



**Alzheimer
Scotland**
Action on Dementia

Annual Review
2016-17

Alzheimer Scotland staff at our new Dementia Resource Centre in Bridgeton, Glasgow.





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At the end of last year I decided I wanted to do an abseil. A lot of people have a 'bucket list' and taking part in an abseil is definitely on my list. I just went on Google to see what was coming up in 2017 and saw this one for Alzheimer Scotland. Both the timing and the cause fitted with what I wanted to do, so I signed up!

Elaine Muir, Fundraiser

Meet our Board of Trustees



John Laurie
Convener



Ian Bell
Treasurer



Arlene Chalmers
Secretary
(resigned January 2017)



David McClements
Vice Convener

Barbara Barnes | Noni Cobban | Jim Fry *(resigned December 2016)* | **Diane Goldberg**
Dianne Howieson | Alan Jacques | Patricia Laughlin *(resigned January 2017)* | **Christine McGregor**
Mary-Frances Morris | Henry Rankin *(resigned August 2016)* | **John Starr**
Susanne Forrest *(elected November 2016)* | **Caroline Crawford** *(elected November 2016)*
Archie Noone *(co-opted December 2016)* | **Douglas Philips** *(resigned August 2016)*

Meet our Directors



Henry Simmons
Chief Executive



Kevin Craik
**Director of
Finance &
Corporate
Resources**



Anna Devine
**Director of
Fundraising &
Marketing**



Jim Pearson
**Director of
Policy &
Research**



Marcia
Ramsay
**Director of
Operations**

Introduction

John Laurie, our Convener



2016-17 was a challenging year; not only for our organisation, but for much of the third sector. However, it was also a year of innovation and success for Alzheimer Scotland. In everything we do, we strive towards our key aim; ensuring nobody faces dementia alone.

As Convener, I am particularly delighted to report an increase in both our membership and the number of volunteers supporting our work. The value they bring to Alzheimer Scotland cannot be overestimated and I very much hope to see this trend continue in the future.

This year we made the difficult decision to stop directly providing services under Care at Home contracts; the only viable way to do this in the current economic climate was through a generic platform, which we could not do. This resulted in the development of a new Employee Owned Company: Caledonia Social Care (CSC). CSC will launch in April 2017 and we will transfer all of our care at home staff into the new company, where they will not only be employees, but also shareholders. We firmly believe that establishing this new company protects the people we support and the staff who provide that support to the best of our ability.

We have worked closely with the Scottish Government to shape the forthcoming National Dementia Strategy for 2017-20 (to be published in summer 2017). This will include a commitment to test our Advanced Dementia Practice Model, which we launched last year. Furthermore, an independent evaluation of the 8 Pillars Model test sites is now complete and, while its findings have not yet been published, early reports indicate a significant, positive impact in co-ordinating and integrating care and support for people living with dementia in the community.

In parallel to our policy work at national level, it is extremely encouraging to see the developments we have made in local engagement and campaigning. Our Policy Team have worked closely with colleagues across Scotland and supported them to campaign proactively in our communities and influence local decision makers, including councillors, members of the Integrated Joint Boards, MSPs, MPs and many others. We see this local influence as essential and urge our members to get involved.

Integrated Joint Boards hold the key to closing the current gap between Scotland's world-leading dementia policies and the experience of people living with dementia. We have established our Fair Dementia Care Commission, led by former First Minister Henry McLeish, to consider how this can best be achieved.

Visibility, involvement and activity in Scotland's communities continues to be an important focus for Alzheimer Scotland. We opened three new Dementia Resource Centres in 2016-17 in Glasgow (specifically Bridgeton, in the east end of the city), Arbroath and Stranraer. This brings the number of Dementia Resource Centres across Scotland up to 23. We are committed to using these as productively as we can to provide better support, simplify access to information and make sure that dementia is everyone's business. These centres provide many opportunities for volunteering and I commend them to you.

Our new app, Purple Alert, is a very different, but equally inspired approach to making dementia everyone's business. It is currently being tested and is scheduled to launch in autumn 2017. This simple application for your smartphone means you can be part of an important community of support, wherever you are, if someone with dementia loses their way. Less

technological, but just as innovative, our Dementia Dog project will be engaging in an exciting new initiative at HMP Castle Huntly.

It would be impossible for us to carry out this vital work without fundraised income. We are fortunate enough to be supported by corporate sponsors, trusts, local groups and individual donors across Scotland. A particular achievement was our fundraising with Scotmid; our first UK-wide partnership to be led by Alzheimer Scotland's Corporate Fundraising Team. Our fundraisers have gone to great lengths to raise money for us and I would like to thank every single one of them for their invaluable contribution to our work.

Maintaining hard-won improvements for people with dementia and their carers in the ever-changing, local and national, political environment has been the main policy issue this year and we do not expect this to change soon. With continued support from you all I am assured we will prevail.

Closing the gap between the Scottish Government's policies that define how dementia care and support should be delivered, and the lived experience of people in Scotland's communities, will be our main policy focus for next year. This will not be easy, particularly in a difficult financial climate, but with your continued support, I am confident we will be successful.

Finally, this is my last year as Convener and I'd like to thank all the current and former trustees, our volunteers, our members and our staff for their support over the last six years. With your ongoing support, our organisation will continue to influence policy, improve practice and inspire innovation for the benefit of people living with dementia and their supporters in the years to come.

Our year

Almost **1,000** people with dementia attending our day services every week across Scotland



Over **500** people with dementia and carers taking part in our community activities.



Ran over **2,000** dementia cafes.



8,500 members
(up from **8,000** last year)



850 volunteers
up **110** on last year's **740**
(an increase of **15%**)



82% of our services that underwent Care Inspectorate grading in 2016/17 received a rating of 'Very Good' or 'Excellent'



Launch of the Lens programme at Alzheimer Scotland - **13** applications from across central Scotland



3 new Dementia Resource Centres: Stranraer, Arbroath & Glasgow (Bridgeton)

Reaching out



Christmas Lecture **350+**
(up from **300** last year)



18,000 followers on Facebook



and **17,000 followers** on Twitter

(prior figure was combined total of **13,500**)



Conference attendance **500+**
(up from **450** last year)

Rights, research & influencing change

30 local involvement networks, linking people with dementia and those who care with them with local decision-makers across Scotland



Hosted visiting delegations from Japan Denmark Ireland



looking to find out more about Alzheimer Scotland and our work

Agreed further strategic research partnerships with Glasgow Caledonian University, the University of St Andrews and Napier University



Alzheimer Scotland Dementia Nurse Consultants working alongside over 700 Dementia Champions across Scotland

Our 8 Pillars Model of Community Support successfully piloted at 5 sites across Scotland



Every penny counts

3,000 people taking part in Memory Walks, covering 9,000 miles



Launch of our tartan

Corporate: £652,000 income in total; £322,000 in partnerships, £244,000 in unsolicited corporate donations, £74,000 in corporate online donations and £12,000 in corporate Gift Aid income



Events: £757,000 income in total



General donations: £307,000

Baking group at our Fife Dementia Resource Centre in Kirkcaldy.



Our people

Alzheimer Scotland's achievements are only possible through our people; our staff, our volunteers and our members. It is their dedication, determination and their passion to make a difference that underpins our aim – ensuring nobody faces dementia alone.

Our staff

Our staff continue to deliver a high quality of support and commitment to people with dementia and those who care for them. We are dedicated to upholding the principle of equal opportunities and ensuring a working environment where all staff are valued, treated with dignity and respect, and have an effective voice within the organisation.

Regular, meaningful engagement with our employees is a top priority. We have built on the important role of the Staff Representative Group, which now has members from many localities. This group ensures that we listen and respond to the views of our staff; especially important when our centres, services and workforce reach from Shetland to the Borders.

Our Quality and Workforce Development (QWD) Team are at the heart of our investment in our workforce and are focused on supporting and upskilling our staff across the country. The team continues to embed the Promoting Excellence standards, as well as providing training to specific staff cohorts, such as the 2016 development programme designed specifically for Dementia Advisors and delivered monthly in 2016.

As a recognised Institute for Leadership and Management Centre, the QWD team's focus for 2016

was on Practice Team Leaders, all of whom worked through a tailored leadership programme on leading practice and care. 2016-17 has also been our first year of working with The Lens, developing intrapreneurship through a Scottish Government supported programme that has resulted in nine intrapreneurship projects being shortlisted for the final in June 2017. To support their ideas, finalists have had access to development workshops delivered by high-profile entrepreneurs including Bob Keiller, Chair of Scottish Enterprise.

Our volunteers

We were fortunate enough to be supported by over 850 volunteers during 2016-17, an increase of 15% from the previous year. It would be impossible for Alzheimer Scotland to carry out its vital work without our volunteers, who give their time and their enthusiasm freely to support people with dementia and those who care for them.

Our volunteers undertake a huge variety of tasks and activities across Alzheimer Scotland, including (but by no means limited to) supporting people with dementia at our services and Dementia Resource Centres, helping us at major events, befriending people with dementia in care homes or hospitals, working on our 24-hour Freephone Dementia Helpline and participating in our campaigns.

We have volunteer groups across Scotland, including the Helensburgh Youth Volunteers, established in early 2016 by one of our Community Fundraisers. There are 24 volunteers in the group, all aged between 15 and 20 years old. They support local staff with fundraising and awareness events, as well as undertaking their own monthly fundraising activity. To date they have raised over £21,500 at events, including bucket collections and seasonal fundraisers.



Members viewing stands and meeting staff at our Staff, Members' and Volunteers Conference

Our members

We were delighted to see our membership increase in 2016-17 to 8,500. The strength of our membership is key to our work with national government, local authorities, NHS boards, Integrated Joint Boards and with many other organisations and groups. Our members support our campaigning work, our fundraising and play a pivotal role in shaping our ethos and work.

Members have attended a variety of our events, local and national, throughout the year. These include not only our annual conference and annual Christmas lecture, but also our local Dementia Awareness Week activities and many other events across Scotland.

Becoming a member of Alzheimer Scotland starts from as little as £12 per year. **People with dementia, current and former carers, our volunteers, Dementia Champions, Dementia Ambassadors, under 16s and students are all entitled to free membership.** Dementia in Scotland magazine continues to be our main opportunity to communicate with our members and during the year we delivered three editions (spring, summer and winter) with a readership of around 11,000.



To find out more about membership, please visit www.alzscot.org/membership.

From the age of 14, until my 20th birthday, I helped care for my grandpa, who had Alzheimer's.

I knew that I wanted to help other carers, so I got in touch with Alzheimer Scotland's Forget Me Not project and received fantastic training.

I've found it quite therapeutic being able to remain in the company of people who cope with dementia on a daily basis. I feel very privileged to be afforded the opportunity to hear about their lives and connect with their families.

Katie Lapping, a volunteer befriender at one of our Dementia Resource Centres



Attendees at our 2016
Staff, Members' &
Volunteers' Conference

Anne MacDonald, Vice-Chair of the Scottish Dementia Working Group



Championing the rights of people with dementia

During 2016, we worked with the Scottish Government and other partners to shape Scotland's third National Dementia Strategy (to be published in summer 2017). We have worked to ensure this strategy includes a commitment to test our Advanced Dementia Practice Model, which we published in late 2015. This is a vital element of our vision for transforming the lives of people with dementia which, together with our 5 Pillars Model of Post-Diagnostic Support and 8 Pillars Model of Community Support, provides a comprehensive set of policy recommendations about how people with dementia should be supported, from prior to diagnosis to the end of life, in every setting. In addition, we have campaigned successfully for post-diagnostic support to be shifted into primary care settings; this would begin with four innovation sites across Scotland during the term of the third National Dementia Strategy.

We have continued to work with Focus on Dementia on a collaborative improvement programme, now part of Healthcare Improvement Scotland, involving health and social care organisations, including Scottish Government, and ourselves. Focus on Dementia provides national support to drive improvement

in our key policy areas of post-diagnostic support, community-based care and support, acute hospital care and specialist dementia care.

The independent evaluation of the 8 Pillars Model test sites, commissioned by the Scottish Government, was completed in August 2016. Although this evaluation has not yet been published by the Scottish Government, initial reports indicate that each of the test sites have made significant progress in better integrating and coordinating the services that are available to support people with dementia. However, systemic barriers still inhibit the ability of Dementia Practice Coordinator to work with people with dementia and their families. We hope the third National Dementia Strategy will commit to rolling out the learning of the 8 Pillars Model and the Dementia Practice Coordinator approach and will be a key element of testing the Advanced Dementia Practice Model.

In recent years, we have made significant progress in shaping dementia policy at both national and local level in Scotland. Nevertheless, significant gaps remain in the level of investment provided to deliver the national commitments we have achieved, particularly in meeting the national commitment for post-diagnostic support. The context in which dementia policy is delivered has changed with the transition to integrated Health and Social Care Partnerships. The Integrated Joint Boards have devolved authority and financial autonomy to make decisions about how to meet the health and social care needs of their local populations. This change has shaped our strategic decisions about, and organisational approach to, how we ensure our public policy priorities to support people with dementia and those who care for them are fully funded and delivered at local level.

A strong focus for the Policy Team in 2016 has been supporting our colleagues in building capacity to campaign proactively at local level. We have developed and supported local involvement networks of people with dementia, family members and carers to work



alongside us and campaign for our shared priorities by engaging with locally elected representatives and Integrated Joint Boards officials. Over the past year, the number of local involvement networks has grown to 30 across Scotland. We have also worked with local colleagues to ensure that our local and national involvement networks (the latter being the Scottish Dementia Working Group and the National Dementia Carers Action Network) work closely together and are well informed to campaign on our shared priorities. Alongside our national groups, these growing local networks provide a strong and credible platform for influencing local decision-makers and we will continue to build and support our networks to campaign effectively to deliver our priorities at local level.

Alongside this, we are in the process of bringing together an independent expert commission, led by Former First Minister Henry McLeish, to consider how Integrated Joint Boards can deliver these key dementia policies and close the gap in delivery at local level. The commission's focus will include taking forward the recommendation in our Advanced Dementia Practice Model that the needs of people with advanced

dementia are primarily health care needs and, as such, should not be subject to social care charges.

Alzheimer Scotland's international reputation continues to grow and there is considerable interest in our human rights and evidence-based approach to developing public policy. This brings requests from international visitors, including health and social care professionals, other national Alzheimer's associations, and elected officials, to visit Scotland and find out more about our work. During 2016-17 we hosted several delegations from Japan, Denmark and Ireland. One of these visits was from the broadcaster NHK Japan, who made a follow-up to their 2014 documentary featuring the Scottish Dementia Working Group about the involvement of people with dementia in shaping dementia policy and practice. These documentaries have been largely responsible for the development of Japan's own dementia working group.

Scottish Dementia Working Group and National Dementia Carers Action Network

2016-17 saw big changes for the Scottish Dementia Working Group as Henry Rankin stepped down from the role of Chair after four years. Henry was particularly proud that, during his tenure, he could drive forward his commitment to fairness and ensuring that all members of the group felt confident to voice their thoughts and get involved. His successor, Archie Noone, will lead the the group as it focuses on several key areas including hidden disabilities, local engagement and post-diagnostic support.

The National Dementia Carers Action Network celebrated its fifth birthday in 2016.

For me, the National Dementia Carers Action Network is where each individual voice combines to create one large, powerful voice. Working together like this we have more chance of making an impact and being heard.

Being in the network has given me the opportunity to make a contribution. I hope that by sharing my experience of caring for mum I can help current and future carers in their dementia journey.

Bernard O'Hagan, a member of the National Dementia Carers Action Network



Dr Nick Jenkins attends a meeting of the Scottish Dementia Working Group

Care today, cure tomorrow

Alzheimer Scotland and the Scottish Government support and resource an Alzheimer Scotland Dementia Nurse Consultant in all territorial NHS Boards and, as of 2015, in NHS 24. There are currently two Allied Health Professions (AHP) Consultants; one based within NHS Greater Glasgow and Clyde and a National AHP Consultant based within Alzheimer Scotland. They are joined by over 700 Dementia Champions and 900 Dementia Ambassadors in social services. The Champions and Ambassadors programmes help to cascade knowledge and best practice across every health and social care discipline.

The National AHP Consultant is currently writing (and supporting the local implementation of) a new AHP policy document, entitled 'Connecting People, Connecting Support'. This is an evidence-informed policy document, outlining an AHP approach to practice for AHPs working with people living with dementia, regardless of the practice setting, focusing on five key elements and delivered by a skilled AHP workforce. 'Connecting People, Connecting Support' will be launched in late 2017. The National AHP Consultant has also continued the Alzheimer Scotland Internship Programme (started in 2013 in partnership with Queen Margaret University and Santander UK) which offers AHP graduates a chance to build their professional knowledge and skills. To date, seven Occupational Therapy interns and one Music Therapy intern have been hosted.

Through 2016-17 we have been researching a key policy report, funded jointly by Alzheimer Scotland and the Scottish Government, which will set out the optimum model for delivering specialist dementia care. This will outline the design and professional skill mix required to provide the highest quality of care for those people with dementia who have the most complex needs. The report will also develop a model of safe transition for people with dementia whose needs do not require this level of specialist care. This report is at writing stage and will be published in late 2017.

Research evidence underpins all our public policy and campaigning work. In addition to our investments in our Dementia Research Centre and Brain Tissue Bank at the University of Edinburgh and our Centre for Policy and Practice at the University of the West of Scotland, we have developed strategic partnerships with a range of Scottish universities based on the research expertise of each institution. During this year, we agreed further strategic partnerships with Glasgow Caledonian University, the University of St Andrews and Napier University. We continue to support and participate in the Scottish Dementia Research Consortium. Bursary support continued for study programmes at the Universities of Edinburgh and Stirling and our strategic alliances with Queen Margaret University and Glasgow Caledonian University were further developed.

We both saw the internship as a great opportunity to learn and develop a wide range of skills over the summer months. We were both eager to fill our summer break from university with something that would be really interesting, challenging and different to our previous experiences

Rachel Bew and Marianne Wallace, Alzheimer Scotland AHP interns 2016-17



The opening of our
Dementia Resource Centre
in Bridgeton, Glasgow

The heart of our communities

Dementia is the biggest health and social care challenge faced by Scotland today. Over three quarters of people in Scotland know someone who has the illness, or who cares for someone with dementia. Our aim is to put dementia firmly at the heart of our communities and to make sure that nobody faces the illness alone. To do this, Alzheimer Scotland delivers a range of support that recognises the needs and wishes of the individual; whether that is a person with a diagnosis, someone who is concerned about their memory, a carer, partner, family member or close friend. In 2016-17 we continued our commitment and focus on providing information, advice, support and engagement in our localities across Scotland.

With our growing focus on localities, this year our QWD Team has developed a locality learning model that supports change and integration of teams and functions. Although the focus on outcomes will be the constant, the model is as flexible as localities need it to be to meet their ambitions for delivering quality approaches and services for people with dementia and their carers.

We run over 2,000 dementia cafés in Scotland every year. Over 500 people with dementia and carers take part in our community activities each week.

Dementia Resource Centres

Our Dementia Resource Centres are the vibrant hubs of our local engagement and community support. We were delighted to be able to open three new centres in 2016-17: Glasgow (in Bridgeton), Arbroath and Stranraer. We now have 23 centres open across Scotland.

No two centres are the same; each centre has been created in response to local need and to promote meaningful interaction, rather than following a standardised model. While most will provide a range of community activities, a small number also host statutory services for the local authority. Many of our Dementia Advisors will be based in a centre, but not all. Although we do not anticipate opening any new centres in 2017-18, we will be refurbishing some of our older centres, to reflect the dementia-friendly design we have developed in recent years (particularly since the opening of our Kilmarnock Dementia Resource Centre in 2014).



Our Stranraer Dementia Resource Centre

Knowing that the staff in the DRC are there makes me feel reassured, because coping with dementia can make me feel lonely.

Linda Thomson, a carer in Stranraer

The Bridgeton Dementia Resource Centre

Our Bridgeton centre, at the heart of Glasgow's east end, was officially opened on 16 September 2016. Since then it has provided an impressive array of care and support for people with dementia and those who care for them, as well as taking a very special place in the local community.

Bridgeton is one of our busiest centres, supporting our wider Glasgow locality. It is the base for local day services, commissioned by Glasgow City Council, which support over 40 people per week. These services include a range of therapeutic supports, including memory orientation, exercise and art therapy (the latter facilitated by an Art Therapist AHP). It is also the base for Glasgow City's Younger Persons' Services, supporting six people each week. The participants of this group meet with centre staff each week to decide outings and activities, which have included trips to the Kelvingrove Museum, Botanic Gardens, People's Palace and Tramway art space.

All of the Glasgow Dementia Advisors (DAs), the Community Fundraiser, a number of local Link Workers and the Community Activities Organiser (CAO) are based at the centre, which hosts a wide range of activities beyond statutory services. Link Workers, supported by the Community Mental Health Team and local volunteers, run a weekly dementia café for people under 65. It is one of the centre's most popular sessions and is attended by over 30 people each Monday morning, for up to three hours. The café provides information and advice, including talks from other organisations as suggested by its participants. The local Community Psychiatric Nurse is a regular visitor, as is a qualified Beauty Therapist, who joins every other week to offer much-appreciated hand massages, nail painting and simple manicures.

There is also a monthly dementia café, for people over 65, run by one of our Glasgow DAs. This café

has recently started to include information and advice sessions on self-directed support, led by Alzheimer Scotland's Self-Directed Support Manager, in response to significant local interest. The same DA also facilitates the local carers' engagement group, which meets every two months, supporting them to engage with consultations and work with our national Policy Team. Another DA runs regular carers' education courses. The centre has a weekly drop-in, where anyone can walk in and speak to a DA without an appointment. The centre is a hub, supporting our work all over Glasgow. The DAs and CAO facilitate activities across the city, from Govan to the Gorbals, including Football Memories, bowling, walking, singing and cinema. The centre has also become an invaluable resource to Bridgeton itself, building strong relationships with local organisations



I walked in off the street without an appointment and was delighted with the advice, guidance and time given to me. Thanks so much!

I come on my own and I always enjoy my visit.

Staff are excellent, gave advice and made us feel welcome. Thank you.

Great to know that there's help available when you don't know what to do.



We first met Susan, our Link Worker, at the point of Frani's diagnosis when we felt quite lonely and isolated – so Susan coming along was a great gift. She came into the house, gathered us up and gave us all the information we needed, but not

too much, just enough to keep us going. She links us up with every service we need so I'm not wondering where I'm going, I don't have to worry – she's my first port of call. I can give Susan a call and things are fixed – and that's very important and reassuring. Having someone say it's not good, but it's going to be okay – that's a really nice thing to have happen.

Karen Lau, a carer in Glasgow

Post-diagnostic support

When an individual is given a diagnosis of dementia, it is one of the most life-changing pieces of information they will ever receive. Their partner or spouse, family and close friends will also be affected. It is vital that people living with dementia and those closest to them receive prompt, good quality, post-diagnostic support delivered according to the 5 Pillars Model, so they may come to terms with their diagnosis, better understand the illness, make plans for the future and access peer support. In 2016-17, we became increasingly aware of a wide gap between Scotland's world-leading policy on post-diagnostic support, including its one year post-diagnostic support guarantee, and people's lived experience. Alzheimer Scotland, as the developers of the 5 Pillars Model and with over 70 Link Workers delivering post-diagnostic support across Scotland, Alzheimer Scotland believe this gap is unacceptable and we are actively campaigning to improve the delivery of this support at local level.

In early 2017, Alzheimer Scotland released a short, powerful film highlighting the benefits of post-diagnostic support and Link Workers. It was aimed at decision-makers and key influencers, at local and national level, as well as people with dementia and their carers. The film is introduced by Former First Minister, Henry McLeish, and features interviews with people with dementia and their carers, Link Workers, a well-respected researcher and a commissioner. The video can be viewed online at www.alzscot.org/linkworkervideo



People attending a dementia cafe at our Bridgeton centre

Sensory day care at Dumfries Dementia Resource Centre

When you see someone with a big smile on their face, professionally that means there's been a successful therapeutic outcome. For the person, it means they've had a great day.

Paula Cochrane,

Service Manager at Alzheimer Scotland's Dumfries Dementia Resource Centre

In addition to its more typical day care service, our Dumfries centre also runs a highly innovative sensory day care, which has been in operation since January 2014. The sensory day care is tailored to people with more advanced dementia, for whom traditional day care is no longer appropriate.

Sensory day care is about engaging all the senses; not just what people hear and see, but also what they can touch, taste and smell. This greatly helps with communication, particularly where someone's ability to talk and hold a conversation has broken down. While the day care is delivered in a group setting, therapeutic activities and outcomes are tailored to individuals. Touch can be very comforting for people with advanced dementia, especially if the person is unhappy or distressed. Gentle hand massage is particularly popular; the person is encouraged to choose their own hand cream, with a variety of scents available. Some of the ladies who attend also enjoy a manicure.

Music is a hugely important part of the sensory day care. It can make someone happy and excited; want to sing, dance and be sociable. Yet it can also calm and relax people. Almost everybody will respond to music. A 'Music & Me' document is compiled for each person who attends the sensory day care, outlining not only the music they like, but also the music that has been important to them at key times of their life.

Three individuals have attended the sensory day care for some time and have become good friends, often enjoying a game of dominos or Scrabble. As their dementia has progressed, their ability to play Scrabble in a traditional way has lessened, as the competitive aspect of the game has become too difficult. However, they still use the tiles to make words and phrases, helping to maintain their skills of spelling and language.

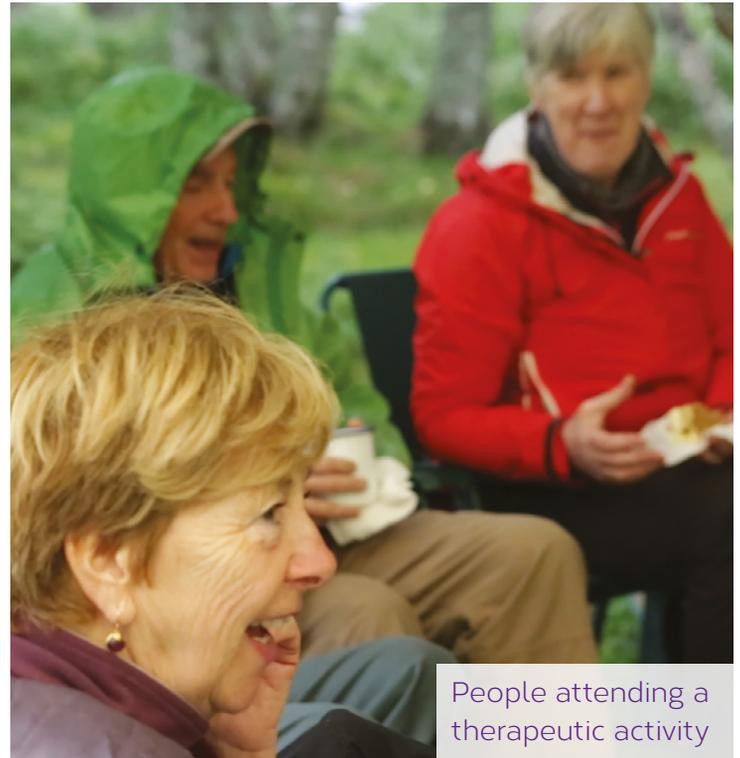
In the sensory day care, flowers are not placed in a vase to be admired from afar, but are valuable tools to engage with people. They can prompt a wide range of responses; liking or disliking particular colours or scents, feeling the different textures of the various parts of the flower, and remembering blooms and gardens from times past. The person can choose to arrange the flowers, or not to arrange the flowers, as they wish. The team who work in the sensory day care take lots of time to get to know the people they support really well. Only by really knowing the person can a successful therapeutic intervention take place. What works one day may not work the next and vice versa. The pace of all the activities are set by the individual, never too fast or too slow; a dance where the person with dementia always leads.



What is therapeutic support?

There are only a small number of drug treatments available for people with dementia; they only work for a limited period of time, are not effective for everyone and most are specific to Alzheimer's disease. The best treatment we can access for dementia is human interaction through therapeutic interventions; recognised and tested methods of engaging with people with dementia to provide a measurable, therapeutic benefit. These interventions do not require expensive equipment – very often they utilise simple, everyday items – but they do require appropriately-trained staff who understand the significance of those activities and can recognise and interpret the responses that are prompted.

Alzheimer Scotland delivers a wide range of therapeutic interventions, from Tai Chi and yoga to gardening and forest walks. Some involve a high level of physical activity, while others are gentle, often reflecting the stage of dementia of the people being supported.



People attending a therapeutic activity

Being inclusive

Alzheimer Scotland is also committed to being an inclusive organisation, recognising and embracing the diversity within Scotland's communities. We are continuing our existing work with BME communities and the LGBT Champions Network to better reflect the needs and interests of all the people that we support. We have also been working with the Scottish Prison Service, Police Scotland and the Scottish Fire and Rescue Service.



HMP Shotts is really proud to be the first prison in Scotland to link in with Alzheimer Scotland for both staff and prisoner dementia awareness sessions. With both an ageing prisoner and staff population, this partnership with Alzheimer Scotland has really given us something to focus on and we intend to build stronger links and awareness sessions for staff and prisoners going forward.

Scott Cringles, Skills and Employability Unit Manager at HMP Shotts.

New ideas and technology

Alzheimer Scotland was successful in obtaining another two years of technology funding in 2016 and we have now created a very strong platform of collaboration across a wide range of groups and organisations. There are many new strands in development, particularly the national technology training programme that will commence in June 2017.

This additional funding will take our technology work into a new realm of influence that has the potential for massive impact across Scotland. We will work with the Scottish dementia workforce to highlight the importance of Technology Enabled Care (TEC) solutions at all stages of dementia. We will also continue with our testing work, to both support and act as a critical friend to others who have received similar funding to ensure a national approach to innovation.

We will continue to promote our Technology Charter for People Living with Dementia across Scotland. We are writing supporting materials and assisting partners to sign up and make commitments to include the charter in their current dementia plans and use it to influence their everyday practice.

We will use the important work we started in developing the Technology Charter as the core vision and principles driving this change. The charter will be our mandate for change, as it is founded on a common set of core values and principles, so that people living with dementia in Scotland can benefit from technology

to help them live as healthy, safe, secure and confident citizens in society.

We have appointed three Senior Technology Co-ordinators (STCs) who will each be allocated a portfolio of Integrated Joint Board areas. We have designed a blended training programme which will be similar to Dementia Champions training; this will include face to face training, on-site implementation of a change programme and an assessed piece of work. Over the two years we hope to achieve 400 Technology Enablers (TEs). These will be mainly frontline practitioners and we will ask the local area to contribute to this development by releasing staff to attend the programme.

The STCs will facilitate this by putting forward the evidence of potential resource savings against the small levels of investment required. Our aim will be to create a powerful force for change using this group as both role models and local change agents. The charter gives us the vision, the STCs provide the leadership and the TEs become the frontline change agents and advocates.

The TEs will lead on the grassroots change needed to apply technology-based solutions that enable people to live well, and will provide the workforce with the knowledge and support to implement a solutions-based approach that supports individual lifestyles.



The Dementia Dog project in action

Dementia Dogs

The current Dementia Dog project is leading the way across the world in the development of services that bring dogs and people together to support people with dementia and their carers. Now there is an opportunity to build on this exemplar project. The additional three years of funding we received in 2016-17 will ensure these ambitions are realised.

Our new initiative will be based in HMP Castle Huntly, where we will embark on an ambitious programme of dual social benefit; there will be opportunities for participants from the prison population to gain vocational qualifications in animal husbandry, enhancing their prospects of employability on release from their custodial sentence.



Purple Alert

We have developed a downloadable application (app) for mobile devices. Purple Alert is a free app designed by people living with dementia and carers, Alzheimer Scotland staff, Police Scotland, Social Work, Dementia Friends Scotland, Health and Social Care Partnerships and telecare services. The app allows registered users to be part of a community of support, should a person with dementia lose their way. It has passed the testing phase and will be made available for download in autumn 2017.

Our 2016 annual conference at the Edinburgh International Conference Centre



Sharing knowledge and experience

In 2016 we moved our annual conference to the Edinburgh International Conference Centre and were delighted to welcome 550 delegates and 52 exhibitors. The theme of the conference was 'Global to local: research, practice & innovation'. The programme included expert speakers from Scotland and the UK, Ireland, China and the USA, plus representatives from Alzheimer Europe and Alzheimer's Disease International. There was also a focus on how research is advancing across all disciplines; from scientific and clinical developments to practice and delivery of care. The conference included debate, a vibrant exhibition hall and the chance to listen to live 'soapbox' sessions sharing the very latest products and ideas.

In addition, we again hosted Scotland's Dementia Awards with our partners at NHS Health Scotland, NHS Education for Scotland and the Scottish Social Services Council as well as our own Staff, Members' and Volunteers' conference and the organisation's AGM.

Our annual Christmas lecture featured Professor Richard Morris, co-winner of the 2016 Brain Prize – considered the 'Nobel Prize' for neuroscience – and we welcomed 350 members and guests to The Hub in Edinburgh.

During the year, Henry Simmons, our Chief Executive, also undertook a series of locality engagement sessions around the country, supported by local colleagues and the Policy Team. Members were invited to these sessions along with councillors, MSPs, Dementia Friends and supporters. These sessions have been very successful, with most being attended by 30-40 local people.

Dementia Awareness Week ran from 30 May to 5 June 2016, with a theme of 'Let's challenge dementia together'; reflecting the year's key fundraising campaign 'Challenge Dementia'. Supporters, partner organisations, volunteers, members, branches and staff held awareness raising events throughout the week and we benefitted from enhanced media coverage, including week-long programming on BBC Radio Scotland and the BBC website. Highlights included the BBC making their archive of audio and video clips available for reminiscence, and excellent engagement with the Scottish Dementia Working Group on BBC Radio Scotland programmes.

Our online presence continued to develop throughout the year. Social media engagement is growing rapidly; by year end we had 18,000 followers on Facebook and 17,000 followers on Twitter. We also introduced a



Chief Executive, Henry Simmons, at a locality engagement session

Coming together to Challenge Dementia



new event website for our biggest seasonal fundraiser; the Memory Walks series which takes place each September. This new site allows people to locate their nearest walk, register their place and donate online.

Our media engagement during the year also increased. Dementia has become a key subject for national and local press and our attention was split between reactive response to press enquiries, particularly requests to comment on drug developments and risk reduction/prevention stories and proactive approaches to securing press coverage for our campaigns and fundraising activity. One success during the year was our partnership with the Sunday Post, which secured multiple features in the build up to Memory Walks 2016. An edition of 'The Broons' cartoon strip was also dedicated to the walks. In addition, our relationship with the Johnston Press Group continues to develop, enabling us to contribute to and influence content across 25 regional press titles.

Our 2016 Christmas Lecture at The Hub, Edinburgh





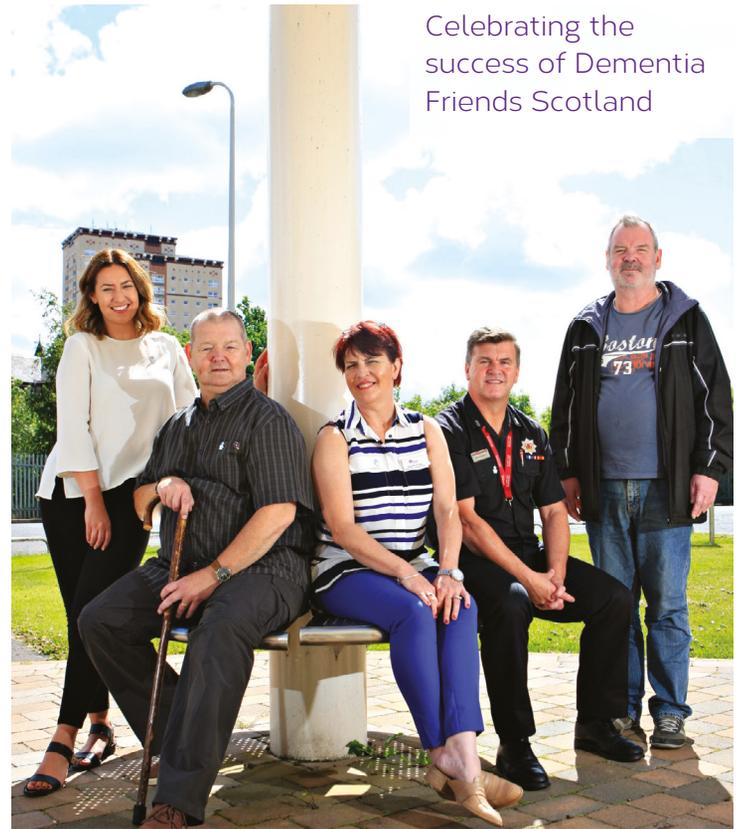
Dementia Friends

Bank staff, police officers, fire fighters, shop assistants, government workers, school pupils, trade union officials, NHS staff, lawyers, university students, tourist attraction staff and even traffic wardens are just some of the 25,000 people across Scotland who had become Dementia Friends by 2016-17.

Launched in October 2014, the Dementia Friends programme is the biggest ever Scotland-wide initiative to change people's perceptions of dementia. Employers have been particularly keen to participate in the programme, as they recognise that businesses need to prepare to support customers and staff who may be living with dementia.

The Dementia Friends programme is open to everyone and its hugely popular learning sessions help to increase awareness of the condition and demonstrate the small changes that can often make a big difference, such as speaking clearly, helping someone find the right bus or simply being patient in a queue. Many businesses and workplaces that have signed up to the sessions have gone on to make significant changes, such as adapting signage and interiors to make their environments more dementia friendly and reviewing their customer service policies for vulnerable people.

Participants have reported that they feel much more empowered and confident to support people living with dementia, whether in their personal or work life. This year's Dementia Friends campaign was supported by the Scottish Power Foundation, which contributed £35,000 funding to the project.



Celebrating the success of Dementia Friends Scotland

Community Advocates and Community Firefighters across Scotland have taken part in Dementia Friends learning sessions which has offered many benefits including helping staff to understand what it is like to live with dementia and the challenges this brings to individuals and their families. This enables Community Firefighters to carry out home fire safety visits with more confidence and knowledge.

With help from our partners we hope to further reduce the number of fires and casualties, especially with the most vulnerable members of our communities.

Alan Doyle, Scottish Safer Homes Officer from the Scottish Fire and Rescue Service

I hope the money raised will go a little way towards helping to make life a bit better for people who have Alzheimer's and for their families. I looked after my mum for over ten years, so I know just how much people need the support of Alzheimer Scotland, whether that's through their support services or the research that they fund into dementia prevention.

Elaine Hopley, transatlantic rower and fundraiser



Making every penny count

It would be impossible to carry out our work without the incredible support and generosity of our supporters, volunteers and colleagues who do so much to raise vital funds for Alzheimer Scotland.

Throughout the year, our Corporate Fundraising Team has continued to build new business partnerships in Scotland. This has been the first time that our own corporate team has led on a cross border partnership, which was with Scotmid. This ended at £125,000 over the initial target (an already ambitious £250,000).

BNP Paribas offices in Scotland raised a fantastic £20,400 over the course of our two-year partnership. Generous employees went the extra mile to support us through monthly dress-down days, bake & book sales and challenge events. They also got involved in our Dementia Friends programme, raising awareness of dementia throughout their organisation. Our friends at Davidsons Chemists raised an incredible £16,300 for Alzheimer Scotland during our 2016 'Charity of the Year' partnership. Fundraising efforts included bake sales, sweepstakes and amazing staff challenges such as the Forth Rail Bridge abseil. Staff members across the 28 branches also became accredited Dementia Friends. Other 2016-17 corporate partnerships included HSBC, Bilfinger GVA, Card Factory, and Flight Centre.

The year ended with the corporate team generating £652,000 income; £322,000 in partnerships, £244,000 in unsolicited corporate donations, £74,000 in corporate online donations and £12,000 in corporate Gift Aid income. We have embraced a multi-faceted approach to corporate fundraising and successfully

explored other methods of income generation, such as payroll giving.

We were successful in securing £150,000 of funding over two years from the People's Support Trust for running two 'Forget Me Not' befriending projects; an existing project in Fife and a new project in the Scottish Borders. The funding is being continuously monitored and there are already positive indications that the trust will continue funding the projects if we achieve the desired outcomes. We were also successful in receiving extended funding of £70,000 for our Dementia Friends Scotland project. This money will be used for core funding and development of the project.

We were fortunate enough to be the beneficiaries of several gala balls, including our Crystal Ball at Prestonfield House which generated over £25,000. We continued to attract supporters and participants for our array of challenge and sponsorship events and had a record number of walkers for our signature Memory Walks which attracted over 3,000 walkers. Sponsorship and online donations from these events, alongside general donations prompted by them, resulted in £757,000 of income.



Unsolicited and general income generated £307,000 of income, committed giving generated £288,000 and we have now set up an efficient online Direct Debit facility to grow this important income stream and to plan campaigns around it. We have also improved our processes for managing Gift Aid. Total Gift Aid generated in 2016-17 was £244,000.

Nobody should have to face dementia alone. Our 24-hour Freephone Dementia Helpline, Dementia Resource Centres, Dementia Advisors, research, campaigning and many other aspects of our work rely on fundraised income and would not exist without the generosity of

our supporters. We receive donations from individuals, workplaces, community groups, clubs, schools, colleges and universities, faith-based organisations, professional organisations and beyond. We are deeply touched by those who have asked family and friends to donate to us in memory of their loved ones. We are also grateful for the financial support we have received from Scottish Government, NHS boards and local authorities.

We are extremely grateful for the many companies, trusts and foundations who supported us in 2016-17. The support we received this year will help us continue to make sure that nobody has to face dementia alone.



Very quickly we found out that Alzheimer's and dementia touches so many lives and this struck a chord especially with our employees who embarked on a year of fundraising that helped raise an astonishing £375,000. I would like to give my personal thanks to everyone involved in the past year's fundraising.

John Brodie, Chief Executive of Scotmid Co-operative

Running...



cycling...



walking...



and zip sliding for Alzheimer Scotland!



To have something as beautiful and meaningful as the Alzheimer's inspired tartan is fantastic. So much thought and care has gone into the design and I can't think of a more wonderful way to honour people living with dementia in Scotland and around the world.

Kate Dickie

World's first Alzheimer Tartan

The launch of our tartan in September 2016 attracted a great deal of national and international press, and social media attention, helped by the kind participation of film and TV actress, Kate Dickie. The launch campaign helped promote sales of the Alzheimer Scotland tartan range in the lead up to the Christmas period. We sold out of our initial stock of scarves, generating over £35,000 in sales.



Special thanks to:

ACCA
Adam and Company
Amati Global Investment
Arvato
Aviagen
Aviva
Bank of Scotland Foundation
Barclays
BDO UK LLP
GVA
BNP Paribas
BP Foundation
BT Group Plc
BTO Solicitors Plc
Calor Gas
Card Factory
Celesio
Chess Digital Ltd
Davidsons Chemist
Diageo
Egger UK Ltd
Elder Homes
Flight Centre
Fort Kinnaird
Foundation Scotland
Frontline Construction
Glasgow Airport
Glendoick Garden Centre
Hammersons

HASSRA
Heineken
Holland and Barratt
HSBC
J&J Denholm Ltd
Jackie the Musical
John Lewis
Kier Group
Laurel Gallery
Lochfield Park Housing Association
Marks and Spencer
Mary King's Close
Maxxium UK Ltd.
McDonald Engineers UK Ltd
Nationwide Building Society
North British Distillery
Ogilvie Group
Pagan Osbourne
Peak Scientific
Peter Vardy
Petersons
Premier Oil
PWC
Raeburn Group
Randolph Hill Nursing Home
Rangers Charity Foundation
Red Band Chemical Co Ltd
Rowland Pharmacy
Royal Bank of Scotland
Sainsburys

Santander
Scotia Gas Networks limited
Scotmid Co-operative
Scottish Pharmacist Awards
Scottish Power
Specsavers
The Sportsman's Charity Ltd
Standard Life
TAQA Bratani
The Dome, Edinburgh
The Forge, Glasgow
Therap-ease
Torness Power Station
Total E&P UK Ltd
Trinity Mirror
Turley
Vodafone
The Weir Group
West Calder Medical Practice
Wheatley Group
William Grant
Wm Thomsons and Sons
Woodmensterne
Yorkshire Building Society
Zurich

Corporate Supporters

Special thanks to:

Aberdeen Community Fund
Mrs Jane Allan's Trust
Asda Foundation
The Gordon & Ena Baxter Foundation
The Biggart Trust
Big Lottery Fund
The Binks Trust
Peter Brough Bequest Fund
The Broughton Charitable Trust
The Brownlie Charitable Trust
Miss Mary G Burnett Trust
Callendar Charitable Trust
The Martin Connell Charitable Trust
Cruden Foundation
The Margaret Douglas Trust
The Durris Charitable Trust
ELPD Charitable Trust
The Electrical Industries Charity Ltd
Foundation Scotland
Richard Fraser Charitable Trust
The Gamma Trust
Garnett Charitable Trust
Glasgow Ayrshire Society
William Grant Foundation
The James and Patricia Hamilton Charitable Trust
Miss I F Harvey's Charitable Trust
The M V Hillhouse Trust
IBM United Kingdom Ltd Trust
The James Inglis Trust
The JTH Charitable Trust

Jewson Ltd - Building Better Communities
Kirkcaldy & Dysart Queen Victoria Benevolent Trust
The Kirkwood Memorial Fund
The Kola'a Trust
R J Larg Family Trust
D C Leggat's Charitable Trust
Life Changes Trust
The Andrew & Mary Elizabeth Little Charitable Trust
The R S Macdonald Charitable Trust
William Mackenzie Trust
The New Maclay Murray & Spens Charitable Trust
The Thomas C Maconochie Trust
The Ian Mactaggart Trust
Robert and Jeanne Mairs Charitable Trust
Hugh and Mary Miller Bequest
The Ronald Miller Foundation
The Morton Charitable Trust
Muaitheabhal Community Wind Farm Trust
John Napier's Trust
The Netherdale Trust
The Netherton Trust
The Nimar Charitable Trust
Noble Resolve Gospel and Temperance Mission Auxiliary
Northwood Charitable Trust
Andrew Paton's Charitable Trust
James Paton's Charitable Trust
Postcode Community Trust
Postcode Support Trust

Queen Victoria Trust
Queensberry House Trust
Grace Rae Trust
Miss M M Revans' Charitable Trust
The Robertson Trust
Row Fogo Charitable Trust
Souter Charitable Trust
The Sir Iain Stewart Foundation
Stichting Teuntje Anna (TA Fund)
The St Katharine's Fund
Stonehaven Town Hall Trust
Talteg Limited
Templeton Goodwill Trust
The Tennant Southpark Charitable Trust
Tesco Charity Trust
The Scott Thomson Charitable Trust
The Sarah Troughton Trust
The Tulip Charitable Trust
Virgin Money Foundation
Westleague Ltd
The J & J R Wilson Trust
Mrs J B Wood's Charitable Trust
YBS Charitable Foundation
Youth Philanthropy Initiative

Trusts & Giving Supporters

Henry Rankin, (former Chair of the SDWG) and his wife Anne at the opening of our Bridgeton Dementia Resource Centre.



Looking forward

In 2016, we restructured our local services and undertook an in-depth analysis of the best way that Alzheimer Scotland could work and grow in a challenging financial and social care environment. As a result, we created a new employee-owned social enterprise, Caledonia Social Care (CSC). In April 2017 we will transfer our care at home service contracts and support staff into this new entity. CSC will be empowered to diversify its focus beyond dementia practice and every member of staff will have a meaningful role as an employee shareholder. It will also be a close partner of Alzheimer Scotland across our localities and, as is already highlighted in our annual accounts, we will be the main funder and external shareholder in the medium term.

Following the transfer of such a significant proportion of our staff and service contracts, we will reshape our senior management support and continue our drive to build on each of our localities. This will include our ongoing commitment to direct frontline support and information through our Dementia Advisors, growing our inclusive community opportunities and therapeutic peer group activities through our Community Activity Organisers (and other projects), and protecting and seeking to grow the level of Link Workers and other post-diagnostic support services.

At the heart of all this is the continued development of our Dementia Resource Centres and how we use them. One focus for next year will be to increase the quality and therapeutic benefits of our registered day services.

We will better support our extensive, and growing, volunteer base and start to develop a model of volunteering within the Dementia Resource Centres to ensure maximum opening time and community benefit.

Alongside this, we will introduce a new model of community support: 'Community Connexions'. This will be an alternative to basic home care and offered in advance of the person with dementia needing more structured, centre-based day care. As part of 'Community Connexions', we will develop an extensive range of community groups and activities, as well as providing an outreach service to help people sustain their independence and self-management once their post-diagnostic support has been concluded. We will pilot this work in Dundee, Fife and Midlothian using our existing funding base.

We will continue to develop a strong level of local engagement with our members, people with dementia, their carers and other local activists and we will use this local voice to influence the work of the Integrated Joint Boards in delivering on the National Dementia Strategy.

We will grow our local community fundraising presence and will deliver the benefits of this to many people across our localities through our direct community support. We will continue to evolve our national fundraising initiatives and improve the links between national events and local activity by merging the leadership of all our fundraising staff within our national team. These combined resources will allow

We will rise to those challenges by continuing to be at the forefront of developing best practice, working with researchers, campaigning at local and national level, and delivering the highest possible standard of support to people with dementia and those who care for them.

us to maintain our main funding commitments to our Dementia Research Centres, Dementia Advisors, Dementia Friends, Dementia Nurse Consultants, Dementia Helpline and our vital campaigning and public policy efforts.

We have introduced an initiative with a new partner organisation called The Lens. This initiative seeks out, supports and develops new innovations and ideas through our own staff; providing participants with an in-depth training programme to convert these ideas into meaningful business plans. The process involves a call for applications, setting up a panel of peers and organising a final event where winning ideas are selected. This is currently being trialled in the central belt for phase one and will extend throughout Scotland in phase two. (set to launch in January 2018).

Our Technology Team will introduce a substantial training and development programme. This team have also been developing and testing our Purple Alert scheme; an app for smartphones that will use registered volunteers to provide a community of support when a person with dementia loses their way. Purple Alert will be launched in autumn 2017, following the evaluation of final testing phases.

In May 2017, after the completion of an extensive refurbishment, we will open our new Learning Lounge at our Oxford Street premises in Glasgow. This will be part of an effort to increase our provision of external dementia training and will include the development of tailored engagement programmes for the many international visitors who wish to find out more about our work in Scotland. We will pilot an international

engagement programme with the Alzheimer Scotland Centre for Policy and Practice at the University of the West of Scotland.

The theme of Dementia Awareness Week this year (once again in early June) will be 'Friendship & Dementia'. It will conclude with our annual conference in Edinburgh, at which we expect to have around 600 delegates.

In response to the growing public concern around football and dementia, we will hold a meeting with key partners in the football and research communities in early summer 2017, to explore how we can best support further research, inform and reassure the public and develop better support for former players living with dementia.

This year we will publish a new policy document developed by our National AHP Consultant, called 'Connecting People, Connecting Support'. This will offer a clear vision and strategy of how we can improve engagement and support from the AHPs in Scotland.

We will also establish a commission to explore in detail the challenges of people with dementia paying for care in the advance stages of the illness. This reflects the commitment we made to campaign on this issue as part of our Advanced Dementia Practice Model report, published in late 2015.

Our detailed exploration of how we can improve Specialist Dementia Units will continue. We will provide a full report and model for service redesign to the Scottish Government by the end of 2017.

We will support the implementation of Scotland's next National Dementia Strategy; working closely with our partners in the Focus on Dementia Team and Promoting Excellence Team to drive improvements in practice and support high quality education and training. We will work closely with the Scottish Dementia Working Group and the National Dementia Carers Action Network, alongside our wider membership and other activists, to ensure the strategy's commitments are delivered and we see a meaningful change in the shift of diagnosis towards primary care, an increase in the level of Link Workers, the roll out of our 8 Pillars Model of Community Support and the testing of our Advanced Dementia Practice Model.

Last year we extended our commitment to the Alzheimer Scotland Dementia Research Centre at the University of Edinburgh with a further five-year funding agreement. We will build a strong relationship with the new Centre for Dementia Prevention that has been established within the University of Edinburgh, as well as continuing our support for the Alzheimer Scotland Centre for Policy & Practice at the University of the West of Scotland. We will continue to support our strong partnerships and strategic alliances with Queen Margaret University and Glasgow Caledonian University and maintain high levels of engagement with other institutions such as the Universities of Glasgow, Stirling and St Andrews.

In April 2017 we will complete the final move of our national office to a new, modern, open-plan office space. This will help us maximise all our resources and

talent to improve the lives of people with dementia and their carers.

Alzheimer Scotland works in a challenging political, economic and care-delivery environment. We will rise to those challenges by continuing to be at the forefront of developing best practice, working with researchers, campaigning at local and national level, and delivering the highest possible standard of support to people with dementia and those who care for them. With the help of our supporters, our volunteers and our members, we will succeed in our mission to make sure nobody faces dementia alone.



Henry Simmons

Henry Simmons
Chief Executive

Our finances

Income and Expenditure 2016-17

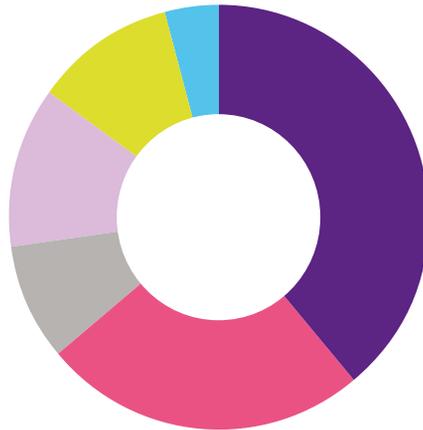
Consolidated income and Expenditure Account for the year ended 31 March 2017

	2017	2016
	£	£
Total Incoming resources from generated funds	7,120,488	6,794,069
Total Incoming resources from Charitable Activities	11,597,196	12,329,841
Total Incoming Resources	18,717,684	19,123,910
Cost of generating funds	440,119	539,341
Resources spent on Charitable Activities	17,501,974	18,555,603
Governance costs*	57,640	54,096
Total Resources Expended	17,999,733	19,149,040
Net Incoming resources before transfers	717,951	-25,130

*Audit fees, Director's insurance, AGM and meetings costs



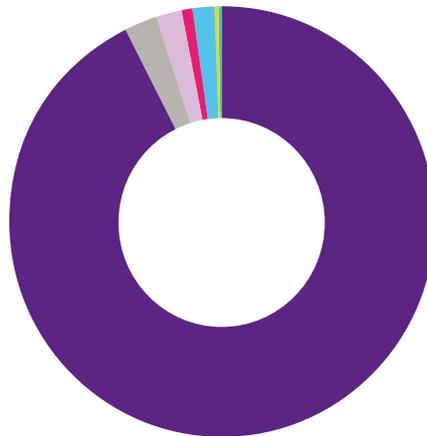
Income



Income

Local Authority grants	39%	
Fundraising trusts and donations	25%	
Other	9%	
Health board grants	12%	
Legacies	11%	
Scottish Government and specific grants	4%	

Expenditure



Expenditure

Care related services support costs	92.75%	
Fundraising	2.44%	
Involvement	1.86%	
Campaigning	0.87%	
Research	1.57%	
Governance	0.32%	
Awareness raising	0.19%	







My ultimate dream would be to witness a sea of purple at every event I attend in the future, to be part of a colossal team, a purple army.

Michelle McKee, marathon runner and fundraiser

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Making sure nobody faces dementia alone.

