



SOCIAL IMPACT

REPORT

2020 - 2021



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Welcome

“And once the storm is over, you won’t remember how you made it through, how you managed to survive. You won’t even be sure whether the storm is really over. But one thing is certain. When you come out of the storm, you won’t be the same person who walked in. That’s what this storm is all about.”

- Haruki Murakami



It’s been 11 years since we began Memory Matters and we are used to riding the waves of the storms that blow our way, sometimes we ride high and sometimes the waves challenge us to stay afloat, like many social businesses.

All the brilliant Social Impact reports we have read this year talk of a challenging, unprecedented year, a year that no one could have predicted.

Five years ago, no one would have planned to pop “Global Pandemic” into their forward plan! Being the positive organisation that we are, we tend to focus on what we have learnt, how our experience has shaped us and what new skills we can take forward, ready to ride the next wave.

Our experience shapes who we are, personally, professionally and as an organisation. With every step we learn, we grow and we challenge ourselves to do the best for those that have no voice.

The impact our organisation has made in such a year is nothing short or staggering - we don’t shout enough about what we achieve. This report goes some way into sharing our successes.

We look back on this last year with mixed feelings, but the overarching sentiment is that of resilience in our Memory Matters family. You know you have a good team when they support each other, are brave, and continue to fight for those living with dementia to be Visible, Value and Heard.

We couldn’t be prouder.

Best wishes,

Kate & Laura
Joint Chief Executives and Co-Founders



Purpose:	Enriching the lives of people affected by dementia.
Values:	People-focused, Compassionate, Open, Positive, Creative and Fun.
Vision:	A world where people living with dementia are empowered and thriving in their communities.

Emerging from the pandemic

As an organisation, we learnt so much from the pandemic. We were bound together by our values and wanted the best for each other, our customers and beneficiaries and also ourselves.

We learnt that we are a formidable team, in the difficult days of lockdowns we held on to others and each other in a variety of different ways.

We learnt that despite not feeling resilient, if we pooled our resources and looked out for each other, that we can weather any storm.

Some of our team continued to work as they did before, only virtually, supporting those affected by dementia from their own homes via phone or digitally. This enabled us to see what our beneficiaries are really capable of - don't let anyone ever tell you that the older population can't grasp new things! We even managed to support a lady who is 100-years-old to get online and become part of a group.

Some of the team whilst furloughed took part in volunteering their time to support customers through welfare calls and delivering tech - they also upskilled themselves in readiness for their return.

The mental health of each other became a focus and the whole team completed a Wellness Profile to think about how they manage situations.

Courses taken this year include:



Mental Health First Aid



Exploring Dementia



Bookkeeping



First Aid Training



CST Training

Managing Difficult Conversations



Management and Leadership



Spread Academy (Billions Institute)



Four Seasons Profiling Practitioner Training



Action Learning Set Facilitator Training

- Brand new fellowship programme developed - 6 month course starts in September - learners already enrolled

- Closed and reopened
- 10 new staff members
- New menu
- Socially distanced tables and remote reordering



- Moved online
- Reopened groups
- Started new groups - Truro Museum Project



- Charity of the year in 2020
- Young Onset group funded for another 2 months
- Funding has enabled more face to face dementia support for the next 12 months
- New trustees engaged
- Fundraising plans include new memory cafe



- Online training - huge shift to offer the same courses 3 ways; face to face, online, or via zoom

- New book written to share with Dartmoor Prison

What people say about us...



"Thank you for presenting 'Become a Cognitive Stimulation Therapy (CST) Facilitator' online. I thoroughly enjoyed your presentation. Your grip on your subject, compassion and enthusiasm are apparent."

- Online CST Training Attendee

"I appreciate your calls - I don't always remember what we spoke about last time, but I always feel happy after we've had our chat."

- Beneficiary



"We look forward to receiving the activity sheets every week. We sit together in the evening and do them together - it sparks off so much conversation between us. It looks like someone has put a lot of time and effort into them. We love them."

- Activity Sheet Recipient

"I am currently sat in Moments Café on New George Street. I had a panic attack in town last week, so I was really apprehensive about going into busy shops. I decided to look for somewhere safe to sit for a coffee instead. I stumbled upon this place and it was amazing. They take such good care in cleaning, social distancing and generally protecting their customers and staff. I am really impressed and will definitely visit again next time I'm in the town centre. I had a mini breakfast which I can fully recommend - it was cooked to perfection and was very tasty."

- Café Customer



"Fantastic place to have a coffee or to hire out a room. We hired out a room and it was set up very nicely with plenty of space for social distancing. The hospitality was great!"

- Room Hire Customer

"I should have come here a long time ago. If only I had known you were here with all this support. You have always been so kind towards us and you always seem to know how to make us feel better. Thank you for being there."

- Hub Advice Recipients



Let's talk numbers...



14,327

customers have visited our Café during our 6 months of trading

24

facilitators/volunteers were trained in our online CST training



613

beneficiaries took part in our Virtual Cognitive Stimulation Therapy (vCST) sessions in 14 weeks

754

people affected by dementia benefited from our FREE advice



1,163

people have used our Hub space for events and activities



230

buy it forward vouchers have been purchased for vulnerable people in the community

179

Virtual Cognitive Stimulation Therapy (vCST) workshops took place



403

people have joined our Facebook group Cognitive Stimulation Therapy (CST) Facilitators Club

589

people have viewed our YouTube videos



17

collaborations have taken place between VCSE organisations



vCST Devon Pilot Project



In September 2020 to March 2021, Memory Matters received funding from the Government and The National Lottery Community Fund to run a pilot project called vCST Devon.

vCST Devon stands for Virtual Cognitive Stimulation Therapy, which was inspired by our usual Cognitive Stimulation Therapy (CST) workshops that we ran face to face, prior to the Covid-19 pandemic.

We led charities and social enterprises across Devon to deliver an evidence-based, easy to administer therapy that increases thinking skills and tackles isolation for those most at risk during the pandemic.

With digital support from Cosmic CIC, we were able to get 613 beneficiaries online.

74% of beneficiaries became less lonely



Participants quality of life improved by

85%

“I think it’s just given me something to look forward to. When one lives on one’s own, each day sort of filters into one. I enjoy it because I’ve always enjoyed other peoples company.”

– Beneficiary Feedback

Thank you to our collaborators:



Diana’s Story...

Diana had been coming along to our sessions at the Age UK Day Centre in Newquay for a year or so before the start of the pandemic. Diana is very sociable and hugely appreciative of everything in life.

The weekend before the first lock down began, Diana’s son came to Cornwall and invited her to stay with him and his family in Cambridgeshire. He knew how much she had enjoyed coming along to the Memory Matters workshop on a Thursday morning and was keen to get Diana meeting her friends on zoom. At the beginning of April, Diana joined for the first time with the help of her son, and she was very excited to see everyone on the screen.



“Mum is always thrilled to be on these sessions. She cannot always remember what went on, but she is happy which is the most important thing.” – Diana’s Son



Diana spent 6 months with her family, but she was eager to return to Cornwall. Diana wanted to continue to join the zoom sessions and socialise with people in this way, whilst the day centre was still closed. Her family supplied an iPad, and Donna from Age UK continued to help Diana join the online group every week.

“How marvelous this is! It’s wonderful technology, we’re scattered yet we can keep in touch... it’s so lovely to have this connection.” – Diana

Diana said, “It’s very uplifting, I look forward to this, it gives a good boost to the day!” During a session on School Days, Diana said: “It’s lovely to look back, then we appreciate today.”

Diana’s son told us: “The fact mum is able to participate in zoom online is great for her. She says how marvellous it is that we are so far apart but it’s like we are in the same room. We recently got her a portal we can chat on; this is something we probably wouldn’t have done if there wasn’t a pandemic.”

Diana has a wonderful philosophy on everything. During a session around ‘Celebrations’ Diana said, “I think we should celebrate just being able to see each other.”

Moving forwards

The energy is tangible at Memory Matters as we move on to our 12th year. We are delighted to continue to welcome people to our team, bringing their ideas and enthusiasm in delivering our purpose to enrich the lives of people living with dementia.



We don't always know how we will get to where we want to go, but we always know the end result we want to achieve. This is part of the agile culture we have developed at Memory Matters.

This year, we compounded our approach further by engaging in an immersive and evocative training supported by The South West Academic Health Science Network, delivered by the Billions Institute in America. This inspiring experience culminated in us launching a campaign to ensure that 6,000 people living with dementia feel Visible, Valued and Heard by 2023.

It is funny that the two of us started working around the kitchen table with a desire to one day have an office. This year we, like most, moved from the office back to working from the kitchen table, however this time far better connected than ever before with other organisations and individuals who share our aims and ethos. We have networked from South Africa to New Orleans and built partnerships we would have never dreamed of.

As we get back to some sort of normal, we are really looking forward to reimagining our hub to help support those on long waiting lists for a diagnosis, left with little support.

We know that the year ahead will bring some fabulous projects and as always, we look forward to the journey and remain full to the brim with gratitude for each and every member of our team, supporters and beneficiaries who bring the sunshine to Memory Matters every day.

Kate & Laura
Joint Chief Executives and Co-Founders

With thanks to our supporters





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