

End of Year Impact Report 2025



**Alzheimer's
Society**

price forbes



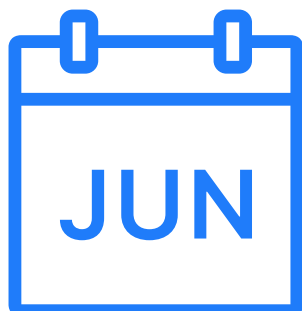
The year so far...

Thanks to your support since April, we have made some amazing progress in the fight to beat dementia. Here are some highlights from our work...



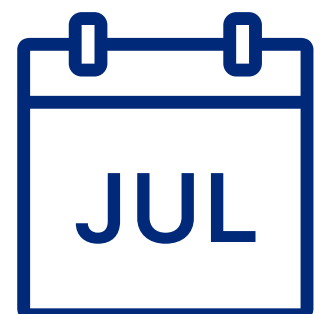
Alzheimer's Society partnered with Coronation Street to create bespoke ads in tribute to the dementia storyline shown.

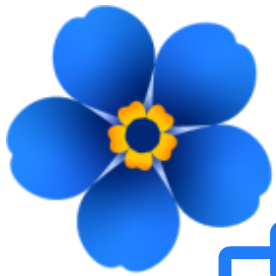
During Dementia Action Week, 3,000 people became Dementia Friends, there was a 200% increase in social media awareness and 4,000 people joined one of our events.



Chris Lay, CEO of Marsh McLennan UK, was appointed as the new Chair of Insurance United Against Dementia, a campaign that has raised 10 million since it's launch in 2017.

Over two inspiring days, 80 emerging leaders in dementia research came together for the Alzheimer's Society Early Career Research Retreat - an annual celebration of collaboration, curiosity and potential.





A major clinical trial aiming to transform the diagnosis of Alzheimer's disease through a simple blood test welcomed its first participants across the UK. This forms part of the Blood Biomarker Challenge, a multi-million-pound programme funded by the Alzheimer's Society.

World Alzheimer's Month started with the launch of our new advert, The Personal Appeal which was shown on radio, TV and even cinemas.

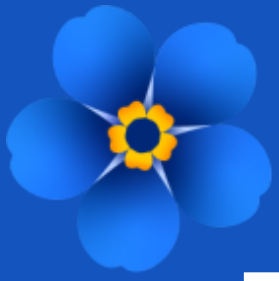


In a historic moment, England and Wales Players walked out with 22 football fans living with dementia ahead of their international friendly at Wembley Stadium on the 9th October.

A new study, funded by the Alzheimer's Society, has identified three existing medications that could be repurposed to treat or prevent Alzheimer's disease.



With your incredible efforts to raise awareness and fundraise for the Alzheimer's Society, we were able to make real change for those affected by dementia. It will take a society to beat dementia and we are grateful that you are a part of that society.



And the team at Price Forbes have been busy too...

We kicked off our partnership with a Dementia Friends session in your offices from David Cohen & Chris Park

Lisa Trott and Stacey O'Brien attended our Insurance United Against Dementia Celebration event in June

In July, a fundraising bake sale was hosted in the Price Forbes offices raising an incredible £1,000

A real highlight was the Miles for Memories Challenge which took place in September and saw 30 employees from Price Forbes walk across London, raising awareness and funds totaling to an incredible £25,000

In October, 23 teams came together for a Charity Quiz Night and raffle, raising an amazing £6,480

Jessica Moore and Chloe Fisher joined us on Insurance Day for Dementia for our evening reception.



Thanks to you, our partnership has raised **£36,000** so far!

This could go towards supporting **80 families** with a Dementia Advisor. Dementia Advisors provide face-to-face support for families facing complex challenges. Whether they're supporting someone living with dementia, a carer, or an entire family, this support is invaluable when it comes to navigating the maze of dementia.





A personal thank you...

I wanted to take this opportunity, as the account manager for our partnership, to personally thank Price Forbes for choosing Alzheimer's Society as your Charity of the Year. I've had the pleasure of working with many companies, and I can genuinely say that the Price Forbes Charity Committee is one of the most collaborative, understanding, and committed groups I've worked with. Your willingness to go the extra mile has truly stood out.



A special thank you to Kelly Webb for championing our partnership internally and for being such a wonderful and supportive colleague throughout. Your passion and dedication make a real difference.

I have no doubt that our partnership will create meaningful impact for people affected by dementia, and I'm excited to see what we will achieve together.

On behalf of everyone at Alzheimer's Society, and all those we support, thank you.

Eshani Gheewala - Regional Fundraising Manager at The Alzheimer's Society

Thank You