Dementia UK
Helping families face dementia

The difference you make

Dementia UK Impact Report 2025-26



We are Dementia UK: the specialist dementia nursing charity

Our nurses, known as Admiral Nurses, are there for the whole family, providing expert, tailored support that helps them through the fear and confusion of dementia. From sharing practical tips for caring to offering emotional support and helping families plan for the future, they are there when people need them most. For many, they are a lifeline.

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 strategy for 2025-30

With your support, we are focusing on three main priorities to improve the lives of people affected by dementia.

Support



Growing Admiral Nursing so every family can access expert help and support.

Influence



Influencing health and care systems to make specialist support a core part of dementia care.

Inform



Making Dementia UK the go-to source of trusted advice, information and education.

“Thank you for your support over the past year, and for standing with us in the years ahead. You are the heart of Dementia UK.”

Dr Hilda Hayo OBE, Chief Admiral Nurse and CEO



What you made possible in 2025-26

Because of your generosity...



We carried out

4,693

virtual clinic appointments – online and by phone.



We now have

477

Admiral Nurses supporting families across the UK.



Our Admiral Nurses answered

42,777

calls and emails to our Helpline.



We distributed

10,000

copies of our 'Living with dementia' guide to families through GP surgeries.

Nearly

2,000

people now know more about what to expect after a dementia diagnosis through attending our 'Dementia: what next?' online sessions.



7,853

people living with dementia and carers benefited from the support of an Admiral Nurse through dementia clinics in Nationwide branches.

We're breaking barriers to dementia care with new support services for Black, African and Caribbean communities, Chinese communities and BSL users.





“When I was diagnosed, every conversation I had with doctors and nurses was negative. But calling Dementia UK’s Helpline gave me a glimmer of hope and helped me accept my diagnosis. The Admiral Nurse made me realise I could still have a meaningful life.”

Ronnie, who lives with young onset dementia

Jules's story

I started noticing signs of dementia in both Mum and Dad around 2018. Dad was getting confused, and Mum's personality was beginning to change.

In 2020, Dad was diagnosed with vascular dementia, aged 87. The consultation lasted just 20 minutes, and we weren't signposted to any support. Then, in 2024, Mum was diagnosed with Lewy body dementia at the age of 82.

Mum's diagnosis turned my world upside down.

Dementia had swept through our family, and I couldn't help feeling angry at the cards we had been dealt.

I was determined to keep Mum and Dad at home for as long as possible, but Mum's dementia progressed very fast. It reached the stage where I knew we needed to move her into a care home, but the day before she was due to move in, she broke her hip. She ended up in hospital and was then moved to a nursing home.

That's where I met Admiral Nurse Lucy, who became our lifeline.

Mum hadn't spoken to me properly for over a year, but one day she turned to me and said, "I want you with me and I want to go home."

There were a lot of people involved in bringing Mum home to die. Lucy made all the pieces fall into place, including arranging for the Hospice at Home Team to visit four times a day. She was incredible.

A week after coming home, Mum took her last breath. I was so thankful to have been with her. Lucy helped us give Mum the goodbye she deserved, and I'll be forever grateful.

I had no time to grieve because straightaway, my attention turned to Dad. He would ask if he could use his bus pass to visit Mum in heaven. Lucy gave me advice on how to help him understand that Mum had died, but ultimately, he didn't want to live without her. He died six months later from a stroke.

Without Lucy, I don't know how I would have navigated our journey with dementia. She was always at the end of the phone with practical advice or emotional support. We would have been lost without her.

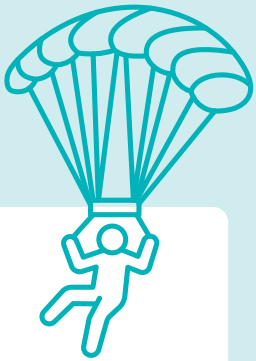


“Our Admiral Nurse, Lucy, became our lifeline. When Mum wanted to come home to die, Lucy made all the pieces fall into place. She helped us give Mum the goodbye she deserved, and I’ll be forever grateful. We would have been lost without her.”

Jules, whose parents both lived with dementia

Your incredible support

Our life-changing work is only possible because of our passionate supporters. These are some of the amazing things you achieved in 2025-26 – thank you.



Our dedicated supporters raised a total of

£31.3m

to offer a lifeline to families facing dementia – more than ever before.

Nearly

7,000

people took on a virtual event, walking, running, swimming and knitting for families facing dementia.

More than

5,100

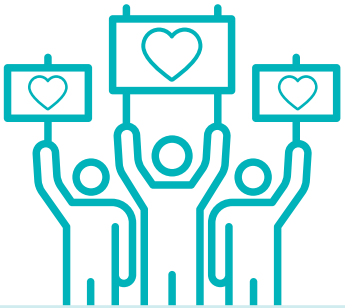
people pushed themselves to their limits for families living with dementia by taking on a challenge event.

The number of people making regular donations to Dementia UK increased by **80%**. This generosity means we can support more families, now and in the future.



Over 9,500

passionate campaigners contacted their MPs to urge them to engage with us on improving dementia care.



We welcomed our biggest ever Royal Parks Half Marathon team, who collectively ran the equivalent of London to New York and back.



“Since my wife Maria died, I have been supporting Dementia UK in her memory, including running the London Landmarks Half Marathon in April 2026. When I remember Maria, I think of her generosity, vibrancy and warmth. Supporting Dementia UK is such an important way of celebrating her.”

James, whose wife Maria lived with young onset dementia

How you can help

You are part of a growing movement of supporters who share our vision. Here's how you can support us, so we can give more families a lifeline.

Donate

Support us with a single or regular donation at **dementiauk.org/ways-to-give**

Pledge

Find out how to leave a gift in your Will at **dementiauk.org/leave-a-gift-in-your-will**

Fundraise

Visit **dementiauk.org/find-your-event** to see how you can raise vital funds.

Campaign

Join our Campaign Network at **dementiauk.org/join-campaign-network** and help call for better care.

Partner

Your organisation can help change lives. Visit **dementiauk.org/corporate-partnerships** to find out how.

Play our Weekly Lottery

Be in with a chance of winning cash prizes while ensuring more families can access our support: sign up at **lottery.dementiauk.org**

Volunteer

Learn how you can give your time to support families facing dementia at **dementiauk.org/become-a-volunteer**





“Your support helps families facing dementia feel heard, seen and recognised. It enables us to provide a safe space, emotional support and reassurance, reminding them they are not alone. Thank you.”

Hannah, Consultant Admiral Nurse for Children and Young People

How we can support you

Whatever your questions and concerns, our Admiral Nurses are here for you.

'Dementia: what next?'

Find out what to expect after a dementia diagnosis in our free online sessions, hosted by Admiral Nurses. Sign up at **dementiauk.org/dementia-what-next**

Dementia UK Helpline

To speak to an Admiral Nurse, call free on **0800 888 6678** (Monday-Friday 9am-9pm; Saturday, Sunday and bank holidays 9am-5pm, except 25th December) or email **helpline@dementiauk.org.uk**

Virtual clinic appointments

Book a free, 45-minute online or telephone appointment with an Admiral Nurse at **dementiauk.org/book**

Nationwide dementia clinics

Book a free appointment with an Admiral Nurse in selected Nationwide or Virgin Money branches – you don't need to be a customer.
Visit **dementiauk.org/nationwide**

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

Registered with FUNDRAISING REGULATOR

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