



CHARITY YOUNGER PEOPLE WITH DEMENTIA CIO RECEIVES £65,000 FROM GLOBAL'S MAKE SOME NOISE TO FUND LIFE CHANGING SERVICES

Global's Make Some Noise, the official charity of the Media & Entertainment group [Global](#), has distributed grants totalling £2.5 million to small charities and projects across the UK following its determined fundraising efforts in 2022.

Thanks to the incredible generosity of listeners across Global's radio brands - Capital, Heart, LBC, Classic FM, Smooth, Radio X, Capital XTRA and Gold, Younger People With Dementia CIO (YPWD), located in Berkshire and Surrey Borders, has received £65,000 from *Global's Make Some Noise* to support its vital work to help people to live better with a diagnosis of young onset dementia.

The money granted to YPWD will fund the salary of a full-time Young Demetia Project Worker. This role will assist in the delivery of workshops and activities for people diagnosed with young onset dementia (YOD), enabling life-changing benefits to families and individuals in the local community.

Caroline Blanchette, Interim Director of Clinical & Operational Services, from YPWD said: "With the current financial challenges facing us all, we were absolutely delighted to receive such generous support from Global's listeners. We were quite frankly overwhelmed. This will make such a difference to the lives of those we support, people in their 40s, 50s and 60s, living with a diagnosis of YOD. Our heartfelt thanks goes out to everyone who has made this possible, you have truly made a difference to the lives of those we support."

The funding from Global's Make Some Noise provides a vital lifeline in communities - from food banks to befriending projects for the elderly and isolated, cancer wellbeing programmes to domestic abuse refuges, from employment opportunities to physical therapy for people with disabilities.

This year, the charities that Global's Make Some Noise supports will receive £5,000 in unrestricted funds to support with the growing impact of the cost-of-living crisis and to help keep their doors open. Many charities are facing growing waiting lists and unprecedented demand for their services, whilst facing increased energy bills and costs for frontline staff.

Suzanne Ryder Richardson, Director of Global Goodness at Global, said: "It's been an incredibly tough couple of years for everyone and as the cost of living continues to increase, more people are turning to local groups for help, putting extra strain on their resources. With that in mind, I'm so pleased that Global's Make Some Noise is able to help charities at the centre of the communities they serve and we will continue to raise money and awareness for their vital work."

Over the next year, the funds raised through Make Some Noise's 2022 appeal will provide support to over **24,000 people** through essential services including:

- Almost 9000 hours of dedicated support, advice and signposting for those facing financial difficulty, plus access to food support and essential items
- Almost 3500 hours of intensive and therapeutic support to people affected by domestic abuse and trauma, including children and young people
- Over 2000 hours of mental health support, through 1:1 counselling sessions and therapeutic group work

- Over 2500 hours of life skills support and leisure opportunities for people living with a disability
- 200 brand new beds for vulnerable children living in poverty who either previously had no bed of their own, or are sleeping in a broken, unsafe or unhygienic bed
- 34 specialist roles, including 2 Bereavement Support Managers, a Family Support Worker for families living through childhood cancer, a Debt & Money Advisor, 2 Dementia Key Workers, a Mental Health Practitioner for women and children affected by domestic abuse and a scent trainer to train specialist assistance dogs to save the lives of children with Brittle Type 1 Diabetes
- A new electric vehicle to patrol and attend mental health crises, saving 800 lives each year through suicide prevention
- £200,000 in unrestricted grants, for charities to use to meet increasing prices caused by the cost of living crisis

Every year, Global's Make Some Noise grants are awarded to small charities across the country to help fund vital services.

Since its launch in 2014, Global's Make Some Noise has supported **over 440** incredible local projects, helping **175,000** vulnerable people across the UK.

Global's Make Some Noise is changing lives across the UK through small charities. Its annual appeal raises awareness for some of the biggest issues affecting society and gives charities a platform to reach an audience of more than 26 million weekly listeners with on-air promotion on Global's radio brands: Capital, Heart, Classic FM, Smooth, LBC, Radio X, Capital XTRA and Gold.

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Notes to editors:

Projects supported by Global's Make Some Noise 2022 appeal and benefitting from the £2.5m fund are:

Aching Arms	Nottingham Independent Domestic Abuse Services
Allsorts Gloucestershire	One Can Trust
ANDYSMANCLUB	Paragon
Bromley Brighter Beginnings	Parenting Mental Health
Carer Support South Lakes	People and Work
CHAT - Churches Housing Action Team (Mid Devon)	St David's Diocesan Council for Social Responsibility: Plant Dewi
Deafness Resource Centre	Red Hen Project
Essex Dementia Care	Rural Health Partnership
Facial Palsy UK	Sheffield Women's Aid
First Days Children's Charity	SocietyLinks
Govan Home and Education Link Project (Govan HELP)	Soundwell Music Therapy Trust
Grace Kelly Childhood Cancer Trust	Stand-by-me Bereavement Support Service for Children
Hypo Hounds	Stonebridge City Farm
Katherine Low Settlement	Suicide Prevention UK
Kool Carers South East Ltd	Support U
North Tyneside Disability Forum Ltd	

Tang Hall Community Centre
The Empowerment Group
The Estuary League of Friends
The Pepper Pot Centre

The Proud Trust
The Wellspring
Younger People with Dementia CIO
Youth Leads UK.

About Global's Make Some Noise:

Global's Make Some Noise is a national charity, established in 2014. It aims to improve lives by working with small and local charities across the UK. The charity believes everyone deserves to feel safe, feel well, feel included and feel prepared.

Global's Make Some Noise provides support in the following areas: providing shelter and safety, supporting physical and mental health, preventing isolation and improving life skills.

The charity is keeping crucial services going, such as food banks, domestic abuse and mental health helplines, carer support, community projects and employment programmes.

Global's Make Some Noise is proud to be a voice for small charities. It raises awareness of some of the biggest issues affecting society with support from Global, the Media & Entertainment group.

Global regularly brings together its radio brands Capital, Heart, LBC, Classic FM, Smooth, Radio X, Capital XTRA and Gold, which reach 26.3 million listeners every week, with the aim of helping to change the lives of vulnerable people across the UK.

Global's Make Some Noise is an appeal operated by Global Charities, a registered charity in England and Wales (1091657) and Scotland (SC041475). More information is available at makesomenoise.com.

About Global

Global is one of the world's leading Media & Entertainment groups.

Europe's largest radio company, Global is home to respected, national market leading media brands broadcasting across the UK on DAB & FM and around the world on Global Player, including Capital, Heart, Classic FM, LBC, LBC News, Global's Newsroom, Smooth, Radio X, Capital XTRA and Gold. Global Player allows listeners to enjoy all of Global's radio brands, award-winning podcasts, and expertly curated playlists, in one place in app, on web and on smart speakers.

Global is also one of the leading Outdoor companies in both the UK & Europe, with over 253,000 sites reaching 95% of the UK population. Global's extensive and diverse outdoor portfolio encompasses Transport for London's Underground network, almost all major UK airports including Gatwick, the UK's largest portfolio of roadside posters and premium digital screens in prime locations, as well as the UK's largest network of buses including all major cities.

On-air, on Global Player and with our outdoor platforms combined, Global reaches 51 million individuals across the UK every week, including 26.3 million on the radio alone.

Global created and operates DAX (Digital Ad Exchange), the market leader in digital audio advertising and a pioneering platform in programmatic outdoor advertising.

The company headquarters is in London's iconic Leicester Square. Ashley Tabor-King OBE is Founder & Executive President, Stephen Miron is Group CEO, Lord Allen is Chairman and James Rea is Director of Broadcasting. Ashley Tabor-King created Global in 2007.

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About Younger People With Dementia CIO

Younger People With Dementia CIO, also known as YPWD, is a registered charity operating within Berkshire, Surrey Heath, NE Hants and Farnham. Established in 2012, we have been providing unique, age-appropriate care, respite, health, and wellbeing support for those diagnosed with Young Onset Dementia (YOD) and their carers, most of whom are their spouses and family members.

Traditional dementia services are designed to meet the needs of older adults and are not always appropriate to younger people who are typically more active, have significant financial commitments like mortgages and may be supporting children at university.

YOD is typically diagnosed in those of 65 years and younger. In fact, we are currently supporting one gentleman in his mid-thirties, as well as several in their forties and fifties. People with YOD often experience a more rapid decline in cognition and quality of life and diagnosis can be a long and difficult process.

Dementia and Alzheimer's has become the leading cause of death in the UK and the numbers are growing. 70,800 of the estimated 944,000 people with dementia in the UK have YOD, and over 1,500 are living in the areas that YPWD serves.

But dementia doesn't only affect the person with the diagnosis. 50% of those caring for a loved one with YOD experience social isolation and develop mental health problems themselves. In many cases, carers have to give up work to support their partner. Children struggle too – they experience grief as the parent they once knew starts to change as the condition progresses. For the person with dementia, lack of appropriate activities can result in an increase in social isolation, apathy, a decline in health and increased risk of behavioural and psychological symptoms of dementia.

This is where YPWD steps in with age-appropriate activities, education courses, support groups and social events for people with YOD and their families.

www.ypwd.info