We are Dementia Forward
Our vision
When a person is concerned about their memory or has been diagnosed with dementia they will continue to live well, along with their families and local communities. They will feel supported, informed and included.

Our mission
To deliver a comprehensive range of services that support and promote ‘living well with dementia‘ in our local communities.

Our values
- **Passion** – putting our hearts and minds into everything we do.
- **Quality** – ensuring that we do everything to a high standard.
- **Innovation** – bring new creative ideas that have the potential to change the dementia landscape.
- **Community** – working in partnership and making our contribution.
- **Difference** – being innovative and championing change.
History of Dementia Forward

Dementia Forward was formed in April 2012 by a professional team of experienced and passionate people who have a profound understanding of dementia. We are a local charity providing a range of support services to anyone affected by dementia.

Dementia Forward originally started in the Ripon and Harrogate District but now covers, York and the Vale.

Our strength is that we understand how families are affected by dementia. We are a grounded and realistic initiative. We understand the need to ‘knit’ dementia support into the everyday lives of the local community, so that there is a better understanding of the condition. This allows people to continue to live well in their own communities. This is why we are recognised as a vital source of information, advice and support, as well as being a strong voice for people living with dementia. We have a ‘local for local’ approach, and use the resource of the local community and partnership-working to its full.

Our charity is supported and strengthened by a highly skilled and motivated board of trustees, skilled and passionate staff and committed volunteers, in partnership with the statutory and voluntary sector.
Welcome to Dementia Forward

“Dementia Forward always has its eyes wide open. The dementia landscape is constantly changing and still numbers grow and funds are pinched. Dementia Forward has positioned itself on this landscape with the aim of being able to grow with demand and with the resilience to survive what lies ahead.

We have grown at a pace but we remain a ‘home grown’ charity, with our heart in the community. We are supporting more people and giving more choice. I hope that we will always be known for our local approach and a feeling of everyone ‘in it together’.

Jill Quinn – Chief Executive

“At Dementia Forward we aim to deliver high quality services for people with dementia. We have carefully expanded the services offered and geographical offering to cover more areas in North Yorkshire.

Our frontline staff and volunteers strive to maintain high standards on a daily basis with a willingness to evolve with the changing times. I and my fellow Trustees are enormously proud of those who work with us to benefit people with dementia and their families.”

Pauline Whitehead – Chair of the Trustees
As Admiral Nurse I lead a team of committed and skilled Dementia Support Advisors, who put those we support at the heart of all we do. Observing the way in which we have a positive impact upon those we support (both on a one-to-one basis and those we support in a group setting) is a true joy for the team.

Through our partnership working Dementia Forward has become an integral part of the services provided by health and social care professionals and voluntary organisations.

Nicky Addison – Admiral Nurse

My varied role allows me to connect with a wide range of people who, in return, support Dementia Forward in so many ways. We are fortunate to have a wonderful team of volunteers who help us support the growing number of people relying on our services.

My main focus is to work collaboratively, fostering awareness and understanding of dementia.

We receive funding from a wide variety of sources, which includes local authorities and businesses. We also rely heavily on the generous donations we receive from our clients, their families and friends.

Netty Newell – Operations Manager
What is dementia?

Dementia is not a single condition and there are many different causes that affect people of all ages and backgrounds. It is important to remember that we are all individuals, so how dementia affects someone is different in every case.
Did you know…?

67,630 people in Yorkshire and Humber live with dementia*

850,000 people live with dementia in the UK*

67,630 people in Yorkshire and Humber live with dementia*

225,000 people develop dementia each year in the UK, roughly one person every three minutes*

Dementia Forward brews over 11,000 cups of tea every year

850,000 people live with dementia in the UK*

Dementia Forward makes over 1,000 home visits every year to people in the Ripon and Harrogate district, and York and the Vale

In our first three years, the number of people we helped more than trebled

How we support you

However you found us we are glad that you did. You may have been referred to us by your health professional, social worker, or perhaps you have contacted us directly. We aim to support you and act as your advocate, making sure that your voice is heard by those around you.

Our dedicated and experienced team of Dementia Support Advisors will provide confidential advice and information that will help you to:

- Understand dementia and what might happen in the future
- Choose the types of services and support that best meet your needs
- Stay connected to your local community by supporting you to take part in our range of wellbeing services
- Make informed decisions about your care, treatment, wellbeing and support needs

Our services have been designed to give you the right support when you need it. Our Dementia Support Advisors are flexible to your needs; here to support you and your family. From our very first conversation we can open doors to other people who can help support you.

67% of people with dementia say they don’t feel part of their community
Local helpline for those affected by dementia

Each year our trained Dementia Forward staff answer thousands of calls on the Dementia Forward helpline. We speak to people with dementia, their families, friends, carers, health professionals and communities. Each call is confidential and is an opportunity to let someone know that they are not alone.

From the first time I called Dementia Forward I felt supported and less anxious. It was a relief to talk to someone who understood and really listened to my concerns. I have somewhere to turn when I have a question or I simply need to talk about dementia. The team have given me so much support and advice and I am so pleased that I made that first call.

Lynda from Pickering

Dementia can be complex, and our friendly, trained staff can provide support and guidance to help you through what can be a very difficult time. The helpline is often the portal to receiving a wider range of carefully designed services to reduce isolation, misinformation and stigma while promoting health and wellbeing.

The dementia helpline is open 9am to 4pm, Monday to Friday.

01765 601224 or 01904 692473
Calls are charged at the local rate

help@dementiaforward.org.uk
or info@dementiaforward.org.uk

You feel you aren’t on your own
Our Admiral Nurses

Dementia Forward employ Admiral Nurses (Dementia Specialist Nurses) in partnership with Dementia UK.

Admiral Nurses have unique skills and experience in providing care and support to people with dementia, their families, carers and health professionals. Our Senior Admiral Nurse leads our team of Dementia Support Advisors. Other services they offer include:

- Providing psychological support to help family, carers and people with dementia understand and deal with their feelings and emotions
- Supporting family carers to develop and improve their skills in care giving
- Liaising with other professionals and organisations to provide coordinated care for people and their families
- Providing therapeutic, psycho-educational and social support groups for family carers
- Delivering specially tailored training to community groups and care homes
- Running Peer Support Groups for people with a diagnosis of dementia
It is comforting to know that there is someone to ask along the way, as the disease progresses, who has the healthcare background and experience.

Ian from York

I needed help to cope, and reassurance that decisions I was making were correct. The Admiral Nurse recognised my own problems with depression, and I am grateful for the valuable advice and practical help.

Betty from Pannal

It is comforting to know that there is someone to ask along the way, as the disease progresses, who has the healthcare background and experience.
Dementia Support Advisors

Dementia Forward provides information, advice and support and is the route to many other services specifically aimed at reducing social isolation and increasing wellbeing for both the person diagnosed and their family.

Our team of Dementia Support Advisors are committed and experienced in supporting people living with dementia and their carers, at whatever stage of the illness. From someone who is newly diagnosed to those who need residential care, the team will come alongside offering support, advice, signposting, practical suggestions or simply a listening ear.

Support Advisors offer an initial home visit to meet and discuss the individual needs of anyone who is referred, or self refers to Dementia Forward. Following the initial visit, they can open other doors for people, being the gateway to other organisations who can also help, such as health and social care providers, financial advisors and other specialist support organisations. During the visit they will talk about the range of services offered and find out what may be of interest. They will spend time with the person and their family to help understand a diagnosis, giving everyone the opportunity to find out information they want to know, when they want to know it.

Dementia Forward will not discharge anyone from their support, unless they request it of course, making sure that no matter how much support is needed, they are at the end of a telephone.

Dementia Support Advisors attend Dementia Forward events and activities meaning that there is always a familiar face to welcome everyone!
Dementia Friendly Communities

Dementia Forward is very proud to be supporting the initiative of making communities dementia friendly. Dementia Forward does this by offering free training to organisations, businesses and schools in order to raise the level of awareness and understanding about dementia, supporting them to become members of the Dementia Action Alliance.

Dementia Forward believes this can grow from a conversation. Once one conversation has taken place, those involved will go and have another conversation with their peers, and then one day we will look around and see a dementia friendly world.

Dementia Forward also takes an active role in local alliances, sitting on steering groups and networks. We make sure our supporters are heard.
Wellbeing activities

‘Wellbeing’ is simply about enjoying life. Dementia can create a number of barriers to enjoying everyday life. Dementia Forward is here to challenge those barriers and to help people to stay motivated. We recognise the importance of continuing chosen activities and pastimes to remain connected with life in the community.

Our wellbeing services provide opportunities for people to socialise with others who share similar circumstances, simply spending time doing something enjoyable in a relaxed and supportive setting.

Wellbeing cafes
Our cafes provide drop-in services to people in the early to moderate stages of dementia. People can attend on their own or with their family or carer, and enjoy a wide range of activities in a friendly and relaxed environment with people who understand.

Singing for fun
Singing and music can be used as a therapeutic tool and also provide wider benefits such as social interaction and valuable peer support. The singing groups provide a focal point for people to access information and advice through a Dementia Support Advisor.

It is extremely important that people with dementia and their carers are supported to talk about any worries they have and are helped to avoid becoming isolated. Our wellbeing groups allow people to make new friends. You can just be around other people who understand dementia, you don’t have to talk. Just spending time with other people, who know what you’re going through because they’re going through it too, helps in ways it’s hard to describe.

Hilary from Ripley
Younger people with dementia day service
Dementia Forward has teamed up with the local health trust to facilitate a refreshing and innovative day service for younger adults with dementia (people of working age). Through this service, younger people with dementia are supported to engage in various activities around their local areas. This is to promote wellbeing, independence, decision making, and remaining part of the community. The added value of the service is to provide respite for the family carers.

Carer education programmes
Dementia Forward offers a sensitive training programme that helps people to better understand dementia and how to provide appropriate care and support. For some people it can be empowering to understand what a diagnosis of dementia means for the person and their carers and families.

Social activities and outings
Dementia Forward hosts regular social activities to support people with dementia who have explained that dementia has taken their self confidence away leaving them at risk of social isolation.

“\nI want to tell you that I have never felt so relaxed and confident. It’s been a real eye opener; diagnosis hit me hard but going to Dementia Forward is really great for us both. We feel surrounded by care and we know there is someone there to call if we need it. Words cannot express how I feel and what a difference it has made to us both.\
Jack from Pocklington”

44% of people with dementia say they feel that they lost friends after being diagnosed.
How you can help?

Dementia Forward relies on the generosity of its supporters. We have amazing volunteers who help to run services and individuals and local businesses who donate money so that we can support more people affected by dementia. Dementia Forward invites you to join our ever-expanding support network in whatever way you can.

Volunteer
Volunteering can be rewarding and fun – it’s a great way to meet new people and learn new skills. Dementia Forward offer a variety of ways to volunteer, giving as little or as much time as you can give. We always welcome new people to join our team and help make a difference in our local communities.

Corporate support
Do you work for or own a company? Become a corporate sponsor or organise a company event in aid of Dementia Forward. This is a positive action for your staff and helps with your company’s social responsibility.

“...The passion that you and your team have to help people with dementia is truly inspirational and very special. The way you do it is unique; everyone is made to believe they are special and can achieve everything they wish.”

Donor & friend of Dementia Forward
How to donate

Donations make the work of Dementia Forward possible. There are different ways you can contribute. No donation is too large or too small and you can be assured that every penny is used locally.

If you are a UK tax payer, we can claim an additional 25 per cent of your donation through Gift Aid, making your donation go even further.

Regular Giving
By setting up a Direct Debit or standing order you can choose how much and how often you wish to donate.

Online
You can make a donation online at any time using the Everyclick website. You can find details of this on the Dementia Forward website, www.dementiaforward.org.uk

In memory
Making a donation in memory of someone is a positive way of commemorating a life. To make things as easy as possible for you to give at what could be a difficult time, you might consider using the Dementia Forward donation envelopes; a convenient way to collect donations at a funeral or memorial service.

Give in celebration
Give one of the most helpful gifts of all, a donation. Instead of buying a present for someone, why not donate to us in their name?

Legacies
Anyone can leave a gift in their will to Dementia Forward. Whatever amount you are able to give, it all makes a difference and goes a long way to helping future generations within our community.

Payroll giving
Simply by donating through your payroll you can support the work of Dementia Forward and local people affected by dementia in your community. Ask your employer if they offer this service.

If you would like to help us achieve our mission, please get in touch.

help@dementiaforward.org.uk or info@dementiaforward.org.uk
01765 601224 or 01904 692473
www.dementiaforward.org.uk
Notes

My named contact at Dementia Forward is: ________________________________

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We would like to thank all the people who volunteered and helped produce this prospectus. Some of the names of the people quoted have been changed.

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