

Charity partnership with Alzheimer's Society confirmed

2 years ago



Global real estate advisor [CBRE](#) has announced Alzheimer's Society - UK dementia charity - as its new UK charity partner.

In the UK, roughly 900,000 people live with dementia and this number is expected to rise to 1.6m people by 2040. It is now the leading cause of death in the UK, overtaking heart disease.

Throughout the two-year partnership, the company will aim to raise £600,000 through various fundraising initiatives, including its flagship Great Property Bike Ride event, to provide crucial support for people living with dementia. The funds generated will directly support the charity's pioneering Citizens Advice Benefits Service, its Diversity and Inclusion fund, helping underserved communities access dementia support, increasing financial support, accessible information, and companion calls - all of which are essential tools to reduce the feeling of isolation experienced by those affected by this disease and help them become more resilient to financial hardship.

Divisional president and CEO Ciaran Bird said: "We are thrilled to announce Alzheimer's Society as our chosen charity partner for the next two years, as voted for by our employees.

"Building on our history of successful charity partnerships, we're committed to making a lasting impact on the lives of individuals affected by dementia and we hope to make a real difference through a whole host of fundraising initiatives to support such a deserving charity. We are looking forward to getting started!"

Alzheimer's Society CEO Kate Lee said: "One in three people born in the UK today will develop dementia and it's currently the UK's biggest killer. Alzheimer's Society is committed to ending the devastation caused by dementia, providing help and hope for everyone affected.

“The urgency to meet the challenge posed by dementia is greater than ever and we are absolutely delighted to partner with CBRE who have committed to supporting our vital services to help people affected by dementia, and their families, navigate the overwhelming impact of a dementia diagnosis. Through CBRE’s generous support, we can continue to provide life changing dementia services for people affected by dementia today, while delivering hope for the future.”

Global chief operating officer for Data Centre Solutions Matthew Farrant said: “Dementia has a devastating impact that extends to families, friends and communities. We know that this cause is important to lots of our colleagues and many already fundraise and dedicate their personal time. I am confident in our organisation’s ability to deliver a meaningful partnership with the passion of our people as its driving force.”