



DementiaUK

Helping families face dementia



Impact Report 2023-24

We are Dementia UK – the specialist dementia nursing charity

When someone lives with dementia, everyone around them lives with it too. It pushes families 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, are a lifeline when people do not know where to turn – and in 2023-24, they were there for thousands of families who desperately needed support.

Because of your generosity, we now have 458 Admiral Nurses changing lives across the UK – on our Helpline, in virtual clinic appointments, and in the community, including GP surgeries, hospitals, care homes and hospices.

You have also helped us ensure families have the information they need to navigate the many complex challenges of dementia, campaign for better care and put the voices of people affected by dementia at the heart of everything we do.

Thank you so much for standing with us to ensure no one faces dementia alone.

“Our life-changing work couldn't happen without you – the amazing people who donate, fundraise, partner, pledge, campaign and volunteer. We are truly grateful.”

**Dr Hilda Hayo
Chief Admiral Nurse and CEO
Dementia UK**



Dementia in the UK

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

There are around 200 different types of dementia. The most common are:

- Alzheimer's disease
- vascular dementia
- Lewy body dementia
- frontotemporal dementia

Common symptoms of dementia include:

- memory problems
- problems with understanding
- confusion
- speech and language difficulties
- changes in behaviour
- difficulties with problem-solving and decision-making



One in two

of us will be affected by dementia in our lifetime – whether by caring for someone with the diagnosis, developing it ourselves, or both.



52% of carers say they do not receive sufficient support, and 40% experience depression or anxiety.



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



Only **64.5%** of people with suspected dementia have a formal diagnosis.

Dementia is the leading cause of death in the UK.



Our vision, mission and values

In 2023-24, we refreshed our vision, mission and values to better represent our commitment to the families we support.

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 dementia specialist Admiral Nurses give expert and compassionate support and advice: on our Helpline, in clinics, in hospitals, in the community and in 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



Compassion



Ambition



Integrity

Clare's story

For Clare, caring for her two young children and her mum, who had dementia, was a constant challenge, but our Helpline supported her through the toughest times.

No one understands how difficult it is to care for someone living with dementia unless you've experienced it. You're losing the person you love along the way. You can't explain it to the outside world. Every day, every hour is different.

When Mam was diagnosed with vascular dementia, we had very little support. I tried to do my absolute best for her in every circumstance, but it never felt good enough. Just when I felt like I was getting the hang of something, something else would go wrong.

When your family is living with dementia, your whole world becomes insular. Usually when someone is unwell, everyone is there to offer support. But with dementia, everyone disappears.

Our lives were put on hold. Dad cared for Mam 24/7; he couldn't even go to the shops. It was tough on him, me, my brother, my young twins – all of us.

By the time we heard about Dementia UK, Mam was in the later stages of dementia, but I called the specialist Admiral Nurses on the Helpline many times. They helped me tackle specific issues like transitioning Mam into a care home and applying for care funding – but the most important thing was being able to speak to a dementia specialist who really understood.

The Admiral Nurses gave me that extra bit of support to keep going during Mam's devastating illness. No family should have to go through dementia alone.

Your generosity means our Helpline nurses are there to support families like Clare's, 364 days of the year. With your help, we can answer more calls from carers in crisis.



The difference you made

Because of you, more families than ever had someone to turn to in 2023-24. This is what you made possible...

We grew the number of Admiral Nurses to **458** – all of them changing lives across the UK.



We responded to **33,971** calls and emails to our Helpline, 364 days of the year.



34,778 people signed up to download our 'Living with dementia' guide.



We established new services for people facing specific and complex challenges, including:

- children and young people
- the LGBTQ+ community
- current and former sportspeople
- people living with frailty

Our social media growth



LinkedIn:
48,970 followers

25%



Instagram:
50,949 followers

21%



Facebook:
130,597 followers

18%



Twitter/X:
117,048 followers

1%



Our Admiral Nurses doubled the number of virtual clinic appointments available Monday-Friday, supporting

3,590

people by phone and video call.



We launched a new TikTok channel and posted **109** videos across the year, ensuring our dementia information reached more people.



161 organisations worked with us to improve their support for employees and customers through our Dementia at Work programme.

Transitions of care: from hospital to home

At any time, one in four hospitals beds is occupied by a person with dementia. Many of these people remain in hospital for longer than necessary because of issues with discharging them home or into a care home. When the person returns home, families are often inadequately supported, leading to avoidable readmissions to hospital.

Our new Transitions of Care model of Admiral Nursing is addressing these pressing challenges.

The first Transitions of Care Admiral Nurse service launched in April 2022 and is helping to reduce the length of hospital stays for people with dementia, manage an appropriate and timely discharge to the right setting, and prevent hospital readmission. Its nurses divide their time equally between the hospital and community/care home setting, supporting families in the lead-up to discharge and for six weeks after.

In the service's first 20 months (April 2022 to December 2023):

- there were no avoidable readmissions to hospital among the 320 families supported
- 14 of 43 people with dementia were discharged from hospital within 48 hours when referred to the Admiral Nurse
- 17 people who were on a pathway to care home admission were able to return to their own homes
- breakdowns in care home placements were prevented in 20 cases by supporting the home to continue to manage care, facilitating transition to a different home, or identifying preventable causes of readmission

This model of care is leading the way in supporting families in the period around hospital discharge. We now have three Transitions of Care services in operation, and this model is likely to be a priority in Dementia UK's strategy for 2025-30, helping families through a complex, precarious and poorly integrated health and social care system that right now, is failing too many people.



“You were always there, pointing me in the right direction or giving me advice... Without this, I truly believe Mum would have been in hospital for several more weeks than necessary and I think I would have collapsed under the sheer enormity of the tasks.”

Family carer

Your support changes lives

Every penny you raise means we can be there for more families facing dementia. Thank you.



Our generous supporters raised an incredible

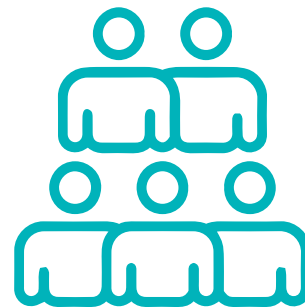
£22.5m

in 2023-24 – £3.1m more than in the previous year.



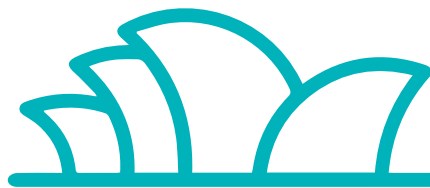
39,025 people

participated in our virtual events, walking, knitting and walking their dogs to support families facing dementia.



4,434

supporters joined #TeamDementiaUK for a challenge event – our biggest team ever.

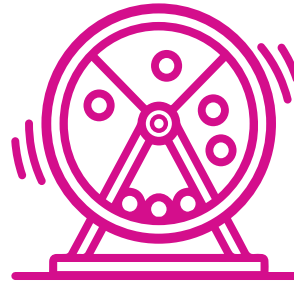


Our London Marathon, Great North Run and London Landmarks Half Marathon runners collectively covered more miles than from London to Sydney.

The number of people giving a regular gift grew by

32% 

all helping us grow our specialist services for families facing dementia.



2,249 people played our Weekly Lottery, supporting families while being in with the chance of winning cash prizes.

67% more supporters pledged to leave a gift in their Will than in 2023-24.



Our amazing Walk 31 Miles in May participants raised an incredible

£1.07m smashing our target of £357,000.

“My dad always used to take me walking over the Jurassic Coast, so it was fitting to do the Jurassic Coast Ultra Challenge for him. Dementia UK helped so much with supporting me and my family though my father’s dementia. I cannot thank them enough for their support and wanted to give something back.”

Michael, Ultra Challenge participant

Andy's story

Andy's world was rocked when he developed young onset dementia, but with the support of an Admiral Nurse, he and his wife Christine are facing the future with more confidence.

I was never expecting to be told I had dementia at the age of 52. I've always lived a healthy life, cycling and running marathons. It didn't seem fair, and the future looked hopeless.

But that changed when Christine and I booked an appointment with Admiral Nurse Helen. She explained in simple terms what dementia was and how it was affecting my brain. It felt like she had flicked a switch in my mind; instead of fighting what was happening, I accepted it.

Dementia impacts many parts of my life. I'm forgetful, repeat conversations and sometimes say completely random words. I have nightmares and wake up every night terrified. There are also different challenges with having dementia at my age. I have to keep working to pay the rent and bills and have money to go on holidays and make memories while I can.

I worry about Christine. I find it really hard to accept that she wants to care for me. But she will still know who I am as my dementia progresses, and will still love me the same. Helen also told me that I might forget who Christine is, but I'll never forget how she makes me feel.

For now, I'm trying not to let dementia take over my life. I'm still me, I'm still Andy.

I'd never heard of Admiral Nurses before my diagnosis, but knowing they will be there as my condition progresses is so reassuring. It's given us both a little bit of security to know we have that support.

Over 70,000 people in the UK live with young onset dementia. Your support means we can be there to guide them through the many challenges of dementia in mid-life.



Our ‘Fix the funding’ campaign

NHS continuing healthcare funding can be a lifeline for people in England with long-term and complex health needs, covering costs such as home care or care home fees. But too many families affected by dementia are missing out on this vital funding because the assessment process does not recognise their unique and challenging needs.

Through our ‘Fix the funding’ campaign, we are joining together with our supporters to call on the Government and NHS England to review the continuing healthcare process so that it better meets the complex health needs of people with dementia.

In 2023-24, over 8,000 people pledged their support for the ‘Fix the funding’ campaign, and collectively contacted 96% of MPs to call for an urgent review of NHS continuing healthcare.

We also took the campaign directly to Parliament, inviting MPs to attend an event and hear from families living with dementia and Admiral Nurses about why the application and assessment process must be urgently improved.

‘Fix the funding’ formed a key part of our campaigning for the General Election, through a Dementia UK manifesto which outlined the commitments we need to see from the new Government.

Together with our supporters, we will continue to call on the Government to put dementia at the top of the agenda so that everyone affected by the condition gets the tailored specialist support they need.



“People living with dementia are vulnerable and families are physically and emotionally exhausted and drained due to providing care. We should not have to undergo a continuing healthcare assessment process that is so tortuous and unfair. Dad is no longer here but the process has left a huge scar on me.”

Annette, ‘Fix the funding’ supporter



You make our work happen

Every three minutes, someone in the UK develops dementia. Too often, they and their families are left feeling exhausted, overwhelmed and alone.

But by standing with us, you are helping ensure that every family affected by dementia gets the specialist support they need. Here are some of the amazing things we achieved together in 2023-24.



We developed new Admiral Nurse services across the UK – in communities, hospitals, hospices and care homes – so more people can access support in their local area.



We extended our specialist support for families facing particular challenges in relation to dementia, including people with young onset dementia, children and young people, and members of the LGBTQ+ community.



On our Helpline, we increased the number of calls answered first time, ensuring we're there when people urgently need support.



We launched our new-look website, focusing on accessibility so that our expert information is easy to find by everyone who needs it.



We attended all of the main political party conferences, calling on MPs, candidates, councillors and delegates to pledge their support for improvements in dementia care.



We put the voices of people affected by dementia at the heart of our work – through films, stories and media coverage.



864 health and social care professionals attended our annual Summer School to learn more about supporting families facing dementia.



We grew the number of Volunteer Ambassadors to 110, all working hard in their communities to raise awareness and funds for Dementia UK.

We are #TeamDementiaUK

As a charity that receives no Government funding, we rely on our amazing fundraisers to ensure we are there when families need us.

And as #TeamDementiaUK, we smashed our fundraising targets for 2023-24 with thousands of dedicated supporters joining our programme of virtual and in-person events.

Throughout the year, we ran eight successful virtual fundraising events – including our walking challenges, a new knitting event, and the ever-popular Dog Walking Challenge. In total, 39,025 people participated in these virtual events – 23% more than last year – raising a fantastic combined £3.6m, which will ensure more families affected by dementia receive the support of an Admiral Nurse.

We recruited our biggest ever challenge events team, including the London Marathon, Great North Run, RideLondon-Essex 100, and Ultra Challenges (walking and running events across the country). Together, our challenge eventers beat our fundraising target by 71%.

We also saw 210% more people take on a DIY fundraiser, devising their own challenge event, including Volunteer Ambassador Manny Singh Kang, who walked 125 miles from Wolves FC's Molineux stadium to Chelsea's Stamford Bridge over three days.

Manny's incredible feat inspired a new fundraising event – Fans vs Dementia – where football supporters are challenged to walk or cycle to a match of their choice to raise funds and awareness for Dementia UK.

We are truly grateful to every supporter who takes part in an event for us. Because of you, more families will have an Admiral Nurse beside them through the challenges of dementia.

“My lovely mum was diagnosed with vascular dementia and Alzheimer’s disease. Doing the Walk 31 Miles in May challenge was a blessing as it gave me time to breathe. I’m incredibly grateful for all the donations I received and know the money I raised will be put to good use to help families affected by dementia.”

Alison, Walk 31 Miles in May participant



What we'll do next

We won't stop until every family affected by dementia can access the tailored, specialist support they need. With your help, over the next year we will...



Increase the number of dementia specialist Admiral Nurses to 500.



Increase the number of Admiral Nurses on our Helpline with the aim of answering more calls first time.



Launch our 'Dementia: what next?' online sessions, providing free, expert advice to families who have received a diagnosis of dementia.



Grow our Dementia at Work programme to support employees living with dementia, their carers, and organisations across the UK.



Launch a new series of podcasts featuring the stories of people who are living with, caring for or have lost someone with dementia.



Implement our new research strategy, focusing on people with dementia who live alone; people with young onset and rarer dementias; and people with multiple health conditions alongside dementia.



Put dementia care firmly on the agenda of the new Government and continue to push for changes to the NHS continuing healthcare funding system.



Work with our corporate partners to extend our support for families, including through Admiral Nurse clinics in branches of our partner, Nationwide Building Society.



Develop our new strategy for 2025-30, setting out our next objectives to help us towards our vision of a world where no one faces dementia alone.

Thank you!

Because of you, more families than ever received our life-changing support in 2023-24.

With someone in the UK developing dementia every three minutes, will you continue to stand with us so no one faces dementia alone?

Donate

To support us with a single donation, set up a regular gift, or donate in memory or celebration of a loved one, please visit:

➤ dementiauk.org/donate

Pledge

Leaving a gift in your Will ensures we'll be there for families facing dementia far into the future. We have free Will-writing offers to make it easy. For more information visit:

➤ dementiauk.org/giw

Fundraise

From walking your dog to running a marathon, we have a fundraising challenge to suit you – and every penny will offer more families a lifeline. Find out how to get involved at:

➤ dementiauk.org/fundraise

Play our Weekly Lottery

Seize the opportunity to win big cash prizes while ensuring more people can access our support. Sign up at:

➤ lottery.dementiauk.org



Partner

Our corporate partners play a huge part in growing our services. Could your business support us? Read more at:

➤ dementiauk.org/corporate-partnerships

Volunteer

Could you spare some time to become a Volunteer Ambassador or cheer on participants at our challenge events? Get behind us by visiting:

➤ dementiauk.org/volunteer

Campaign

Raise your voice to call for urgent improvements in dementia care. Join our Campaigns Network at:

➤ dementiauk.org/campaigns

Shop

Download the EasyFundraising Shop and Raise app to turn your everyday spending into free cash for Dementia UK. Learn how at:

➤ dementiauk.org/shop-for-dementia-uk

How we can support you

Our dementia specialist Admiral Nurses are here to support the whole family with any aspect of dementia. Here's how you can access their expert advice and guidance.

Read our information and support pages and leaflets
Visit dementiauk.org/information-and-support

Sign up for 'Dementia: what next?' – our free online sessions for families affected by dementia, hosted by Admiral Nurses.
Visit dementiauk.org/dementia-what-next

Contact the Admiral Nurse Dementia 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 virtual clinic appointment

Visit dementiauk.org/book

dementiauk.org • info@dementiauk.org



DementiaUK

Helping families face dementia

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

