Impact report 2020-21
About Dementia UK

We’re Dementia UK – the specialist dementia nurse charity.

Dementia is a huge and growing health crisis. By 2025, it’s predicted that over one million people in the UK will be living with the condition. Almost all of us will know someone with dementia – whether it’s a family member or a friend.

That’s why Dementia UK is here.

Our nurses, called Admiral Nurses, who we continually support and develop, provide life-changing care for families affected by all kinds of dementia, including Alzheimer’s disease.

Admiral Nurses are here to help people when they need us most. They have the time to listen and the knowledge to solve problems.

We believe our nurses give people the quality of care that we would all want for ourselves and our loved ones.

Because there is no cure for dementia, but there is care – and care can change lives.
Covid-19 had a disproportionately negative effect on families living with dementia in 2020-21, with many services stopping suddenly. Thanks to the amazing efforts and generosity of our supporters, Dementia UK was able to support many people who had been left stranded by services being postponed or cancelled.

Our Admiral Nurse Dementia Helpline supported over 29,000 callers throughout the year, an increase of 31% on the year before. The intensity, complexity and duration of calls increased due to the pandemic and its impact on families affected by dementia.

Our nurses told us that many callers were in distress, facing difficulties in accessing memory assessment appointments; the sudden closure of local support groups; the ban on care home visiting; and the challenges of caring for a person with dementia in isolation.

Further increasing the number of Admiral Nurses at a time of national crisis was a challenge, but we remained totally committed to supporting families through our local services as well as on our Helpline.
services as well as on our Helpline. We intensified our recruitment efforts and as a result, 38 new nurses have joined our team.

Our campaigning work stepped up a gear during 2020-21. We raised awareness of the extreme difficulties facing families affected by dementia during the pandemic, including the effects of the ban on care home visiting and the challenges faced by people who were clinically vulnerable or shielding. We kept up this campaigning pressure throughout the pandemic.

We also started to work together with other dementia organisations as One Dementia Voice, developing strategies to provide the best possible support to people living with dementia and their families.

With the lockdown announcement, our staff immediately started working from home as we adapted to the new restrictions. Much of our fundraising had to stop abruptly and move to a virtual environment, including our Community and Events fundraising. We are pleased to say our new approaches proved successful, with our ‘March Dog-Walking Challenge’ raising over £2 million alone.

None of this would have been possible, though, without the hard work and dedication of our many supporters, donors and, of course, our wonderful Admiral Nurses.

Thank you all so much for your support.

Professor David Croisdale Appleby, Chair of Trustees
Dr Hilda Hayo, Chief Admiral Nurse/CEO
My husband, David, was diagnosed with dementia in 2018 at the age of 74. For two years, I was able to support him through his daily challenges. But in December 2020, he contracted sepsis and was rushed to hospital. Because of Covid-19 restrictions, I couldn’t visit David in hospital, but Kerry, our Admiral Nurse, was a lifeline. She visited the ward to find out how he was, and set up a FaceTime call every morning so I could speak to him. He wouldn’t have known how to call me himself, so I only knew what was happening because of Kerry.

David’s health stabilised, and knowing how important home life was to us, Kerry and a social worker made plans to bring him home. Kerry arranged a care package with physiotherapists, speech therapists and nutritionists.

When David came home from hospital, he couldn’t do anything, but within a week he was able to walk with his Zimmer frame. Now we have everything in place, including an indoor wheelchair, and we love being at home together. Without Kerry, I think David’s condition would have deteriorated. He would have been readmitted to hospital unnecessarily, or simply wouldn’t be here at all. Kerry knew how much home meant to us, and I’m so grateful to her for bringing David back.
“I only knew what was happening because of our Admiral Nurse.”
Throughout 2020-21, we faced unprecedented times as we responded to the pandemic – but we rose to the challenge. Here are some of our highlights.

In April, our emergency appeal to increase the number of Admiral Nurses working on the Dementia Helpline during the pandemic raised £750,000. This enabled us to have more nurses working each shift, and to open the Helpline on Bank Holidays.

With the London Marathon cancelled, many supporters participated in the ‘2.6 Challenge’, creating their own fundraising activities on or around 26th April: the date when the marathon should have taken place.

Coronavirus-related calls to the Admiral Nurse Dementia Helpline peaked in April, with 45% of contacts citing Covid-19 as the reason for their call.

We launched our ‘Lives on Hold’ campaign, focusing on how every day can feel like lockdown for people who care for someone with dementia. As Covid-19 restrictions began to ease, we highlighted that for many carers, life was still on hold.

We welcomed our first learning disabilities Admiral Nurse in partnership with MacIntyre, the charity for people with learning disabilities and/or autism.

We united with other dementia organisations as One Dementia Voice. Together, we wrote to the Secretary of State for Health and Social Care to demand that people with dementia in care homes be allowed visitors.
We merged with YoungDementia UK, helping us create a stronger, more influential organisation to support people living with young onset dementia.

Our ‘Jog 50 Miles in November’ challenge raised an impressive £1.1 million.

With our annual carol concert unable to take place due to Covid-19 restrictions, we launched a special Christmas fundraising appeal instead, fronted by Glenda Jackson CBE. It raised over £48,000.

We launched our ‘Only together’ campaign, highlighting the low level of support available to families affected by dementia and calling for improved local support.

We also held our first virtual Admiral Nurse forum – an annual conference usually held face to face. Over 250 nurses attended the online event, themed ‘Resilience and Wellbeing’.

The first of our new Closer to Home Admiral Nurse clinics, run solely by Dementia UK in association with Leeds Building Society, launched, offering appointments by phone or video call for families caring for someone with dementia.

Our ‘March Dog-Walking Challenge’ broke our record for fundraising from a single event, raising an incredible £2.1 million.
Our year in numbers

We supported 29,085 families on our Admiral Nurse Dementia Helpline – 31% more than in 2019-20

20 new Admiral Nurse services were opened across the UK

38 new Admiral Nurses joined Dementia UK

We published eight new information leaflets, including Getting the most out of a remote consultation, Getting the best out of GP appointments, and Lewy body dementia

96% of Helpline callers said they would recommend us to others
Social media

- 3.2 million people viewed our website – 21% more than last year
- 2,103 people set up MuchLoved tribute pages supporting Dementia UK in memory of a loved one – an increase of 117% compared to 2019-2020

Our Helpline is now open

- 364 days a year – every day except 25th December

- LinkedIn followers: 20,365
- Instagram followers: 28,445
- Twitter followers: 109,949
- Facebook likes: 61,509
Dementia UK merged with YoungDementia UK in November 2020, creating a single, stronger, and more influential organisation providing help for people living with young onset dementia – that is, anyone diagnosed with dementia at the age of 65 or under.

Our powerful union will give people living with young onset dementia and their families a louder voice and allow us to develop more specialist support. It will also enable Dementia UK to become a leading centre of expertise for young onset dementia.

As a result of the merger, we now have six specialist young onset dementia Admiral Nurses and plan to recruit a seventh this year.

We are also supporting our other Admiral Nurses to develop their young onset dementia knowledge and skills, and hosted our first young onset dementia webinar in March 2021.

The merger also means that the Young Dementia Network, established by YoungDementia UK in 2016, is now hosted by Dementia UK. This is a collaboration between people affected by, and working in, the field of young dementia and has over 4,100 members. The Network campaigns to bring about improvements for people living with young onset dementia, now and in the future.
An estimated **42,300** people – **5.2%** of the total number living with dementia – are estimated to have a diagnosis of young onset dementia, but we believe the actual figure to be much higher.
Powerful partnerships

Leeds Building Society
In April 2020, we were delighted to join forces with a new corporate partner – Leeds Building Society. Its colleagues have generously supported Dementia UK despite Covid-19 restrictions. For example:

• Four colleagues from the Durham Branch raised funds by hula hooping every day throughout July

• Huddersfield Branch Manager Joanna asked people to sponsor her 13-month-old son as he learnt to walk

• Twenty-eight members of the Intermediaries Team challenged themselves to walk, run or cycle a joint total of 2,508 miles – the distance from the society’s Head Office in Leeds to the North Pole

Thanks to the generosity of Leeds Building Society and its colleagues, our partnership raised £200,000 during its first year, significantly beating our target of £125,000.

Zurich Community Trust
Our partner Zurich Community Trust donated over £200,000 in the year to March 2021, including £20,000 to our winter appeal in December 2020.

Zurich is supporting three Dementia UK colleagues to attain a specialist Diploma in Fundraising. This will help us build even more successful donor relationships, so we can support more families facing dementia.

Zurich has also extended its partnership with Dementia UK for another year.

Central England Co-operative
Central England Co-operative, which partnered with us in August 2017, reached an incredible milestone in spring 2020, hitting the £1 million mark, thanks to fundraising activities such as sky dives, car washes, the virtual London Marathon, and supporting our ‘Time for a Cuppa’ campaign.
Meet our new Ambassadors and Celebrity Supporters

Naughty Boy

GRAMMY award-winning songwriter, musician and producer Naughty Boy – AKA Shahid Khan – became an Ambassador in August 2020 and is proving to be a great supporter of Dementia UK.

Shahid, whose mother lives with dementia, says:

“I hope I can use my profile to raise awareness of the cause and the charity. With my mum’s ever-changing condition and the pressure it places on the wider family, I understand how beneficial an Admiral Nurse can be.”
Emma Barton

Emma Barton became an official Celebrity Supporter in February. She has lost an uncle and a close friend to dementia.

Emma says:

“The pandemic has caused so many additional issues for families struggling with dementia and I’m looking forward to being able to promote the work of the charity’s extraordinary Admiral Nurses.”

Georgia Kousoulou

Georgia Kousoulou, who made her name in reality series The Only Way is Essex, has also joined us as a Celebrity Supporter. She took part in a video for our ‘Lives on Hold’ campaign, raising awareness of the needs of families facing dementia during the pandemic and beyond.

Georgia says:

“My lovely YiaYia (grandmother) is living with dementia and I know how hard it can be for families caring for a loved one with this heart-breaking condition.”
How we raised our money

Our income: an incredible £15.8 million. That’s almost £5 million more than in 2019-20 – and it’s all thanks to our amazing supporters.

Our ‘Jog 50 Miles in November’ participants collectively ran the equivalent of to the moon and back.

An amazing 25,000 people (and their four-legged friends) took part in our ‘March Dog-Walking Challenge’.

Our supporters walked, ran or cycled almost 2.4 million miles to raise funds for Dementia UK.

328% more people pledged to leave us a gift in their Will.
£750,000
was raised by our emergency appeal to
provide urgent support at the start of
the pandemic

3,600
people donated to our Remember
a Star Christmas appeal in memory
of a loved one

Donations raised through online
tribute pages increased by
an impressive 366%

“Both my grandfathers have forms
of dementia. Seeing first-hand the
impact this has had on them and
my family made me want to raise
funds for #TeamDementiaUK. The
work the Admiral Nurses do is vital
in supporting local communities.”

Michael, who ran the Virtual London Marathon for Dementia UK

Dementia UK Impact report 2020-21
Dolores was the most beloved and glamorous aunt, and I was like her surrogate daughter. But in 2017, I noticed that she was becoming increasingly forgetful. She was constantly losing her keys, and I started getting phone calls from neighbours saying that she was outside and they were concerned for her safety.

The GP referred my aunt for a brain scan, but I knew this would be confusing and upsetting for her. I wondered if there was any point putting her through it when it was already clear to me that she had dementia.

It was then that I rang the Admiral Nurse Dementia Helpline. In such a kind, understanding and compassionate way, the nurse explained that a diagnosis would give my aunt better access to services to help her stay at home longer.

I contacted the Helpline again when I needed more advice and support, for example about shopping for my aunt during lockdown. The nurses gave me guidance when everything was too overwhelming.

Dolores died on 10th October 2020 in her own home, which is what she wanted. The support from the Helpline nurses was vital in allowing this to happen and helping us live confidently throughout the stages of her dementia. I only wish I had phoned them sooner.
“The nurses gave me guidance when everything was too overwhelming.”
Despite the huge impact of the pandemic, and the restrictions it placed on many of our usual fundraising activities, our income was an incredible £15.8 million in 2020-21 – up 45% from the previous year. Every penny allows us to reach more families affected by dementia.

What we did with your support

This year, amongst other achievements, your support has helped us:

- Grow the number of Admiral Nurses from 268 to 306
- Extend the opening times of our Admiral Nurse Dementia Helpline – our nurses now answer calls 364 days of the year
- Increase the number of Helpline nurses on shift every weekday from 10 to 15, and from three to five at weekends
- Support 18 callers per hour on our Helpline each weekday, and 13 per hour at the weekend
- Move the clinical supervision of our Admiral Nurses online to ensure they were well supported throughout the pandemic
- Put the resources and equipment in place to allow colleagues to work remotely without it affecting the quality of our services
Looking to the future

After a challenging year negotiating the Covid-19 pandemic, our priority now is to look to the future and continue to grow our Admiral Nurse services so we can support more families affected by dementia. We can only do this with the vital help and generosity of our supporters.

In 2021-22, we will:

- **Invest £2 million in a new Admiral Nurse Development Fund** and put new nursing services in place throughout the UK.
- **Continue to recruit Admiral Nurses to our Helpline** so we can help at least 33,000 callers in the next 12 months.
- **Increase the number of new nurses in GP surgeries** by at least 22.
Hold our first virtual Summer School for health and social care staff who support people with dementia and their families

Appoint at least four more nurses to support people from under-served groups, such as those with young onset dementia, people from Black, Asian and ethnic minority communities, and people with learning disabilities

Increase access to Admiral Nurse clinics, virtually and in communities, through our Closer to Home service, in partnership with Leeds Building Society. These clinics will allow families affected by dementia to receive life-changing support from a nurse at a time and place that suits them

Produce more information on every aspect of dementia including on our website and social media and in new leaflets, videos and a book called ‘Dementia FAQs for family and friends’

Extend our Dementia at Work offering to help more companies support employees and customers who are affected by dementia

Dementia UK Impact report 2020-21
We couldn’t do it without you

We’re so grateful to our supporters, who helped us go from strength to strength during a year like no other.

Despite the obstacles we faced, we were a lifeline to families as they coped with not only the everyday stresses of living with dementia, but also the many new challenges caused by the pandemic.

We expect our services to be in higher demand than ever in the next year, with more and more people being diagnosed with dementia, and the impact of the pandemic continuing to affect many families.

It’s only with your help that we can reach people when they need us most. To find out how you can support Dementia UK in the year ahead, visit dementiauk.org/get-involved or call 0300 365 5500.
Families have told us:

“The service provided by Admiral Nurses is second to none. I can’t ever thank them enough for the support and guidance they have given each time I have spoken to them.”

“[The Admiral Nurse Helpline] is really the only place I can go to specifically for help for myself, rather than for the people I care for.”

“The support [from the Admiral Nurses] was amazing: they listened, gave me time and understood completely what I was going through.”
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 dementiauk.org/donate or call 0300 365 5500.

Call 0800 888 6678 or email helpline@dementiauk.org
Open Monday-Friday, 9am-9pm
Saturday and Sunday, 9am-5pm

dementiauk.org • 020 8036 5400 • info@dementiauk.org

Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC047429.) Company number: 02944156.