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Alzheimer Scotland has made a massive difference – we know that we aren't on our own anymore. We feel far more connected to everything that is going on for people with dementia. Carer



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Introduction

David McClements, our Convener

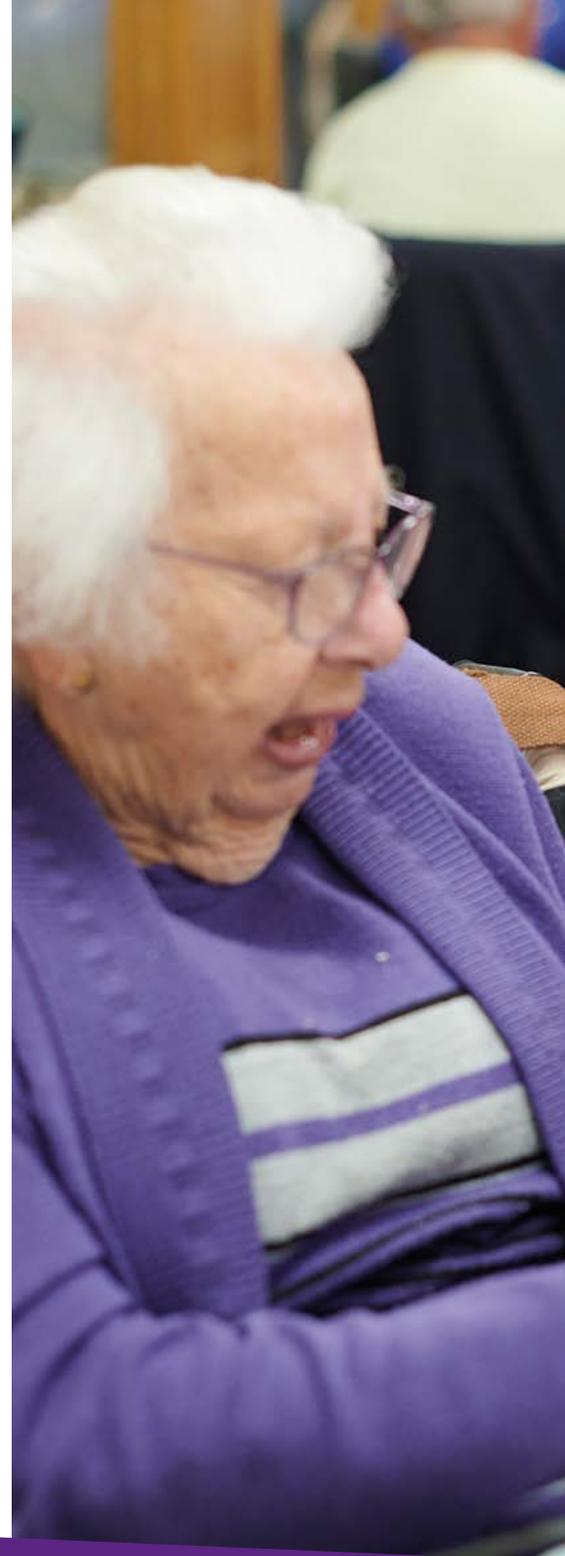


I hope you will take time to look through Alzheimer Scotland's annual review as it provides a real flavour of the breadth and extent of the work which has been carried out over the last 12 months to support people living with dementia and their carers, and also includes developments in research, policy and campaigning.

Our organisation has always adapted to changes. Our new localities approach and our strategy to establish Dementia Resource Centres in town centres, bringing dementia care and support to the high street, enables us to be there where and when people need us. I am confident we have a strong foundation to continue to deliver high-quality services and well researched policies. Our human rights-based approach ensures that people living with dementia are at the centre of decisions which are made.

I am privileged to work with our Board of Trustees, each of whom possess a variety of skills and bring much experience from their own fields and who offer their time to review develop and guide strategy throughout the year. I want to record my thanks to them for all their contributions and, in particular, to especially thank those who will be standing down at this AGM for their invaluable work over the years.

The Board and our organisation also benefit from the excellent leadership of Henry Simmons, our Chief Executive and his senior directors. I am always amazed, as is the Board, at the dedication of everyone who works and volunteers for Alzheimer Scotland, as we hear about the extent of the work which is being done across the country. Thank you for all you do, whatever your role, to ensure that together we can make sure nobody faces dementia alone. I am especially excited at new areas of development in research and international links but above all I am proud to be involved with this fantastic charity, which delivers so much more than one might expect for an organisation of its size. This is in no small measure to everyone who has worked, volunteered, campaigned, fundraised and donated to Alzheimer Scotland. Thank you all.





Our vision

We aim to engage and connect with everyone who has a stake in what we do; to provide support and information, raise funds, support research, to campaign for and promote the rights of people with dementia and for those who care for them.

Together we can be the leading force for change. Together we can make sure nobody faces dementia alone.

Meet our Board of Trustees



David McClements
Convener



Ian Bell
Treasurer



Archie Noone
Vice Convener



Diane Goldberg
Honorary Secretary

Noni Cobban (resigned November 2018) | **Caroline Crawford** | **Susanne Forrest**
Dianne Howieson | **Alan Jacques** | **John Laurie** | **Mary-Frances Morris**
Pamela Brankin | **Tom Carroll** | **Keith Chapman** | **Bernard O'Hagan** | **Jayne Pashley**
Tracey Ward (Elected November 2018)

Meet our Directors



Henry Simmons
Chief Executive



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



Jim Pearson
**Director of Policy
& Research**



Marcia Ramsay
**Director of
Operations**



Carole Donnelly
**Director of People,
Wellbeing & Engagement**

Our impact in numbers

We had another really successful year supporting people with dementia, their carers and families across Scotland. Here are just some of the figures of how we helped to make sure nobody faced dementia alone in 2018-19.

2,457

sessions were held in dementia cafès with



32,275

attendees over the year



Over **1,139** activity groups took place, supporting over **6,000** people living with dementia.



Over **2,401** groups were held, supporting people living with dementia and their carers.



These were attended by **25,463** attendees over the year.

Over **35,775** daycare sessions took place.



Alzheimer Scotland Locality Pathway



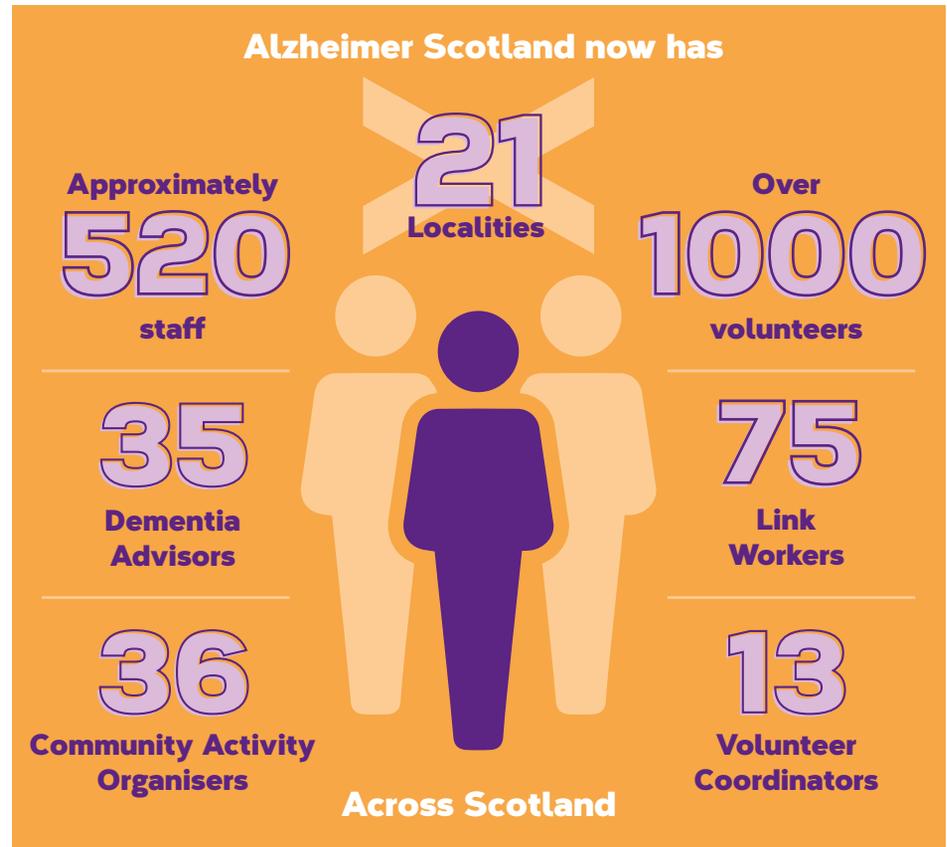
In the heart of communities

Our localities

In the past year Alzheimer Scotland has continued to develop within our localities. Our local work has become even more focussed, through the embedding of the 7 Dimensions Model and the Locality Pathway (on page 8). This has provided greater clarity on our intended aims and objectives for locality teams of staff and volunteers and overall improved engagement with the whole range of people we connect with.

During 2018-19 we developed the role of Locality Leader and reshaped our localities structure, with a focus on ensuring the support offered in each locality was consistent, to further benefit people with dementia, their carers and families and the wider communities throughout Scotland.

Our goal is to secure funding for a central Dementia Resource Centre, a Dementia Advisor, a Community Activities Organiser and a Volunteer Coordinator in each of the 21 localities. This is ongoing work which requires substantial fundraising and investment but is the way that we believe we can best support people with dementia, their carers and families, as well as the wider community.



Dementia Resource Centres

We now have 19 Dementia Resource Centres across Scotland. In 2018-19 we undertook refurbishments of premises in Motherwell, Inverness, West Dunbartonshire, East Dunbartonshire and West Lothian (Livingston). We have also taken on a property lease at Kelso in the Borders. In 2019-20 we aim to open more Dementia Resource Centres in our localities and, working alongside the local branch, we have plans to open new premises in Stirling and Clackmannanshire.

The internal design of our Dementia Resource Centres follow the principles of dementia friendly design, but in a way that allows for a range of individual experiences within the environment. The people who visit our centres vary from people who may have just received a recent diagnosis, to those who might be living in residential accommodation as well as families and carers, so a range of needs must be accommodated.

It's important to make accessible and understandable social settings for people to feel comfortable in. Within our design principles we strive to ensure that there is a local feel, which helps to make people feel at home and that they belong. A sense of homeliness is important – and can be conveyed through appropriate scale and finish.



Specifically we take care to:

- Avoid complicated pattern and colour mixes
- Avoid encoded cues that have to be learned
- Consider cues that are more intuitive (better for long term memory)
- Avoid complicated changes of direction, like doors
- Consider sound, light, and contrast as part of the sensory mix.

Our Dementia Resource Centres reflect this considered approach to design, and we hope that they will be the benchmark of good user-centric buildings, that can host innovative support for many years to come.

“

“We’ve visited Bridgeton Dementia Resource Centre a few times now and it’s really friendly with a wonderful café area.”

“Alzheimer Scotland has been a great support to my partner and I, both for the peer support for him and for the carers support for myself.” carer





“

Kelly Brown, Locality Leader from the Borders Dementia Resource Centre, added: **“The local community have really embraced and welcomed our new Borders team and Dementia Resource Centre. We continue to hear about people living with dementia and their carers being unsure about what to expect following a diagnosis of dementia and we are honoured to be able to provide advice and an enabling support across the Scottish Borders.”**

Moira Carlyle, a local carer, added: **“The new Dementia Resource Centre on Bridge Street is in an ideal position being on the high street. It makes you aware it’s there and you can pop in anytime for a chat or information. This is ideal when you need help and support.”**

Our Borders Dementia Resource Centre officially opened on Friday 18 January and reflects the latest best practice in dementia friendly design, to ensure we offer the best possible environment for delivering support in Scotland’s communities. Provost Dean Weatherston joined Henry Simmons and local carer Jim Sykes to officially open the new centre along with resource centre staff, local volunteers, and people living with dementia and their carers. Previously offering supports from Kelso Community Hospital, the newly established Alzheimer Scotland Dementia Resource Centre aims to bring dementia to the high street by providing a stimulating and sociable environment for people living with dementia, their families and carers to access information, advice and support.

The Dementia Resource Centre provides a comfortable environment where people with dementia, their carers, families and friends can meet up and access information and advice locally. Activities and supports now available to the community includes a befriender dementia café as well as local befriender opportunities, carer groups and opportunities for individuals and local businesses to access the national Dementia Friends Scotland programme which aims to raise awareness of dementia, helping to create a dementia friendly Scotland.

Dementia Advisors

Alzheimer Scotland's 35 Dementia Advisors continue to provide person-centred support to people with dementia, carers and families, and the wider community across the country, from Shetland to Stranraer. The support offered often begins prior to diagnosis when someone is worried that they, or someone they know, has dementia and can continue through to end-of-life support. They will help people navigate the often complex system of health and social care services and be a supportive figure at what can often be an extremely distressing time. A Dementia Advisor can provide guidance on what your entitlements are as a person living with dementia or carer, and give information on the other external agencies that may be of assistance. They will also explore the types of groups and activities that may be of benefit to a person with dementia or their carers and families, and also build relationships with the wider community, supporting them to become more inclusive of people living with dementia. This can be helping people think of ways to make existing areas more dementia friendly or making small adaptations to the physical environment to make things easier for people living with dementia to engage with.

2019-20 will mark the 10th year of the Dementia Advisor role, and an impact report will be produced to celebrate the excellent work carried out over those years.

Community Activities Organisers

There are currently 36 Community Activities Organisers across Scotland. This role develops and facilitates a wide range of community activities for people living with dementia and their carers and families with a view to helping them to maintain social activities, relationships and community connections. The groups also provide opportunities for people to participate in activities that increase and, where possible, improve physical, mental and emotional wellbeing for people living with dementia. Some of the groups facilitated in 2018/19 included reminiscence groups, walking groups, allotment groups and breakfast, lunch or dinner groups. For example, 'Around the world' in Inverness was a regular dementia café which took on an intercontinental approach with each café 'travelling' around the world visiting different countries, sampling the local cuisine and learning parts of the language – meaning the café was both sociable and an opportunity to keep the brains active.



Post diagnostic support

High-quality post diagnostic support for every person who is diagnosed with dementia is a crucial part of Alzheimer Scotland's vision for transformation and we have campaigned for many years to achieve this. We know that when people with dementia and those who care for them are supported following a diagnosis, they can continue to live well in their own homes and play an active part in their communities for longer. Alzheimer Scotland's 75 Post Diagnostic Support Link Workers continue to offer high-quality support in the areas that we have been commissioned to provide this; it is key to enabling and supporting people with dementia, their families and carers to understand and adjust to the diagnosis and its likely impact - both emotionally and practically; and in helping them plan for the future. Skilled post diagnostic support provides an opportunity for people and their families to think about what is important to them and shape the type of support they need after a diagnosis to achieve their own personal outcomes.

High-quality day services

Alzheimer Scotland has 34 registered day services across Scotland, with over 35,000 sessions taking place in 2018-19. Our day services offer more individualised and person centred support. They provide the opportunity for a person living with dementia to have specialist support with people who understand the wide and varied different types of dementia. By taking time to understand the person, their history, interests and capabilities, as well as the dementia, the person living with dementia has a more personalised, rounded experience tailored to their personal needs and wishes.

Our day services offer a wide and varied range of activities, including cognitive stimulation therapy and validation therapy. Reminiscence therapy is also provided not just as a one off activity but is implemented throughout the day with the individual. Developing relationships and getting to know the individuals enhances and supports greater outcomes for each person.

Support Workers and Daycare Organisers working within day services are skilled in working to the Enhanced level of the Promoting Excellence Framework. The Support Workers fundamentally work to the Skilled level but have opportunities to take part in the Enhanced level as part of their ongoing professional development. Practice Team Leaders and Daycare Organisers who support the day services are all working to the Enhanced level.

Sensory day care

In recent years we have been testing new approaches to sensory day care in Dumfries which has been really successful. We also started working with volunteers in Helensburgh to explore the possibility of a small team of skilled volunteers connecting with people who are no longer able to engage in community activities or our day services, making sure that they know Alzheimer Scotland is still there to support them. This will be an area for further development in our locality path for 2019/20.

Innovative approaches in our localities

Beer with Buddies

The 'Beer with Buddies' project came out of Alzheimer Scotland's partnership with The Lens; a charity that develops intrapreneurship within existing organisations – supporting innovative and sustainable ideas from frontline staff. The project was the brainchild of two Alzheimer Scotland staff who hope to help other staff roll out the idea across the country.



Beer with Buddies was designed to help people with dementia, their carers and families socialise and relax in a normal social setting; where they can enjoy food and non-alcoholic drinks, just like they were going to a traditional pub or restaurant, whilst being surrounded by people who are in similar circumstances.

The aim of Beer with Buddies is to reduce social isolation, increase self-confidence and keep the mind active with the traditional pub style games that take place such as darts.

Beer with Buddies is underpinned by the desire to make our support spaces welcoming, relaxed and reflective of the interests of the people using them. A room in our Renfrewshire premises has been transformed into an alcohol-free pub, complete with bar, beer pumps and tasty snacks and the space has been kitted out with typical pub-style tables and chairs. It's been a real team effort, with both staff's families helping out and support offered, not only from local Alzheimer Scotland staff, but also from other organisations and businesses. Nearby pubs have been keen to get behind the project, donating furniture, coasters and glassware, and even offering to help out behind the bar from time-to-time. International drinks firm, Molson Coors, also donated large quantities of alcohol-free beer.

An offshoot of the project has been the development of a new therapy room within the centre, where carers can enjoy a range of complimentary therapies while their loved ones benefit from the camaraderie of this very unique pub. Beer with Buddies has helped to bring back the simple but important pleasures of enjoying a drink and a chat with friends and family in a friendly setting.

Every Voice Community Choir

Every Voice Community Choir, from West Dunbartonshire, brings people living with dementia, their families and carers together, in the hope of improving physical, mental and social well-being. The choir rehearse weekly with choirmaster Bryan Marshall and have forged strong friendships as well as building a repertoire of songs.

At the end of 2018, Scottish Ballet invited people across Scotland to submit wishes to help them celebrate their 50th birthday. The Every Voice Community Choir came out tops thanks to Lesley Cumming, our Community Activity Organiser, who was successful in submitting a wish for the choir to perform with the Scottish Ballet.

Over 400 wishes were posted online, with over 100,000 votes cast by the general public, before the top 50 were presented to a judging panel including Dame Darcey Bussell, Susan Calman, Fred MacAulay and Janice Forsyth.

Lesley Cumming, said: **“I am over the moon that our community choir has been granted this wonderful wish to perform with Scottish Ballet as part of their 50th anniversary celebrations later this year. Thank you to everyone who has supported us, and all those who voted for the Every Voice Community Choir; the day will be magical for all involved, a once in a lifetime memory.”**

Dancers Constance Devernay and Jamiel Laurence visited the choir and revealed that Scottish Ballet would work with them to create a unique performance for their community event; bringing their wish of ‘We Sing, You Dance’ to life. In addition, Scottish Ballet will continue working with the choir, inviting the ensemble to perform on stage at a performance of The Snow Queen in Edinburgh in December 2019.

Susan Calman, champion of the third wish, said: **“I am so pleased that Scottish Ballet was able to surprise Every Voice Community Choir, to share the wonderful news that their wish of singing and dancing together will come true. It is a powerful thing to unite people through such a celebratory performance, and I can't wait to see what they come up with.”**



The Tipi project

People living with dementia are amongst the population of people who are at risk of becoming socially isolated, lonely and depressed and, as a result, often develop a more indoor-based lifestyle. Gillian Council, Dementia Advisor and Kenny Wright, Dementia Link Worker based in Inverness both recognised that spending time outdoors is very important to many of the people with dementia that they support and worked on an idea of an outdoor project for people with dementia, their families and carers. Initially a parachute was used to provide shelter from the elements before applying for funding through The Lens for a Tipi and other kit, such as a woodburning stove, to ensure this

project was sustainable throughout all of Scotland's weather conditions.

The Tipi Project combines the knowledge and resources of organisations including the Royal Society for the Protection of Birds, Cairngorm National Parks Authority, Forestry and Land Scotland and the Highland Council ranger service, with Alzheimer Scotland's expertise in supporting people living with dementia. On top of the fantastic support from the staff and volunteers from these organisations, Kenny and Gillian are also supported by John, a dedicated Alzheimer Scotland volunteer. The idea of having a non-permanent



structure like this is so it can be immersed into a woodland or forest surrounding to create that outdoor/indoor effect and provide a stimulating environment. The structure is heated by the woodburning stove allowing the tipi to run all year round. The evolutionary and relaxing response people get from socialising around a log fire is intangible. Each month the group tries different activities, learns new skills and takes walks in the surrounding woodlands. Food is heated over the fire, adding to the genuine camping-like experience and there is the ability to have exposure to, and feel, the benefits of the outdoors with the comfort and safety of shelter.

Gillian said: "It's been said that it's impossible to be in a bad mood in the woods and I'd tend to agree. It's wonderful to see the Tipi project evolving and benefitting more people. Exposure to the outdoors is proven to reduce depression and have a lasting effect of up to seven hours, so we're grateful to be able to offer these benefits to people with dementia."

The Tipi project has been so successful, and the benefits unquestionable. It continues to grow and the next steps are to explore taking the Tipi to other environments to offer a similar experience to people living in care homes and attending day care centres.





Dementia Friends

In 2018-19, the number of Dementia Friends continued to grow, increasing from 60,000 to 82,000. Our focus is to ensure that we engage with individuals and organisations through our face-to-face sessions, to help them to understand the work that Alzheimer Scotland does. In the past year, we have held 796 Dementia Friends sessions in localities for large and small businesses and groups of interested people, raising awareness and understanding of dementia, and working towards ensuring that communities can be more understanding and accessible to people living with dementia and their families. These sessions alone have reached nearly 11,000 people.

Over the course of 2018-19 we continued to grow the number of Dementia Friends within Scotland's Emergency Services, creating over 1,600 new Dementia

Friends and continued to support students within Queen Margaret University, Napier

University and Strathclyde University, preparing them for a career in health or social care. We started work with the Scottish Parliament in 2018-19 and will be working closely with them to create a Dementia Friendly Parliament going forward. Across Scotland our Dementia Advisors are working with various organisations and groups to enable people to have a better understanding of dementia, thus continually growing the number of people who are Dementia Friends in their localities. We are also supporting communities to become more dementia friendly, working towards Scotland being seen as a dementia friendly country.





Self-Directed Support

We continue to build staff capacity and confidence in Self-Directed Support (SDS) to support people living with dementia and their families. Our 'Self-Directed Support in Action' learning programme is now embedded at the Enhanced level of the Promoting Excellence Framework. Two sessions of this learning programme were delivered in 2018 to 20 Alzheimer Scotland and Caledonia Social Care colleagues. The digital SDS toolkit is now available on our intranet (ALIS), and website.

SDS specific enquiries have increased on last year. We supported 4 pieces of SDS research throughout the year, promoting recruitment opportunities for people living with dementia and family involvement. Alzheimer Scotland was represented at 12 national SDS events and 7 local events throughout the year.

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“Alzheimer Scotland, through their local Dementia Advisor and National Self Directed Support Manager has offered guidance at many stages of our journey. In 2018, they provided bespoke training to my wife’s personal assistants (PAs). A person who understands more about dementia can see various reasons why a person might be acting or feeling a particular way; and they have an awareness of various options to support the person accordingly. The PAs are now even more responsive to my wife’s needs.”

24 hour support

The 24 hour Freephone Dementia Helpline answered 4,203 calls in 2018-19, a 1.2% increase on 2017-18 thanks to our wonderful Helpline volunteers. It continues to provide support for people with dementia, their families, carers and the wider community 24 hours a day, 365 days a year. It is often the first point of contact for

people who have concerns that they, or someone they know, has dementia and is an invaluable support at what can often be very anxious times. Next year will mark the 30th anniversary of the Helpline and we look forward to planning a celebration of this vital support.





Carey and Pam Rye are a husband and wife team who both volunteer for the Helpline and know just how big a part it plays in providing support, 24 hours a day.

"We had retired to Scotland, and although busy in our retirement, Carey saw an advertisement in the local paper asking for volunteers for Alzheimer Scotland's 24 hour Freephone Dementia Helpline. Having worked with the elderly for many years as a Psychiatric Nurse, Carey thought it was a shame to let his skills go to waste, so he applied. That was 12 years ago and, a year after he started, it inspired me to also apply. My background is in nursing and teaching and I felt that I had a lot to offer the Helpline. The fact that we can take calls at home is a huge bonus but we really enjoy the team spirit of the Dementia Helpline team. We all work with the same ethos, in that we strongly believe that no-one, be it a person living with dementia, or a carer or a person worried about dementia should ever feel alone. There is no such thing as a typical shift. Calls vary in content and length. Some callers need a specific phone number or other callers may be worried that they or a loved one has the early signs of a dementia type illness and need help or reassurance. We cannot give advice,

but we can signpost to the best way to get help. There is help out there, but at a time of emotional crisis, you often just do not know where to find it and the Helpline is regularly a first point of contact. While most of the calls come from Scotland, we have had many enquiries from all over the UK and occasionally much further afield. Calls are confidential and anonymous, unless the caller wishes to give a name. Working as a husband and wife team it means we are able to share a shift, one covering for the other when needed. Carey is an armchair rugby and motor racing enthusiast, so I cover the phone on match and race days and I am a quilting enthusiast so Carey looks after the phone when I'm busy working on a quilting project. We just work quietly in the background and are proud to give something back to our community. To anyone thinking of volunteering for the Helpline, either as an individual or like us, as a couple, we would really recommend it. We are sure that you too, will find it a rewarding and well-supported experience."

Raising awareness

Alzheimer Scotland has had another excellent year raising awareness of our work across the country.

Press

As the leading dementia charity in Scotland, we are often a reference point for journalists investigating and printing coverage of dementia research, policy, statistics, reports, openings and national campaigns.

We're committed to improving understanding of dementia, sharing successes, highlighting gaps in support and showcasing our support in Scotland. Our work with both traditional (television, radio and newspapers) and digital marketing platforms (website and social media) is a vital part of this.

Public Relations (PR) engagement continues to transition towards a more local approach, rather than responding to sensationalised headlines, resulting in over 1,557 press clippings generated throughout the year. This localised approach worked well for the launch of Memory Walks 2018, which was the first year without a media partnership supporting the event. Being able to identify and place inspirational fundraising stories across local listings, along with support from Scottish actor Martin Compston, resulted in nearly 100 press clippings.

In support of World Alzheimer's Month we worked with the Johnston Press Group to place a local 'letter to



the editor' from Henry Simmons, which highlighted the ongoing gap between national policy and dementia care and support across communities. You can read more on this on page 32. Further PR coverage was secured for the launch of 'Delivering Fair Dementia Care for People with Advanced Dementia' report in January 2019 across various media including The Herald, STV and the Daily Record.

Further inspirational fundraising stories were shared during the Change Dementia campaign in January 2019 with a two page feature generated in the Sunday Mail, focussing on a London marathon runner who had lost both parents to dementia, along with coverage secured in key regional news titles. This localised PR support for Change Dementia, along with our change in approach to social media advertising, resulted in Alzheimer Scotland attracting an additional 70 people taking part in various fundraising events throughout January 2019.



Social media

Our online presence has grown steadily in 2018-19.

f 23,937 followers
on Facebook
14% increase on 2017-18

t 20,784 followers
on Twitter
6% increase on 2017-18

i 1,780 followers
on Instagram
30% increase on 2017-18

Events

In 2018-19 we hosted our annual conference at the Edinburgh International Conference Centre and were delighted to welcome over 650 delegates, 52 exhibitors and 36 poster presentations. The theme of the conference was 'Making sure nobody faces dementia alone', with the final debate for the day chaired by TV broadcaster Eleanor Bradford. Delegates also participated in the 'Next Big Innovation' competition and voted 'CogniCare' as the winner of supportive funding.

Other national events hosted throughout 2018-19 included: the Scottish Dementia Research Consortium conference; Scotland's Dementia Awards with our partners at NHS Education for Scotland (NES) and the Scottish Social Services Council (SSSC) in celebration of World Alzheimer's Day; the Alzheimer Scotland Centre of Policy and Practice 'Celebration Lecture' at the new Lanarkshire campus; and our own Staff, Members' and Volunteers' conference (including the AGM). We also held our annual Winter Lecture which welcomed 300 delegates to the Old Fruitmarket, City Halls, Glasgow and featured an intriguing lecture delivered by Professor Karen Ritchie, Research Director of the French National Institute of Medical Research, entitled 'Myths and Dreams'.

Dementia Awareness Week

2018's Dementia Awareness Week shared the same strapline as the annual conference and the organisation: 'Making sure nobody faces dementia alone'. This allowed us to focus on spreading the word about the importance of local support and providing general dementia information and facts. We produced easy to understand, 'shareable' infographics on dementia information, which were boldly branded and incorporated consistent simple calls-to-action to maximise engagement with our supporters, as well as to attract new stakeholders.

This approach helped social media activity flourish this year, with over one million people and thousands more engaged with Alzheimer Scotland online. There was also an increase in the number of supporters ordering participation packs, with 709 packs ordered in 2018, compared to 212 in 2017.

Over 100 locality events took place across the country during Dementia Awareness Week 2018, reflecting the sheer scale of the campaign across Scotland. These events were diverse, from fundraising Tea and Bletcher events to shopping mall takeover days, and provided lots of attractive stories for PR engagement. Over 120 pieces of press coverage were secured throughout the week, including a prominent segment on BBC Radio Scotland.

Our website

Our website is the best place to find out all our latest updates and it'll be even easier to find out the ways we are working to make sure nobody faces dementia alone, through the launch of our brand new website in September 2019.



One of 2018's Dementia Awareness Week infographics.



Shaping tomorrow

People often feel happier if they can remain independent and in their own homes for as long as possible. Alzheimer Scotland is committed to identifying and implementing innovative approaches and ideas that will help people with dementia to keep their independence for as long as possible whilst giving carers the reassurance that their loved ones are safe.



External training

Our external specialist dementia training has been particularly successful this year with income 106% over target. Customers represented a diverse range of participants from Police Scotland to Edinburgh International Book Festival and included approximately 760 people within Home Care at North Lanarkshire Council.

Following the external training within North Lanarkshire Council, a Care Inspection was held in November 2018 and we received this really positive feedback:

As part of our Care Inspection, the Inspector looks at the training we have secured for external organisations and also meets with them to discuss various topics. The Care Inspector was very impressed with the quality of the training and the content delivered. Having spoken to several members of the external organisations, it was noted by the Care Inspector that there was really positive feedback. Some of the statements were:

“Fabulous training – the best we have had”

“Feel the knowledge I have gained has enhanced my practice”

“How I think about people with dementia has now changed”

“This training has been life changing”



International relationships

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 attracts a large number of international visitors who wish to learn from Alzheimer Scotland's approach in digital innovations, creative practice, and policy and campaigning. In early 2019 we began to develop a proposal to establish the Alzheimer Scotland International Centre, in partnership with the University of the West of Scotland. The International Centre will offer learning opportunities for international visitors. We are currently developing the business model for the Centre with partners.

In 2018-19, we had visits from individuals and groups from: America, Austria, Belgium, Finland, Iceland, Japan, Norway and Ohio.





Reflection of visiting Alzheimer Scotland

My name is Ashlee, and I'm at a crossroads of being a graduate student and research assistant in the field of ageing. During my course work in the Masters of Gerontological Studies (MGS) programme at Miami University (in Oxford, Ohio), I became heavily interested in dementia care and research. Combining my determination to travel, and strong desire to learn, I arranged a trip to visit numerous dementia-specific programmes and organisations across the UK. The central focus around community supports (especially post diagnostic support) for individuals with dementia and their caregivers is what particularly intrigued me about Alzheimer Scotland.

Having spent a week in the Alzheimer Scotland main office and a Dementia Resource Centre, I was able to observe and take part in programmes such as the under 65s café and day opportunities group. I was also able to engage in various conversations with staff, volunteers and visitors. It didn't take long for me to see that the staff and volunteers are full of passion and the visitors are delightful. I found the bulletin board full of events, pictures and quotes at the Dementia Resource Centre really displayed a strong sense of community. It was refreshing to see and hear how valued the visitors feel.

In an environment with so much activity and positive energy, who wouldn't want to keep coming back? I know that I will be returning home to the US with a mind full of new perspectives, ideas, and motivation. The high level of social support and advocacy for the rights of individuals with dementia coming out of Alzheimer Scotland is truly inspiring.

Dementia Dog project

The Dementia Dog project is a partnership between Dementia Dog (itself a partnership between Alzheimer Scotland and Dogs for Good), Paws for Progress and the Scottish Prison Service. The first prison-based assistance dog training programme in Scotland; prison participants complete an introductory dog training and welfare course run by Paws for Progress and then progress to working with the Dementia Dog team to help with the training of assistance dogs. The programme aims to develop the participants' employability skills, enhance their engagement with education through Fife College and make a positive and lasting contribution through the provision of highly trained assistance dogs to help people living with dementia in the community. To date, 14 men in custody have benefited through involvement in the training of five dementia assistance dogs.

Paws for Progress are working with the University of Stirling to monitor overall rehabilitative outcomes. Already in this short space of time, participating men have gained an impressive number of SQA qualifications in topics such as Communication, Numeracy, Working With Others, Animal Care and Dementia Studies. The evaluation continues to the end of the project in August 2019, on completion of which we will make the findings and outcomes widely available.

This year has seen the successful placement of all 8 of the new dogs within the Dementia Dog Project, which completes our obligations under the Life Changes Trust funding agreement. They join Kasper, Oscar and Alex from our original pilot, and means the Dementia Dog family is growing not only in number but also in geographical spread – with working dogs now located from Aberdeen, Fife and Tayside to Stirlingshire,

Glasgow and Edinburgh. We continue to support the families in many ways and our team often provide a conduit to other community supports and events in their local areas. We also won an award for Most Innovative Partnership at the 2018 Scotland's Dementia Awards.

In addition, our Community Dogs work helps motivate people, who may be feeling isolated through their diagnosis, to reconnect with activities in their community. This work is spreading throughout the Central Belt, with many individuals who may not qualify for a full-time assistance dog now benefiting through this innovative approach to boost their long-term confidence and reduce social isolation. We are working closely with Caledonia Social Care and Town Break in Stirling who are referring people they work with, who could benefit from a dog.

With the training of our current dogs now complete, work has started on a public fundraising campaign to raise the money required to secure a future for the Dementia Dogs programme and continue this life-changing work.



Purple Alert

2018-19 has been a great year for Purple Alert with over 7,000 downloads. 8 people have used the app and all were found safe and well in under 4 hours. Purple Alert has been operating for a year and we have seen our community of users growing exponentially. Alzheimer Scotland is very grateful to our corporate sponsors who enable us to carry out our work and make our communities safer for people living with dementia. We have had a high level of interest from partners across Scotland and we are working with them towards integrating Purple Alert into their organisations and workforces. We also have a list of improvements we want to make to the app and are now looking for additional funding to make this possible.



Purple Alert



You can find out more about Purple Alert, visit www.alzscot.org/purple-alert

Since her diagnosis of dementia Audrey's husband James has been her main carer, with support from their son Ian who lives locally. James ended up in hospital last year, meaning Ian had to think of alternative solutions to ensure his mum was still supported.

These included leaving her reminders to stay safe and not leave home however, on the day of his hospitalisation, James had routine medication delivered to their house, causing Audrey to attempt to deliver this to James in hospital. As Ian was unaware of his mum's whereabouts and was unable to get in touch with her, he then contacted the police on 999 and his dad who had previously created a profile for Audrey on Purple Alert, which included a photo. James then created an alert on the app which was sent to everyone who had

downloaded Purple Alert in a 30 mile radius of Audrey's home address.

Fortunately, one of the people who received the alert was Lesley, who was out walking when she received the notification. Upon looking at Audrey's profile photo, she realised that she was sitting in a bus stop a few metres away from her and managed to reunite Audrey with her family. Audrey had been missing for approximately four hours when Lesley found her. This was the first time Purple Alert was pivotal in finding a missing person but really demonstrates its importance in keeping people with dementia safe and the need for as many people as possible to download the app, to ensure a large online community is accessible to everyone.

Digital team

In 2018-19 our digital team developed and delivered 'Confident Conversations about Technology' learning days to over 1,600 practitioners from partner organisations across Scotland. These practitioners can help families to consider technology as part of their care plan and can signpost to other sources of support.

Other supports we developed in this period included the use of Virtual Reality for therapeutic sessions and to support the development of procedural memory; the use of technology alongside our Dementia Dog project, having them activate automated tasks around the home by interacting with Internet of Things devices; development of custom voice skills for Amazon Echo and Google Home. (experience and testing has shown that this is a desirable and enjoyable way to find and receive information) and the use of Digital Dementia Resource Centres where anyone can come in and see the technology in action, from using a video doorbell, to operating smart home devices like Wi-Fi bulbs and voice activated TV controls, to asking Alexa what time a group, class or activity starts.





Working in partnership with the NHS

Our Alzheimer Scotland Dementia Nurse Consultants continue to support the Dementia Champions programme (which now has over 900 graduates), working to deliver improvements in acute hospital care. We have also been working with the Dementia Nurse Consultants group to develop a strategic report of their contribution to improvements in acute hospital care for people with dementia, and setting out their priorities for improvements going forward. This report will be published in June 2019.

Our National Allied Health Professions (AHP) Consultant continues to lead the implementation of 'Connecting People, Connecting Support'. Developed collaboratively with the Scottish Government and the AHP community, and utilising the experiences of people living with dementia, 'Connecting People, Connecting Support' sets out a framework for how AHPs in Scotland can improve their support for people with dementia, families and carers to enable them to have positive, fulfilling and independent lives for as long as possible.

We also continue to work with the Scottish Government and local partners to take forward the recommendations of the Transforming Specialist Dementia NHS Care report. This report, commissioned by the Scottish Government, is a detailed review of the nature and challenges of specialist dementia care across Scotland. It introduces a vision of what a good specialist dementia unit should be, including the roles and skills required by the teams, the quality of care, the size of specialist dementia units and crucially highlights that, in many areas, current units are not fit for purpose and must be rebuilt. The report also develops a model of safe transition for those whose needs do not require this level of specialist care.

Campaigning for change

Our policy and campaigning activity is underpinned by our commitment to:

- Human rights-based principles
- Evidence-based research
- Partnership and collaboration
- Building consensus, and
- Promoting and supporting the active voice of people with lived experience of dementia.

The approach described above has enabled Alzheimer Scotland to play a significant role in shaping each of Scotland's three National Dementia Strategies and influence and improve practice.

Delivering Fair Dementia Care for People with Advanced Dementia

In January 2019, Alzheimer Scotland published the "Delivering Fair Dementia Care for People with Advanced Dementia" report. This report was informed by the Fair Dementia Care Commission, which was established by Alzheimer Scotland to consider the growing evidence of the inequities faced by people with advanced dementia. The commission, a small group of experts led by the former First Minister Henry McLeish, worked with Alzheimer Scotland over an 18-month period to inform the report and make recommendations about what needed to change to deliver fair dementia care.

This report highlights that dementia is caused by progressive and terminal neurological disease processes such as Alzheimer's disease. Unlike those with other progressive and complex illnesses, people with advanced dementia do not currently have access to the health and nursing care necessary to meet the increasingly complex needs which arise in advanced dementia. In addition, and because of this, people with advanced dementia, their families and carers are disproportionately affected by the costs of social care charges.

The publication of the report marks the beginning of one of the most important national campaigns led by Alzheimer Scotland. The campaign seeks to end the inequities faced by people living with advanced dementia, their families and carers in the lack of access to the health and nursing care they need and the disproportionate impact they face from the costs of social care.

The report makes several recommendations aimed at ending these inequities. The key recommendations are that:

- **The Scottish Government commits to recognising that the needs of people with advanced dementia are healthcare needs and ensuring equality of access to appropriate health and nursing care, which is free at the point of delivery.**
- **The Scottish Government commits to investigating the costs of implementing appropriate and free health care for those living, and dying, with advanced dementia.**

While the Scottish Government have acknowledged the publication of the report and are currently considering its findings and recommendations, this is a long-term campaign and we are working to build public and

political support for it through a targeted social media campaign, as well as engagement with supporters, key stakeholder groups and organisations at local and national level. A key aim of the campaign is to build support among the main Scottish political parties and ask them to include a commitment to deliver the recommendations of the report in their election manifestos for the Scottish Parliament elections in May 2021. We also plan to launch a documentary demonstrating real life accounts of the inequities experienced in Autumn 2019.

We're aiming to have 10,000 people signed up to the campaign, in order to demonstrate the public support we have. You can sign up by visiting:

www.alzscot.org/fairdementiacare



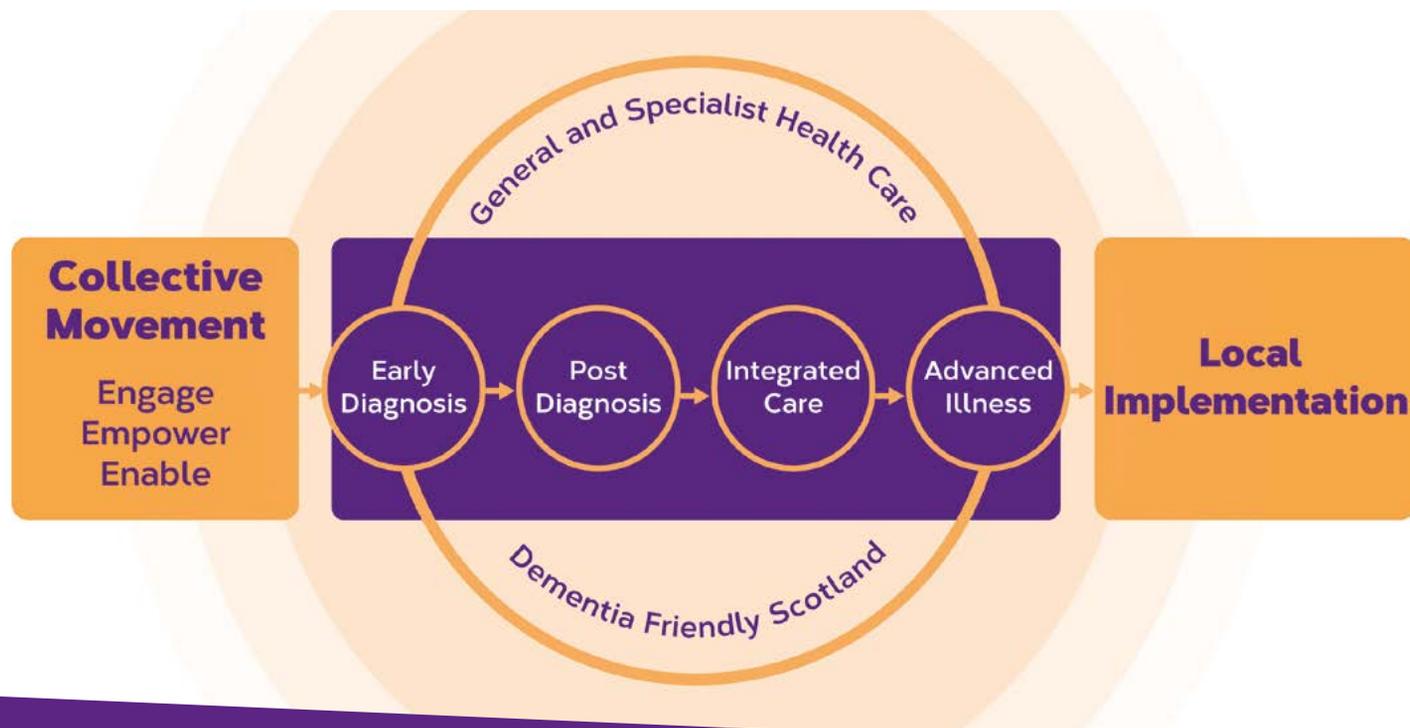
Local engagement

The responsibility for delivering many of the National Dementia Strategy commitments sits with Scotland's Health and Social Care Partnerships (HSCPs) and Integrated Joint Boards. They have the devolved authority and financial autonomy to make decisions about how to meet the health and social care needs of their local populations.

In the last decade we have worked in partnership with key stakeholders to support the delivery of the National Dementia Strategy commitments, and progress has been made. We have seen significant improvement in areas such as diagnosis rates, post diagnostic support, acute hospital care, national educational frameworks, Allied Health Professions interventions and new rights-based standards. However, despite this progress it is increasingly evident that there is a substantial gap

between the intention of national dementia policy and local implementation.

This year, a key priority for Alzheimer Scotland has been to ensure that, within each of our localities, people with dementia, their families, carers and our members are empowered to have a collective and active voice as well as having opportunities for meaningful engagement so as to influence local decision-making. We have worked with locality colleagues and our national involvement groups (Scottish Dementia Working Group and National Dementia Carers Action Network) to support engagement events with local people. To ensure that local active voice networks are fully informed, we have developed local area briefings for every Health and Social Care Partnership, setting out the progress or gaps in local delivery of key commitments.



World Alzheimer's Day

For World Alzheimer's Day 2018, Alzheimer Scotland highlighted the gap between Scotland's world-leading dementia policies and the lived experience of dementia in our local communities. Our 'Letter to the Editor', from Chief Executive Henry Simmons, was sent to press across Scotland, calling on local decision makers to hear and recognise the voices of people with dementia and those who care for them, and for people living with dementia to join us in shaping support and care for the better.

Dear Editor,

Today is World Alzheimer's Day (21 September 2018); a vital chance to consider what we have achieved for people with dementia and carers, and commit to what we must do now and in the years ahead. There are over 90,000 people with dementia in Scotland. It is our country's most pressing public health issue – one we must address now, collectively, to ensure nobody faces dementia alone.

Scotland has made important progress, with some of the world's most progressive dementia policies. Dementia has been a Scottish Government priority since 2007 and the focus of three national strategies since 2010. These strategies have driven the commitment to providing high quality post diagnostic support, enhancing education and training for health and social care professionals, and improving care in acute hospitals. The strategies were developed in partnership with a wide range of organisations and professionals in health and social care. Crucially, they were also informed through dialogue with people with dementia and carers; supported by Alzheimer Scotland and our two national groups – the Scottish Dementia Working Group (established 2002) and the National Dementia Carers Action Network (2011).

However, there is still an unacceptable gap between Scotland's dementia policy and practice. Scotland wastes already limited resources in a cycle of expensive crisis care; responding only to crises that arise when we should be able to stop them happening in the first place. This disempowers health and social care staff and undermines communities as the mainstay of local support. We also fail to give people with dementia and carers the opportunity to shape their support – a human right enshrined in Scotland's Self-Directed Support Act (2013).

Delivering much of Scotland's strategic commitments to dementia care and support sits with Integrated Joint Boards and Health and Social Care Partnerships. Alzheimer Scotland is committed to ensuring the active voice of people with dementia and carers in local decision-making on health and social care. Over the past year, we have held 60 local engagement events and met over 1,000 people across Scotland, discovering how their experiences reflect Scotland's strategic commitments to dementia at community level. We also support a network of local action groups to engage with decision makers – working together to shape high quality dementia care and support.

We cannot and should not wait for national achievements in dementia to shape local change. We must work together to deliver the best possible dementia care and support for everyone living with dementia in Scotland. Join us! To find out more, visit https://www.alzscot.org/get_involved.

Henry Simmons

Chief Executive, Alzheimer Scotland

Scottish Dementia Working Group



The Scottish Dementia Working Group (SDWG) welcomed 13 new members in 2018-19. The group continued to be a key voice for people with dementia in Scotland and had another productive year campaigning to improve services and reduce stigma.

This year, members continued to work with a wide range of stakeholders on a variety of projects, including Focus on Dementia, the University of the West of Scotland, Queen Margaret University, the Scottish Social Services Council and Scotrail. They also met with international visitors from Connecticut, Iceland, Norway and Japan; some of the visitors were part of Alzheimer Scotland's study tours. The group continues to influence both nationally and internationally, with Japan taking the lessons from the SDWG to establish their own campaigning approach.

Members also attended many conferences and events, either speaking, presenting, networking or raising awareness of the group. Some of the events attended include:

- Alzheimer Scotland's Dementia Awareness Week conference where an SDWG member spoke at the opening of the event

- Scotland's Dementia Awards where an SDWG member spoke at the opening of the event
- The Alzheimer Disease International Conference in Chicago where a member attended with a poster presentation
- Alzheimer Europe Conference in Barcelona where a member presented on 'Equality and Diversity in the SDWG'.

Closer to home, members were also involved in the refresh of the Promoting Excellence Framework and continued to have twice yearly meetings with the Minister for Mental Health, where they asked questions on the issues that matter to people with dementia living in Scotland.

SDWG members continued to provide strong support to the Dementia Champions programme and also spoke to Social Work students and Allied Health Professionals about their lived experiences of dementia. The members look forward to another busy year.

National Dementia Carers Action Network

10 new members joined the National Dementia Carers Action Network (NDCAN) in 2018-19. The group continued to make the voices of unpaid carers heard and raised awareness of the issues impacting carers throughout the year.

Members helped to train health and social care professionals as part of the Dementia Champions and Dementia Ambassadors training, as well as the Allied Health Professions Human Rights Module and Assessment. For Dementia Champions and Ambassadors, they helped to train over 100 Dementia Champions over the last year. They also fed into a review of the Ambassador programme's educational resource, which improved the learning of all 850 Ambassadors.

With generous support from the Life Changes Trust, NDCAN consulted with over 80 carers to develop a series of resilience booklets called 'For Carers, By Carers' explaining what has helped carers of people with dementia to cope with difficult times. These booklets offer words of encouragement, tools and tips and are not professional advice guides. Rather, they are

the things that have worked for NDCAN's carers and other carers across Scotland.

NDCAN members also worked with Focus on Dementia to feed into a companion document for last year's Quality Improvement Framework. This companion document, designed for people with dementia and carers, will help people receiving post-diagnostic support to know what good support looks like and to advocate for it if they are not receiving it.

Members also sat on the National Dementia Strategy's Implementation and Monitoring group and the Dementia in Care Homes group, co-designed and piloted care home training on supporting carers and codesigned research via a joint project with the University of the West of Scotland.

Significantly, NDCAN members supported the launch of the Fair Dementia Care campaign, by speaking out to raise vital awareness of this issue. A member appeared across a variety of news outlets at the launch of the campaign, sharing their real-life experience of the inequities experienced by people with advanced dementia.



Prevent, Care, Cure



Investing in research

High-quality research is crucial to Alzheimer Scotland, and to Scotland, in the pursuit of excellence in responding to dementia. It drives innovation in policy and in practice and is a key element of what we do as an organisation. It can also attract substantial investment to Scotland's dementia research community.

As well as investing 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 Scotland's universities based on the areas of research expertise of each institution.

Alzheimer Scotland has a key role in the facilitation, collaboration and investment in Scottish dementia research. Crucially, we often act as an intermediary in bringing key stakeholders in dementia research together and facilitating collaborative research which can build



on the strengths, and the significant contribution, of Scottish dementia researchers. A key aim is to promote Scotland as a good place to carry out dementia research. This requires both investment in Scotland and participation in dementia research.

We continue to support the work of the Scottish Dementia Research Consortium (SDRC), which brings together researchers, practitioners, social scientists and policy makers who are working on all aspects of dementia research across Scotland. In the past year we have been working with the Consortium to map out the contribution of Scottish-based dementia researchers in dementia research. As well as demonstrating this contribution, the mapping provides a crucial baseline to



identify further areas of research and potential areas for funding opportunities and investment. A report will be produced in June 2019 which will provide the results of this exercise of Scottish dementia and brain health research over the last five years.

Throughout this year we have been engaged in discussions with research, clinical, technical and academic partners to explore how we can make the most effective use of our collective skills and resources to improve the research capacity in Scotland. This is important because research is crucial to improvement in all areas of practice, and supports our focus on prevention, better care and potential future treatments or cure. A key area of development has been working

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“There are so many people who have dementia, it would be a miracle of the century if we could discover something that could make a difference. If you’re thinking about research, I’d say: go for it. Research is nothing to be scared of.”

Ann, research volunteer

with stakeholders to ensure a clear, straightforward and empowering route for people to participate in research. Based on our engagement, we have developed a proposal to promote Join Dementia Research as a single access point, with other stakeholders working together to make Scotland an attractive place for dementia researchers and investment. We also aim to deliver a campaign specific to signing up to Join Dementia Research in 2019-20.

There is increasing evidence that up to 30% of dementia cases may be preventable at a population level. Our understanding of the risk factors, health inequalities and disease processes is creating a paradigm shift in how we respond to dementia as a public health priority. Throughout this year we have been holding discussions with the Scottish Government to develop a brain health and prevention strategy for Scotland.

Our people

Fair Work Framework

Alzheimer Scotland has fully embraced the Fair Work Framework, as developed by the Fair Work Convention. This framework defines fair work as work that offers effective voice, opportunity, security, fulfilment and respect. We continue to ensure the Fair Work Framework is embedded in how we support all our staff and volunteers.



Our staff

We have approximately 520 full and part-time staff at Alzheimer Scotland. Our staff are paid at, or above, the Living Wage, as indicated by the Living Wage Foundation. This has always been the case at Alzheimer Scotland, even prior to the Scottish Government's commitment. We aim to make sure any part-time contracts are for a minimum of 20 hours per week.

We are committed to developing and supporting our workforce and to ensuring that they have an effective voice within our organisation.

During the year we delivered the first Future Leaders programme in partnership with the Social Enterprise Academy, representing an investment in our people who want to progress within Alzheimer Scotland but

are not currently in a leadership or management role. Though not intended as a fast track into a promoted role, the confidence and increased connectivity to Alzheimer Scotland that the programme offered resulted in 6 participants successfully securing promoted roles.

We have continued to grow and improve our internal communications by nurturing ALIS, our staff intranet and Yammer, which is an internal social networking service. This ensures all employees feel engaged with the organisation's mission and vision and feel supported as the vision for each locality evolves. Initial ideas have been placed for informational screensavers and locality marketing plans and there are many more opportunities within this area. 2019-20 will see the approach to



how we engage with volunteers, fundraisers and campaigners embedded across the charity.

We recognise the value of Alzheimer Scotland colleagues, who have the same role but are based in different localities, coming together to share practice and learn from each other. We now facilitate 9 such Communities of Practice, each of which has met 4 times during the year, with each of those roles developing expertise and consistency across the country.

We are currently in year 3 of a 4-year partnership with The Lens intrapreneurship programme. The Lens is a charity which develops and encourages intrapreneurship within existing organisations – supporting innovative and sustainable ideas from frontline staff.

The programme culminates in a final where all participants have the opportunity to have their idea funded. There was a 36% increase in applications from the previous year and all of the ideas continue to be innovative ideas which could make a positive difference to people living with dementia and their families. We recognise the value of The Lens programme in engaging our workforce and so plan to brand an internal programme of intrapreneurship once our partnership with The Lens programme concludes.

Our volunteers

Volunteers are hugely important to, and valued by, Alzheimer Scotland; they are essential to the support we provide. These dedicated volunteers actively support our work, helping us to achieve our mission of making sure nobody faces dementia alone. We know that giving your time to volunteer is one of the most precious things you can offer and we are thankful for the many thousands of hours that are given every year.

We currently offer 25 types of volunteer roles across Scotland. There are a wide range of opportunities which vary from being available on an ad hoc basis to being more of a regular ongoing commitment and many of our volunteers offer their support in more than one area. Alzheimer Scotland really believe that volunteering can be a mutually beneficial experience. As a charity, we benefit from the skills our volunteers have to offer and the part they get to play throughout all of our areas of support; be it cheering on Team AlzScot at an event such as the Great Scottish Run or welcoming people who are coming into our Dementia

Our volunteer numbers have grown steadily over the year from

952
in 2017-18



1,038
in 2018-19

Resource Centres for the very first time. In return, we promise to help develop new skills and support our volunteers with any additional development they may wish to undertake.

We are proud to be a volunteer-led charity and are constantly looking at ways to evolve and enhance the volunteer journey to ensure that every volunteer has a positive experience with us. Every volunteer plays a vital part regardless of their volunteer role and the time they have available to support us.



Our members

Membership has risen to 9,180 over the year and we had excellent member representation at key events including our Annual Conference, Staff, Members' and Volunteers' Conference & AGM and the Winter Lecture.

Our Dementia in Scotland magazine continues to be one of the main opportunities to communicate with our members and has undergone a subtle transformation throughout the 2018-19 editions to focus more on featured articles, rather than short updates. Three editions were produced in 2018 (Spring, Summer and Winter), with an average readership of 9,000 per edition. However, the newly revamped e-newsletters are also proving to be an important method of communication with our members, as over 50% of our membership (for whom we have email addresses) are opening and engaging with the content. The e-newsletters are being opened by 6,800 people (on average) every month.

Our membership has also been an active participant in our scoping work for the new website project, for delivery in 2019. Members have taken part in a mix of

workshops (there were five held throughout Scotland) and online surveys, so that we can better understand what information and support they need from Alzheimer Scotland. Thank you to everyone who took part in the workshops and surveys; this has been an essential element of shaping our new website which will be a vital resource for Alzheimer Scotland.





Your support

2018-19 was another successful fundraising year for Alzheimer Scotland. This is down to the incredible support and dedication shown by our supporters, volunteers and staff.

We are delighted to have increased our fundraising total by £700,000 since the last annual review. Every donation we receive makes a difference and we have continued to ensure best practice in every aspect of our fundraising work. We do not carry out doorstep or street fundraising for new direct debits, nor do we use call centres for cold calling or send out cold appeal mailings. All senior fundraising staff are members of the Institute of Fundraising and adhere to their practices and policies.

£6.9M
was raised in
2018-19

Ultra-marathon runner Audrey McIntosh has raised over £34,000 for Alzheimer Scotland in recent years by setting herself extreme challenges as part of her Global Odyssey challenge to run 100k in every continent.

The 54-year-old mother of two took up running in her 30s when her husband was unwell, starting with 5k and 10ks and then caught the running bug.

Before long Audrey was running all over the country and, in 2013, made running history when she became the first Scotswoman to complete 100k in Antarctica.

“It gives me greater motivation if I’m raising money for a charity which I have a connection with, and dementia is a cause which is close to my heart as it has affected my family and my husband’s family.”





Community fundraising and sponsored events

The Community Fundraising team has been strengthened in 2018-19 with the introduction of a new Head of Localities Fundraising. Work has begun on a restructure within this team to allow us to continue to raise valuable income, funding the growth of Alzheimer Scotland's support throughout the country. Over £1 million was raised from regional, sponsored and community events in 2018-19 which included income from our annual Memory Walk series. These are our flagship fundraising activities which are inclusive for anyone wanting to take part; no matter their age, fitness levels or ability. We had over 3,000 people taking part in the event, which was backed by Line of Duty star Martin Compston. The team worked collaboratively with the Communications and Fundraising Support teams to develop a robust digital recruitment strategy and improve internal processes.

London marathon

£65,000

Ziplines

£48,000

Edinburgh Marathon Festival

£107,946

Kiltwalks

£150,730

Memory Walks

£184,975



Kerry Conway, from Rutherglen, put her best foot forward at the Glasgow Memory Walk in 2018 for the third year running, to pay tribute to her gran who sadly died a couple of years ago.

The Memory Walk was a real family affair as Kerry walked with her two children with 3-year-old Karla Rose alongside 3-month-old Connor Brendan in the buggy.



“

“My gran was diagnosed with dementia when I was very young and then moved into a nursing home when she needed more specialist care. It was a difficult journey for my family to go through, but gran never failed to make us all smile and laugh right up until the very end. Hopefully by taking part in the Memory Walk we can make her proud and keep her memory alive.”

“My gran was the most loving caring woman in the whole world. The best memories I have are the weekends we all spent at granny and grandads, all the family together and sleepovers with our cousins. It was never an empty house. She was never out her purse giving us all pennies for sweeties and the record player would go on and up she’d get for a wee jig around the living room. I will hold those memories very close to my heart.”

“I want to use our family experiences to help support other families in similar situations to help raise much needed awareness of the illness and to raise vital funds in aid of Alzheimer Scotland, to support people living with dementia right now.”



Corporate partnerships

The Corporate team went through a period of change in late 2018. The decision was made to rename the Corporate Fundraising team as Corporate Partnerships and bring additional support and skills into the team to expand our engagement with our corporate partners.

Corporate partners included Iceland, Argos, HSBC, Hewlett Packard and Buzz Bingo which together raised £705,750 in income. We also received a generous one off donation of £50,000 from NEX plc following a nomination from one of their board members and our annual Crystal Ball continues to perform well, raising just under £60,000 this year.



DM Hall, one of Scotland's largest independent firms of chartered surveyors, recently concluded a target-smashing two year partnership with Alzheimer Scotland and Macmillan Cancer Support. Colleagues, partners and clients across the DM Hall network showed incredible enthusiasm and generosity during the charity partnership and threw themselves (sometimes quite literally!) into their fundraising ventures. Working together, they delivered a fantastic two-year campaign, which raised a phenomenal £60,000 for Alzheimer Scotland and Macmillan Cancer Support. On top of their spectacular 2018 Charity Summer Ball and successful Stand Comedy Nights, we also saw staff bungee-jump, run marathons, trek the Kiltwalk, take on Tough Mudder and hold countless bake sales, dress down days and raffles to reach this amazing total.



Legacies

In 2018-19 we received just short of £2.6m from generous supporters who left us gifts in their wills. This is the highest annual amount we have recorded from legacies. We will be looking to increase our information and publications around legacies during 2019-20 and will highlight the vital work that these legacies support. 2018-19 saw the introduction of a brand new Central Fundraising team; comprising of a Head of Central Fundraising, a Trusts and Foundations Manager, a part-time Tribute Giving Development Manager and a Legacies Officer. We have plans to launch a new legacy campaign, in collaboration with the Communications & Marketing team in 2019-20 to increase the legacy income even further.

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DM Hall Marketing Manager, Neil McKenzie, said: **“We are very proud to have been involved in this partnership with two such deserving charities, helping to raise both funds and awareness. The results speak for themselves and we are thrilled to have raised such a significant amount, which we know will have a big impact for families across the country.”**





Looking to the future

In 2019-20 we will continue to implement our locality vision, building on the successful introduction of the Locality Leadership Team concept last year, and the matrix approach we developed that has enabled the unification of our support services, fundraising and policy campaigns in each locality. We will continue to focus on local fundraising in order to support the key roles of Dementia Advisor, Community Activity Organiser and Volunteer Coordinator. Alongside this we will seek to identify a small number of new Dementia Resource Centres and continue in our drive to take dementia to the high street.

2019 will mark the 10th anniversary of the Dementia Advisors and we will produce a report to celebrate this, to mark the difference this investment has made for people with dementia, their families and communities across Scotland. It will also mark the 30th year of the Dementia Helpline. It is remarkable that this helpline has been here for people with dementia and their families every hour of every day for 30 years and we look forward to celebrating this achievement and saying thanks to the volunteers past and present.

Building on our desire to ensure that our staff, volunteers and supporters are as connected, engaged and well supported as possible, and to fully embed the Fair Work Framework across all our work, we will set up a new People, Wellbeing and Engagement Directorate. This will merge our Human Resource, Workforce Development and Communications and Marketing teams.

We will continue to support improvements within our General and Specialist Hospital environments and, in particular, this year we will produce a detailed report highlighting the work and impact of the Alzheimer Scotland Dementia Nurse Consultants. (This report will be published in June 2019.) We will maintain our support to implement our AHP model and report, 'Connecting People – Connecting Support' and we will support the implementation of our 'Transforming Specialist Dementia Care' report. We will continue to work alongside our partners, NHS Education for Scotland and the Scottish Social Services Council to deliver the objectives of the Promoting Excellence Programme and maintain our partnership with the Focus on Dementia team. We will work closely with the Scottish Government Dementia Policy team in order to ensure the commitments within the National Dementia Strategies are delivered and we will also seek to improve our policy discussions and engagement with local authorities, in particular the social work practice and policy community.

Our main campaign will be to deliver on the findings of the 'Delivering Fair Dementia Care for People with Advanced Dementia' report and ensure that these are fully committed to by the Scottish Government, based on cross party consensus. Alongside the Scottish Dementia Research Consortium and Centre for Dementia Prevention we will take a new campaign to the public on Dementia Prevention and Brain Health. We will maintain our investment and partnerships with the Alzheimer Scotland Research Centre at Edinburgh

University and Alzheimer Scotland Centre for Policy and Practice (ASCPP) at the University of the West of Scotland. In partnership with ASCPP, we will explore the development of an International Centre and build a more meaningful educational and practice framework around the high level of international visitors that we host.

We will complete the restructuring of our fundraising team and ensure that we make every penny received count by investing in our locality path, research, nurses and ongoing campaigns. We will build on our strong media and communications platforms, expanding our support base and continuing to grow our Dementia Friends throughout Scotland.

The collective voice of people with dementia and their carers will be at the centre of all that we do, and we will continue to work as closely as possible with members of the Scottish Dementia Working Group and the National Dementia Carers Action Network to ensure that our policy work, campaigns and direct support reflect their lived experience and expert views.

2018-19 has been another incredibly successful year for Alzheimer Scotland and I am looking forward to what the next year brings. I am extremely proud of all of the work that has been carried out by our colleagues, volunteers and supporters who all work tirelessly to make sure nobody faces dementia alone.

Henry Simmons, Chief Executive



Thank you

Special thanks to our trusts & giving supporters:

- Brownlie Charitable Trust
- Callendar Charitable Trust
- Commonweal Fund
- DR Spalding's Charitable Trust
- Elizabeth Casson Trust
- Hugh and Mary Miller Bequest
- J & JR Wilson Trust
- James and Patricia Hamilton Trust
- John M Archer Charitable Trust
- JTH Charitable Trust
- Len Thomson Charitable Trust
- Life Changes Trust
- Martin Connell Charitable Trust
- Miss Isabel Harvey Charitable Trust
- Morton Charitable Trust
- Netherdale Trust
- Netherton Trust
- Northwood Charitable Trust
- People's Postcode Lottery
- Richard Fraser Charitable Trust
- Ronald Miller Foundation
- St Katharine's Fund
- Stichting Teuntje Anna (TA Fund)

- Talteg Limited
- Templeton Goodwill Trust
- The Broughton Charitable Trust
- The Davidson Charitable Trust
- The Geoffrey Clark Charitable Trust
- The Henry Muirhead Family Trust
- The Ian Fleming Charitable Trust
- The Pettigrew Charitable Trust
- The Robertson Trust
- The Row Fogo Charitable Trust
- The Scottish Power Foundation
- Twitten Charitable Trust
- Westwood Charitable Trust

And to all our other generous Trusts & Foundations who have supported our work.

Special thanks to our corporate supporters:

- Argos Ltd
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- Johnson & Johnson Medical Ltd
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- Royal Bank of Scotland World Headquarters
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And to all other corporate supporters who support our work.

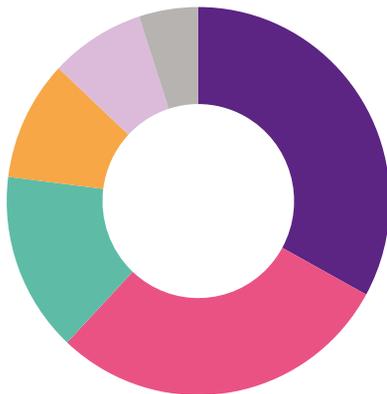
Our finances

Income and Expenditure 2018–19

Consolidated Income and Expenditure Account for the year ended 31 March 2019

	2019 £	2018 (Restated) £
Income and endowments from		
Donations and legacies	£6,928,429	£5,408,177
Other trading activities	£455,637	£400,898
Income from charitable activities	£9,201,624	£9,496,307
Income from investments	£100,384	£71,518
Share of surplus of associate	£107,101	£0
Other (gain on disposal of tangible assets)	£0	£953,650
Total income	£16,793,175	£16,330,550
Expenditure on		
Raising funds	£440,666	£428,187
Charitable activities	£15,684,857	£16,010,889
Share of loss of associate	£0	£83,032
Total expenditure	£16,125,523	£16,522,108
Net gains/(loss) on investments	£78,119	-£50,425
Net income/(expenditure)	£745,771	-£241,983

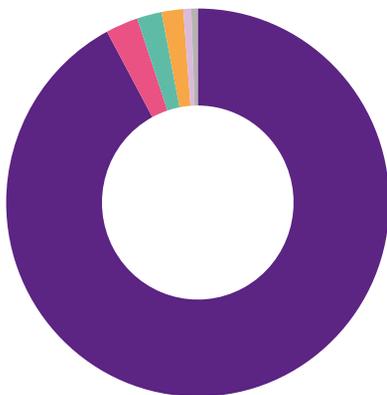
Income



Income

Local Authorities	33%	
Fundraising, trusts and donations	29%	
Legacies	15%	
NHS Boards	10%	
Scottish Government and specific grants	8%	
Other	5%	

Expenditure



Expenditure

Care related services	91%	
Fundraising	3%	
Involvement	2%	
Research	2%	
Campaigning	1%	
Awareness raising	1%	



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Alzheimer Scotland – Action on Dementia is a company limited by guarantee, registered in Scotland 149069. Registered office: 160 Dundee Street, Edinburgh EH11 1DQ. It is recognised as a charity by the Office of the Scottish Charity Regulator, no. SC022315