

Let's get fundraising!

We are so grateful for your continued support. Your donations are helping to transform lives, change attitudes, create a society that is more dementia friendly, and care for people affected by dementia.

We could not offer the support we do without the generosity of those who raise funds for us, our donors, and volunteers. Thank you so much for being a part of ADSS.

If you are taking part in a challenge or event and would like to fundraise for us via the Just Giving website, please visit: [justgiving.com/alz-dem](https://www.justgiving.com/alz-dem)

If you wish to support us by donating, please text the relevant code to the number below:

Text ADSS5 to 70580 to donate £5

Text ADSS10 to 70580 to donate £10

Text ADSS(followed by donation amount) to 70580 to donate a different amount.

Texts will cost the donation amount plus phone standard network rate message, and you'll be opting into hearing more from us.

Alternatively, if you wish to donate but would not like to hear more from us, please text either ADSS5NOINFO or ADSS(followed by donation amount) NOINFO



To keep up to date with all our latest activities or if you would like to leave a review, please connect with us on social media!

 **Alzheimer's and Dementia Support Services**

 **@alzdemsupport**

 **Alzheimer's and Dementia Support Services**

 **@alz_dem**



Impact

2023/2024

Winner!

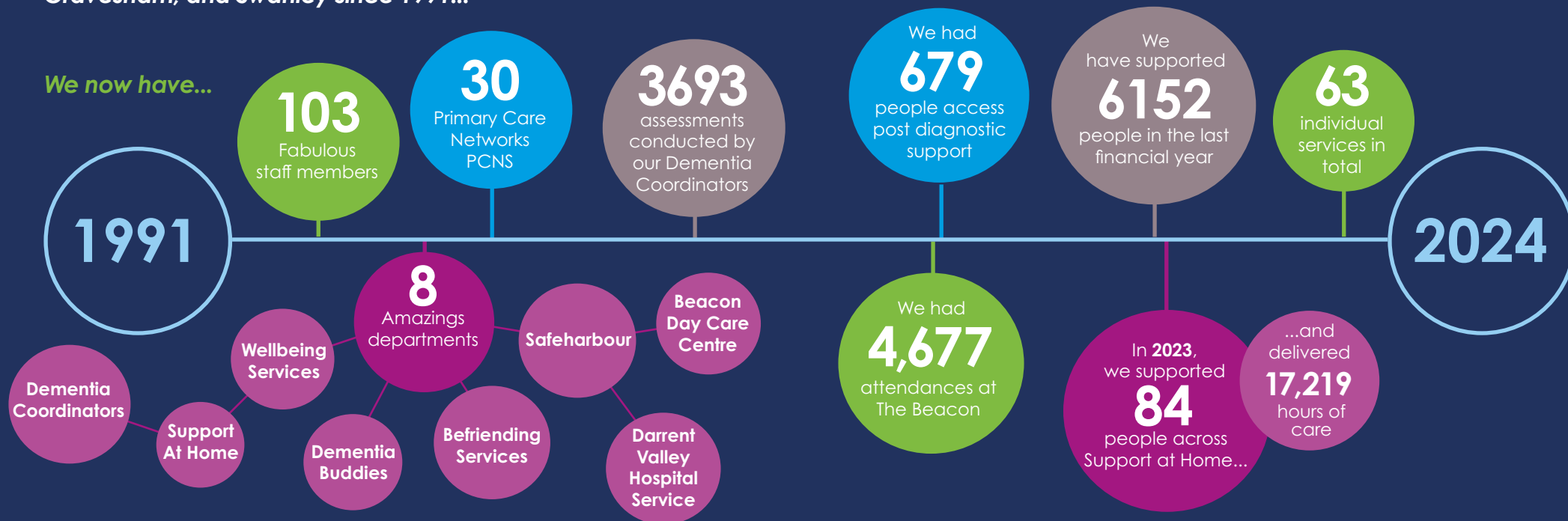
KENT CHARITY OF THE YEAR 2024!



Our Story so far from 1991...

Alzheimer's and Dementia Support Services are Kent's biggest independent charity dedicated to providing support to people affected by dementia. We have been working within Dartford, Gravesham, and Swanley since 1991...

We now have...



...to 2024 and beyond!

...and from 1st April 2022, we have expanded our support to the districts of Swale, Maidstone, Tonbridge and Malling, Tunbridge Wells and Sevenoaks and the unitary authority of Medway.



A few words from our Chair of Trustees

The past 12 months have been another year of growth and development for our fantastic organisation, and I am proud to say that we have – yet again – reached a record number of people.

In 2023-24, ADSS supported **6,172** unique people, an impressive **29%** increase on the previous year, and had more than **4,000** new referrals to our services. This is a remarkable increase and a testament to the boundless dedication, care and compassion of the ADSS team.

At SafeHarbour, we've witnessed significant progress. Thanks to the Albert Hunt Trust's generous

discharge of the loan they provided for our building acquisition, we've been able to complete a substantial improvement programme. This past year, we've not only replaced the roof and upgraded to a new heating system, but we've also unveiled a new, impactful addition - our dementia-friendly garden.

In 2024, we also launched our programme, "**Strategy 2030: Facing Dementia Together,**" which sets out a roadmap for ADSS over the coming years. It will help us reach more people and allow us to provide the best services we can for those living with dementia in Kent.

We are incredibly grateful to receive this recognition from the Kent Charity Awards. It is a testament to the hard work, passion and perseverance of all the staff and volunteers at ADSS, and I am delighted for the entire team. These awards will help us to continue raising awareness and support our mission that everyone living in Kent gets the support they need to live the life they want.

I want to take a moment to express my heartfelt gratitude to each and every one of the incredible staff and volunteers at ADSS. Your tireless efforts over the past year have been instrumental in our success.

Sam Barton



Kent Charity Awards



Alzheimer's and Dementia Support Services (ADSS) Triumphs with Historic Triple Win at Kent Charity Awards 2024 Awarded with Kent Charity of the Year, Disability Charity of the Year, and Trustee of the Year

The prestigious Kent Awards 2024 nomination process began in early March, with final submissions closing at the end of April.

During the judging phase, an esteemed panel visited the ADSS Wellbeing Centre, where they experienced first-hand the exceptional care and support provided to individuals with dementia. Their visit left a lasting impression, culminating in ADSS Wellbeing being honoured with an award in September. This comprehensive six-month

journey highlights the dedication and excellence demonstrated throughout the process.

Dina Henry, judging panel and CEO of CAF Bank was proud to express that ***“ADSS provides an outstanding service to support people through their day clubs offering a warm and caring environment. We listened to the wonderful choir and watched some of the activities taking place and could see how much fun those taking part were having. The team’s dedication was evident, and ADSS makes a positive difference not only to those with dementia but also to their families. The energy and passion from the team was immense and their desire to support even more people was fantastic”.***



Our Commitment to Excellence:

Insights and Innovation from Development Team

In November 2023, the **Quality and Development Team** was established. Sarah Taylor, former Service Development Manager, became Head of Quality and Development and Emily Forster, formerly Dementia Support Deputy Manager, became Quality and Development Deputy Manager. The role of this team is to support ADSS in delivering on our strategy, particularly focusing on development, impact, influence, quality and systems.

The team have already set up an **Influencing group** for Dartford, Gravesham and Swanley, and recommenced the **Dementia Friendly Community Group** in Dartford, Gravesham and Swanley, as well as supporting some internal service developments. They are now busy planning our **Annual Evaluation** and a one-off **Carers Forum**, providing Carers with the opportunity to have their say in the development of services and support for Carers. They are also going to be developing a process for how we can co-produce new services with those affected by dementia.



Harbour of Hope

Harbour of Hope, an influential group formed in December 2023, is the first of its kind in Dartford, Gravesham, and Swanley.

It was created through a partnership between **ADSS** and **Kent and Medway Partnership Trust (KMPT)**.

The group, made up of five people living with dementia, meets monthly at **Safeharbour**. With support from ADSS and KMPT, they've set up their constitution, chosen a name, and outlined their goals:



The group's first major project is raising awareness about the impact of dementia on carers. They're also engaged in smaller projects, such as attending NHS workshops and reviewing dementia-friendly services.

The group is actively recruiting new members, and exciting progress is expected in the coming year.



What is it like being a member of the Harbour of Hope group?



It helps me, because of the interactions I have with group members. ”

Keith - Member of Harbour of Hope



It helps us to put across any grievances we may have. ”

Terry - Member of Harbour of Hope



Our goals...

- Raise awareness about dementia diagnosis to reduce stigma.
- Show that people can live well with dementia.
- Collaborate to bring improvements.
- Address challenges in the community and local services.
- Evaluate projects/issues from services and the community.
- Acknowledge and praise successes.

Diversity & Inclusion Impact:

Guru Nanak Cafe Launch

ADSS Breaks New Ground with the Historic Launch of **Kent's First Memory Café at a Guru Nanak Darbar Gurdwara** in Gravesend. Pioneering Initiatives to Champion Inclusivity and Support Underrepresented Groups.

The Memory Café officially opened its doors on Thursday, June 20th, 2024, with twenty two new attendees.



“

We are grateful to ADSS for running this group along with all the volunteers from the Wellbeing Centre. It is going to be a huge help for the community. We have been in contact for many years, and ADSS has been coming to the Gurdwara to raise awareness, and now we are going to be working closely regularly.”

Jagdev Singh Virdee,
General Secretary for the Gurdwara,
Gravesend



Some kind words...

“

Singing Back The Memories is such fun. Dennis enjoys it very much and Leanne is great fun and makes it very enjoyable.”

“

The group really helps, singing group is fun and friendly. People are in the same situation as us and it gets us out the house.”

“

Nice to get out and about to see other people. Enjoy the sing-along with the older songs. Leanne and the volunteers make the sessions enjoyable. Although Leanne can't keep in tune!”

“

The groups are great for companionship, provide useful information, the organisers are kind and there is contact outside of house.”

“

This group event is very interesting, and the staff are so understanding. My husband is a different person after attending the groups. He would be house bound if we did not attend these events.”

“

We meet people and enjoy singing, it makes me feel happy.”



Garden Project Completion

The Impact of Sensory Stimulation



The creation of the Sensory Garden has been a community endeavor, made possible through the generous donations of local businesses, individual benefactors, and volunteers who dedicated their time and skills.

Research has shown that sensory stimulation can have profound benefits for individuals with cognitive impairments.



The Sensory Garden's design incorporates elements that:

- **Enhance Memory:** Familiar scents and sights can trigger memories and create a sense of continuity and identity.
- **Reduce Anxiety:** The calming effects of nature, combined with the gentle sounds of water and bird songs, help alleviate stress and agitation.
- **Encourage Physical Activity:** Safe, accessible pathways invite gentle exercise, promoting physical health and well-being.
- **Foster Social Connections:** Designated gathering spots within the garden encourage social interaction, reducing feelings of isolation and loneliness.

A Community Effort

ADSS has been Redlibetts Golf Charity of The Year for second Year running, and their representatives were proud attendees of the sensory garden - Sunny Banks on our opening day.



It was an absolute pleasure to attend on Friday not only to see at first sight what the fund-raising help to achieve but also to see the entire facility and meet the people. I think that the whole facility is super and the people working there are all so friendly and clearly enjoy what they are doing to help others. I so wish I felt as happy in my workplace!!! I shared the photos with the wider team they all made lovely comments about the new Garden.

Catherine Pearl, Ladies Vice Captain, Redlibetts Golf Course.



ADSS: KEY EVENT *Highlights!*

Volunteer appreciation

Longest standing volunteer: Margaret

In 1996 Margaret was connected to ADSS through carer's group as Margaret's mum lived with Dementia and found the carer's group which she later joined as staff member for 13 years.

In 2008 after retirement, she came back as volunteer and has been part of the ADSS ever since.



“

I was very pleased with the Volunteer appreciation event, as I am with every event that we hold to thank our volunteers who are all so different from each other in so many ways but who all are as equally dedicated and vital to the work that ADSS do. As our remit is so large it is very difficult to gather everyone together in the same place at the same time, so it is lovely every time we can get even a small group together. The volunteers felt very appreciated and enjoyed Katie's presentation on our future planning. I feel these events are so vital for any long-term volunteer program to be successful because they inevitably boost retention and validate volunteers' hard work, while also act as advertising for the charity and for the recruitment of more volunteers.

Maria Cronin, Volunteer Manager



Dementia Action Week Highlights!

During Dementia Action Week (DAW) 2024, the Dementia Coordinator Service at ADSS made a powerful impact by engaging directly with our community.

Our dedicated team of 31 Dementia Coordinators attended an incredible 31 events across North and West Kent, creating a meaningful presence in local supermarkets, shopping centres, community centres, hospitals, and hospices. This annual event is more than just an awareness campaign; it's a vital opportunity to connect with people living with dementia, their loved ones, and their carers, providing them with essential information and support. DAW 2024 allowed us to shine a light on the services offered by ADSS,

reinforcing our commitment to making a difference in the lives of those affected by dementia.



31
events attended
throughout the
week across North
and West Kent

25

external dementia
awareness sessions

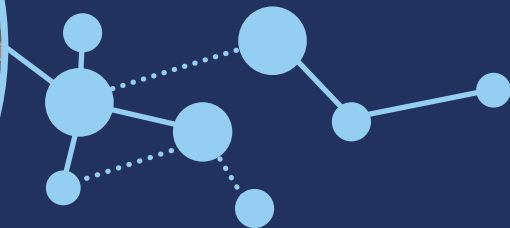


Albert Hunt Trust Foundation

Our sincere and continued thanks go to the Albert Hunt Trust. In 2019, they generously loaned ADSS the money to purchase our premises, Safeharbour. This was a long-held ambition of the charity: to secure its financial sustainability and a platform in which to grow the

excellent work we do for people affected by dementia. Through their incredible generosity, Albert Hunt Trust has now written off the loan and gifted us the entire amount. This incredible support means so much to ADSS. Thank you, Albert Hunt Trust.

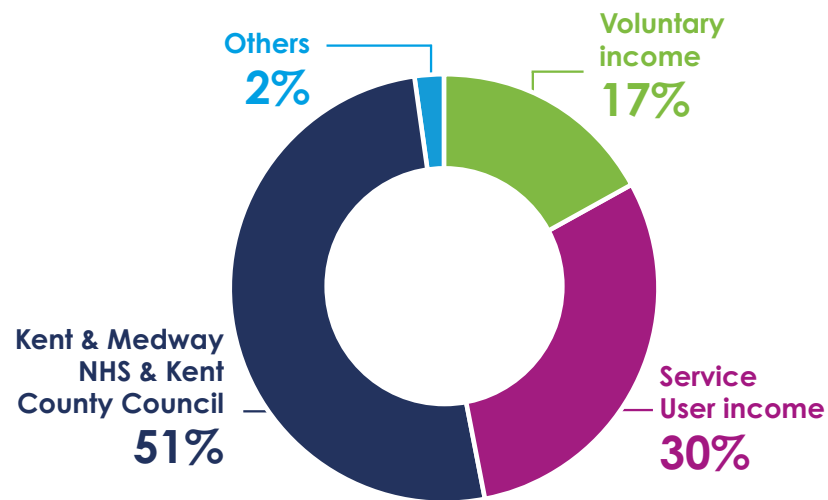
Thank you!



Financial impact

Our funding is drawn from a variety of sources, Financial impact including donations, fundraising events, services, contracts, grants, and partnerships which are essential for driving our charitable activities.

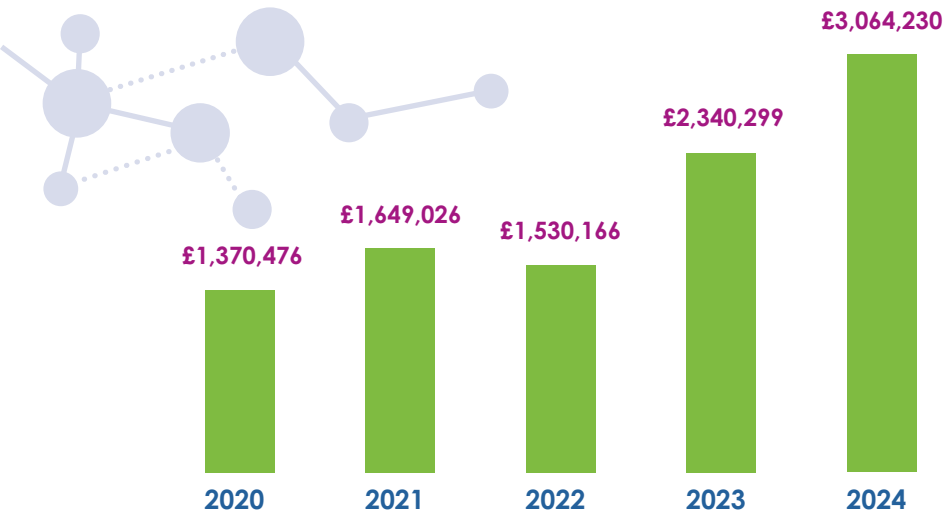
Revenue distribution for financial year ending 31/03/2024



Financial growth

This highlights a steady increase in income within the last five years, reflecting our growing ability to engage supporters and secure financial resources needed to expand our charitable work.

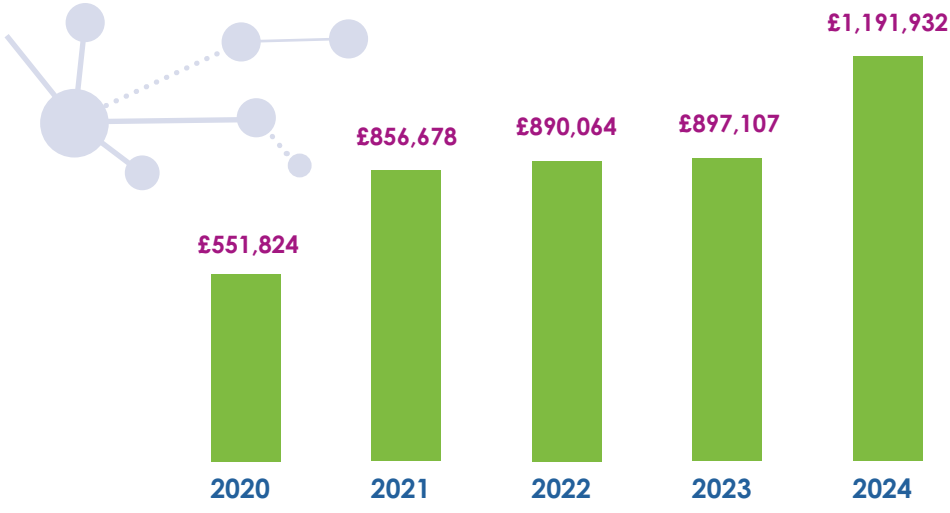
Five-year revenue growth trend



Financial reserves

A steady increase in reserves is an indicator of our financial stability, enabling us to continue funding programs even in challenging circumstances.

Five-year reserves growth trend





90
Active
volunteers across
all services



We delivered
17,219
hours of care



We have supported
8,532
unique people
in the last
financial year



103
Fabulous staff
members



The way we work

OUR PURPOSE

Our purpose is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

OUR VISION

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

OUR MISSION

Too many people affected by dementia do not get the vital social care, support, and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

OUR VALUES



That everyone's **rights** and **dignity** should be promoted.



In being **person centred** and **focused** on people's abilities.



In being **inclusive** and embracing everyone in our community.



In **working together** to **deliver excellence** in the information and support we provide.



In being **caring** and **compassionate** in all we do.

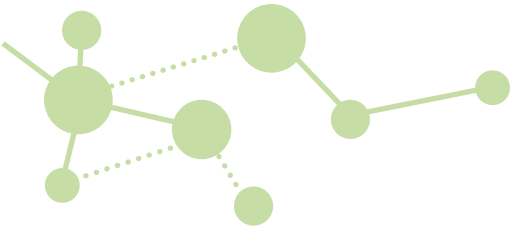


In acting with **integrity** and **honesty** at all times.

Our ambition

By 2030, **ADSS** will be an **award-winning, well-known** and **sustainable charity** for people living with **dementia** and their **carers**.

ADSS will ensure the delivery of **high-quality** and **evidence-based** services to all communities across **Kent** and **Medway** and we will **champion the rights** and **aspirations** of those affected by **dementia**.



By 2030 we will...

Be visible

We will **create greater public** and **professional awareness** of the work we do to **support people** affected by dementia and the **impact** we have.

Be equitable

We will **ensure** that the **people** who use our services, and our team, **reflect the diversity** of Kent and Medway.

Be accessible

We will ensure that **wherever you are** in Kent and Medway you can **access a full range of services** to **help you live well** with dementia, or as a carer of someone.

Be heard

We will **champion the rights** of people with dementia, and carers of people with dementia, and **call out the injustices** that they face. We will take a **rights-based approach** to our work.

