



Strategic Vision

2026 - 2031

**Everyone
living
well with
dementia.**

People with dementia driving positive change.

In 2015, a group of five people, diagnosed with dementia, felt that their voice was not being listened to.

They felt they had lost their place in the world following their diagnosis.

Their experience was that for those diagnosed with dementia, there was a widespread misconception that the dementia journey went immediately from diagnosis to the end stages. They also felt the focus was on the carer's experience of dementia rather than on the person as an individual.

From that very difficult experience of not feeling heard and not having space to live well with their dementia diagnosis, the idea of Dementia NI was formed.

Those five individuals felt they still had much to give and to contribute following their diagnosis. They wanted to change things, not just for themselves, but for all the others they knew would come after them.

They set up Dementia NI, a membership organisation, created by, and for, people with dementia. What they achieved is incredible, and the legacy of their determination and drive lives on today.

Dementia NI now works across Northern Ireland, with over **120 members, all living with a diagnosis of dementia.** We work alongside people in the early to mid-stages of dementia, providing vital peer support following a diagnosis.

We work to **challenge misconceptions** and **break down the stigma** that still exists around dementia. We share the message of **hope that it is possible to live well with dementia.**

We campaign to **bring about change** and **make things better** for those living with dementia now and those who will live with the condition in the future.

The story
of how we
were created
inspires us to
strive for better
every day.

**Our members
are at the heart
of everything
we do.**



**They are involved in all
aspects of Dementia NI
and direct our strategy.**

"I felt my life was over after getting my diagnosis, I kept asking myself 'What is left for me to do, what more can I achieve now, is this it?' However, Dementia NI has given me hope, I can talk openly in my Empowerment group, I feel understood, and I have been given my voice back! It really gives me a sense of purpose."

Dementia NI member

Development of the Strategic Plan for 2026 - 2031

Dementia NI worked with two independent consultants to facilitate a robust engagement process to develop the new strategic plan.

The Board agreed that the new strategy would cover a five-year period.

PROCESS

The development of the strategy involved a range of stakeholders including:

- Board
- Member Forum
- Staff
- Member Empowerment Groups
- Volunteers
- External stakeholders
e.g. funders and partners

Sessions were held in person with the Board, the Member Forum and Staff. These sessions reviewed progress against the previous plan and discussed the Vision, Mission, Values, Aims and Objectives in detail, as well as exploring priorities for the future for Dementia NI.

In addition, an online session was held with Volunteers and interviews were conducted with two key funders and two key partners.

As a truly member led organisation it was crucial that all members across Northern Ireland were provided with an opportunity to share their thoughts on key questions through in person sessions.

Strategy sessions took place with all empowerment groups throughout Northern Ireland and members were also able to provide feedback in a range of other ways, beyond their empowerment group session.

The 2026 - 2031 strategy reflects the engagement which has taken place with members, staff, Board and other stakeholders.

This new strategy will support Dementia NI to continue to grow and develop and respond to the needs of our members now and into the future.

VISION

Everyone
living well
with dementia

MISSION

People with
dementia **driving**
positive change

Values

- Member led
- True to our purpose
- Being heard, understood and respected
- Inclusive and accessible

Aims



Challenge the stigma of having a diagnosis of dementia



Empower members to campaign for the rights of people living with dementia



Support members to lead in awareness-raising and changing perceptions of dementia

Strategic Priorities and Commitments

STRATEGIC
PRIORITY

1

Campaigning for Change

Member led campaigning for the implementation of the rights of people with dementia in law, policy and practice

STRATEGIC
PRIORITY

2

Changing Perceptions

Members challenging stigma by raising awareness about living with dementia

Strategic Commitments

1. The resourcing and implementation of a rights-based approach to campaigning in Dementia NI
2. Members bringing their experience and expertise to identify tangible, impactful changes that would improve the lives of people living with dementia
3. Members designing and leading campaigns for those changes, compelling decision makers at every level to respect and respond to the voices of people with dementia

Strategic Commitments

1. Members leading powerful, experience driven awareness-raising initiatives that challenge stigma and transform public understanding of dementia
2. Members sharing their experiences to shift negative perceptions of dementia
3. Members engaging directly across generations, increasing understanding of dementia and empowering all ages to engage positively and confidently with people living with dementia

STRATEGIC PRIORITY 3

Strengthening Membership

Strengthening the membership of Dementia NI and prioritising meaningful member experience across the organisation

Strategic Commitments

1. Developing and strengthening the Empowerment Group network, ensuring growth is guided by evolving best practice and creative approaches
2. Members accessing an extended range of personal development opportunities
3. Membership supported and resourced to participate across all areas of the organisation

STRATEGIC PRIORITY 4

Organisational Strength

Ongoing focus on organisational resilience and adaptability

Strategic Commitments

1. Staff are valued, their wellbeing is supported and there is investment in their development
2. Build on the diversified income streams and develop opportunities for growth
3. Review, strengthen and align operational systems and governance to meet the needs of the organisation as we continue to evolve



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