What is dementia?

Dementia symptoms include memory loss, confusion, and difficulties with daily tasks. Dementia gets worse with time and eventually people may be unable to communicate, move, or swallow.

Dementia is caused by diseases of the brain which cause cells to die. The most common is Alzheimer’s disease. Brains with Alzheimer’s can weigh 140g, less than a healthy brain - the weight of an orange.

Who has dementia?

1 in 3 people over 65 will die with dementia.

£50,000 people live with dementia in the UK.

40,000 under 65 in the UK have dementia.

Less than 1% of Alzheimer’s cases are inherited.

Dementia affects all genders and ethnicities.

What does Alzheimer’s Research UK do?

1. Fund research to defeat dementia.
2. Inform the public about dementia and involve them in studies.
3. Campaign to make dementia research a national priority.

Why do we need to act now?

Research is the only way to defeat dementia.

People
The number of people with dementia in the UK will rise quickly to 1 million by 2025.

Cost
Dementia already costs the UK £24bn a year, more than cancer and heart disease combined. These costs will continue to rise.

Research
is the only way to defeat dementia, but research is desperately underfunded.

Reducing your risk

Research suggests that making healthy lifestyle choices can reduce our risk of developing dementia.

- Exercise
- Healthy weight
- Reduce cholesterol
- Balanced diet
- Low alcohol intake
- Controlling high blood pressure
- Control blood glucose level if you have diabetes
- Not smoking

How can you help us to defeat dementia?

Here are some ideas...

- Challenge yourself
  - Sign up for a local run, walk, swim, or cycle.

- Dress down
  - Charge £1 for everyone who takes part and £2 for those who don’t.

- Cake and coffee
  - Hold a bake sale or coffee morning.

- Competitive office?
  - Hold a quiz, sweepstake or football tournament.

- Dance the night away
  - Hold a dance-a-thon, head down or ballroom contest.

Remember...

- T-shirts, balloons and banners will help to jazz up your event.

- Shout about your fundraising!
  - Tweet pictures and news to @ARUKnews or share them on our Facebook page.

- Fundraising online?
  - You MUST use your company name in your page title. It’s also helpful if you email us a link to your fundraising page.

- Want more information about dementia or the charity?
  - Contact your account manager if you’d like to know more or visit www.alzheimersresearchuk.org

Volunteer

Our volunteers power our work to defeat dementia. If you can spare a few minutes or a few days, check out our volunteering roles online.

www.arketvolunteers.org
Charity numbers 1077089 & SCO34274