

Annual review 2013/14



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

alzheimers.org.uk

Welcome

Chair and Chief Executive's introduction

This is the second year of our five-year strategy, *Delivering on Dementia*, and it has been one of the busiest ever for the Society. We have made progress in all areas, helping our ambition that people with dementia can live the lives they want. We also ended the year reviewing the strategy to ensure that it continues to best lead our work over the next three years.



Our volunteers and employees continue to be among the most committed people in the sector: working closely with people affected by dementia; raising money; delivering new innovative services; increasing awareness and information provision; making us a research leader; and shouting loudly about what needs to change in health and social care – and society as a whole – to better support people with dementia and their carers.

And we were therefore delighted to honour our people with our first-ever People Awards. In this Review you will read about some of our People Award winners and the fantastic work they do to raise the Society's profile, create dementia-friendly communities, and ensure the voices of people affected by dementia are heard.



On the cover you'll have seen one of our winners, volunteer befriender Stephen Mears, and Colin Billinge whom he befriends. As well as enjoying each other's company, together they have raised awareness of dementia by appearing on TV and radio.

Marion Pollinger won her People Award in the Outstanding Contribution category, by raising the profile of the Devon Dementia Support Service, delivering dementia awareness sessions and creating over 900 Dementia Friends.

People living with dementia and their carers are at the heart of everything we do, including our world-leading research.

We now have 250 Research Network Volunteers, involved in every aspect of our research, including People Award winners Bob and Sylvia Kahn.

This year our supporters have given us an amazing £50 million to transform lives. We have seen a strong growth in our total income to £82.6 million, an increase of 17% over the previous financial year. We saw this growth particularly in the latter part of the year due to the increased interest in dementia and the recognition of Alzheimer's Society as leading in making a difference.

This growth in income, combined with the tight cost control required during an uncertain funding environment, has led to the Society increasing its general funds by £5.3 million. We are now planning to invest in a major programme of awareness-raising to promote our work, publicising all of our activities and the help we can give to everyone whose life is affected by dementia.

Dementia has never had such high a profile and this has been due in large measure to the Society. We have continued to be at the forefront of implementing the Prime Minister's Challenge, including a central role in bringing about the G8 Dementia Summit in December and steering subsequent implementation of the commitments made. With the Government pledging to double investment in dementia research, we have also committed ourselves to at least £100 million for research over the next ten years.

The Dementia Friends programme has continued to inspire thousands of volunteer champions and bring awareness to every corner of England, with similar programmes now also developing in Wales and Northern Ireland. Likewise, all three nations are seeing a growing movement of communities becoming dementia friendly, with the Society helping them along every step of the way.

One such community is Rotherham, which is working to become dementia friendly through the fantastic work of our People Award-winning Rotherham Dementia Support Team. The team has made a huge impact in the area over the past five years, and the benefit to people with dementia in Rotherham is reflected in the story of Graham and Sheila Knight in these pages.

We have kept the pressure on the Government, NHS and the Royal College of GPs to ensure more people receive a timely diagnosis, whilst our public awareness programmes have helped more people to seek help when worried about their memory.

Direct support to people affected by dementia remains at the core of our work. Our information services continue to grow, with over 21,000 people

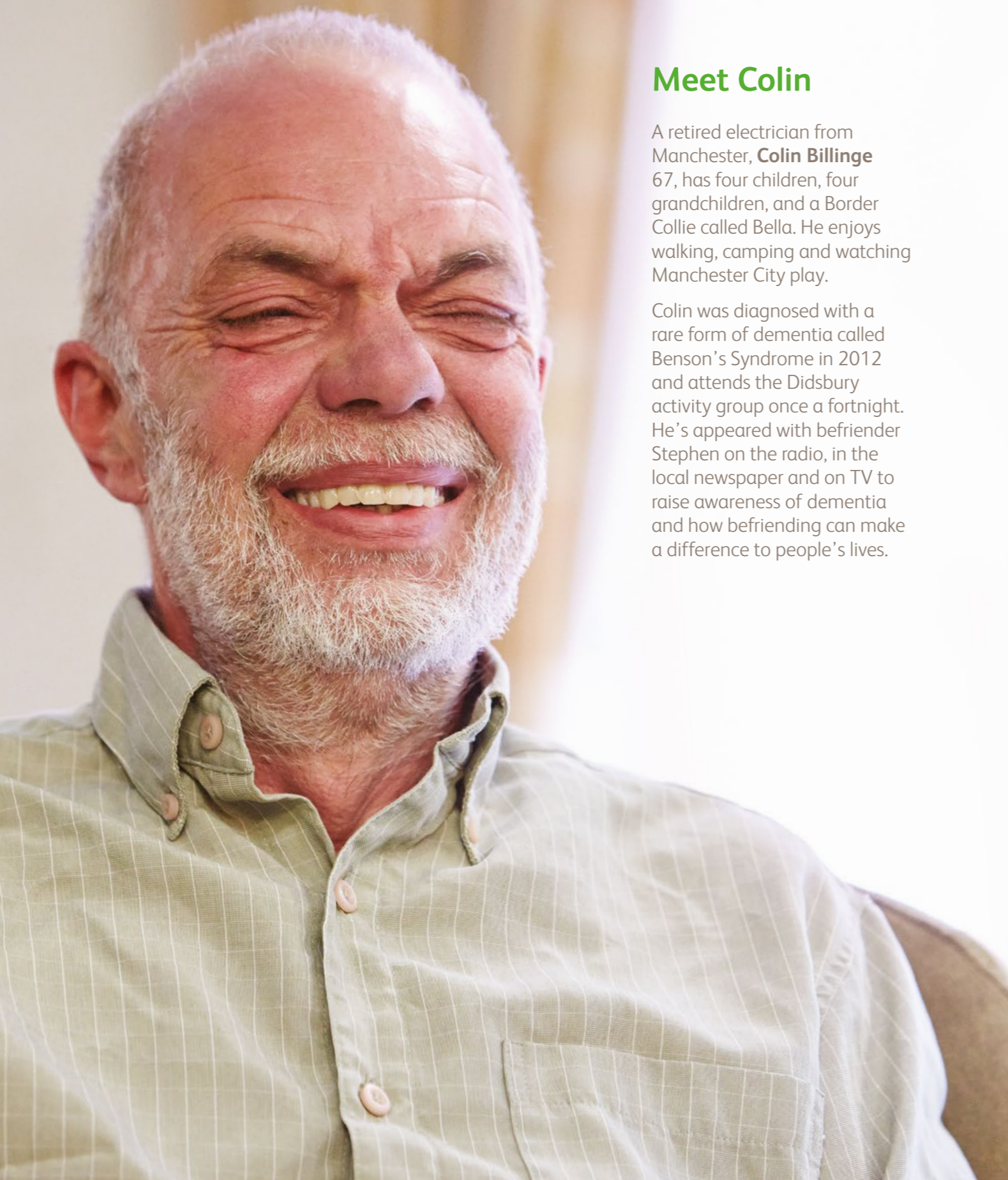
visiting our website in any one day. Our Helpline now opens seven days a week and we have distributed over 140,000 copies of our new dementia guide for the newly diagnosed. Locally, tens of thousands of people use our community services every month. More people than ever have access to an Alzheimer's Society dementia support worker, and groups such as Singing for the Brain® continue to flourish and grow.

There is much more that needs to be done, with dementia still securing only a fraction of the resources it deserves, whether in health and social care or in research. But this Annual review shows how far we have come. We remain focussed and intent on maintaining this momentum, with your crucial support.

Jeremy Hughes
Chief Executive

Dame Gill Morgan DBE
Chair

Meeting needs



Meet Colin

A retired electrician from Manchester, **Colin Billinge** 67, has four children, four grandchildren, and a Border Collie called Bella. He enjoys walking, camping and watching Manchester City play.

Colin was diagnosed with a rare form of dementia called Benson's Syndrome in 2012 and attends the Didsbury activity group once a fortnight. He's appeared with befriender Stephen on the radio, in the local newspaper and on TV to raise awareness of dementia and how befriending can make a difference to people's lives.

Meeting needs

We make sure people with dementia, their carers and families get the support they want and need. We provide almost 3,000 high quality, innovative services across the UK, and we use our experience and expertise to help others improve and develop their services.

Among our achievements in 2013/14, we:

- continued to provide companionship and support for people with dementia, developing all our befriending services to work towards meeting the national quality standard for mentoring and befriending
- used our internal Innovation Fund to support seven new initiatives, including: **Singing for the Brain® for people with learning difficulties and dementia; a service for Armed Forces veterans with dementia, offering interactive reminiscence sessions; and a technology volunteering project, encouraging younger people to share their knowledge of technology (internet, smartphones, e-readers, digital music players and iPads) with a person with dementia, helping to reduce isolation**
- delivered dementia awareness training to all 2,000 staff of the Care Quality Commission (CQC) – the independent regulator of health and social care in England. Our Training and Consultancy team continued to work with CQC to provide a cascade course to train their new recruits. We are also looking to develop new training aimed at inspectors so that the needs of people with dementia are a priority when judging standards of care and suggesting improvements
- improved the way we work with people living with dementia and their carers by publishing an organisation-wide user involvement policy and good practice guide, and extending our network of service user review panels across all three nations.



Meet Stephen

Stephen Mears, 56, is a retired operations manager from Merseyside who lives in Standish, Greater Manchester. After signing up to be an Alzheimer's Society volunteer befriender, he was introduced to Colin in January 2013. They bonded over their love of the outdoors, football and dogs – Stephen and his wife Karen have two Airedale Terriers, Syd and Charlie. He drives Colin to the Alzheimer's Society Didsbury activity group, where he stays and helps out with everything from singing to Scrabble, baking to bowls.

Stephen won a People Award in the Pushing Boundaries category for his role as a befriender.



‘Stephen’s a good companion. I’ve got the dog, but I can’t have much of a conversation with her!’

Stephen: The first time I met Colin, we had a good natter about the dogs, walking and camping trips we’d been on. The Society tries to match people with shared interests and Colin and I have quite a few. Don’t know about you Colin, but I think we got on well straight away?

Colin: Yes, Stephen’s a good companion. I’ve got the dog, but I can’t have much of a conversation with her! We go for decent walks together – we do about six miles, which does us no harm.

Stephen: We try to get further afield every now and then too – places like Buxton, where Colin used to go when he was younger. It was about revisiting some old memories for you wasn’t it, Colin?

Colin: Yes, I love Derbyshire and the Peak District. I’ve been going all my life. These days I wouldn’t be able to do things like that if Stephen wasn’t there to go with me.

Stephen: I get to visit new places and I really enjoy it. It’s a win-win situation. When you befriend someone you’re not just there for them, but for their family and loved ones as well. You can offer emotional support for them and make sure they’re getting practical advice from the dementia support workers. I’m in touch with Colin’s family – they’re doing Memory Walk again this year and I’m joining them for it.

Colin: Stephen brings me to the activity group too. I really enjoy it. Most of us here are in the same boat, and have similar problems. It’s a good mix of people, and it’s very relaxed. They were all delighted that Stephen won an award.

Stephen: I was gobsmacked. It’s a great honour. I went to work because I had to, but I volunteer because I want to. I’m privileged that I enjoy Colin’s company.

Sharing information



Meet Monica and Richard

During their 60-year marriage **Monica and Richard Beale** have lived everywhere from Sierra Leone to Sussex. Steam train enthusiast Richard used to work in advertising and PR and did a stint in the RAF, while Monica was a nurse.

They met in Monica's hometown of Derby at a square dance. Now based in Devon, they have two daughters and three 21-year old granddaughters.

Richard was diagnosed with dementia in 2013 and this year Monica attended one of Marion's awareness sessions for carers.

Sharing information

We want everyone dealing with dementia to know we're here for them, with information, advice and support they can trust. Whether they have dementia themselves, are family members, carers or health or social care professionals, we aim to be their foremost point of contact – whatever they need and wherever they live.

Among our achievements in 2013/14, we:

- brought new hope and support to over 1,300 carers through our Carers Information and Support Programme, funded by Lloyds. We ran 165 programmes over the year
- launched The dementia guide, providing essential, comprehensive information for anyone recently diagnosed with dementia and their families. We distributed over 140,000 copies to memory services and directly to people with a recent diagnosis
- joined forces with the National Institute for Health Research and Alzheimer's Research UK for a new online initiative, Join Dementia Research, which will help people with dementia participate in dementia research. We will provide the helpdesk support for this initiative
- improved our online forum Talking Point, making it easier to navigate. We also launched a mobile app to help people share experiences and support each other more easily from smartphones and tablets. Talking Point membership grew by 6,500 to 33,036 and visits to our main website increased by 46% to nearly eight million
- updated the Taking part: Activities for people with dementia guide, which gives an overview of best practice and innovation across a range of dementia care settings and is the basis of a Meaningful Activity course, run by our Training and Consultancy team.



Meet Marion

Marion Pollinger lives in CREDITON, Devon, with her husband Leigh. She has one daughter and one granddaughter. A retired computer trainer, Marion is a keen gardener and watercolour painter.

She became an information and support volunteer for her local Alzheimer's Society in 2013. As well as working tirelessly to raise the profile of the dementia support service, Marion has delivered dementia awareness sessions to shops, businesses and professionals – including the police and hospital staff – across Devon.

A Dementia Friends Champion, she's created over 900 Dementia Friends and has been heavily involved in setting up a Dementia Action Alliance in CREDITON. She won a People Award in the Outstanding Contribution category.



'Marion's talk gave me an insight into what was happening with Richard and I felt completely reassured'

Marion: When you're giving a talk about dementia, you can see the light bulb moment when someone thinks, 'Yes, that makes sense.' Sharing the personal stories of people affected by dementia is a big part of what I do. Everyone has a different experience, and being able to tell others about the ordinary things that can go wrong really helps people to understand what it's like to live with dementia. It's not just people with dementia who need understanding and support, but also their carers. They're going on the journey too. I've given talks to an amazing organisation called Devon Carers. That's where we met, isn't it Monica?

Monica: Yes, I'll never forget it. I had been feeling very down since Richard was diagnosed with Alzheimer's disease and we were scared of the future. But I wasn't after Marion's talk. It gave me an insight into what was happening with Richard and I felt completely reassured. It was like a weight had been lifted off my mind.

Marion: That's really good to hear. I get so much out of knowing people are finding the information useful. I want people to know that it is possible to live well with dementia, providing you have the support around you from your family, friends and the community.

Monica: Before I went along to the talk, I didn't know what support was available. And we're pootling along alright now, aren't we Richard?

Richard: Yes, we are.

Monica: And it's such a helpful, friendly community here in Crediton. Marion and Alzheimer's Society have been making people more aware of what it's like to have dementia. Shopkeepers and people who live here are very helpful. If someone looks a bit lost, they know what to do.

Richard: It does help, as I have got lost before. We were delighted to hear Marion won an award. It's well deserved. It's reassuring for me to know that Monica has people like Marion around.

Advancing research



Meet Sylvia

A qualified solicitor, 77-year-old **Sylvia Kahn** retired from her job after being diagnosed with Alzheimer's disease in 2011. Sylvia has been an Alzheimer's Society Research Network volunteer for over three years.

Alongside her husband **Bob**, she reviews research grant applications, monitors research projects and gives talks about what it's like to live with dementia. Their shared role is now seen as the benchmark for how Research Network volunteers with dementia can be involved with the Society's research.

Sylvia enjoys spending time in the garden, where she grows flowers and fruit. She does Tai Chi and goes to classical concerts and Singing for the Brain®.

Advancing research

Every day, research is helping us understand more about what causes dementia and how to prevent it. Through the research we develop, publish and contribute to, we're improving the day-to-day lives of people with dementia and their carers. We're advancing treatments and care, and moving closer to a cure.

Among our achievements in 2013/14, we:

- increased our Research Network to 250 volunteers. Involved in every aspect of our research, these carers, former carers and people with dementia gave an estimated 12,800 hours of support to our research programme last year
- awarded a record 21 new research grants, an investment of £3.23 million, for PhDs, Fellowships and special dementia research projects. Our grants portfolio now has 73 active grants, totalling over £12 million – the largest it's ever been
- played a key role in developing and following up on the 2013 G8 Dementia Summit, bringing together government and charity organisations from around the world to improve understanding and collaboration in dementia research
- launched a new clinical trial, in partnership with the British Heart Foundation, to see whether a blood pressure drug could be effective for vascular dementia
- helped reduce the use of anti-psychotic medication through our Focussed Intervention Training and Support programme, which was delivered in 67 care homes.



Meet Bob

Originally from Atlanta, USA, **Bob Kahn**, 76, came to England to study for a year at the London School of Economics. He met Sylvia and decided not to go home. Married now for 52 years, they have five children and 14 grandchildren. Bob works part-time as a scientific journalist and is a church deacon.

The couple's contribution to the Research Network was recognised with a People Award in the Realising Potential category.



‘We both believe that the best way to tackle the condition is to search for new ideas, new medicines and how best to live with it’

Sylvia: We're involved with the Research Network because I think it's helpful for other people to hear first-hand what it's like to have dementia. It's very worthwhile for us to be able to share our experience with other people.

Bob: I think that being a research volunteer greatly increases your empathy with others, whether or not you have dementia. We can't take people with dementia out of their situation, but research does help us to see life through the eyes of a person with dementia. We both believe that the best way to tackle the condition is to search for new ideas, new medicines and how best to live with it.

Sylvia: We need a lot more research then, don't we?

Bob: Yes, resources do need to be increased. And it's great that Alzheimer's Society is continuing to increase its investment in research. More clinical trials for new drugs to combat dementia are also important. As well as reviewing grant applications and giving talks, Sylvia's involved in a year-long clinical trial testing a drug to see if it will stop the progression of Alzheimer's. Many brain scans are required, so we've volunteered to be involved in a research project on brain scans that's starting next month at the University of Bradford.

Sylvia: I believe that if you want help from other people, you need to get involved and help them when you can.

Bob: We were pleased to receive the People Award because it said to Sylvia that the chats we give together about dementia are worthwhile. There are very few people around who can stand up in front of an audience, big or small, and talk about dementia as honestly as Sylvia does.

Inspiring change

Meet Graham and Sheila

Keen fisherman, **Graham Knight**, 77, is a retired steelworker from Rotherham. He was diagnosed with mixed dementia (Alzheimer's disease and vascular dementia) in April 2010.

After meeting a group of new friends at their local Dementia Café, Graham and his wife **Sheila** now help to organise a host of social events and holidays for people with dementia and their carers. The couple have been married for 47 years and have two children, two grandchildren, a great granddaughter and another great grandchild on the way.



Inspiring change

We campaign for people affected by dementia to be able to live the lives they want. The leading authority on dementia issues, we use our position to improve all aspects of care and support. We help ensure people can live well with dementia in their own homes, residential care or when they're in hospital.

Among our achievements in 2013/14, we:

- published a report highlighting what people with dementia say they need to live well in their community and launched our Dementia Friendly Communities recognition process in England – over 50 communities have already signed up to take part
- created 82,431 Dementia Friends, through face-to-face awareness sessions run by almost 4,500 Dementia Friends Champions. This is the biggest-ever initiative to change public attitudes about dementia
- commissioned King's College, London and the London School of Economics to update figures on the prevalence and cost of dementia
- worked hard to increase diagnosis rates and – through our Worried About Your Memory? campaign – encouraged anyone with concerns about their memory to speak to their GP. This was our most successful campaign yet in reaching black, Asian and minority ethnic communities
- influenced over 200 MPs, who made a pledge to support people with dementia in their local constituencies
- kept dementia in the headlines every week with over 10,500 pieces of awareness-raising media coverage. Extensive media coverage on the day of the G8 Dementia Summit in December generated a record number of 34,660 visits to our website.



Meet the Rotherham Dementia Support Team

Liz Hopkinson (far left) has been managing the Rotherham Dementia Support Team for four years, supported by colleagues **Daniel Blake** and (left to right) **Helen Hermoso**, **Debbie Wilson** and **Elizabeth Blackburn**. Together they provide a range of services for people with dementia and their carers, family and friends, including a monthly Singing for the Brain® group as well as four Dementia Cafés across the region.

They also provide telephone support and home visits. The team won an Outstanding Contribution People's award.



'It's far more powerful for businesses and health professionals to hear from people with dementia themselves'

Graham: This team are wonderful. I'm so pleased they've won an award – they absolutely deserve it. There wasn't that much support for me when I was first diagnosed with dementia. But things have changed a lot.

Liz: Three years ago, we had seven people using our services. Now there's just short of 400. We've been working hard to increase our services and – with the police, the hospitals and businesses – to make Rotherham a dementia-friendly community. Over 700 people are signed up as Dementia Friends. We've also set up the Community Dementia Forum where people with dementia and carers can voice their opinions and share experiences – bad or good – about living with dementia in Rotherham.

Sheila: We always go to the forums. They're very useful. We know that if we have any problems we can go straight to Liz and the team. They've been a lifeline for us.

Elizabeth: People like Sheila and Graham play a really important part in all we do. When it comes to creating change, it's far more powerful for businesses and health professionals to hear from people with dementia themselves. Then they can see the impact it's having on people's lives.

Liz: There is still a stigma about dementia. It's reduced a lot, particularly among the organisations and businesses we're working with. But some people who are diagnosed have a perception that life's over. It's not. It's the start of a new journey that can be fun and enjoyable, if you find a way to make the most of it.

Debbie: Graham and Sheila are the best advert for that. They're getting out, meeting people and changing perceptions wherever they go.

Sheila: Since we became involved with Alzheimer's Society, we've done things we'd never have done before – from singing in public to a canal cruise trip. My granddaughter says – 'You have more fun than I do!'.

The People Awards 2013



Dorset and Somerset volunteer recruitment team receiving their award from HRH Princess Alexandra and Sir Michael Parkinson

Our people are everything. The contribution and dedication of our volunteers and employees continues to amaze us, and enables us to meet the needs of people with dementia; to share information; to advance research and to inspire change in society. It's our people who are working hard to make communities dementia-friendly. It's our people who make Alzheimer's Society the trusted experts on dementia and dementia support.

This year we recognised the commitment of some of our remarkable people by combining what was previously known as the William Brooks Awards (for volunteers) and the Staff Awards into the People Awards.

Nominations came in from across the nations for people who go over and above what is expected of them.

You will have read the stories of our People Awards winners Stephen Mears, Marion Pollinger, Bob and Sylvia Kahn and the Rotherham Dementia Support Team. The time, commitment and dedication they have brought to improving the lives of people affected by dementia is inspiring.

We were proud to honour them and all our other winners at St James's Palace this spring.

Our categories and winners were:

Realising Potential

Sunil Aggarwal
Regional accountant

Bob and Sylvia Kahn
Research Network volunteers

Dorset and Somerset volunteer recruitment team

Bringing People Together

Sheffield Venture Walkers Group (Joy Hart, Donal Lennox, Martin Hill, Lynn Oxlade, Jean Shearer, Patricia Harvey, Janet Gooch and Rosemary Witherspoon)

Chris Riley
Volunteer

Matt Murray
Research Engagement Manager

Aiming High

Tori Jones
Volunteering Officer

Yorkshire and Humber Research Network volunteers

Pushing Boundaries

Non-Pharmaceutical Intervention Project Team
Merseyside

South Staffordshire Volunteer Fundraising Group

Stephen Mears
Volunteering befriender

Outstanding Contribution

Amy Syron-Mallenby
Business Development Officer for the North East

Rotherham Dementia Support Team (Elizabeth Hopkinson, Elizabeth Blackburn, Daniel Blake, Helen Hermoso, Debbie Wilson)

Marion Pollinger
Information support volunteer

Tony Robinson
Volunteer

Warwickshire Campaign Group (Tony Robinson, Ken Howard, John Daly, Duncan Jones, Sharon Donnelly, Kath Noble and Ann Dowrick)

Trusted Colleague

Melisa Victorio
Planning and Performance Manager

David Bagg
Volunteer driver

Special Commendation

The Wilson family received a Special Commendation for the media work that they have undertaken for the Society over the last six years.

Since Derek Wilson was diagnosed with dementia, approximately six years ago. Yvonne and Derek Wilson, their daughter Kim and more recently grandson Josh have given their time freely and generously as media volunteers in support of the Society's work.

The Wilsons featured in our Annual review 2012/13 and were the stars of the Alzheimer's Society G8 film, **A cure for Derek**. They are an amazing family who are prepared to do everything they can to raise awareness and understanding of dementia.



Derek Wilson (left) and his family with HRH Princess Alexandra

The year in numbers

3,000

3,000 services supporting people in their local community



4,500

4,500 volunteer Dementia Friends Champions brought dementia awareness to over 80,000 people



1.2m

7,500 volunteers generously gave over 1.2 million hours of their time



21,320

21,320 people took part in our Memory Walk, a 100% increase in walkers



34,527

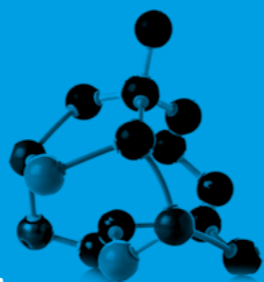
34,527 people came on board our Dementia Community Roadshow

£100m

We committed to invest at least £100m in dementia research over 10 years

250

Our Research Network reached 250 volunteers, the largest it's ever been, who gave 12,800 hours of support to our research programme



£400,000

We invested almost £400,000 in developing our people



140,000

We distributed over 140,000 copies of our new publication, The dementia guide, to the recently diagnosed

1m

We distributed over 1 million Worried about your memory? materials, including a 39% increase in supplying information in languages other than English



2,000

We delivered dementia awareness training to all 2,000 Care Quality Commission staff

200

Over 200 MPs made a pledge to support people with dementia in their constituencies



5,000

Our new Talking Point mobile app was downloaded 5,000 times



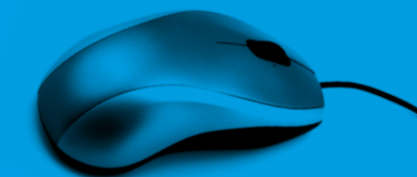
154%

Our Facebook likes increased to 87,759 – a 154% increase



34,660

On the day of the G8 Dementia Summit, we had a record 34,660 visits to our website



50

By the end of the year, 50 communities had signed up to the Dementia Friendly Communities recognition process in England



26

Alzheimer's Society Annual review 2013/14

Alzheimer's Society Annual review 2013/14

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Society money

We have raised more money than ever before; because of this we have achieved more for people with dementia and made great progress towards achieving our ambitions and our vision of a world without dementia.

We also established designated funds of £1.7 million in line with Trustees' intentions for the increased income received.

Income

Income grew strongly to £82.6 million (2013: £70.8 million), a 17% increase on the previous year. Contract income for care services amounted to £31.4 million (2013: £27.5 million). Voluntary income increased by 18% to £45.0 million (2013: £38.1 million), underpinning our strategy of delivering on dementia.

Expenditure

During 2013/14, 89 pence in every £1 of total expenditure was spent on direct costs towards improving the lives of people with dementia (2013: 88 pence in the pound). The remaining 11 pence in every £1 was spent to support our services, as well as IT and premises.

Charitable expenditure increased during the year by £3.3 million to £61.2 million (2013: £57.9 million). Our spending on care services increased to £50.4 million (2013: £46.7 million). Expenditure on fundraising rose to £12.4 million (2013: £10.3 million) as extra investment underpinned our strong growth in voluntary income.

Funds

Total funds at 31 March 2014 were £41.9 million (2013: £32.1 million) of which £32.1 million (2013: £23.8 million) were unrestricted. We have established designated funds of £1.7 million to support a key multi-year investment programme in improving our information technology.

It is the Society's policy to hold free reserves equivalent to at least three months of charitable expenditure. At 31 March 2014 the Society held free reserves equivalent to 5.1 months (2013: 4.3 months) of charitable expenditure. The increase in free reserves cover is due to the strong growth in voluntary income experienced by the Society in 2013-14.

The Board of Trustees plan that this cover will reduce in future years as a result of budgets to increase charitable expenditure, in line with our refreshed strategy. In light of this expectation, the Board considers the above reserves cover to be reasonable.

Income by type	Percentage	Amount (£m)
Contracts	38%	£31.4m
Donations	37%	£30.3m
Legacies	18%	£14.7m
Trading and other	6%	£5.2m
Investment	1%	£0.9m

Income by type

Contracts	38%	£31.4m
Donations	37%	£30.3m
Legacies	18%	£14.7m
Trading and other	6%	£5.2m
Investment	1%	£0.9m

Expenditure by activity

Meeting needs	£47.5m
Sharing information	£2.8m
Inspiring change	£6.6m
Advancing research	£4.0m
Trading costs of subsidiaries	£1.1m
Governance	£0.3m
Fundraising	£12.4m

Activity	Amount (£m)
Meeting needs	£47.5
Sharing information	£2.8
Inspiring change	£6.6
Advancing research	£4.0
Trading costs of subsidiaries	£1.1
Governance	£0.3
Fundraising	£12.4

Summarised financial statements

For the year ended 31 March 2014

	2014 Group £'000	2013 Group £'000
Income and expenditure		
Income		
Grants and contracts	31,447	27,452
Legacies	14,733	13,040
Subscriptions, donations and fundraising	30,295	25,013
Investment income	898	697
Other income including trading	5,248	4,569
Total income	82,621	70,771
Expenditure		
Meeting needs	47,526	44,418
Sharing information	2,827	2,264
Advancing research	3,965	5,846
Inspiring change	6,570	5,029
Fundraising	12,427	10,323
Trading costs	1,065	1,517
Governance	319	336
Total expenditure	74,699	69,733
Balance sheet		
Fixed assets	29,968	28,571
Current assets	33,578	25,257
Creditors – falling due within one year	(14,939)	(16,515)
Creditors – falling due after one year	(6,146)	(4,798)
Provisions for liabilities and charges	(563)	(355)
Net assets	41,898	32,160
Funds		
Restricted	9,828	8,327
Unrestricted	32,070	23,833
Total funds	41,898	32,160

Reporting on summarised financial statements

The information on this page is extracted from the Trustees' report and annual accounts 2013/14 which has been audited by Crowe Clark Whitehill LLP who gave an unqualified audit opinion on 9 September 2014. The auditors have confirmed to the Trustees that these summarised financial statements are consistent with the full financial statements contained in the Trustees' report and annual accounts 2013/14. The Trustees' report and annual accounts 2013/14 was approved by the Trustees and signed on their behalf on 9 September 2014. The Trustees' report and annual accounts 2013/14 will subsequently be submitted to the Charity Commission and the Registrar of Companies. These summarised financial statements may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The Trustees' report and annual accounts 2013/14 may be downloaded from alzheimers.org.uk

Dame Gill Morgan DBE
Chair

John Grosvenor
Treasurer

A big thank you

To all our supporters who helped us continue to fight dementia in 2013/14, including:

Patrons

Royal Patron:

HRH Princess Alexandra,
The Hon Lady Ogilvy, KG, GCVO

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Professor Sube Banerjee MBE
Lynda Bellingham OBE
Nick Bence-Trower
Rt Hon Hazel Blears MP
Baroness Blood MBE
John Bowis OBE
Rosie Boycott
Jo Brand
Professor Carol Brayne
Graham Browne
Tania Bryer

Paul Dacre
Christopher Devas
Professor Murna Downs
Peter Dunlop
Lord Fellowes of West Stafford
Professor Nick Fox
Professor Steve Gentleman
AA Gill
Russell Grant
Baroness Greengross OBE
John Griffith-Jones
Alison Halsey
Dame Denise Holt DCMG
Prof Robin Jacoby
Trevor Jarvis BEM
Dr Ann Johnson MBE
Mike Kelly
Ruth Langsford
Sally Lindsay
Richard McCourt
Lawrie McMenemy
Carey Mulligan
Nicholas Mullings
Barbara Pointon MBE
Arlene Phillips CBE
Fiona Phillips
Angela Rippon OBE
Heather Roberts
Professor Louise Robinson
Sir Tony Robinson
Robert Scott
Gina Shaw
Meera Syal MBE
Daphne Wallace
Kevin Whately
Bill Wilson
Prof Bob Woods

Major gifts

29th May 1961 Charitable Trust
Mr Peter Barnes & Mrs G Barnes
Benfield Motors Charitable Trust
Bill Brown's Charitable
Settlement Of 1989
C H K Charities Limited
Catlin Group
City Bridge Trust
Comic Relief
Community Foundation (Tyne &
Wear and Northumberland)
Croydon Relief in Need Charities
February Foundation
Mrs Janet Fullarton
Garfield Weston Foundation
Professor Miriam Glucksman
Joseph Rowntree Foundation
Lord and Lady Lurgan Trust
Margaret Giffen Charitable Trust
Nominet Trust
Northern Rock Foundation
Order of Women Freemasons
Grand Charitable Trust
P F Charitable Trust
Peacock Charitable Trust
People's Health Trust
Raymond William Thomas Fund
in Memory of Phyllis and
Penny Thomas
Rosetrees Trust
Royal Air Force Benevolent Fund
Sheepdrove Trust
The Alexander Miles Gallery
The Argentarius Foundation
The Atkin Foundation
The Atlantic Philanthropies
The Ballinger Charitable Trust

The Charles Wolfson
Charitable Trust
The Eric and Margaret Kinder
Charitable Trust
The Ernest Hecht Charitable
Foundation
The Evan Cornish Foundation
The General Charities of the
City of Coventry
The Hartley Charitable Trust
The Headley Trust
The Henry Smith Charity
The Hon. Mrs HD Lakin's
Charity Trust
The Ingram Trust
The Jones 1986 Charitable Trust
The Light Fund Company
The Liz and Terry Bramall
Foundation
The Macdonald-Buchanan
Charitable Trust
The R S Macdonald
Charitable Trust
The Rowse Family Trust
The Tudor Trust
The Vandervell Foundation
Caroline Van den Brul MBE
The Waterloo Foundation
The Westminster Foundation
Glyne Wetton
WCVA: Volunteering in
Wales Fund
Bert Williams MBE

Corporate partnerships

AA Contact Centre Cheadle
Airbus
Apex
Barchester Healthcare
Boodle Hatfield
Brabners Solicitors
Bridgestone Tyres
Bristol Co-op
Bunzl plc
Bupa
Calor Gas
Caspari Cards
CBRE
CCF Ltd
Charitycar
Charity Flowers
Computacenter
Crane and Staples
DAS (Bristol)
Deloitte
Dentons
DLA Piper Liverpool
DLA Piper Manchester
Dundas and Wilson
Field Fisher Waterhouse
Gallagher Heath
GB Group
Grant Thornton Leeds
Halton Housing Trust
Hays
Hiscox
Home Retail Group
HSBC
HVPD
Irwin Mitchell Solicitors
Johnson Fleming
Just Costs Solicitors



King & Wood Mallesons
SJ Berwin
Legal Ombudsman
Lilly UK
Lincolnshire Co-op
Lloyds Banking Group
Lubbock Fine
MGM Advantage
Miller Group
Monitise
Motors.co.uk
NatWest Business and
Commercial Banking
Network Rail (West and Wales)
Newcastle Building Society
Oakleaf Partnership
Riverside Housing Association
Royal Mail
Santander Consumer
SAS Software (Marlow)
Société Générale
Squire Sanders Leeds
Squire Sanders Manchester
Sunrise Senior Living
Taylor & Emmett
Tesco PLC
Techquarters
The Lawyer Awards
The PwC Foundation Thales
Thomson Snell Passmore
TMD Technologies
Trafford Centre
Venn Group
West Bromwich Building Society
Whetman Pinks
Zurich Community Trust

And to all our supporters who wish to remain anonymous.

Society people

During the year 2013/14

Royal Patron	HRH Princess Alexandra, The Hon Lady Ogilvy, KG, GCVO	
President Emeritus	Sir Jonathan Miller CBE	
Board of Trustees		
Honorary Officers		
Chair	Dame Gill Morgan DBE *+ Appointed 8 October 2013	
	Alastair Balls CB DL + * Re-elected 17 September 2010	Retired 8 October 2013
Vice-Chair	Ann Beasley CBE # *+ Re-elected 16 October 2012	
Treasurer	John Grosvenor #+^ Elected 18 September 2009	Appointed 16 October 2012
Board Members	Lord Currie of Marylebone Appointed 10 September 2013	Resigned 18 March 2014
	Richard Ford ^ Elected 16 October 2012	
	Pippa Gough Re-elected 8 October 2013	
	Thomas Haverty Appointed 16 September 2011	
	Bernard Herdan CB Elected 8 October 2013	
	Professor Robin Jacoby Re-elected 16 October 2012	
	Dr Linda Patterson OBE Elected 17 September 2010	Retired 8 October 2013
	Sir Chris Powell Appointed 1 August 2012	
	David Richardson Re-elected 17 September 2010	Retired 8 October 2013
	Ian Sherriff # Re-elected 8 October 2013	
	Sarah Weir OBE Appointed 10 September 2013	
	Alan Wells OBE* Re-elected 16 October 2012	
Chief Executive	Jeremy Hughes	
Strategic Leadership Team		
Director of Corporate Resource	Matthew Sellen	
Director of External Affairs	Andrew Chidgey	to 24 May 2013
	Alison Cook	from 1 July 2013
Director of Fundraising	Liz Monks	to 1 February 2014
Interim Director of Fundraising	Jon Bodenham	from 9 October 2013
Director of Operations	Kathryn Smith	
Director of People and Organisational Development	Brett Terry	
Director of Research and Development	Doug Brown	
Company Secretary	Deirdre Watson	to 31 July 2013
	Jennifer Burley	from 1 August 2013

Trustee committee memberships during the year (all or part of):

Finance and Audit Committee Member

* Nominations and Appointments Committee Member

+ Remuneration Committee Member

^ Investment Committee Member

Professional advisers

Auditors

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

Insurance Brokers

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

Bankers

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

Investment managers

J.P. Morgan Private Bank
1 Knightsbridge
London
SW1X 7LX

Legal advisers

Stone King LLP
16 St. John's Lane
London
EC1M 4BS

Registered charity number

296645

Company registration number

2115499

Alzheimer's Society

Devon House

58 St Katharine's Way

London E1W 1LB

T 020 7423 3500

F 020 7423 3501

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alzheimers.org.uk

Registered charity no. 296645

Company limited by guarantee and

registered in England no. 2115499

Alzheimer's Society operates in

England, Wales and Northern Ireland.

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Society** | **Leading the
fight against
dementia**