

Dobbies' Alzheimer's Research UK partnership raises £235,000 in first year

Dobbies Garden Centres today announces the outstanding success of the first year of its national charity partnership with Alzheimer's Research UK, having raised £235,000 – more than triple the original fundraising target.

Launched in March 2025, the charity was chosen for its strong resonance with Dobbies' communities, customers and colleagues. The partnership also supports Alzheimer's Research UK's *Think Brain Health* campaign, highlighting the benefits of gardening and garden living for brain health.

Alzheimer's Research UK is the UK's leading dementia research charity, dedicated to ending the heartbreak of dementia by speeding up progress towards a cure.

David Robinson, Chief Executive Officer of Dobbies, said: "I'm incredibly proud of what our colleagues and customers have achieved in our first year partnering with Alzheimer's Research UK. Surpassing our original fundraising target shows just how strongly this cause resonates with our communities.

"Together, that support could fund over 5,500 hours of vital dementia research, and we're looking forward to building on this even further in our second year of partnership."

Dr Sheona Scales, Director of Research at Alzheimer's Research UK, added: "Almost one million people are living with dementia in the UK, and this number is predicted to reach 1.4 million by 2040. Alzheimer's Research UK exists to change that. It is more urgent than ever that we revolutionise the way dementia is treated, diagnosed and prevented.

"We are incredibly proud to work with Dobbies. This partnership is helping us share the message of brain health while raising vital funds to help end the heartbreak of dementia."

Dobbies customers and colleagues raised the £235,000 through a range of initiatives, including an exclusive bulb pack developed in partnership with Taylors Bulbs, a dedicated Christmas Shopping Night, online event donations, and colleague fundraising challenges including marathons.

During World Alzheimer's Month in September, Dobbies also launched a nationwide programme in partnership with micro-donation charity, Pennies. This enables customers to choose to give a 25p donation when paying by card at the garden centre tills – which has so far raised over £69,000 in donations.

2026 will see a series of new fundraising initiatives including sponsorship of Edinburgh's Walk for a Cure, donations from special plant purchases, as well as in-store events and colleague challenges.

ENDS

Notes to Editors

About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Fifty-two of 53 stores feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.

About ARUK

Alzheimer's Research UK (ARUK) is the UK's leading dementia research charity, progressing life-changing treatments through pioneering science, public awareness, and advocacy. Dobbies is working together with ARUK to highlight the benefits of garden living for brain health and to raise vital funds to help find a cure for dementia.

About Pennies

Pennies is a charity, and the trusted leader in micro-donations. Since 2010, Pennies has worked with more than 200 brands to enable more than 300 million donations, raising £75 million for 1,110+ charities.

In an increasingly cashless society, where people still prefer to give little and often, Pennies is ensuring the public still has ways to donate the small amounts that are so vital for charities.

Pennies partners with merchants and payments providers to enable micro-donation opportunities at checkout, helping create huge impact for charities in need. Micro-donations give customers paying by card or digitally a quick, affordable and data-free way to add a small donation to their purchase – in-store, online and in-app.

Pennies' vision is one day, wherever and whenever people pay by card or digitally, they'll be given the opportunity to donate a few pence to charity. Making giving simple, every day. Because micro-donations matter.

For more information about Pennies please visit: pennies.org.uk