



Football should be unforgettable.

Tottenham Hotspur
FC

Tottenham Hotspur
FC

WILLIAMSON
WILLIAMSON

WILLIAMSON
WILLIAMSON

DAVID WOODS



A large crowd of people, mostly men, are seen from the chest up, holding up numerous white flags with a red cross. The flags are held high, creating a dense field of white and red. The people are looking in various directions, some towards the camera, others away. The background is slightly blurred, emphasizing the flags and the crowd.

**Dementia is the
UK's biggest
killer**

A large crowd of people, mostly men, are seen from the chest up, holding up numerous white flags with a red cross. The flags are held high, creating a dense field of white and red. The people are looking in various directions, some towards the camera, others away. The background is slightly blurred, emphasizing the flags and the crowd.

**1 in 3 people born
today will develop
dementia**





**England football team
experience what it's like
living with dementia**

OBJECTIVES

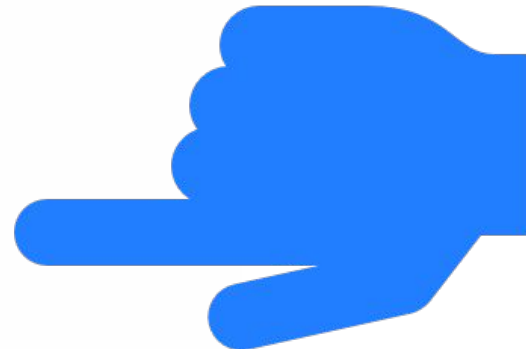
Fundraising

Staff engagement targets

Dementia inclusive football

Drive awareness of support

Educate fans about dementia



Views and downloads of our Symptom Checklist

My checklist for possible dementia symptoms



This checklist will help you have a conversation with a doctor or other health professional. Use it to note any difficulties you've had.

It is not intended to diagnose dementia or any other health condition. Everyone experiences dementia in their own way. This checklist includes common signs of dementia. But there can be other reasons for any changes you've noticed.

Talk to your doctor about any concerns that you've indicated on the checklist.



Memory and mental ability problems

Tick if affected by Tick if impacting daily life How long it's been happening

Memory loss - difficulty learning new information or forgetting recent events or people's names	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Struggling to find the right word	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty judging distances or mistaking reflections or patterns for other objects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Struggling to make decisions, or making careless or risky decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Losing track of time and dates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asking the same question over again, or repeating phrases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Putting objects in unusual places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Problems with daily living activities

Struggling with tasks like paying bills, planning ahead, shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty getting enough sleep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting lost in familiar places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Checklist for dementia symptoms

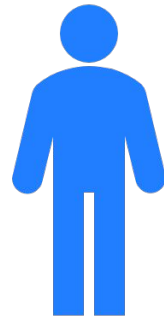
My checklist for possible symptoms of dementia

Our mutual audience



2360 Ticket buyers of Wembley Stadium 2022

31%



73%



A photograph of three England football players in white kits celebrating on a pitch. The player in the center is Harry Kane, wearing the number 9, with his mouth open in a shout. To his left is another player, and to his right is a third player, both also celebrating. The background is a blurred stadium filled with spectators.

This should be unforgettable.

Alzheimer's
Society



For ALL

Alzheimer's Society and The FA.
Supporting fans and players
affected by dementia.

alzheimers.org.uk 0333 150 3456



Football should be unforgettable


Supporting fans and players
affected by dementia





england and alzheimerssoc



england  Football should be unforgettable. Unfortunately, for some, it isn't.

#ThreeLions x @alzheimerssoc

3d



davidbeckham  So proud to part of this amazing and important message @england @alzheimerssoc 



3d 190 likes Reply

— View replies (3)



england  Saturday's #ThreeLions international against Switzerland has been dedicated to The Alzheimer's Society



91,664 views

3 DAYS AGO



Add a comment...

Post



Why don't England players have names on their shirts vs Switzerland? Alzheimer's awareness gesture explained

The Alzheimer's Society hopes collaborating with the FA will raise crucial funds for support services and help tackle stigma around the condition



England players' shirts will look slightly different to usual on Saturday (Photo: Alzheimer's Society)

England Women 'forget' trio to raise awareness of Alzheimer's

Daily Mail

Why England stars Jude Bellingham, Declan Rice, John Stones and Co will be wearing nameless shirts for just the second half of their friendly with Belgium at Wembley



ANONYMOUS On the pitch

England top charity idea

ENGLAND players wore shirts without names in the second half of their friendly against Switzerland to support the Alzheimer's Society.

The gesture aimed to show how dementia affects memory – and you could even forget your favourite football star's name.

Around 900,000 Brits are living with dementia.

The shirts will now be sold at auction with all proceeds going to the Alzheimer's Society.



ENGLAND TO PLAY WITH NAMELESS SHIRTS

#ThisMorning



ITV Football @itvfootball · Apr 11

Three of the @Lionesses players are missing the names on their shirts tonight to raise awareness about the symptoms of dementia.

1 in 3 people born in the UK today will develop dementia.

@alzheimerssoc



59.8K views

0:02 / 0:20

10

67

736

51.3K



JAMES

17

9

WILLIAMSON

5





An Alzheimer's Society International

A faded background image of the England national football team posing on a pitch. The players are arranged in two rows. The front row includes players wearing dark blue training tops and the goalkeeper in a yellow kit. The back row consists of players in dark blue training tops. A central player in the front row is holding a white shield-shaped crest with the Royal Coat of Arms of England.

8662 views & downloads

4 x higher than 1 year prior

851 additional per day V average day

An Alzheimer's Society International



An Alzheimer's Society International





Football should be unforgettable.

Tottenham Hotspur
FC

Tottenham Hotspur
FC

DAVID WOODS





YEAR FIVE

Focus on synergy not size

Understand your audience and speak their language

A golden thread that translates across all of your work

Repeat, repeat, repeat

An Alzheimer's Society International





One day
Football will be
unforgettable for
everyone