Our promise to you

£ We will use your money wisely.

We promise to run our charity efficiently and transparently and to fund projects that will have the biggest impact, helping to transform the lives of people living with dementia.

In 2019/20, your donations helped us to invest a record-breaking £21.1m into dementia research. Each of the projects we fund builds on our understanding of dementia and the diseases that cause it, taking us closer to the development of life-changing treatments. You can learn more about our current research here alzheimersresearchuk.org/research

Every year we publish a full Annual Report online which outlines our charitable income and how we spend it. You can read these reports at alzheimersresearchuk.org/annualreports

💬 We will treat you fairly

We will be open and honest with you and we won’t present anything in a way that could be misinterpreted, be it in communications like this one, on our website or on the phone. We also give you the opportunity to opt out of receiving communications from us. Simply contact our Supporter Care team on 0300 111 5555 and we’ll immediately update your details and preferences.

🔒 We will protect the information you share with us

Protecting your personal information is incredibly important to us. That’s why we take all necessary steps to ensure your details are held securely, and that appropriate security measures are in place to keep your data safe. We will never sell, rent or share your information with external organisations for their benefit.

For more on our privacy policy, visit alzheimersresearchuk.org/privacy-policy