Dementia Adventure Impact Report 2017

Enabling people living with dementia to get outdoors and connect with nature, themselves and their community and retain a sense of adventure in their lives.
A message from our Chair

I have the pleasure of sharing with you our summary of the social, personal and financial impact of the work of Dementia Adventure in 2017. I am so very proud to be Chair of Dementia Adventure and have the privilege to work with our amazing team in delivering year two of our 2020 Vision business plan.

2017 has been our most successful year ever so we have a lot to celebrate, be thankful for and to look forward to in 2018.

• We provided more holiday places this year than ever before with 157 across 24 holidays
• We are deeply grateful to the individuals who raised funds for us this year by completing challenge events and organising fundraising events
• It is so moving to think of those who remembered us in their wills or their families who donated funeral collections in memory of their loved ones
• Thank you to players of People’s Postcode Lottery and The National Lottery for supporting our work again this year
• We have also been generously supported by the Andrews Charitable Trust, John Ellerman Foundation, The Dunhill Medical Trust and The Rank Foundation
We would love to reach and benefit more people in 2018 (and beyond) so please consider supporting us next year whether it be through your employer, by taking on a challenge event or by leaving a legacy in your will. It does not have to be a great amount—every little helps. Just £500 would enable someone to enjoy a much needed holiday. Remember that there are tax benefits in donating to charity, please do ask us for further information if you need it.

Our volunteer team has been critical to our success and has expanded this year to over 100 people. They support our holidays, help with our governance and provide vital community roles. I am particularly grateful to my fellow trustees along with the people living with dementia and family carers who have volunteered on our Special Interest Group this year. There are 90 volunteer places available in support of our 2018 holidays including our first international holiday in Portugal. We also have a wide variety of volunteer roles available in 2018 in addition to holidays.

Jonathan Girling has been volunteering on the Dementia Adventure Centre of Excellence. Jonathan is providing critical project management support to enable this long-term dream to come a step closer to a reality. Next year we hope to add volunteer researchers to the team to develop the understanding of the impact of our work.

Do you have skills that might benefit our work? We would love to hear from you.

Our team of trainers have reached and benefited more family carers this year than ever. We have had some amazing feedback from the impact of these much-needed seminars as well as from the staff and volunteers who we have supported to create and sustain outdoor activities for people living with dementia. We were particularly pleased to build on our ‘Dementia Adventure in a Box’ in Scotland and expand this across the UK by working closely with new licensed partners. In total we have benefitted 2,837 people with our training and support programmes. An incredible achievement!

It was wonderful to see our Chief Operations Officer, Lucy Harding recognised with a listing in the WISE 100 list (Women in Social Enterprise) in October 2017. Well done Lucy! Furthermore our Chief Executive Neil Mapes became an Honorary Research Fellow at The University of Worcester. Well done Neil! In addition a wide variety of team members have written articles, presented at conferences and been interviewed on local and national radio. We are seeing our reputation and influence grow day by day.

Finally, a huge thank you to our amazing team of staff who work tirelessly to organise and run holidays, raise funds, manage volunteers, deliver our training, research and consultancy and generally keep the operation running in a straight line.

Thank you to everyone for helping us to continue supporting people living with dementia. I hope to see you on an adventure next year.

John Barnes
Chair of trustees, Dementia Adventure
Impact of player support

Context

In the UK:

- **850,000 people are living with some form of dementia**—including over 40,000 people under the age of 65
- With an ageing population, numbers are set to rise to **1 million by 2025** and 2 million by 2051
- **Someone develops dementia every three minutes** (225,000 people this year)
- It is estimated that **two thirds of the cost of dementia is paid for by people with dementia and their families**

Dementia is a now a term we are all familiar with and has been widely recognised as a growing global challenge. Dementia is one of the main causes of disability later in life and yet training and support services, respite and research remain desperately underfunded. Dementia is increasingly being considered as a long term condition and whilst pharmacological and medical treatments are the hope we all wait for, there is much that can be done today to treat and support people, include bringing emotional, social and physical benefits to dementia affected families. This is the challenge ahead of us as a society and why Dementia Adventure exists. People need hope, joy, love and care, choice and control, confidence and support to live better lives with dementia and our charity is making a really positive impact in these areas. The evidence outlined here builds on the evidence shared in our 2016 Impact report.

Dementia Adventure (DA) is an evidence-led charity with a simple mission: to enable people living with dementia get outdoors, connect with nature, themselves and their community, and retain a sense of adventure in their lives. Dementia Adventure is based in Essex but works nationally with an international following in over 130 countries.

Direct Impact

In 2017, support from player of People’s Postcode Lottery directly led to more holidays for people with dementia, increasing 50% from 2016, with 24 holidays provided in 2017. We have increased our reach with 78 pieces of media coverage, and published more research into the benefits of getting outdoors (for example, Mapes, N. (2017) THINK OUTSIDE: Positive risk-taking with people living with dementia. Working with Older People).

Increasing holidays by 50%

1 Source: Alzheimer’s Society factsheet – Facts for the media. www.alzheimers.org.uk/info/20027/news_and_media/541/facts_for_the_media
“People living with dementia have more choice and control over their lives, to remain connected with the outdoors, themselves, places and communities.”
It has also directly enabled organisational growth with effective governance, leadership, long term partnerships and helped us to leverage in an increasingly diverse range of income streams. Thanks to support from players of People’s Postcode Lottery, Dementia Adventure and the beneficiaries we support are well placed to thrive into 2020 and beyond. Specifically, the direct impact of funding this year has enabled us to:

- **Increase our Capacity**—we have improved our infrastructure by recruiting new staff into the team. Specifically, funding has enabled us to recruit a new Operations Coordinator, Catherine Reed and a new Volunteer Coordinator to cover maternity leave. Additionally, we have recruited and expanded the trustee team and further expanded our volunteer team who help us in an increasing variety of roles including admin, governance, events, training and holidays. These volunteers have contributed 6,216 hours which in monetary terms equates to £82,017 of added value. We have also been able to increase our geographical reach working in 76 postcodes across the UK.

- **Increase our Capability**—we have further developed blended learning through a wide variety of face to face training, online and e-learning, supported by new film resources. This enables us to increase the number of people we can reach through training and support. Similarly, we have new software, management systems and IT solutions (e.g. webinar and online meetings) which improve our effectiveness. We have made significant progress on our ‘dream’ project to design and build a Dementia Adventure Centre of Excellence – a base for holidays, training and research with identified partners in Essex. We have also had a record breaking year in reaching individuals across all of our marketing channels, with over 11,600 individuals now following us on Twitter and a 29% increase in our followers across all of our social media channels.

- **Increase our Leverage** to secure match funding and other significant support including The National Lottery through the Big Lottery Fund, The Rank Foundation, The Batchworth Trust, The Dunhill Medical Trust and Adnams plc. For every £1 we spend on fundraising, we generate £22. We have improved our impact practice and maintained our position as a thought leader of a growing network of partner organisations focused on outdoor activities for people with dementia.

- **Increase our Collaboration** working with other PPL beneficiary charities such as the Royal Voluntary Service and Volunteering Matters as well as with research organisations supporting the scaling of our work such as the University of Worcester and the University of Essex. We are now much better placed to deliver partnership projects for mutual benefit.
Our support activities are focused on being positive and happy and bringing a sense of adventure into the lives of people with dementia. This in turn builds confidence in carers and people with dementia to get outdoors and try new things resulting in significant improvements in how positive and happy they feel, whilst simultaneously feeling more included in their communities. People feel more able to continue living independently at home and ultimately have a better life with dementia.

Specifically our activities enable the following outcomes for people with dementia and the people who care about them:

- Improved well-being
- Reduced isolation and loneliness
- Improved health and healthier living
- Improved equality of opportunity
- Increased resilience
- More supported/supportive families
Case Study: 
Dementia Adventure Special Interest Group for Outdoor Activity—a highlight from 2017

This year we successfully established our Special Interest Group (SIG) for Outdoor Activity. This group consists of a special and select group of people living with dementia and their partners who share a close connection with DA and with nature based activities.

The group first met in February 2017 with the specific purpose—‘for people living with dementia and their family carers to inform and guide the work of DA’. The group started by reviewing the DA 2020 Vision business plan, to ensure that the lived experience of people living with dementia continues to be at the forefront of our decision making as we grow.

The group said:
“No-one can live without risk, a diagnosis says what you can’t do, not what you can!”
“You made it possible, made the dream happen, helped put the smile back on my face.”
“We are starting a movement here.”

The members of the group come from a variety of different backgrounds and also contribute to and represent various dementia groups from around the UK and internationally. They are all inspiring ‘can-do’ individuals who are changing the way people view dementia whether that be through public speaking, training, events or campaigning and influencing policy. We are very grateful for their support in establishing and developing the SIG this year.

As expected, the group have been incredibly insightful, offering innovative ideas on all areas of DA’s charitable activities. A few highlights from the group this year can be found opposite.

We are now looking forward to drawing on this group for more support and leadership around research and evaluation issues as well as increasing the diversity of beneficiaries of our work in 2018. The SIG will be integral to our future success by ensuring people living with dementia are at the forefront of everything that we do. Everyone who attended the group said it felt like it was an “exciting, comfortable and enjoyable experience”. They felt the group was “positive, supportive, inspiring and not just paying lip service, but actually doing important work”. They said the collaborative nature of the group was a significant aspect to the experience—“working together for the same reasons, with mutual respect and no labelling of one another”.

Members at the SIG meeting, February 2017, Essex
**SIG Suggestion:**
Can you film us and reference our stories in your training? Can we create a suite of films to record the work you are doing, use evidence in training based on our voices—through us attending training, filming us, and using our expertise?

**DA Action:**
We are currently coordinating a filming schedule to capture your stories and voices. DA has created a suite of films showing the work we are doing. The Project Leaders incorporate your voices into our training as much as we can through twitter quotes, dementia diaries, sourcing films you have made and through webinars and other means of research. Where we can, we reference stories and experience when delivering our training to give more authenticity to the sessions and to make the training human.

**SIG Suggestion:**
Challenge the word ‘carer’ when talking about people supporting people with dementia.

**DA Action:**
We have now started talking about this in our sessions and discussing the words used by individuals. As an organisation we discussed the words ‘carer’ and ‘partner’ and feel it would be difficult to change the terminology at this point because ‘partner’ means different things organisationally. But we continue to be mindful of how important language use is in constructing understanding and are increasingly referring to people with dementia and the people who care about them.

**SIG Suggestion:**
Holidays... can you look at new locations; the types of holidays you are running, can you run family holidays, camping holidays, go abroad; what about cost? None of us could afford to go on one of the holidays.

**DA Action:**
Dementia Adventure, in response to this suggestion, have added a number of different holidays and new locations into the brochure for 2018, one of which is on a care farm in Dorset and another is an international holiday to Portugal. Dementia Adventure have written a guide to financial assistance to help people source funds to pay for holidays and are committed to raising more charitable funds to support more people who cannot afford a holiday, even at our existing charitably subsidised prices.

Members at the SIG meeting, November 2017, Birmingham
Holidays and short breaks

This year we increased our DA holiday and short break activities by 50% with 157 holiday places provided across 24 holidays (2016: 16 holidays) across the UK. New locations include Cornwall and North Yorkshire.

The enabled impact of PPL funding is leading to a range of emotional, social and physical well-being outcomes, as well as wider benefits for the community of people with dementia and their family and carers. Ultimately we know these holidays are enhancing quality of life and giving people better lives with dementia but we also know that many of our beneficiaries would not have taken part in a holiday without charitable funding.

We improved our impact practice this year by asking more detailed questions of our beneficiaries both before (n=31) and after the holiday (n=80). The following conclusions have been reached by Skyblue Research Ltd.

“From the carer’s point of view it’s a long term benefit. DA holiday gave the best of both worlds. I got a holiday, a break and to spend time with the man I wanted to be with.

Carer

“Just a wonderful break, partner is being so cared for by everyone in the group. So proactive. Can do new things with the right support.

Partner of PLWD
37% uplift in carers feeling positive and happy.

35% uplift of people living with dementia feeling positive and happy.

33% uplift of people living with dementia feeling confident to go outdoors and try new things.

“A well organised holiday with helpful, understanding and willing staff offering varied and interesting activities, no time wasted and being enjoyable and good value.

Carer"
Holidays and short breaks

Graph 1 shows an impressive uplift of 35% with people living with dementia feeling positive and happy, 33% uplift in having the confident to go outdoors and try new things and a 30% uplift in feeling they have a positive relationship with their main supporter most or all of the time. This data suggests that confidence to go outdoors, happiness and positive relationships are three of the key benefits for people living with dementia attending a DA holiday.

“Brilliant and stimulating.
Person living with dementia”

Graph 1: PLWD top three self-reported benefits of DA holidays

Graph 2 shows a 37% uplift in emotional wellbeing for carers feeling positive and happy, a 33% uplift in carers feeling confident to go outdoors and try new things and an uplift of 28% in carers feeling they can continue their caring role most or all of the time. This data suggests that feeling positive and happy, having the confidence to go outdoors, and feeling able to continue the caring role are the top three benefits for carers attending a DA holiday.

“A positive fun time for the Carer and the Person With Dementia. Very well led, and supportive staff who instinctively knew how to cope with our needs.
Carer”
Holidays and short breaks

Our observations and feedback show that our approach of using different settings, providing quality support, and creating opportunities to be spontaneous and take positive risks, are key ingredients to the wellbeing for people with dementia and the people who care about them. The peer support people experience also seems to be vitally important, with lasting friendships being made. We are pleased and proud so many more people chose to holiday with DA this year but we are also aware of how many more people we have yet to reach.

Do you know someone who would benefit from a holiday with Dementia Adventure? Please tell them about us.

Would you like to be part of the growing community of people raising funds or practically supporting the expansion of our holidays? Please contact us if you would like to fundraise, volunteer or otherwise support our holiday plans.

While we acknowledge that these findings need validating through larger studies, it does suggest that emotional wellbeing is the biggest benefit of being part of a DA holiday.

“Must be done/joined to be believed!
A miracle of a holiday, will sign up for another asap!
Carer"
Dear Dementia Adventure,

Now that I have returned from my week away in Cornwall with June, Tim and Dementia Adventure I would like to say a huge Thank you to you for inviting me to go on the trip. As a family we were so worried about June after her five week stay in hospital and she was so weak that Tim really was not going to go. Because he knew I was coming he happily agreed to go, although still worried about what might happen or what we might find!

The holiday was absolutely fabulous I could immediately see the benefits both for Tim (who relaxed as soon as he realised he did not have to worry about June every five minutes and that everything was catered for) and June who absolutely woke up to being a real social butterfly, started eating food, sleeping through the night and joining in with activities. I am sure the team wondered what we had been worried about—the June they saw was very different to the June who was discharged from hospital a few days before! The transformation over the week was incredible to see.

I would like to just take the time to mention your staff—they were all brilliant, so kind, caring and organised. Nothing was too much trouble for them; from laying the table and cooking fabulous food to talking with guests, engaging them in activities, pushing wheelchairs and taking everyone out on the trips they were brilliant. They all wore their DA tops with pride and were a credit to your company.

I feel privileged to have had this opportunity to see what DA have to offer and the real difference it makes to people’s lives. Tim, after having not attempted a holiday for the past 14 years, he has come back already planning his next trip with you and we have talked about some of the changes we all need to make to make sure that dementia does not rule June and Tim’s life any more now they are at home.

Thank you once again for allowing me to accompany them on this trip. I will be recommending DA to everyone I meet and guess I will be in touch soon to book their next adventure!

Best Wishes,

Julie Taylor (Granddaughter)
Case Study 2: John and Chris

As the most ‘experienced’ Dementia Adventure travellers, having completed 14 holidays with us, it seemed impossible not to speak to John and his son Chris about their experience of our breaks.

Chris says, “Dad’s dementia was recognised and diagnosed fairly early. Up until that point my parents had taken river cruises and other European trips as holidays but Dad’s diagnosis and the responsibility that brought worried my mum enough to feel that they may not manage holidays again. Life sort of went on hold”.

John and Chris went on their first break we provided in partnership with The Sea Change Sailing Trust on board the Thames barge, The Reminder, which was the start of a long and continuing chronicle of holidays with Dementia Adventure. Some of these holidays were enjoyed with Jo, his wife, and some with Chris.

Having completed 12 holidays with Dementia Adventure John had reached the stage that he needed more round the clock care than he could receive at home and he moved into residential care. At the time Chris wondered if this may be the end of the adventures that his Dad and he had enjoyed so very much over the last few years. Chris decided to become a holiday volunteer for us, as he felt he had seen so much benefit and learnt so much over his time adventuring with his father he would like to continue even if Dad couldn’t. However true to John’s style, once settled in residential care, we received a phone call from Chris to say, “I’d like to book some holidays please”. John had settled well and needed further adventure! Two more holidays were completed and two more are booked for 2018.

Chris says, “The holidays are great! They give Dad something to look forward to and also to look back on. Although Dad can’t always remember the specific details of the holiday just talking about them gives him a warm fuzzy feeling and he knows he had fun”.

When John and Chris started going on holiday with us John was one of the more able adventurers, and being with others who were at different stages on the dementia journey provided an education for both of them. Chris says he has learnt both from talking to and observing other people; the total acceptance of their situation on Dementia Adventure holidays makes some difficult situations feel almost normal. John is feeling positive for the new year and is already asking when his next adventure will begin…

Holidays and short breaks
OUR IMPACT IN 2017

GROWTH

FUNDRAISING
Every £1 generates £22

6,216 volunteer hours bringing £82,017 added value

VOLUNTEERS

2017: 103
2016: 51

OUR FOLLOWING

29% increase in social media

36% increase in newsletter subscriptions

35% increase in website visitors

www.

TRAINING & CONSULTANCY

FAMILY CARERS SEMINARS

29 seminars reaching 324 people

96% of attendees have a more positive understanding of dementia

79% of attendees have the confidence to go outdoors and try new things

97% of attendees have a better understanding of communicating with people with dementia
HOLIDAYS & SHORT BREAKS

157 holiday places across 24 holidays

35% increase in feeling positive and happy
33% increase in confidence to go outdoors and try something new

Brilliant and stimulating! Good fun. Happy memories.

2,837 individuals trained

This is something everyone living with a relative with dementia should attend.

Family carer seminar attendee

T: 01245 237548
W: dementiaadventure.co.uk
Registered charity number 1163163
Training and support

We upskill and build confidence in individuals and organisations. We show people how to ‘think differently about dementia’ as a catalyst to increasing the availability and impact of nature based, positive risk taking activities for people with dementia.

Partner meeting for ‘Dementia Adventure In a Box’, National Lottery funded project
Care home groups, local authorities, charities and other ‘green space’ organisations benefit from our training. However we are ‘sector agnostic’ in our approach. Our goal is to ensure that through training, organisations and individuals can offer people with dementia nature based activity as part of their day to day life.

We particularly value long term partnerships through our social licence support programme ‘Dementia Adventure in a Box’, where our values are shared and there is a real commitment to take positive sustainable action. We also aim to expand and improve the support we provide to individuals, particularly family carers.

This year we trained 2,837 individuals through the various training programmes delivered in person with families, staff and volunteers. This is an increase of 81% from 2016 (1,564 individuals trained).

Opening of Dementia Walk project, Mote Park, Maidstone

Do you know someone who may benefit from our training or an organisation who might share our values and vision? If so do please tell them about our training and support.
Training and Support

Case Study 1: Family Carer Seminars – Thinking Differently about Dementia

“Living well together for as long as we can”  
Family Carer

We believe that every family carer should have the opportunity to have training in dementia support and that this has an enormous impact on their ability to provide ongoing, effective and appropriate care.

Through a variety of successful grant applications, we were able to create and then deliver a series of Family Carer Seminars around the UK throughout this year. Every session was supported by a like minded partner organisation who provided delegates with details on local and national support services which the carers could access after the seminars. Many carers told us that they were not aware of the local services presented to them and went away with a better understanding of the support available locally and nationally, providing a legacy of support.

A total of 29 sessions were run, lasting three hours on average, benefitting 324 individual family carers. In some cases, we included evening and weekend sessions to make the seminars available to as many people as possible.

The feedback on the training itself has been very positive—97% rated the training as 8 or more out of 10. One person said: “In 9 years it’s the best place I’ve had training” and other attendees described the event as, “Uplifting”, “Excellent”, “Informative”, “Helpful”, “Reassuring”, “Enlightening”, “Positive”, “Empowering”, “Fantastic”, “Inspiring”, “Insightful and will stay with me”, “Wonderful”, “Lots of light bulb moments”, “Motivating” and “Eye opening”. Many wished they had attended earlier and wanted more people to benefit—“This is something everyone living with a relative with dementia should attend”.

Attendees were impressed by the quality of the trainers: “A passionate speaker, who managed to cover so much, respecting each person and listened too!”, “Very good presenter, obviously passionate which passes on the uplift”, “Excellent speaker”, “Lovely demeanour” and “Clearly and professionally given”.

The seminar outcomes have exceeded our expectations. Of the 257 people that completed a feedback form:

- 96% of attendees have a more positive understanding of dementia.
- 97% have a better understanding of how to communicate with someone living with dementia.
- 79% have the confidence to go outdoors and try new things.

Delegates overwhelmingly suggested that this seminar would have greatly helped them throughout their journey and they would have valued the information and strategies much earlier. Many felt that the positive nature of the presentation was uplifting, and many carers went away from the seminar feeling much more positive with their situation. They said things like: “It gave me hope that I can make something positive about a challenging situation”. Some highlighted that sharing with others in the same situation made them feel less isolated: “My thoughts and worries are normal”, “I’m not the only one”, “Helps you realise you are not on your own” and “Others are experiencing difficulties too!” The majority of attendees intended to take positive action after the event. They told us about the things they intended to do as a result of the training including “living well together for as long as we can”.
Case Study 2:
Provide CIC and Mid Essex Clinical Commissioning Group –
Thinking Differently about Dementia with non-clinical falls prevention in Care Homes

We were commissioned to work with the staff and volunteers at Provide CIC to deliver our ‘Thinking Differently about Dementia’ training sessions. These had been specifically designed to complement the work and care support provided by the organisation. We were also appointed to support 10 care homes in Essex to Think Differently about Dementia with regards to non-clinical falls prevention.

We offered two sessions in a day to make the programme as cost effective as possible. 10 sessions were run for Provide staff and Volunteers benefiting 68 individuals, and 22 sessions in Essex Care Homes benefiting 120 individual staff members.

The feedback on the training was very positive: 97% of delegates gave a rating of 8 or more out of 10. They all said they would recommend the training to colleagues and felt the content was relevant. All gave a rating of excellent or good regarding the skills of the trainers and the training aids used.

Feedback included:

“Very helpful on every level of personal & work life. Made me look at things more positively.”

“One of the best training courses I have been to. Held my interest from start to finish.”

“Fantastic trainer, learnt everything about dementia.”

“I feel very motivated and positive coming from this, thank you”

“Excellent delivery, very interactive & useful.”
We are an evidence-led charity. Research underpins all that we do, is one of our charitable objectives and is another route to bringing positive change to people with dementia and the people who care about them.

Through the publication and dissemination of reports (both face to face and online) and publications, articles and impactful films, we both inspire people about what is possible for people with dementia to live better lives and provide practical solutions. Our research is focused on positive risk taking and supporting people with dementia to benefit from nature based interventions and outdoor activities.

Our 2020 research vision, led by CEO Neil Mapes, is to expand the awareness, resources and availability of nature based positive risk-taking activities for the benefit of people with dementia and their carers. Our previous research has shown that:

- Green exercise can enable people living with dementia to feel well and experience a temporary reduction or absence of dementia related symptoms (Living with dementia and connecting with nature – looking back and stepping forwards, Dementia Adventure 2011)
- Access to the natural environment can benefit people living with dementia through improved emotional & physical health, memory, attention, sense of well being and even a delay in the progression of the disease and prevention of co-morbidities (Greening Dementia, Natural England, Woodland Trust & Dementia Adventure, 2013)

Highlights from our research work this year include:

- In May 2017 Neil Mapes became an Honorary Research Fellow, with Professor Dawn Brooker and the team at the Association of Dementia Studies at the University of Worcester
- Securing the support from academic partners with the Independent Evaluation of Dementia Adventure in a Box Social licence project with both the University of Worcester and the University of Essex respectively
- Writing a peer reviewed article: Mapes, N. (2017) THINK OUTSIDE: Positive risk-taking with people living with dementia. Working with Older People. This article has been viewed 297 times since publication in September 2017.

We are actively expanding our research and are keen to develop future collaborations, projects and partnerships. Do get in touch with us if you would like to find out more about our research priorities for 2020 or to:

- Fund or support our research
- Discuss DA supporting your research funding proposal or project
- Find out how we can add value to your research through bespoke overnight residential workshops in nature based locations
Dementia Adventure has directly benefited from support of players of People’s Postcode Lottery since 2014 and we are so grateful for our 2017 funding of £250,000. With a further £300,000 in 2018 this brings our current funding total to date to £950,000.

People’s Postcode Lottery has also strengthened confidence in other funders enabling us to further develop our team and our organisation with further evidence of the benefits of this work this year. The unrestricted funding and support from players of People’s Postcode Lottery, combined with leveraged funding, is leading to year on year transformative growth. It enables our charity to reach and benefit more people, whilst becoming more sustainable during challenging times for social sector organisations.

Our aim is to continue to grow and build sustainable and diverse income streams with support from players contributing to less than a third of our total income. Thank you to players of People’s Postcode Lottery and all our funders and donors for your continued support.

In 2018 we will be investing further in expanding our activities with a focus on developing our fundraising team, expanding holidays with a dedicated new confidential office space (with capacity for more webinar delivery), increasing the diversity of beneficiaries and supporting partner organisations to provide more local outdoor activities for people with dementia.

If you would like to donate or leave a gift in your will, fund, invest or otherwise financially support any of our existing or future work please contact the leadership team at Dementia Adventure.

*All financial data here is based on management accounts.
LIVING BETTER WITH DEMENTIA

Clinical Services
Awareness of non-clinical interventions

Non-Care Organisations
Create greater choice

People with Dementia and Carers
Better quality of life

Society
Change perceptions and stereotypes

Care Professionals
Enabled to support more effectively

Direct Impact

Indirect Impact

Supported Holidays

Training and Consultancy

Research

DEMENTIA ADVENTURE ETHOS

Being Outdoors
Benefits for health and wellbeing

Positive Risk
Balanced approach to risk

Person Centered
Thinking differently about dementia

Individual and Social Change

Thinking differently about dementia

Balanced approach to risk

Benefits for health and wellbeing

Create greater choice

Better quality of life

Change perceptions and stereotypes

 Enabled to support more effectively
Thank you Everyone at Dementia Adventure is very grateful to the following wide range of charities, social enterprises, local authorities, funders/public donors and partners who have supported us or worked with us in 2017.

### Funders:
- Adnams plc
- Andrews Charitable Trust
- Anglia Ruskin University
- C H K Charities Limited
- Charles S. French Charitable Trust
- Cooley (UK) LLP
- E C Financial Services
- Gregg’s Foundation
- John Ellerman Foundation
- Leicestershire County Council
- People’s Postcode Lottery
- Provide CIC
- Tesco Bags of Help
- The Albert Hunt Trust
- The Batchworth Trust
- The Dunhill Medical Trust
- The Helianthus Charitable Trust
- The National Lottery
- The Pixel Fund
- The Rank Foundation
- The Rayne Foundation

### Partners:
- Abbeyfield Society
- Alzheimer’s Show
- Amy’s Care
- Bates Wells and Braithwaite
- Bempton holidays
- Big Society Capital
- Brazenhall Barns
- BT My Donate
- Calvert Trust Kielder Water
- Canalability
- Care Farming UK
- Charity Choice
- Cirdan Sailing Trust
- Clore Social Leadership Programme
- Conservation Volunteers Green Gym
- Dementia Action Alliance
- Dorset AONB
- Eden Project
- The Elder
- Essex County Council
- The Giving Machine
- Godshill Park Farm
- Hart Voluntary Action
- Just Giving
- The Mede
- Methodist Homes for the Aged (MHA)
- National Activity Providers’ Association
- Natural England
- Parks Trust Milton Keynes
- Pennies Foundation
- Police Mutual Foundation
- Provide CIC
- Quarriers
- RHS Horticultural Society - Hyde Hall
- Royal Voluntary Service
- The School for Social Entrepreneurs
- Scottish Care
- Sea Change Sailing Trust
- Sensory Trust
- Silver Travel Advisor
- Tor View Accommodation
- Trust Law Connect
- Unforgettable
- University of Birmingham
- University of Essex
- University of Southampton
- University of Worcester
- Virgin Money Giving
Brilliant and stimulating!
Good fun!
Happy memories!

Holiday clients