



Alzheimer's
Society

**Thank you for being part
of the bigger picture**

Together, we drove progress

In the last 12 months, you have helped fund PhD researchers like Laura Huggon continue the fight against dementia.

In July, a new Alzheimer's disease drug, donanemab, was hailed as a turning point in the fight against Alzheimer's. While another drug, lecanemab, has been



approved for use with early stage Alzheimer's in the USA.

Over 30 years ago, thanks to supporters like you, we were able to fund Professor Sir John Hardy – a geneticist who discovered the importance of amyloid protein in Alzheimers disease, a research breakthrough which paved the way for drugs like donanemab.

Donanemab can slow down how fast memory and thinking get worse by **more than**

20%

You're helping us test **141 drugs** in clinical trials for the treatment of Alzheimer's disease

Together, we shared the load

In just the first nine months of 2023, we provided support to 103,340 people. From funding Dementia Advisers to our fun and friendly Singing for the Brain sessions, you helped make all this possible.

Without everyone who donates, fundraises and engages with our work, we would not be able to reach the people who need us most. Sheila, 78, who cares for her husband Michael, is just one of thousands who have accessed support, 'I have used the Alzheimer's Society Helpline a few times and they have been



a great help with practical advice and support.'

98,000

people were reached directly through our services, nearly a **6% growth** from 2021/22

71%

increase in traffic to our website in Dementia Action Week compared to last year

£92.1m

total fundraising income in 2022/23

Together, we broke barriers

Dementia together is the Alzheimer's Society magazine. In summer 2023, we took 'together' to a new level by publishing an issue co-produced by a panel of people affected by dementia for the first time.

The team led the entire creative process, from brainstorming ideas, interviewing, writing, creating content and agreeing page layouts. In the words of one member of the panel, Pete Middleton, 'There was a real sense of shared ownership and pride.'



“
For me, this project was about teamwork and being able to take a fresh, open and meaningful look at stories which connect with and inspire a wide range of people affected by dementia.”

Lynne McVicar, a former carer in London

Together, we demanded better

You helped us send a crystal clear message to the Prime Minister in January 2023: take dementia seriously.

An open letter signed by over 36,000 of our supporters and members of the public was delivered to Prime Minister Rishi



Sunak by our ambassadors Dame Arlene Phillips and Vicky McClure alongside Ananga Moonesinghe, who is living with dementia. The letter called for the PM to honour the government's

dementia commitments, including the delivery of a 10 year plan to reform the social care system. Together, we'll keep the pressure up until everyone living with dementia gets the support they need.

“

This letter is loud and clear – give people affected by dementia in this country the care and support they deserve.

Dame Arlene Phillips

”

Together, we made a vow

In the spring of 2023, our new TV campaign powerfully showed how dementia puts the ultimate vow of 'in sickness and in health' to the test.

Online, it was accompanied by moving real life stories such as Pauline and Hilary's who first met in 1955. In 2019, Pauline was diagnosed with vascular dementia and Alzheimer's. Hilary says taking part 'gave us a voice to speak for all carers'.

We are grateful to everyone who supported the campaign and vowed

to help us end the devastation caused by dementia.



From March to May the campaign reached more than

44 million people in the UK

At the height of the campaign, visits to our website **increased by**

22%

Together, we funded more research than ever

You've helped us set in motion pioneering research projects that could unlock future breakthroughs against dementia.

Research has shown that the brain changes that happen when someone has Alzheimer's disease start over a decade before symptoms appear. But thanks to your backing, Dr Riccardo Marioni and his team are searching for molecular 'red flags' for Alzheimer's disease, which can be found in a person's

blood. If we can predict who is at highest risk of the disease, we can work on ways to stop it in its tracks.



Thanks to you we smashed our record for investment into brand new research in one year

£8 million

And you helped fund four grants looking at potential treatments for dementia, totalling around

£1.3 million



BATTER	BOWLED	REMAINING	OVER RATE		
PV	VX	D/L	EXTRAS		
		0	0		
BOWLER	OVERS	LAST MAN	HOW OUT	LAST WKT	RUNS REQD
ENGLAND	1st INNS	2nd INNS	PTS		
AUSTRALIA	283	295	0		0

**Together, we'll end
the devastation
caused by dementia**


**Alzheimer's
Society**

Together we are help and hope for everyone living with dementia

**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://www.alzheimers.org.uk)

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

