



**Want to know  
what makes YOU  
special?**





**Our supporters  
come from all  
walks of life.**

**But together, you have what  
it takes to help us end the  
devastation caused by dementia.**

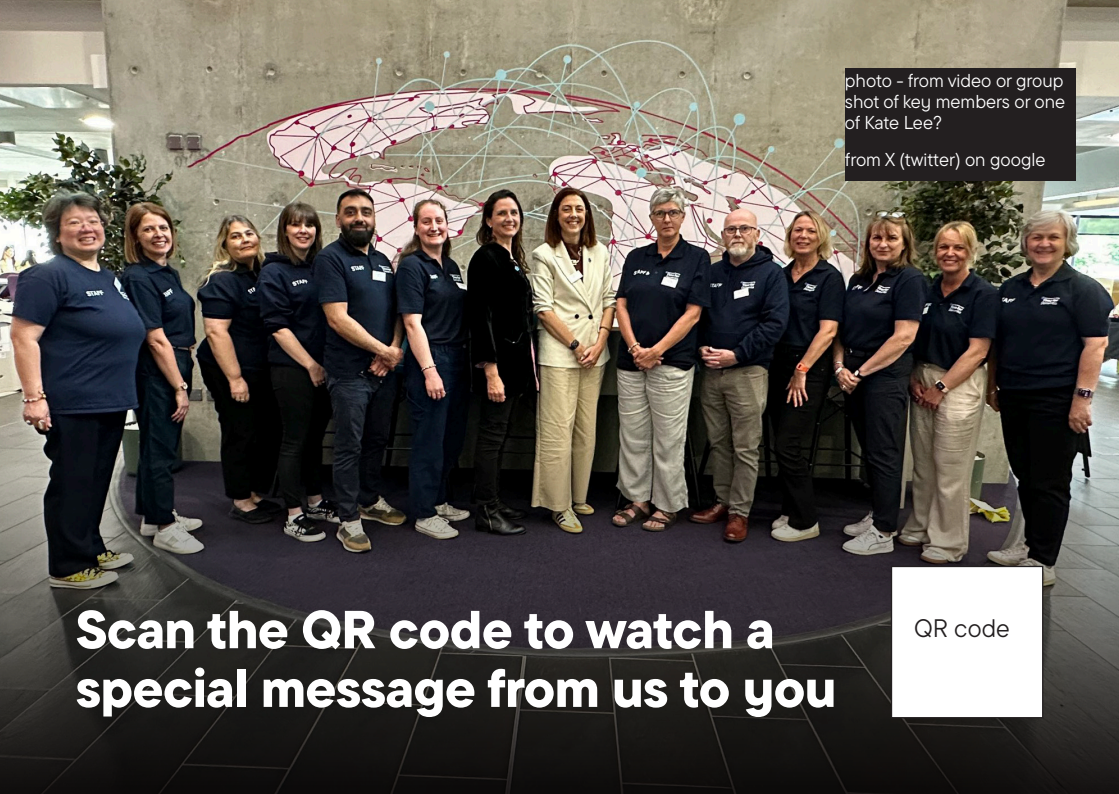


photo - from video or group shot of key members or one of Kate Lee?  
from X (twitter) on google

**Scan the QR code to watch a special message from us to you**

QR code



**Our supporters are  
resilient**

# A new horizon of hope for treatments

This year, we all took an important step towards a brighter future for people with early-stage Alzheimer's disease as MHRA (the Medicines and Healthcare Regulatory Agency) approved the drugs lecanemab and donanemab as safe and effective treatments for Alzheimer's disease.

This extraordinary achievement was tempered by NICE's decision not to recommend either drug for use on the NHS – but there are still huge positives to take from this breakthrough moment. Lecanemab and donanemab prove that we understand the causes of dementia. Not only are we on the right track to treatments, together we'll get there sooner.

Donanemab can slow down the speed at which thinking and memory deteriorate by **more than**

**20%**




photo - AS  
website



**Our supporters are  
determined**

# A Dementia Manifesto impossible to ignore

Earlier this year, nearly 18,000 supporters like you joined our rallying cry for the new Government to make dementia a priority by signing our online pledge. Together, we called on politicians to:

-  Increase dementia diagnosis rates
-  Accelerate work to get our healthcare systems ready for disease modifying treatments
-  And deliver a social care workforce strategy, meaning people can easily access social care when they need it.

Your collective action means the pressure is really on – now it's over to the Government to make dementia one of their top priorities. Thank you for raising your voices and helping us hold them to account.

Nearly  
**18,000**  
of you signed our  
pledge to ensure the  
new UK government  
makes dementia a  
priority






**Our supporters are  
caring**

# Somewhere to turn 7 days a week

Over the last year, our supporters have enabled us to provide a staggering amount of support to people living with dementia and their families.

A friendly voice at the end of a phone, a chat with someone who 'gets it' or advice from an expert can be the difference between hope and hopelessness. Thank you for making sure we're there for people in the most difficult of times.

Here's what you've made possible in 2024:

-  **88,067 people** have received support from the Support Line.
-  Over **94,000 people** registered on our Dementia Support Forum, a free 24/7 online community.
-  Over **51,000 new Dementia Friends** were created by Volunteer Dementia Friends Ambassadors.

# 98,897

people affected by dementia have been directly supported by us



**Our supporters are  
investors**

tia  
institute

# Funding a new generation of researchers

**Thanks to our supporters, we've been able to commit £9 million to three new Doctoral Training Centres that will support dementia researchers at the start of their career.**

Right now, there is just one dementia researcher for every four cancer researchers. These training centres will help make sure the UK's biggest killer is getting the focus and attention it demands. Over five years, around 90 students will be supported by the training centres to enter dementia research. And crucially, they will work on building knowledge in areas that have been particularly underfunded.

'This significant investment aims to urgently attract and nurture a new, bold and ambitious generation of researchers,' Fiona Carragher, Chief Policy and Research Officer at Alzheimer's Society.

**£9m**

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photo - AS  
website

A group of people, including men and women, are participating in a hike. They are wearing blue t-shirts with the Alzheimer's Society logo and black shorts. The lead person is a man wearing a blue bucket hat and using trekking poles. They are walking on a dirt path in a rural, grassy area with hills in the background.

**Our supporters are  
courageous**

# Powering progress one step at a time

**Trek26 is one of our most epic fundraising challenges, giving supporters the option of tackling either a 13 mile or 26 mile hike in an incredible location. From the Yorkshire Dales to the Jurassic Coast, every year thousands of trekkers raise money to give help and hope to everyone affected by dementia.**

This year, a grand total of ten treks took place in England and Wales throughout the summer, raising a remarkable £5.1 million! This makes our 2024 trek season our biggest to date – with 9,000 trekkers covering more than 180,000 miles between them. That's more than 13 times the length of the Great Wall of China!

If you were one of this year's trekkers, a huge congratulations on your achievement. Or if you feel inspired to take part next year, you can sign up and start training now! Visit [<short url>](#)

**£5.1m**

was raised from  
10 treks across  
England and Wales  
throughout the  
summer

photo - AS  
website



**Our supporters are  
compassionate**

# Raising funds and remembering loved ones

**This year, our flagship campaign, the Forget Me Not appeal, was one of our most successful ever - and we have people like you to thank for that. So far, it has raised over £1.4 million which will go towards pioneering research and much-needed support.**

We teamed up with the supermarket Morrisons to collect donations and recruited an incredible 1,139 volunteers to help across the country. We also sold over 55,000 forget me not pin badges in local shops and community spaces. Our pin badges not only raise vital funds, they increase awareness of how we can all play a role in helping people living with dementia to feel less alone.

“

**I'll wear my badge to thank Alzheimer's Society for helping my dad, Muhammad. Thank you for thinking of us.**

Shahbaz, Alzheimer's Society supporter

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# Thank you for making 2024 a milestone year

If you have ideas for how we can have an even bigger impact in 2025, please get in touch. No-one understands our mission better than our supporters. Visit [short url] to leave a message in our ideas inbox.

## **If you need help with dementia, please get in touch**

You can get personalised information, support and advice by calling our Dementia Support Line on **0333 150 3456**.

**[alzheimers.org.uk](https://alzheimers.org.uk)**

Registered charity no. 296645. Alzheimer's Society operates in England, Wales and Northern Ireland.



**Alzheimer's  
Society**