



dementia
adventure®

Impact Report 2024

A Future Full of Possibility:
Dementia Adventure's
Impact in 2024

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Welcome from our CEO

Welcome to Dementia Adventure's 2024 Impact Report, and thank you for taking the time to explore what has been another remarkable year for us. Whether you've walked alongside us, supported us, shared our vision, or simply followed our journey, we are so grateful.

This year, our work has taken us further, both in reach and ambition. We've stepped onto cricket pitches and into gardens, shared stories on national airwaves, supported hundreds of caregivers through the everyday challenges of dementia, and launched a podcast series that has taken conversations about dementia to new audiences and even new countries.

Our supported breaks continue to offer much-needed time away. In 2024, we were proud to welcome more new clients than ever before. Initiatives like Travel Buddies and our tailored breaks for families with young children are helping us remove barriers and make breaks a reality for more people who might otherwise miss out.

Inclusion and accessibility have guided our work this year. From Green Letter Days offering local opportunities to connect with nature, to building contacts with community groups supporting South Asian, Gypsy and Traveller, and African and Caribbean families. Watch Parties have helped us reach caregivers without digital access, and our training has been commissioned by organisations large and small, all wanting to do better for people living with dementia.

As we celebrate our impact, we also acknowledge the pressure many of us in the charity world feel. Funders, families, and our own team have all felt the weight of a challenging environment. But despite this, we have seen extraordinary generosity. The D Tour, our podcast and fundraising journey undertaken by dementia advocate, Harriet Thomas, united communities across the UK. Our partnerships with organisations like Freddie's

Flowers, Macs Adventure, and Music for Dementia have opened new doors and helped us share our mission far and wide. And this year, we marked our eleventh year of support from the People's Postcode Lottery. Their continued belief in what we do has helped us reach further and stay ambitious in challenging times.

At Dementia Adventure, we don't claim to have all the answers. But we are committed to asking the right questions. How can we reach more people? How can we meet them where they are? And how can we continue creating moments of possibility, even in the most difficult circumstances?

That's why the theme of this year's report is A Future Full of Possibility. In every conversation, every partnership, and every moment of connection, we've seen what's possible when we come together.

Thank you for believing in our work. I hope what you read here inspires you, as it inspires us to keep going.

Fiona Petit,
CEO, Dementia Adventure



2024: A Year in Highlights

This year has been all about reaching further and trying new things. Whether it was welcoming more people on our supported breaks, expanding our carer support, or working with new partners, everything we've done has been focused on helping people feel included, understood, and supported.

We've seen brilliant ideas come to life. From small changes, like volunteer-led travel support, to big moments, like national media coverage and award wins, 2024 has shown what's possible when we come together around a shared goal. Here are just some of the highlights from the year:

268 people
supported on breaks
(91% of available places filled)

14 people took part in
tailored breaks, including families
with young children

72% of clients
were new to us

Introduced Travel Buddies,
with 10 volunteers supporting five
couples and one family

94 learning and support sessions
delivered, with
1174 caregivers attending

Built relationships with
15 new partner organisations

4 Green Letter Days
held with Middlesex County
Cricket Club, reaching
over 100 people





Our Great Dunmow allotment project earned a national **Green Care Quality Mark**

Delivered training for staff and volunteers
at care homes, National Trust properties, community groups and NHS services



Celebrated our 15th birthday

with a national event and new supporters



Ran 7 Watch Parties

with partner organisations to reach carers without internet access

Ethics approval received from Liverpool John Moores University for our **Wellbeing Study**, focused on the impact of our supported holidays

Featured in over **100 media outlets**, with a reach of more than **23 million**

Supported by **136 active volunteers** across breaks, projects, and events



Adventures: Tailored Support, Real Impact

In 2024, our supported holidays once again gave people living with dementia and their caregivers the chance to take a proper break and to feel like themselves again. We delivered supported breaks for 268 people, with 91% of planned places filled. A significant number were new to us, with 72% of participants joining a Dementia Adventure break for the first time.

We also introduced new ways to improve access and make our breaks more inclusive:

- 14 people joined us on tailored breaks, with support shaped around individual or family needs
- 10 volunteers took part in our new Travel Buddy pilot, helping five couples to travel confidently to and from their break
- More children and young people than ever before joined a parent on a supported break

Many caregivers told us the time away gave them space to reset, reconnect and feel hopeful again. One said:

"If we hadn't had this holiday, I don't think I could have carried on caring. It gave me the reset I didn't even realise I needed."



Green Letter Days: Joyful One-Day Adventures

Dementia Adventure launched Green Letter Days (GLDs), one-day outdoor events designed to offer people living with dementia and their companions the chance to experience something uplifting, familiar, and joyful together. These events mirror the spirit of our supported holidays, bringing the same emotional connection and sense of ease, but closer to home.

We partnered with Middlesex County Cricket Club to deliver four Green Letter Days at Lord's Cricket Ground and Merchant Taylors' School. More than 100 participants joined us to explore museum exhibits, enjoy traditional cricket teas, cheer from the boundary, and delight in moments of surprise, like being greeted by a therapy dog or discovering the space to simply sit, watch and connect.

"This was the first time in a long while that we felt part of something together. We laughed, cheered, and it felt like a normal day out."

A family member

One unforgettable moment took place when a participant who once played at Lord's expressed his wish to stand on the pitch once more. With the support of stewards and volunteers, that wish became a reality. As he walked across the field, the atmosphere shifted. Everyone knew they were witnessing something special. It was a moment of reconnection, dignity, and joy for him and everyone present.

These days were carefully designed to reduce stress, build confidence, and remind people of what's still possible. One carer reflected:

"Being here today has shown us how many possibilities there still are. It has really changed our perspective."



More Than Just A Day Out

In 2024, Green Letter Days became a platform for:

- **National Partnerships:**
Collaborating with MCCC, ECB, and organisations like Golf In Society and PGL to develop days around sport, nature, and leisure in 2025 and beyond.
- **Meaningful Measurement:**
Capturing caregiver confidence, participant wellbeing, and social connection to build a strong case for future funding.
 - 56% of caregivers reported feeling less stressed after the event.
 - 50% said they felt more positive and encouraged to try more outings.
 - 44% reported feeling less isolated.
 - 85% expressed interest in attending more community events.
- **Inclusive Access:**
Ensuring clear signage, seating, and trained volunteers made every day as welcoming as it was exciting.
- **Broader Representation:**
Reaching underserved communities and building a programme with diverse participation at its heart.



The D Tour: Stories, Steps and Something Bigger

A woman walking the
length of the UK.

A podcast that
reached thousands.

A conversation
that sparked
something new.



Harriet Thomas set off from Land's End with one goal in mind: to walk all the way to John O'Groats in honour of her mum, who lived with dementia for nine years. But this wasn't just a fundraising challenge. It became something bigger. A journey of remembrance, possibility, and connection that travelled far beyond the trail.

What emerged was **The D Tour**, a podcast and campaign that brought people together across the country, one step and one story at a time.

"Even when she couldn't talk, we could still share connection and joy by being outside. Smelling the rosemary, listening to birdsong. We were still us."

Harriet Thomas reminiscing about her mother

The podcast was sponsored from the outset by Scotland-based independent travel company **Macs Adventure**, with each episode also welcoming a different partner— from **Land & Water** to **Freddie's Flowers**. Public figures including **Tony Christie**, **Emmerdale** actress **Sian Reeves**, **The Proclaimers**, and **Anna Richardson** lent their voices, helping us reach new audiences

"This podcast has been a lifeline. It made me feel understood and reminded me I'm not alone."

Listener



You can still tune in if you haven't listened to The D Tour:
dementiaadventure.org/dtour/podcast

Harriet didn't walk alone. Friends, volunteers, and Dementia Adventure colleagues joined her for stretches of the route, while others followed online or tuned into the podcast.

Several partners supported with promotion, donations or simply a warm cup of tea. The D Tour sparked conversations and helped us reach people we hadn't connected with before, bringing more people into the Dementia Adventure community.

We are so grateful to Harriet—for every mile, every conversation, and the courage to share her journey so openly on a podcast!

The D Tour in Numbers

14 podcast episodes, plus a bonus reflection

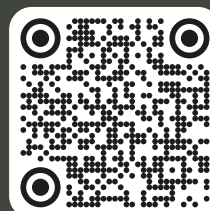
10,721 listens across **47** countries

Ranked in the top **1%** of global podcasts (October 2024)

64 media features, including BBC Essex, ITV Central, Hello and Prima

286,192 people reached through social media

Over **£21,000** raised to support people living with dementia and their caregiver



Learning and Support: Equipping Caregivers with Confidence

Dementia Adventure's training programmes provide practical, person-centred support to both family caregivers and professionals. Across the year, we delivered 94 live sessions to a combined audience of individuals.

We also focused on reaching families who are often underrepresented in dementia support services. In partnership with local organisations, we delivered tailored sessions for South Asian, Gypsy and Traveller, and African and Caribbean communities. These sessions reflected cultural experiences and specific challenges, creating space for trust, dialogue, and shared learning.

Our core offer for family caregivers, the Dementia Support Sessions (DSS), remained in high demand. Each one offers not only practical guidance but a sense of companionship. As one attendee said,

"This made me feel like I wasn't doing this on my own anymore."

Training for professionals was commissioned by NHS services, care providers, and national organisations such as the National Trust, Age UK and the Royal Voluntary Service (RVS).

We also launched new partnership pilots, including an impactful training and nature-based activity programme with Sheffcare, a not-for-profit provider of care homes in Sheffield.

Training in Numbers

94 sessions delivered across the UK: **58** for informal caregivers, **36** for professionals

1174 family caregivers reached

464 professionals reached

A further **800** Royal Voluntary Service staff and community volunteers through our training films

12 partner organisations commissioned bespoke training

92% of attendees said they felt more confident afterwards

85% would recommend the session to someone else

1,000+ resources downloaded by attendees for ongoing support



Case Study: Nature and Care at Sheffcare

We partnered with Sheffcare, a not-for-profit care provider in Sheffield, to pilot a nature-based training and activity programme across two of their care homes.

Activity coordinators received hands-on training focused on embedding micro adventures and meaningful outdoor experiences into everyday routines. Over eight weeks, care homes trialled activities such as sensory garden sessions, herb planting and flower arranging. Staff completed pre- and post-training surveys, showing a clear increase in confidence and a shift in attitudes about what's possible in dementia care.

"I now realise how important our role is in encouraging brain stimulation and connecting residents with nature. Small things matter."

Sheffcare staff member

The pilot had a noticeable impact. Residents became more engaged, staff felt more empowered, and families reported a renewed sense of energy and connection. This project helped demonstrate how small, thoughtful changes can improve quality of life in care settings, and how nature can be a powerful tool for connection and wellbeing.

With thanks to the Swann Morton Foundation for their generous support, which made this pilot possible.

Understanding Dementia Better

1,111 participants reached

What caregivers told us after attending:

94% had a more positive understanding of dementia

95% increased their knowledge of how to support someone living with dementia

93% would recommend the session to others



Mood and Motivation

170 participants reached

What caregivers told us after attending:

95% increased their understanding of how motivation can be affected by dementia

93% understood more about how to help improve motivation

79% felt better equipped to cope with low motivation

94% would recommend the session to others

Learning from Nature: Research That Opens Doors

At Dementia Adventure, we believe possibility grows when it is grounded in evidence. This year, we deepened our understanding of how time in nature supports people living with dementia by completing a major scoping review.

The review concluded that time spent outdoors should be considered essential to quality of life and a basic human right for people living with dementia.



What Research Tells Us

- Nature has a powerful emotional effect. It can calm, uplift and ease stress
- Green spaces support physical health, encouraging gentle movement and reducing agitation
- Social and cognitive engagement increases outdoors. Shared activities like walking or gardening create opportunities to talk, laugh, and reconnect
- Sensory and animal-based experiences, such as smellscapes and therapy animals, help people engage in a meaningful way
- Well-designed spaces matter. Environments that are accessible, inclusive and familiar are key to making these experiences possible

Building Knowledge into Action

These findings are already shaping our work. We are using them to:

- Strengthen our case for more inclusive and accessible nature-based services
- Build new partnerships with academic and research institutions
- Inform the design of our Green Letter Days and supported breaks
- Explore future projects that fill the gaps this review has identified

“Engaging with nature is not only beneficial. It is essential. For people living with dementia, it brings calm, identity, and joy.”

Dementia Adventure Scoping Review

Conference Highlights: Showcasing our Work

By presenting at a range of conferences, we have shared our findings while also cultivating valuable relationships and broadening our professional network. In 2024 we presented at:

- The Alzheimer’s & Dementia Show 2024, London
- Alzheimer’s Disease International Conference 2024, Krakow
- 6th Annual Dementia & Ageing Research Conference, Liverpool
- UK Dementia Congress, Coventry



Inclusion Through Sport: Confidence, Connection and Community

At Dementia Adventure, inclusion doesn't just mean access. It means feeling part of something. We believe the best way to achieve that is through shared, meaningful experiences — moments that remind people they belong, that they matter, and that life can still offer joy and purpose.

In 2024, our partnerships with local clubs and national organisations helped us explore how sport can break down barriers, reduce isolation, and open up opportunities for people living with dementia to be seen, supported and celebrated.

Cricket Days to Remember

Our ongoing partnership with Middlesex County Cricket Club (MCCC) continued to offer meaningful experiences for families affected by dementia. Four Green Letter Days took place at iconic venues like Lord's and Merchant Taylors' School, welcoming over 100 participants to a warm, inclusive day of cricket.

Guests explored museum exhibits, shared a traditional tea, and watched the game. For many, it was their first relaxed public outing since a diagnosis. One participant even returned to the pitch where he had played decades earlier, with volunteers helping make that moment possible.

"The burdens lifted. We could just be together, like any other family."

Participant's relative

Dr Raja Badrakalimuthu, OA Consultant Psychiatrist, Middlesex member and supporter of Dementia Adventure, described the importance of the environment:

"People could choose how much to interact or simply observe. It helped bring out the person behind the dementia."

The cricket partnership showed how the right setting, support and atmosphere can foster not only inclusion but also brings much joy.



Case Study: Golf Buddies at Chelmsford Golf Club

When Chelmsford Golf Club chose Dementia Adventure as their Charity of the Year in 2024, they went far beyond fundraising. Together, we created a golf buddy initiative that opened up the course to people living with dementia, helping them reconnect with the sport they love.

Coordinated by volunteer Keith Davies and supported by seven trained golf buddies, the scheme was designed around the needs of each participant. From the moment someone arrived in the car park, to submitting their scorecard and sharing a drink in the clubhouse, golf buddies were on hand to offer reassurance, practical help and companionship.

"We wrap a comfort blanket around that person for the entire experience. So they don't feel anxious, don't feel worried. They can simply enjoy the game and everything that comes with it."

Keith Davies, Volunteer

The results spoke for themselves. People who had stopped playing because of their dementia diagnosis gained the will and determination to play again. Friendships were reignited. Confidence grew.

"I've always helped others. Now I need a bit of help myself. This scheme has made it possible for me to come back and just be part of it all again."

Golf club member with mild cognitive impairment

Thanks to the club's generosity, they also raised over £8,500 for Dementia Adventure through events, raffles and donations. This partnership demonstrated how sport can be a powerful tool for inclusion, community engagement, and positive ageing.



Volunteering: Shared Time, Shared Purpose

Volunteers are at the heart of everything we do at Dementia Adventure. In 2024, their commitment, compassion, and creativity helped bring our work to life across the UK. From providing a warm welcome on supported breaks and Green Letter Days to supporting training events and administrative tasks, our volunteers brought energy, kindness, and vital capacity to our team.



This year, we saw our volunteer programme grow in size and scope. We introduced new roles like Travel Buddies to help holiday participants travel with confidence, piloted group volunteering at Green Letter Days, and expanded induction opportunities to support inclusion. We were especially proud to welcome more volunteers from diverse backgrounds, and our training continued to highlight the importance of inclusive, person-centred support.

Volunteering in Numbers

136 active volunteers supported our work throughout 2024

20 new volunteers recruited through our inclusion outreach

100% said they would recommend volunteering with Dementia Adventure

Case Study: Kiran & Hardeep – From Guest to Volunteer

For Kiran, the decision to attend a Dementia Adventure supported break with her mum, Hardeep, came after years of caring and a period of profound grief. Her father had recently passed away, and she had been supporting both parents full time. They hadn't had a holiday in years.

"I felt like I was at breaking point. I'd become so used to doing everything alone."

Kiran

Their first supported break in Windermere changed everything. They were welcomed as part of a small group, with staff and volunteers gently supporting them through each part of the

trip, from archery and sightseeing to emotional moments of remembrance and connection.

"I saw my mum laugh and smile for the first time since Dad passed," said Kiran. "And I felt held. Not judged, just understood."

That sense of support and acceptance inspired Kiran to get more involved. She took part in our Understanding Dementia Better and Mood and Motivation training, and has now become one of our new Community Connectors—helping spread the word in her local area and across the British Indian community.

"There are barriers to overcome," Kiran said, "but being visible, showing that this is for us too—that matters. I want more people like me to feel seen, heard, and welcomed."

Her story is a powerful reminder that volunteering isn't always about stepping in from the outside. Sometimes, it begins with someone stepping forward from within—carrying their own lived experience and the motivation to help others feel less alone.

If you are interested in volunteering with Dementia Adventure, or want more information, visit:

dementiaadventure.org/volunteer



Challenge Events: Pushing Limits For Our Cause

Our incredible team of adventurers took on a variety of challenges this year, raising vital funds and awareness for Dementia Adventure. Each participant pushed their limits in their own unique way, and their efforts have been nothing short of inspiring.

Swim Serpentine:

Alexander, Linda, Yelena, and Chiara took on the Swim Serpentine, making waves for dementia awareness.

Three Peaks Challenge:

Danny and Jon conquered the Three Peaks, scaling new heights to support our cause.

The Big Half:

Ali and Charlie raced through The Big Half, putting their stamina to the test for Dementia Adventure.

Dorney Lake Half Marathon:

Chloe powered through the Dorney Lake Half Marathon, determined to make a difference.

Jurassic Coast Ultra Challenge:

Anneliese and Jamie faced the rugged terrains of the Jurassic Coast, pushing their limits in this demanding challenge.

London Marathon:

Dan sprinted his heart out in the iconic London Marathon, raising funds and spreading awareness.

Maldon Mud Race:

Sarah took on the Mud Race, embracing the challenge and showing her support in the muddiest of ways.

Olympic Half Marathon:

Christopher ran the Olympic Half Marathon, adding another impressive achievement to our list of fundraising feats.

Norwich 10k:

Janet, our Volunteers Manager, trained through Park Runs and then completed a 10k, embodying the spirit of perseverance and community.

Together, they didn't just cross finish lines; they helped to raise vital funds and awareness for people affected by dementia. Join us in saying a massive thank you to these champions for their outstanding efforts!



Powered by Partnership

At Dementia Adventure, we know we cannot do this alone. Everything we achieve is made possible through partnership. Whether supporting our work financially, helping us reach new communities, sharing expertise, or showing up with creativity and care, our partners are part of the story every step of the way.

In 2024, that spirit of partnership was celebrated in a particularly joyful way.

A Special Birthday Celebration: Thanks to Freddie's Flowers

To mark our 15th birthday, Freddie's Flowers helped us deliver something truly special. As a long-term supporter, they have backed our work through regular micro-donations via the Pennies platform and hands-on collaboration with our team. But this celebration felt different.

Working closely with Programme Manager Ruth at Dementia Adventure, the Freddie's Flowers team planned and delivered an ambitious surprise. By 10am on a Saturday morning, more than 130 people living with dementia and their caregivers received a box of fresh flowers and a beautiful vase, delivered directly to their home. At 11am, they joined a live flower arranging webinar led by Freddie himself.

The logistics behind the event were not simple. Coordinating Saturday deliveries to more than 100 homes and bringing people together online took careful planning and strong communication between the Freddie's Flowers and Dementia Adventure teams. But the end result was a shared experience that felt personal, generous and full of warmth.

The support and generosity of Freddie's Flowers were recognised nationally when they were awarded the Partnership Breakthrough Award at the 2024 Pennies Awards. We were proud to nominate them.



Why Partnerships Matter

This year, we have worked with more than 40 partner organisations to extend our reach and increase impact. From corporate and charity partners like Macs Adventure and the National Trust to local community groups and NHS services, each relationship has brought new energy, ideas, and access to communities we might not otherwise reach.

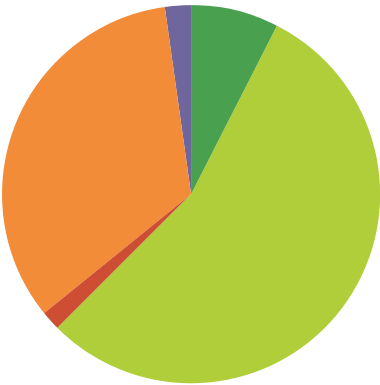
Our partnerships have reminded us what collaboration can do. They help us stay ambitious, open doors, and create experiences that bring people together in meaningful ways.

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 caregivers. In 2024, despite the ongoing challenges of the fundraising climate, they raised an amazing £644,125.

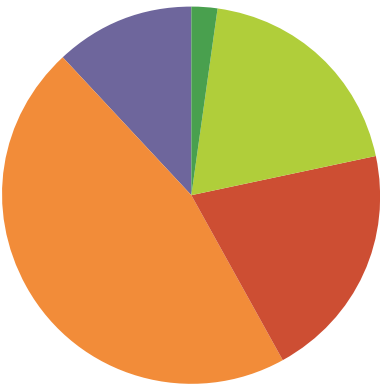
Income

Donations	£79,125
Grants	£565,000
Training Income	£17,527
Supported Break Income	£343,450
Investment Income	£22,750
Total	£1,027,852



What we spent it on

Community Engagement	£25,229
Awareness Raising	£209,743
Training and Consultancy	£219,466
Supported Break Provision	£500,345
Cost of Raising Funds	£128,014
Total	£1,147,974



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

Corporate and Brand Partners

Another Place at The Lake
Aqua Libra
Bentley Golf Club
Chelmsford Golf Club
Collacott Farm
Companion Watch
Freddie's Flowers
Jimmy's Iced Coffee
Land & Water
Macs Adventure
Paul J King Funeral Directors
Pennies
PLFM Financial Services
Sprout Health Foods
Story and Sons
The Brownie Club
The Welsh Cheese Company
Watch House Financial Services
Watergate Bay Hotel

Trusts and Foundations

Batchworth Trust
D'Oyly Carte Charitable Trust
Essex Community Foundation
Francis Winham Foundation
Golden Bottle Trust
King Charles III Charitable Fund
Newby Trust
People's Postcode Lottery
Provide Charitable Endowment Fund
Swann Morton Foundation

Health and Care Sector

NHS services, Integrated Care Boards and local Trusts
Sheffcare
Southampton University
NIHR Three Schools
Provide CIC

National and Community Organisations

Action for Family Caregivers
Age UK
Alzheimer's Society
Dementia Action Marlow
Dementia Community
Forests of Bowland
Hey Smile Foundation
MedicAlert
Middlesex County Cricket Club
National Trust
Nubian Life
Rainbow Services
Royal Voluntary Service
Shared Care Scotland
Touchstone
Trust Links
Wildlife Trust Kent
University of New England USA

Media and Advocacy

Action for Family Caregivers
Boom Radio
Silver Marketing Association
Silver Travel Advisor

Plus all our generous individual donors.

Thank you to all our supporters, funders, friends, colleagues and changemakers. Your belief in our work allows us to keep opening doors and creating new opportunities for people living with dementia and the people who care for them.



Looking Forward

As Dementia Adventure looks ahead to 2025-2027, the focus remains on expanding its reach and ensuring that more people living with dementia, and their caregivers, have access to transformative experiences.

Building on the successes of 2024, the charity will continue to offer supported breaks and Green Letter Days (GLDs), while ensuring these services are increasingly accessible.

A key change for 2025 is the removal of a universal subsidy previously applied to all supported holiday places regardless of circumstances. This shift ensures the holiday programme remains sustainable and allows Dementia Adventure to direct its resources more effectively. By offering both subsidised and full-cost options, the charity will continue to make supported breaks accessible to those who need financial assistance, through the Dementia Adventure Support Fund, while ensuring that those who can cover the full cost are helping to sustain the programme for others.

In addition to scaling its core offerings, Dementia Adventure is committed to making its services more inclusive and relevant to a broader range of people. The charity will continue to strengthen its evidence base by expanding its research into the impact

of outdoor-based interventions, positioning itself as a leader in dementia care. This will help the charity advocate for dementia-inclusive approaches across multiple sectors.

Partnerships will continue to play a vital role in the charity's strategy. Through collaborations with various organisations, Dementia Adventure aims to increase its reach, expand its impact, and ensure that people living with dementia and their caregivers have the support they need and in an accessible way.

Dementia Adventure will also work to diversify its income sources, seeking new funding and delivery opportunities to secure its future growth.

Aligned with its updated vision and mission, Dementia Adventure is committed to fostering a society where people with dementia are fully included. The charity will continue to inspire systemic change, enabling people living with dementia to connect with nature, themselves, and their communities, ensuring that, no matter what the future holds, it's filled with possibility.

