



Annual Review 2023/24



**Alzheimer
Scotland**
Action on Dementia

**Prevent.
Care.
Cure.**

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Introduction



Mary-Frances Morris
Our Convener



Keith Chapman
Our Convener

Welcome to our 2023/24 Annual Review. This has been our first year as joint Conveners on Alzheimer Scotland's Board of Trustees and, during this year, we have been greatly impressed by the creative and innovative work taking place across the organisation. From the success of our first Outdoor Brain Health & Dementia Resource Centre to the use of Virtual Reality technology to harness the power of reminiscence, the initiatives and projects that are happening across the charity are truly exceptional.

We would like to offer our particular and sincere thanks to our Chief Executive, Henry Simmons. Henry's ongoing commitment and dedication is remarkable, and with the support of the senior management team, he continues to drive forward the vision, mission and goals of Alzheimer Scotland. Our thanks also go to our fellow Board members, who have not only supported us in our initial year as Conveners but have also freely given their time and skills to help the charity.

As always, we and our fellow Board members have been greatly impressed, over this past year, by the efforts our supporters have made to raise funds for the charity, by taking part in a rich and varied selection of fundraising challenges. We are truly proud to say that every penny raised in Scotland, stays in Scotland – thank you to each and every one of you.

Finally, we would like to say how inspired we have been by every member of staff and volunteer at Alzheimer Scotland. Your unwavering commitment to our great cause, the passion you display in your support of people with dementia (along with their families and carers) and your determination to improve all of their lives, is extraordinary and greatly appreciated.



Henry Simmons
Our Chief Executive

We are delighted to bring you our 2023/24 Annual Review which showcases our work over the last 12 months.

There have been many exciting developments over the last year, and from a policy perspective the launch of Alzheimer Scotland's Commission on the Future of Long Term Care in Scotland report was a significant moment for us. The Commission, chaired by former First Minister of Scotland, Henry McLeish, was established to consider alternative approaches to long term care. The report sets out 16 key recommendations that act as a roadmap to transforming long term care, reflecting the type of care we all need and want, and giving people choice, power and control.

There are many examples of innovative practice in our work featured in this review, including the opening of the world's first Brain Health Clinic at our Centre in Aberdeen – you can read more about this important new service on page 7. This year also marked two milestones for Alzheimer Scotland, with both our National Dementia Advisor Service and our Outdoor Centre near Aviemore celebrating their first full year of operation. The benefits of green health can be transformative, and we are very much looking forward to the opening of our second Outdoor Centre in 2025 – you can find out more about this on page 31.

The highlight in our event calendar is always our Annual Conference, and this September 400 delegates came together in Edinburgh to hear from a range of inspiring speakers, network, and browse our conference marketplace. The programme for the day covered topics such as protecting personhood and dementia research, and our fantastic guest speakers all delivered engaging and thought-provoking presentations. It was a wonderful opportunity to bring our communities together.

As always, our thanks go to all our amazing fundraisers who give their time and energy to raise money for Alzheimer Scotland. You can read more about some of our fundraisers and the creative ways they have been supporting us on page 32. Without you, we would not be able to offer valuable services such as our 24 hour Freephone Dementia Helpline and our National Dementia Advisor Service – thank you.

Our Vision, Mission and Goals

Alzheimer Scotland is Scotland's national dementia charity. Our Vision is a future where dementia doesn't exist. Our Mission is to make sure nobody faces dementia alone. Our Goals are to prevent dementia by empowering people to look after their brain health, continue to care for as many people as we can who are living with dementia, and to help find a cure by funding research and campaigning for people to have access to any treatments available.



Prevent

Over the last 12 months, our Brain Health Scotland team has continued to raise awareness about brain health and prevention. We now know that up to 45% of dementias could be preventable and it's becoming more important than ever to take the brain health message to the general public. We were delighted to open our Brain Health Clinic and Service in our Aberdeen Brain Health & Dementia Resource Centre in December 2023. A multi-agency project between Scottish Government, NHS Grampian and Alzheimer Scotland, the clinic has already helped over 100 people with advice on risk reduction and tips on looking after their brain health. Having an accessible service like this is the level of preparedness we need to ensure that brain health is a priority in Scotland. You can read more about the work of Brain Health Scotland on page 6.



Care

There are many ways in which we offer support and services to people across Scotland, both nationally and locally, online, by telephone, and in person. Our 24 hour Freephone Dementia Helpline provides emotional support and signposting, with a team of trained Helpline volunteers available 24 hours a day, 365 days a year.



Our National Dementia Advisor Service celebrated its first full year of operation on September 21 – World Alzheimer's Day. Since its launch, the service has helped many people with advice and advocacy relating to all aspects of brain health and dementia. We also have a National Counselling Service which offers referral based, confidential counselling.

Our day opportunities services are provided by skilled and trained staff who deliver these vital, person-centred services across Scotland. These frontline care services are either funded and delivered by Alzheimer Scotland or commissioned by local Health and Social Care Partnerships.

We now have around 118 Post Diagnostic Support Link Workers working in 16 localities across Scotland to deliver high quality post diagnostic support to people with dementia and their families.

Cure

In the last year, we have seen some exciting developments in the world of dementia research – from the promising results in Alzheimer's disease drug trials to the use of blood biomarkers to enable earlier diagnosis. Our winter campaign highlighted the fact that everyone can play a part in dementia research – whether you have a diagnosis of dementia or not, and our work with Join Dementia Research to encourage as many people as possible to register their interest is ongoing.



We have continued our involvement with the global programme the Davos Alzheimer's Collaborative and the Alzheimer Scotland Student Research Programme is now in its third year. The Alzheimer Scotland Dementia Research Centre – a partnership with the University of Edinburgh, provides a high-quality environment for dementia research as well as the base for the Brain Tissue Bank – an important way of helping researchers understand dementia.

We firmly believe that 'research is hope' and we are committed to supporting the dementia research taking place in Scotland through the Scottish Dementia Research Consortium (SDRC).

You can read updates on some of our dementia research work on page 16.



Prevent

Alzheimer Scotland launched Brain Health Scotland in 2020 to promote lifelong brain health and create a legacy of long term dementia prevention strategies. By reaching out as early as possible into our schools and wider communities we can actively engage with the public on brain health and prevention.





What we do

We promote brain health through two key programmes:

Brain Health Engagement:

We promote awareness of the principles of brain health across all walks of life. We work with partners in education, health and social care, nutrition and fitness, as well as local communities, employers and sports associations to promote positive brain health. Our programmes include educational outreach from primary school years onwards, health promotion campaigns and management of known risk factors such as diabetes and depression. We place specific emphasis on equity of access, addressing the needs of people living in more challenging socioeconomic circumstances.

Brain Health Services:

We have collaboratively developed Scotland's first Brain Health Service and Clinic. We have developed a range of resources to support the development of the Brain Health Service including clinical recommendations, assessment protocols, audit and evaluation tools, individualised action plans and staff training programmes. We also provide information and opportunities to join research programmes, so everyone can join the effort to better understand brain health and disease. We explore ways to detect and manage the most common brain health problem we face – namely Alzheimer's disease.

Brain Health Service and Clinic

The first Brain Health Service and Brain Health Clinic in Scotland was launched in December 2023 and is hosted in the Alzheimer Scotland Brain Health & Dementia Resource Centre in Aberdeen. It is open access which means people can self-refer to the service, as well as being referred by their GP or other primary care healthcare professional. It is a joint initiative between Alzheimer Scotland, Brain Health Scotland, Scottish Government and NHS Grampian Public Health. The project is a demonstrator project which is being independently evaluated with an anticipated reporting date of early 2025.



Prevent

Brain Health Service

The Alzheimer Scotland Brain Health & Dementia Resource Centre in Aberdeen is set up to provide publicly accessible resources on the topic of brain health. The Centre holds information resources about assessing, maintaining, and improving brain health.

The Centre is staffed by an Alzheimer Scotland Centre Manager who is available to assist members of the public in accessing the Centre's resources. They can also help them work through non-clinical brain health assessments and take referrals to the Brain Health Clinic.

Members of the public have direct walk-in access to the Centre during working hours and are free to browse resources, work through brain health assessments and discuss queries with the Centre Manager.

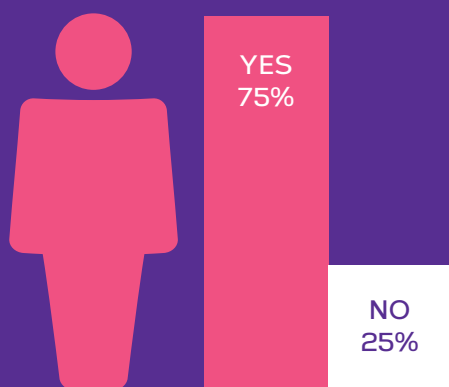
Brain Health Clinic

The Brain Health Clinic is managed by NHS Grampian and located in our Centre in Aberdeen. A room has been converted to provide a clinical setting to allow assessment of the patients who are referred. The clinic is staffed by a Clinical Nurse Specialist for Brain Health, a Consultant in Brain Health and an Administrator. The patient is assessed to identify relevant risk factors, early indicators of neurodegenerative disease, and identify potential opportunities for risk reduction and neurodegenerative disease prevention. Onward referral is made when clinically indicated. Everyone who is assessed in the Brain Health Service and Brain Health Clinic is provided with a personalised action plan to support behaviour change in relation to any identified risk factors.

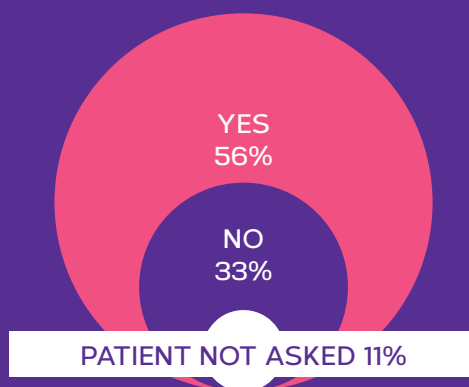
Brain Health Service and Clinic statistics

The infographics below show some statistics from the service since it was launched.

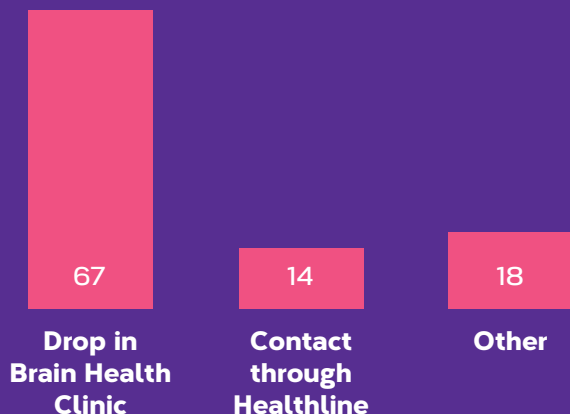
Patient concerned about memory loss?



Family affected by dementia



How was contact made?



Age of the patient



Brain Health Behaviour Change Learning Programme

The development of the 'Brain Health Coaching Service' began in 2022 as a collaborative initiative between Brain Health Scotland and the University of Stirling. After a development process involving needs assessment, literature review, protocol development, and training of health psychologists, the service was launched in March 2024. It offers personalised coaching sessions to adults over 18, emphasising education, motivation, and support for sustainable behaviour change to enhance brain health and mitigate dementia risks. A comprehensive evaluation framework will assess its impact and effectiveness, informing future improvements and potential strategies.

Attitudes towards Brain Health, Dementia Risk Reduction and Early Detection Survey

In 2023, Brain Health Scotland conducted a survey to understand attitudes toward risk reduction and early detection among the Scottish population, offering insights for informed interventions and policies. The survey highlighted the need to increase awareness of brain health and to address knowledge gaps in dementia risk reduction, particularly in younger groups and individuals from less advantaged socioeconomic backgrounds. Promoting early diagnosis, detection and prevention of dementia requires addressing concerns about the potential psychological impact, loss of independence and stigma, while providing support with comprehensive education, preventative strategies, and post-diagnosis care.



Brain Health & Dementia Resource Centres

Our nine Brain Health & Dementia Resource Centres (BHDRCs) had their launch days in September 2024. The Centre Managers have been trained in both brain health and behaviour change techniques, and the public can come in to find out more about their own brain health and create a personalised action plan. They will function in a similar way to the Brain Health Service in Aberdeen.

What's next?

Brain Health Awareness Session

A new interactive one-hour session is about to be launched. This will initially be delivered by the Brain Health & Dementia Resource Centre Managers, with plans to build up the number of trained staff. The aim is that people will leave the Centre understanding more about the risk factors that impact brain health and feeling empowered to make changes.

My Amazing Brain STARS Programme

The My Amazing Brain schools programme for 8-12 year olds has now reached at least 20,000 children. We have exciting plans for the next few months, thanks to support from Brodies LLP. The resources have been translated into braille and large font, and an accessible booklet without words is being created so that there are no barriers for anyone to know how to keep their brain healthy. We will be organising visits to many schools during Brain Awareness Week 2025, especially focusing on rural locations.



Care

We know that with the right support, people can and do live well with dementia for many years. At Alzheimer Scotland, the core of our work is, and will always be, 'care'. We want to help ensure that those living with dementia have access to, and receive, the highest quality of care.



National Support Services

Alzheimer Scotland's Dementia Helpline

Our 24 hour Freephone Dementia Helpline has been providing support and signposting to people with dementia, their families and carers since 1989. Over the last 12 months we have received a large number of calls from carers experiencing high levels of distress due to the lack of support in community health and social care settings. Many of our callers are looking for emotional support, and we hear from numerous people who are worried and unsure how to access the right support. We continue to hear of lengthy delays and waiting times for local authority social care services and for people requiring an assessment of needs. We also hear from callers who are worried about dementia and seeking information on how to get a diagnosis



In the past year our Helpline has received **7,556 calls** and provided in excess of **966 hours** of support to callers

National Digital Service

In July 2024, the Edinburgh and Glasgow Digital Dementia Advisors became part of our National Support Services. This is an exciting move, and we are making plans on how we can scale up this support, which was offered locally, to a national service. We want to enable our local teams to support families and people living with dementia to engage with technology that may enhance their quality of life. Our Digital Dementia Advisors initiative has been hugely successful, and we know that the service they provide has been so beneficial for people with dementia and their families.



National Dementia Advisor Service

Our National Dementia Advisor Service was established in September 2023 to offer high-quality information, advice and advocacy relating to all aspects of brain health and dementia. This service was created to improve access to a Dementia Advisor, regardless of where you live in Scotland. People can connect with the service through our dedicated phone line or email and will receive a follow up within one working day. In the last year we have received over 2000 referrals. The key themes that we hear are around carer stress, seeking dementia information, information on rights and on how to access our services and external services.

In the past year our National Dementia Advisor Service has received **2,138 referrals**



National Counselling Service and Glasgow Younger Person Counselling Service

Our referral-based counselling services have continued to support people living with dementia, family members and carers. Over the last 12 months our counsellors have helped people with issues such as anxiety, bereavement, financial stress and carer stress.

In the past year our Counselling Service has helped **122 people**

Care

Post diagnostic support

It has now been more than a decade since the Scottish Government made the commitment to guarantee that every person in Scotland with a new dementia diagnosis is entitled to a minimum of a year's post diagnostic support from a named and trained link worker. Post diagnostic support can help with understanding dementia and its symptoms, developing and maintaining community connections, and help with future planning and decision making. It can help people with dementia to have choice, power and control in their lives.

Alzheimer Scotland now has 118 Post Diagnostic Support Link Workers working with 16 Health and Social Care Partnerships across Scotland.

"Even though our Link Worker's time with us has come to an end, I am confident we have all the information and contacts we need now and for the future. We are all in a much better place as a result of this support, so my mum's care from myself has improved and we know where to turn when we need more assistance. We can't praise the Link Worker role enough."

– Family member



Person-Centred Plan

Our Post Diagnostic Support Link Workers are highly skilled and trained practitioners. They work with the person with dementia and their family, to find out what's important to them, what their hopes and aspirations are, their future plans, their preferences, and they support them to create and develop their own Person-Centred Plan.

A Person-Centred Plan can help people to understand what is important to them in their everyday life, how they live now and how they might want to live in the future. The Plan belongs to the person with dementia, and it is their choice if they want to share it and when they want to share it.



Total number of people supported – 1 April 2023 to 31 March 2024

8,013

Onward referrals to other agencies

6,190



Groups held for people living with dementia

365



Contact with other professionals

22,369



Telephone contact made

42,324



Face to face contacts

28,633

Groups for carers

379



6 month Reviews

1,545

Emails

45,508



Letters

10,057



Day opportunities

Alzheimer Scotland day services and day opportunities specialise in supporting people with dementia through therapeutic activities. They help people to maintain their skills so that they can stay independent for as long as possible. We are delivering registered and commissioned services in partnership with 20 Health and Social Care Partnerships and a Community Trust.

Day services and day opportunities offer a wide range of activities, including life story work, exercise to music, musical activities, reminiscence and outdoor activities.

Our day opportunities don't always take place indoors, or even in one of our Brain Health & Dementia Resource Centres. To ensure activities remain engaging, interesting and stimulating, we use a range of venues. This offers a bit of variety, with participants able to meet more people, in new environments that are still local to them. To this end, we have developed strong partnerships with local organisations who regularly welcome our groups for visits.

We have established a working group to review the therapeutic activities on offer. This group will gather perceptions and honest opinions about how valuable people find the experiences. Through this group, we're able to share the research behind certain activities and why we believe them to be beneficial for participants. But it's most important that activities remain relevant to people, and that they have an opportunity to influence what is delivered. With open discussion and feedback sessions, we're able to evaluate the success of our activities and ensure that they remain meaningful, are of high-quality and are informed by the voices of lived experience.

All our day care services are registered with the Care Inspectorate and over the last year we supported over **500 individuals**.

The total number of day care sessions provided over the year was **4453**, providing over **16,000 hours** of support.

Some quotes from day opportunities and community groups users

"Attending the groups makes me feel that I'm not alone and there are others going through the same thing as me. I get to meet other people in the same boat and we can get ideas and also share what we are going through. The journey can be lonely but groups have a social sense and community feel."

"Day care has enhanced my confidence. Everyone is very friendly and I look forward to meeting them each week. I find the size of the group just right for me."

"I just love coming here and it lets my husband get on with things. You couldn't say a bad word about the service. Everyone makes a difference to my day."

In addition to registered day care support, we also provide an unregistered Community Connections Programme in a number of areas. This programme reaches out from our core Centre activity and creates opportunities for peer support, therapeutic groupwork, dementia cafes and carers support within both mainstream local community facilities and our own Centres.

The Community Connections Programme fills the gap between the end of formal post diagnostic support and day services. It supports people in a flexible way using every day community supports combined with opportunities for therapeutic and peer-based support. Research has found that this can help to decrease decline and support people to continue to live well for as long as possible in their own communities. This work is complemented by our network of Dementia Advisors.

Care



Our Brain Health & Dementia Resource Centres

Our Centres are based throughout Scotland and offer friendly, accessible environments for everyone to enjoy. Whether you want to pop-in for some information, advice or support, our friendly staff and volunteers will be able to help you. If you haven't been diagnosed with dementia but would like to find out more about how to keep your brain healthy, you can also drop in for a chat. Each Centre is also a base for our wide range of local groups and activities. Our first Outdoor Centre based in Badaguish, Aviemore opened in 2023. You can find out more about this innovative Centre and our plans for our second Outdoor Centre on page 31.



Over the year, **6,487 individuals** attended digital or in-person activity groups either in our Centres or within the community, (3,063 people with a diagnosis of dementia, 3,424 carers).

Dementia Advisors

Alzheimer Scotland has a network of community-based Dementia Advisors across Scotland. They offer advice and support to people living with dementia, their families and carers, and can help with signposting to other supports and services. Over the last year, our Dementia Advisors have continued to run a range of therapeutic and social groups and activities both within and outwith our Centres. Our Dementia Advisors also lead on our Carer Education programme with some also delivering our 'You, Me and Grief' programme.

"Being able to attend the online carers' group has been a lifeline. We share information and ideas about how to tackle issues. Feeling you are not alone and having a group to talk to makes such a difference." – Carer





Allied Health Professionals

Allied Health Professionals (AHPs) include speech and language therapists, physiotherapists, dietitians and occupational therapists. Over the last 12 months they have continued to support people with dementia, their carers and families.

They ran another successful two-day CPD module entitled 'Rehabilitation for people living with dementia: Promoting an Allied Health Professional Human-Rights Based Approach'. This was delivered and developed in partnership with Edinburgh Napier University, the Scottish Dementia Working Group, the National Dementia Carers Action Network and Brain Health Scotland. The day involved 30 AHPs from across Scotland and Wales with a formal evaluation being developed and published next year. The feedback on the day was very positive as this social media post shows.

"It has been a fantastic two days of learning and networking. Each speaker was very insightful, and I am left feeling inspired & grateful to have made new connections across both Wales and Scotland."

They continue to support the national Alzheimer Scotland AHP dementia forum. This is a strategic clinical group that leads the local delivery of the national AHP framework 'Connecting People, Connecting Support', with ongoing strategic leadership provided by the Alzheimer Scotland National AHP Consultant. This national forum meets monthly with representation from NHS Boards and the AHP professional bodies. The priorities for the forum for this year have been brain health, research and embedding the voice of lived experience in their work. Members of the forum were involved in the Scottish Government subgroups to develop the dementia delivery plan.

The AHP programme continues to develop a range of free, evidence-based self-management resources as well as holding bi-monthly dementia webinars. The AHPs are also currently working to offer sessions in our Virtual Resource Centre.

Cure

We are seeing more and more developments in the world of dementia research. From Alzheimer's disease drug breakthroughs, to using blood-based biomarkers for earlier diagnosis, promising steps forward are being made. For us, research brings hope.



Davos Alzheimer's Collaborative

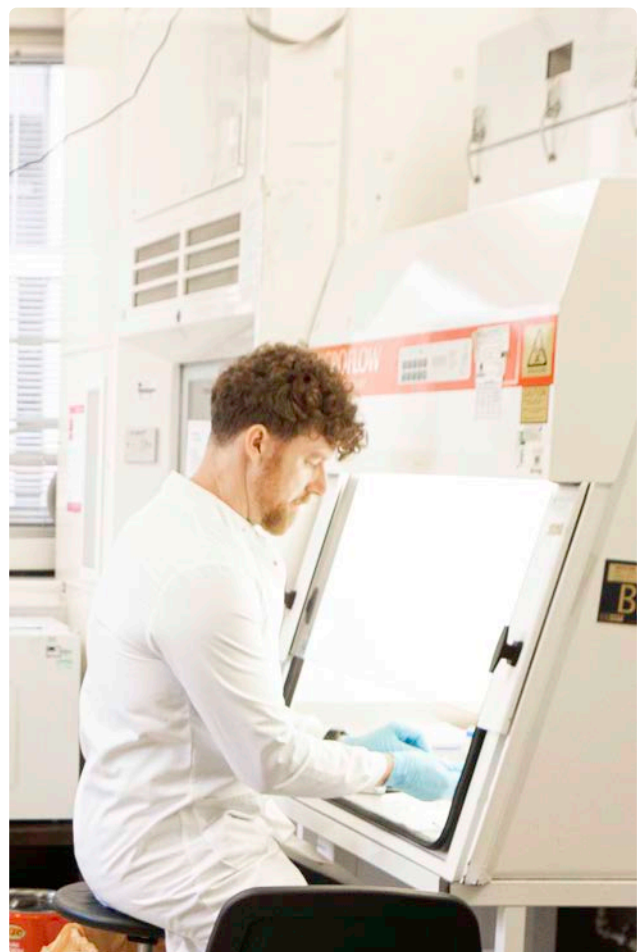
The Davos Alzheimer's Collaborative (DAC) is a worldwide programme aiming to accelerate innovation in and transform the ways healthcare systems respond to Alzheimer's disease. As part of this collaborative, we took part in a global project exploring how prepared healthcare systems are for the early detection of Alzheimer's disease – Scotland was one of seven sites involved in this work across the globe. We were provided with the opportunity to use new diagnostic tools in our pathways. This involved an iPad based digital cognitive assessment (Linus Core Cognitive Evaluation) which focused on three-word recall, the clock drawing test, and a health and lifestyle questionnaire. We were also provided with the opportunity to utilise a blood-based biomarker (C2N Precivity AD). This partnership project involved Brain Health Scotland, NHS Dumfries & Galloway and our Active Voice groups. We implemented the digital cognitive assessment in primary care, a nurse-led assessment pathway and psychology services. It was found to be especially useful in primary care settings and a model was used where this was completed by the health care assistant and fed back to the GP. The digital cognitive assessment was also useful as part of the mild cognitive impairment pathway.

The blood-based biomarker was implemented in the specialist service, and this was the first time this was used in clinical practice in the UK, and potentially Europe. It was found to be highly useful in some cases and was well accepted by patients.

We captured patient and clinician feedback, and it was great to hear about the brain health conversations and actions taking place. Learning was shared throughout the project by each of the seven sites in Brazil, Japan, Jamaica, Mexico, USA (two sites) and Scotland. There was power in coming together with different countries and learning together so new developments can reach people quicker. An open access digital toolkit has been created for other areas looking at carrying out similar work. This work is informing new developments such as in blood-based biomarkers, for example the next DAC initiative is about accurate diagnosis and the use of blood biomarkers as part of the diagnostic process in real world settings.

Alzheimer Scotland Student Research Programme

We are now in year three of our Student Research Programme. This programme was created to support the next generation of dementia and brain health researchers by providing funding for innovative research projects. The programme is very much led by the expertise of lived experience which means our Active Voice group members select the research theme, carry out the shortlisting and interview process and provide support to the researcher. The programme provides funding support, but it's about so much more than that. Not only will important research projects be completed, it's the opportunity for the early career researchers to work with Alzheimer Scotland now and in the future. Our Year One student is working with the team at the University of the West of Scotland, and we look forward to seeing their important findings soon. Our Year Two students have started on the programme. The Year Three call for applications closed in October and focused on the theme of 'Living with Dementia'.



The Scottish Dementia Research Consortium (SDRC)

The Scottish Dementia Research Consortium (SDRC) was established by Alzheimer Scotland over 10 years ago with the aim of promoting Scotland as one of the best places in the world for brain health and dementia research. The SDRC is an inclusive community of researchers, healthcare professionals, people living with dementia and anyone else with an interest in research. The Consortium carries out various activities to support and celebrate all brain health and dementia research taking place across the country – this includes an annual research mapping exercise.

Their Annual Conference took place over two days in Dundee in June and was a joint event with the NHS Neuroprogressive and Dementia Network and Brain Heath ARC. The Conference had the theme of 'Celebrating Scottish Research' and provided delegates with an overview of ongoing research into brain health, dementia and neurodegenerative disease. There were speakers from across the UK, including researchers of all disciplines and career stages, charitable organisations, funders and people with lived experience. There were spotlight opportunities for early career researchers to share their work and the Celebrating Scottish Research awards which recognised members of the dementia and brain health research community for outstanding work in their career so far.

Alzheimer Scotland Centre for Policy and Practice (ASCPP)

The Alzheimer Scotland Centre for Policy and Practice (ASCPP) is located within the School of Health and Life Sciences at the University of the West of Scotland (UWS). The ASCPP's mission is to work collaboratively with people with dementia and carers, and the scientific and practice communities to advance evidence informed dementia policy and practice.

This year, the ASCPP produced a report focusing on the issue of dementia in prisons. Prisoners with a suspected or diagnosed dementia are becoming an increasing concern for prison services and prison healthcare staff due to the complexity of their health and social care needs. ASCPP researchers conducted interviews with staff and inmates within four Scottish prisons housing the highest concentration of men over 65. The interviews were with prisoners living with a diagnosis or suspected diagnosis of dementia, along with staff involved in their care, and explored how symptoms are currently identified, and diagnoses reached within prisons, how specific health and social care needs are met, and the general dementia education prison staff have.





Confident Conversations in Research

When it comes to signing up to research, we recognise that everyone is unique. If you've received a diagnosis of dementia, research conversations need to take place at the right time and by the right person. To enable this to happen, a partnership was formed with our colleagues at the Neuroprogressive and Dementia Network.

An education package was developed for staff at Alzheimer Scotland to have 'Confident Conversations about Research' with the people they support. This consists of training, a workbook and a toolkit which was developed following feedback. Training by our colleagues at the Network has also been carried out to teams in the NHS - this is a really important piece of work with great potential in Scotland.

Join Dementia Research (JDR)

Our 2023 winter campaign highlighted the important fact that anyone can get involved in dementia research - whether they have a diagnosis of dementia or not.

Alzheimer Scotland continues to be part of Join Dementia Research (JDR) - a nationwide online and telephone service where people can register their interest in volunteering for dementia research studies. Join Dementia Research was launched nine years ago by the National Institute for Health Research (NIHR) in partnership with Alzheimer Scotland, Alzheimer's Research UK and the Alzheimer's Society.

Campaigning for change

Dementia is a priority. We want policy and decision makers to ensure that people living with a dementia diagnosis are treated with fairness and respect and have access to the support and services that they need.



Alzheimer Scotland's Commission on the Future of Long Term Care

Alzheimer Scotland recognises that current options for the long term care of people with dementia in Scotland are not always designed to meet their complex and specific needs. As Scotland faces increasing demands for long term care, it is essential that we develop a sustainable, person-centred model of long term care that meets the needs of people living with dementia. In response to meeting this challenge, Alzheimer Scotland established the Commission on the Future of Long Term Care to consider what changes are needed to deliver high-quality, equitable long term care for people living with dementia.

Led by former First Minister of Scotland and Alzheimer Scotland ambassador, Henry McLeish, the Commission reported its findings in a report published in May 2024.

Alzheimer Scotland considers the findings and recommendations of the Commission so significant and far-reaching as a way to deliver fairness, equality and the best possible long term care to one of our most vulnerable communities in Scotland that they need to be addressed as a central Scottish Government priority. We have urged the Scottish Government to implement all of the recommendations in this report as a matter of urgency. Since the report was published, Alzheimer Scotland has engaged with the Scottish Government around ways to transform the current delivery of long term care. We will continue to drive the work to implement the Commission's recommendations forward in 2024/25.

You can read the full report here www.alzscot.org/lccc

The Commission set out 16 key recommendations to act as a blueprint for transforming the long term care system to better meet the needs of Scotland's ageing population. The report identified the need to address the following broad issues to improve the experiences of long term care:

- The development of strategic planning and commissioning for long term care arrangements in Scotland
- Explore and implement alternative approaches to long term care and support that meet the needs and reflect the wishes of people living with dementia
- Establish public dialogue around the cost of care and explore new approaches to funding long term care
- Tackle the workforce crisis



New National Dementia Strategy

Over the last year, Alzheimer Scotland has supported the delivery of the latest National Dementia Strategy. From our innovative work around brain health and dementia prevention to our ongoing commitment to post-diagnostic support and the delivery of community-based activities through our network of Brain Health & Dementia Resource Centres and beyond, we continue to drive change and improvement to services and support for people living with dementia, their families and carers. We will continue to support the implementation of the first National Dementia Strategy delivery plan and seek to improve the experiences of people with dementia and their carers through our approaches to care and support and continued engagement with the Scottish Government and other key stakeholders.

Fair Dementia Care Campaign

People living with advanced dementia continue to face unfair charges for their care. Alzheimer Scotland understands that the complex physical and psychological symptoms of advanced dementia require specialist health and nursing care and that this type of care and support should be provided free of charge at the point of delivery. Unfortunately, the cost of dementia care is typically met by people living with the condition. Alzheimer Scotland continues to challenge these unfair charges through our Fair Dementia Care campaign, engaging the Scottish Government around opportunities to address the inequalities in the treatment and care of people living with advanced dementia in Scotland.

Active Voice

Enabling and promoting the diverse voices of people with dementia and carers to campaign for, promote and uphold rights and drive change. Our Active Voice groups are at the heart of everything that we do.

Over the last year, our Active Voice groups have certainly lived up to their name. Supported by the Active Voice staff team, the Scottish Dementia Working Group (SDWG) and the National Dementia Carers Action Network (NDCAN), have been campaigning and awareness raising at a local, national and international level.



Conferences and events

In October 2023, members of Active Voice attended the 33rd annual Alzheimer Europe conference in Helsinki. Joining over 1000 international delegates from 48 countries, three SDWG members and three NDCAN members flew to Finland to make sure the voice of lived experience was heard loud and clear. Under the banner, 'New Opportunities in Dementia Care, Policy and Research', this was a great opportunity to discuss Active Voice's contribution to the Scottish Government's fourth National Dementia Strategy. Members were also able to share their thoughts on a range of topics, including the importance of creative activities for people living with dementia.



November saw the annual Carer's Parliament held in Edinburgh. This forum welcomed over 150 delegates to discuss both the positive and negative impact caring has on relationships, careers, finances and health and wellbeing. NDCAN members Thea and Marion attended on behalf of Active Voice. They were able to contribute their thoughts to 'A Scotland that Cares' - a campaign calling for the Scottish Government to create a National Outcome on Care and deliver on actions that value the role it plays in communities right across Scotland.

In June 2024, Active Voice members attended and presented at the Scottish Dementia Research Consortium (SDRC) Annual Conference in Dundee. Elaine, Marion and Frank from NDCAN, and Margaret, Rynagh and Stuart from SDWG delivered presentations as experts with lived experience to an audience of researchers, healthcare professionals, people who live with dementia, and others with an interest in dementia research.

And in September 2024, Active Voice played a key role in our own Annual Conference. SDWG and NDCAN members opened the event and introduced each conference session. Members provided insights into their own lives, reflecting the importance of 'personhood' which was one of our key themes for the day.



Influencing policy and practice

Over the past year, Active Voice has continued to engage with decision makers – ensuring that dementia policy and practice is meaningfully informed by people with personal experience.

Members have been closely involved with the development of the 'Commission on the Future of Long Term Care in Scotland' report which was published in May. As part of the public engagement process that contributed so valuably to the final report, SDWG and NDCAN members travelled the country to hear from a broad cross-section of people who are affected by dementia. This culminated in a visit to our Brain Health & Dementia Resource Centre in Kilmarnock where a network of over 30 people were keen to share their views.

The information gained at these consultation events was fed back to the Long Term Care Commission and informed the content of the report which explores the need for fairer, more person-centred models of long term care.

In November, Active Voice was in Aberdeen for a dementia-focused consultation as part of the co-design process for the Scottish Government's proposed National Care Service. Again, this event provided an opportunity to hear first-hand from people living with dementia, their families, and carers.

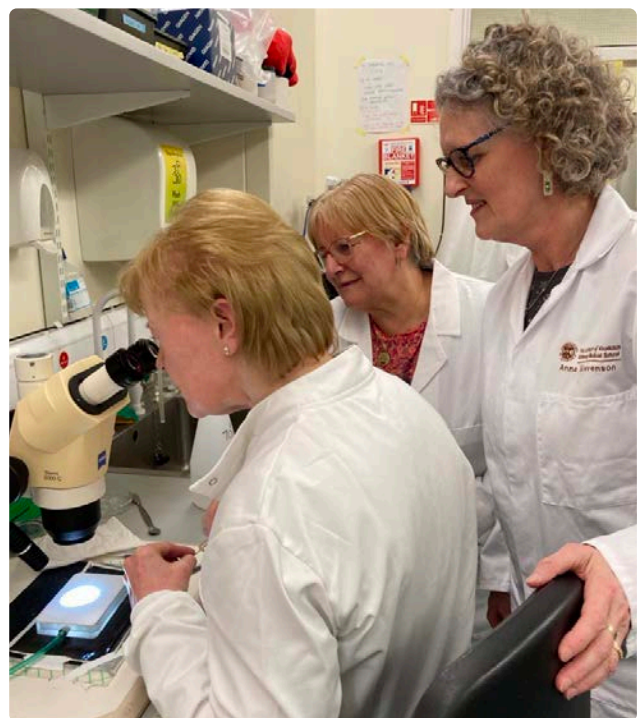
Supporting workforce development

SDWG and NDCAN have a shared priority to support workforce knowledge and development, to help ensure that health and social care staff working with people living with dementia, their families and carers have opportunities to gain the appropriate knowledge and skills for their roles. Over the last 12 months, members have spoken to speech and language therapy students, junior doctors and Allied Health Professionals. They were also involved in the NHS Education for Scotland (NES): New to Skilled Educational Programme where they were recorded sharing their experiences of living with dementia or being a carer. The recordings will help 'bring to life' this vital education resource aimed at training NHS professionals with the knowledge and understanding necessary to foster compassionate care and support.

Partners in research

The SDWG and NDCAN are proud partners in research. Both groups have established sub-groups of members with a particular interest in this area, to drive forward their research priorities. They work with with key partners to deliver meaningful and purposeful dementia research, whether as co-producers, participants, consultees, or recipients of research information.

Through this work, members have established strong relationships with a wide range of dementia research partners, including with the Centre for Discovery Brain Sciences at Edinburgh University. In February 2024, Active Voice group members visited the Centre, meeting with its Deputy Director, Professor Tara Spires-Jones and students to discuss their work and touring the facility to see, first-hand, the research that is taking place there.



Campaigns & events

Our annual awareness raising campaigns give us the chance to share our key messages with the public. Events such as our Annual Conference provide a wonderful opportunity to keep us connected with our members and supporters.



We're all in - Winter Campaign 2023

Our campaign for winter 2023 focused on the importance of dementia research, shining a special spotlight on some of the inspirational people we support who continue to give their time to this cause. Our 'We're All In' campaign celebrated the notion that each of us, in our own unique way, can contribute to research and challenged the perception that research is all about lab coats and test tubes.

Our approach was to highlight that there are many ways we can all get involved, with focus groups, surveys and questionnaires just some of the opportunities available for contribution. The campaign also emphasised that people don't have to have a diagnosis of dementia to participate in dementia research.

We brought three amazing people together to take part in a campaign film – Kenny, Rynagh and Willy, all of whom live with dementia and volunteer some of their time to research projects. Our film captured an insight into their ongoing contributions, and the positive impact it has on their lives. It also featured an interview with Professor Tara Spires-Jones, Neuroscientist and Alzheimer Scotland ambassador based at the Centre for Discovery Brain Sciences at Edinburgh University. We were lucky enough to visit Tara with a film crew at the Centre and chat to her about her work and why it's so important for people to get involved in dementia research.

Our strapline, 'Together we're the change – are you in?' summed up how working together today can bring hope for tomorrow.



Brain Awareness Week – Never too early, never too late

Brain Awareness Week (BAW) is an annual opportunity for Alzheimer Scotland to garner public enthusiasm and support for brain science. This March, we welcomed the chance to raise awareness of one of our key messages, prevention – and the practical steps people can take to look after their brain health. This year's theme was 'Never too early, never too late'. We wanted to dispel the myth that the diseases leading to dementia are a concern solely for later life. With research showing that dementia symptoms often have imprints that stretch back decades, our focus for BAW 2024 was to promote this as impetus for preventative action.

We asked four members of the Scottish Dementia Working Group what steps they take in their daily lives to maintain their brain health. Each member currently lives with a diagnosis of dementia, and the activities they undertake each day are important to make sure they continue to live as well as possible. Members were all keen to share their tips for singing, reading, socialising, exercising, and cognitive stimulation. Throughout the week, we published content which advocated the prioritisation of brain health from childhood onwards, and the importance of positive behaviours being sustained throughout adulthood.

Campaigns & events



Dementia Awareness Week 2024 – Your choice, Your voice, Your future

Every year, Dementia Awareness Week is an important event in our calendar. It enables us to shine a light on dementia, raise awareness, and help improve the lives of people with dementia, their families and carers.

On 27 May, Alzheimer Scotland's Long Term Care Commission launched their report into the future of long term care in Scotland. This was the catalyst for our Dementia Awareness Week theme – 'Your choice, Your voice, Your future'. The overlap of these two events offered an excellent opportunity to raise awareness of the challenges around long term care for the dementia community, with the importance of personal choice front and centre. Our key message for the week was that every person living with dementia has their own unique story, and their needs, preferences and aspirations are as diverse as they are. Our content focused on our belief that there should be much greater choice when people with dementia consider their care options for the future.

We believe that good care respects and embraces diversity, giving people the power and control to make choices that reflect who they are and what matters most to them. The best care is tailored to the individual – and this view underpinned our tagline. To convey this message to the public, we met up with three inspirational people, Margaret, Catherine and Jean and we invited them to share their unique perspectives on dementia care. Their stories were filmed, and the videos shared via our website and social media channels during the week.



Margaret

Your voice
Your choice
Your future

Catherine



Jean



Your voice
Your choice
Your future

Each person living with dementia has their own unique story, and their needs, preferences and aspirations are as diverse as they are. At Alzheimer Scotland, we advocate for care approaches that enables people with dementia to live as well as they can for as long as they can. We care about your care. We believe that good care respects and embraces diversity, giving people the power and control to make choices that reflect who they are and what matters most to them – now and in the future.

Annual Conference 2024

This year, our Annual Conference was once again hosted at Edinburgh's International Conference Centre (EICC), where we welcomed an incredible 400 delegates on 20 September.

Our theme for the day was, 'Your choice, Your voice, Your future', carrying forward our messaging from Dementia Awareness Week earlier in the year. Attendees were provided with thought-provoking insights across five different sessions, each with a different focus – 'Protecting personhood', 'Practice evolutions and innovations', 'The future is green', 'The future of long-term care' and 'Dementia research in Scotland'.



The expertise and depth of understanding shown by each of our speakers on such an interesting and engaging range of topics was remarkable. Their shared focus was on the importance of maintaining the essential characteristics of personhood, the desperate need to improve long term care options for people in Scotland, the steps we can all take to reduce the risk of developing dementia, and how today's research and drug developments offer hope for tomorrow.

Underpinning all sessions were the voices of those with lived experience. We were delighted to welcome members of the Scottish Dementia Working Group (SDWG) and the National Dementia Carers Action Network (NDCAN) to the stage, all of whom spoke eloquently about their experiences and made extremely valuable contributions to the day.

Our Opening Session keynote speaker was Scott Mitchell, People's Champion of the Dame Barbara Windsor Dementia Mission. In 2022, the UK government announced the establishment of a National Dementia Mission that Scott had helped campaign for in his late wife's name. Scott spoke about his life with Barbara, the impact that Alzheimer's disease had on their lives, his campaigning work and the commitment he has to the Mission.

It was a truly inspirational day, complemented by a wonderful exhibitors' space with an array of interesting stalls and much opportunity for networking.



Innovations & initiatives

By using creativity, technology and innovative thought, we can change the way we think about dementia support. This can have a transformative effect on the lives of people with dementia, their families and carers.



Virtual Reality football experience at Hampden

We were excited to be part of a new initiative that uses Virtual Reality (VR) as a tool for reminiscence. Launched in early June, and based at Hampden Park, the football-based VR experience can help recreate the sights, sounds and atmosphere of past games. Through wearing a VR headset, the technology brings to life three key elements of bygone match days – travelling to the game, clicking through the turnstiles and cheering from Hampden's vast terraces. Mark Hateley – ex-professional footballer and Alzheimer Scotland ambassador joined us at the launch and got the chance to experience for himself how the headsets work.

The VR project – the first of its kind in the UK – aims to offer therapeutic taster experiences and builds on our partnership with the Hampden-based Scottish Football Museum, which began in 2009. This is a joint initiative with Football Memories Scotland and uses old photographs, film and memorabilia to trigger memories that were once vivid in people's minds. The VR content, using archive material, has been co-created by people living with dementia, researchers at Abertay University and designers from Dundee-based video game developer crab.Bit.



This initiative has been backed by the Digital Health and Care Innovation Centre, which supports transformational collaboration between universities and businesses.

Scottish Government funding has also enabled us to purchase a Meta Quest 2 Virtual Reality headset for each of our Centres based throughout Scotland. We have also trained 35 of our staff to become digital champions, who can offer VR experiences to local community groups.

Feedback from groups who have trialled the headsets revealed that all who took part reported an improvement in mood and 75 per cent experienced a reduction in anxiety.

ADAM (About Digital And Me)

At our Annual Conference in September, we relaunched ADAM (About Digital And Me). ADAM is a free online platform co-designed by people living with dementia and their carers that provides help with finding the right technology at the right time.

ADAM is an unbiased and trusted resource as all the technology in the catalogue has been tried and tested by people with dementia and carers and is only listed if people with lived experience have found it useful. The platform shares all our knowledge for free to help people make informed choices and take the next steps towards trying the technology out.

ADAM has an inbuilt conversational questionnaire for those who don't know where to start. This questionnaire helps ADAM to get to know you and what to recommend to you.

People with lived experience of dementia have helped us to make ADAM and we would like to thank everyone who participated in the development of the platform over the last 3 years – ADAM wouldn't exist without you.

To visit ADAM go to: <https://meetadam.org>

ADAM 
About Digital And Me



Innovations & initiatives

Dementia Dog Project

The Dementia Dog team members were thrilled with the placements of two Assistance Dogs this year – Lola, who joined her family in September 2023 and Daisy, who was matched and placed with her family in the summer of 2024. These dogs are specially trained to carry out a number of daily practical tasks in the home – they are a social connector when out and about in the community as well as providing loyal and loving companionship for their human family.

In addition to Assistance Dogs, the project has also seen three Community Dogs participate in a range of Animal Assisted Interventions throughout the year. Billy, Quill and Sandy, alongside their handlers, have supported people living with dementia and their carers to achieve goals including socialising, increased movement through gentle exercises and building confidence.

The Community Dogs have been joined by the fantastic volunteer Activity Dog team comprised mostly of retired Assistance Dogs, but with the addition of several trained pet dogs and their owners to deliver activities both online and in person. This includes Doggy Bingo and Doggy Paint by Numbers which never fails to impress! Alongside Dog Days, where trained pet dogs and volunteers visit dementia friendly settings such as Alzheimer Scotland Brain Health & Dementia Resource Centres, these activities bring joy to people living with dementia and their families. Volunteers are central to the project and make a fantastic difference to what can be achieved.

Finally, the Dementia Dog team has delivered a series of online and in person events to people living with dementia and their carers, as well as industry professionals. These sessions focus on adopting a pet dog and give advice on where to start and how to ensure a new furry friend fits in seamlessly as part of the family where someone is living with dementia. The industry professional sessions focus on the difference a canine companion can make, and the benefits they can bring.

Thanks to generous funding including a grant from the Pets Foundation, the project has been able to expand its capacity and service reach over the past year, delivering over 100 therapeutic sessions to benefit almost 1000 individuals.



“Daisy is a hugely positive influence on Nigel and therefore for me too. Nigel is less likely to be anxious – especially when I am out. Daisy does also encourage him to be more active and get out and about more.”

– Kitty

Dementia Friends programme

Our Dementia Friends programme continues to reach lots of different organisations, businesses and individuals enabling them to have a better understanding of some of the challenges people with dementia may face, which means a better experience for each person living with dementia.

We now have around 115,000 Dementia Friends and that number continues to grow. The programme also enables us to share the support available both for the person with dementia, their families and carers that Alzheimer Scotland can offer. Working closely with the Fundraising and Engagement team, it enables us to build on our relationships – particularly with our corporate partners. It is often the initial offer of a Dementia Friends session that really encourages people to get involved with us after taking part in the engaging session.

Looking forward, Dementia Friends really has the ability to change people’s perception and continue to reduce the stigma still associated with dementia by engaging with as many people as possible in a very informal and informative way.

Badaguish Outdoor Resource Centre

Since its official opening in April 2023, the UK's first Outdoor Dementia Resource Centre in Badaguish, Aviemore, has welcomed hundreds of people who are living with dementia, their families, and carers. Positioned within the magnificent Cairngorms National Park, this pioneering project originally received development phase funding as part of the Cairngorms 2030 programme, supported by The National Lottery Heritage Fund. Earlier this year, we received the fantastic news that funding will continue through to 2028 for the delivery phase of the project. This will enable more local people to enjoy the many benefits of 'green health', which we know is especially advantageous for people who are living with dementia.

Since its launch, the Centre – owned by Speyside Trust – has become a bustling hub for a wide range of nature-inspired pastimes such as walking, cycling, gardening, art, and willow weaving and many people have already benefited from over 150 different groups and activities on offer. The team has developed a schedule of events that aren't weather dependent – handy during our long Scottish winters! Many indoor activities are also offered, such as Cognitive Stimulation Therapy and a nature themed 'Bringing the Outdoors In' programme, delivered in partnership with Highland Wildlife Park.

Enquiries have been received from people around the world who are interested in finding out more about this service, from as far afield as Germany and the United States. This is testament to the positive impact being felt by local people who are affected by dementia. We are happy to say that funding for this thriving Centre has been secured for the next four years, so that more people can continue to access a wide range of nature-based therapeutics and try out new, interesting activities to benefit their mental and physical wellbeing.



Lauriston Castle Outdoor Dementia Resource Centre

Following the success of our Centre at Badaguish, we were thrilled to announce at our Annual Conference that we will be opening a second Outdoor Centre based at Lauriston Castle near Cramond. The Centre will be in Lauriston Lodge which has undergone significant upgrading and reconfiguration works. The interior now follows the principles of dementia-friendly design and reflects the feel of the local area, bringing a sense of homeliness and familiarity. With access to the adjacent memory garden, wonderfully maintained by The Forget-Me-Not Trust, we will offer a full schedule of activities that will bring untold benefits to people with a diagnosis of dementia, as well as anyone keen to learn more about the steps we can take to look after our brain health.

With studies showing that contact with the natural world offers comfort, stimulation and a sense of freedom, we understand the profoundly positive impact outdoor spaces can have. We plan to offer a wide range of therapeutic and creative activities such as gardening and horticulture, mindfulness and reminiscence, cognitive stimulation therapy, outdoor relaxation and even an outdoor dementia café. These experiences will be enhanced by the unique surroundings of the castle itself and its wider grounds, with walks, trails, and an abundance of local wildlife – promising that our new Centre is poised to become a haven for people to immerse themselves in the restorative power of nature. The Centre will open in 2025.

Since the project started, we have **supported 1250 people** through our various nature-based groups and activities

Your support

We are so thankful to everyone who supports us with their fundraising efforts. By giving your time, energy and commitment to raise money for Alzheimer Scotland, you are helping us in our mission to make sure nobody faces dementia alone.



Scotland's Memory Walk

One of the highlights of 2024 was being able to bring back Scotland's Memory Walk to four cities across Scotland during September, starting with Inverness then onto Edinburgh, Dundee and culminating in our biggest walk in Glasgow at the end of the month. Our localities also held smaller-scale walks in Aberdeenshire, Angus, Fife and the Western Isles. In total, around 600 participants across Scotland walked over three and a half million steps to raise vital funds for people living with dementia across Scotland.

Our Edinburgh Memory Walk also allowed us to showcase the location of our forthcoming Brain Health & Outdoor Dementia Centre in the gardens of Lauriston Castle. We were delighted to welcome some high-profile supporters to our Memory Walks, with super-fundraiser Frank Stephen opening our Inverness Walk, Amanda Kopel opening our Dundee Walk and both Mark Hatelly and Graeme Sutherland opening our Glasgow Walk. These fun, family-friendly events had already raised £82,000 at the time of writing.



90k Challenge

In January 2024, we challenged our Facebook supporters to walk 90,000 steps over the course of one week. A great way for participants to meet their New Year's resolutions and raise funds for a fantastic cause, our 2024 challenge raised over £12,800. One participant, Caitlin, raised over £1,000 – inspired by the support her mother received from Alzheimer Scotland's Outdoor Dementia Centre in the Cairngorm National Park. Caitlin's mother's 60th birthday fell on the final day of the challenge and mother and daughter walked together on most days.



Stitching Stars

2024 saw the launch of a new campaign for Alzheimer Scotland – Stitching Stars. Created as a Facebook challenge, Stitching Stars sought to engage participants in sewing, knitting, quilting or crocheting a star-themed project over the month of March and raising sponsorship in the process. The star theme was inspired by Brain Health Scotland's STARS programme for schools, and the campaign itself offered a fundraising activity to engage with Brain Awareness Week.

We were very pleased to be able to work closely again with Ann Hill, Alzheimer Scotland's Quilter in Residence who stitched the pitch for us at Hampden Park back in 2013. We were able to promote Stitching Stars at The Creative Craft Show & The Scottish Quilting Show in the SECC in March and Shambellie House (of which Ann is a Trustee) held an exhibition of Stitching Stars items during their Quilt Fling event in May. It was a promising start for Stitching Stars, with some participants raising well over £1,000, and we are looking forward to running the campaign again in 2025.



Your support

Best foot forward

Many of our corporate partners embraced the great outdoors this year, completing a series of mountainous challenges. In July, a team from Fosters Funeral Directors conquered the Cobbler (Ben Arthur), raising £1,130. The Cobbler is known for its stunning scenery and challenging terrain, covering almost seven miles and rising to over 3,000 ft. In August, 35 employees from Grant Thornton scaled Scotland's highest mountain, Ben Nevis, raising £1,961 to support our work around brain health.



Tea & Blether

Our simplest campaign – based on meaningful conversations about dementia over a cuppa and cake – went from strength to strength in 2024. A simple fundraising activity for individuals, groups, our own localities and several of our corporate partners, Tea & Blether raised an impressive £17,000 this year, while also giving people a fantastic opportunity to gather together and enjoy themselves, all while raising valuable funds. FirstPort (a UK-wide corporate partnership with Alzheimer's Society) contributed a fantastic £6,742 from Tea & Blether events held across the country.



Bluebird Care – pledge relay

Bluebird Care is one of the largest providers of home care services in the UK, and in June 2024, they chose us as their Charity of the Year, as part of a wider UK partnership with the Alzheimer's Society.

Signed by Bluebird Care's celebrity ambassador, Dame Arlene Phillips, the partnership was launched with a pledge, that then travelled across the country as part of a fundraising challenge.

Jane Perry, owner of Bluebird Care Edinburgh, Glasgow and Ayrshire, brought the pledge with her to our Annual Conference, where we were able to arrange a photo with our Chief Executive, Henry and keynote speaker, Scott Mitchell.

Morrisons Forget-Me-Not Appeal

The Forget-Me-Not Appeal was held in 61 Morrisons stores in Scotland from 13-19 May, as part of a wider UK partnership with the Alzheimer's Society. 221 volunteers took part in collections from Dingwall to Dumfries, with over 170 people volunteering for us for the first time. The appeal raised an incredible £26,649.

Special thanks to our fantastic volunteers, our locality teams and our Trustees, including our joint Convener, Keith Chapman (pictured), who raised £1,642 at the Morrisons store in Dalkeith.



Scottish Chamber Orchestra partnership

We are so happy to continue our partnership with the world-renowned Scottish Chamber Orchestra. For the last two years, we have worked with them to develop a series of dementia-friendly Tea Dance Concerts, which offer a relaxed concert-going experience for people living with dementia, their families, carers and friends. There were four performances in 2024, in Glasgow, Edinburgh and, for the first time, Dumfries and Stirling.

In January, generous concert-goers donated almost £5,000 to our fundraising collections at the Orchestra's Viennese New Year concerts in Edinburgh, Perth, Aberdeen and Ayr. This total would not have been possible without the support of our 29 amazing volunteers across the four concerts.



BT/EE Volunteering Partnership

From June until September this year, we partnered with BT/EE's Glasgow team for their company-wide volunteer challenge. Over 200 employees took part, embracing every opportunity from supporting awareness stands at Braehead shopping centre, to bucket collections at Glasgow's Central Station.

The team also took part in Memory Walks and Tea & Blether information days, assisted at the Oxford Street Friday Fitness classes, completed Brain Health quizzes, attended Dementia Friends sessions, enjoyed a visit from the Dementia Dog project and shared their knowledge of customer services with the Fundraising and Engagement team – all the while, demonstrating empathy and compassion.

While the focus of the challenge was on volunteering, the BT/EE team also managed to raise £1,165, which will help us to continue to provide vital services and support throughout Scotland.



Youth & Philanthropy Initiative (YPI)

The Youth & Philanthropy Initiative (YPI), managed by the Wood Foundation, is the biggest independent initiative being delivered across Scottish education. It gives each school the responsibility to direct a grant of up to £3,000 to a local charity championed by its students through a unique programme of teamwork, research and competition. YPI engages a full year group of students to pick a charity of their choice, research the organisation, and share the learnings with their peers. Pupils who have experienced dementia in family members and friends often choose Alzheimer Scotland and work closely with our locality teams to prepare presentations on the work that we do in the community. Three charities then take their presentation to the whole school who vote for which charity(ies) receive a grant of up to £3,000. So far in 2024, we have been lucky enough to be chosen by Barrhead High School in East Renfrewshire, Harris Academy in Dundee, Arbroath High School, Inverkeithing High School, Lossiemouth High School, St Columba's High School in Gourock and Nicolson Institute in Stornoway.

Your support



Kiltwalks

An amazing 768 participants took part in the Kiltwalks this year to raise funds for Alzheimer Scotland, with successful events in Aberdeen, Glasgow, Dundee and Edinburgh. These have raised over £163,000 for Alzheimer Scotland, with funds still coming in.

Edinburgh Marathon Festival

The success from our participation in the Edinburgh Marathon Festival in 2023 continued into 2024, with 414 participants raising more than a quarter of a million pounds for Alzheimer Scotland – an annual increase of over 25%. One participant Naomi, who undertook the Edinburgh Half Marathon in memory of her grandad, raised over £1,000. Naomi went from being unable to run a kilometre before her training to completing over 13 miles – an incredible achievement.

Ruaridh Muir

This summer, 11-year old superstar Ruaridh completed a thrilling 24 hour marathon challenge in dedication to his granny who has dementia. Ruaridh, his family and friends teamed up to run a mile, every hour, until they reached 26.2 miles – raising more than an incredible £10,000 for Alzheimer Scotland. Ruaridh said:

"In my daily routine I like to stay fit and active but also maintain a healthy diet. We go on a lot of family walks and runs. I love playing lots of football and sometimes I also do weight resistance training with my dad. Growing up I have always been told to keep the blood pumping around my heart and how important physical activity is in promoting brain health. I strive to encourage other children my age to stay fit and active to protect their own brain health and lower the risk of developing dementia in later years."



Frank Stephen

When Frank's wife, Moira, moved into residential care, he undertook an incredible fundraising walk that saw him cover over 170 miles along the John O'Groats Trail and raise £30,000 for Alzheimer Scotland. Frank said:

"I'm 74 and was amazed I didn't have any sore bits along the way. I loved every moment, and I was totally blown away by the support I got. I had friends walking with me a lot of the way and finished the trail in 14 days, visiting Moira between trips."



Thank you!

This year, we have particularly loved being able to say thank you to our supporters at events around the country. These have been a wonderful opportunity for us to spend time meeting our supporters and hearing their stories and for them to hear and see a little more about how the funds they raise are spent. If you haven't been to one of our events, please contact the team on fundraising@alzscot.org to find out when we'll be holding one near you.

Our corporate partners



We would like to thank our corporate partners who have supported us this past year.

abrdrn	Gilson Gray	Scotia Homes
Aegon Asset Management	Grant Thornton	Scottish Building Society
Axis Well Technology	Harvey Nichols	Scottish Chamber Orchestra
Bank of Scotland	Institute of Directors	Stafffinders
Barclays	Johnston Carmichael	TEKsystems
Bluebird Care	Lockton	Temple Spa
Braehead Shopping Centre	Mansfield Care Group	Terumo Aortic
Brodies	Miller Homes	Thomas and Adamson
CBRE	Morrisons	Thomson Cooper
Clyde Munro	Muirhall Energy	Topps Tiles
COWI	NatWest Matched Giving/Rewards	Travis Perkins
Devro	Northlink Ferries	Trust Care
Diffley Partnership	Origin Timber	Urquharts
EDF Energy	Peak Minds	V&A Dundee
EY	Plumbase	Walker's Shortbread
FirstPort	Principal & Prosper	Wheatley Group
Fosters Funeral Directors	Robertson Construction (Tayside)	Worley
Gillespie Macandrew	Sanctuary Group	Wyman-Gordon Ltd

Thank you to all the Trusts and Foundations who have supported us

A.M. Pilkington's Charitable Trust	The Kirkwood Memorial Fund
B&Q Foundation	The Lizandy Charitable Trust
Callendar Charitable Trust	The Meikle Foundation
D.C. Thomson & Co. Ltd	The Netherdale Trust
Hugh and Mary Miller Bequest	The Netherton Charitable Trust
Hugh Fraser Foundation	The Penpont Charitable Trust
Ian Fleming Charitable Trust	The Robertson Trust
Nancy Brown's Charitable Trust	The Royal Bank of Scotland Foundation
Princes Exchange Foundation	The RS MacDonald Charitable Trust
Ronald Miller Foundation	The Tom Morris & Toby Black Ribbonfield Memorial Trust
Shetland Charitable Trust	The Wolfson Foundation
The Broughton Charitable Trust	The Wood Foundation
The J & JR Wilson Trust	Westleague Ltd
The James and Patricia Hamilton Charitable Trust	Westwood Charitable Trust
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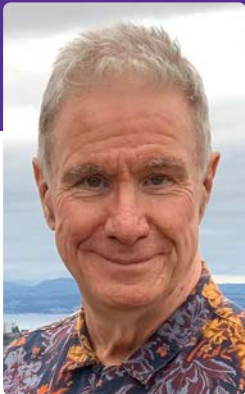
And to all our other generous Trusts & Foundations that support our work.

We would also like to offer our sincerest thanks to everyone who supported our work with an In Memory donation or legacy this year.

Our people

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Executive Lead, Brain Health & Research

Our staff and volunteers

We have nearly **400** part time and full time staff at Alzheimer Scotland. Thank you to all our staff and volunteers for their hard work, dedication, and commitment.

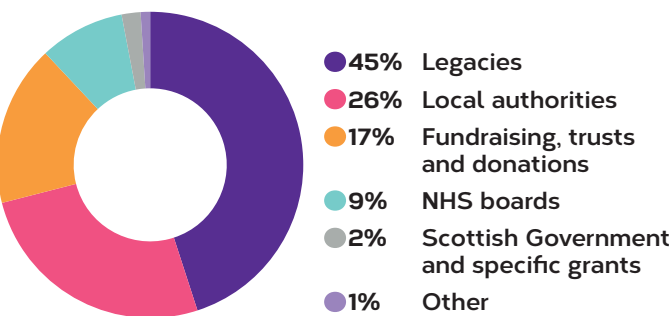
Our finances

Income and expenditure 2023-2024

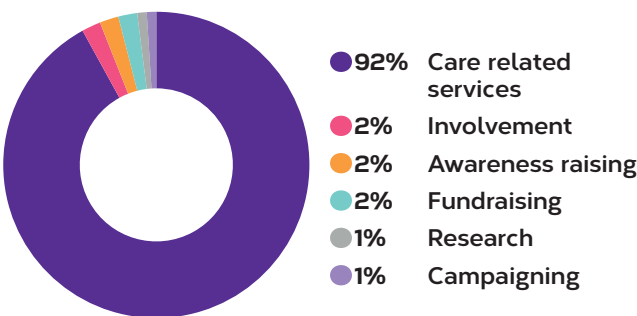
Consolidated Income and Expenditure account for the year ended March 2024

	2024 £	2023 £
Income and endowments from		
Donations and legacies	15,723,124	8,761,852
Other trading activities	114,220	89,785
Income from charitable activities	9,596,802	9,998,280
Income from investments	538,866	203,180
Other (gain on disposal of tangible assets)	8,000	12,405
Total income	25,981,012	19,065,502
Expenditure on		
Raising funds	324,784	282,045
Charitable activities	16,355,075	14,943,896
Total expenditure	16,679,859	15,225,941
Net gain/(loss) on investments	181,778	(140,914)
Net income	9,482,931	3,698,647

Income



Expenditure



The generosity of everyone who has donated to Alzheimer Scotland through legacies, donations or fundraising has enabled us to move forward with some significant investments. This includes the purchase of our new Edinburgh Centre located at North Gyle Terrace which is scheduled to open in 2025. This support also allows us to deliver vital services such as our 24 hour Freephone Dementia Helpline and our National Dementia Advisor Service.

Thank you.



For more information on any of the work or projects featured in our Annual Review 2023-24, please visit our website www.alzscot.org or email us at info@alzscot.org

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