



Alzheimer's
Society

**Thank you for
your support**

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



“
From day one of my PhD to now I've either had funding from or have been affiliated with Alzheimer's Society.
”

Dr Ryan West, researcher

Thank you from Ryan

You're powering research

Dr Ryan West's career has been supported by people like you from the very start

Based in the Sheffield Institute for Translational Neuroscience, his work aims to explore why people with frontotemporal dementia (FTD) often display different symptoms from those typically associated with dementia. Recently, Ryan and colleagues have published early stage, but exciting research into a liver drug which may be able to protect brain

cells from the damaging effects of frontotemporal dementia.

Ryan also has a personal connection to dementia, 'seeing how my grandmothers are living with dementia, and how we are coping with it as a family lets me step back and see why I'm doing what I'm doing as a dementia researcher.'

For every four cancer researchers, there is one dementia researcher



Thank you from Jackie



“
I’m trying to help create an environment where those living with dementia are supported and accepted.

Jackie, Dementia Friends Ambassador

”

You’re powering progress

Dementia Friends is the biggest ever initiative to change people’s perceptions of dementia

Anyone can be a Dementia Friend – it simply means finding out more about how dementia affects a person – and doing small everyday things to help. Whether it’s being patient in a shop queue, or spending time with someone you know who’s living with dementia.

Jackie Chelin, whose parents both lived with Alzheimer’s disease, is a proud Dementia Friends Ambassador and fundraiser for Alzheimer’s Society. She explains, ‘The Dementia Friends Ambassador role includes raising awareness of dementia as well as fundraising. I’ve run Dementia Friends information sessions with friends, family and neighbours, and even in

a café at Cheltenham Science Festival.’

Initiatives like Dementia Friends wouldn’t exist without supporters like you – thank you.

To find out more about how you can become a Dementia Friend, visit alzheimers.org.uk/dementia-friend



There are more than

3.7m

**Dementia Friends
in the UK**

You're powering support

For Sheila, our Dementia Support Line was a much-needed source of practical advice and support

Sheila and her husband Michael were married for more than 56 years until Michael very sadly passed away in January 2024 having been diagnosed with fronto temporal dementia in 2017. For the last 7 years of his life, Sheila cared for Michael round the clock, with no extra help or carers.

During this incredibly difficult time, Sheila turned to the Dementia Support Line on more than one occasion:

'They were a great help. When I was extremely distressed, I was able to vent my anger at our situation and was comforted by the understanding of the person to whom I was speaking.'

'I rang the Helpline again when I needed advice about Power of Attorney. They went through it all with me and helped me with the forms. I couldn't have done this without their guidance.'

Life as a carer can be exhausting and lonely, which is why services like the Dementia Support Line are so important. Thank you for making sure our trusted experts can be there for people like Sheila.

In 2023, the Dementia Support Line handled

**71,000
calls**



“
They were a great help. When I was extremely distressed, I was able to vent my anger at our situation and was comforted by the understanding of the person to whom I was speaking.

Sheila, about the Dementia Support Line

”

Thank you from Sheila

Thank you from Irene



“
I love Singing for the Brain,
which I call singing for the soul.
The group makes me feel that
I am not so different after all.

Irene, who has dementia

”

You're powering joy

Singing for the Brain fosters fun and friendship

Singing for the Brain is one of our most loved, and most impactful programmes. Each session brings people affected by dementia together in a fun and friendly setting to enjoy the many benefits of singing.

There's evidence to show that the simple act of singing songs you know and love can improve brain activity, wellbeing and mood – you may have heard of retail therapy, well this is music therapy! Groups meet regularly all over the UK and give those taking part the opportunity to:

- Do fun vocal warm-ups and sing a wide variety of familiar songs
- Feel positive and make new friends

- Be supported by our skilled, compassionate and experienced staff.

To find out about Singing for the Brain groups near you, visit alzheimers.org.uk and search 'singing for the brain'.

100%

of people who go along to Singing for the Brain sessions say they've improved their life in some way



“

I needed to know that my life wasn't over.

Amanda, diagnosed with dementia aged 49

”

You're powering hope

After a shocking diagnosis, Amanda felt helpless

Mum of four Amanda was diagnosed with young onset dementia at just 49 years old. On hearing the devastating news, she says, 'I did nothing but cry. I didn't know how to live my life.' And it was made worse by a lack of information and support, 'I just felt abandoned.'

But a turning point came when one of Amanda's friends introduced her to Alzheimer's Society, 'Two Alzheimer's Society staff came to see me

– Jane and Kirsty. They sat me down and talked everything through and really helped me to see that dementia isn't the end.' She says their help 'gave me hope' – the biggest thing she needed. And now Alzheimer's Society is her main source of information.



Thank you from Amanda

95%

found our Dementia Advisers a valuable source of useful information.

(Survey of 2,825 people who used AS Services in 2023).

More ways to get involved

Join an event

From trekking to cycling, running to swimming – why not challenge yourself by taking on one of our many fundraising events? And if you're feeling really brave, there's always skydiving!

Organise your own fundraising

Make it a party, make it a bake-off, make it a quiz... However you want to fundraise, you can make it matter for people affected by dementia.

Campaign for change

You can help us create a world where people living with dementia and their carers



live more fulfilled, less fearful lives. Sign up as a campaigner today and you'll be the first to hear our latest news and find out how to support future campaign actions.

To become a **campaigner**, visit: alzheimers.org.uk/campaigning

To get involved in **fundraising**, visit: alzheimers.org.uk/events-fundraising

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

alzheimers.org.uk

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