

**COMPANY REGISTRATION NUMBER: NI628713**  
**CHARITY REGISTRATION NUMBER: NIC106148**

**Dementia (NI)**  
**Company Limited by Guarantee**  
**Financial Statements**  
**31 March 2024**

**Dementia (NI)**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 31 March 2024**

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# **Dementia (NI)**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Directors' Report)**

#### **Year ended 31 March 2024**

The trustees, who are also the directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 31 March 2024.

#### **Objectives and activities:**

#### **Our vision, mission, and values**

##### **Our Vision**

Everyone living well with dementia

##### **Our Values**

- Led by people with dementia
- Inclusive and accessible
- Striving for meaningful change
- Being heard and understood

#### **Member Led**

We are an organisation set up by people with dementia, for people with dementia. All our members have a diagnosis of dementia and are at the heart of everything we do.

#### **Partnership Working**

We work with a wide range of groups to raise awareness and improve services for people with dementia. These include the Department for Health, PSNI, Alzheimer's Society, Make the Call and DEEP, the UK network of Dementia voices. Dementia NI also liaises with Queens University, University of Ulster and Stirling University to participate in research activities and contribute to relevant working groups.

#### **Volunteering**

We have a fantastic team of volunteers, and they are highly valued contributors to the success of Dementia NI. Our volunteer roles range from helping at our empowerment groups, volunteer drivers, awareness raising and support with our fundraising events and activities. We could not achieve what we do without their support.

#### **Our Strategy and Goals**

The strategic plan was launched in March 2020 and was intended to run from 2020 - 2023. The COVID-19 pandemic impacted our ability to deliver on the strategy. The Board subsequently agreed that the strategy would instead cover the period 2020 - 2024. The Board also identified three priority areas within the strategy: Campaigning, Membership and Sustainability. Throughout this report we will outline our achievements against these three priority areas.

When planning for development of a new strategy for Dementia NI, the Board approved an extension to the current strategy period. This will now run to December 2025. This allows sufficient time for Dementia NI to engage meaningfully with our members, staff, volunteers and other stakeholders on the new strategy. As a membership organisation it is vital that we put in place an engagement strategy that ensures our members can share their views on the future priorities for Dementia NI. This engagement will take place throughout 2025 in preparation for the launch of the new strategy in January 2026.

# **Dementia (NI)**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Directors' Report) *(continued)***

**Year ended 31 March 2024**

#### **Public Benefit**

All our activities are related to one or more of the following charitable objects:

- Challenging the stigma of dementia
- Providing support to people living with dementia so that they may raise awareness in their own right
- Promoting the rights of people living with dementia to be involved in decisions that affect their lives
- Providing training, education and awareness of dementia to the public and organisations throughout the UK and Ireland

The Board has considered the Charity Commission for Northern Ireland guidance on public benefit.

#### **Achievements and performance**

##### **PRIORITY AREAS:**

- **CAMPAIGNING**

#### **Campaigns led by people with dementia to influence policy and practice locally, nationally and globally.**

The Board is committed to developing the capacity for member campaigning within Dementia NI. To support this the organisation created a new staff role in May 2023, Campaigns and Membership Lead. This role supports the development of a rights-based approach to member campaigning, as well as supporting development of our internal approach to working with our members.

As part of a governance review undertaken by the Board in 2023, Dementia NI created a 'Member Forum' group. This Forum is a strategic group made up of ten Dementia NI members appointed from the wider membership. The existence of this group is now embedded within the Articles of Association of Dementia NI. A key purpose of the group is to identify, prioritise and progress campaigns for change. The Member Forum is supported by the Campaigns and Membership Lead and a member of the empowerment team. The organisation is also seeking to secure further resources to develop policy and research capacity to support member campaign activity.

Engagement with members on the role of the Forum and a member process to join the forum took place from January to April 2024. The Member Forum was formally established in May 2024. Ten members have been appointed to the forum and it is currently in development.

#### **Dementia Diagnosis**

Dementia NI members have frequently raised concerns about waiting times for receiving a diagnosis of dementia. They raised this directly with the Health Minister before the collapse of the Northern Ireland Assembly. Timely diagnosis is vital as it can enable a person to access medication which may slow the development of symptoms. It also allows people access to other important services and support to help them live well with dementia.

Due to the lack of a functioning assembly in 2023, members were unable to continue to raise this directly with the Health Minister. However, Dementia NI engaged with the Commissioner for Older People to highlight this issue and agreed to signpost people awaiting a diagnosis to the Commissioner's office, to help support evidence gathering of the extent and nature of the impact of the delays in diagnosis.

In May 2023, the Department of Health facilitated a conference for all Health and Social Care Trusts and relevant agencies. The purpose was to review current services and identify priorities for action. Dementia NI staff and membership co-presented a session at the conference highlighting Dementia NI member views on priorities for people living with dementia, this included the importance of a timely

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**Year ended 31 March 2024**

diagnosis.

Dementia NI also engaged with the All Parliamentary Group on Dementia on their report into barriers accessing a dementia diagnosis. An NI Assembly All Party Group on dementia has now been created and Dementia NI will continue to engage with this on a local level.

#### **Herbert Protocol**

Dementia NI successfully secured support from the PSNI to introduce the Herbert Protocol in Northern Ireland. This is a lifesaving initiative to trace people with dementia who go missing as quickly as possible. Dementia NI members were involved at every step of the process and contributed to the content, design, and messaging of materials.

The initiative was launched across Northern Ireland in September 2022, with endorsement from Health Minister, Robin Swann. Throughout 2023 Dementia NI continued to work with PSNI and local councils across Northern Ireland to raise awareness of this life saving initiative with a series of information events across Northern Ireland.

#### **Healthcare Training Project - Hear Our Voice**

Dementia NI members worked with the Southern Health and Social Care Trust on the co-production of a training resource in the form of a documentary film. The film highlights members experiences in engaging with healthcare services and staff and shares their views on how this experience can be improved for others living with dementia.

The documentary film will be used to train healthcare staff across Northern Ireland on how best to support people with dementia in medical settings. The project also includes the development of a 'Top Ten Tips' poster which will highlight practical tips for healthcare staff who engage with people with dementia. In July 2023 Dementia NI hosted a preview screening of the film at Queens University and in September 2023 Dementia NI members highlighted the project at Queens University conference - Caring for Today, Planning for Tomorrow. The project will be formally launched in 2024.

# Dementia (NI)

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### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### Achievements and performance *(continued)*

- **MEMBERSHIP**

#### Developing the membership of Dementia NI

We grew our membership from 96 to 125 and our network of empowerment groups increased to 15 across Northern Ireland.

We continue to deliver our empowerment groups and activities through a blend of face to face and virtual activity. Along with face-to-face local groups, we have an empowerment group open to all members throughout Northern Ireland delivered on Zoom.

As part of the Mental Health Grant Fund project 'Dementia Diagnosis - a tailored approach to promoting positive mental health and living well with dementia, we delivered sessions promoting positive mental wellbeing for members throughout the year. These were designed with engagement from our members and included an introduction to mindfulness and taster sessions of chair-based exercises.

Dementia NI has experienced significant growth and development in membership over the last eight years. It is vital that as the organisation grows, Dementia NI continues to work and communicate with members meaningfully and effectively. The Board is committed to ensuring that member voices are strengthened within our growing organisation, and that members are involved in all aspects of Dementia NI, including at a strategic level.

To help achieve this the Board implemented a governance and membership review in 2023. The purpose of the review was to:

- Strengthen the member voice within Dementia NI
- Develop a clear pathway for Dementia NI members to join the Board
- Review governance around membership

The Board developed proposals around the three aims outlined above and implemented an extensive engagement process with the Dementia NI membership. Following this engagement, members voted in favour of the proposed changes to Dementia NI governance and membership. These changes include:

- **The creation of a Member Forum**

The Member Forum is a group which will focus on three key areas. The Forum will contribute to the review and development of Dementia NI strategy, identify, prioritise and progress campaigns for change and advise Dementia NI on key areas of work. The Forum provides the opportunity for members to drive campaign work and get involved strategic areas of work in Dementia NI.

- **A clear pathway for members to join the Board of Dementia NI**

Although member representation on the Board of Dementia NI has always been in place, a requirement for this was not embedded in the governance of the organisation and there was no clear pathway in place for this to happen. As a result of the governance review, the pathway for members to join the Board of Dementia NI is now embedded within the Articles of Association.

- **Review governance around membership**

Membership governance has now been reviewed to ensure it works for a growing organisation and membership. A new category of 'Life member' has been introduced to ensure that all members have access to lifelong membership should they wish. Members of Dementia NI continue to hold important

# Dementia (NI)

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### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### **Achievements and performance** *(continued)*

rights which allow them to hold the Board accountable and have their voice heard.

The Articles of Association of Dementia NI were updated in October 2023 to reflect the outcome of the governance and membership review. The Board wishes to thank all members for their participation and engagement in the review process, their input was invaluable in ensuring the best outcome for Dementia NI's future.

#### **Member development and projects**

##### **Real Lives; the Art of Living with Dementia**

Our member art exhibition tour continued with the exhibition showcased in seven locations across Northern Ireland. Through the exhibition members continue to raise awareness and start conversations about dementia in communities across Northern Ireland, helping to break down the stigma that still exists. Each exhibition is accompanied by a local launch event and media coverage, helping to raise awareness and build connections within local communities.

##### **LFT Project - Dementia shouldn't stop a conversation; it should start one.**

This project involved the production of two short films and a portfolio of photographs featuring Dementia NI members.

The first short film is primarily for people with dementia who have been recently diagnosed, or the wider public who may know someone who has been recently diagnosed. The key message is that there is life after a dementia diagnosis, and that it is possible to live well with dementia.

The second film is aimed at the wider public. The aim is to raise awareness of Dementia NI and encourage people to engage with and support the organisation, whether that is through membership, volunteering or donating.

As part of the project, members also took part in several photoshoots across Northern Ireland. The photographs positively represent our members, and their message of living well with dementia.

The project was launched in January 2024 with a social media campaign 'Start a Conversation Today'. The campaign encouraged everyone to start an open conversation about dementia, to challenge negative stereotypes about the condition.

- **SUSTAINABILITY**

##### **Review and develop organisational structures to ensure the sustainability of the organisation.**

Dementia NI is an organisation that values our people, and the important role that each person plays in our success. Our people are our greatest strength, and we have worked hard to develop a strong and healthy organisation, so that Dementia NI can thrive.

We have invested in a range of training for our staff team. This includes the delivery of Best Practice in Dementia Care, accredited by Stirling University. The empowerment facilitator team have all successfully achieved this qualification.

We continue to invest in staff wellbeing with delivery of the Live Well, Work Well programme. We have invested in training to provide a Mental Health First Aider within the staff team. We also introduced an additional financial health and wellbeing package which provides access to financial advice and information for staff.

To help recognise the growing expertise of our current staff, and to ensure that we can continue to

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### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### **Achievements and performance** *(continued)*

recruit high quality candidates to join our team, we have now introduced a salary scale for all roles.

We continue to develop our comprehensive induction programme for new staff, to ensure that as we continue to grow, all staff understand the ethos of Dementia NI, who we are and how we work.

We continued to develop our staffing structure and resources to support the effective delivery of our strategy.

We embedded several new roles in the organisation throughout the year. Our newly created Head of Development role has strategic oversight of our empowerment and campaign work, and our Campaigns and Membership Lead role supports our member led campaign work and wider member participation within Dementia NI.

We also invested in our operational capacity to support the systems and processes in our growing organisation. We created the new role of Operations Lead, which works across several key areas, volunteering, administration management and CRM.

We also reviewed roles and departments within the organisation to ensure we were working as effectively as possible.

#### **Income generation**

We developed a new four-year income generation strategy to help support our transition away from reliance on large grant funding. As a result of this strategy, we secured support of £99,036 from the Dormant Accounts Fund for a three-year project; From reliance to resilience; building a sustainable future for Dementia NI.

This will help support growth in our unrestricted income and allow us to plan more sustainably for future development.

#### **Digital infrastructure**

We continued to invest in and develop our CRM system to ensure maximum efficiency. We reviewed our processes, streamlining where necessary and incorporating new processes into our CRM. This has allowed us to work more effectively, saving time and resources.

#### **Communications**

Throughout the year, we continued to develop our social media channels with engaging content celebrating our activities and successes. Through our social media activity, Dementia NI continued to challenge the stigma of dementia by raising awareness of it, while showcasing our brand and life-changing work. Throughout this period, we continued to raise awareness of dementia through the media, securing coverage in print, radio, TV and online.

We also updated our website to incorporate newly developed resources including films and photographs. Content in key areas of the website has also been updated to better reflect our messaging and who we are as an organisation.

#### **Volunteering**

We have invested in supporting and developing our volunteers, who play such a vital role in Dementia NI. We have developed a volunteer strategy, increased our range of volunteer roles and the number of volunteers across the organisation. We have also developed an engaging and robust induction programme and ensure we recognise the contribution our volunteers make to the success of Dementia NI.

# Dementia (NI)

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### Financial review

##### Unrestricted reserves

Unrestricted reserves as of 31 March 2024 were £492,913.

Dementia NI operates a six-month reserve policy. This covers six months of essential running costs for the charity of £270,000.

Our remaining reserves are an essential part of supporting the financial strategy to transition from large grant funding.

The total income for the year was £609,779 of which £129,930 was raised from grants and £4879,849 from donations and gift aid.

##### Income Generation

The support from the public, our corporate partners, our volunteers and all our supporters during this period has been immense, enabling the fundraising team to raise an incredible TBC.

Our fundraising continues to develop and diversify. We have a skilled and innovative team who work closely with our members and volunteers.

Our fundraising activity is supported by our growing profile as a result of our strong communications activity. The role our members play in this is vital and we thank them for their willingness to share their stories and experience with the wider public.

Our charity partnerships continued to go from strength to strength. A few highlights are below:

- Our partnership with the Hendersons Group Post Offices meant 75 post offices across Northern Ireland supported Dementia NI, bringing our message into local communities and raising vital funds.
- Our partnership with Rock Choir makes a powerful connection between music and dementia. This helps bring our message to the public through music and raise vital funds.

All our corporate partnerships have been invaluable. They have raised funds and awareness, but have also provided practical support through training, volunteering, and access to resources.

We launched our 'Sparkle for Dementia' Christmas campaign in December 2023. This had an amazing response from the public and we intend to build on this campaign in 2024.

Support for Dementia NI through challenge events increased significantly, raising income and awareness through marathon events, runs, treks and abseils.

We would like to recognise every amazing supporter who chooses to support our work and believes in who we are and what we do.

# **Dementia (NI)**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Directors' Report) *(continued)***

**Year ended 31 March 2024**

#### **Financial review *(continued)***

#### **Grant Funding**

##### **The National Lottery Fund - Empower and Support Programme**

In 2019 Dementia NI secured £458,000 from the National Lottery Fund over four years, to develop and deliver a Northern Ireland wide Empower and Support Programme. This programme started in October 2019 and will run until October 2023.

This project is now complete, and we thank The National Lottery Fund for their support.

##### **Department of Health - Mental Health Fund**

We were awarded £99,540 over two years from the Mental Health Fund. This grant will support the delivery of the programme 'Dementia Diagnosis - a tailored approach to promoting positive mental health and living well with dementia. This award funds three additional part time empowerment facilitator posts.

##### **LFT Charitable Trust**

We successfully secured a £10,000 grant towards the project 'Dementia should not stop a conversation; it should start one'. This grant funded the development of video and photography content and resources for Dementia NI, aimed at both people living with dementia and the general public throughout Northern Ireland. The aim is to tackle the stigma and misconceptions around dementia that still exist, along with raising awareness of the work of Dementia NI.

This project is now complete, and we thank LFT for their support.

##### **Dormant Accounts Fund**

We successfully secured £99,036 from a three-year project 'From reliance to resilience; building a sustainable future for Dementia NI.' This grant will fund one full time post supporting the delivery of our income generation strategy. This project will help Dementia NI move away from a position of reliance on large grant funding to deliver core work, helping us to build a more sustainable future.

# **Dementia (NI)**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Directors' Report) *(continued)***

**Year ended 31 March 2024**

#### **Plans for the future**

The Board has decided to extend the current strategy to December 2025. Dementia NI will need to develop a refreshed strategy to take us forward. The Board is fully committed to ensuring that we engage with our members, staff, volunteers and other stakeholders in a meaningful way as part of this strategy development.

Dementia NI has just completed a membership and governance review. This was an important and significant piece of work, and an important outcome was the creation of the new Member Forum. A key role of the member forum will be to contribute to any new strategy development. As well as input from the Member Forum, our new strategy will need input from our wider membership. The Board will ensure that there is a process and a plan in place which allows the wider membership to fully engage in the development of our next strategy.

The extension of the strategy to December 2025 allows time to plan and deliver a robust engagement process with our membership, staff, volunteers, and stakeholders.

2025 is also Dementia NI's 10th anniversary. We are planning a programme of exciting celebration activities throughout the year and look forward to ending the year with the launch of our new strategy, to take Dementia NI into our next decade.

Celebrating ten years of growth and success is a milestone achievement for any organisation, and the development of our next strategy is an opportunity for us to strengthen and extend our connection with all our members and ensure their voices are heard and reflected in the strategy.

As well as looking forward and planning for the development of our new strategy, we will continue to strive to deliver on our current strategy.

We will continue to invest in our people and our resources to support our growing organisation. We will build on our core work with the growth and development of our membership and our network of empowerment groups.

We will support the establishment of our new Member Forum and the developing campaign work. We will continue to work with our wider membership on maximising opportunities to raise awareness and challenge stigma, promoting our members message that it is possible to live well with dementia.

We will continue to recognise the value of all our members, Board, staff and volunteers. All make a vital contribution in helping us achieve our goals.

# Dementia (NI)

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### Reference and administrative details

<b>Registered charity name</b>	Dementia (NI)
<b>Charity registration number</b>	NIC106148
<b>Company registration number</b>	NI628713
<b>Principal office and registered office</b>	NICVA Building 61 Duncairn Gardens Belfast BT15 2GB

#### The trustees

Mr D McElhinney  
Ms D Falls  
Ms S Donaghey  
Ms A Faulkner  
Ms L Baker  
Ms N J Brown  
Ms N M Mainwaring

**Company secretary** Ms C Watson

**Auditor** Muir & Addy  
Chartered Accountants & statutory auditor  
427 Holywood Road  
Belfast  
BT4 2LT

**Bankers** Danske Bank  
Donegall Square West  
Belfast  
BT1 6JS

# **Dementia (NI)**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Directors' Report) *(continued)***

**Year ended 31 March 2024**

#### **Structure, governance and management**

##### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

Dementia NI is a company limited by guarantee and a registered charity under Charities Commission Northern Ireland.

The Board of Trustees is responsible for the overall governance and strategic direction of the organisation. The Board of Trustees meets at least four times per year to review the organisation's work, finances and governances. The Board of Trustees also reviews its own operation, effectiveness and governance on an annual basis.

The CEO has been delegated responsibility for the overall implementation and day to day management of the organisation.

A Finance and Risk subcommittee, chaired by the Treasurer and comprising at least two other Trustees, monitors and scrutinises the charity's financial strategy and operations and makes recommendations to the full Board of Trustees. The committee meets at least four times per year, with the CEO in attendance.

A HR committee comprising a minimum of three Trustees keeps the charity governance arrangements and organisational policies under review and makes recommendations to the Board of Trustees on any required changes. The committee meets at least four times per year, with the CEO in attendance.

The Board held four meetings during the year 2023-2024. The CEO attends all Board Meetings.

The Board of Trustees currently comprises seven Trustees, with a maximum of 12 Trustees permitted under the charity's Articles of Association.

##### **RECRUITING AND APPOINTING BOARD OF TRUSTEES**

The membership of the board has been constructed specifically with the skills and knowledge required to ensure that it operates effectively. Board Trustees are appointed for a term of up to three years each, with the opportunity to serve a maximum of two terms. The board also includes two Forum Trustees. These Trustees are appointed by the Member Forum and are appointed for a term of two years, with the opportunity to serve a maximum of two terms.

An induction training programme is in place to ensure that Trustees are informed and effective. The Code of Good Governance is included in the induction training and Trustees are encouraged to attend governance training to ensure that they have full knowledge of their key responsibilities and duties as Trustees.

# Dementia (NI)

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### Structure, governance and management *(continued)*

#### **RISK MANAGEMENT STRATEGY**

The Charities SORP requires Trustees of all charities to produce a statement confirming that all the major risks to which the charity is exposed are identified and appropriate systems are in place.

Risks are identified and analysed in terms of their likelihood and their potential impact on Dementia NI. A key element in the management of risk for the Board of Trustees is the operation of a HR and Finance and Risk Sub-Committee to focus on these areas. The Board has developed a Risk Register for Dementia NI, and the Board of Trustees have undergone training in this.

Dementia NI has a Safeguarding Policy and clear protocols in place. Staff are trained and supervised at regular intervals. We have appropriate reporting and support mechanisms in place which help reduce the risks. Individual, events and venue risk assessment are carried out by staff at regular intervals.

#### **Trustees' responsibilities statement**

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# Dementia (NI)

## Company Limited by Guarantee

### Trustees' Annual Report (Incorporating the Directors' Report) *(continued)*

Year ended 31 March 2024

#### Auditor

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

#### Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report (incorporating the directors' report) was approved on 9 November 2024 and signed on behalf of the board of trustees by:



Ms A Faulkner  
Trustee