



SAY IT WITH A SMILE

REGISTERED CHARITY NUMBER: 1203759

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Trustees' Review of the year July 1st 2024 to June 30th 2025

Our activities and range of events have continued to develop as we pursue our vision of supporting ever more people diagnosed with dementia and their loved ones in what has been our second full year as a charity.

We have taken the Smile Social Club to several new venues and we have expanded our range of services to carers through drop-in sessions at our Smile Studio. We have also introduced special events for those diagnosed with Young Onset Dementia which, sadly, is becoming more widespread.

At the same time we have continued with old favourites such as our monthly trips to a local carvery for lunch and, also monthly, our bingo and brunch sessions.

During the course of the year we have held four more of our highly respected Memory Steps Courses. We have established a strong network of referrals from the NHS and local GP practices and we have made attendance at these courses open to staff from local care homes and care agencies. We are very grateful to all the dementia specialists who give their time to present to our audiences of carers and those living with dementia.

Our reputation is spreading and reaching an ever broader audience. Our CEO was invited to host a webinar for BBC staff working on the Scam Interceptors programme to help them understand how those living with dementia are very susceptible to unscrupulous scammers. In June 2025 we were finalists at the Dementia Care Awards in partnership with Hertfordshire Partnership NHS foundation.

We have held over 60 events during the course of the year, plus 16 Memory Steps sessions, and have been supported in our activities by a very willing band of volunteers (currently 18 in number) and by staff from Warner Bros on their Impact Day.

We estimate that the number of people we have helped has risen from 75 last year to 275 in the current year; attendees at our Memory Steps Courses have grown from 10 per course to 35; Social Club numbers have increased from 35 to an average of 55

(100 attended our VE Day party), and our Young Onset group has grown from nil to 20.

We are very grateful to the Lord Lieutenant of Hertfordshire for setting up the Charity Hub and to Warner Bros, who have helped us in so many ways.

And we are truly thankful to our supporters, including Herts County Council, Watford Borough Council, Music for All, Hub Care Support West Hertfordshire, Visiting Angels, our accountants, Prohal Chartered Certified Accountants and to all those who have made individual or group donations to Smile. Thank you all.

Simon Fowle
Trustee