Impact Report 2025



dementia adventure®

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Welcome from our CEO

Welcome to our Impact Report, looking back over the year 2025 and all that we achieved together. It is only when we pause to reflect that we realise just how far we have come and how many people have benefited as a result.

In our quest to reach new communities, and support more people living with dementia and their family carers, it has been exciting to see new initiatives get off the ground. Our Green Letter Day pilot, launched in 2024, expanded to include new types of one-day outdoor adventures. These enabled people to have a day at Lord's cricket ground, get back onto a golf course, experience the thrill of being at the helm of a speedboat, or enjoy a private tour and the natural beauty of lakeside gardens.

Time and again, we see just how important peer support can be. Too often, people impacted by dementia feel alone. So, we were thrilled to offer, for the first time, an opportunity for several families impacted by young onset dementia to come away together. Fun was had, friendships were formed, and parents and children alike shared something quite magical. It proved to be a new type of supported break that will most definitely be repeated!

Our monthly Facebook Live series, Unpacking Dementia, was another exciting initiative launched in 2025, reaching new audiences and sharing lived experience and helpful ideas in an accessible way. This and other social media activity has helped to widen our reach to more people impacted by dementia.

I am deeply grateful for the dedication of our team, the commitment of our exceptional volunteers, and the extraordinary generosity of all our supporters. Together, they help us spread joy, give hope, and inspire the people we serve to connect more with the outdoors and do so with confidence.

Of course, this report offers only a glimpse of how people living with dementia and their families truly benefit from the experiences and support we are privileged to offer. The impact is often hard to capture in words, but that is where pictures come in. May the smiles inspire you!



Fiona Petit,
CEO of Dementia Adventure



Our impact across the organisation

2025 has been a year of deepening our impact, trying new things and celebrating how far Dementia Adventure has come. As we celebrated our 16th birthday, we continued to challenge expectations of what life with dementia can look like.

Throughout the year, we have seen people build confidence, make new connections, try new experiences and enjoy precious time together. Behind every number is a person, a family and a moment that matters.

2,291 number of people supported through our services



Supported short breaks

In 2025, our supported 5-day holidays continued to give people living with dementia and their caregivers the chance to take a proper break, enjoy new experiences and feel like themselves again. We delivered 37 supported holidays across 11 locations, providing 224 people with the opportunity to get away, spend time in nature and make lasting memories together.

> **"Mark has been more relaxed since our return and has slotted back in to his routine very well. The length of holiday is just right from this point of view. As he is calmer, by consequence, I am, which is a virtuous circle."**

- **92%** of attendees felt well supported
- **82%** of carers attending a supported short break could not otherwise have gone away
- **66%** of carers felt better able to continue in their caring role



One of our highlights of the year was launching our first ever group family holiday in 2025, where four families (9 adults and 9 children) joined together to enjoy a supported short break in 2025. The initiative was a resounding success with the children all commenting on how lovely it was to meet other families in the same boat.



> **"Watching Angela laughing with the children again felt priceless, and seeing her riding an adapted tandem with Josiah, I burst into tears. It was lovely seeing them reconnect with her and meet other young people whose parents had dementia."**

A holiday they could enjoy together: David and Margaret's story

For David and Margaret, both 86 and married for 61 years, holidays together had become increasingly difficult as Margaret's dementia progressed. Yet for David, one thing mattered above everything else – that they could continue to experience life together.

After hearing about Dementia Adventure through a local newsletter, they booked a supported holiday in Fife.

"It's extremely important that we're together in some of these things. The holiday gave us support, but we were still able to do it together."

Each morning, a member of the Dementia Adventure team helped Margaret get ready, allowing them both to start the day feeling relaxed and supported. David remembers the care team fondly.

"Richard was brilliant. He looked after Margaret a lot, but he always had an eye on me too. Little things like that meant we really felt cared for."





The holiday introduced them to experiences they had never shared before. Margaret held a barn owl and a falcon during a visit to a falconry centre, walked an alpaca at a local farm and enjoyed creative workshops at V&A Dundee.

"Everything that we did outside was within our bounds. It was good. It was really good."

While the outings created wonderful memories, some of David's favourite moments happened back at the accommodation. Evenings were spent chatting, singing, playing games and getting to know the other guests, volunteers and carers.

"The evening things were the time when you really got to know each other and relax."

For David, these conversations also brought much needed reassurance and eased the pressure of being Margaret's primary carer.

"It just brought the tension off my shoulders. It was really brilliant."

The impact of the holiday continues. A photo book from the trip has become an important part of daily life, helping David revisit memories with Margaret and spark conversations about the places they visited and the experiences they shared. David has also noticed positive changes since the holiday, including Margaret recognising him more often and experiencing less anxiety.

His message to anyone considering a supported holiday is simple:

"Just go and enjoy it. Relax into it."

For David and Margaret, the holiday was more than a break. It gave them back something precious: time together, new experiences and memories that continue to bring joy long after they returned home.



Green Letter Days

> **"Delighted that the first time we attended an event has been such a success. Happy that we've been shown that these experiences are still positive."**

Following the success of our first Green Letter Days in 2024, we expanded the programme in 2025, giving people living with dementia and their companions more opportunities to enjoy uplifting days out closer to home.

Reflecting the spirit of our supported holidays, Green Letter Days create opportunities to try something new, reconnect with familiar interests, spend time outdoors and enjoy being together. In 2025, seven flagship events supported 140 people, including two cricket days in partnership with Lord's Cricket Ground, two golf events with Golf in Society, a boating adventure with Wetwheels, a Big Green Picnic within the grounds of a Hertfordshire care home and a Garden Day at Another Place hotel. Garden events also featured participatory flower arranging, delivered by Freddie's Flowers. A further 430 people were supported by additional picnics organised in partnership with the national homecare provider Right At Home.

From sporting adventures to creative activities, Green Letter Days are creating moments of joy, confidence and connection, while showing that living with dementia does not mean giving up the activities and experiences people love.

- **100%** of attendees rated the staff and volunteer support to be excellent
- **100%** of Green Letter Day attendees reported feeling engaged, included and uplifted
- **85%** of attendees want to join a future event
- **75%** of carers reported feeling less isolated



> **"To be sat with my Dad overlooking such a beautiful ground and scene. It's been a lovely day out. Thanks so much!"**

Learning and support

Dementia Support Sessions:

Our online and in-person sessions offer families and friends practical support, understanding and reassurance as they navigate life with dementia. Each free session helps build confidence, reduce stress and remind carers that they are not alone.

In 2025, we delivered 42 sessions, supporting 779 unpaid carers. The impact was clear: 98% of attendees reported a better understanding of dementia, while 94% felt more confident supporting the person they care for.

> **"The lived experiences shared were so beneficial in showing others how to cope in different situations and the examples provided were ones with which so many could identify. One of the best webinars I've attended."**



Sessions included 'Understanding Dementia Better' and 'Mood and Motivation'. While our new 'Unpacking Dementia' Facebook Live series, which explored different topics each month with guest speakers, reached a further 350+ people live and over 3,000 viewers watching on catch up. We also worked with carer organisations to deliver 13 tailored watch party and face-to-face sessions, creating welcoming spaces that reflected different cultural experiences and the unique challenges families can face.

Professionals Training

In 2025, we delivered 42 training sessions and consultations for professional groups and individuals. We worked with Hey smile, East Riding of Yorkshire Council, Kent Community Health NHS Trust and Royal Voluntary Service, to name just a few.

Our work with professionals creates opportunities to share learning, and help other organisations become more dementia inclusive.



Research

Throughout 2025, our research continued to strengthen Dementia Adventure's evidence led approach. We continued to collaborate with academic institutions studying the benefits of nature-based activities for people living with dementia.

Towards the end of 2024, we received full ethics approval to begin a new wellbeing study that tracked the impact of our supported holidays. This project was undertaken in 2025 and helped us to better understand the emotional, physical and social effects of time away in nature. The study uses pre and post-holiday measures to capture meaningful change and give voice to lived experience. With these insights, we continue to refine what we offer, ensuring that every supported break delivers rest and renewed possibility. A summary from this study will be published in 2026.





We also attended and spoke at numerous events including:

- The Alzheimer's and Dementia Show
- Young Onset Dementia Conference
- Dementia Congress
- West Midlands Police Dementia Awareness Day
- MSNAP (Memory Services National Accreditation Programme) seminar
- Islington Council Dementia Strategy Quarterly Forum

In August 2025, Dementia Adventure joined the EMPOWER Dementia Network+ alongside 30 other community partners, bringing people with lived experience, researchers and community organisations together to shape the future of dementia research. Through the network, we secured a £500 co-production grant to develop our ideas and strengthen our approach ahead of a larger research proposal planned for 2026. This was an important step towards developing research that is grounded in lived experience and co-produced from the outset.

The importance of our volunteers

Volunteers are at the heart of Dementia Adventure. In 2025, **125 volunteers gave their time,** energy and enthusiasm to help make adventure possible for people living with dementia and their carers.

Together, **they donated an incredible 9,420 hours** – equivalent to over 5 full-time members of staff. But their contribution is about so much more than the hours they give. Whether welcoming people at a Green Letter Day, supporting a holiday or helping behind the scenes, our volunteers help create experiences where people feel valued, cared for and able to enjoy life, connect with others and try something new.

- **35 new volunteers joined the team**
- **125 volunteers supported our work**
- **9,420 hours were donated**
- **71% of volunteers now support in more than one role**



"We loved it all, but the volunteers were absolute angels."



Fundraising for adventure

Our fundraisers help make more adventures possible for people living with dementia and their families. Whether taking on a sponsored challenge, organising a community event, fundraising at work, or simply bringing friends and family together to raise money, every contribution helps us provide supported holidays, outdoor experiences and practical support for carers. Together, this support helps more people living with dementia experience the connection, confidence, joy and wellbeing that come from spending time outdoors.



Individuals

Many individuals choose to support Dementia Adventure through direct donations. This includes those donating in memory of a loved one, and those who give a regular monthly donation.

In December 2025 we launched our Christmas Appeal featuring the story of Esther and her family. This appeal raised over £1,800.

We sincerely thank Esther for her involvement and everyone who donated.

Trusts and Foundations



Our largest trust funder in 2025 was Postcode Care Trust, made possible thanks to players of the Postcode Lottery. We are so proud to be one of Postcode Lottery's long term charity partners and have been benefiting from their support since 2013. During 2025 we also received funding from:

- The Astor Foundation
- Aviva Access to Nature Fund
- Britford Bridge Trust
- Charles S French Charitable Trust
- EMPOWER Dementia Network+ Co-production Support Fund
- Essex Community Foundation
- Fulmer Charitable Trust
- Gardening with Disabilities
- Goldman Sachs Gives
- Great Dunmow Town Council's Grant Scheme
- Henry Sale Foundation
- Highway One Trust
- King Charles III Charitable Fund
- Masonic Charitable Foundation
- The Master Charitable Trust – The Golden Bottle Trust
- McLay Dementia Trust
- Sport England

Corporate Fundraising



Corporate Partnerships are key to fundraising for Dementia Adventure and we are fortunate to have had some wonderful support during 2025.

Our partnership with Freddie's Flowers continued, where customers of the online florist were invited to make micro-donations of just 20p a checkout. These donations are facilitated by Pennies and together totalled over £13,400 which is fantastic!

We also embarked on a new partnership with domiciliary care company Right at Home who have chosen us as their charity partner for a three year partnership.

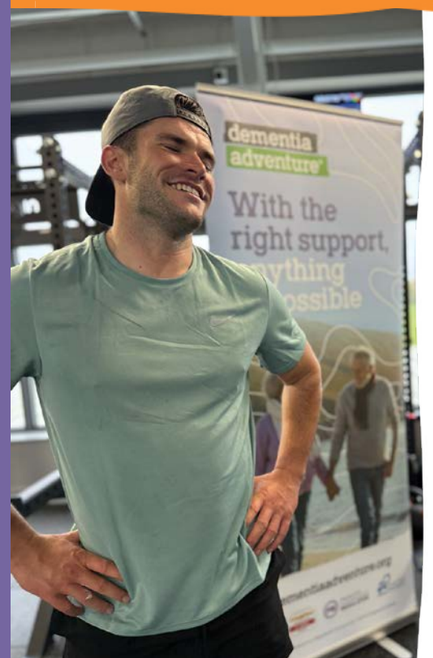


Together the different Right At Home franchises undertook their own fundraising including community events.

Community Fundraising

A huge thank you must go to Chelmsford Golf Club who chose Dementia Adventure as their Charity of the Year. Together the club raised nearly £8,500 which is astounding.

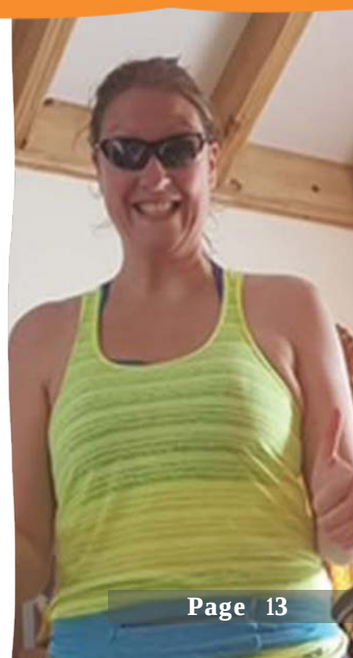
But Chelmsford Golf Club weren't the only club supporting us... Orsett Golf Club also fundraised and raised over £1,600.



Challenge Events

Challenge Events are a fantastic way to fundraise while also ticking an exciting experience off the bucket list! In 2025 we had 18 phenomenal individuals take on a challenge in aid of Dementia Adventure.

Their challenges included the Brighton Marathon, Big Half, Swim Serpentine, 3 Peaks Challenge, Eastnor Castle 10k, Pekoe Trail in Sri Lanka, and the challenge of 7 Hyrox Races in 24 hours!

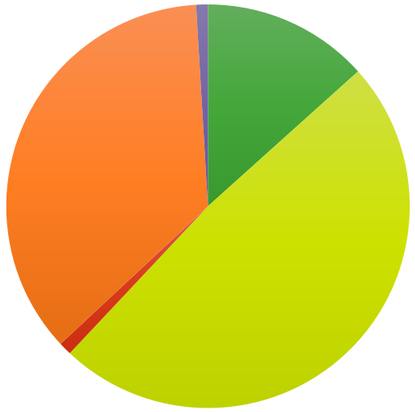


Where our money comes from

Without our amazing supporters and grant funders, we simply couldn't provide so much support to people living with dementia and their caregivers. In 2025, despite the ongoing challenges of the fundraising climate, they raised an amazing £657,242.

Income

Donations	£141,542
Grants	£515,700
Training income	£10,996
Supported break income	£381,661
Investment income	£10,006
Total	**£1,059,905**



What we spent it on

Supported break provision	£562,227
Training and consultancy	£246,925
Community engagement	£13,272
Awareness raising	£198,690
Cost of raising funds	£132,953
Total	**£1,154,067**





Looking to the future

Looking forward, Dementia Adventure's focus continues to be making outdoor adventure, and the health and wellbeing benefits it brings, possible for more people living with dementia and their families and carers.

Building on the success of our supported holidays, we will continue to look at how we can make these experiences more accessible. Recognising the financial pressures facing many families, we will endeavour to offer some holidays at a lower cost, particularly for carers, while continuing to raise funds for the Dementia Adventure Support Fund for people on lower incomes who might otherwise be unable to take part.



We will also build on the success of our Green Letter Days, expanding the programme to offer an even greater variety of outdoor experiences. From sport and spectator events, to garden and nature experiences, these days will create moments of connection, confidence and joy for people living with dementia and their families.

Alongside our programmes, we will continue to strengthen our evidence base through research into the benefits of outdoor activities and nature-based interventions for people living with dementia. This growing body of evidence will help us share what we learn, influence dementia-inclusive practice and encourage more organisations and communities to think differently about dementia.

Partnerships will remain central to this work. By working alongside activity providers, funders, businesses and other organisations, we can open up more opportunities for people living with dementia while reaching new communities and extending our impact.

We know the economic environment remains challenging, so we will continue to diversify our fundraising, with a greater focus on challenge events and corporate partnerships. At the same time, we will look for creative and efficient ways to make the most of our resources, ensuring we can respond to growing demand while remaining sustainable for the future.

Above all, we will continue to focus on what people living with dementia can do, not what they can't. By creating more opportunities to connect with nature, themselves and others, we want to help ensure that a diagnosis of dementia does not become a boundary on a person's life, and that the future remains filled with possibility.



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