



DementiaUK

Helping families face dementia



Impact Report 2024-25

Dementia UK:

the specialist dementia nursing charity

Every day, we hear from families who are left to cope with a diagnosis of dementia alone. Struggling to access the support they need, they are pushed to their physical, emotional and financial limits.

That's why we are here.

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide expert, life-changing support to people facing the fear and confusion of dementia. And because of you, we were there for more people than ever in 2024-25.

Your generosity has enabled us to increase the number of Admiral Nurses supporting families on our Helpline, in video and phone appointments and in communities across the UK. You have helped more people access our information and advice, and stood with us to campaign for better dementia care.

In the pages of this report, you can read more about how, with your support, we have given a lifeline to thousands of families who would otherwise have nowhere to turn.

Thank you for helping us ensure no one faces dementia alone.

“With the demand for our services growing by the day, we are indebted to you, the amazing people who donate, fundraise, partner, pledge, campaign and volunteer. Thank you so much for your support, now and in the future – you are the heart of Dementia UK.”

Dr Hilda Hayo
Chief Admiral Nurse and CEO





Dementia: a huge and growing crisis

Right now, nearly one million people in the UK are living with dementia.



One in two

of us will be affected by dementia in our lifetime, whether by developing it ourselves, caring for a loved one or both.



Around **35%** of people with suspected dementia don't have a formal diagnosis, making it harder to access support.



An estimated **700,000** people in the UK are providing unpaid care for someone with dementia.



Over **70,000** people in the UK live with young onset dementia – where symptoms develop before the age of 65.

Dementia is unique to everyone, but common symptoms include:

- memory problems
- confusion
- difficulties with understanding, decision making and problem solving
- communication challenges
- difficulty with concentration and attention
- changes in behaviour, personality and mood



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

Our vision, mission and values

Our vision

A world where no one faces dementia alone – where everyone gets the specialist support they need.



Our mission

Our life-changing support is there for everyone affected by dementia.

Our Admiral Nurses give expert and compassionate support and advice: on our Helpline, in clinics, in hospitals, in the community and other health and care settings, as well as through the information we provide.

We work alongside people affected by dementia to constantly improve the health and care systems they rely on. We use our clinical knowledge to influence public policy and service delivery, carry out vital research into dementia care, promote better awareness and understanding of dementia, and campaign for change across the UK.

Together, we can make sure no one faces dementia alone.

Our values



Collaboration

Working together makes us stronger. We listen to and collaborate with families living with dementia, clinicians, our colleagues, and our supporters and fundraisers. Every day, we learn from one another.



Compassion

We come to work to improve the lives of people affected by dementia. It's why we approach everything we do, and everyone we talk to, with kindness, respect and support.



Ambition

We will do everything we can to help families affected by dementia feel more empowered. We're resourceful and resilient: whatever the obstacles, we'll try to find a way.



Integrity

We always aim to show integrity and accountability in all our work: from how we spend the money raised by our generous supporters to how we behave with colleagues, stakeholders and partners.

Gail's story

On Valentine's Day in 2019, my world changed forever. At 54 years young, I was diagnosed with Alzheimer's disease.

The post-diagnosis support was almost non-existent. I was given this life-altering news, handed some leaflets and expected to walk out of the doctor's room as if nothing had happened.

At first, I was numb. But in the following weeks and months, there were so many emotions – confusion, sadness, anger and a lot of self-pity. I started to withdraw from the world.

That changed when I called Dementia UK's Helpline and was put in touch with Maxine, a dementia specialist Admiral Nurse in my area.

Talking to Maxine, I instantly felt at ease. She was the first person throughout my journey to actually listen to what I had to say.

The difference between Maxine and any other health professional I've seen is that she gives me time. Her visits give me something to look forward to. I open the door and she wraps her arms around me. You have no idea how much that hug means.

With Maxine's support, my perspective has totally changed from when I was first diagnosed with dementia. Yes, sometimes it gets the better of me, but I'm still here and there's so much I can do.

I wish everybody who had a dementia diagnosis could have access to an Admiral Nurse. It would make a hell of a difference.

Read more of Gail's story at

➔ dementiauk.org/gails-story

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Your incredible impact

Because of you, more families than ever received our life-changing dementia support in 2024-25. Here are some of the amazing things you made possible...

We grew the number of Admiral Nurses to

476,

providing families across the UK with expert, compassionate support and advice.



Our Admiral Nurses answered

41,757

calls and emails to our Helpline: more than ever before



We produced two new guides to dementia at work, providing employers and employees with essential information on managing dementia in the workplace.



We created a brand-new podcast, 'My life with dementia', to raise awareness of dementia and its impact on the whole family.



More than

4,600

virtual clinic appointments took place, supporting families by video or phone call: over 1,000 more than in the previous year.



We launched our ‘Dementia: what next?’ online sessions, giving people the information they need after a diagnosis.

Our specialist Consultant Admiral Nurses supported more people with specific complex needs, including children in families affected by dementia, people with young onset dementia, and members of the LGBTQ+ community.



“Dementia UK’s Helpline enabled me to talk to someone without feeling judged, and just to say what was on my mind: a huge sense of relief in quite an isolating time.”

George, whose mum has young onset dementia



Reaching more people: our social media growth



LinkedIn:
up
23%



Instagram:
up
18%



Facebook:
up
15%



TikTok:
up
51%



Supporting families on the high street

During 2024-25, Dementia UK and Nationwide were proud to launch dementia clinics in 200 Nationwide branches across the UK.

These clinics are part of our transformational partnership with the UK's largest building society. We are working together through its social impact strategy, Fairer Futures, with the aim of supporting 100,000 people through specialist dementia advice and guidance in branch clinics, as well as funding Admiral Nurses to work on our Helpline.

Our dementia clinics mean that more families affected by dementia can access face-to-face support from an Admiral Nurse in a convenient location, close to home. They are open to everyone – there is no need to be a Nationwide member.

The 45-minute appointments are free and confidential, and take place in a private space within the branch. They provide people with the opportunity to discuss any questions or concerns related to dementia, such as:

- getting a diagnosis
- understanding symptoms and changes in behaviour
- practical tips for caring
- choosing a home or residential care
- emotional support

We are truly grateful to Nationwide for making it possible for more families to receive the life-changing support of an Admiral Nurse.

To see our upcoming clinic locations and book an appointment, please visit

➤ dementiauk.org/nationwide

To find out more about our partnership, please visit ➤ nationwide.co.uk/dementia



Jane, who attended a clinic in a Nationwide branch, with her husband Brian

“The Nationwide dementia clinics are a wonderful service.”

I heard about the Nationwide dementia clinics on Facebook and booked a 45-minute appointment with an Admiral Nurse. No other healthcare professional has ever given me that much time; it was amazing to speak to somebody who understood.

A lot of clinical settings feel scary and unsettling, but going to a Nationwide branch that I’m familiar with made me feel so much more at ease.

The Nationwide clinic has had a lasting positive impact on me.

Jane, who cares for her husband Brian

Your support changes lives

Every penny raised by amazing supporters like you means we can offer a lifeline to more families. Thank you so much for your incredible support.



Our Walk 31 Miles in May challengers collectively covered

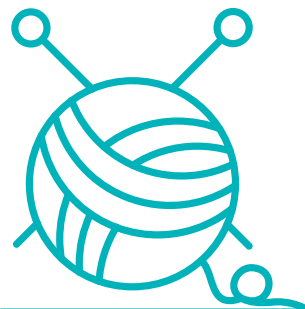
271,839 miles,
raising a fantastic
£1,045,627.



Our generous supporters raised an incredible

£31.4m

– £8.9m more than in 2023-24 – all enabling more families to access our expert, compassionate support.



Our team of 282 London Marathon runners ran the equivalent of London to New York and back.



An incredible community of

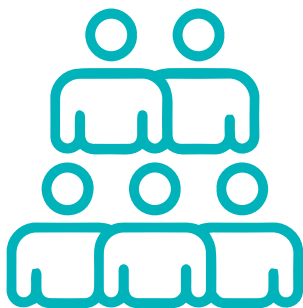
44,546 people

took part in a virtual event, swimming, cycling, knitting, skipping and dog walking for families facing dementia.



Nearly **4,000** people hosted a Time for a Cuppa tea party, baking and brewing for Dementia UK.

34% more people than in 2023-24 kindly pledged a gift in their Will, transforming lives for future generations.



Team Dementia UK grew by 54%, with more than **1,700** people taking on a challenge event to support families facing dementia.



“I wanted to undertake a challenge in memory of my granny Joan, and felt Dementia UK was the perfect charity to raise funds for. The challenge I chose was a tough one – tackling the Welsh peaks of Snowdon, Cadair Idris and Pen y Fan solo within 24 hours – but I managed it in 13 hours and 57 minutes. I was lucky enough to finish with the sunset on Pen y Fan: a special moment, as I placed a photo of my granny at the summit.”

Michael, Dementia UK supporter

Elliott's story

I was 12 years old when Dad first showed signs of dementia. There were times when I would be waiting at school because he'd forgotten to pick me up. Or the front door of the house would be left open when he went out.

Dad wasn't even 60 when he was diagnosed with Alzheimer's disease. I didn't speak to any of my friends about what was going on – partly because I didn't really know how to talk about it, but also because I just wanted to be treated normally.

Music was Dad's passion. He travelled around the world conducting choirs and also taught music lessons. But as his dementia got worse, his pupils began to drop off. He couldn't remember what they had done in their previous lessons. Sometimes he'd forget altogether and not turn up.

As a family, we didn't know much about dementia. We didn't really speak about it. But then Jody – our Admiral Nurse – came into our lives and changed all of that.

Jody explained things in plain terms, organised carers, communicated with my school, and helped with financial questions. Just as important was her emotional support. She was a lifesaver.

When Dad went into care it was the hardest time for me. I didn't want him to leave home. But Jody

helped us work through the decision, which was difficult beyond words.

Music kept Dad going in the later stages of his dementia. When he was in hospital in his final weeks we played music for him, and even though he couldn't communicate, we could see him light up and try to sing.

Dad passed away in spring 2019. Jody even came to his funeral, which meant so much: she had been with us through our darkest days.

We simply couldn't have got through this most difficult of periods without Jody. I honestly can't see how any family would be able to navigate dementia without an Admiral Nurse.

Watch Elliott's story at

[▶ dementiauk.org/elliotts-story](https://dementiauk.org/elliotts-story)

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Putting dementia on the agenda

In May 2024, Dementia UK launched ‘Put dementia on the agenda’, our General Election campaign. We wanted candidates and newly elected MPs from all political parties to understand the urgent need to fix dementia care – and you helped us take our message to the heart of Government.

At the centre of our campaign was our manifesto, which outlined four clear steps that the UK Government must take to transform dementia care:

- 1. Fix the NHS continuing healthcare funding process to make care funding fairer for people with dementia.**
- 2. Deliver expert and personalised support after a dementia diagnosis so that no one faces dementia alone.**
- 3. Improve diagnosis rates and age-appropriate support for people affected by young onset dementia.**
- 4. Increase access to specialist dementia nursing in hospitals.**

We contacted all candidates directly to share our manifesto and also produced an open letter calling on party leaders to commit to fixing dementia care if elected.

We rallied our passionate supporters to get behind our campaign, with many sharing powerful personal stories. An incredible 13,000 supporters signed our open letter to party leaders, and over 2,000 contacted their local candidates urging them to transform dementia care.

Thanks to the efforts of Dementia UK staff and supporters, 400 General Election candidates agreed to meet with us if elected. So far, we have met with more than 160 MPs since the election.

While we can't fix dementia care overnight, we are making great progress to push it up the political agenda – and we will continue to press for urgent improvements so people affected by dementia can access the support they need.



“Throughout the time I was a carer there were so many barriers to us getting support. It took a huge toll on my mental health. I truly believe that the system has to change for other families so they don’t experience what I did with my parents.”

Chris, campaign supporter whose parents both lived with dementia

What you made possible

Your incredible support has powered our work over the past year.

Here are some of the things you have helped us achieve.



On our Helpline, we answered a record number of calls first time, providing immediate support for families in urgent need.



Our Dementia at Work Team provided bespoke support to over 160 organisations to help them meet the needs of employees and customers facing dementia.



We extended our virtual clinic opening hours so that carers can now book a video or phone appointment with an Admiral Nurse three evenings a week and on Saturdays.



More than 1,600 professionals, students and volunteers learnt more about supporting families living with dementia through our free online Summer School.



We created new Admiral Nurse services and clinics throughout the UK so more people can access life-changing support in their local area.



We attended all of the main political party conferences and hosted a parliamentary event to tell MPs about the immediate need to improve dementia care.



We helped to break down barriers to dementia care by recruiting new Admiral Nurses for the Black, African and Caribbean community, the LGBTQ+ community and families affected by young onset dementia.

“Knowing that the Admiral Nurses will be there for me and my partner Christine as my condition progresses is so reassuring. It’s given us both a little bit of security to know that support will be there when we need it.”

Andy, who lives with young onset dementia





‘My life with dementia’: our first podcast

No one better understands the challenges of dementia than the people who are living with it. That’s why in 2024, we launched a new podcast to shine a light on their stories and raise awareness of our life-changing support.

‘My life with dementia’ takes listeners on a personal journey through the world of dementia, told by people who are living with the condition and those who care for them. All of our storytellers have been supported by Dementia UK and have incredibly compelling stories to share. They include Andy, who lives with young onset dementia; Ricky, who cared for his grandmother; and Aqib and Shahbanu – siblings caring for their mother.

Actor and Dementia UK Celebrity Ambassador Jim Broadbent kindly agreed to present the podcast, and each episode also included practical tips from our Admiral Nurses.

‘My life with dementia’ launched in September 2024 to coincide with World Alzheimer’s Day. The response was phenomenal, with over 21,000 downloads in its first month. It was featured in prominent publications like Radio Times, The

Telegraph and The Times, reached number 17 in the top health and fitness podcasts on Spotify and was shortlisted for a CharityComms 2024 Inspiring Communicator Award.

We have since released season two of ‘My life with dementia’, featuring new storytellers and a new presenter: award-winning journalist, podcaster and Dementia UK Celebrity Ambassador Marianne Jones. Through their words, more people know that we are here for them, so they don’t have to face dementia alone.

‘My life with dementia’ is available to listen to on all podcast platforms and our website:

➔ dementiauk.org/podcast

“Currently bingeing on this fantastic new podcast that sensitively, without sensation, explores the challenges families and people living with dementia face.”

‘My life with dementia’ listener



Lizzie, one of our podcast storytellers, whose dad had young onset dementia

Our work never stops

Because of you, more families than ever are now receiving our expert, compassionate support – and together, we'll keep working towards our vision of a world where no one faces dementia alone.

With your support, in the next year we will...



Increase the number of Admiral Nurses on our Helpline, in clinics and in communities across the UK, giving more families a lifeline.



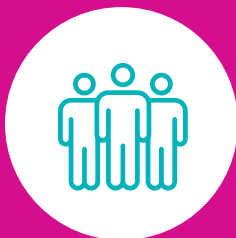
Provide specialist support to people facing specific barriers to care, including BSL users, people with young onset dementia and members of the Chinese and South Asian communities.



Make sure more people can access our expert advice and support when they need it, including through the information on our website and new live chat and text message services.



Ensure more people affected by dementia have the support of an Admiral Nurse in hospital – including in emergency departments and around the time of discharge.



Extend our Dementia at Work programme to help organisations provide the best support for employees and customers affected by dementia.



Develop a new learning pathway for Admiral Nurses to further build their knowledge and skills and become leaders of the future.



Work with MPs, the NHS and other decision makers to improve support and care for people affected by dementia in all four nations of the UK.



Continue to put the voices of people affected by dementia at the heart of our work, including through our podcast, films, campaigns and personal stories.



Launch our new Dementia UK strategy for 2025-30, guiding everything we do to ensure our specialist support is there for everyone who needs it.

We can't do it without you!

We are so grateful for everything you have helped us achieve for families facing dementia. With nearly one million people living with the condition in the UK, will you continue to stand with us so no one faces dementia alone?

Donate

To donate towards our life-changing work, set up a regular gift or make a donation in memory or celebration of a loved one, please visit:

➤ dementiauk.org/donate

Leave a gift in your Will

A gift from you means more families can access our vital support in generations to come. For more information and to find out about our free Will writing offers, please visit:

➤ dementiauk.org/giw

Fundraise

Whether you're a walker, baker, golfer or marathon runner, there's a fundraising challenge to suit you – and every penny you raise will help change lives. Find out how to fundraise for Dementia UK at:

➤ dementiauk.org/get-involved

Play our Weekly Lottery

Be in with the chance of winning top cash prizes while helping us support more families – it's a win-win! Sign up for our Weekly Lottery at:

➤ lottery.dementiauk.org



Partner

Could your organisation partner with us to transform the lives of families facing dementia across the UK? Find out about becoming a corporate partner at:

➤ dementiauk.org/corporate-partnerships

Volunteer

Our volunteers are a crucial part of the Dementia UK team – and there are lots of ways to get involved, from cheering on our marathon runners to representing us in your local area. To see how you can support us, visit:

➤ dementiauk.org/volunteer

Campaign

Stand with us in demanding improvements in dementia care by joining our network of passionate campaigners. Learn more at:

➤ dementiauk.org/campaigns

Shop

Every purchase you make through the EasyFundraising Shop and Raise app will generate vital funds at no cost to you. Learn how to turn your everyday shopping into cash for Dementia UK at:

➤ dementiauk.org/shop-for-dementia-uk

We're here for you

Our specialist Admiral Nurses are here to support you with any aspect of dementia. Here's how we can help.

Read our information and support pages and leaflets

Visit [▶ dementiauk.org/information-and-support](https://dementiauk.org/information-and-support)

Sign up for 'Dementia: what next?' – free online sessions for families affected by dementia

Visit [▶ dementiauk.org/dementia-what-next](https://dementiauk.org/dementia-what-next)

Contact our Helpline

Call **0800 888 6678**

(Monday-Friday 9am-9pm, Saturday and Sunday 9am-5pm, every day except 25th December)

Email helpline@dementiauk.org

Book a video or phone appointment in our virtual clinic

Visit [▶ dementiauk.org/book](https://dementiauk.org/book)

Book a face-to-face appointment in a Nationwide branch

Visit [▶ dementiauk.org/nationwide](https://dementiauk.org/nationwide)



DementiaUK

Helping families face dementia

Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC 047429). Company number: 02944156



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