Supporter charter

The number of people living with dementia was estimated to be close to one million in 2021 (944,000), by 2050 this figure is expected to rise to 1.6 million. Thanks to our dedicated, committed and loyal supporters, Alzheimer’s Research UK is able to fund vital research to revolutionise the way we treat, diagnose and prevent dementia. And then, we will find a way to cure it.

We promise to make the best use of each donation to help further dementia research for the benefit of everyone. We will keep you updated with our work (unless you request otherwise) and show the progress your donation is helping to achieve. We will treat your personal information with respect and in full accordance with your preferences and UK law.

We treat all communications, whether positive or negative, seriously and endeavour to ensure that we respond in a timely manner in accordance with Fundraising Standards.

Thank you.

We will deliver this promise in the following ways:

In response to your generous donations, we promise:

- Your donation will be processed efficiently and used to fund the best possible research.
- Your donation will be promptly acknowledged, and we will always be incredibly grateful for your kind support.
- We will keep our administration costs to a minimum and provide clear, public financial reports in our Annual Review, which can be found on our website.
- Your donations will be maximised through Gift Aid, where appropriate.
- If you would like to allocate your donation to a particular area of our work we will respect your wishes, and where this is not possible, we will advise you of this and proceed as you request.

We endeavour to provide exceptional supporter care and so when you contact us we promise to:

- Handle your enquiry in an honest and professional manner.
- Provide a response to your queries and questions as quickly as possible, and if we are delayed, let you know when you can expect a response.
- Treat all complaints seriously, investigate them fully and report back to you with a solution. Please see our Feedback and complaints procedure for more information.
- Welcome and encourage feedback from you to improve our work.

We strive to keep you fully updated on our work and communicate with you in the way you prefer and so we will:

- Use our communications to inform you of the latest news and achievements and update you on how your support is helping in fight against dementia.
- Show you how you can further support us to fund the most promising dementia research, unless you request for us not to.
- Maintain confidentiality at all times and ensure your data is protected under the Data Protection Act, please see our Privacy page on our website for further details.
- Communicate with you in the way that you prefer when you inform us of that preference.
Alzheimer’s Research UK is a member of the Fundraising regulator (FR) the UK’s only self-regulatory scheme for fundraising and we abide by their standards and the FR Fundraising Promise. The FR works with charities and suppliers to build commitment to best practice in fundraising. Members of the FR follow a set of standards, so donors can give with confidence.

With your support, we will keep going until every person is free from the heartbreak of dementia. We exist for a cure.