A record year

Alzheimer’s Research UK is the UK’s leading dementia research charity.

We’re committed to investigating the causes of dementia and developing ways to prevent, treat and ultimately, cure, all forms of this heartbreaking condition.

Thanks to our incredible supporters, 2018/19 was a record-breaking year for us.

A total of £19.8m in groundbreaking research, more than we’ve invested in any previous year, and supported 88 research projects across all forms of dementia.

‘No time to lose: An action plan for dementia’, with our online petition calling on government to increase investment in dementia research generating nearly 35,000 signatures and demonstrating widespread public support.

21 pioneering drug discovery projects in our Drug Discovery Institutes.

More than 2,000 runners take on the Virgin Money London Marathon as part of the Dementia Revolution - a year-long collaboration with Alzheimer’s Society to overturn outdated myths and power research at the UK Dementia Research Institute.

2,631 people across the UK about their perceptions of dementia and research as part of our first Dementia Attitudes Monitor, allowing us to track attitudes and shape the action we take.

We fund

We bring together

We challenge

You power

Our finances

Our thanks

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Make Breakthroughs Possible, our most ambitious awareness campaign yet, reaching more than 19m people with a message of hope and determination.
Today, nearly 10 million people around the world are living with dementia. Sadly, this number is set to triple by 2050. But it doesn’t have to be this way. Dementia is not a natural part of ageing - it’s caused by brain diseases, and history has shown that through research, diseases can be overcome.

As the fastest-growing medical research charity in the UK, we’re in the best possible position to change the future. This was a record-breaking year for Alzheimer’s Research UK, with income from voluntary donations reaching an incredible £36.7m, a clear signal that public support for dementia research is stronger than ever. That has allowed us to invest a record £25m in our charitable activities, including £19.8m towards our pioneering research programmes.

Your support has enabled us to achieve several important milestones this year. We launched a new phase II clinical trial to test whether a medicine called Sativex® could help reduce agitation for people with Alzheimer’s disease, the most common form of dementia. We celebrated 20 years of pioneering projects, collaborations and discoveries through our unique Research Network and our researchers made over 200 new discoveries about dementia.

And we launched our Dementia Attitudes Monitor, giving us a detailed picture of the UK’s perceptions of dementia. The Monitor revealed that although more than half of the UK public knows someone who has been diagnosed with dementia, one in five adults still believe that it’s an inevitable part of getting older. So confronting misconceptions across society remains as important as ever.

That’s why this year, we launched Make Breakthroughs Possible; our most ambitious awareness campaign yet. It’s why we joined forces with Alzheimer’s Society to deliver the Dementia Revolution, leveraging the Virgin Money London Marathon to tell the stories of those personally affected by dementia. And it’s why we stepped up our activity to engage hard-to-reach groups, working with South Asian communities to encourage people to talk openly about dementia.

Though we still have a long way to go, we hope that the achievements detailed in this report fill you with the same sense of hope that drives all of us at Alzheimer’s Research UK.

With your support, we will make breakthroughs possible.

Hilary Evans    David Mayhew CBE
CHIEF EXECUTIVE    CHAIRMAN

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Hilary Evans Chief Executive
Alzheimer’s Research UK
Our Drug Discovery Alliance is making progress on 21 projects exploring potential new dementia treatments. The Alliance bridges the gap between cutting-edge science taking place at universities and drug development expertise in pharmaceutical companies. Along with our Dementia Consortium, which welcomed new members Johnson & Johnson Innovation and Takeda during the year, these important initiatives will help ensure that promising findings from academic research are translated into potential treatments as quickly as possible.

We've now invested £11m in our Research Network. The Network, established 20 years ago, links 2,000 scientists at 15 different centres across the UK. Our investment enables early career researchers to purchase vital equipment, test promising new ideas, and share their latest findings with scientists across the globe.

The Dementia Discovery Fund has completed its financing phase, with US$350m raised. The Fund, in which we are a founding investor alongside the UK government, Gates Ventures and several major pharmaceutical companies, is the world’s largest venture capital fund dedicated to a single disease area. It has now invested in 16 pioneering drug discovery projects, one of which is already taking a potential Alzheimer’s drug into clinical trials in people.

We’ve joined forces with Formula One legend Sir Jackie Stewart to launch the Race Against Dementia Fellowships. This grant scheme provides early career scientists with funding of up to £500,000 for progressing their innovative projects, as well as unique development opportunities to fast-track their careers towards becoming independent research scientists.

Between April 2018 and March 2019 our supporters enabled us to commit £25m to our charitable activities. This included investing £19.8m in groundbreaking research, supporting projects across all forms of dementia. Our scientists made more than 200 important discoveries in 2018/19. These included a promising new drug delivery technique that could help dementia drugs get into the brain more easily, the creation of the biggest ever map of protein changes in the human brain with Alzheimer’s disease and the development of a machine learning tool that can identify the exact form and stage of Alzheimer’s disease and frontotemporal dementia from brain scans alone. All of these discoveries are helping to pave the way for new diagnostic tools, preventions and treatments for the diseases that cause dementia.

We announced the second clinical trial to be funded through our Global Clinical Trials Fund. The phase II trial, taking place at King’s College London, is testing whether a cannabis-based medicine called Sativex® could help reduce agitation in Alzheimer’s disease.

In 2019/20, we will...

- Build on our work to improve early diagnosis of diseases like Alzheimer’s by uniting leading funders and research institutions across the world.
- Conduct the first major review of our Drug Discovery Alliance, celebrating achievements and looking for opportunities to make progress even faster.
- Begin an exciting new programme with global partners to address the current lack of drugs to help with the psychiatric symptoms of dementia, like depression and agitation.

photographer: Rainer Schlegelmilch
Collaborating with others who share our vision, whether other charities, governments, regulators, or people affected by dementia, is essential to achieving life-changing treatments as soon as possible.

We're making the case for increased government funding in dementia research.

Last year, we published ‘No time to lose: An action plan for dementia’, setting out the five actions government can take to improve the lives of people with dementia. The cornerstone of the plan is a call for government to increase yearly investment in dementia research from 0.3% to 1% of the total annual cost of dementia by 2025. Our ‘Just 1%’ petition generated nearly 35,000 signatures, demonstrating widespread support for increased investment and triggering a discussion on dementia research funding in the House of Commons.

We're ensuring that the dementia research sector speaks with a strong, united voice.

Last year, we worked with the government’s All-Party Parliamentary Group on Dementia on their inquiry into dementia and disability, sharing the experiences of more than 350 of our supporters to ensure the views of those personally affected by dementia were represented. And as international collaboration is critical to accelerating progress, we joined forces with other medical research charities to ensure a united voice on the impact of Brexit on the sector.

We're preparing for the first life-changing treatment.

A year on from the launch of our Dementia Access Taskforce, we've identified the possible barriers to implementing future treatments and mapped out a plan to develop solutions. The taskforce, made up of representatives from government, charities, the NHS, pharmaceutical companies and people affected by dementia, has three main areas of focus; earlier and more accurate diagnosis, the cost of treatments and how to measure their value, and the impact on the wider health system.

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In 2019/20, we will…

- Strengthen our call for ‘Just 1%’ investment in dementia research as part of the government’s next Comprehensive Spending Review.
- Work closely with government to review the Prime Minister’s Challenge on Dementia 2020, ensuring we set ambitious targets to drive progress.
- Deliver our first conference for clinicians, strengthening links between the dementia research community and those who diagnose and manage the condition.

08 Alzheimer’s Research UK

“I am passionate about developing new drugs to help people with diseases like Alzheimer’s. It’s a challenge that requires a collaborative approach - working together with others to make a difference excites me.

Alzheimer’s Research UK set up the Drug Discovery Alliance to bridge the gap between research taking place in universities and pharmaceutical companies.

Thanks to Alzheimer’s Research UK and their dedicated supporters we are now making real progress towards drugs that could tackle disease processes in the brain that cause dementia. At the ALBORADA Drug Discovery Institute all the University of Cambridge we are focusing our efforts on targeting the process known as proteostasis - a mechanism that keeps the levels of all the body’s proteins in check, but one that goes wrong in Alzheimer’s and other diseases that cause dementia. It’s promising work but there remains a lot to do. With the continued support of Alzheimer’s Research UK and people like you, we will make breakthroughs that will bring about a successful drug as soon as possible.”

Dr John Skidmore, Chief Scientific Officer at the ALBORADA Drug Discovery Institute

We bring together… ...the big thinkers in the field to accelerate progress.
Despite touching the lives of more than half of people in the UK, stigma and misunderstanding surrounding dementia persists. We believe that if we are to make breakthroughs possible, we must change the conversation.

We’re providing people with up-to-date information about dementia and research.

We distributed more than 260,000 free health information booklets in 2018/19, helping people to understand the diseases that cause dementia and how they can reduce their risk. And we offered guidance and reassurance to over 4,000 people through our Dementia Research Infoline. Our Make Breakthroughs Possible campaign is spreading hope and determination.

On the eve of World Alzheimer's Day 2018, we launched our boldest awareness campaign yet. Make Breakthroughs Possible focuses on humankind’s innate spirit of survival, stressing that dementia is caused by physical diseases and through research, diseases can be overcome. Our press activity and media coverage helped this important message reach over 14m people (that’s a quarter of UK adults), with an additional 5m viewers watching the film on TV.

We’re tracking and understanding the UK’s attitudes towards dementia.

In 2018, we launched our Dementia Attitudes Monitor, a comprehensive survey of more than 2,300 adults across the UK. It highlighted the misconceptions we still need to address, as well as attitudes towards research and future diagnostic tests. The Monitor will be repeated every few years, enabling us to track the nation’s understanding of, and perceptions towards, dementia. Wave 1 of the Monitor is already helping to shape the decisions we make and informing government, industry and academic work across the world.

We’re overturning outdated myths about dementia.

As Charity of the Year for the 2019 Virgin Money London Marathon alongside Alzheimer’s Society, we used the event as a platform to tell the stories of those personally affected by dementia. Central to the Dementia Revolution campaign was raising awareness that Alzheimer’s and dementia are not the same thing and dementia is not an inevitable part of getting older. A whole host of celebrities lent their support, including Ray Winstone, Candice Brown and Scott Mitchell, husband of national treasure Dame Barbara Windsor who was diagnosed with Alzheimer’s disease in 2014. This meant that the Dementia Revolution was one of our most talked about campaigns of all time, reaching a third of UK adults.

We’re exploring new ways to engage the public with our work.

In 2019/20, we will...

- Build on the success of Make Breakthroughs Possible by launching a new chapter of our award-winning #ShareTheOrange campaign.
- Launch a film, co-developed with South Asian community groups, aimed at raising awareness of dementia in these communities.
- Publish The Lived Experience of Dementia; our first ever training resource for health and social care professionals - based on our virtual reality dementia experience.

We challenge...

…the way people think about dementia.

Urvashi Desai’s husband Bhupendra was diagnosed with frontotemporal dementia at the age of 56. Now one of our 130 media volunteers, Urvashi is using her experiences to overcome stigma and improve understanding of dementia.

“My husband is my soulmate. Bhupendra and I have been married for 32 years and I love him dearly. Sadly, Bhupendra was diagnosed with frontotemporal dementia in 2011 but looking back his symptoms started to show several years earlier. The nature of his condition means he no longer understands social norms and can no longer speak English. We communicate in Gujarati and even that is pretty difficult for him as he doesn’t know the words for different objects.

There is so much stigma surrounding dementia, especially rare dementias like frontotemporal dementia, so awareness is key. We must keep the conversation going.”
We rely on the generosity of our supporters to carry out our work, and in 2018/19 we received an amazing £36.7m in voluntary donations.

An incredible £2,000 of you make monthly donations to support our work.

In addition, 220 people left us gifts in their Wills during the year and more people chose to support us in memory of a loved one. Legacy gifts totalled more than £10.8m, funding one in three of our research projects, with a further £1.7m in donations received to honour those who have passed away.

Every year, we’re amazed by the number of people who choose to fundraise for us.

2018/19 was no exception, with more than 11,000 people taking on a wide variety of fundraising activities - from running a marathon to hosting a Mighty Quiz.

We truly appreciate the remarkable support we receive from philanthropists, charitable trusts and foundations.

This group invested over £9m in our work during the year. To recognise their extraordinary contributions and galvanise the support of key supporters, we were delighted to launch our Pioneers’ Circle in 2018 under the leadership of our President the Rt Hon David Cameron.

Our army of dedicated volunteers continues to grow.

Whether it’s speaking out in the media or at events, writing to MPs, organising collections, or cheering on comrades, online or at marathons and fundraisers throughout the year, our volunteers are a vital part of our team. A major focus during 2018/19 was recruiting a team of 800 volunteers to cheer our Dementia Revolution runners along the course and across the finish line at the 2019 Virgin Money London Marathon.

We are immensely grateful to all of the fantastic companies who support our work.

Our corporate partners and their incredible employees raised a total of £3.3m in 2018/19. They also helped to transform the way people think about dementia by using their networks to share our awareness campaigns and contribute vital skills and resources to help us do more than we can alone.

In 2019/20, we will...

- Continue to help you plan for the future, working with regional solicitors to deliver a series of seminars and fact sheets on Will writing and legacy giving.
- Welcome several new corporate partners including Iceland Foods who have committed to raise an incredible £1m to support our work.
- Continue to work closely with parkrun UK, with our brilliant partnership predicted to achieve a huge milestone during the coming year: £1m raised for pioneering research.
**“My epic four-year trek to support dementia research”**

After witnessing the devastating effects of dementia on both of her husband Mark’s parents, supporter Karen Penny is taking on a challenge of truly epic proportions.

“I’m currently undertaking a 20,000 mile non-stop trek around the entire coast of the UK and Ireland in support of Alzheimer’s Research UK. Since setting off from my home in January 2019, I have been absolutely bowled over by the kindness of everyone that I have met on my route. People offer me cups of tea and meals, they accompany me for a day on my walk, they donate generously to my fundraising and even offer me a bed for the night.

As I’ve walked I’ve had so many moving conversations with people who want to share their own family’s stories of living with dementia. This, as well as being away from my husband, my parents and my son for long stretches of time, has really brought home to me the importance of family. If I can contribute to making sure that in future, families won’t have to go through the distress of living with dementia, then I feel we have done our bit.”

**“I haven’t given up hope”**

After losing her mother-in-law to Alzheimer’s and her own mother to vascular dementia, Kim Brook and her husband decided that it was time to make sure their affairs were in order.

As well as making sure their three children were provided for, they generously decided to leave a gift in their Will to Alzheimer’s Research UK. In Kim’s words: “we want to ensure that our children’s children won’t have to face the misery of dementia.

She says: “Alzheimer’s Research UK is such an important charity to support. It is only with financial help from our generation that any inroads into finding any form of cure may be found. If we can help fund the vital research needed to end the misery of dementia for our children’s children, then I feel we have done our bit.”
Our income

<table>
<thead>
<tr>
<th>Income From</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary donations</td>
<td>£36,692,354</td>
</tr>
<tr>
<td>Income from charitable activities</td>
<td>£442,133</td>
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<tr>
<td>Other trading and income generating activities</td>
<td>£224,854</td>
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<tr>
<td>Investment income</td>
<td>£907,824</td>
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<tr>
<td>Net income in joint venture operations</td>
<td>£269,160</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£38,536,125</strong></td>
</tr>
</tbody>
</table>

Find out more

The following resources provide further information about dementia and the activity covered in this Annual Review.

- Full 2018/19 Annual Report: For a more detailed picture of our work and progress made during the last financial year, please read our 2018/19 Annual Report: alzres.uk/annual-reports
- Dementia Attitudes Monitor: Our Dementia Attitudes Monitor provides an overview of the UK’s understanding of and perceptions towards dementia: www.dementiastatistics.org/attitudes
- Make Breakthroughs Possible: Watch our thought-provoking campaign film: www.alzheimersresearchuk.org/makepossible
- No time to lose: An action plan for dementia: Read our action plan for how government, along with industry and charities, can help bring about the first life-changing treatment for dementia: www.alzheimersresearchuk.org/actionplan
- #ShareTheOrange: Too many people still think dementia is a natural part of ageing. To help change that, and to improve understanding of the diseases that cause dementia, please share our film about an orange: www.alzheimersresearchuk.org/orange
- An introduction to dementia: Our ‘Quick guide to dementia’, available in English and seven other languages, provides the basic facts about dementia in simple terms: www.alzheimersresearchuk.org/quick-guides

Our finances

In 2018/9, our income rose to £38.5 million, of which income from donations was £36.7 million. As a result, we were able to fund more groundbreaking dementia research than ever before.

How do we use your donations?

In 2018/19 for every £1 donated:

- **77p** Powers our research and helped people to understand and take action on dementia
- **77p** Paid for the next £1 and fund essential running costs
- **23p** Helps to raise the next £1 and fund essential running costs
- **23p** Make the best use of every donation we receive by only investing in the highest quality research and constantly looking for ways to work more efficiently
- **77p** Keeps our supporters informed, demonstrating the progress that donations are helping to fuel
- **77p** Treats all supporters with respect. This includes their personal information, which we manage in full accordance with their preferences and UK law

Full Supporter Charter available at: alzres.uk/supporter-charter

Our income

<table>
<thead>
<tr>
<th>Expenditure on</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charitable activities</td>
<td>£24,954,564</td>
</tr>
<tr>
<td>Cost of generating funds</td>
<td>£11,095,734</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>£36,050,298</strong></td>
</tr>
</tbody>
</table>

Our expenditure

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Treat all supporters with respect. This includes their personal information, which we manage in full accordance with their preferences and UK law.

Full Supporter Charter available at: alzres.uk/supporter-charter

Make Breakthroughs Possible

Visit www.dementiastatistics.org/attitudes to find out more.
Alzheimer’s Research UK
• Hallmark Care Homes
• The Gog Magog Golf Club
• Fort Trustees
• The Fieldrose Charitable Trust
• The Evolution Education Trust
• The Eveson Charitable Trust
• Doris Field Charitable Trust
• The Dorfman Foundation
• The de Laszlo Foundation
• D C Worley’s Charitable Trust
• CMS
• Charity Car
• Champneys
• Certsure LLP
• The Carr-Gregory Trust
• The Cadogan Charity
• Brighter Skies Fundraising Group
• Briggs Equipment
• The Body Shop International Ltd
• The Bliss Family Charity
• AXA UK
• Awareness Fund Services Limited
• Aegon UK Corporate
• Aberdeen Fundraising Group
• Abbeydale Golf Club
• Aberdeen Group
• The Ofenheim Charitable Trust
• Pioneers’ Circle

Thank you to everyone who remembered us through a gift in their Will, including:

- Mr Tim Guest
- David Hague
- Caroline van den Brul, in memory of
- Robert Spier
- Phillip King Charitable Trust
- Lydia Kathleen Daws
- Edward Baker
- Miss Ruth Mary Tait
- Hector Smith OBE
- Miss Joan Ogilvie
- Janet Lebus, in memory of
- David Hague
- David Barnett
- Miss Christine Howells
- Edward Baker
- Mrs Christine Howells
- Shirley Ann Wills
- Alan Rae Walker
- Mike Smith
- Baines Family
- Johnson
- Robert Sturman
- John S Bloor OBE
- Richard Williard Robinson
- John Blyth
- Jillian Slight
- Jim O’Donovan
- Geoff & Janis Horsfall
- Paul J. Sherriff
- Ethel MacLaine
- John Stevenson OBE
- John Laing
- Johanna Pears
- Jeremy Beal
- Jean M. Morris
- Alan Newton
- John Reynolds, in memory of
- Rachel Tait, in memory of
- Caroline de Waal
- Hugh Priestley
- Katharine Burnham
- Graham Rayner
- John Lebus, in memory of
- John S Bloor OBE
- The Rt Hon David Cameron
- John Blyth
- John S Bloor OBE
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Alzheimer’s Research UK is the UK’s leading dementia research charity.

Visit www.alzheimersresearchuk.org to find out more.

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