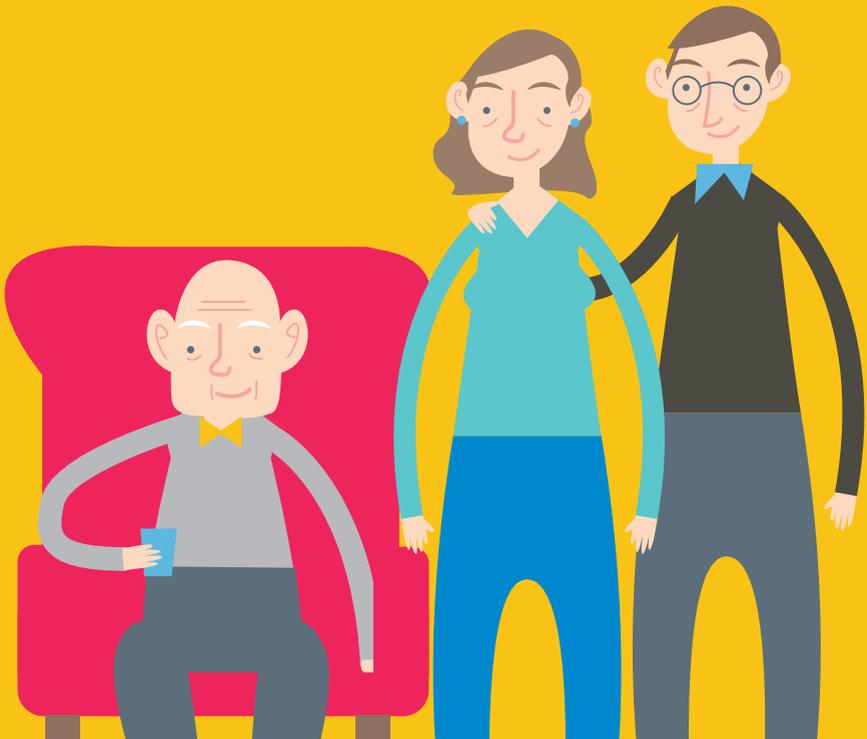




unforgettable

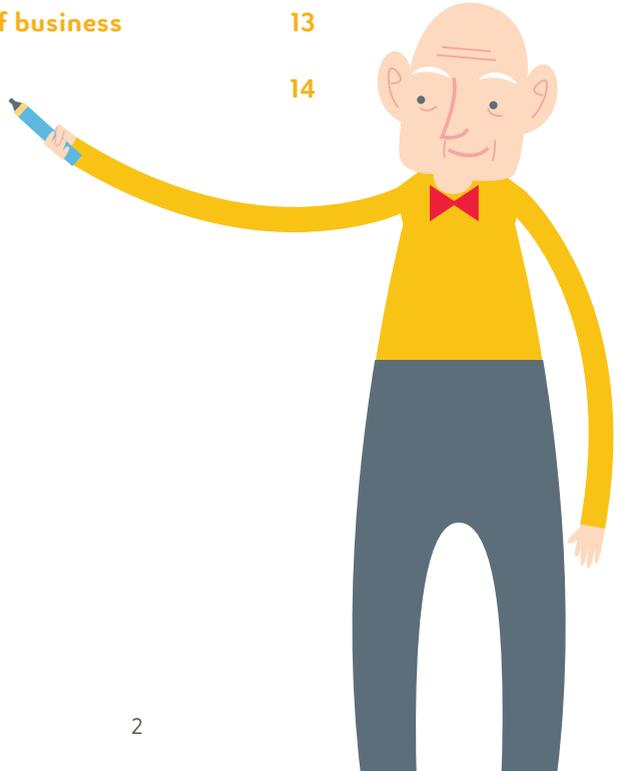
Unforgettable Impact Report 2017

For the year ending March 2017



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Summary

Introduction

Dementia is everyone's problem. It's one of the fastest growing conditions in the world and, with no cure or modifying treatment in sight, has rapidly become one of the most feared. Unforgettable's mission is to make life a bit easier for the millions of people worldwide who find themselves dealing with dementia. We believe our life-changing products, services and advice can significantly improve the lives of people with dementia, their family, friends and the wider community.

As a social business, we hold ourselves accountable for delivering social impact. This first impact report explains what we aimed to achieve this year, how we actually performed and what impact this performance has delivered, not only to customers but to the global dementia community. This report primarily concerns the year ending March 2017. However, a few weeks later Unforgettable embarked on a ground-breaking partnership with LloydsPharmacy which resulted in dementia products becoming available on the high street for the first time. Our first impact report is therefore written against a backdrop of innovation and fast growth.

Highlights

It's been a year of fast growth and change. Here's a summary of our most important achievements which are further explained in this report.

- Creating the world's biggest marketplace for dementia products, making **more than 1000 specialist products** easily available to the people who need them.
- Serving almost **9,000 customers** who gave our products an average rating of **4.6 out of 5 for usefulness**.
- Developing **three Unforgettable dementia products** in response to customer need, including a unique, dementia specific LPA service and a bestselling dementia day clock.
- Lowering the price of **50 per cent of our best-selling products**, including our dementia day clock which reduced the price of an average day clock from around £80 to £49.99.
- Increasing awareness of dementia and reducing stigma by making **information** and **advice** easily available to anyone who needs it. More than **900,000 people** visited the site this year, and **30 per cent** came back for more.
- Creating a **community**. Our twice weekly newsletters (containing updates, news and advice) had **17,000 subscribers**.
- Building a **social business**, developing partnerships with **7 leading dementia charities** the UK, creating a **charitable foundation** and being recognised as one of the **top five** socially responsible companies in the UK.
- Reaching visitors from **206 countries** globally.

These achievements enabled us to create significant social impact and form a strong relationship with visitors and customers to Unforgettable. We are confident that these relationships will continue to grow next year, and that our new partnership with LloydsPharmacy will help us to reach even more people whose lives are affected by dementia.

Background - why are we doing this?

In the UK there are an estimated **850,000** people living with dementia and over **670,000** people caring for someone with dementia¹. 40% of the population (that's over 25.6 million people) have a friend or loved one with dementia. It is now one of the fastest growing conditions in the world, with the number of people with dementia expected to rise to **135m globally by 2050**.

Dementia is a progressive terminal condition that occurs when brain cells stop working properly. Life expectancy depends on the person but on average someone will live **7-10 years** following a dementia diagnosis. It affects how people think, remember and communicate. People with the condition experience symptoms such as memory loss, confusion, difficulty carrying out everyday tasks, change of personality, agitation, anxiety, wandering, hallucinations, incontinence and more. It leads to a decline in quality of life; most people will experience a loss of independence, loneliness, depression, fear and a feeling of helplessness.

However, it's not just people living with dementia who are affected. For the carers of a loved one with dementia, typically the spouse or child, it can also be a very **challenging journey**. Caring can put people under significant personal and emotional strain; they can experience higher than average levels of depression, social isolation and financial hardship as a result of caring.

Dementia can affect anyone. Although it is most common in older people, there are more than **40,000 young people** (45-65) with dementia in the UK and this number is also growing rapidly. Despite doubling spend on research in the last 3 years and a coordinated international effort between the G7 communities, **there is still no cure** or disease modifying treatment for dementia. No one survives a dementia diagnosis.

Perhaps this is one of the reasons why dementia is now the **most feared condition** of those aged over 50. A 2015 survey of 9,000 people aged over 50 reported that 43% of respondents cited dementia as the condition they are most scared of getting, ahead of cancer, stroke and heart disease².

Over the last five years there has been **growing awareness** of the condition. National campaigns such as Dementia Friends and World Alzheimer's Day have gone a long way to help to raise awareness, as have celebrities and public figures such as Angela Rippon, David Baddiel, Sir Jackie Stewart and Terry Jones who have stood up and spoken about their personal experiences with dementia. Award-winning films such as 2014's Still Alice and popular soap Emmerdale are bringing depictions of living with the condition to the screen and reaching wide audiences.

However, despite this there is still a **lack of understanding** of the condition. Most people still don't understand how and why dementia affects people, which in turn has a negative impact in diagnosis and treatment. Importantly, most people don't know what can be done about dementia and **how to cope** with the symptoms and challenges. A survey conducted last year by Unforgettable reported that 87% of people didn't think there were any products available that could help people with dementia.

We want to help!

What are we doing?

Unforgettable is a company with one goal: to improve the lives of everyone affected by dementia. We know there are many practical solutions available that can help people with dementia and their carers to enjoy a better quality of life. Making these accessible to those who need them is what we strive to do every day. We have brought together research and evidence, our own knowledge and experience, and input from many experts to design solutions that can improve the lives of people affected by dementia. Our marketplace offers a blend of practical products, timely and relevant advice, helpful services and a supportive community.



Products & Services

Help and practical solutions to improve quality of life.

What we've done

In 2015 we launched a specialist online shop selling the best dementia products from around the world. We currently offer **more than 1,000 specialist products** that address the daily challenges of living with dementia. Products are easily searchable by challenge, stage and need, so our customers can readily find solutions to the challenges they face.

During the year we developed and launched three of our own products, based on feedback from our customers and the community. A dementia clock with two distinct displays to help with time orientation and reduce confusion, a personal alarm and tracker to support independence and peace of mind, and the world's first Lasting Power of Attorney service designed specifically for people with, or worried about, dementia.

Since the year end, we have launched a further two of our own clocks, in response to customer demand. These clocks provide even greater choice and improved functionality for people throughout the dementia journey.

How this helps

Products and services play a key role in improving the lives of people affected by dementia. Research shows that products can improve quality of life by helping people to manage symptoms, stay independent and in some cases improve functions and slow down the onset. See the following page for examples of this.

"I'm a dementia consultant occupational therapist and think your site and the products you have are great."
Liz, Olark

The Evidence	
Memory Loss	<p>Simple reminders which help to keep people with dementia in a regular routine have been shown to reduce psychological stress, improve memory function and improve health outcomes (Bain & Company, The Future of Healthcare 2012)</p> <p>Dementia day clocks have been shown to reduce time disorientation and increase independence (Evaluation carried by Designability of 123 people with dementia who used the Day Clock)</p>
Activities and Soothing	<p>Activities providing cognitive stimulation, including reminiscence, memory games, puzzles, music and physical activities, have been shown to improve memory function, communication, and social interaction (Cochrane Database of Systematic Reviews 2012)</p>
Assistive Technology	<p>GPS and motion sensory technologies can help maintain independence (University of Sterling, 2013)</p>
Daily Living	<p>Helping people to carry out the activities of daily living (eating, drinking, toileting, dressing) allows them to live in their own home for longer and has been associated with a delayed progression of the disease (NICE Dementia guidelines)</p>

Advice

Timely and relevant advice to empower and reassure.

What we've done

We have written and published over **800 advice articles** and **blog posts** about dementia, its causes and treatment with advice to help cope with the challenges. The advice on Unforgettable is easily searchable by challenge, stage and need.

How this helps

Individuals with dementia have no choice but to live with the condition as best they can³. They need information to enable them to do this. Information improves understanding of the condition and can have a positive impact on diagnosis, treatment and quality of life. It can also empower people, making it easier for them to manage their own condition, leading to improved health and well-being outcomes. Research shows that there are key stages along the dementia journey where the need for information is highest, such as when a diagnosis is given and when a person is perceived to have progressed to a different 'stage' of the illness⁴. For maximum impact, information needs to be both timely and tailored to the individual.



"I'm a dementia support worker for Age UK. I love your site, not only for the products but the advice section... I have recommended it to many." Katie Thomas, Twitter

Community

Support from experts and others in similar situations

What we've done

We want to offer a place where all those affected by the condition can feel understood and supported. We know that stigma, shame and embarrassment can have a very negative impact on personal experiences of dementia, and sharing experiences can help to alleviate this. So **we created a community** where people could talk honestly about their own experiences of the dementia journey, and start, or join in with discussions on particular topics; so far, **we've shared hundreds of tips** on caring and 38 people have gone further; giving full and frank accounts of their dementia journeys with the sole intention of sharing their learnings with peers.

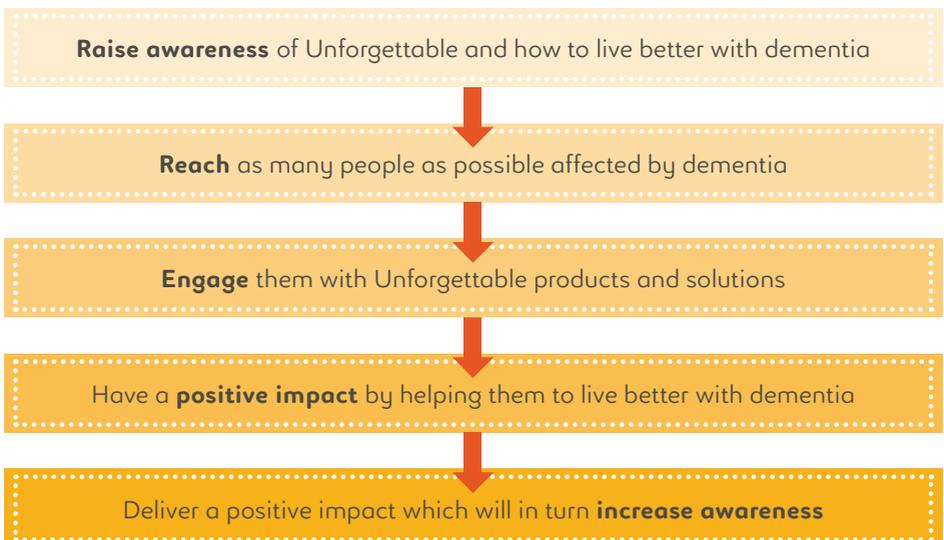
How this helps

Community and peer to peer support has an important role in helping people with dementia to live well⁵ and ease the stigma of dementia. It provides the opportunity to speak to people in a similar situation and creates social interaction, which is often much needed. Evidence shows that this support can increase health and well-being outcomes, including reductions in hospital and care home admissions.

"Unforgettable is an amazing website and is really supporting me in helping my lovely dad."
Joanna Wright

Our Impact

We needed to test our hypothesis that these solutions could help. To do this we aimed to:



Awareness



Throughout the year Unforgettable has been featured in a range of specialist and national press, including:

The Guardian

Daily Express **Pioneers Post** **Your Magazine**

Caring Magazine **Life and Living Magazine**

Health Investor **The Sunday Times**

Business Review Europe **City AM**

SAGA Magazine

We also received broadcast footage...

London Live

BBC Radio Northampton **BBC Radio 5**

Smooth FM **BBC World Service**

BBC Radio Stoke

Reach

In the year there were more than **900,000 visitors** to Unforgettable.org and more than **2.2m unique page views**.

What do we know about our visitors to the website?

73%
OF OUR
VISITORS
are from
THE UK

We also
REACHED
206 other
countries
including the USA,
Australia, Canada
and Ireland

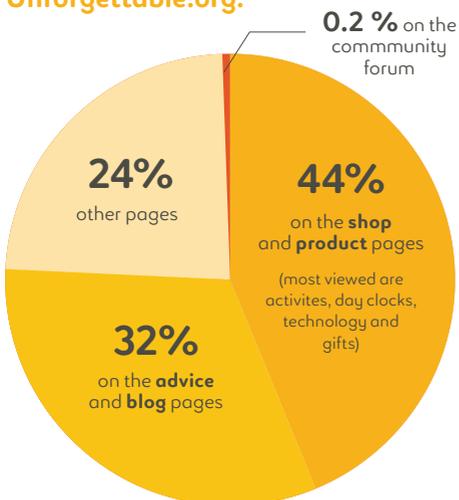
62%
are age
45 and
OLDER **AND**
70%
OF OUR
VISITORS ARE
FEMALE

What do we know about our customers?

MORE THAN
70%
are the carers
- FAMILY AND
LOVED ONES
of those with
DEMENTIA

CUSTOMERS
report that they
have other conditions
ALONGSIDE
DEMENTIA
SUCH AS
strokes and
visual impairment

Of the 2.2 million page views on
Unforgettable.org:



The most visited pages overall
in the year were:

- 1 What is the **life expectancy** for someone with dementia?
- 2 **Late stage dementia**, what might you expect?
- 3 Why does dementia cause **chewing and swallowing problems**?

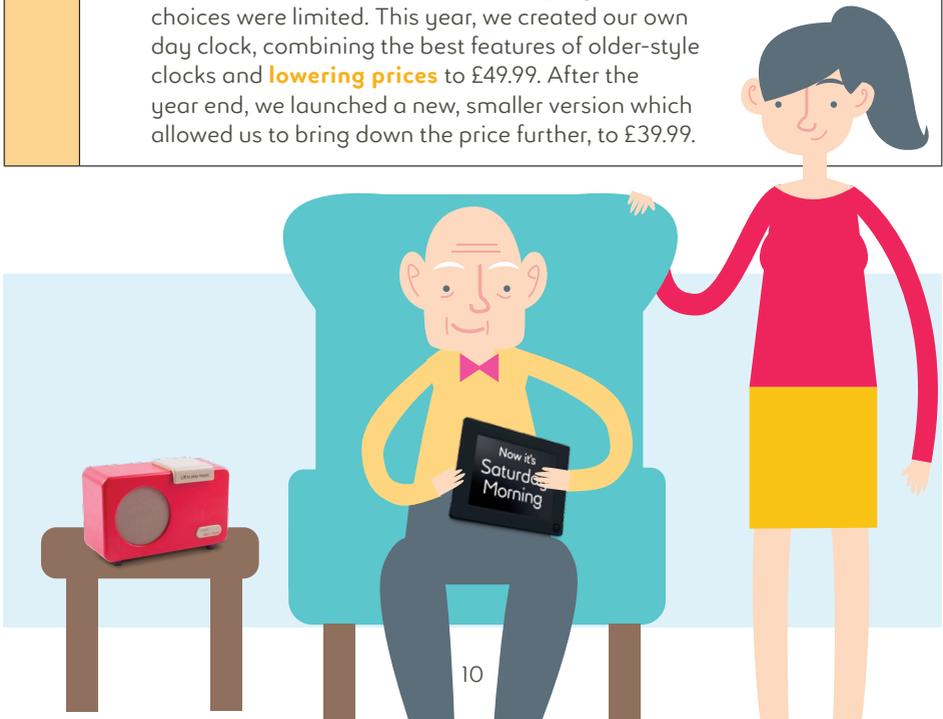
This confirms that there is a real **demand for information** which helps to identify the signs of dementia, explains how it will progress and gives an insight into what to expect during every stage.

"Thank you for a website that is so easy to navigate... it inspires confidence to deal with a team who understand how we are feeling."

Beverly Staffen, by email

We aim to ensure our products and services are **accessible, inclusive** and **affordable**, so that they reach the people who need them most.

Accessibility	<p>By the year end we had almost 10,000 unique customers. At the end of the year, we entered into a partnership with LloydsPharmacy, bringing dementia products to the high street for the first time in the world, and giving our customers more options to access our product range.</p>
Inclusivity	<p>We offer a range of products in each category, from simple, good value products to more expensive products with additional functionality. 31% of our customers are from an under-served part of the UK⁶.</p>
Affordability	<p>Many dementia products are expensive, due to low manufacturing volumes and high marketing costs as we are at the early stages of building the market for dementia products. In order to combat this, we actively seek to bring prices down across our best-selling ranges. In the year:</p> <ul style="list-style-type: none">• Almost 40% of our product range was eligible for VAT relief, allowing customers buying for someone with dementia to access products at a 20% lower price. 67% of our customers claimed VAT relief on their orders• We reduced the price across 50% of our best-seller range. For example, when we launched in 2015, the cheapest day clock available was c.£80, and the display screen choices were limited. This year, we created our own day clock, combining the best features of older-style clocks and lowering prices to £49.99. After the year end, we launched a new, smaller version which allowed us to bring down the price further, to £39.99.

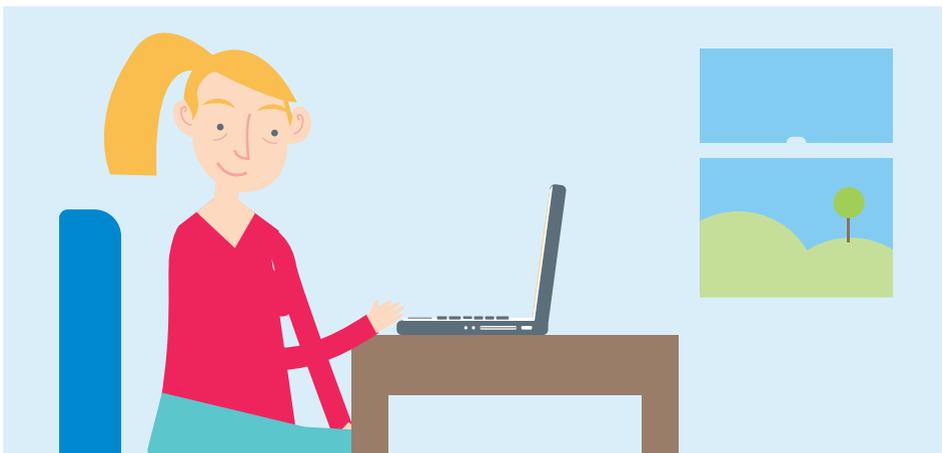


Engagement

A good indicator that our users and customers value us is that they engage with Unforgettable and come back again.

Our Typical Customer Journey

THE CUSTOMER JOURNEY	Visit the site	900,000 people visited the site during the year. On average, visitors spent 2.5 minutes browsing.
	Come back to the site	30% of people who visited Unforgettable during the year had visited the site previously. Returning visitors spent on average a minute longer on the site and viewed more pages.
	Sign up for more information	17,000 people signed up to our newsletter to receive regular updates from us and 12,000 people signed up to our catalogue to browse our products.
	Choose our products and come back to buy from us again	60% of our revenue was generated from repeat visitors to the website.
	Contribute to the community	33 people commented on our blogs and articles . 18 discussions have been started on our community form . 256 customers wrote reviews of our products.



Impact

We asked our customers for their feedback on whether Unforgettable products made a difference.

Customers rated our product:*

- ✓ 4.6 out of 5 for **usefulness**
- ✓ 4.6 out of 5 for **value for money**
- ✓ 4.2 out of 5 would **recommend** our product to others



95% OF PRODUCT
REVIEWS
WERE RATED
**4 STAR AND
ABOVE**

What our customers have said:

"Hi. I lost mum to dementia over a year ago and went through a similar struggle finding things to help or as treats etc. I think it's wonderful what you've done on this website." Mary, 2015

"My brother and I were blown away by the site!"

Anonymous, April 2016

"Thank you particularly for your considerate and sensitive manner, much appreciated!"

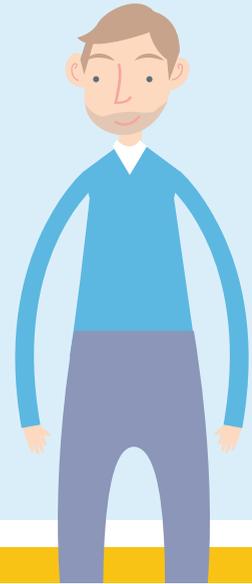
Anna, October 2015

"I am a huge fan of unforgettable.org - I could have done with knowing about it nine years ago when my mother was first diagnosed. Despite the fact that she is now in a care home, I still find your blogs and ideas useful and inspiring and recommend the site to everyone I meet who needs this kind of support and ideas about useful products." Debbi, December 2016

*(From a sample of 256 customers)

Building a different kind of business

We are an ambitious company with plans to grow and become commercially successful. But we are also committed to building a different kind of business, one that will deliver real and lasting social impact and one that uses business as a force for good. Below are some highlights of our first year building a social business.



The Highlights

- We have adopted a **pioneering governance structure** which protects our mission in perpetuity. Our aim is to help people affected by dementia, and that can never change.
- We have set up a **charitable foundation** – The Unforgettable Foundation. We have committed to giving £10,000 or 10% of our profits (whichever is higher) each year to the Foundation to support its work **to raise awareness and fund research** into how to live well with dementia.
- The Unforgettable Foundation holds a **golden share** in Unforgettable. This means the trustees of the foundation hold Unforgettable to account for its social performance.
- We have been **certified as a B Corporation**, an international accreditation certifying businesses that ‘use business as a force for good’. We were one of the first companies in the UK to be certified. We certified with **a score of 112**; compared to the UK average of 96.
- We raised **over £3,000** for dementia charities by the year end.
- We have **partnered with** 7 of the **leading dementia charities** in the UK. We support our charity partners by raising awareness of their works and fundraising for unrestricted funding.
- We were Runner Up for the **2016 Guardian Sustainable Business Social Startup of the year award**.
- We are recognized as one of the **top five socially responsible companies** in the UK by Business Review Europe.

“We are thrilled to have Unforgettable as part of our founding UK community. Unforgettable is a great example of a successful business servicing an underserved population whilst providing education around the issue. Unforgettable has embedded B Corp values into the business ensuring social impact is at the core.”

Kate Sanders, B Lab UK

Appendix

1. Alzheimer's Society: https://www.alzheimers.org.uk/site/scripts/documents_info.php?documentID=535&pageNumber=2
2. From a survey of over 9,000 over 50's in the UK, conducted by SAGA in May 2016: <http://www.saga.co.uk/newsroom/press-releases/2016/may/older-people-fear-dementia-more-than-cancer-new-saga-survey-reveals.aspx>
3. Department of Health, What Motivates People to Self-Care: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/215950/dh_124052.pdf
4. Research by Carers Trust 2013, A Road Less Rocky: https://carers.org/sites/files/carerstrust/media/dementia_executive_summary_english_only_final_use_this_one.pdf
5. Health Innovation Network, Sept 2015: http://www.hin-southlondon.org/system/resources/resources/000/000/095/original/HIN_Interactive_Toolkit_September_15_LIVE.pdf
6. Customers from the most deprived 25 per cent of the UK using the government's Index of Multiple Deprivation.