives of everyone affected by the condition – people with dementia, their families, friends and carers. Throughout England, Wales, Northern Ireland and beyond, we built on the foundations laid in the previous year to reach even more people and put our new approach into action.

This year was also our 40th anniversary, which we marked with an event at St Paul’s Cathedral in December

Joined by a Singing for the Brain choir, celebrity ambassadors, and people affected by dementia, it was wonderful to see so many people brought together by our shared vision – a world without dementia.

The New Deal on Support

Our Dementia Connect service that quickly gives people the support they need, wherever in the country they are, has proven to be transformational. Having this new service recognised in the NHS England Long Term Plan was testament to its success to date and its potential to do so much more.

Through our wide range of services, including our National Dementia Helpline, dementia guides and online forum – Talking Point, we’ve continued making a real difference to people’s lives, all over the world.

The New Deal on Society

In addition to providing support ourselves, we’ve influenced the wider health and social care environment to have an even bigger impact.

We significantly increased the number of Dementia Friends to 2.8 million people.

We far surpassed our target of 20 Dementia Friendly Communities, engaging a huge 423 communities in making life better for people affected by dementia.

And we secured a commitment from the Mayor of London to create the first Dementia Friendly Capital City.

The New Deal on Research

2018/19 saw the UK Dementia Research Institute, of which the Society is a founding funder become fully established. Its seventh centre was added focusing on using the latest technology to support people with dementia to remain independent at home for longer.

We continue to drive forward progress towards new treatments and cure, spending £12.3million on research activity this year.

We built on our continued investment in research with innovation. Our award-winning ‘workshop in a box’ Lifting the Lid created a space to talk about intimacy in care homes. And through our Accelerator Programme we supported young engineers to develop inventions to overcome dementia-related challenges in exciting new ways.

Looking ahead

We’re immensely proud of what we achieved this year. And now, as ever, we’re looking to the future. This year, we’ll cement the progress made in 2018/19 by strengthening our teams and processes to deliver our New Deal. We’ll scale up Dementia Connect and continue to innovate in all areas of our work. And we’ll give our supporters new ways to get involved so we continue to grow our income in an uncertain climate.

Thank you

None of what you read in these pages would be possible without our people. Our phenomenally loyal employees have worked tirelessly towards our vision, always striving to do better. Our volunteers have shown up in rain or shine to make our events and campaigns a success. And the public have rewarded our efforts with their trust, passion and support.

To increase our fundraising income by 9% to more than £84 million, when much of the sector is facing challenges, is an incredible achievement. We don’t take it for granted for a second. Every Memory Walker, marathon runner and bucket shaker enable us to do more for people affected by dementia and lead the way towards a cure.

With our health and social care services in crisis, and the number of people with dementia in the UK set to hit a million by 2021, it’s never been more important to be united against dementia. Our sincere thanks for everything you do.



Stephen Hill, OBE
Chair of trustees



Jeremy Hughes, CBE
Chief Executive



The background is a solid blue color with several thick, white, hand-drawn brushstroke patterns. These strokes are curved and overlapping, creating a sense of movement and depth. The text is centered in the upper half of the image.

Our year in numbers



218,000

people affected by dementia **supported directly** by our work



5.5mil

interactions with people affected by dementia accessing vital information **online and in print**



96%

of people affected by dementia agreed our **services met their needs***



85,000

campaigners helping to influence local and national government



+500

Dementia Friends recruited **every day** across the three nations



950

researchers driving new scientific discoveries across care and cure



£112mil

total income



9%

rise in **fundraised** income



40yrs

since the Society was **formed**

*based on survey of 7,600 service users

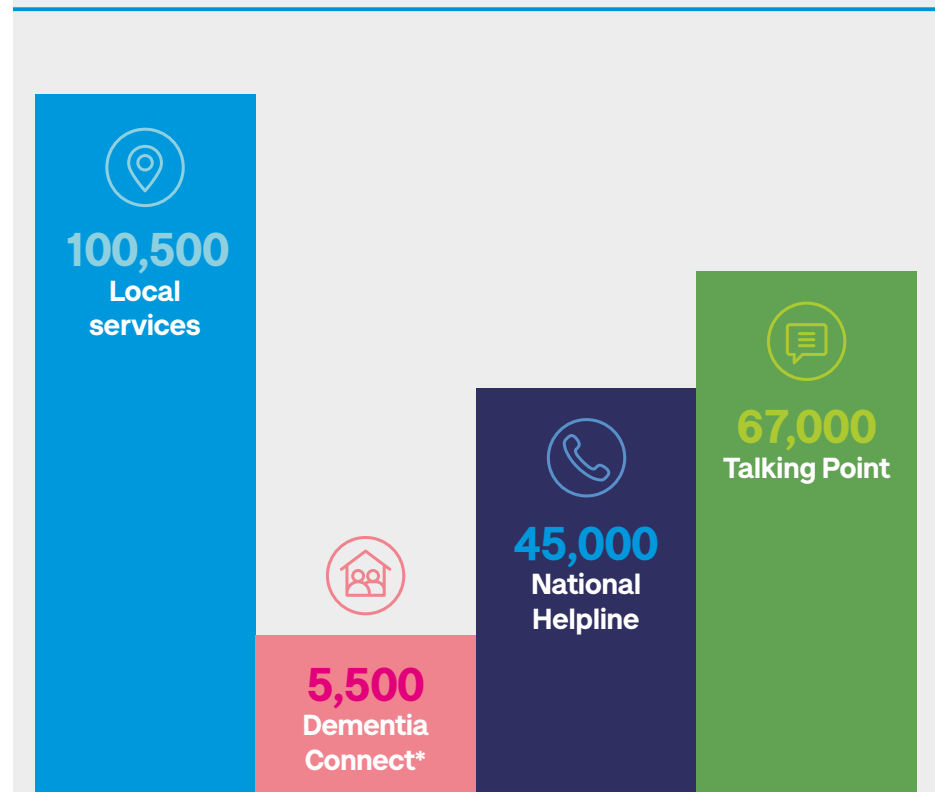
The New Deal on Support

In 2018/19, our wide range of services supported even more people affected by dementia, in a way that worked for them.

This year, we supported 218,000 people affected by dementia across our range of services. This was up from 210,000 people in 2017/18.

In addition we had 5.5 million interactions with people affected by dementia accessing vital information online and in print.

We've provided direct support to 218,000 people through our frontline services:



*(including Side by Side)



‘Alzheimer’s Society have been so supportive to us since Raymond was diagnosed. Initially, we didn’t know what we were doing or where to go, and now we know we always have support when we need it. They’ve helped Raymond with all the aids to help around the house and I’ve learned so much by going to the carers’ support group. Anytime you need anything, Alzheimer’s Society are always there for you.’

**Cynthia, wife of Raymond James
who is living with dementia**

Dementia Connect: An offer of support to anyone with a diagnosis

22x

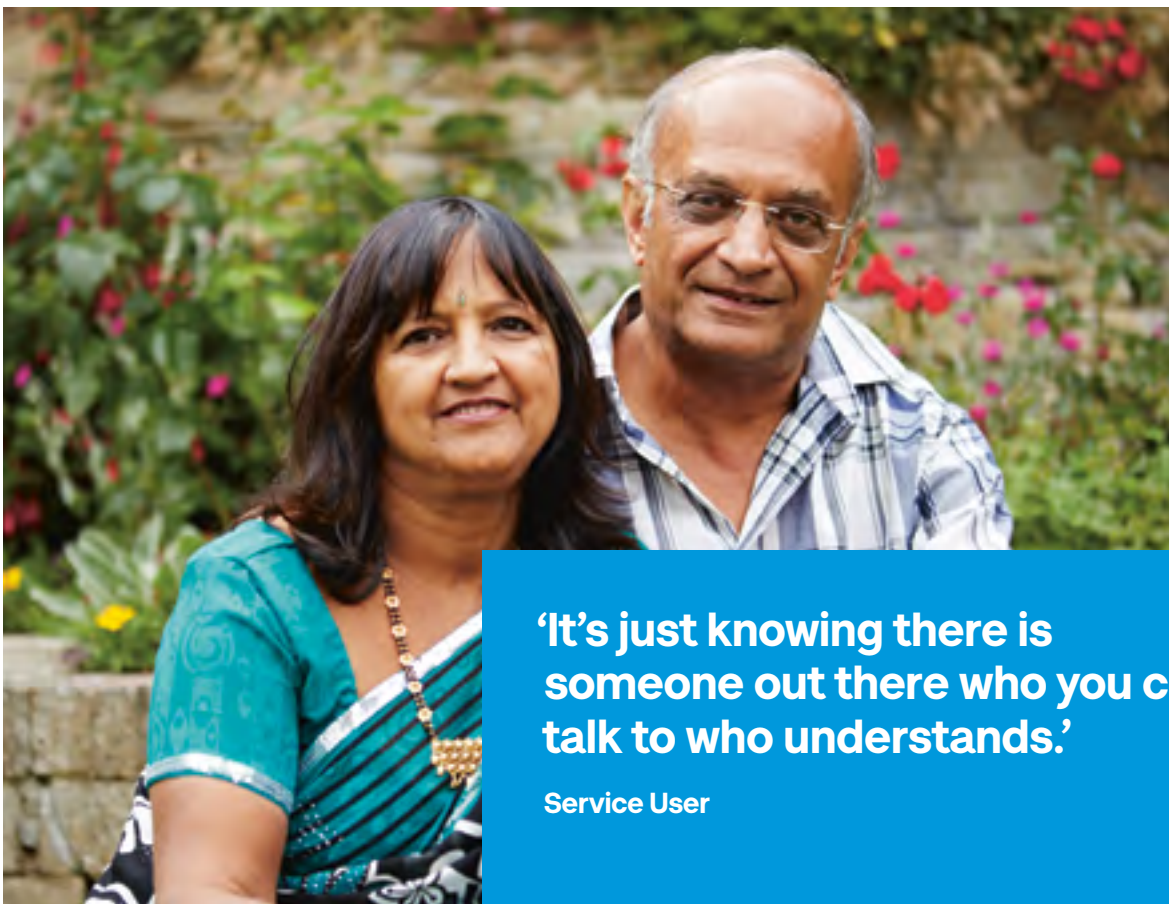
The average number of times someone with dementia and their loved ones have had to repeat their story when asking health and social care services for support

As part of our five-year New Deal strategy, we focused our resources on developing our Dementia Connect service. Through this transformational service, we can make sure no one has to face dementia alone.

Dementia Connect is a new approach to delivering support that lets us help people faster and in a way that is right for them. People with dementia and their families, friends and carers asked us for help navigating the maze of health and social care services available. They were frustrated at having to repeat their stories an average of 22 times.

We listened, and designed Dementia Connect as a single point of contact for support, so people never have to repeat themselves again

Through telephone contact as a first line of support, our specially trained Dementia Advisers assess the person's needs and advises on what support is available to meet their specific requirements. Our expanded telephone service can now support far more people than in person, making better use of the resources we have available. And we can find out quickly if someone needs urgent help and follow up with personal one-on-one support through a home visit from one of our Dementia Advisers. Through Keeping in Touch calls we make sure people get the ongoing help and advice they need, to help prevent any future crisis arising.



'It's just knowing there is someone out there who you can talk to who understands.'

Service User

An extract of a Keeping in Touch call between Nusrat, a Dementia Adviser, and Margaret who cares for her husband and parents who all have dementia.



Hello Margaret, it's Nusrat calling you from Dementia Connect.

Oh hello Nusrat, it's great to hear from you!



I'm just ringing – as we agreed – to make a keeping in touch call so that's part of the service that we offer, is every few months we can keep in touch to see how things are going for you. Have you heard of something called Talking Map?

No.



This can be really helpful for anybody who might have an additional learning need or have difficulty communicating their own needs. You could actually make your own – you could have a picture of a body map where they can point to the area they feel they're in pain. Because people's experience with dementia and then how they're feeling can fluctuate. So sometimes they might be able to just tell you verbally exactly what they mean, but other times – for example if somebody is ill – it might be harder for them if they've already got this communication difficulty. You're already using really good strategies.



Thank you. But I'm always willing to learn more. I mean obviously there are times when it's overwhelming, there's times when it's very sad when you, you realise that they've lost skills that they've always had. It's a cruel disease really.



Oh definitely. But hopefully the different supports you've put into place and the fact that you take on so much yourself and then you've got your son at home supporting his dad.

Yes



Hopefully it's making everybody's experience of living with dementia better than it would be without it.



I do have a lot of family support, I've got carer support, and then the support like from people like yourself – because you've basically heard it all before. When I'm banging my head against the brick wall thinking 'How on earth am I going to deal with this?' – every time I've always come along to you, you've always had a solution.



Aw, thank you! Obviously we work with lots of people, and they might be going through something similar but every person with dementia is unique, so I suppose we can share what might have worked with somebody and it may work with you or you can adapt it.

Exactly.



Yeah, and knowledge is really key. It was lovely chatting with you Margaret, you take care of yourself and I'll give you a call back in approximately three months time.



Thank you very much indeed Nusrat! I always feel a lot brighter after chatting to you.



Ah, that's really kind of you to say! You're welcome.





This year, our total number of Dementia Advisers and Support Workers increased to 684



4,455 people supported by Side by Side, with 63k total hours of volunteer support

In 2018/19, we rolled out our third early adopter Dementia Connect service across Wales, building on successful pilots in Pennine Lancashire and Birmingham Solihull. The rollout saw 70% of health and social care commissioners who fund the Society across Wales agreeing to switch to Dementia Connect, meaning we can reach new people in new places. The service will be especially beneficial for people affected by dementia in remote rural areas. They previously struggled to access support and had limited choice. To better support people with Welsh as their preferred language, we appointed a Welsh-speaking Adviser. In January, Dementia Connect was included in the NHS England Long Term Plan – recognition of its life-changing impact (see The New Deal on Society).

Part of Dementia Connect is our Side by Side service, which reduces the social isolation experienced by many people affected by dementia. People with dementia are paired with volunteers who help them continue to do the things they love and feel part of their local community. Through Side by Side, we supported 4,455 people with dementia this year, with a combined total of 63,000 hours of volunteer support. Over the past 18 months we transitioned our Befriending services to this model, doubling the number of places where Side by Side is delivered across our three nations (up from 29 to 60). We grew the number of Side by Side volunteers and will continue to recruit more volunteers as we expand Dementia Connect.



‘Thank you for finding Dean’ is the main response we hear from Arthur Childs and his wife Jennifer.

Dean has been Arthur’s Side by Side volunteer since October 2017. Together they go to Arthur’s local pub in Stockwell where they meet up with some of Arthur’s friends and enjoy a few rounds of dominoes. They have developed a strong bond and become firm friends.

Jennifer tells us how Dean is a huge support for Arthur, and herself: **‘Arthur left the house on his own when I was at work and no-one knew where he was. He was found in the street badly bruised, but he couldn’t explain why and had to spend the night in hospital. I want to be his full-time carer, but I was only offered seven hours in terms of care allowance, which isn’t enough to make ends meet. So Arthur spends hours on his own during the day. My health is suffering and I find it difficult to sleep because I worry about Arthur constantly. Knowing Dean is with him when I am at work helps put my mind at rest. He’s like one of the family now.’**

Supporting anyone in need

Through our National Dementia Helpline, we gave people the support and advice they needed – both people with dementia and those closest to them. Our helpline received 45,000 calls in 2018/19 (42,000 in 2017/18).

Our online forum Talking Point makes dementia support available globally 24/7, 365 days a year. 1.3 million people accessed Talking Point this year, with 67,000 people formally registering for increased levels of support. As well as providing expert advice, it allows people with dementia to support each other and share their experiences, regardless of where they are in the world. 5,900 people joined the forum this year, which is now more secure and easier to use, with email updates and help videos.



Our helpline received 45,000 calls this year

1.3 million people accessed Talking Point this year, with 67,000 people formally registering for increased levels of support

Our lasting power of attorney (LPA) digital assistance service, developed in partnership with the Office of the Public Guardian, helped safeguard the health and welfare of 849 people with dementia, an increase of 54% (552 in 2017/18). The LPA legal tool gives another adult the legal authority to make certain decisions for a person with dementia who becomes unable to decide for themselves. Through our digital assistance service, we helped people without access to a computer, or lacking confidence using one, to set up LPA over the phone and ensure they are protected.

Our Dementia Advisers and Dementia Support Workers offered people invaluable expert advice. They were the face of the Society in supporting social activities such as Singing for the Brain, information and support for carers, and Living Well with Dementia programmes.



Our LPA digital assistance service helped 54% more people with dementia safeguard their health and welfare

Through face-to-face local services, we supported 106,000 people across England, Wales and Northern Ireland

Our Singing for the Brain groups, which bring people affected by dementia together to sing, build new relationships and boost their confidence, proved to be a highly effective therapy. 8,839 people attended a Singing for the Brain session this year. This is down from 10,001 in 2017/18, as 14 services were closed due to a reduction in contracted funding. To address this, in 2019/20, we will deliver more Singing for the Brain services through the 'community model' (partners running Singing for the Brain on our behalf), so that even more people can benefit from this empowering service.



Our website is a life-changing resource for people affected by dementia, attracting 11 million views last year

Supporting people with information and guidance, wherever they are

We are committed to making support available to anyone who needs it, in a way that works for them. In 2018/19, we used digital and print communications to reach people who were previously unable to get the help they needed.

In addition we had 5.5 million interactions with people affected by dementia through sharing our expert knowledge online and on paper

Our website continued to be a life-changing resource for people affected by dementia, once again attracting a total of 11 million views. Our web pages giving people the vital information they need received 3.5 million unique views.



823,000 essential print materials provided to people where and when they needed them

We provided essential print materials to people where and when they needed them, distributing 823,000 materials this year. We sent out 326,000 factsheets, covering everything from what dementia is, to how to look after yourself with the condition and access essential benefits. Our Dementia Guide was distributed 108,000 times in 2018/19, both in GP surgeries and directly from us. We gave printed copies of the Guide to people newly diagnosed through partnership with the NHS, and more people chose to download the guide than ever before.

To increase awareness and improve support for people affected by dementia, we provided training on subjects ranging from responding to distress to improving the customer experience. We reached more than 7,900 people with dementia training this year. This was delivered through in-house training, webinars, e-learning, conference workshop sessions, and public access courses.

We reached more than 7,900 people with dementia training this year

Face-to-face, we trained over 3,500 people working in health and social care services, housing associations and businesses. Over 2,000 people attended workshops at conferences, allowing us to connect with professionals involved in the future of dementia care and support. Almost 2,000 people used our Elearn4business online training service aimed at helping leisure centre staff to better support people with dementia. And we offered consultancy on Dementia Connect and our other services to employees of healthcare environments and private companies.

Importantly, we helped people with dementia to feed back to these organisations about their needs and the level of service they experienced. Every small improvement will make a big difference to people's lives.

Improving our services by asking people for their opinions

As part of our commitment to put people with dementia at the heart of everything we do, we asked them to evaluate our services, including Dementia Connect.

7,600 people affected by dementia who had used our services, gave us feedback, and 96% agreed our services met their needs

More than 7,600 people affected by dementia who had used our services gave us feedback through Making Evaluation Count. Overall, at least 96% agreed our services met their needs. People affected by dementia felt our services helped them feel listened to. In turn, this made them feel valued and in control, and more able to cope with the challenges associated with living with dementia.

Feedback from 164 people using Dementia Connect showed high satisfaction, with the Dementia Adviser understanding their needs (99%), providing useful information (96%) and allowing enough time to discuss their concerns (97%). We are investigating areas where satisfaction was not as high, to improve the service further. Overall, 97% said they would recommend Dementia Connect to others.

‘I used to be ashamed of having dementia. I’m not anymore.’

Person with dementia, feeding back on our Side by Side service

‘Our Dementia Adviser’s listening skills should not be underestimated, as she was brilliant at understanding our needs and our lifestyle. She wanted to know and understand our experiences and a day-in-the-life of both of us. I felt supported in my needs.’

Person with dementia, feeding back on our Dementia Adviser service

‘When you feel like you are wading through a sea of treacle, the support service feels like a comfort blanket giving you the support and encouragement to tackle things head on.’

Carer, feeding back on our Dementia Support service



**‘Without Alzheimer’s Society
I would feel really alone to be
quite honest. I can access
Talking Point whenever I want,
that’s what I love about it.’**

Tracey, living with dementia

Keeping our people safe

As part of our commitment to accessibility, we refreshed our digital records system, making it easier for people to view their data. We provided training on this system to 151 employees across the organisation who have access to this system.

Following news of malpractice elsewhere in the sector, the Board of trustees commissioned a safeguarding review. The review, carried out by external safeguarding professionals, found we had robust measures in place to keep adults and children safe. We will continue to improve our safeguarding approach, training employees, partners and volunteers through an action plan with the full support of our Trustees. In 2018/19, 98% of our employees and 90% of our volunteers completed their safeguarding e-learning course.



Our ambitions

In 2019/20 we will:

- **launch two telephone advice and support hubs (in Birmingham and Warrington). This will enable us to expand Dementia Connect and provide even more people with fast access to information and support from an expert Dementia Adviser**
- **embed Dementia Connect in Wales, the West Midlands and beyond. We will convert existing service contracts to Dementia Connect, expanding our reach, and impact**
- **continue to increase our first-time response rate for incoming calls, through our new telephone hubs and Dementia Connect service**
- **increase referrals to Dementia Connect, working closely with healthcare providers**
- **grow Singing for the Brain by piloting the community model to expand our reach and make support accessible to all. We will roll out 50 new pilots of Singing for the Brain using this approach, and build on this to develop the service further.**

The New Deal on Society

In 2018/19, we continued to bring together people affected by dementia to grow a movement for change.

We fight for a future where nobody affected by dementia is excluded from their community or denied the care they need. As always, we put people with dementia, and their families, friends and carers, at the heart of what we do, to change attitudes and improve lives.

Growing a movement for change



85,000
campaigners



160
MPs



2.8mil
Dementia
Friends




423
Dementia
Friendly
Communities

Influencing – fixing our broken health and social care system

We were bolder than ever in our approach to influencing this year, raising the profile of dementia care as a social justice issue. Our Fix Dementia Care campaign gathered momentum, identifying the issues faced by people affected by dementia and what needs to happen to mend the broken care system.

We made a detailed influencing plan to ensure we make the greatest impact for people affected by dementia across England, Wales and Northern Ireland. Key areas of influencing in 2018/19 included our involvement in the development and implementation of NHS England's Long Term Plan, lobbying around the Mental Capacity Act (Amendment) Bill, and our response to the review of the Prime Minister's Challenge on Dementia 2020.

As a critical friend of government across the three nations, we ensured dementia was prioritised in health and social care. We met face-to-face with elected officials throughout the year, inviting people affected by dementia to make their voices heard and hold their decision-makers to account.



‘It was really good to speak to an MP who had an interest in dementia so that we weren’t starting from scratch. Some of the things I was able to tell him were things he hadn’t thought of about social care – I was able to put the meat on the bones.

It was very satisfying to see how quickly our visit to Parliament made a difference and that Derek Thomas MP spoke in a debate about social care for people with dementia. I had an anxiety about coming to London as I often do, but the Society did a good job, as always, of ensuring I had proper briefing and looking after me.’

**Shelagh Robinson, member of the
Three Nations Dementia Working Group**



We worked with government and people affected by dementia to influence a review of The Mental Capacity Act

To protect people's access to support on property, financial affairs, and health and social care, we worked with government and people affected by dementia to influence a review of The Mental Capacity Act. We raised concerns about the new system of Liberty Protection Safeguards, meeting with Caroline Dinenage MP, Minister of State for Health and Social Care, to ensure that people with dementia would not be worse off under the new system. We are continuing to work with representatives in Northern Ireland on the reform of adult social care.

As a key delivery partner and influencer on the Department for Health and Social Care's Dementia Programme Board, we successfully secured the addition of a working group on Dementia and Technology. The group will look at opportunities offered by technology, such as improving data and insight to develop services that better meet people's needs.

In January, we secured a reference to Dementia Connect in the NHS England Long Term Plan, recognition from national decision makers of how our service will transform dementia support, and ultimately save lives.

The plan promises to save almost half a million more lives with practical action on major conditions, such as dementia, and investment in cutting-edge treatments.

As a member of the NHS Ageing Well working group, we directly influenced efforts to address the issues faced by older people and those with complex long-term conditions.

'...We will continue working closely with the voluntary sector, including supporting Alzheimer's Society to extend its Dementia Connect programme which offers a range of advice and support for people following a dementia diagnosis.'

NHS Long term plan

We played a major role in the development of the first Government Dementia Action Plan in Wales, involving over 1,000 people affected by dementia. This led to us holding five of the 14 seats on the Dementia Oversight, Implementation and Impact Group (including three people affected by dementia). Through this group, we will monitor and scrutinise the implementation of the plan and the allocation of dementia funding. The Dementia Statements sit at the heart of the plan, ensuring people affected by dementia are involved in the development of services aimed at them.



We played a major role in the development of the first Government Dementia Action Plan in Wales

We now hold five of the 14 seats on the Dementia Oversight, Implementation and Impact Group

(including three people affected by dementia)

We positively influenced the update of the NICE (National Institute for Care and Health Excellence) guidelines, making evidence-based recommendations to improve the health of communities. Our recommendations were incorporated in the new version of the guidelines, recognising the needs of people with dementia.

All year, we listened to people affected by dementia and gave them a platform to share their stories, to build the evidence needed to raise the priority of dementia care.

Our influencing work contributed to a change in blue disabled parking badge guidance to include people with hidden disabilities, such as dementia

To share best practice and creative ideas to help organisations support people affected by dementia, we worked in partnership to produce new and updated guides and leaflets. These materials included our dementia-friendly media guide, sports guide, finance and insurance guide, faith leaflets and an updated retail leaflet on how to improve services for people with dementia.

Our Three Nations Dementia Working Group brings together people with dementia who are raising awareness, reducing stigma and directly influencing public policy by meeting MPs and being part of the All-Party Parliamentary Group (APPG) on Dementia. Our new Dementia Voice team more than doubled the size of the working group to 65 members this year.



members of the Three Nations Dementia Working Group, which more than doubled in size this year

Dementia Friends: Creating an inclusive society

+500
Dementia Friends
recruited every
day this year

This year, we made huge strides towards making the UK a dementia-friendly country. We recruited more than 500 Dementia Friends every day, reaching a total of 2.8 million. These compassionate people are all raising awareness locally and reducing stigma in public places, organisations and government. Almost 30,000 Dementia Friends were active in volunteering, campaigning and fundraising in support of our work.

We grew the number of Dementia Friendly Communities in England and Wales to 423, far exceeding our target of 20. People of all ages and organisations from businesses to youth groups came together to support people affected by dementia

To raise the profile of dementia and improve support, we delivered Dementia Friends sessions to the Cabinet and Shadow Cabinet, the Department of Health and Social Care, the Ministry of Housing, Communities and Local Government, Members of the Northern Ireland Assembly and Welsh Assembly, and private companies. Through these sessions, people learned about what dementia is and how small actions can make a big difference. We enabled people affected by dementia to attend party conferences to speak out and influence party policy directly.

We hosted a Dementia Friendly London summit with the Mayor, Sadiq Khan, resulting in an ambition to make London the first dementia-friendly capital city in the world. Organisations from across London – including Transport for London and the Metropolitan Police – pledged to act to make sure everyone affected by dementia in London can lead the best possible life. Our people’s panel, a group of 15 people affected by dementia, is now reviewing and prioritising plans. And we are working with the Greater London Authority and a range of sector leaders, from housing and transport to business and the arts, to make this vision a reality.



‘There are people within our club, who are the fabric of our club, who have a diagnosis of dementia. That affects not only themselves, but their families and ultimately our club and parish and community. For us to be able to support our families and people with the diagnosis, we have to educate people as to what dementia is. So that is the reason behind the workshops. Every month I deliver a two hour workshop which explains and defines the symptoms of dementia and how to support and communicate with someone with dementia. Within 10 months we had 123 people complete the workshop.’
Roisin Coulter, member of Ballygalget Gaelic Athletic Club – a Dementia Friendly Community in Northern Ireland



‘For those Londoners living with dementia and their carers, we can do much more to make the capital a more welcoming and accessible place. The sky’s the limit and we can all take action. We all have a role to play to ensure that people affected by dementia in London – no matter who they are or where they live – are able to live well with the condition and enjoy all our vibrant city has to offer.’

Sadiq Khan, Mayor of London



Cardiff City launched its intention to become Dementia Friendly, as did the National Assembly for Wales

In Wales, Cardiff City launched its intention to become Dementia Friendly, as did the National Assembly for Wales – 48 of the 60 Assembly Members are now Dementia Friends, including 12 of the 14 new cabinet members and the First Minister, Mark Drakeford. We are represented on the All Wales Blue Light Services Group, with the Police, Fire Service, Wales Ambulance NHS Trust, Coastguard and Mountain Rescue all pledging to become dementia friendly organisations.

In Northern Ireland, we teamed up with the Girls' Brigade to raise dementia awareness among girls and young women in the area. GBNI is one of the biggest youth organisations for girls and young women in Northern Ireland. By becoming Dementia Friends, members will be able to confidently support people affected by dementia in their communities.


All five main political parties in Northern Ireland have committed to make their constituency offices Dementia Friendly

To celebrate the impact of people from all walks of life working towards a world without dementia, we held the 2018 Dementia Friendly Awards in London and Belfast. The awards were attended by finalists, judges and sponsors, with the Northern Ireland awards hosted by presenter Sarah Travers and the England and Wales awards hosted by our Ambassador Angela Rippon. Among the winners were Bank of Ireland, Welsh Ambulance Services NHS Trust and 11-year-old Charlie Phillips, showing the breadth of support for people affected by dementia across the UK.



'Nan's dementia has inspired me to help other people in similar situations. I've got lots more ideas, including a music festival at school to raise money. I'm going to be busy.'
Charlie Phillips

Charlie was awarded the United Against Dementia – Outstanding Contribution award at the 2018 Dementia Friendly Awards. With his grandmother, Judy, diagnosed with dementia over three years ago, Charlie has seen how dementia can make everyday tasks challenging. He fundraises for Alzheimer's Society and raises awareness of dementia by giving talks at school.



**If I seem
confused, ask
if I need help.
These little
things help
me stay
independent.**

Abdul, living
with dementia.

Dementia Action Week: making actions count

In May 2018, our long-standing annual Dementia Awareness Week became Dementia Action Week to emphasise that awareness-raising alone isn't enough. The focus this year was on the actions everyone can take to improve the everyday lives of people with dementia. Once again, the week was driven by the people and organisations that support us – with more than 2,000 external partners ordering campaign materials. Over 900 events took place across our three nations and over 22,000 people became Dementia Friends. We saw a 56% increase in visits to our Dementia Action Week web pages compared with the previous year, and our films were watched 1.8 million times.



92%
satisfaction rating
from our Annual
Conference this year,
with 87% of people
feeling inspired to act

A flagship event in Dementia Action Week was our Annual Conference at The Kia Oval, London. Over 600 delegates came together to explore 'Taking Action on Dementia', discussing what needs to happen to ensure people with dementia can live the lives they want and make a world without dementia possible. The programme, which was Continuing Professional Development (CPD) accredited, featured a broad range of speakers, including the Minister of State for Health and Social Care, Caroline Dinenage MP, and Carey Mulligan, actress and Alzheimer's Society Global Dementia Friends Ambassador. The event received a 92% satisfaction rating (satisfied or very satisfied) and, importantly, 87% of people felt inspired to act.

Global leader on dementia

We reinforced our position as the UK's global leader on dementia, continuing to share our learning and support other organisations internationally.

1. There are now 51 Dementia Friendly programmes in 46 countries, supporting people affected by dementia all over the world. Our experts in the UK trained people working on dementia in other countries and ran Dementia Friendly sessions to share best practice.
2. We were in demand at the Alzheimer's Association International Conference 2018, the world's largest forum for the dementia research community, and the accompanying Alzheimer's Disease International Conference, in Chicago. Our employees, volunteers and people affected by dementia shared their knowledge and learning with other leading organisations.
3. Nowhere was our global leadership more evident than in our CEO Jeremy Hughes being elected as the Vice Chair of the World Dementia Council. This position will ensure the Society continues to shape and support global action in dementia friendliness, social action and global policy.



**This year our CEO
Jeremy Hughes
became the Vice
Chair of the World
Dementia Council**

Creating a movement for change

Through all our strands of work, we built the momentum of our 'United against dementia' brand platform, bringing people together to grow a movement for change.

United against dementia is now at the core of everything we do, from connecting researchers globally to raising awareness and reducing stigma around dementia

It has engaged thousands of new supporters and helped increase our number of campaigners to 85,000 people. We also had the support of 160 MPs who engaged with our work throughout the year, enabling us to better influence government locally and nationally.

Living our values – involving people affected by dementia in recruitment



284
vacancies were recruited with the direct involvement of people affected by dementia

People affected by dementia are now even more involved in recruiting our people, from front-line employees to the Board of trustees, ensuring we have the skills and experience to achieve our vision. In 2018/19, people affected by dementia were involved in recruiting for 284 vacancies.

'I was interviewed by a panel of three people, all affected by dementia, for the role of Director of Policy, Campaigns and Partnerships. My previous role focussed on social justice, my lifelong passion, so working to improve the lives of people with dementia seemed like a good fit. The panel who interviewed me were committed, smart and inspiring; they convinced me this was the job I wanted. I pulled out all the stops to make sure I got it!'

Sal Copley, Director of Policy, Campaigns and Partnerships

Our ambitions

In 2019/20 we will:

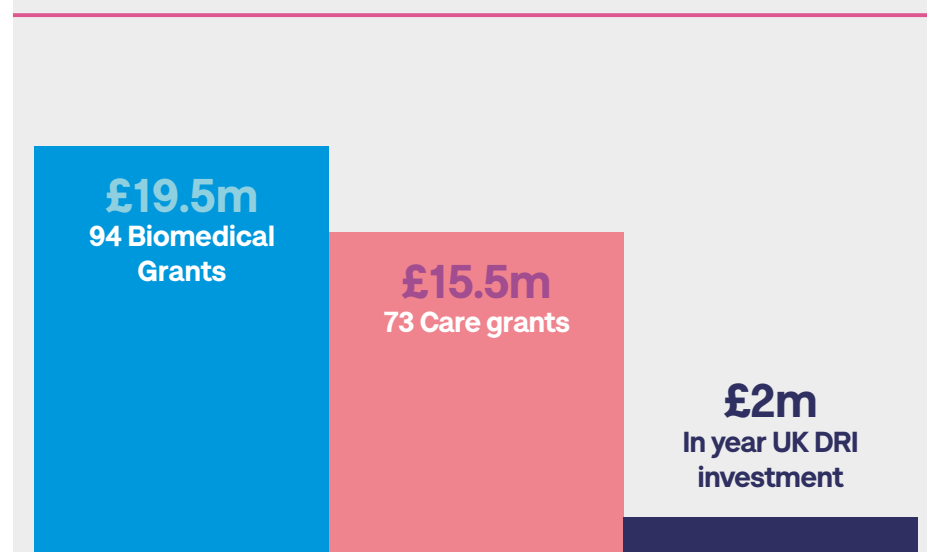
- reach and involve more people with dementia, especially people in later stages and from more diverse backgrounds. We will support people with dementia to claim their rights and make change happen in their communities and beyond
- make it even easier for people to unite against dementia, by giving them a range of ways to get involved so they can find one that works for them
- continue to influence health and social care locally and nationally, to prioritise dementia and address the gaps in social care, through direct lobbying, running campaigns and mobilising our supporters
- develop our plans for a dementia-friendly UK through our Dementia Friends and Dementia Friendly Communities programmes. Building on work-to-date, we will focus on supporting more individuals, organisations and communities to become dementia-friendly. We will use the Dementia Statements to set out what 'good' care looks like
- build on the commitment to Dementia Connect in the NHS England Long Term Plan by supporting the roll out of the plan at the local level.

The New Deal on Research

In 2018/19, we took the lead in care and cure research to improve lives today and work towards a future without dementia.

Research has the potential to change everything for people affected by dementia. That's why we prioritise research into both care and cure – the only dementia charity to do so. People living with the condition will always be at the heart of both these areas of our work.


Society Core Research portfolio, £37m investment, 167 active grants



Putting people affected by dementia first

Involving people with dementia and those closest to them in everything we do has a big impact on the quality and relevance of our research.

2019 marks the 20th year of our research network – 300 people affected by the condition who have equal decision-making power to the research experts in deciding what projects we fund. This unique network continues to challenge and inspire us to improve lives and find a cure.

A close-up portrait of an elderly woman with short, wavy, reddish-brown hair. She has a gentle smile and is looking slightly to the right of the camera. She is wearing a blue and white floral patterned top and a thin gold necklace. The background is a soft, out-of-focus blue sky with light clouds.

‘As the earliest member of the Research Network, I have been enormously encouraged to see the ongoing effort made by researchers to understand more about dementia. They value our experiences as ‘expert carers’, to the extent of involving us as contributors, co-applicants and in every way they can think of in a joint effort on the difficult road to finding meaningful interventions for this appalling condition.’

Shirley, first research network volunteer

Research: A new discovery every day

Every day, we are leading the way in dementia research. We have played a part in some of the biggest developments to date. One of our first grants supported a fundamental breakthrough, identifying the genetic cause of a rare inherited form of Alzheimer's disease. This genetic understanding has provided important clues to guide research uncovering the causes of Alzheimer's.

Our researchers published over 450 scientific articles in 2018/19 – more than one a day

This year, we invested £9.6m in funding research grants, of which £7.6m is new research that directly supported at least 253 researchers, with a total of £37 million in active research projects. We had 167 active grants across 87 institutes (compared with 182 across 79 institutes in 2017/18).

As well as supporting new research, our investments nurture researchers. Our Dementia Leaders programme helps mentor people to build a career in dementia research.



invested in new research this year, directly supporting over 250 researchers

Success in research happens step-by-step. In 2016, we funded a PhD student who studied the presence of a new toxic protein in the brains of people with dementia. She even used samples of brain from the Brain Bank we fund. This year, her work was used as evidence of a new form of dementia, called LATE. This landmark discovery is re-framing the way we view the causes of dementia and was widely reported internationally.

The UK Dementia Research Institute: Changing the face of dementia research

In a ground-breaking collaboration with the Medical Research Council and Alzheimer's Research UK, we established the UK Dementia Research Institute (UK DRI).

This is the UK's first dedicated institute for dementia research, putting us at the front of the race to understand and, ultimately, cure the condition.

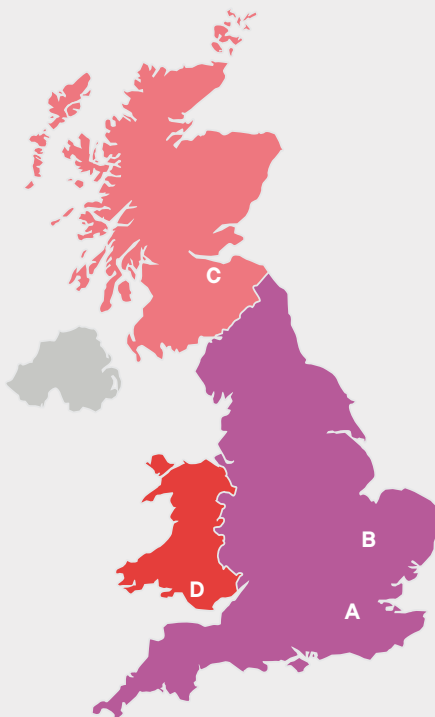
This year, we invested £2 million in the UK DRI. We have committed to invest £50 million in the institute over eight years – our biggest ever single investment in dementia research.



£50m

committed to invest in the UK DRI over eight years

UK DRI: seven research centres united



A: London based UCL

Studying what goes wrong with proteins, cells and neural networks as dementia progresses

King's College London

Focused on frontotemporal dementia and related diseases

Imperial College London

Investigating the earliest, pre-symptom stages of dementia

Care and Technology Centre

based at Imperial College London – using technology to help people with dementia live longer in their homes

B. University of Cambridge

Using early biological changes to develop dementia drugs

C. University of Edinburgh

Investigating the earliest, pre-symptom stages of dementia

D. Cardiff University

Turning genetic discoveries into new therapies

This world-leading resource is based at University College London, Imperial College London, King's College London, the University of Cambridge, Cardiff University and the University of Edinburgh.

Across these universities, a network of 300 researchers are working tirelessly, using cutting-edge technology to change how we diagnose and treat dementia, and bringing us ever closer to the day we find a cure.



300

researchers are working tirelessly across the UK DRI to understand, and ultimately cure dementia

The first six centres of expertise at these institutions focus on the underlying causes and potential treatment targets for all forms of dementia.

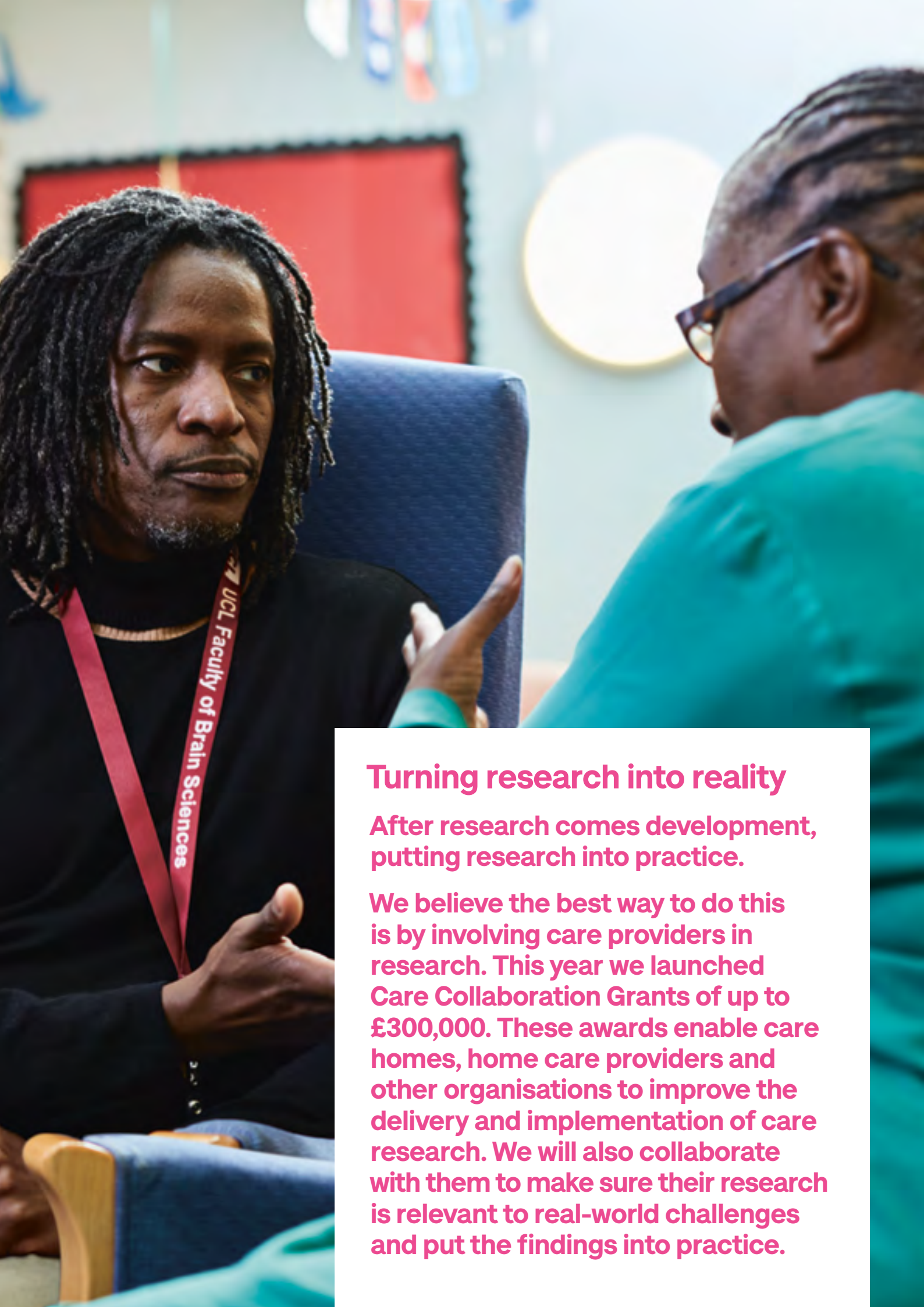
Exploring genes, immunity, early diagnosis and changes in the brain, the UK DRI will build knowledge and understanding that will change the landscape of dementia research

In December, we celebrated the appointment of Professor David Sharp to lead the seventh centre of expertise, the UK DRI Care and Technology Centre – based at Imperial College London, in collaboration with the University of Surrey. This centre focuses on using technology, such as artificial intelligence and robotics, to help people with dementia live in their own homes for longer. This addition to the UK DRI is a vital part of our commitment to addressing people’s needs today as well as investing in the scientific discoveries of the future. (See the UK DRI Annual Report 2018/19 for more information.)



‘The new technologies we develop will allow us to intervene at an early stage, to prevent the crises that so often lead to hospital stays or a move to a care home. What’s more, we’ll be able to improve our understanding of dementia onset and progression.’

Professor David Sharp



Turning research into reality

After research comes development, putting research into practice.

We believe the best way to do this is by involving care providers in research. This year we launched Care Collaboration Grants of up to £300,000. These awards enable care homes, home care providers and other organisations to improve the delivery and implementation of care research. We will also collaborate with them to make sure their research is relevant to real-world challenges and put the findings into practice.

Our **Centres of Excellence** are another way we turn care research into reality.

We worked with people affected by dementia to identify the areas of dementia care most important to them in need of urgent research. They are:

- **Improving quality of life**
- **Care in advanced dementia**
- **Support after diagnosis**
- **Independence at home**

Awarding up to £2 million per centre, these ground-breaking initiatives not only fund the research, but enable researchers to implement their findings in the real world – making change happen now

The first three centres were launched in 2017/18 at the University of Exeter, Newcastle University and University College London.

We expect results to emerge from 2019 onwards. In preparation, this year we set up cross-organisational working groups to share expertise and support in communicating research findings, making them accessible and practical.

Innovation – getting ideas to market quickly

To support our research, this year we built a new team focused on innovation. The team involves people affected by dementia to meet their needs and deliver solutions quickly, measuring its success by the impact on people’s lives.

We look for answers to challenges through three approaches:

1. Innovation Sprints
a cross between
LEAN and Agile
working

**2. Our Accelerator
Programme**
scaling-up
solutions

3. Partnership to
carry out an
Innovation Sprint
or bring a product
or service to
market

Our **Innovation Sprints** are 6–12-month projects led by our Innovation team. Employees across the organisation share ideas about what the team should tackle next and vote on priorities. We use a method called LIFE – Learn, Investigate, Find, Experiment – to research each issue and test and deliver solutions. All our project teams include people affected by dementia and internal and external experts.


This year, our Innovation Sprints included Lifting the Lid, our award-winning ‘workshop in a box’ to help care home employees address sex and intimacy issues for people with dementia. This innovation is now shaping the development of policies based on people’s personal needs, in line with guidance from regulators such as the Care Quality Commission.

Through our **Accelerator Programme**, we fund new innovations designed for people affected by dementia. Anyone with a good idea can apply for funding – engineers, designers, developers, entrepreneurs.

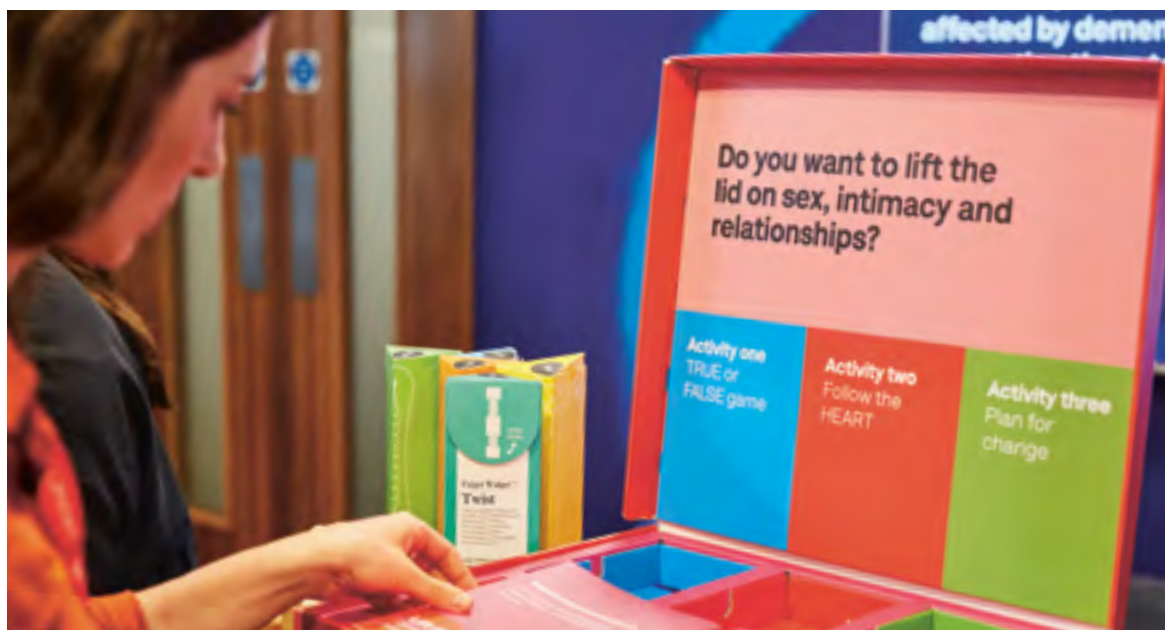
If we see the potential for a real impact on the lives of people affected by dementia, we invest up to £100,000 to speed up development and scale it up

At the beginning of 2019, we had our first round of applications for our Accelerator Programme – with 48 submissions in total. A Dragons’ Den-style panel of people affected by dementia, Alzheimer’s Society employees and funding partners, including experts from Imperial College Academic Health Science Centre, chose two winners to fund in 2018/19.

These winners were Jelly Drops and How Do I?. Jelly Drops are ‘sweets’ with high water content to prevent dehydration, a leading cause of hospital admissions for people with dementia. And How Do I? is an app that people in the earlier stages of dementia can use to record themselves carrying out daily tasks as a future reminder. The young engineers behind each project had designed and prototyped their product and carried out some testing. Our support will help them scale up their projects and develop the products quicker, so they can start changing people’s lives.



48 submissions received for the first round of applications for our new Accelerator Programme





‘I’m supporting GameChanger because it is going to be a really important innovation for dementia researchers and it will drive forward research.’

Kevin Whately

We **partner with other organisations** and private companies that have specialist skills and knowledge to run research projects together.

This year, we collaborated with the University of Oxford to develop GameChanger, a smartphone app with memory and thinking games that test specific parts of the brain thought to be affected during the early stages of Alzheimer's disease. Over 16,000 people have downloaded GameChanger and are now supporting dementia research simply by using their smartphones to play games for five minutes a day.

16,000 
people have
downloaded
Gamechanger on
their smartphones

‘GameChanger is the first project of its kind. This smartphone technology could give future doctors a more accurate way to measure changes to our memory and thinking. We need to understand the healthy brain and how it changes before we can spot the early signs of dementia.’

Dr Claire Lancaster from the University of Oxford, a member of the research team including three people affected by dementia

Together with the Design Council, we held a competition to design dementia-friendly spaces. The Home Innovation Challenge is asking designers for innovative product ideas that could make life at home easier and better for people affected by dementia.

Our ambitions

In 2019/20 we will:

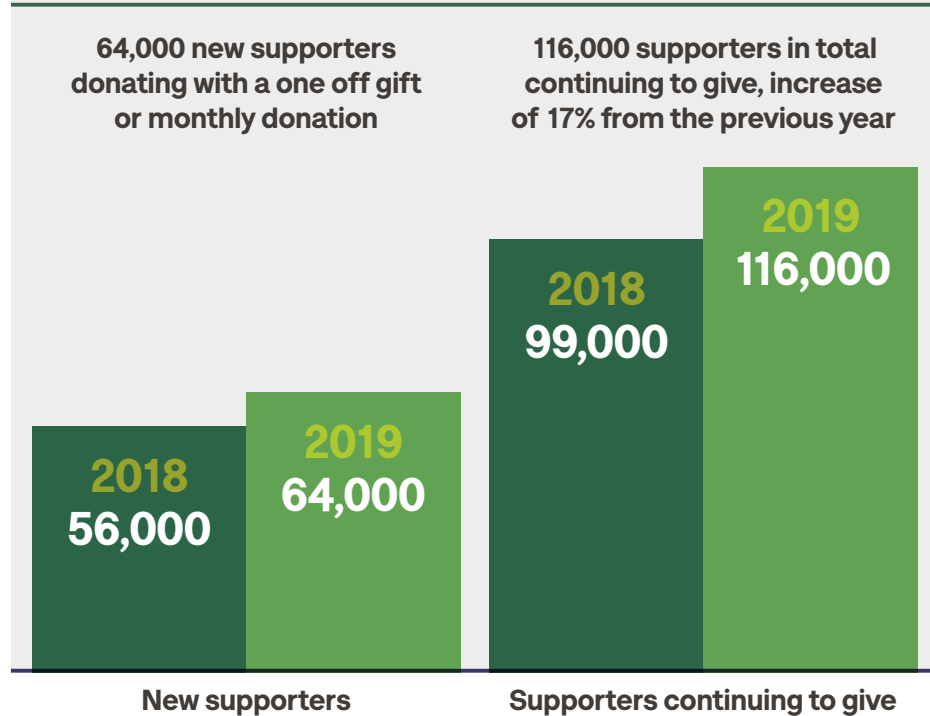
- invest £12 million in new research and innovation, listening to people affected by dementia to make sure we have the biggest impact
- create new products and services that improve the lives of people affected by dementia. We will launch a digital platform to crowdsource solutions to challenges faced by people with dementia (for example, discharge from hospital), which our Innovation team will then develop
- shape the future to increase the use of technology in supporting people affected by dementia. We will lead the development of a national plan for the research, development and implementation of technologies in diagnosis, treatment and care
- celebrate the 20th year of our research network, continuing to grow it to strengthen our research, and mark 40 years of funding research, with over £80 million invested so far
- build the evidence base for Dementia Connect and evaluate what works and what could be even better.

Fundraising

In 2018/19, we gave you even more ways to get involved – day or night.

Our work simply wouldn't be possible without the money raised by our incredible supporters. This year, thanks to them, our fundraising income increased again, enabling us to change the lives of more people affected by dementia.

A record year for gifts from individuals:



Our fundraising income increased by 9% this year to more than £84 million

Our total fundraising income, which includes donations and legacies as well as money from trading activities, raised more than £84m in 2018/19. This is up by 9% on the previous year, which is remarkable given the current financial climate.



'I hope my story will help other people affected by dementia.

Since my husband Scott and I went public with my diagnosis of Alzheimer's disease last year, we've been overwhelmed by the reaction and all the messages of support we have received.

It's made us realise that there are so many people going through the same thing.

I hope that by sharing my story, we can encourage more people to talk openly about dementia and support much needed research.'

Dame Barbara Windsor



Over **40,000** people got in touch about a marathon place and **1,600** runners signed up

Dementia Revolution – Leading the race towards a cure

Our Dementia Revolution fundraising partnership with Alzheimer’s Research UK was the 2019 Virgin Money London Marathon charity of the year.

Over 40,000 people got in touch about a place and 1,600 runners signed up to take on the ambitious challenge with us. At the end of 2018/19, these supporters were well on their way to reaching the £3.5 million target.

Money raised from the Dementia Revolution will fund the UK Dementia Research Institute making ground-breaking research possible

This success is thanks in part to widespread media coverage around the event. Dame Barbara Windsor and her husband Scott Mitchell gave us their valuable support following her diagnosis, and ‘Barbara’s Revolutionaries’ (Scott and a team of Barbara’s EastEnders cast-mates) even ran the marathon.

Memory Walk’s biggest year yet

October saw our biggest number of Memory Walks to date. More than **90,000** people took part and over **2,000** volunteered in **34** events across the UK.

On short, accessible walks and longer, more challenging routes, people gathered to support those with dementia. Our Memory Trees at the walking sites gave participants a precious opportunity to remember loved ones no longer with us, as they walked in their memory.

Memory Walk raised over £8 million this year, up from £7 million in 2017/18

Based on this success, we secured outdoor clothing brand Regatta as our official sponsor of Memory Walk for 2019. Regatta will provide our walkers with T-shirts and promote the event to its employees and customers, helping us engage brand new audiences.



More than **90,000** people took part in Memory Walk this year

Memory Walk is the third biggest mass participation event in the country, and the fastest growing.



Sarah Park, who is 40 and was diagnosed with early-onset dementia the year before, had the honour of cutting the ribbon on the 2018 Memory Walk in Manchester.

'It's really brilliant to see thousands of people of all ages and backgrounds from Greater Manchester uniting against dementia in such a magnificent way. It was an honour to open such a special, very positive event which I know will raise vital funds for research to help scientists to find a cure and as well as raise awareness of dementia. I'm enjoying life on a day-by-day basis. There's plenty more left of me yet.'

New ways to get involved

All year, we listened to our supporters and created new ways for people to engage with us and raise vital funds. We launched two new fundraising initiatives – Ready Steady GLOW and Dementia Superheroes.

Complementing our daytime Memory Walks, **Ready Steady GLOW** is a series of night-time walks across the UK. We held three Ready Steady GLOW walks in March, and more than 5,000 people raised £350,000. A brilliant start for this new event.

Dementia Superheroes helps talk to children and young people about dementia

We developed **Dementia Superheroes** as a response to people asking for help talking to children and young people about dementia. Dementia Superheroes is a monthly comic covering dementia in an engaging and accessible way, in return for a regular donation. Young readers are also given fun ways to support us further. We had excellent feedback on this ground-breaking approach, with supporters saying it's bringing their families closer together at a challenging time.





‘Arriving at the Ready Steady GLOW event in London, the emotion of the occasion got to me, as I thought about my mum, Jaya, who was diagnosed with Fronto-Temporal Dementia around 14 years ago.

It was important for us to do this walk together as a family to recognise the help we had received from Alzheimer’s Society. Seeing St Paul’s Cathedral lit up and walking through the City of London, across bridges and the South Bank, together with so many people, was just breath-taking.

The night will live long in our memories. We raised over £5,000 this year and we’re looking forward to making this an annual event.’

Manish Shah, trustee of Alzheimer’s Society



We are now in the top five health charities for legacy donations

Legacies – leaving a lasting impact

Leaving a gift in a will can be a difficult subject to talk about, but our sensitive approach has seen many more people choose to support us in this way, after providing for their loved ones. We are now in the top five health charities for legacy donations. Gifts in wills have a lasting impact and play a vital role in the search for a cure, with a third of all restricted gifts from legacies directly funding dementia research. We expect this kind of giving to grow as awareness of the difference it makes increases.

Growing our corporate partnerships

Our corporate partnerships with companies including McKesson, E.ON, Buzz Bingo and HSBC UK went from strength to strength this year, and we built new partnerships with Sainsbury's Argos, BMW, William Hill, Santander UK, Principality, One Stop, Talent and Pure Storage. These multi-year partnerships will bring in over £6 million over their duration.

Our strategic partners help us raise vital funds and reach many more people with dementia awareness and support. As its charity of the year, we worked with Sainsbury's Argos to develop its social responsibility strategy. Sainsbury's Argos returned this support with bucket collections in store, space on its digital screens for dementia awareness raising, and money from Christmas decorations sold. Our partnership with William Hill will give us the opportunity to reach people affected by dementia who might not use our helpline or other services. We will work with Santander UK to be the best, digitally dementia-friendly bank, helping people with dementia manage their money and stay financially independent for longer.

In 2018/19, our Development team built on the success of Insurance United Against Dementia (IUAD), raising almost £1 million towards the overall £10 million campaign target. We raised this through a mix of corporate partnerships, individual gifts and fundraising events. The Insurance Day of Giving, launched in November, united 35 insurance firms to raise over £70,000 in just one day. In October, we launched IUAD Partners, a dedicated philanthropic initiative that has already seen £300,000 committed over the course of the campaign.



£6mil
Our multi-year corporate partnerships will bring in over £6 million over their duration

Working in partnership with insurers and brokers, IUAD is also helping to create a more dementia-friendly industry

AXA has committed to help all 10,000 of its UK employees become Dementia Friends, and is 25% of the way through this process. Our partnership with The Insurance Charities has seen the creation of a bespoke referrals route for people in the industry affected by dementia, helping us provide greater support for people in need.

Keeping our supporters' trust

Our supporters' trust is essential to carry out our life-changing work. In our annual Customer Satisfaction Survey this year, we were happy to hear that three out of four supporters trust us (21% were not sure) and that people believe we will use their personal data responsibly. This is especially important when some charities have been in the media spotlight for poor practices. We are delighted people are eager to keep supporting us and the number of supporters who would recommend us to others has increased.

Our Customer Care team again appeared in the Top 50 Companies for Customer Service (both private companies and charities). And Best Customer Service Agent was awarded to our own Matt Hawkins for his outstanding support over the phone.



Our Customer Care team again appeared in the Top 50 Companies for Customer Service

Our ambitions

In 2019/20 we will:

- **engage over 250,000 supporters to donate through making a one-off or regular gift, taking part in an event, or pledging to leave a gift in their will. We will recruit new supporters and keep the trust of our existing givers**
- **build relationships with two new strategic partnerships to raise funds and create new opportunities to support more people affected by dementia**
- **develop new ways to support us, based on people's feedback and preferences. We will aim to give every supporter the best experience possible**
- **build on the success of Dementia Revolution (2019 Virgin Money London Marathon charity of the year), aiming for record income from the event and engaging with our runners about our research work afterwards**
- **develop a strategic fundraising plan to ensure we invest £50 million in the UK DRI over the next eight years. We will work with our partners on the project, the Medical Research Council and Alzheimer's Research UK, to fund cutting-edge research.**

The background of the page is a dark blue color. Overlaid on this background are several thick, light blue curved lines that intersect and overlap, creating a complex, abstract pattern. The lines vary in thickness and curvature, some appearing as straight-ish paths while others are more pronounced arcs. The overall effect is a sense of dynamic movement and interconnectedness.

Governance

Structure and management

The role of the Board of trustees

The Board of trustees (Board) provides leadership by setting the strategic direction of Alzheimer's Society and overseeing the Strategic Leadership Team's (SLT's) implementation of our New Deal on Dementia strategy. They live the Society's values and set the tone for its culture.

The Board advise and challenge the SLT, and manage risk, to make sure the Society operates legally and in accordance with powers, set out in the Articles of Association. They ensure accountability at all levels of the Society by overseeing the delegation of responsibilities and acting on matters reserved for the Board. This includes setting the Society's strategy and approving major transactions, annual budgets and changes to the Society's governance structure.

The Board regularly review operational and financial performance as well as resource plans to make sure the Society has adequate funding and resources to deliver the New Deal on Dementia strategy. Succession planning for the Board and SLT are also reviewed and the risk appetite is set, so that significant strategic risks are quickly brought to the attention of the trustees when required.

The Board receive timely and comprehensive information to enable trustees to carry out their responsibilities, encourage strategic debate and facilitate robust, informed and prompt decision-making. In short, the Board make sure the Society's charitable objectives are achieved.

The Board is collectively responsible for the long-term success of the Society. In all decision-making, trustees take into account the needs of people living with dementia and their carers, our employees, volunteers and strategic partners

With the support of the Nominations and Appointments Committee (NAC), trustees ensure the Board has the right skills, knowledge and experience to perform its role, both individually and collectively. The Board set the policy for remuneration throughout the Society and the Remuneration Committee determines the level of remuneration for each member of the SLT.

Specific matters for recommendation to the Board have been formally delegated to Board committees.

Chair of the Trustees

The Chair leads the Board and sits on Board committees to make sure the trustees can play their role effectively.

The Chair sets the Board's agenda, in consultation with the Chief Executive Officer (CEO) and Company Secretary. They listen to the concerns of the trustees and ensure these are thoroughly discussed in board meetings. They encourage and facilitate active engagement by the trustees, drawing on their skills, knowledge and experience. The Chair leads the processes of Board evaluation, annual trustee performance review and, on behalf of the Board, conducts the CEO's performance review.

The Chair maintains a close working relationship with the CEO and the Company Secretary to ensure the strategies and actions agreed by the Board are implemented effectively.

Chief Executive Officer

The CEO is responsible for putting the agreed strategy into action once approved.

Additional responsibilities include the development of the risk management framework, managing compliance with regulations, and supporting the Chair to promote appropriate standards of corporate governance.

The CEO is accountable for providing information to the Board to enable it to monitor the Society's operating and financial results. They are responsible for the day-to-day management of the Society and for the recruitment, development and leadership of the SLT.

Trustees

The trustees are independent and separate from the SLT. They are considered by the Board to be free from any business or other relationships that could compromise their independence. Their collective role is to advise and constructively challenge the SLT, monitoring its success in delivering the strategy within the risk management framework agreed by the Board.

The trustees are committed to understanding the Society's work and the legal frameworks it operates within through formal training and informal development. They are also responsible for determining appropriate levels of remuneration for the SLT, including the CEO.

Company Secretary

The Company Secretary, supported by the Assistant Company Secretary, works closely with the Chair, CEO and Board Committee Chairs in setting agendas for meetings of the Board and its committees. The Company Secretary assists the accurate, timely and clear information flow to and from the Board and Board committees, and between the trustees and the SLT.

The Company Secretary also supports the Chair in designing and delivering trustee induction programmes and the performance evaluations of the Board and its committees. They advise the Board on corporate governance matters and Board procedures and are responsible for administering the Annual General Meeting (AGM).

How the Board of trustees operates

The Board of trustees are also directors under company law. The Board combines elected and appointed trustees, who serve a maximum three terms of three years. Up to two trustees, who are current volunteers, are elected by ballot. All other trustees are appointed to the Board through a process run by the Nominations and Appointments Committee.

The Board meets at least four times a year, including an annual away day to review the Society's strategic plans and other matters. The Executive Group is a subset of the SLT that attends Board meetings as required to discuss matters relating to their business areas and functions.

Each trustee commits an appropriate amount of time to their duties, which include attendance at Board meetings, membership of committees, and maintaining a link with dementia services in their local regions. Where trustees are unable to attend meetings, they are encouraged to give the Chair their views in advance

The Chair and trustees meet before each Board meeting prior to the CEO and the rest of the Executive Group joining for the formal meeting. There were four such meetings in 2018/19. When they are appointed, trustees have an induction to learn about the Society's activities and the legal obligations Directors and trustees must abide by. At each Board meeting, the trustees have an information session giving details on a specific area of work, and board papers contain updates on legal and charity sector developments.

Trustees are subject to an annual evaluation of the Board, the Chair and the committee structure, with individual appraisals also carried out. In 2019/20 the Board will undertake an external governance review. Conflicts of interest are monitored at each Board and committee meeting and the Society maintains a conflicts register and policy.

The trustees confirm 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.

For the year 2018/19, the trustees considered that the work of the Society constituted a benefit to the public, this included early adoption of Dementia Connect across Wales (New Deal on Support), being a key charity partner to the Government and NHS in implementing the Dementia Strategy in England (New Deal on Society), and investing in research for both cure and care (New Deal on Research).

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 we changed our name to Alzheimer's Society. Alzheimer's Society is governed by its Articles of association, which are supported by the Rules of the Society.

The 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.**

Charity Governance Code

The Board is satisfied that the Society's governance arrangements provide enough coverage against the best practice recommendations outlined in the Charity Governance Code. The Board will review the recommendations annually to monitor and act upon areas requiring improvement.

The Board highlighted the opportunity to increase diversity among our trustees. As trustees come to the end of their term in office, the NAC will look to address this part of the code.

Board activities during the year

The Board met five times in 2018/19, including a strategic away day. While Board meetings were held in London, the strategic away day was held in Southampton. This gave the trustees an opportunity to broaden their understanding of the Society's work in Hampshire, through visits to the service delivery team in Eastleigh and the G7 dementia-friendly ward at University Hospital Southampton. The trustees also met with Society-funded PhD students at Southampton University to learn about their research developments and plans.

During the year, the trustees commissioned an independent safeguarding review to assess the Society's processes. The work was carried out by external professionals and overseen by the Delivering Support Committee. The Board was pleased to receive findings of a robust safeguarding environment for adults and children.

Board and committee attendance

Name	BoT 5	DSC 4	FPC 4	AARC 5	INVCOM 4	PAB 3	REMCOM 3	NAC 2
Stephen Hill	4/5						3/3	2/2
Jenny Owen	5/5	3/4					3/3	
Chris Powell*	3/3				3/3	4/4		
David Kelham	4/5		4/4	5/5	2/4	3/4	2/3	
Joy Allen*	2/3			0/4				
Ali Harrison	5/5	4/4		5/5				
Bernard Herdan	4/5	4/4						
Gordon Wilock	4/5			5/5				
Sarah Weir	5/5		4/4					
Manish Shah	5/5		4/4					
Emyr Roberts	5/5	3/4	3/4					1/2
Duncan Jones	5/5	3/4						1/2
Steven Daniels					3/4	3/4		
Neil Thomas				5/5				
Jon Noble				4/5				
Richard Ford		3/4						
Anna Kirk								1/2
Pippa Gough								2/2
Alan Wells								1/1
Gerry Wright					4/4			
Andrew Pitt					3/4			

*Resigned Nov 18

Trustees External members

Key:

BoT – Board of trustees

DSC – Delivering Support Committee

FPC – Finance and Performance Committee

AARC – Assurance, Audit and Risk Committee

INVCOM – Investment Committee

PAB – Pensions Advisory Board

REMCOM – Remuneration Committee

NAC – Nominations and Appointments Committee

Throughout the year, trustees were involved in the Society's work nationally and regionally. They built relationships with the Heads of Regions, judged the People Awards, presented at legacy events, met our people on the United Against Dementia Tour, attended Memory Walks and Ready Steady GLOW walks, and supported the Executive Group with advice and a challenging voice.

In 2018/19, the Board:

- committed to engaging with people affected by dementia and their carers even more, to inform Board conversations and decision making
- approved the annual budget, including the Society's pay award and reserves policy
- approved the Society's digital services plan to make operations more efficient and support the delivery of the strategy
- established a clear schedule of matters reserved for Board decision making
- oversaw the transition of the Society's employee pension provider, from Zurich Insurance to Scottish Widows
- approved the Society's property plan to consolidate office space and use property more efficiently. (This will include the opening of a Birmingham office in 2019/20 to support the roll out of Dementia Connect across Wales and the West Midlands.)
- approved the procurement plan to make sure the Society is delivering value for money and becoming geared for growth, operating as efficiently as possible
- approved the Society's information management, risk, and health and safety policies.

The Board's work was supported by the following Committees:

Board of trustees

Finance and Performance

The Finance and Performance Committee (FPC) seeks assurance on the financial health of the Society and the delivery of the strategy, including through reviewing key performance indicators (KPIs).

Assurance, Audit and Risk

The Assurance, Audit and Risk Committee (AARC) checks that the Society is complying with all aspects of the law, relevant regulations and good practice.

Delivering Support

The Delivering Support Committee (DSC) has oversight of the Society's support services, including the roll out of Dementia Connect.

Nominations and Appointments

The Nominations and Appointments Committee makes sure the Board is performing well and collectively has the diversity and skills to fulfil its purpose.

Remuneration

The Remuneration Committee, supported by the Pensions Advisory Board, maintains oversight of the Society's pensions arrangement, pay awards and individual remuneration packages of the SLT.

Investment

As set out in its Articles of Association, Alzheimer's Society has absolute discretion to invest money that it does not immediately plan to spend. Our investment performance is overseen by the Investment Committee.

Each Committee's focus during 18/19:

Finance and Performance

The Finance and Performance Committee (FPC) seeks assurance on the financial health of the Society and the delivery of the strategy, including through reviewing key performance indicators (KPIs). 2018/19 saw the committee focus on fundraising income, which makes up 72% of the Society's income. Careful oversight saw fundraising income grow by 9% year on year. The FPC also reviewed the detail of the property and procurement plans to check that money donated by the public was being spent in the most efficient and effective way. The committee oversaw the release of investment for specific projects based on the Society's financial performance.

Assurance, Audit and Risk

The Assurance, Audit and Risk Committee (AARC) checks that the Society is complying with all aspects of the law, relevant regulations and good practice. In 2018/19, the committee focused on the introduction of a business assurance checklist, which allows senior managers across the Society to feedback on legal and compliance matters. The committee also reviewed the implementation of a Board-level risk management framework and refreshed the matters reserved for the Board decision making schedule, both of which provide greater transparency in Board decision making.

The committee monitored the Society's work to become ready for EU General Data Protection Regulation (GDPR) compliance by May 2018, implementing large-scale digital infrastructure changes to make this possible. The AARC also scrutinised the proposal to change the accounting treatment of legacies, explained in Note 20 of the accounts.

Mazars LLP and Crowe LLP, in their roles of internal and statutory auditors, both presented to the committee throughout the year, and the AARC reviewed their work.

Delivering Support

The Delivering Support Committee (DSC) has oversight of the Society's support services, including the roll out of Dementia Connect. They make sure we have the right resources in place to deliver our ambitions and ensure our people (both employees and volunteers) are safeguarded, included, and informed by people affected by dementia.

2018/19 saw the DSC focus on the transition to the Dementia Connect model. The committee visited Birmingham and Cardiff to meet our people and learn first-hand how the implementation was progressing. This information was reported to the wider Board to inform its decision making. The other focus for the committee throughout 2018/19 was safeguarding. The DSC oversaw an internal safeguarding survey and external safeguarding review, including the Society's safeguarding policies for adults and children. This review was conducted to ensure best practices were embedded across the Society. All reports signalled a robust safeguarding environment.

The DSC's work this year was underpinned by its review of the Society's plans for its people, workforce development, volunteering, equality, diversity and inclusion, and Dementia Voice. All these support the service delivery of the strategy.

Nominations and Appointments

The Nominations and Appointments Committee makes sure the Board is performing well and collectively has the diversity and skills to fulfil its purpose. 2018/19 saw a focus on refreshing some key trustee roles and increasing the diversity of the Board. The NAC employed the services of Gatenby Sanderson with a brief to find a diverse mix of candidates. NAC members undertook unconscious bias training in preparation for the recruitment, and people affected by dementia were consulted in the interview stages. The recruitment resulted in three appointments. The Board recognises that while these appointments bring experiential diversity to the Board they do not alter either the ethnic or gender balance. The committee committed to learn from recruitment in 2018/19 to address the issue of diversity through recruitment in 2019/20.

Remuneration

The Remuneration Committee, supported by the Pensions Advisory Board, maintains oversight of the Society's pensions arrangement, pay awards and individual remuneration packages of the SLT. This year saw the committee focus on transferring the Society's pension provision from Zurich Insurance Group to Scottish Widows, and the development of new pay philosophy and pay framework for all employees.

Investment

As set out in its Articles of Association, Alzheimer's Society has absolute discretion to invest money that it does not immediately plan to spend. Our investment performance is overseen by the Investment Committee. Our investment managers are instructed not to invest in companies that materially profit from products that may be harmful to people with dementia or contribute to the cause of dementia, and they confirm this at each meeting.

The Executive Group and the Strategic Leadership Team

The CEO is supported by the Executive Group and the wider Strategic Leadership Team (SLT).

The SLT is responsible for the operational development, budget and delivery of the strategy. Informed by our employees and volunteers, and people affected by dementia, the team provides overall leadership and direction for the Society's plans. SLT members model our values and behaviours and play a leading role in internal and external ambassadorship.

Drawn from the SLT, the Executive Group monitors the Society's operational progress against our strategy. As a team, they make sure our strategy is enacted effectively, taking accountability for business processes, programme management, programme communications and legal compliance. The Executive Group represents the SLT at meetings of the Board of trustees.

Internal Policies and Regulatory Compliance

Fundraising practices

Our registration with the Fundraising Regulator and our commitment to following, reviewing and consulting on the Code of Fundraising Practice includes safeguarding our supporters in their interactions with any professional fundraising partners that contact donors on our behalf. We ensure our fundraising partners are involved in dementia-friendly training as part of their relationship with us, building on their own policies for dealing with people in vulnerable circumstances.

We maintain fundraising standards through regular checks on our partners' performance and that of our own teams, using methods including in-house and outsourced mystery shopping, call listening, and requesting supporter feedback following phone, email and face-to-face contact. Our involvement in cross-sector and fundraising-specific professional forums allows us to share best practices and represent people affected by dementia.

Across all our channels and activities, including stewardship and events management programmes, we sent 13 million communications to our supporters and received 813 complaints (0.006%). All complaints were resolved and, where necessary, fed into process-improvement plans

Two investigation notifications were received directly from the Fundraising Regulator, one of which was regarding fundraising activities of 18 organisations including the Society, and neither of which led to a complaint being upheld or any further action being taken.

Risk management

At Alzheimer's Society, we have a comprehensive risk management framework in place to identify and manage major financial, operational, governance, reputational and regulatory risks that might affect our ability to meet our objectives. Our risk management processes reflect good practice found elsewhere in the not-for-profit sector and other business sectors.

We identify and manage risks in the following ways:

- We have a system of risk action-planning across the Society, which allows risk to be identified and appropriately managed. Strategic risks are identified and, if necessary, escalated to the Board for oversight and assurance they are being managed. This system is reviewed at each AARC meeting and the committee updates the Board to inform the Society's risk appetite.
- The Quality and Risk Manager performs regular reviews with the relevant member of the SLT who is also a risk owner. Risk owners assess the relevance, likelihood and impact of risks, strategies for managing those risks, and the effectiveness of those strategies.
- Risk management is fully incorporated into our project management process. The largest projects are overseen by a dedicated project management team to make sure risk is managed, assessed and reported through project status reports.
- The Society's internal audit function is outsourced to Mazars LLP, appointed at the start of 2018/19 following a rigorous tender process. Our internal audit plan is informed by an analysis of the risks the organisation is exposed to. Our annual audit plans are based on this analysis. The AARC monitors the progress of these plans.
- We look for new and emerging risks and take decisions on how, and at what level, these risks should be managed.

Our key risks and uncertainties

The SLT raised seven key risks as we completed the second year of our ambitious five-year strategy, which the DSC and FPC reviewed. The AARC has oversight of all risks before going through to the Board:

1. Fundraising

We are implementing our fundraising plan to engage our supporters with a broad range of activities, and grow our fundraising income. The principal risks to delivering our fundraising plan include increased competition from other charities and loss of income due to ongoing scrutiny of the charity sector.

We continue to monitor income generated by our fundraising activity, to ensure we are able to meet the growth requirements of our strategy and check we adhere to fundraising regulations and best practice. We continued to deliver strong fundraising income growth in 2018/19 despite economic uncertainties and increased competition. We achieved this by developing innovative and engaging ways of raising funds, such as Ready Steady GLOW, and by recognising the remarkable generosity of our supporters through stewardship activities.

2. Information governance and security

Information governance and security remains a high priority. Principal risks include deliberate or accidental breaches in our data security and the loss of personal or sensitive information for which we are responsible.

We completed the steps required to be compliant with GDPR from its implementation in May 2018. Our register of personal and sensitive information is kept up to date, together with a schedule of delegated asset owners (people responsible for this information). We monitored the Society-wide application of our retention and disposal schedule to make sure we were disposing of sensitive information at the right time.



We continue to review information security and regularly test the potential to inappropriately access or hack our systems. In 2018/19, our reported level of incidents remained comparable with the previous year.

We commissioned work across the Society to improve our management of documented information. This will create a programme of improvements for future years.



3. Technology

We increasingly rely on technology to deliver our services, particularly our National Dementia Helpline, Talking Point online forum and Dementia Connect. We also have an online shop and the ability to take donations through our website. We anticipate more people will want to use these services in the future. Principal risks include the ability of our current technology to support the growth envisaged in our strategy, and ensuring the implementation of new technology is planned and managed effectively.

We successfully completed the transition to our new IT outsourcing provider, NIIT Technologies, and we are working together on the implementation of our IT infrastructure road map. This will ensure our employees, volunteers and supporters have the stability and functionality they need, while using technology to be more efficient and effective in our work.



4. Infrastructure

The Society continues to grow rapidly, placing high demands on our supporting infrastructure and activities. Principal risks include ensuring that we use Society funds efficiently, and that our infrastructure remains fit-for-purpose and flexible in a fast-changing environment.

We need to support our people with the infrastructure and business processes they need to be effective. We have developed our business-continuity planning and implemented a procurement plan and property plan to meet our changing needs over the next five years.



5. Service changes

We are taking an integrated approach to planning, resourcing and scheduling the New Deal on Dementia programme, together with all other business activities, to ensure we deliver our strategic outcomes. We have implemented a robust governance framework that includes the creation of a Chief Operating Officer (COO) role and an Executive Group to focus on the priority areas of our New Deal on Dementia strategy.

We are introducing a range of new services reflecting the ambitions set out in our strategy for a New Deal on Support for people affected by dementia. We have implemented a transition plan to manage risks associated with the transfer of services. We are making sure we communicate clearly with both commissioners and people affected by dementia about our plans, and that they are aware of the services available to them locally.

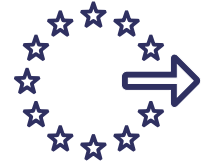
6. Safeguarding

We act robustly and proactively to ensure our safeguarding framework is fit-for-purpose and operating effectively in protecting our vulnerable service users. During 2018/19, the Board commissioned an independent review of the Society's safeguarding arrangements and were pleased to receive findings of a robust safeguarding environment for adults and children.



7. Brexit

For all organisations, Brexit has been a compounding factor in an already uncertain political and economic environment. In 2018/19, the Board performed a detailed review of the impact of Brexit on delivering our strategy. Brexit has distracted the Government from fixing the health and social care system and we continue to promote the interests of people affected by dementia, such as raising awareness of the impact of potential Brexit outcomes. We continue to actively monitor and respond to Brexit-related events as they unfold.



Health, safety and environmental matters

In 2018/19, we championed a positive working environment for our employees and volunteers. We are committed to maintaining and continually improving our health and safety arrangements for the benefit of all our employees, volunteers and people affected by dementia. We will continue to develop a management system that reflects best practice.

The focus for 2018/19 was to improve the Society's health, safety and environmental (HSE) arrangements. This included updating key policies and procedures and strengthening the reporting of health and safety incidents. and put the findings into practice.

We achieved accreditation under the international standard for environment management ISO 14001: 2015 for our head office at Crutched Friars, London

Our year in numbers

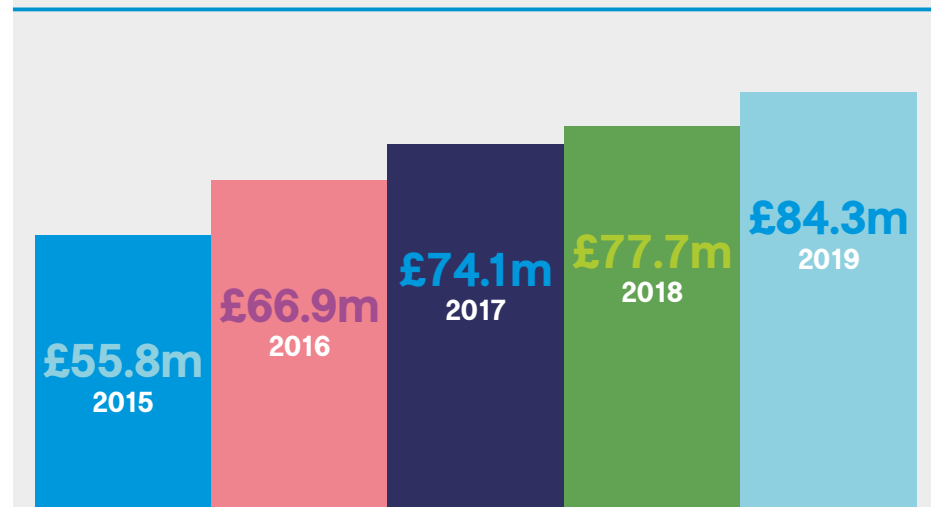
Year ended 31 March 2019

This year has been one of growth for the Society; our income has increased to £111.7 million, over £4 million more than 2017/18. Despite challenging economic conditions, the continued support and generosity of our supporters helped to bring in over £84 million through fundraising and trading activities, a 9% increase on the previous year. We recognise the fortunate position we are in and continue to use our growing income to reach more people affected by dementia.



£28.5mil
more raised this
year than five
years ago


Fundraising and trading income growth



Through the enormous generosity and commitment of our supporters, donors and partners, our fundraising has grown from strength to strength allowing us to do more than ever before to support people affected by dementia.

£112m income

£117m expenditure

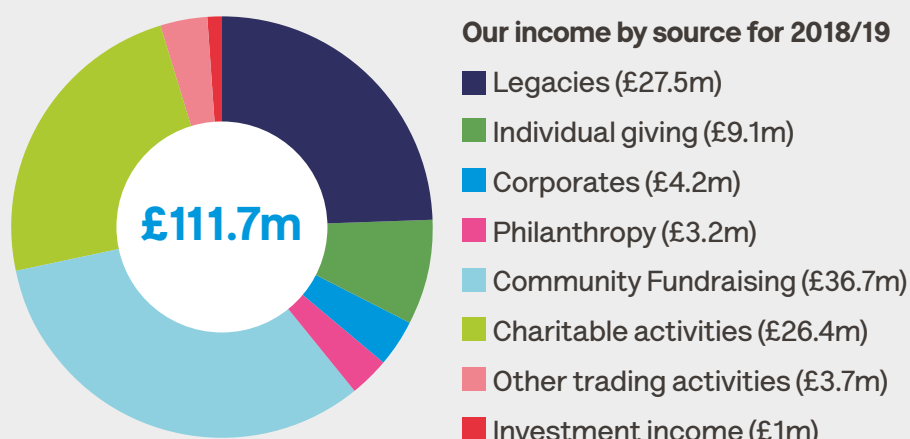


218,000
people affected by
dementia directly
supported this
year thanks to the
generosity of
our supporters

As part of our strategy, we committed to spending more on delivering our Dementia Connect service, and this year launched third Dementia Connect early adopter site. We spent more than ever on research, including a £2 million investment in the UK Dementia Research Institute (UK DRI), a ground-breaking collaboration with the Medical Research Council and Alzheimer's Research UK. Please see page 35 for more details.

This year, we continued to draw down on our reserves to make a series of investments in our strategy. Our free reserves at year-end remain in line with our policy at 3.4 months' cover, with a policy of 2.5 – four months' expenditure cover. You can read more about our reserves on page 69. The net profit of our subsidiaries for the year was £nil.

Where our money comes from



We experienced exceptional fundraising growth this year. We are extremely thankful to everyone who supported us. We recognise what people give and know we can do more to give back. We listened to our supporters and adapted our approach to fundraising and stewardship to give them the most rewarding experience possible. We brought in new leadership to our Fundraising team to help us continue to grow and maintain a sustainable income base with which to deliver our strategy.

More than £73 million of our income came from individual supporters taking part in events, making one-off or regular donations, and recognising us in their wills

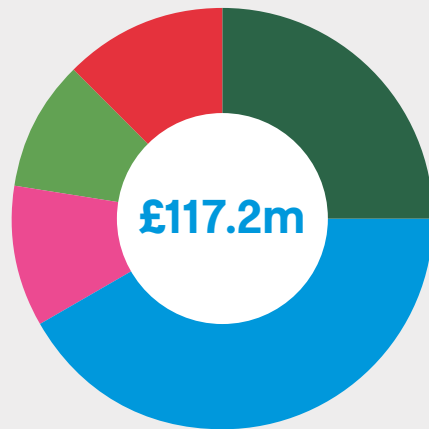
Income from our charitable activities related to services commissioned by local authorities and the NHS continued to decline this year, falling by 10% to £26.4 million (2017/18: £29.2 million). As part of our strategy, and to deliver a scalable national service, we made the decision not to bid for contracts that are not core to our strategy and could be delivered by other providers. This approach is necessary to use our limited resources to reach the hundreds of thousands of people affected by dementia who need support.

Our investment income, comprised of returns received on our investment holdings, is just under £1 million, unchanged from 2017/18. Our investments are governed by our Investment Committee (see page 59).

In 2018/19 we changed how we account for our legacies income. Our new policy is to recognise legacy income when it is probable and can be reliably measured using notification, grant of probate and draft estate accounts as information sources. This change was made to better comply with the Charities SORP (FRS 102) and to introduce operational efficiencies by aligning the treatment of legacies income in internal reporting and statutory reporting.

The cumulative impact of this change across all years is £9.5 million. Our accounts for 2018/19 are prepared using this new policy and comparative figures for 2017/18 have been restated.

How we spent our money



Our expenditure by activity for 2018/19

- Fundraising costs (£29.4m)
- New Deal on Support (£49.3m)
- New Deal on Research (£12.1m)
- New Deal on Society (£11.9m)
- Support costs (£14.5m)

We incur costs to deliver the charitable objectives of the Society as detailed in the New Deal on Dementia strategy, to raise funds that enable us to deliver these initiatives, and the indirect costs of operating and governing the organisation. This year, in total, we spent £117.2 million, an increase of £4.8 million compared to 2017/18.

We spent 88p of every £1 we earned this year on improving the lives of people with dementia, generating awareness and raising funds

New Deal on Support

Activities to support people affected by dementia through delivering services and working with the health and social care system to improve dementia care.

This year we piloted our new service, Dementia Connect, at our third early adopter site across Wales, building on successful pilots in Pennine Lancashire and Birmingham Solihull.

New Deal on Society

Activities to influence the health and social care agenda to ensure people with dementia are treated equally, promoting dementia-friendly communities.

This year, we raised the profile of dementia care as a social justice issue through our Fix Dementia Care campaign, started delivering against our influencing plan, and continued to grow our Dementia Friends and Dementia Friendly Communities.

New Deal on Research

Activities to support dementia research and make sure people affected by dementia are at the forefront of this research.

This year our portfolio of active research projects was worth £35 million. We invested £2 million to the UK Dementia Research Institute, which was set up alongside the Medical Research Council and Alzheimer’s Research UK. We introduced our innovation programme – a smarter, faster way to develop and deliver solutions to the challenges of people affected by dementia.

Fundraising

We invested more in fundraising to continue to grow our support across multiple channels. Across individual giving, mass participation and sporting events, we focused on improving our stewardship and donor experiences.

Indirect costs (including governance)

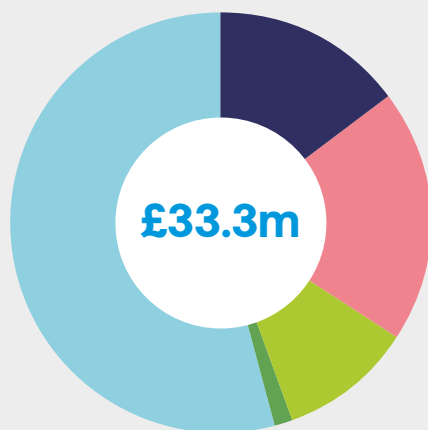
This year we continued to invest in enhancing our digital capabilities through a comprehensive upgrade programme of our business systems. Alongside this, we embedded good procurement practices across the organisation to maximise the value for money we get from our contracts.



For every £1 we spent directly on raising funds this year, we generated £2.89 in return

We are committed to spending £150 million over 8 years on new research. This includes our pledge of £50 million over eight years to set up and support the UK Dementia Research Institute

Funds



Our values in funds year ended 31 March 2019

- Restricted funds (£4.9m)
- Designated fund: DRI (£6.5m)
- Designated fund: Fixed assets (£3.4m)
- Designated fund: IT (£0.5m)
- Unrestricted funds (£17.9m)

Funds are an indication of the financial resources we hold, split between those immediately available for ongoing operations and those intended for a reason either specified by a donor or intended by management. Our total funds at the end of March 2019 were £33.3 million (2017/18: £37.5 million). These comprise:

1. General funds

Year ended 2018/19: £17.9 million, year ended 2017/18: £28.6 million

General funds are all funds not restricted or designated to be spent in a particular way. It is our policy to hold general or free reserves of between 2.5 and four months of charitable expenditure, minus related contractual income. At year end we held general reserves able to fund 3.4 months of future charitable expenditure.

In 2018/19 we designated (see point 2 below) £6.5 million of our free reserves to future payments to the UK Dementia Research Institute.

Additionally we continued to scale-up the delivery of our strategy and drew down on our free reserves in a planned and controlled way to make this possible. We used these reserves – those above the value we hold to mitigate unforeseen financial risks – to invest in our services while maintaining the financial health of the Society.

2. Designated funds

Year ended 2018/19: £10.5 million, year ended 2017/18: £4.2 million

Designated funds are set aside by the trustees for a particular activity or investment. They represent our commitment to invest in areas we consider to be strategically or operationally important. We have three designated funds:

- **IT investments: Year ended 2018/19: £0.5m, year ended 2017/18: £1.1m.**
We have identified a need to modernise our IT systems to ensure we can meet the digital requirements of a growing organisation. We anticipate these funds will be fully utilised in 2019/20.
- **Investments in the UK DRI: Year ended 2018/19: £6.5m, year ended 2017/18: £nil.**
We have committed to delivering real change dementia research. As part of our multi-year commitment to the UK DRI, we have set up a designated fund to meet future years' investments in the institute. We anticipate these funds will be fully utilised over the next three to five years.
- **Fixed assets: Year ended 2018/19: £3.4m, year ended 2017/18: £3.0m.**
This fund represents the value of the assets we use on a day-to-day basis to deliver and support our core activities. This includes the properties, computer equipment and software we own. These funds are utilised over the course of the useful economic lives of the assets they relate to.

3. Restricted funds

Year ended 2018/19: £4.9 million, year ended 2017/18: £4.7 million

Restricted funds represent amounts given to us and held for use in a particular activity as specified or agreed by our donors.



£6.5mil

**of our free reserves
were designated to
future payments to
the UK Dementia
Research Institute**

Investments

At 31 March 2019 we held £45.4 million (2017/18: £48.7 million) of investments in recognised listed stock exchanges.

It is our policy to preserve and, where possible, increase the value of our assets by pursuing a risk-assessed capital management plan. We set our investment managers, JP Morgan, an objective to seek returns of RPI plus 4% on our portfolio, subject to planned draw downs on the portfolio, when required to deliver our organisational strategy. Realised gains and investment income in 2018/19 totalled £2.6 million or a 5.5% return on the average portfolio value.

We instruct and seek confirmation from JP Morgan that they avoid investing on our behalf in companies that materially profit from products that may be harmful to people with dementia or contribute to the cause of dementia, specifically tobacco and boxing

Financial health

As of 31 March 2019, we had net consolidated assets of £33.3 million. At year end, we held £45.4 million of investments in registered stock markets and £3.9 million as cash. This was offset in large part by research grants committed to but not yet paid, totalling £26.8 million.

The trustees monitor the financial health of the Society through regular reviews of our free reserves (the money held to mitigate short-term financial risks). As of 31 March 2019, our free reserves were £17.9 million. This was £4.1 million lower than 2017/18 after adjusting for our decision to designate funds for the DRI. This represents 3.4 months' worth of charitable expenditure, which is within the trustees' requirement of between 2.5 and four months. This year, as a result of changing how we recognise our legacies income, reserves include a greater amount related to accrued legacies, where money is received by us after being released by estate executors. The total uplift to brought forward reserves was £7.3 million. More detail on the prior year adjustment can be found in Note 20 of the annual report and accounts.

The trustees have reviewed the Society's financial position and believe we are well-placed to manage our operational and financial risks. The trustees have a reasonable expectation that the Society has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the accounts have been prepared on the basis that the Society is a going concern.

Our people

To achieve our vision of a world without dementia, we need everyone to unite and join our growing movement for change. We help our people – our volunteers and employees – be active, authentic ambassadors of everything we do.

We all have a role to play in creating an environment in which everyone can:

- **feel capable and empowered to make a difference.**
- **see the impact of their contribution.**
- **shape an empowering working/volunteering environment.**
- **have pride in what we do.**
- **feel personally valued as part of something bigger.**

In 2018/19, we made great progress in embedding our organisational values and behaviours (launched in 2017/18) into the Society.

Our annual engagement survey showed 79% of volunteers and 87% of employees could see people around them living our values and behaviours

This a positive step towards building an environment in which our people can thrive, and a culture that will get results for people affected by dementia.



Our volunteers

Our volunteers, who so generously give their time, are invaluable to our work. Volunteering opportunities range from service/office-based roles to community-based roles, such as Dementia Friends and Dementia Friends Champions. We are proud of our growing numbers of Side by Side volunteers, a service that pairs together people with dementia and volunteers. Each volunteer supports someone with dementia to keep doing the things they enjoy and play an active part in their community. We want people with dementia to live the lives they want and deserve, and our Side by Side volunteers help make this happen.

We could not achieve the things we do without these generous-spirited people sharing their energy, enthusiasm and first-hand experience of dementia. Our volunteers support us for an average of 36 months. Whether they help regularly or occasionally, we value and appreciate their commitment.

We enable our volunteers to use their skills and experience to change lives, which motivates them to keep on supporting us.

Volunteers are involved in the creation, testing and delivery of our services. They shape our campaigns, help select our research projects and raise vital funds to make our work possible

Over the course of the Dementia Friends programme, we have engaged 27,000 Champions, of which 6,800 are active and running sessions. During 2018/19, our Champions delivered 21,996 information sessions (22,712 in 2017/18) reaching 263,632 people (278,279 in 2017/18) and growing our Dementia Friends programme to over 2.8 million people as of March 2019 (2,443,732 in 2017/18).



+2.8mil
Dementia Friends
as of March 2019

Our employees

Our 2,240 employees (2017/18: 2,286) are split approximately 55/45 between full-time and part-time. 92% are on permanent contracts, 5% on fixed-term contracts, 2% on secondment and 1% are casual workers. The average length of service is approximately 49 months. These passionate, professional, purpose-driven people live our values through their drive and determination to unite against dementia.

The Society provides employees, volunteers and managers with regular updates on a range of topics including progress against its strategy and changes to policies and practices. There is a monthly Society briefing webcast live across the organisation and separate monthly management and volunteer bulletins. Senior leaders also share information through an annual roadshow and other information events across the Society. More formally, the Society has an active Employee Forum where employees are elected to represent their geographical area and where matters for formal consultation are shared.

The Employee Forum meets in each local area on a monthly basis with the facilitators from each local forum meeting quarterly to discuss Society wide matters. The CEO and the Director of People and Organisational Development both attend these meets to discuss, share information and respond to matters raised. The forum is always provided with information on changes or plans prior to it being shared more widely and members are regularly asked to participate in working groups on a range of subjects.

The Society runs employee and volunteer engagement surveys on an annual basis to hear our people's views and to understand areas for improvement. The last survey showed positive responses with 78% of employees and volunteers recommending the Society as a place to work or volunteer. Each survey is followed up with directorate focus groups to discuss the feedback and results to agree areas for improvement.

Key performance indicators of Society performance are shared regularly and individual objectives relate to the delivery of the Society's strategy. There are no financial incentives for employee performance.

Disabilities in the workplace

As an employer, Alzheimer's 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. We conduct an individual risk assessment for every applicant, employee or volunteer with a disability. This identifies any reasonable adjustments that need to and can be made to the workplace or role for the person to contribute fully to our work.

Safeguarding our service users

We have a proud record of ensuring we have robust safeguarding training, policies and procedures. We work collaboratively with people affected by dementia to ensure their safety and well-being.

Our safeguarding work includes regular audits, action plans and continued improvement. To lead the way, particularly following other high-profile issues in the charity sector, our trustees commissioned an independent review of our safeguarding framework and practice in November 2018. The report confirmed our processes are robust and suggested additional options we may wish to consider to further enhance them.

Following a successful pilot in 2018/19, our new system for recording safeguarding concerns (RADAR) will be rolled out across the Society over the coming year.

Remuneration policy

Our approach to remuneration is designed to make sure we attract and retain the talented and motivated people we need to achieve our mission and deliver our strategic goals whilst ensuring the principles of fairness, transparency, and equity are upheld. The Remuneration Committee, with delegated authority from the Board, reviews the CEO's and SLT's remuneration and advises the Board on the Society's remuneration policy and annual pay awards for Directors and key management personnel. The Society has an ambitious strategy and

ensuring its leadership team are experienced and effective leaders is instrumental to the success of the strategy. Whilst salary is not the only consideration, having a reward strategy to attract and retain high calibre leaders is an important factor. To this end the Remuneration Committee approved a policy for setting senior salaries which considers a combination of the role and its responsibilities and impact, analysis of market data, plus consideration of internal relativities.

Gender pay gap

The Society's 2018 median gender pay gap (GPG) (16.1%) has decreased by just over one percentage point since 2017 (17.2%), and our mean GPG (15.9%) is two percentage points below the national average (17.9%), as reported by the Office of National Statistics (ONS). Although our GPG is higher than we would wish, we are moving in the right direction and we will seek to continue to build on the thinking and behaviours behind the decrease.

Our GPG reflects the fact we employ significantly more women in lower salaried roles, such as day support workers and service administrators, and have greater representation of men in higher salaried roles. These patterns reflect wider employment trends (for example, a higher proportion of women working in the care sector in lower paid roles) which will take time to change.

Our 2018/23 equality, diversity and inclusion strategic plan outlines activities to help us improve the representation of men and women across all levels of the organisation, to help us reduce our GPG further. Building on this, our analysis this year focused on understanding the specific causes of our GPG, so we can target our interventions in the most effective way. As a result, specific interventions around how we attract candidates and how we support employees and encourage them to progress has been incorporated into our 2019/23 Society-wide people plan.

Notes: (1) All GPG statistics are calculated in accordance with The Equality Act 2010 and the guidelines provided by Acas and The Government Equalities Office; and (2) Alzheimer's Society do not operate a bonus schemes and therefore these statistics are not reported.

Equality, diversity and inclusion

Our ambitious equality, diversity and inclusion (EDI) plan builds on our previous work to increase awareness of diversity, puts in place the necessary infrastructure and governance, and helps improve our data.

To reach everyone affected by dementia, we need to understand the diverse needs of people affected by the condition. The best way to do this is to make sure our people reflect the wider UK society. Our values and behaviours underpin this mission and will be the foundation for advancing our vision for EDI.

Related companies and subsidiaries

Alzheimer's Trading Limited

Alzheimer's Trading Limited (ATL) is a wholly owned subsidiary of Alzheimer's Society. It generates income from licensing and marketing a wide range of gifts, merchandise and products, the sale of which supports our work. ATL's profits are gift aided to Alzheimer's Society. These profits amounted to £282,000 in 2018/19 (2017/18: £153,000), reflecting the range and visibility of our retail activities, and the cost of rebranding some of our products.

The CEO of Alzheimer's Society is the Chair of ATL, enabling a clear and direct reporting line to the Society's Board.

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

The principal activities of the Alzheimer's Foundation are to promote research into finding a cure for Alzheimer's disease, and to publish the results of this research. It is a company limited by guarantee and a registered charity. During 2018/19, £690,000 of funds received through Alzheimer's Society were passed on to the Alzheimer's Foundation. Further details of the subsidiaries are included in Note 7.

Alzheimer's Brain Bank UK Limited

Alzheimer's Brain Bank UK Limited (ABBUK) is a company limited by guarantee and a registered charity. It is a 50:50 joint venture between Alzheimer's Society and Alzheimer's Research UK. 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 the Medical Research Council and Alzheimer's Research UK, supports the Brains for Dementia Research (BDR) initiative (brainsfordementiaresearch.org.uk). This provides a simple, nationwide system for brain donation at a network of brain bank facilities across England and Wales. Six centres are collecting and disseminating samples for research.

The UK Dementia Research Institute

The UK Dementia Research Institute (UK DRI) is governed by UK DRI Ltd, a charitable company limited by guarantee, incorporated on 2 November 2017. The founding trustees of the UK DRI were nominated by the three Founder Funders: Alzheimer's Society, the Medical Research Council and Alzheimer's Research UK.

The company's aims are to preserve and protect the health of the public and to advance education, by:

- promoting and undertaking research into neurodegenerative disorders (and illnesses contributing to such disorders) and associated factors that give rise to dementias and related conditions. This includes research that sheds light on the nature, cause, symptoms, diagnosis, prevention, treatment and/or cure of the range of disorders that give rise to dementias and related conditions
- developing the outputs of such research to provide increased accuracy and timeliness of diagnosis and interventions that prove effective in treating and improving the care of people with dementia and which may, ultimately, prevent and/or cure dementia and related conditions.

The UK DRI awards research grants to the University of Cambridge, Cardiff University, the University of Edinburgh, Imperial College, King's College London, and University College London. The UK DRI is governed as a single institute across the six universities with common intellectual property (IP) and other policies. The UK DRI is directed by Professor Bart de Strooper at University College London.

Research grants

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 2018/19 amounted to £26,372, representing 0.02% of total income.

Grant-making policy

Research funding is awarded through our research grants programme. We invite applications for the funding of research projects from a wide range of research backgrounds. Applications are assessed by external peer and lay review and an expert panel of researchers, clinicians and people affected by dementia. The process recognises the priorities of people affected by dementia, as well as ensuring scientific quality and timeliness. The Society disseminates the results of funded research, making new discoveries in dementia diagnosis, treatment and prevention for the public benefit.

We monitor projects, which normally run for between two and three years, by reviewing annual reports. Our Research Network also monitors research projects, regularly meeting with its research teams to review progress and make sure it's appropriate to continue providing funding.

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:

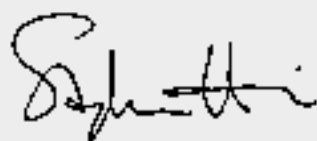
- select suitable accounting policies and then apply them consistently
- make judgments and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the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

This Annual Report of the trustees, under the Charities Act 2011 and the Companies Act 2006, was approved by the Board of trustees on 17 September 2019, including approving in their capacity as company directors the Strategic report contained therein, and is signed and authorised on its behalf by



Stephen Hill, OBE
Chair of trustees

The background is a solid red color. Overlaid on this are several thick, white, hand-drawn style lines that form abstract, organic shapes. One prominent shape is a large, open loop on the left side. Another shape is a vertical line that branches out into several thinner lines on the right side, resembling a stylized tree or a network diagram. The lines vary in thickness and opacity, creating a layered effect.

Financial statements

Consolidated statement of financial activities

For the year ended 31 March 2019

Incorporating an income and expenditure account

	Notes	Restricted funds £'000	Unrestricted funds £'000	2019 Group Total £'000	Restated 2018 Group Total £'000
Income and endowments from					
Donations and legacies	2a	7,334	73,337	80,671	74,123
Charitable activities	2c	1,112	25,329	26,441	29,221
Other trading activities	7c	6	3,661	3,667	3,578
Investment income	2d	–	954	954	961
Total		8,452	103,281	111,733	107,883
Expenditure on					
Raising funds	3	24	31,604	31,628	25,789
Charitable activities	3	8,210	77,399	85,609	86,694
Total		8,234	109,003	117,237	112,483
Operating (deficit)		218	(5,722)	(5,504)	(4,600)
Net gains/(losses) on investments		–	1,398	1,398	576
Net (expenditure)/income		218	(4,324)	(4,106)	(4,024)
Other recognised gains and losses					
Net interest in joint venture operating result	7a	–	(11)	(11)	42
Net movement of funds		218	(4,335)	(4,117)	(3,982)
Funds balance at 1 April 2018		3,636	26,484	30,120	35,037
Prior Year adjustment	20	1,078	6,259	7,337	6,402
Funds balance at 1 April 2018 (as restated)		4,714	32,743	37,457	41,439
Funds balance at 31 March 2019		4,932	28,408	33,340	37,457

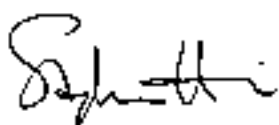
Consolidated balance sheet

As at 31 March 2019

	Notes	2019 Group £'000	2019 Society £'000	Restated 2018 Group £'000	Restated 2018 Society £'000
Fixed assets					
Tangible assets	6a	2,277	2,277	2,640	2,640
Intangible assets	6b	1,145	1,145	376	376
Investments	7a	45,470	45,570	48,804	48,904
		48,892	48,992	51,820	51,920
Current assets					
Short-term investments and deposits	7b	1,175	1,175	2,379	2,379
Stock	8	87	–	86	–
Debtors	9	18,213	18,312	17,511	17,561
Cash at bank and in hand		3,922	3,755	2,706	2,584
		23,397	23,242	22,682	22,524
Current liabilities					
Creditors – amounts falling due within one year	10	(24,276)	(24,293)	(23,605)	(23,850)
Net current assets		(879)	(1,051)	(923)	(1,326)
Total assets less current liabilities		48,013	47,941	50,897	50,594
Long-term liabilities					
Creditors – amounts falling due after one year	10	(14,302)	(14,302)	(13,368)	(13,368)
Provision for liabilities and charges	11	(371)	(371)	(72)	(72)
Net assets		33,340	33,268	37,457	37,154
Funds					
Restricted					
Designated funds DRI	14	4,932	4,932	4,714	4,714
Designated funds: fixed assets		6,500	6,500	–	–
Designated funds: information technology		3,422	3,422	3,016	3,016
General funds		543	543	1,140	1,140
Unrestricted	14	17,943	17,871	28,587	28,284
Total funds		33,340	33,268	37,457	37,154

Total incoming resources includes £110.5 million (restated 2018: £106.7 million) and net movement in funds includes £3.9 million outflow (restated 2018: £4.2m outflow) in respect of the Society.

The financial statements on pages 78 to 102 were approved and authorised for issue by the trustees on 17 September 2019 and signed on their behalf by:



Stephen Hill, OBE
Chair of trustees



Emyr Roberts
Chair of Assurance, Audit and Risk Committee

The notes on pages 81 to 102 form part of these financial statements.

Company Number 2115499.

Consolidated cash flow statement

For the year ended 31 March 2019

	2019 Group £'000	Restated 2018 Group £'000
Cash flows from operating activities		
Net cash used in operating activities	(4,616)	(5,788)
Cash flows from investing activities:		
Dividends, interest and rents from investments	954	961
Proceeds from the sale of property, plant and equipment	–	–
Purchase of property, plant and equipment	(1,058)	(489)
Proceeds from sale of investments	6,685	375
Purchase of investments	(1,953)	(987)
Net cash provided by (used in) investing activities	4,628	(140)
Change in cash and cash equivalents in reporting period	12	(5,928)
Bank cash and cash equivalents at the beginning of the reporting period	2,706	4,131
Short term deposits at the beginning of the reporting period	2,379	6,882
Total cash and short term deposits at the beginning of the reporting period	5,085	11,013
Bank cash and cash equivalents at the end of the reporting period	5,097	5,085
Net movements on funds	(4,117)	(3,982)
Adjustments for:		
Depreciation and amortisation charges	652	638
Gains on investments	(1,398)	(576)
Dividends, interest and rents from investment	(954)	(961)
Loss on the sale of fixed assets	–	33
Increase in stocks	(1)	(17)
Increase in debtors	(702)	(4,596)
Increase in creditors and provisions	1,904	3,672
Net cash used in operating activities	(4,616)	(5,788)

Notes to the financial statements

For the year ended 31 March 2019

Alzheimer's Society is a registered charity (charity no 296645) and a company limited by guarantee and registered in England (company no 2115499 Registered address: 43–44 Crutched Friars, London EC3N 2AE). It meets the definition of a public benefit entity under FRS 102.

1. Accounting policies

The financial statements have been prepared in accordance with the Charities SORP (FRS102) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland, the Charities Act 2011 and UK Generally Accepted Accounting Practice.

After reviewing the group's forecasts and projections, the trustees consider that the group is well placed to manage the business risks it faces. This position is supported by a strong cash flow, a high level of reserves and strong voluntary income fundraising. The trustees therefore have a reasonable expectation that the group has sufficient resources to continue in its operational existence for the foreseeable future and believe that there are no material uncertainties that call into doubt the ability of the group to continue as a going concern. The group therefore continues to adopt the going concern basis in preparing its consolidated financial statements.

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 subsidiaries are:

Alzheimer's Trading Ltd. Company no. 2737333
Alzheimer's Foundation for Research into Alzheimer's Disease.
Company no. 3655393
Alzheimer's UK Ltd. Company no 03086855
Caring for Dementia. Company no 03086851

Each of these share Alzheimer's Society registered address:

43–44 Crutched Friars, London EC3A 2AE.

The Society's annual share of the profits or losses from joint ventures, being a loss of £10,854 (2017/18: profit of £41,619) is included in the statement of financial activities (SOFA) and its share of the net assets is included in the balance sheet. The joint venture is Alzheimer's Brain Bank UK. Company no. 05762960.

No separate SOFA has been prepared for the parent charity as is permitted by section 408 of the Companies Act 2006 and the Charities SORP.

Notes to the financial statements

For the year ended 31 March 2019

Income

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 probability of receipt.

Residuary legacies are recognised as income receivable once probate has been granted, notification has been received and where they can be reliably valued e.g. using draft estate accounts. Residuary legacies with a life interest are only valued where legal title has passed to the Society.

Pecuniary legacies are recognised as income receivable once probate has been granted and notification has been received.

See note 20 for further explanation on changes to the above policy in the year.

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 probability 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.

Grant income from central government (whether grant or contract income) is detailed in note 2. All income from local government is contract income.

Tangible and intangible 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 33.3% per annum

Intangible fixed assets, being computer software, are stated at cost or valuation when acquired and amortised on a straight line basis at 33.3% 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 FRS102.

Items costing less than £2,500 are expensed immediately to the SOFA.

Financial instruments

Alzheimer's Society has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at the present value of future cash flows (amortised cost). Financial assets, held at amortised cost, comprise cash at bank and in hand, short term cash deposits and the group debtors excluding prepayments. Financial liabilities held at amortised cost comprise the group short and long-term creditors excluding deferred income and taxation payable. No discounting has been applied to these financial instruments on the basis that the periods over which accounts will be settled are such that any discounting would be immaterial.

Investments, including bonds and cash held as part of the investment portfolio, are held at fair value at the balance sheet date, with gains and losses being recognised within income and expenditure. Investments in subsidiary undertakings are held at cost less impairment.

At the balance sheet date, the group held financial assets at amortised cost of £20,409k, (2018 restated £20,109k), investment assets at fair value through income and expenditure of £45,352k (2018 £48,676k) and financial liabilities at amortised cost of £ 35,531k (2018 £34,243k).

The present value of future commitments to research creditors has been considered; at a discount rate of 3% the reduction in value is not considered to be material.

Notes to the financial statements

For the year ended 31 March 2019

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.

Critical accounting judgements and key sources of estimation uncertainty

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described in the accounting policies and are summarised below. Two main provisions are made in the accounts where there is estimation uncertainty:

Property dilapidation costs and charges that may be incurred on the termination of leases are provided for by including any known exposure together with an estimate based on the level of historic claims projected to anticipated lease terminations; and

An amount of residuary legacy income is provided for by assessing the historical differences between the actual value of cash received compared to income values recorded at point of recognition, this provision is then applied to all new residuary income recognised.

In the view of the trustees, no other assumptions concerning the future or estimation uncertainty affecting assets and liabilities at the balance sheet date are likely to result in a material adjustment to their carrying amounts in the next financial year.

Prior year adjustment

During the year a decision was made to change the way in which legacy income is accounted for. We consider this to be a change in policy which was made to better comply with the Charities SORP (FRS 102) and to introduce operational efficiencies by aligning the treatment of legacies income in internal reporting and statutory reporting.

The change has been applied on a retrospective basis and given rise to a prior year adjustment. The impact of this adjustments is detailed in note 20.

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. These are the fixed asset fund, IT improvement fund and UK DRI fund.

Unrestricted funds are funds that can be freely used at the discretion of the trustees in accordance with the charitable objectives of the Society.

UK Dementia Research Institute

The entity has been formed under a joint agreement with Alzheimer's Society, Alzheimer's Research UK, and the Medical Research Council, to which each entity will commit to supporting UK DRI Ltd with grants to undertake research. The legal form of this arrangement is one of a joint venture, but substance of the funding agreement does not align to that of a traditional joint venture as it has been constructed as an agreement underpinned by three parties to fund a specific area of research. A joint venture typically requires unanimous consent of the parties for strategic decision making, instead the agreement makes the Society one of three members who then has a right to nominate a member to the board, who make the strategic decisions. Amounts committed under the agreement are decided upon annually and once committed are therefore treated as grants in the financial statements of Alzheimer's Society.

Shared Services

CharlTyshare Limited is incorporated in England and Wales to provide IT shared services. At 31 March 2019 it is jointly and equally owned by the three member charities, Alzheimer's Society, The Children's Society and Age UK. During 18/19, the three member charities transitioned their IT services from CharlTyshare Limited to NIIT Technologies Limited. Alzheimer's Society accounts for its share of assets, liabilities and cash flow according to the shared services agreement.

We have no assets or liabilities related to CharlTyshare Limited recognised in the accounts for the year ended 31 March 2019. It is expected that CharlTyshare Limited will be wound up in the coming year.

Notes to the financial statements

For the year ended 31 March 2019

2. Income

a) Donations and Legacies

	2019 Group £'000	Restated 2018 Group £'000
Legacies	27,467	26,145
Individual Giving	9,084	7,608
Corporate	4,239	3,244
Philanthropy	3,171	3,451
Community Fundraising	36,710	33,675
Total Donations and Legacies	80,671	74,123

b) Gift aid recovery

The consolidated SOFA includes £4.11million (2018 £4.18million) for gift aid on voluntary fundraising.

c) Charitable Activities

Income from charitable activities mainly relates to services commissioned by the local authorities and the NHS, also known as contract income.

d) Investment income

	2019 Group £'000	2018 Group £'000
Bank and other interest	0	6
Income from Fixed interest and listed equity investments	954	955
	954	961

	2019 Group £'000	2018 Group £'000
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e) Grants and contract income includes:

Big Lottery Fund	–	50
Bill Brown's Charitable Settlement of 1989	8	–
Cheshire East Council	17	84
Cheshire West & Cheshire Council	26	67
Durham County Council	260	139
Gateshead Metropolitan Borough Council	53	183
Knowsley Metropolitan Council and Knowsley Care Trust	73	18
Leicester City Council	547	322
Leicestershire County Council	–	183
Monmouthshire County Council	72	72
Newcastle City Council	–	20
The players of People's Postcode Lottery	400	450
Stockport Metropolitan Borough Council	–	19
Stockport NHS	35	35
The Eric and Margaret Kinder Charitable Trust	–	10

	2019 Group £'000	2018 Group £'000
e) Grants and contract income includes:		
The February Foundation (formerly The C Charitable Trust)	50	25
The General Charities of the City of Coventry	20	20
The Ingram Trust	25	25
Skipton Building Society	88	176
The Kirby Laing Foundation	–	5
The R S Macdonald Charitable Trust	67	28
Margaret Giffen Charitable Trust	25	20
The Utley Foundation	–	40
Welsh Assembly Government	90	83
Department of Health	32	32

The Department of Health provided a revenue core grant for the sum of £32k in 18/19, the grant is used to fund part of the salary costs of the County Director. The grant has been awarded for the purpose of achieving a number of dementia related projects.

Under the terms of the grant or contract, these grants or contracts have been disclosed individually. There were no other unfulfilled contract conditions during the year.

f) Lottery income

Included in Other Trading activities is £1.6m of lottery income received for the year ended 31 March 2019.

Notes to the financial statements

For the year ended 31 March 2019

3. Resources expended

	Fundraising £'000	New Deal on Support £'000	New Deal on Research £'000	New Deal on Society £'000	2019 Group total £'000	2018 Group total £'000
Activities undertaken directly	29,374	49,332	2,460	11,899	93,065	91,701
Grant funding of activities (note 4)	–	–	9,628	–	9,628	8,394
Direct costs	29,374	49,332	12,088	11,899	102,693	100,095
Indirect costs (including governance)	2,254	10,598	226	1,466	14,544	12,388
Total costs	31,628	59,930	12,314	13,365	117,237	112,483

The direct costs of £103m are 88% of the total expenditure of £118m. This calculation supports the figure of 88 pence of every pound earned this year was spent on raising awareness and improving the lives of people with dementia.

Basis of indirect cost allocation

The remaining £14.5m of indirect costs are allocated to service departments based on staff numbers, consist of IT, central premises, human resources, Finance, governance and corporate resource costs.

Fundraising costs include the trading costs of subsidiaries.

	2019 Group £'000	2018 Group £'000
Activities undertaken directly for the New Deal on Support were:		
Dementia support and advisers	25,262	26,508
Side by side	2,153	1,445
Support groups	3,571	4,413
Information provision	1,728	1,965
Advocacy	563	540
Befriending	251	1,008
Day care	3,952	4,550
Home care	783	1,649
Other services	6,196	7,296
Care staff costs attributable over multiple activities	4,873	3,939
Total Meeting Needs	49,332	53,313

	2019 Group £'000	2018 Group £'000
Governance costs were:		
Audit costs – Crowe	69	67
Board of trustees	24	22
Company secretarial	94	72
Information Governance	312	268
AGM and other governance meetings	10	13
Internal audit and strategic support	65	60

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

4. Grant giving

Grants awarded during the financial year include:

Research grants to institutions:

By Society:

	2019 Group £'000	2018 Group £'000
ABBUK	–	1,359
Anglian Ruskin University	84	–
Dementia Research Institute	2,000	1,000
King's College London	860	4
Herriott-Watt University	–	2
Imperial College London	372	226
London School of Economics	32	241
London School of Hygiene and Tropical Medicine	2	90
Nottinghamshire NHS Trust	195	–
Public Health Agency Northern Ireland	19	–
Queens University Belfast	330	–
Sheffield Institute of Translational Neuroscience	1	–
University College London	2,061	1,897
University of Bath	188	85
University of Berkshire	–	2
University of Birmingham	63	–
University of Bradford	3	75
University of Bristol	85	266
University of Cambridge	520	558
University of Cardiff	58	250
University of Dundee	85	2
University of East Anglia	175	209
University of Edinburgh	1,001	–
University of Exeter	488	643
University of Glasgow	–	1
University of Leeds	–	75
University of Leicester	–	69
University of Liverpool	10	–
University of Manchester	212	85
University of Newcastle	93	231
University of Nottingham	–	242
University of Oxford	437	23
University of Reading	2	63
University of Sheffield	–	538
University of Southampton	40	216
University of Strathclyde	10	–
University of Sussex	85	2
University of West London	–	2
University of West of England	–	2
University of Worcester	3	150
University of York	224	–

Notes to the financial statements

For the year ended 31 March 2019

4. Grant giving (continued)

Grants awarded during the financial year include:

Research grants to institutions:

By Society:

	2019 Group £'000	2018 Group £'000
Underspend on projects written back	(110)	(254)
Total Society Research grants	9,628	8,354

Other grants to individuals and institutions:

World Dementia Council	–	40
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Support costs allocated to grant making activities were £226k (2018 £161k).

Reconciliation of grant expenditure to year end grant creditors (note 10)

	Group £'000
Research grant creditors at 1 April 2018	25,808
Grants paid as cash in year	(8,608)
Grants recognised as expenditure in year	9,628
Research grant creditors at 31 March 2019	<u>26,828</u>

5. Staff costs

	2019 Group £'000	2018 Group £'000
Gross wages and salaries	51,571	51,459
Employer's National Insurance	4,629	4,551
Pension contributions	2,544	1,941
Redundancy costs	228	445
	58,972	58,396

All the redundancy costs for 2019 were settled during the year to 31 March 2019 (2018 £34k unpaid).

Pension costs

The Society operates a stakeholder pension scheme, administered by Scottish Widows (formerly 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 implemented auto-enrolment in September 2013, in line with the Workplace Pension reforms.

All employees participate in the same pension arrangements.

The average number of employees during the year was as follows:

Employee numbers	2019 Group full time no.	2019 Group part time no.	2018 Group full time no.	2018 Group part time no.
Fundraising	266	7	235	10
New Deal on Support	778	976	810	1,156
New Deal on Society	167	15	149	15
New Deal on Research	27	1	23	1
	1,238	999	1,217	1,182

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

	2019 no.	2018 no.
£60,001 – £70,000	42	22
£70,001 – £80,000	4	7
£80,001 – £90,000	4	1
£90,001 – £100,000	2	2
£100,001 – £110,000	1	3
£110,001 – £120,000	1	1
£120,001 – £130,000	1	–
£130,001 – £140,000	–	–
£140,001 – £150,000	–	1
£150,001 – £160,000	1	1

The total employment costs (including employers National Insurance contributions) of the Strategic Leadership Team, comprised of the Chief Executive Officer, Chief Operating Officer, Chief Policy & Research Officer and the Directors of Fundraising, Digital Services, Finance, People & Organisational Development, Operations, Marketing & Communications and Campaigns & Partnerships for the year 2018-19 was £1,387k (2017-18 : £1,094k including Employers NI).

Members of the Board

None (2018: 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 12 (2018: 12) trustees during the year totalling £10,986. (2018: £9,304).

Role of Volunteers

During 2018-19, the Society recorded contributions to its work made by 8,265 regular volunteers (and around 2,654 occasional volunteers).

93% of those contributed to services or fundraising activities; the others helped with research, campaigning or administration.

Notes to the financial statements

For the year ended 31 March 2019

6a. 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 2018	237	3,032	351	981	3,689	8,290
Additions		11		102	45	158
Disposals		(819)	(351)	(276)	(3,103)	(4,549)
As at 31 March 2019	237	2,224	–	807	631	3,899
Depreciation						
As at 1 April 2018	13	1,319	351	623	3,344	5,650
Charge for the year		225		153	143	521
Disposals		(819)	(351)	(276)	(3,103)	(4,549)
As at 31 March 2019	13	725	–	500	384	1,622
Net book value						
As at 31 March 2018	224	1,713	–	358	345	2,640
As at 31 March 2019	224	1,499	–	307	247	2,277

6b. Intangible fixed assets – Group and Society

	Computer software £'000	Assets Under Construction £'000	Total £'000
Cost			
As at 1 April 2018	864		864
Additions	303	597	900
Disposals	(548)		(548)
As at 31 March 2019	619	597	1,216
Amortisation			
As at 1 April 2018	488		488
Charge for the year	131		131
Disposals	(548)		(548)
As at 31 March 2019	71		71
Net book value			
As at 31 March 2018	376		376
As at 31 March 2019	548	597	1,145

7. Investments

(a) Fixed asset investments	2019	2019	2018	2018
	Group	Society	Group	Society
	£'000	£'000	£'000	£'000
Opening valuation 1 April	48,804	48,904	47,616	47,716
Additions	1,953	1,953	987	987
Disposals	(6,685)	(6,685)	(375)	(375)
Realised gains on disposals during year	1,620	1,620	2,520	2,520
Unrealised gains/(losses) on valuation	(222)	(222)	(1,944)	(1,944)
Closing valuation 31 March	45,470	45,570	48,804	48,904

	2019	2019	2018	2018
	Group	Society	Group	Society
	£'000	£'000	£'000	£'000
Equity Investments listed on a recognised stock exchange	29,557	29,557	30,571	30,571
Fixed Interest Investments listed on a recognised stock exchange	11,197	11,197	11,907	11,907
Alternative Asset investments listed on a recognised stock exchange	4,598	4,598	6,197	6,197
Investment in subsidiary and associated undertakings	–	100	–	100
Share of assets in joint venture	1,349	1,349	1,779	1,779
Share of liabilities in joint venture	(1,231)	(1,231)	(1,650)	(1,650)
Total	45,470	45,470	48,804	48,904
Investment assets in the UK	22,914	23,014	27,489	27,589
Investment assets outside the UK	22,556	22,556	21,315	21,315
Total	45,470	45,570	48,804	48,904

All of the investments at 31 March 2019 and 31 March 2018 were held to the order of the Society.

As part of the overall management of funds, the investment managers have entered into commitments to purchase a total of GBP £18,580,901 (2018: GBP 19,961,000), under forward rate contracts at 31 March 2019. All contracts matured at 17 April 2019 and are included within total investments at a market value of (£57,593), (2018: £(238,531)) at 31 March 2019.

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 £117,945 (2018: £128,799). The net interest in the joint venture operating result for the year is £10,854 loss (2018: £41,619 profit). This joint venture is accounted for in accordance with Charities SORP and FRS 102 under the gross equity method.

Notes to the financial statements

For the year ended 31 March 2019

7. Investments (continued)

(b) Short-term investments and deposits	2019 Group £'000	2019 Society £'000	2018 Group £'000	2018 Society £'000
Short-term investments and deposits in cash and cash equivalents held by:				
JP Morgan Current Account	1,174	1,174	2,378	2,378
HSBC UK	1	1	1	1
	1,175	1,175	2,379	2,379

(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 licensing charges and markets a wide range of gifts, merchandise and products with each sale helping to support our cause in improving the lives of people with dementia.

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 2018/19, no grants were made to Alzheimer's Society's research programme (2018: none) or to Alzheimer's Research UK (2018: none).

Profit and loss accounts for the year ended 31 March 2019	Alzheimer's Trading Limited £'000	The Alzheimer's Foundation for Research £'000	2019 Total £'000	2018 Total £'000
Turnover	1,041	3	1,044	853
Donations and legacies	–	690	690	312
Cost of sales	(639)	–	(639)	(479)
Gross profit	402	693	1,095	686
Distribution expenses	(43)	–	(43)	(170)
Administration expenses	(77)	–	(77)	(50)
Charitable activities	–	(920)	(920)	(52)
Governance costs	–	(5)	(5)	–
Net profit (loss)	282	(232)	50	414
Payment to the Society under gift aid	(282)	–	(282)	(153)
(Deficit)/surplus - retained in subsidiaries	–	(232)	(232)	261
Balance sheets at 31 March 2018				
Stock	87	–	87	86
Debtors	227	60	287	443
Cash at bank and in hand	151	16	167	122
Creditors – amounts falling due within one year	(365)	(5)	(370)	(248)
Net assets	100	71	171	403
Financed by:				
Ordinary share capital	100	–	100	100
Unrestricted funds	–	71	71	303
Total funds	100	71	171	403

Alzheimer's Trading Limited owns all the ordinary share capital of two other companies i.e. Alzheimer's UK Limited (Registration Number 03086855) and Caring for Dementia Limited (Registration Number 03086851).

Both of these companies are registered in England, are dormant, and had no assets or liabilities as at 31 March 2019.

8. Stock

	2019 Group £'000	2019 Society £'000	2018 Group £'000	2018 Society £'000
Finished goods and goods for re-sale	87	–	86	–

9. Debtors

	2019 Group £'000	2019 Society £'000	Restated 2018 Group £'000	Restated 2018 Society £'000
Trade debtors	2,907	2,724	2,548	2,424
Prepayments	2,014	2,014	2,488	2,488
Accrued income	13,126	13,126	12,004	11,985
Other debtors	166	166	471	471
	18,213	18,030	17,511	17,368
Amounts due from subsidiary undertaking	–	282	–	193
	18,213	18,312	17,511	17,561

Accrued income includes income receivable of £887,614 (2018: £386,175) for gift aid recovery.

10. Creditors

	2019 Group £'000	2019 Society £'000	2018 Group £'000	2018 Society £'000
Amounts falling due within one year:				
Research grant creditors	12,526	12,526	12,440	12,440
Trade creditors	4,431	4,343	4,861	4,806
Other taxes and social security	1,267	1,267	1,201	1,201
Other creditors	1,665	1,665	2,197	2,197
Accruals	2,502	2,502	1,377	1,377
Deferred income (see note 12)	1,885	1,885	1,529	1,529
	24,276	24,188	23,605	23,550
Amounts due to subsidiary undertaking	–	105	–	300
	24,276	24,293	23,605	23,850
Amounts falling due after one year:				
Research grant creditors	14,302	14,302	13,368	13,368
Research grant creditors are payable:				
Within one year	12,526	12,526	12,440	12,440
Between one and two years	8,782	8,782	8,508	8,508
Between two and five years	5,520	5,520	4,860	4,860
Total research grant creditors	26,828	26,828	25,808	25,808

Included in creditors are amounts due to the joint venture, ABBUK, of £886,006 (2018: £1,359,495) and amounts due to the Dementia Research Institute (UKDRI) Limited of £2,000,000 (2018: £1,000,000).

Notes to the financial statements

For the year ended 31 March 2019

11. Provisions for liabilities and charges

	2019 Group £'000	2019 Society £'000	2018 Group £'000	2018 Society £'000
Balance at 1 April 2018	72	72	157	157
Amounts provided for during the year	371	371	72	72
Amounts released to resources expended during the year	(72)	(72)	(157)	(157)
	371	371	72	72

Provisions represent the estimated cost of repairing dilapidations in properties currently rented, at the end of their leases and for expected restructuring costs.

12. Deferred income

	2019 Group £'000	2019 Society £'000	2018 Group £'000	2018 Society £'000
Balance at 1 April 2018	1,529	1,529	1,534	1,534
Amounts released to incoming resources	(1,529)	(1,529)	(1,534)	(1,534)
Amounts deferred in the year	1,885	1,885	1,529	1,529
	1,885	1,885	1,529	1,529

Deferred income represents income relating to future events which may be given back in the event of cancellation and multi-year contract payments paid in advance.

13. Taxation

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

14. Funds

	Note	At 1 April 2018 Group £'000	Incoming resources £'000	Resources expended £'000	Transfers £'000	Gains and losses £'000	At 31 March 2019 Group £'000
Restricted funds:							
Department of Health							
Care Services							
International Dementia Friendly Communities	(a)	–	162	(162)	–	–	–
Government of Wales							
Geographic Rest Funds							
Dementia Friends and DFC	(a)	–	90	(90)	–	–	–
		–	252	(252)	–	–	–
Other funders							
Research		2,492	4,367	(3,752)	–	–	3,107
Care services		758	1,678	(1,983)	–	–	453
Geographically restricted funds		1,537	2,002	(2,199)	–	–	1,340
Other		(73)	152	(47)	–	–	32
		4,714	8,199	(7,981)	–	–	4,932
Total restricted funds		4,714	8,451	(8,233)	–	–	4,932
Designated funds		4,156	461	(652)	6,500	–	10,465
Unrestricted funds		28,587	102,821	(108,352)	(6,500)	1,387	17,943
Total funds		37,457	111,733	(117,237)	–	1,387	33,340

Designated funds include £3.4 million (2018: £3.0 million) which represents the Society's investments in tangible and intangible assets which are not immediately realisable; £0.5 million (2018: £1.1million) to be spent on further improvements in IT (£0.6m has been spent on IT improvements in 2018-19); and £6.5m (2018: £nil) designated to be invested in the UK Dementia Research Institute (DRI).

The only transfer between funds in the current year was for the creation of a new designated fund for the UK DRI. Gains and losses includes both investment gains and the net interest in the joint venture.

During the year the society was in receipt of £52k from the Isle of Man which is restricted for use within the Isle of Man Dementia services.

a) During the year the Society was in receipt of £162k grants from the Department of Health. These grants are restricted to the activities agreed to by the Department of Health and the Society. In accordance with their terms, an analysis is reported below:

	At 1 April 2018 Group £'000	Incoming resources £'000	Resources expended £'000	At 31 March 2019 Group £'000
International Dementia Friendly Communities	–	162	(162)	–
	–	162	(162)	–

Notes to the financial statements

For the year ended 31 March 2019

14. Funds (continued)

b) During the year the Society was in receipt of a £90k grant from the Government of Wales. This grant is restricted to the activities agreed to by the Government of Wales and the Society. In accordance with their terms, an analysis is reported below:

	At 1 April 2018 Group £'000	Incoming resources £'000	Resources expended £'000	At 31 March 2019 Group £'000
Dementia Friends and Dementia Friendly Communities	–	90	(90)	–
	–	90	(90)	–

The government grants detailed in note (b) supported the work of Alzheimers Society by encouraging better community engagement with people affected by dementia, and spreading the experience of creating dementia friendly communities in Wales.

15. 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:

	2019 Land and buildings £'000	2019 Other £'000	2018 Land and buildings £'000	2018 Other £'000
Operating leases payments due:				
Within one year	2,024	21	2,035	2
In two to five years	5,791	16	5,766	2
After five years	2,497	–	3,304	–
	10,312	37	11,105	4

b) Capital commitments not yet contracted for

There are capital commitments in respect of Customer Relations Management (CRM) systems for £118k and for Tricorn House (regional office) for the sum of £712k.

16. Analysis of group net assets between funds

	Tangible and intangible fixed assets £'000	Investments £'000	Net current assets £'000	Creditors due after 1 year £'000	Total £'000
2018/19					
Restricted funds	–	–	4,932	–	4,932
Designated funds	3,422	6,500	543	–	10,465
General funds	–	38,970	(6,355)	(14,672)	17,943
	3,422	45,470	(880)	(14,672)	33,340
2017/18					
Restricted funds	–	–	4,714	–	4,714
Designated funds	3,016	–	1,140	–	4,156
General funds	–	48,804	(6,777)	(13,440)	28,587
	3,016	48,804	(923)	(13,440)	37,457

17. Consolidated statement of financial activities

For the year ended 31 March 2018

Incorporating an income and expenditure account

	Notes	Restated Restricted funds £'000	Restated Unrestricted funds £'000	Restated 2018 Group Total £'000
Incoming and endowments from				
Donations and legacies	2a	4,879	69,244	74,123
Charitable activities	2b	1,885	27,336	29,221
Other trading activities	7c	4	3,574	3,578
Investment income	2d	–	961	961
Total		6,768	101,115	107,883
Expenditure on				
Costs of generating funds				
Raising funds		16	25,773	25,789
Charitable activities	3	7,580	79,114	86,694
Total		7,596	104,887	112,483
Operating deficit		(828)	(3,772)	(4,600)
Net gains/(losses) on investments		–	576	576
Net income/(expenditure)		(828)	(3,196)	(4,024)

Notes to the financial statements

For the year ended 31 March 2019

17. Consolidated statement of financial activities (continued)

For the year ended 31 March 2018

Incorporating an income and expenditure account

Other gains/(losses)

Net interest in joint venture operating result	–	42	42
Net movement of funds	(828)	(3,154)	(3,982)
Funds balance at 1 April 2017	5,542	35,897	41,439
Funds balance at 31 March 2018	4,714	32,743	37,457

In line with the requirements of FRS 102 SORP, the above note shows the split of comparative information between the Funds.

The option to prepare a separate note has been taken, over the integration within the existing SOFA (i.e. the six column approach).

18. Funds

For the year ended 31 March 2018

		Restated At 1 April 2017 Group £'000	Restated Incoming resources £'000	Resources expended £'000	Transfers £'000	Gains and losses £'000	Restated At 31 March 2018 Group £'000
Restricted funds:							
Big Lottery Fund							
Care services	(a)	41	50	(91)	–	–	–
Department of Health							
Care services	(b)	–	160	(160)	–	–	–
Government of Wales							
Dementia Friends and DFC	(c)	–	83	(83)	–	–	–
		41	293	(334)	–	–	–
Other funders							
Research		2,910	2,953	(3,371)	–	–	2,492
Care services		663	592	(497)	–	–	758
Geographically restricted funds		1,928	2,863	(3,254)	–	–	1,537
Other		–	67	(140)	–	–	(73)
		5,501	6,475	(7,262)	–	–	4,714
Total restricted funds		5,542	6,768	(7,596)	–	–	4,714
Total designated funds		4,338	165	(347)	–	–	4,156
Unrestricted funds		31,559	100,950	(104,540)	–	618	28,587
Total funds		41,439	107,883	(112,483)	–	618	37,457

19. Related Party Transactions

In 2018/19, Alzheimer's Society charged £43k (2017/18 £39k) to Alzheimer's Trading Ltd for the provision of staff and the purchase of goods. The balance owed to Alzheimer's Society at 31 March 2019 was £177k (31 March 2018 £193k)

Alzheimer's Society collected legacy income on behalf of The Alzheimer's Foundation, to the value of £416k. (2017/18 £302k). The balance owed to The Alzheimer's Foundation at 31 March 2019 was settled in full i.e. £ nil balance (31 March 2018 £300k)

Alzheimer's Society agreed funding before the year end of £2m to the UK DRI Limited for 2018/19. This amount has been recognised as a grant in the current year, £2m of the balance had not been paid at the year end. £1m DRI grant agreed in 17/18 was paid in the current year.

Cards For Good Causes is the trading arm of The 1959 Group of Charities – a multi-charity membership organisation set up to sell Christmas cards on behalf of many UK charities. Alzheimer's Trading Ltd paid £71k to Cards For Good Causes for production and sale of charity Christmas cards. Alzheimer's Trading Ltd received £211k from Cards For Good Causes. Jon Wingrave is a senior manager for Alzheimer's Trading Ltd and a Director of Cards for Good Causes.

There are no other related party transactions to report.

20. Prior year adjustment note

	At 1 April 2017 £'000	At 31 March 2018 £'000
Reconciliation of reserves – prior year adjustment:		
Reconciliation of reserves		
Reserves (as previously stated)	35,037	30,120
Cumulative Impact of Legacy income	6,402	7,337
Reserves (as restated)	41,439	37,457
Reconciliation of Net (expenditure)/ income for 2018		
Net expenditure (as previously stated)		(4,917)
Legacy Income		935
Surplus (as restated)		(3,982)

A prior year adjustment has been made in respect of the change to the policy by which the Society recognises income. As at 31 March 2019 the cumulative impact to our reserves as a result of this change £9.5 million. Of this, £6.4m would have been recognised in periods prior to 2017/18. In these accounts we have restated the Society's 2017/18 opening reserves and the subsequent impacts to 2017/18 income and closing reserves.

Our policy is to recognise legacy income when it is probable and can be reliably measured using notification, grant of probate and draft estate accounts as information sources. This change was made to better comply with the Charities SORP (FRS 102) and to introduce operational efficiencies by aligning the treatment of legacies income in internal reporting and statutory reporting.

Notes to the financial statements

For the year ended 31 March 2019

21. Agency agreement for JPND external grants

Alzheimer's Society has acted as collecting agent for research grants for a EU Joint Programme–Neurodegenerative Disease Research (“JPND”) which was launched a European call for proposals to fund Multinational research projects on Health and Social Care for Neurodegenerative Diseases.

The proposed funding schedule for the amounts to be received by three other funders is as shown below:

Funding Schedule	31-Mar-19	31-Mar-20	31-Mar-21	Total
DHSC	£416,667	£416,447	£416,666	£1,250,000
Welsh Government	£179,600	–	–	£179,600
PHANI	£125,000	–	–	£125,000

At 31 March 2019, £179,600 had been received by the Society from the Welsh Government in respect of the JPND grant programme. This amount is held in a separate account and not included as part of the Society's assets, as the Society is acting as an agent in this arrangement.

At 31 March 2019 the Society had committed £457,000 towards JPND grants. The corresponding expenditure and liabilities are recognised in these accounts.

Independent auditor's report to the members of Alzheimer's Society

Opinion

We have audited the financial statements of Alzheimer's Society for the year ended 31 March 2019 which comprise Consolidated Statement of Financial Activities (incorporating an income and expenditure account), Charity and Consolidated Balance Sheet, Consolidated Cash Flow and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2019 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.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and the charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the [strategic report or the] directors' report included within the trustees' report.

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

- the parent company has not kept adequate accounting records; or
- the parent 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.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 76, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's or the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

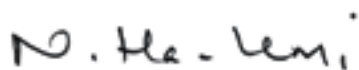
Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

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.



Naziar Hashemi

Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

Donor Acknowledgement

A big thank you to all our supporters who helped us continue to fight dementia in 2018/19, including:

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Joy Watson
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Professor Bob Woods

¹He sadly passed away February 2019

²He sadly passed away October 2018

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The 29 May 1961 Charitable Trust
Mr Rupert Adams and Ms Nadja Swarovski
The Anthony and Pat Charitable Foundation
The BACIT Foundation
Barbour Foundation
The Bert Williams Fund
The Liz and Terry Bramall Foundation
Bill Brown's Charitable Settlement Of 1989
Cecil and Hilda Lewis Charitable Trust
Mr Richard Childs and Ms Debbie Perrin
The City Bridge Trust
The Constance Travis Charitable Trust
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Gordon and Patricia Gilby
Mr Ken Hall and the late Mrs Dorothy Hall
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The Werth Trust

Mr Glyne Wetton
The Waterloo Foundation
All our IUAD Partners; Ian Branagan, Graham Clarke, Sian Fisher, Andrew and Sophie Horton, Lucy Raymond, Hayley Robinson, Chris Wallace, and all those wishing to remain anonymous.
Zurich Community Trust

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President Emeritus

Sir Jonathan Miller CBE

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Vice-Chair	Jenny Owen CBE	Re-appointed 10 October 2017
Treasurer	David Kelham	To 21 March 2019

Board Members

Joy Allen CDir	To 14 November 2018
Sir Chris Powell	To 14 November 2018
Ali Harrison	Elected 6 September 2016
Bernard Herdan CB	Re-appointed 6 September 2016
Duncan Jones	Elected 16 March 2017
Dr Emyr Roberts	Re-appointed 10 October 2017
Manish Shah	Re-appointed 10 October 2017
Sarah Weir OBE	Re-appointed 6 September 2016
Prof Gordon Wilcock	Re-appointed 14 November 2018
Caroline Fawcett	Appointed 21 March 2019
Lord David Currie	Appointed 21 March 2019
Andrew Lynch	Appointed 21 March 2019

Strategic Leadership Team

Chief Executive

Jeremy Hughes CBE*

Chief Policy and Research Officer

Fiona Carragher (from 7 January 2019)*

Chief Operating Officer

Kathryn Smith*

Director of Finance, Planning and Performance/Chief Financial Officer

Robert Butler*

Director of People and Organisational Development

Corinne Mills (from 8 October 2018)*

Director of Policy, Campaigns and Partnerships

Sally Copley

Director of Operations

Helen Foster

Director of Digital Services

Dr. Costas Skouras

Director of Fundraising

Alex Hyde-Smith (from 3 June 2019)

Former members of the Strategic Leadership Team

Director of Marketing and Communications

Vivienne Francis (to 17 May 2019)

Director of Fundraising

Michael Dent (to 17 January 2019)

Chief Policy and Research Officer

Doug Brown (to 30 August 2018)*

Company Secretary

Paul Bell

Professional advisers

Auditors

Crowe U.K. 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

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London EC3A 7AG

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London E1W 1DD

Investment managers

JP Morgan Private Bank

1 Knightsbridge, London SW1X 7LX

Legal advisers

Stone King LLP

Boundary House, 91 Charterhouse Street,

London EC1M 6HR

Registered charity number

296645 (England & Wales), 1128 (Isle of Man)

Company registration number

2115499 (England & Wales), 5730F (Isle of Man)

* Members of the Executive Group



‘Dementia doesn’t define you. For dad it’s about enjoying his life. It’s about not being put in a box. It’s about setting goals and having dreams and doing different things. Alzheimer’s Society have helped support dad in life changes and decisions that he’s made, to make life better for himself.’

Denise, daughter of Allen who is living with dementia

The background is a dark blue gradient with several overlapping, glowing blue shapes. These shapes include large circles and thick, intersecting lines that create a sense of depth and movement. The overall aesthetic is modern and artistic.

Thank you

We are the UK's leading dementia charity. Every day, we work tirelessly to find new treatments and, ultimately, a cure for dementia. We provide expert information, training, and support services to all those who need our help. And we are creating a more dementia-friendly society so people with the condition can live without fear and prejudice.

Looking for information, support or advice about dementia?
Our helpline is here for you on **0300 222 11 22.**

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

Registered charity in England and Wales (296645) and Isle of Man (1128)

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