



“

Queen Square offers expert support to help people live as well as possible...

”

Professor Seb Crutch  
Rare Dementia  
Support Lead

## Talking Support

Annual Review 2019

**The National  
Brain Appeal**

Funding advances  
in neurology and  
neurosurgery

Registered Charity no.290173



“

Many people with long-term neurological conditions need specialist support...

”

Roberta McKee  
Regional Coordinator  
Rare Dementia Support

“

...And we're able to recognise the needs of those living with complex conditions...

”

Professor Alex Leff  
UCLP Centre for  
Neurorehabilitation





“

...But there is  
no one-size-  
fits-all approach.  
Tailored  
treatment  
is key...

”

Dr Chris Turner  
Clinical Director  
The National Hospital



“

...So our  
services will  
hugely benefit  
the lives of our  
patients and  
their families

”

Professor Jenny Crinion  
UCLP Centre for  
Neurorehabilitation

# Pioneering support services

## Aphasia

Aphasia is a speech and language condition that often affects those who have had damage to the left side of their brain, often as a result of stroke, tumour or traumatic brain injury. It can leave those affected struggling to communicate and feeling isolated and depressed.

Currently, patients would usually receive four hours of therapy while in hospital, followed up by eight hours once they have been discharged. Profs Alex Leff and Jenny Crinion, wanted to change this, so have spearheaded a new intense service at Queen Square called The National Brain Appeal Aphasia Service. Doors have now opened to the first patients, who will receive 7.5 hours of therapy a day, five days a week, for three weeks – a huge increase on the current amount. Clinicians are convinced this will boost the level of recovery for these patients, making a huge difference to their lives.

“

We are very excited about this new service in Queen Square. It means that patients with language problems will get a kick-start to help them along their recovery journey. We expect patients to make significant gains – this will have huge benefits on their day-to-day lives.

”

Professor Jenny Crinion

## Dementia

It's been more than 20 years since we began funding services for rarer dementias in Queen Square. Three years ago, we established Rare Dementia Support which brought all the various support groups for younger-onset and familial forms of dementia under one umbrella. Early-onset dementias can be especially devastating as people are at a stage in their lives when they still need to hold down a job, support dependent children or look after elderly parents.

The current support groups are used by hundreds of people – those with a dementia diagnosis and their families – and are a crucial resource. Now, there are plans to expand the service – growing the online community so that more people can access the expert help, increasing research into these more unusual forms of dementia; and improving education and training for professionals so they can diagnose them much earlier.

There are also exciting plans for the world's first centre for rare dementia support.

“

Around 20% of people with dementia have a rare form of the condition. We want to establish the world's first centre of excellence dedicated to bringing together social, emotional and practical support, with research and training about rare and young-onset dementias.

”

Professor Seb Crutch

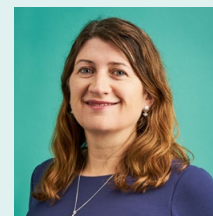
# A letter from our Chief Executive

In the UK, one in six of us has a neurological condition. That's **14.7million mums, dads, brothers, sisters, colleagues and friends – each and every one needing specialist support and care.**

This review shines a light on two of our current projects which focus on developing and improving support. The first is a therapy programme for those with aphasia and the second a dedicated support network for those affected by rare dementias and their families.

The National Brain Appeal is so fortunate to receive a different kind of support – donations – from patients, their friends and families, and many companies and grant-making trusts. We know you want us to make projects happen that help people now – those with neurological conditions, by providing the best treatments and support; clinicians, by improving training and facilities, and researchers, by funding innovative solution-focused research programmes. Your help has enabled us to achieve the goal we set ourselves – to fund over £2million of projects each year by 2019. We plan to grow even more over the next three years to deliver the exciting projects being formulated today.

Thank you for your support!



*Theresa*  
Theresa Dauncey  
Chief Executive,  
The National  
Brain Appeal

## Neuro Numbers

The latest report from The Neurological Alliance highlighted the growing number of neurological cases in the UK.

**14.7m**  
people in the UK are living with a neurological condition



**1.65m**  
people were admitted with a neurological issue (2016-17)



**12.7m**  
UK hospital bed days were reported for neuro patients



**9.78**  
days is the length of average stay in hospital, compared to 7 for non-neuro patients



## Queen Square statistics

**10,000+**  
patients a year were admitted to The National Hospital (2018-19)



**167,500**  
outpatient appointments were held at The National Hospital (2018-19)



**191**  
people took on challenges for us in 2018-19



**16**  
people became Ambassadors for Innovation in 2018



**15**  
projects were funded through the Small Acorns Fund (2018-19)



Sources: The Neurological Alliance, UCLH NHS Trust

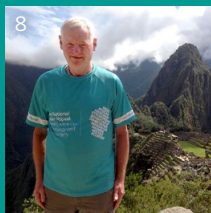
# How we raise our money

We had a bumper year, thanks to all the individual fundraisers, grant-making trusts and legacy gifts we received.

Hundreds of individual supporters also pushed themselves to the limit for Queen Square. These amazing runners, riders, trekkers, swimmers, quizzers and donors raised a magnificent £1.3m over the last year. Thank you one and all.

Here is just a snapshot of the wide range of events and challenges our supporters got involved with in aid of The National Brain Appeal.

- 1 Antony Gormley created a special artwork for our exhibition, A Letter in Mind
- 2 Eddie Redmayne and Richard Arnold attended our gala dinner Mission: Possible which was supported by clinicians and patients from The National Hospital's daycare unit
- 3 James Hambro & Partners threw a NHS Big 7 Tea party, celebrating 70 years of the NHS
- 4 North London Collegiate School held a large fundraising fair
- 5 David Beddoe and Keith Rotchelle pedalled in Prudential RideLondon
- 6 Chris Tuydell, Alex Harris, Roberto and Antonio Tella took part in Tough Mudder
- 7 Elia Benhamou and Maria Tarasewicz held a cello and piano recital
- 8 Graham Punter trekked the Inca Trail to Machu Picchu
- 9 Abbie Lane signed up for a tandem paraglide
- 10 Caroline Church, trustee of The National Brain Appeal, hosted a hugely successful Quiz Night



## Our thanks to all the grant-making trusts and organisations:

Bernard Sunley Foundation, BGC Partners, Bryan Guinness Charitable Trust, Consort Medical Plc, Dentons, Dromintee Trust, Family Rich Charities Trust, Henry Lumley Charitable Trust, HSBC UK,

Joseph Strong Frazer Trust, Selfridges Group Foundation, Sir Samuel Scott of Yewes Trust, Swire Charitable Trust, Talbot Underwriting, TK Maxx and Homesense Foundation, and the Woodroffe Benton Foundation.

# Make a donation

To support the work of The National Hospital for Neurology & Neurosurgery and Queen Square UCL Institute of Neurology, please complete the form below. To make a regular donation by Direct Debit, please go to [nationalbrainappeal.org/donate](http://nationalbrainappeal.org/donate) or call the office on 020 3448 4724.

I enclose a donation of (tick appropriate box)  £20  £30  £50  £100  other £ \_\_\_\_\_

I would like my donation to go towards:

- General Fund  Neurodegeneration  Neurosurgery  Neurology  
 Queen Square  Technology & Innovation  Education & Staff Development

You can make your donations worth 25% more to people with neurological conditions – simply tick, sign and date the declaration. Ticking the Gift Aid box means that we can reclaim an extra 25p in every pound that is donated – that's £5 for every £20 donation!

- Yes, I want to Gift Aid my donation and any donations I make in the future or have made in the past four years to The National Brain Appeal.

Signature \_\_\_\_\_ Date \_\_\_\_\_

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify the charity if you want to cancel this declaration, change your name or home address, no longer pay sufficient tax on your income and/or capital gains. Please note you must fill in the name and address detail below for your Gift Aid declaration to be valid.

## Contact details

Title \_\_\_\_\_ Name \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

- I would like to receive email updates about fundraising activities, events and the latest clinical breakthroughs
- Please send me information on...  
 leaving a gift in my Will  
 making a regular donation by Direct Debit

## Payment by cheque

I enclose a cheque for £ \_\_\_\_\_ (please make cheques payable to The National Brain Appeal)

## Payment by credit or debit card

Name on card \_\_\_\_\_

Card number \_\_\_\_\_ Expiry date \_\_\_\_/\_\_\_\_

Security/CVV code (last 3 digits) \_\_\_\_\_ Total amount £ \_\_\_\_\_

Signature \_\_\_\_\_

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# Our numbers 2018-2019



- Donations (£997k)
- Legacies (£846k)
- Challenges and special events (521k)



- Charitable activities (£2m)
  - Capital projects
  - Research
  - Smaller projects
- Direct fundraising costs (£369k)

Unaudited figures. Audited reports will be available from August 2019. You can view previous reports and accounts on the Charity Commission website.

## Our funding areas



### Queen Square

New facilities and staff-led projects at The National Hospital and the Institute of Neurology



### Neurodegeneration

Supporting projects which help people with conditions where there is progressive degeneration



### Neurosurgery

Providing state-of-the-art equipment and facilities for the UK's largest neurosurgery unit



### Neurology

Funding initiatives to improve diagnosis, treatment and provide facilities for those with ongoing neurological conditions



### Technology & Innovation

Supporting projects which translate ground-breaking ideas into better results for patients



### Education & Staff Development

Investing to provide the best opportunities and attract the best people in the field

For further details on our projects, please visit [our website](#).

The National Brain Appeal, Box 123, Queen Square, London WC1N 3BG  
T 020 3448 4724 [info@nationalbrainappeal.org](mailto:info@nationalbrainappeal.org) [nationalbrainappeal.org](http://nationalbrainappeal.org)

@BrainAppeal TheNationalBrainAppeal brain\_appeal