



**DEMENTIA  
CARERS COUNT**

# Our impact 2024

Supporting, advocating and campaigning for dementia carers so no one feels isolated, invisible or alone.



# Welcome to our 2024 highlights

In May 2024, we launched our bold new strategy, "Support, Campaign, Sustain".

Born from a determination to listen and respond to carers' needs, it lays the foundations for an organisation that will support dementia carers long into the future.

The insight underpinning the strategy comes from over 1,200 dementia carers, who told us through our survey how they felt and what they needed. With one voice, carers said

- They felt isolated, invisible and alone
- Support services were disjointed, patchy and often inaccessible
- They felt taken for granted – and 9 in 10 were reaching crisis point.

Our new strategy helps carers before they get there. I'm delighted to share our initial results with you.

- **Catherine A'Bear**, Chair of the Board of Trustees



## Our Vision

Dementia carers will no longer feel isolated or invisible. They receive timely support that meets their needs within a reformed and adequately resourced social care landscape.

## Our Values

Changemakers  
Always there for carers  
Reflective & responsive  
Easy to work with

Ruby used our support and information while caring for her mother



# We supported carers



1,048

dementia carers got tailored 1 to 1 support – 4 times last year’s number



15,485

people found our online help and information when they needed it



161

dementia carers supported each other through our new online peer support groups

**“I’m so grateful for the team at Dementia Carers Count. They helped me to negotiate with social services and made me feel that I have someone on my side who cares about me and ensures I am supported and valued.”**

**–Carer who used our service**

**97%** of carers were ‘very satisfied’ with our service

**92%** left feeling better able to cope

We supported Keiko when her husband became ill.





# All for carers like Emma\*

**“When I first contacted Dementia Carers Count, I was on the brink of being in crisis. I was incredibly anxious and felt like I didn’t have a grip on all that was happening.”**

Emma and her sister Sarah have struggled to care for their dad, who has frontotemporal dementia and alcohol-related brain damage. With young families of their own, it’s been hard to manage all their caring responsibilities. Their dad’s behaviour has changed enormously over the past few years. It now isn’t safe for him to be on his own.

The sisters have been pushed to their limits. Every conversation with a health and social care professional to try to manage their dad’s care has felt like a battle.

Emma called our Carer Support Line for some confidential advice.

**“Our lives changed the day we called Dementia Carers Count. The team’s support has been amazing. We have felt heard and understood in truly awful times.**



\*Name changed to protect identity

**It has made a world of difference to feel like we have someone on our side.**

**Our challenges continue, there’s no let up from the remote support we have to provide every single day, but we know we are not alone.”**

Thank you to our generous supporters, in particular The Linbury Trust and Ernest Hecht Charitable Foundation, and campaigns advisory panel volunteers, without whom none of this would be possible.

# Looking to the future

2025 will be the first full year of delivering on the new strategy. It will be a year of growth, aiming to:

## Support more carers

- Reach at least 1,500 carers with in-depth, telephone-based support
- Build strategic partnerships so our services reach a broader range of carers
- Obtain the Advice Quality Standard and commission an independent evaluation of our service

## Campaign with carers

- Continue to gather evidence through our Carers' Advisory Panel (CAP), survey and practice, about what carers need
- Create bold policy positions that represent what carers really want, making our case to government and policy influencers
- Launch eye-catching advocacy campaigns alongside carers, campaigning on the issues that matter to them

## Deliver long term sustainability

- Ensure that Dementia Carers Count is a great place to work
- Raise over £370k from fundraising and commissioned services

# About Dementia Carers Count

Dementia Carers Count is a small but mighty charity, powered and inspired by dementia carers' experiences and insights and driven by the urgent need for change. We are here to listen, to support and to help unpaid dementia carers look after themselves as well as the person they care for. We provide free, confidential practical advice and emotional support. Every day our team of specialist advisors supports carers across the UK.

[dementiacarers.org.uk](https://dementiacarers.org.uk)



Stuart found our support through a group

**Carer Support Line: 0800 652 1102** Mon-Fri 9am-5pm