Dementia is the leading cause of death in the UK, accounting for more than 12% of all deaths.

Key information

By 2025 there will be one million people living with dementia in the UK.

1 in 3 people born in the UK this year will develop dementia in their lifetime.

1 in 3 people born in the UK this year will develop dementia in their lifetime.
This year has been a very successful one for the charity. In total we have supported over 70,000 people living with the effects of dementia through a combination of services including our Helpline, Admiral Nurses in local areas and in national posts, Admiral Nurse clinics and workplace sessions.

During 2019/20, we part-funded 44 Admiral Nurse posts to accelerate the number of nurses across the UK. This strategic part-funding will be developed further throughout 2020-2025, subject to available funds.

Our award-winning Admiral Nurse Dementia Helpline supported 22,254 people during the year, an increase of 16% on the previous year; and due to successful income generation we were able to increase the number of nurses on each shift.

Although the overall growth in nursing services and support during 2019/20 has been a success, the year ended with the start of a global pandemic (COVID-19).

Due to the lockdown Admiral Nurses had to work in a different way, not conducting the usual face to face support and instead contacting families by phone.

During March the Helpline became very busy and the nature of the calls changed to include COVID-19 issues, such as social isolation, lockdown difficulties, lack of respite and delays in diagnosis.

Like the majority of charities, we start the new financial year unsure of how the effects of the pandemic and the economic uncertainties will affect us, but we have adapted our plans accordingly and can assure everyone we will continue to develop specialist services and support for families living with the effects of dementia so that everyone who needs an Admiral Nurse can get access to one.

Dr Hilda Hayo
Chief Executive Officer and Chief Admiral Nurse
How we supported people

Emma’s story
“Around her 80th birthday, my mum, Nancy, was diagnosed with mixed dementia.

As time went by, she became more confused and agitated, so I got in touch with the Admiral Nurse Dementia Helpline as I was finding it hard to cope. The Admiral Nurses encouraged me to take care of myself, and they sent me a long, personalised email about getting help from carers. It also contained links to organisations I hadn’t heard of, and lots of extra tips.

Eventually, I made the difficult decision to move mum into a home. I visited many places but when I discovered one had an Admiral Nurse, Linda, I knew that was the best place for mum.

I sat down with Linda and told her everything. I could have wept with relief at her understanding and compassion. Linda was there for such key moments: seeing my mum for who she was and what she needed, supporting her following a stroke, then supporting me when she died and was finally at peace.

Admiral Nurses’ knowledge and understanding of dementia is at a completely different level. Their empathy and understanding of what it is like to be a carer is unparalleled. I cannot thank them enough.”

“I could have wept with relief at the Admiral Nurse’s understanding and compassion.”
May
Through our partnership with Central England Co-operative, we produced and released a series of films supporting young people who are dealing with dementia in their families.

April
Our London Marathon 2019 team was the most successful ever, raising around double what was raised the previous year.

August
In golf news, we were announced as The Aberdeen Standard Investments Ladies Scottish Open’s official charity partner.

September
The Professional and Practice Development Team won a prestigious Nursing Times Workforce Award, in the category of ‘Best Workplace for Learning and Development.’

October
In the Cardiff Half Marathon we had our largest ever team, with over 100 participants.

November
The Admiral Nurse Dementia Helpline was named Helpline of the Year 2019 by the Helplines Partnership. The panel commented on the “major development and expansion of the Helpline over the past three to four years, enabling many more people to access the service.”
June
At the Alzheimer's Show, Admiral Nurses talked to visitors at our stand and supported 69 people in one to one clinics.

July
We reached 10,000 Instagram followers at the beginning of the month, up 130% on July 2018.

December
We celebrated our most successful Christmas Appeal, raising twice as much as the previous year and giving many supporters the opportunity to remember or celebrate a loved one by adding a star to our Christmas tree.

January
We were delighted to find out that we had been selected as Leeds Building Society’s next charity partner. The partnership will last until 2024 and aims to raise at least £500k.

February
Staff reps, LEAP members and trustees contributed to workshops to shape and hone our strategic objectives.

March
To raise awareness of Time for a Cuppa, five British celebrities whose families have been affected by dementia - including Downtown Abbey actress, Phyllis Logan, EastEnders actress, Emma Barton, DJ and record producer, Shahid Khan (Naughty Boy), TOWIE starlet, Jess Wright, and her sister Natalya Wright – recreated some iconic movie moments for our Celebri-Tea photoshoot.
More than 70,000 people supported...

...by Admiral Nurses who work alongside people with dementia and their families, giving them compassionate one-to-one support, expert guidance and practical support.

Admiral Nurse services

108
(15 new in 2019/20)

Our popular series of advice leaflets expanded to

42

leaflets were sent via post

266,019

leaflets were sent via post

We also provided guidance, support, updates and advice to people via our social media channels

Helpline

22,254
people supported
(16% increase from last year)

Our information resources included 6 new information leaflets including

Choosing a care home, Finding help and assistance at home and Caring from a distance.
Our Volunteer Ambassadors work alongside the Dementia UK Regional Fundraising team to support people raising money in their local area, identify new fundraising opportunities and raise awareness of Admiral Nurses.

Neha, like many Volunteer Ambassadors, has a personal connection to dementia: her beloved grandmother has Alzheimer’s disease.

Neha, 18, said: “The experience has taught me to accept a different version of grandmother, but we still share the strong bond and magnetic laughter that we have always had.

The specialist care an Admiral Nurse provides, gives support to people who may not even know how much they desperately need it, including me.

Learning about the existence of Admiral Nurses has compelled me to spread awareness of Admiral Nursing as a Volunteer Ambassador.

After attending a two hour training session to learn more about Dementia UK, Admiral Nurses and the role of a Volunteer Ambassador, I am now looking forward to speaking engagements, and working alongside people who are passionate about raising awareness of Admiral Nurses.”

If you would like to become a Volunteer Ambassador for Dementia UK please visit www.dementiauk.org/volunteer or email volunteers@dementiauk.org
How we supported people
Cherry’s story
“In 2014 my mum, Barbara, was diagnosed with Alzheimer’s disease. A year later, dad was diagnosed with a rare form of the same condition. I felt abandoned, until I came across a leaflet about Admiral Nurses and got in touch.

When I first met my Admiral Nurse, Rachel, I could see that she cared, and that she could provide something positive.

I moved my parents into my house and Rachel told me how to build a safe space for them. She suggested limiting access to rooms and using pressure points which made a noise whenever mum left the bedroom, as she had problems sleeping and would try and get out of the house.

Rachel gave me strategies to help me cope as a carer and made me realise that I needed to make time for myself so that I could continue to care for my parents.

Unfortunately, mum’s behaviour became increasingly unpredictable. Rachel helped me find longer-term care for mum. Until she died in June 2019, mum was the most settled she’d ever been.

Without Rachel I don’t know what I would have done. I see her as a friend who was with me through the most difficult period of my life.”
Our income this year was £10.9m up from £8.9m in 2018/19. That’s all down to our amazing supporters – we can’t thank you enough.

How we raised our money:

- We had the biggest teams we have ever had for the Great North Run and Cardiff Half Marathon with over 100 participants in each race.
- 174 of our supporters took part in a cycling event for us.
- We secured 17 new partnerships with companies to raise money for families facing dementia.
- We were the chosen charity of the year for 18 golf clubs.
- 10,299 people chose to celebrate their birthdays by setting up Facebook Fundraisers for us.
- There was a 575% increase in the number of people pledging to leave a gift in their Will.
70 people did a hair themed fundraiser including head shaves, hair dyes, haircuts, waxing and growing or shaving a beard!

Trusts and foundations continued to support us, including providing the funding for the first ever learning disabilities Admiral Nurse service.
This year we were delighted to begin the second year of our partnership with Zurich Community Trust, the charity arm of Zurich in the UK. Dementia UK has partnered with Zurich since early 2018 as one of their two national partners, and thanks to their generosity we have been able to fund the salary of one of the Admiral Nurses working on our Helpline, as well as contribute towards the Helpline’s general running costs.

Throughout the year we have closely collaborated and supported one another to ensure we can be there for people living with dementia. For example, in April 2019 Dementia UK staff trialled Zurich’s online learning hub, gaining invaluable skills for the charity in social media, negotiation and influencing, stakeholder engagement, and presentation skills.

We were also able to offer Zurich’s staff expert support from our Admiral Nurses. We held an awareness session on dementia and prevention, and gave advice on how to effectively support employees living with dementia.

We are incredibly excited to continue our partnership with Zurich Community Trust over the year ahead, and together we know we can support many more families affected by dementia.
Why I’ve left a gift in my Will to Dementia UK

Kevin and his husband have decided to leave a gift in their Will to Dementia UK after Kevin watched his dad struggle to care for his grandmother after she developed dementia.

His grandmother lived by herself, and her neighbours would call Kevin’s dad every week with concerns about her. The worries just grew, and his dad didn’t really understand her illness or know where to turn. This was in the early 1980s, and there was little support or accessible information about dementia.

Kevin said “Years later, when I met an Admiral Nurse in my professional career, I was very impressed by the incredible support they were offering to families affected by dementia. I was immediately taken back to what my own family had been through all those years ago, and what a difference it would have made if they could have received the help of an Admiral Nurse.

So that’s why my husband and I have decided to leave a gift in our Will to Dementia UK. If we can help a family get the kind of support mine so desperately needed when my grandmother was ill, that would be a wonderful legacy to leave.”

To read more stories from supporters who have left a gift in their Will and find out more details about how to do this, visit www.dementiauk.org/giftsinwills
How we spent your money

This is the fifth year in which the charity has achieved a significant increase in voluntary income, which again reflects the organisation’s investment in fundraising and communications; as well as the increasing number of families who are affected by dementia and want to support Dementia UK.

We spent £8.8m this year

For every £1 we spent on fundraising we raised £3.82

Raising funds

Raising public awareness

Practice and professional development of Admiral Nurses

Research into dementia care, and publications

Admiral Nurse services growth and support

Admiral Nursing projects

40.8%

31.8%

7.4%

10.6%

7.6%

18%

We spent £8.8m this year

This year we part-funded 44 Admiral Nurse posts to accelerate the number of nurses across the UK

The remaining £2.1m went into building our reserves, to help protect against the negative impact of COVID-19 on our fundraising.
Our 2020-2025 strategy has been created with the input of our staff, our dementia specialist nurses, the families we care for, our Lived Experience Advisory Panel (LEAP), and clinicians and dementia professionals, and shows our plans for working towards this vision during the five year period 2020-2025.

Working to ensure that our support and advice will be available closer to those who need it, we will grow Admiral Nurse services in the following areas:

**In the community**
We will develop new Admiral posts and clinics so that more families have access to their support.

**In hospitals**
We will increase the number of Admiral Nurses in hospitals.

**On the Admiral Nurse Dementia Helpline**
We will continue investing in our Helpline, and develop new digital methods to access the expertise of our Helpline nurses.

**In the workplace**
We will deliver our ‘Dementia at Work’ resource, supporting the thousands of carers juggling work and caring responsibilities, and the companies that employ them.

**In areas of specialism**
We will develop Admiral Nurse posts to address the unique challenges faced by people from Black, Asian and other diverse communities; and those living with a learning disability. We will have a strong focus on young onset dementia and will develop Admiral Nurse posts to support those diagnosed with dementia under age 65.

**Developing our digital offer**
We will further develop our website and digital resources ensuring timely, practical advice is accessible to everyone.
A sincere thank you for helping us to support so many people in 2019/20. We couldn’t have done it without you.

Towards the end of this financial year, we very quickly saw a changed world as a result of the COVID-19 pandemic. We adapted accordingly, ensuring we were by the side of families affected by the virus:

- Our Helpline and local Admiral Nursing teams gave unrivalled support and advice
- We worked hard to influence the UK Government on their provision of support to vulnerable people, and their position on testing and personal protective equipment in care homes and across social care
- We supported our health and social care colleagues
- We provided national commentary on the impact of the virus in the UK

We are facing a large drop in income, but at the same time the need for our support and advice has clearly risen: 44% more people called the Helpline from April–June 2020, compared to the same period in 2019, with callers becoming increasingly desperate for help and advice.

This is why we need your continued support.

To read more on the many ways you can do this please go to www.dementiauk.org/get-involved or call 0300 365 5500.
We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit www.dementiauk.org/donate or call 0300 365 5500.

Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SCO47429).