

dementia
adventure®

Impact Report 2023

**Nurturing Growth,
Opening Doors,
Cultivating Innovation**

Navigating Our Impact

At Dementia Adventure, we believe in thinking differently about dementia. Our positive focus is on the individual, not the condition.

We concentrate on ‘the possible’, enabling people living with dementia to continue enjoying activities, stay active, and remain valued members of society. Our work aims to enable them to connect with nature, themselves, and their community and keep a sense of adventure in their lives—whatever ‘adventure’ may mean to the individual.

How We Make a Difference

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Supported Holidays & Short Breaks

Offering safe and enjoyable experiences for people living with dementia and their carers, fostering relaxation and connection in a supportive environment.

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Learning & Support Sessions

Providing free online training sessions with practical tips and guidance for those caring for someone living with dementia.

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Inspiration, Innovation & Inclusion

Raising awareness and empowering communities to create positive change for those affected by dementia.

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Training & Consultancy

Offering tailored training and support for organisations to create inclusive services and nature-based programmes for the community.

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Research

Collaborating with academic institutions to contribute to the evidence on the benefits of nature-based activities for people living with dementia.

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Overcoming Barriers

Innovation and growth, reaching more people in more places to help people with dementia access nature and the outdoors.

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Volunteers

Volunteers play a crucial role in our work and contribute to the success of our initiatives and programmes.

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Partnerships

Collaborating with like-minded organisations to extend our reach and benefit more people living with dementia.

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Funding

Without our amazing supporters and grant funders, we simply couldn't provide so much support to people living with dementia.



Welcome from our CEO

Welcome to our 2023 Impact Report. I extend heartfelt gratitude to all our donors, supporters, holidaymakers, family carers, partners, and volunteers. None of our achievements would be possible without your unwavering support.

In 2023, the demand for our supported holidays soared, with 259 places filled, highlighting the pressing need for families navigating the challenges of dementia to have opportunities for rest and recovery and a chance to reconnect with each other and themselves. From financial strains to complex support systems, the obstacles they face are manifold, underscoring the importance of our mission.

Our unwavering commitment to inclusivity and meeting the diverse needs of our community is evident. We advocate for the benefits of nature, supported by research that demonstrates its profound connection to people living with dementia. Studies reveal that just two hours in nature per week can yield positive outcomes, emphasising the transformative potential we aim to harness.

Our supported holidays serve as vital opportunities for relaxation and connection for those living with dementia and their carers. Having personally supported two of these holidays last year, I've witnessed firsthand the power of these experiences—from laughter filling the air, better appetites and the enjoyment of time together again to restful sleep finally attained.

Beyond our holidays, our online Learning and Support Sessions for family carers continue to be invaluable resources, offering practical tools to enhance everyday life. As demand for our expertise grows, we're forging new partnerships across various sectors to ensure our support reaches those in need.

The recent refresh of our brand in late 2022, grounded in our deep connection to the outdoors and nature, has yielded promising results. This year, under the banner of 'Today I Will...!', we embarked on a new campaign to empower individuals to find moments of joy and connection in their daily lives. Looking forward, we're exploring innovative concepts like micro-adventures to inspire people with dementia and their carers to cherish the little moments together.

In navigating the complex landscape of dementia care, our commitment to inclusivity, adaptability, and meeting the diverse needs of our community remains steadfast. Reflecting on the successes of 2023, they set the stage for us to embrace new possibilities in the coming year.

Together, let's continue to create meaningful experiences.

Fiona Petit, CEO



"Seeing the difference this break away had to the people on it was very inspiring and definitely hit a chord with me. My dad, who has sadly passed away, lived with mixed dementia for over 20 years and I watched my parents struggle. If only I had known about Dementia Adventure — this would have been a breath of fresh air to my mum, and my dad would have been the life and soul of the party."

Volunteer and Clinical Research Practitioner



2023 in Numbers

3,192

participants supported our adventures, training and events



259

holidaymakers



enjoyed **38 supported dementia breaks**

34 people received additional **financial assistance** from the Dementia Adventure Support Fund in order to enable a break that wouldn't otherwise have been possible



736

participants



bolstered their understanding of dementia in **48 Learning and Support sessions**

1,901

training participants were encouraged to **think differently about dementia**



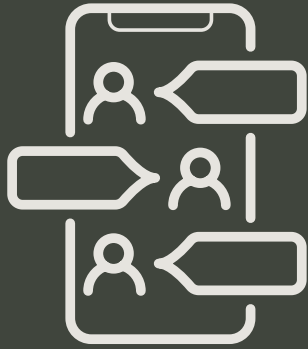
65,000

reached through our digital channels



23,230

followers on
social media



£602,910

generously raised by
funders, supporters and
fundraisers



117

spectacular volunteers



£11

raised
for every
£1 spent on
fundraising



9,271

volunteer hours
donated



"This break has been the most transformative thing to happen to me as a carer in four years of trying to deal with my husband's diagnosis. It has honestly changed my outlook and given me renewed hope and a sense of less isolation."

Family Carer

Supported Holidays: Renewing Spirits, Providing Respite

Our aim during our supported holidays is to ensure that people living with dementia and their carers both enjoy five days of relaxation where they can reconnect, supported by our team.

Drawing on our understanding of how nature benefits those living with dementia, we plan stress-relieving and joy-inducing activities, aiming to leave a lasting positive impact on holidaymakers.

In 2023, we provided much-needed breaks to nearly 300 people living with dementia. Thanks to additional funding of over £17,000 from the Dementia Adventure Support Fund, 34 people were able to access holidays they wouldn't have been able to afford otherwise. Our regular destinations remained popular, and our new location in the Kingdom of Fife, our first venture beyond the English-Scottish border, was met with enthusiastic praise from holidaymakers.

Our tailored holidays also offered opportunities for intergenerational memory-making and relationship building. For example, one grandfather living with dementia enjoyed a week away with his daughter and twin grandsons, creating cherished memories that will be treasured for years to come.

Feedback from holidaymakers further underscores the positive impact of our holidays, reinforcing our commitment to providing meaningful experiences for all.

Key statistics:

- 259** supported people over the course of 38 supported holidays
- 82%** of carers had a break from caring they wouldn't otherwise have been able to have
- 79%** of carers spent quality time with their companion that they wouldn't have been able to otherwise
- 73%** of people living with dementia got more exercise than usual
- 67%** of people living with dementia communicated more than usual
- 78%** of carers felt more positive, and 57% felt less isolated after the holiday
- 60%** of people living with dementia felt their relationship with their companion had improved
- 66%** of carers felt better equipped to continue their supporting role
- 56%** of holidaying pairs planned to go out together more often going forward



"I was amazed by how much she was able to manage to do each day on the holiday. I think the stimulation of so many lovely things to see and do really perked her up." Family Carer

The Holiday That Changed Our Lives

It was a break John and Carlene weren't sure they would be able to take, because John lives with Parkinson's disease and dementia. Carlene, his wife, is now his full-time carer.

Leaving the house without support is difficult and impromptu trips are almost impossible, so the prospect of a holiday felt like nothing more than a dream until they discovered Dementia Adventure.

Carlene said, "I don't think I can put into words how special a holiday this was. John lit up. We both did."

During their time in Norfolk the support team stepped in to help John take part in outdoor activities like boat trips and garden walks, while Carlene was able to sit back and recharge.

"They looked after us both. When I got up to help John with his dinner, they kept saying, 'No, you're on holiday too. Let us do that, while you relax.'"



"I felt totally at ease and so well cared for," John agreed. "I could enjoy what was going on because I knew Carlene was okay too."

"I've told so many people about it, and I say it's made such a difference to our lives," Carlene added. "We've made all these new memories."

Their daughter Greta noticed an immediate change in them both when they returned. "When they got back, they had so much to talk about. To hear them both talking, reeling off names of other couples they'd met or places they'd been—it was more than just a holiday. It was all about them, that's why it was so special."

Players of People's Postcode Lottery

John and Carlene's holiday was made possible by players of People's Postcode Lottery, who have supported Dementia Adventure since 2013.

In that time, players have raised a staggering £3 million to help us support people living with dementia, which has many times been the difference between someone having a break or not.

"I have had to give up work to support my loved one. I have many years to go before I reach retirement age, I have had to pay a lump sum to keep up my pension payments whilst not working, and I worry over my national insurance contributions. To receive the support funding feels almost tangible in a way that is not fathomable by someone who has not lost the help of their loved one." (Family Carer)



Learning and Support for Friends and Family

In 2023, we continued to provide learning and support opportunities for friends and family, focusing on understanding dementia and the importance of nature and the outdoors.

Our emphasis on meaningful activity and connection with the natural environment aligns with research showing the positive impact of nature on brain health and overall quality of life, filling a crucial gap in family carer education and support.

Researchers have studied the health and well-being benefits of nature and have discovered that it's not just being in nature that makes a difference, but also how we connect and interact with it. Focusing on both small and larger moments in nature to support wellbeing is a valuable

tool in helping carers cope with their responsibilities.

Our sessions offer information and ideas broken down into small, manageable steps, helping caregivers feel supported and allowing them to ask questions in a safe environment. This approach can truly make a difference in supporting positive relationships with people and personalised outdoor experiences, preventing isolation among individuals with dementia and carers.

We have grown in numbers and in the various carer groups we support.

Realising I am Not Alone

“The way I behave with my Mum and communicate with her has changed. I’m asking fewer questions, getting Mum to help me in the kitchen like the course suggested.”

Rachel and her family had a tough couple of years. Rachel’s Mum lives with ‘Mixed Dementia’, and her father passed away during the COVID pandemic. Mum moved in with Rachel’s brother so that she could be supported by the family, but she struggled with the transition.

“It is emotional seeing Mum change so

much,” Rachel told us. “She often says that she is lonely, but although my brother has tried to incorporate her into his family unit’s daily life, it doesn’t always work for Mum.”

Then, the local Dementia Support Service recommended Dementia Adventure’s Understanding Dementia Better sessions.

“Before logging on, I felt emotional. I felt very inexperienced in my role as a carer, and it can feel very lonely. This session helped me realise I am not alone, and it was so lovely to see others in my situation. It was so rewarding – and felt like something momentous and significant. We had such a good laugh, and I wasn’t expecting that!”



Mood and Motivation

We ran 10 sessions in 2023 with 140 participants.

For attendees after the sessions:

- 95% had an increased understanding of how someone living with dementia can lack motivation to do things
- 93% had an increased understanding of strategies to improve motivation in the person they care for
- 79% felt better equipped to cope with the low motivation of the person they care for
- 94% said they were likely they were to recommend this training to others

Understanding Dementia Better

We ran 38 sessions in 2023 with 610 participants. Five were run in partnership with other organisations

For attendees after the sessions:

- 94% had a more positive understanding of dementia
- 95% had an increased understanding of how to support someone living with dementia
- 93% would likely recommend our training to others

"Really good to be able to ask questions and discover other people are dealing with the same issues and questions I had."

Support session attendee

"Packed full of useful guidance. Nice pace and well-articulated. Real-time examples. Really got across throughout the presentation how dementia is different for everyone."

Support session attendee



Inspiration, Innovation & Inclusion

Dementia Adventure's approach combines nationwide digital outreach with impactful face-to-face local projects, demonstrating our dedication to empowering communities and creating positive change for individuals and families affected by dementia.

Nationwide Reach with Watch Parties

In 2023, we introduced watch parties to extend our reach beyond traditional boundaries. These online gatherings enable community groups, regardless of their location or resources, to participate in our sessions.

The success of our initial watch parties has been remarkable, and we're planning more for 2024. This digital initiative allows us to bring our expert knowledge about the impact of nature on wellbeing to more people, by working in partnership with local providers on a national level.

Shinty, Socialising, and Support: A Highland Adventure

Badenoch Shinty Memories is an open community group that organises social activities across the Badenoch area. Originally set up for players of shinty, its reach now extends to people living with dementia, those experiencing social isolation or loneliness, carers, and anyone seeking support. When they sought training for dementia carers, Dementia Adventure's name was mentioned. However, Badenoch is in the Highlands of Scotland, some way away from our offices in Essex. That was when a watch party was suggested.

"There is a limit to what services there are around for people living with dementia," Project Officer Mairi Brown explains. "It was nice for us to be able to offer people within our locality support rather than having to go elsewhere. 20 miles isn't that far to go but it can feel quite far away for some, particularly elderly folk."

Hosting the watch party also meant an opportunity for relationship-building with the surrounding community. Besides some regular attendees, there were care home workers and board members present.

"The session has really boosted the confidence of those who attended in terms of their ability to interact with people who have dementia. Having come with no real knowledge of working with people with dementia, I came away feeling really equipped with the knowledge that what I was doing was fine, was good, and just how to treat people. No question was too foolish; it was really



well facilitated, and the information really came across."

"I wasn't aware of the positive impact of engaging with nature beforehand. I'm aware of it in general but I hadn't appreciated the impact it has specifically on people living with dementia. I'm quite mindful of that now when I organise events. We've linked up with a local community therapy garden and are looking to establish that as a fairly regular thing. We just go for a wee dawnder around it and then go for a cup of tea. It's been really useful to know that."

This story is a testament to how Dementia Adventure leaves a legacy and has a far-reaching impact. By providing accessible training and fostering community connections, we empower local groups to support people living with dementia in their own communities. This ripple effect of knowledge and confidence continues to grow, enhancing the quality of life for countless individuals and fostering a more inclusive society.

Training for Professionals: Opening Doors

People living with dementia have the right to live a full life, connected to the people and places they love and with access to the well-being benefits of nature and outdoor activity.

Often, a person living with dementia finds their life changes considerably post-diagnosis. They may become socially isolated and less able to get out, with little opportunity to take part in activities that are good for them and that they enjoy.

Many organisations already understand that connection to nature brings significant well-being benefits for people living with dementia, but they may not have the knowledge or confidence to create inclusive and enjoyable experiences for people with the condition.

Support for a Dementia-Inclusive World

Our professional services cover training for organisations, their staff, and their volunteers, as well as bespoke consultation for anybody looking to create a service that aims to connect people living with dementia with nature. This year, we have received significant commissions from new partners, which we highly value as opportunities to share our positive approach towards dementia with an ever-growing reach.

Our new Managing Risk and Nature Experiences training has thrived as an inexpensive, online option for professionals and volunteers interested in creating inclusive outdoor or nature-based experiences for people living with dementia, receiving high praise from participants.

"It was truly enlightening, and I'm delighted to have discovered your organisation. The information and tools you shared are invaluable, and I'm eager to implement them in my upcoming events. I've already taken the liberty of forwarding your contact details to a few colleagues and have also taken the opportunity to introduce your organisation to them."

Training participant



A Bespoke Solution: Dementia Inclusion at National Trust Sites

The Damsons Pilot, launched at Peckover House and Gardens in Wisbech in 2022, was a collaborative effort involving the National Trust, Dementia Adventure, and the Alzheimer’s Society. This project aimed to create a community group for people living with dementia and their carers, transforming the purposefully refurbished Reed Barn into a welcoming space. Here, individuals could relax, gather information about dementia and nature, and connect with others who understand their experiences. This setting provided not only a source of information but also a supportive community, allowing participants to engage in meaningful conversations and activities.

One participant expressed the collective sentiment:

“We can all talk to each other. I didn’t realise dementia was so different for everybody, but it’s also similar. We all have the anxiousness bits. It’s good to be able to talk each week, and the routine of knowing that we’re coming is invaluable.”

The Damsons Pilot’s connection to the wider Peckover House and Garden site was integral to its success. Rather than being isolated, members enjoyed the same beloved heritage experiences as other visitors, fostering inclusivity and shared

enjoyment of the space. This integration was crucial, as it allowed people living with dementia to be part of the broader community.

The overwhelmingly positive feedback from the Damsons Pilot prompted the National Trust to expand the initiative. They commissioned a specially designed resource pack to help other National Trust sites create their own dementia-inclusive spaces. This pack, developed with the expertise of Dementia Adventure and the Alzheimer’s Society, equips these sites with the tools and knowledge to welcome people living with dementia as valued visitors and contributors, extending the project’s reach and impact.

In essence, the Damsons Pilot at Peckover House exemplifies how thoughtfully designed spaces and community-driven initiatives can transform the experiences of people living with dementia and their carers. By fostering inclusivity and providing supportive environments, the National Trust, Dementia Adventure, and the Alzheimer’s Society have set a powerful example for others to follow, ensuring that more people can benefit from dementia-inclusive spaces across the UK.



Organisations we support:



Research: Collaboration and Evidence-based Practice

At Dementia Adventure, our commitment to inclusivity and meeting the diverse needs of our community is evident.

We are committed to continuously capturing and developing our evaluation framework and using feedback to improve and meet the needs of carers, providing effective and tailored services. This ongoing effort will contribute to Dementia Adventure's success and impact in supporting carers and individuals with dementia.

In line with our commitment to evidence-based practice, we established a dedicated research role focused on exploring the benefits of outdoor activities and nature engagement for individuals living with dementia. This investment in research underscores our commitment to advancing knowledge and informing our programming.

We have been excited to welcome a research programme leader to our team, reinvigorating our roots in active research for nature

"Thank you so, so much for all of this help. You've helped more than you know, especially for me and my nanna who is so new to this, and has never seen this disease so close to us before."

interventions. This addition to the team has enabled us to complete a scoping review, investigating "How does exposure to nature or nature-based interventions impact or benefit individuals living with dementia and their carers?"

This review identified that whilst nature engagements are essential for people living with dementia, the opportunities and support to do so remain wholly insufficient. Our learning and support sessions work towards developing opportunities, and we have now identified ample research opportunities available to Dementia Adventure. Project proposals and collaborative ventures are now in the pipeline to expand our research-based knowledge, further developing new innovations to our services.

"Will enable us to navigate this new world and manage our journey in a more controlled way."



Supporting More People in More Places

At Dementia Adventure, we believe everyone should have access to the well-being benefits of nature and outdoor activities, regardless of their background or circumstances. Our commitment to Equity, Equality, Diversity, and Inclusion (EEDI) drives our mission to break down barriers and ensure people living with dementia can engage with the natural world.

Breaking Down Barriers

People living with dementia often face significant challenges in accessing nature and outdoor activities, including physical limitations, social isolation, cultural differences, and economic constraints. We are dedicated to addressing and overcoming these obstacles through innovative approaches and inclusive practices:



Accessibility

We strive to make all our programmes and activities accessible to people of all abilities. This includes providing physical assistance, creating accessible materials, and offering flexible options to accommodate various needs.

Economic Support

Financial barriers can prevent people from participating in our programmes. Through our Dementia Adventure Support Fund and various grant initiatives, we provide financial assistance to those in need, ensuring that cost is not a barrier to accessing our services.

Cultural Sensitivity

We recognise and respect our participants' diverse cultural backgrounds. Our programmes are designed to be culturally sensitive and inclusive, ensuring that everyone feels welcome and respected. However, we acknowledge that there is always more to learn and improve upon.

Community Outreach

We actively engage with diverse communities to raise awareness about the benefits of nature for people living with dementia. This includes partnerships with local organisations, outreach programmes, and targeted communication strategies.

Learning from Others

We tried something different in 2023 and experienced a deeply moving day of reminiscence with a wonderful gentleman who revisited his youthful haunts in Southend-on-Sea, including his childhood next-door neighbours' house, now in their 90s.

This outing has paved the way for a new "Days Out" offering from Dementia Adventure for 2024, demonstrating our commitment to expanding our reach and impact beyond our flagship supported



holidays. We understand how crucial new experiences, hope, and possibility are to our holiday-makers, but reminiscence is equally important. It allows us all to connect with our past, especially when memories are hard to access.

This particular day has inspired us to offer similar opportunities to more people and will be a key focus for 2024.

Today, I Will...

Our 'Today, I Will...' campaign is an innovative initiative designed to encourage carers and people living with dementia to engage in small, manageable actions that positively impact their well-being.

By promoting micro-adventures into nature, the campaign aligns with our EEDI commitment, making it easier for everyone to interact with the outside world.

Simple acts like enjoying a cup of tea in the garden, spending time at the window, or listening to birdsong audio can make a significant difference. This campaign embodies our belief that everyone deserves to find joy and connection in everyday moments, reinforcing our mission to make nature accessible to all.



Empowering Communities

Local Impact at Jubilee Allotment

Despite being a national charity, we remain committed to our local roots and continue to invest in our community in Essex. The gardening group at Jubilee Allotment in Great Dunmow is a shining example of this commitment.

Led by volunteer Debbie Anderson, our former Head of Training, Research, and Consultancy, this project promotes community connection and support. The group actively cares for the allotment, promoting physical activity and executive functions such as flexible thinking and self-control, stimulating memory and language, as well as healthy eating and meaningful conversation. The Jubilee Club meets every Friday morning, offering a dynamic atmosphere with games, discussions, and a focus on well-being alongside socialising, laughter, and a sense of achievement.



The Jubilee Allotment project has become a close-knit community where the distinction between people with dementia and volunteers often blurs because everyone just works together. It's more than just gardening; it's a catalyst for positive change within the community. Each session sees up to six

volunteers assisting six individuals with dementia in maintaining the two allotment plots. Activities extend beyond gardening to include a game of bowls and engaging discussions over light refreshments. It is a really supportive atmosphere that encourages people living with dementia to participate in meaningful activities that boost their confidence and independence.



Volunteers: Teamwork makes Dreamwork

2023 ushered in the recruitment of 50 new volunteers, increasing our numbers by more than half!

In a climate where many charities are struggling to retain volunteers, we are incredibly grateful for the unfailing enthusiasm and dedication of ours—and we believe it has something to do with the deep, genuine sense of reward and connection that our volunteers report feeling.

With various roles available, volunteers can choose the way of supporting that best works for them. The most popular role is Adventures Supporter, and it's easy to understand why. In offering our holidaymakers five full consecutive days of their year, Adventures Supporters can watch the beneficial results of their hard

work unfold before their very eyes. It's a week-long, up-close-and-personal showcase of the difference they're making. Not only do they foster connections with the people they support, but they form friendships among one another, too, and any tiredness after five days of attending to the needs of others is offset by seeing the great joy they have brought to those people's lives.

A huge thank you to our amazing team of volunteers; we simply could not do what we do without you.

We All Need A Purpose

"You have to have purpose in life... and this gives me purpose."

Volunteer Keith first discovered Dementia Adventure when looking for local charities to support through the music festival that he and his wife used to run. When he retired in 2016, Keith decided the time was right to start his journey as a Dementia Adventure volunteer. He has run the gamut of volunteer roles available

at the charity, getting involved in presenting, holiday support, and community connection.

"Once I got over the initial euphoria of not working I realised I still needed that sense of achievement. What Dementia Adventure does is give me that opportunity to feel like I'm achieving in some small way. That might be through promoting what this amazing charity does during a visit to a care home or dementia café. Or it might be meeting lovely people on a week's holiday and seeing those people living with dementia flourish in those five days, and knowing I contributed to that."

What has remained consistent is the value that it brings to his own life.

"You have to have purpose in life and this gives me purpose, so in many respects that's really what Dementia Adventure does for me as a volunteer. It makes you feel you're doing something worthwhile."





"Being able to volunteer with you means I can combine key aspects of who I am; personal experience of supporting a loved one with dementia, my love of all things outdoors, sports & activities... and my desire to 'give back' to society."

"Will enable us to navigate this new world and manage our journey in a more controlled way."

"I am so proud to have been part of what I consider to be a fabulous team. It was wonderful to see and hear the pleasure we had brought to our guests' lives over the week! I am so proud to play a small part in this superb organisation."

"The holiday was an incredible experience... the perfect blend of adventure and making lasting memories. Being a part of such meaningful and impactful work brings me immense joy and satisfaction."

Volunteers

In 2023, **117 volunteers** donated **9,271 hours**, which equates to **£136,933** worth of volunteering time given.

Types of Volunteers at Dementia Adventure:

- **Adventures Supporters**
- **Community Connectors**
- **Office Supporters**
- **Volunteer Fundraisers**
- **Photobook Artists**
- **Vehicle Volunteers**
- **Allotment Supporters**
- **Trustees**



Partnerships: Collaborating for Greater Impact

At Dementia Adventure, we believe in the power of collaboration. We join forces with partners who share our vision for the transformative impact of nature, the outdoors, and well-being on individuals living with dementia.

By bringing together like-minded groups, we can share knowledge, create positive experiences, and amplify our collective impact.

It is part of our core mission to develop partnerships with organisations that align with our values. With our dedicated team's

skills, expertise, and experience, we have a proven track record of managing successful partnerships. We tailor our collaborations to suit each organisation, whether it be in academic research, training, holidays, consultancy, or fundraising.

A photograph showing a woman with short brown hair and glasses, wearing a blue blazer, and a man with a beard wearing a light blue polo shirt, both leaning over a wooden table. They are working together to arrange a bouquet of flowers, including pink roses, purple flowers, and greenery. The background shows a garden with raised beds, some plants, and a large white-covered structure. A green mug and a small cardboard box are on the table.

*Freddie's
Flowers*

A Budding Relationship with Freddie's Flowers

From our first conversations with the fresh flower subscription service Freddie's Flowers, we knew this partnership was a perfect fit. Founder Freddie Garland's belief in the transformative power of flowers resonates deeply with our ethos that interacting with nature benefits everyone, especially people with dementia.

Freddie's Flowers supports us with micro-donations through Pennies, the leading charity working to protect and grow micro-donations by partnering with merchants, payment providers, and charities. But they don't stop there. They joined us for a volunteer day at Harlow Park Garden and hosted a flower-arranging workshop during one of our supported holidays in Norfolk. The feedback was overwhelmingly positive:

"The flower arranging—what a fabulous thing to do. It felt so indulgent to have such beautiful flowers to work with, and Freddie's instructions were impeccable."

Their commitment to supporting people living with dementia has been evident in their collaboration with Pennies to offer micro-donations through their subscription service. This innovative approach has raised vital funds and awareness about dementia and the importance of nature in our lives.

Through their partnership with Pennies, Freddie's Flowers has enabled their customers to add a small donation to their flower orders, with the proceeds supporting Dementia Adventure. This simple yet impactful initiative has seen thousands of customers opt-in, demonstrating the power of collective action in making a difference.

Freddie's Flowers has gone above and beyond in their support, participating in volunteer days and hosting workshops during our supported holidays. Their dedication to our cause and their creativity in fundraising has been inspiring, and we are grateful for their continued partnership.

Together with Freddie's Flowers, we are not just raising funds but also raising awareness and creating meaningful experiences for people living with dementia. With partners like Freddie's Flowers, we are reminded that with the right support, anything is possible.

"The donation option has proved intuitive for our customers, and we've been really pleased with the response – with thousands opting in to support Dementia Adventure on their mission to ensure people living with dementia can experience and benefit from the power of nature." — Ted Bell, CEO, Freddie's Flowers.

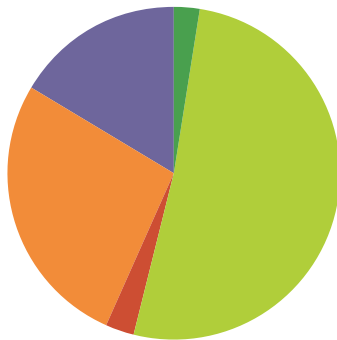


Where Our Money Came From

Without our amazing supporters and grant funders, we simply couldn't provide so much support to people living with dementia and their loved ones. In 2023, despite a challenging fundraising climate, they raised an amazing £30,497.

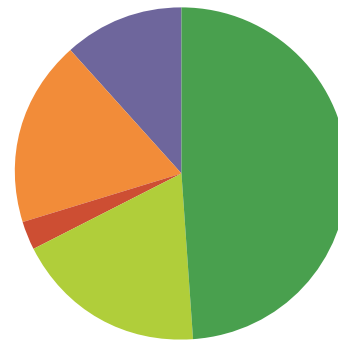
Income

● Donations	£30,497
● Grants	£572,413
● Training Income	£32,963
● Holiday Income	£299,423
● Interest	£18,209
Total	£953,505



What we spent it on

● Holiday Provision	£500,345
● Training and Consultancy	£191,038
● Community Engagement	£26,289
● Resources & Awareness Raising	£186,436
● Cost of Raising Funds	£116,383
Total	£1,020,491



Thank you to all the individuals, businesses, and grant funders who made this possible:

- | | | |
|-------------------------------|---|--|
| Age Sentinel Trust | Freddie's Flowers | Shanly Foundation |
| Age UK Essex | Garfield Weston Foundation | St Francis Church |
| Boreham Women's Guild | Golden Bottle Trust | St Germans Methodist Church |
| Broomfield Cottage Gardeners | Inman Charity, The | Takeley Rotary Club |
| Britford Bridge Trust, The | Kalverboer Silsby Foundation | Thortful Ltd |
| Crouch Valley U3A | King Charles III Charitable Fund (formerly The Prince of Wales's Charitable Foundation) | W.G. Edwards Charitable Foundation |
| D'Oyly Carte Charitable Trust | Players of People's Postcode Lottery | ...plus all our generous individual donors |
| Ellbie Co | | |
| Essex Community Foundation | | |
| Fowler, Smith and Jones Trust | | |

Looking Forward

Building on last year's supported holiday success, we are excited to return to Scotland and introduce two new holiday locations in England

By increasing our holiday spaces, we aim to ensure more people can access the breaks they need. The Dementia Adventure Support Fund will play a crucial role in providing additional financial assistance to more individuals.

Our popular Learning and Support Sessions for family and friends will continue to offer expert advice with a compassionate approach. Additionally, we will extend our well-received "Managing Risk and Nature Experiences" training for professionals into its second year. With the introduction of our new research Programme Leader and the appointment of a Head of Innovation, Research and Development we will revive our research activities, helping to establish Dementia Adventure as an authority in our field.

We are exploring ways to offer more local, community-based mini and micro-adventures and tailored days out, ensuring a growing

number of people benefit from our message that interacting with nature positively affects those living with dementia. Our partnerships remain central to our mission. We are committed to our current collaborations and will seek innovative synergies with new partners, including the newly introduced Power of the Outdoor Collective.

Despite the pressure on the National Healthcare System and the lack of local support services, we are confident in our ability to improve lives and expand our reach to more diverse communities. Together with our dedicated community and partners, we look forward to driving meaningful change and enhancing the lives of those affected by dementia in 2024 and beyond.

**With the right support,
anything is possible.**



dementia adventure®

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