



A Picture Of Inclusivity

Annual Report 2018/2019

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President's Message

A year into our 3-year strategic plan, I am glad to report that we have made significant progress in achieving our goals to become the leading organisation in dementia care in Singapore. Over 90 percent of our Key Strategic Objectives are completed or on track, with the remaining 10 percent currently a work in progress. We have also launched some key initiatives and achieved a few significant milestones. Some of these include:

- Piloted Voices for Hope – World's first empowerment programme for persons with dementia and their caregivers
- Launched Enabling EDIE™ – Asia's first virtual reality training workshop that enables participants to see the world through the eyes of a person living with dementia
- Renovated New Horizon Centre (Bukit Batok) – New community friendly design that encourages a dementia inclusive neighbourhood
- Surpassed over 1,000 caregivers attending Caregiver Support Group sessions

In addition, as part of ADA's Board development strategy, the Management Committee (MC) conducted a self-assessment exercise in August 2018. This was followed by an action planning workshop in January 2019 where two priorities were identified:

- Strengthening the financial health and reporting for better decision making
- Succession planning to ensure continued robust leadership for the Association

As we dive into our second lap of our 3-year strategic plan I look forward to seeing many more programmes and initiatives that are scheduled to launch in FY2019/20 as well as the ADI International Conference in March 2020. I strongly believe that we have the best team in place to be able to achieve all we have set out to do.



I would like to thank the hard work of our dedicated staff, volunteers, donors, and supporters in the past year without which none of this would be possible. My sincere thanks to all our stakeholders for their continued support and encouragement to build a dementia inclusive society for persons with dementia and their caregivers.

A handwritten signature in dark ink, appearing to read 'Ang Peng Chye', written in a cursive style.

Dr Ang Peng Chye
President

About Alzheimer's Disease Association (ADA)



Our Origins

Twenty-nine years ago, Dr Ang Peng Chye, BBM, Founding President of ADA, was struck by news reports of seniors with dementia being abandoned by their families due to the immense challenges caring for them. This impressed on him the need for a social service agency that could effectively reach out to families coping with dementia and provide immediate day care and community outreach services to reduce the caregiver burden, and help overcome the societal stigma about Alzheimer's disease and dementia. In 1990, ADA was formed and the first dementia day care centre was piloted in Toa Payoh by the then Singapore Council of Social Service.

Who We Are and What We Do

ADA is a social service agency that serves the needs of persons with dementia and their caregivers.

Through the services we provide, we hope to strive towards a dementia inclusive society. Our programmes reduce stigma by increasing awareness and understanding of dementia; enable and involve persons living with dementia to be integrated and accepted in the community; and lead in providing quality dementia care services for persons with dementia and their families.

We believe that everyone has the right to live with dignity, and no one should be left behind. Persons with dementia can and should lead meaningful purposeful lives, and we strive to help members of the public, community partners, and stakeholders to share the same understanding.

ADA is also a member of the National Council of Social Service (NCSS) and Alzheimer's Disease International. We have been appointed by NCSS as a "Centre of Specialisation" since 2007.

Vision

Towards a Dementia Inclusive Society

Mission

To be recognised as Singapore's leading organisation in dementia care – a catalyst, enabler, educator and advocate – that inspires society to regard and respect persons living with dementia as individuals to lead purposeful and meaningful lives.

Core Values

**Compassion
Commitment
Innovation
Professionalism
Integrity**

Presence in Singapore

1. Family of Wisdom (Bendemeer)*

72 Bendemeer Road,
#05-29 Luzerne Building,
Singapore 339941
Mon – Fri: 9.00am – 6.00pm

2. Family of Wisdom (Tiong Bahru)

298 Tiong Bahru Road,
#10-05 Central Plaza,
Singapore 168730
Mon – Fri: 8.30am – 5.30pm

3. Family of Wisdom (Toa Payoh)

7A Lorong 8 Toa Payoh,
#01-01, Singapore 319264
Mon – Fri: 8.30am – 5.30pm

4. ADA Café

7A Lorong 8 Toa Payoh,
#01-01, Singapore 319264
Mon – Fri: 8.30am – 5.30pm

5. Caregiver Support Centre*

70 Bendemeer Road,
#03-02A Luzerne Building,
Singapore 339940
Mon – Fri: 9.00am – 6.00pm

6. Resource & Training Centre*

70 Bendemeer Road,
#06-02 Luzerne Building,
Singapore 339940
Mon – Fri: 9.00am – 6.00pm

7. New Horizon Centre (Bukit Batok)

Blk 511 Bukit Batok Street 52, #01-211
Singapore 650511
Mon – Fri: 7.30am – 6.30pm

8. New Horizon Centre (Jurong Point)

1 Jurong West Central 2,
#04-04 Jurong Point Shopping Centre,
Singapore 648886
Mon – Fri: 7.30am – 6.30pm

9. New Horizon Centre (Tampines)

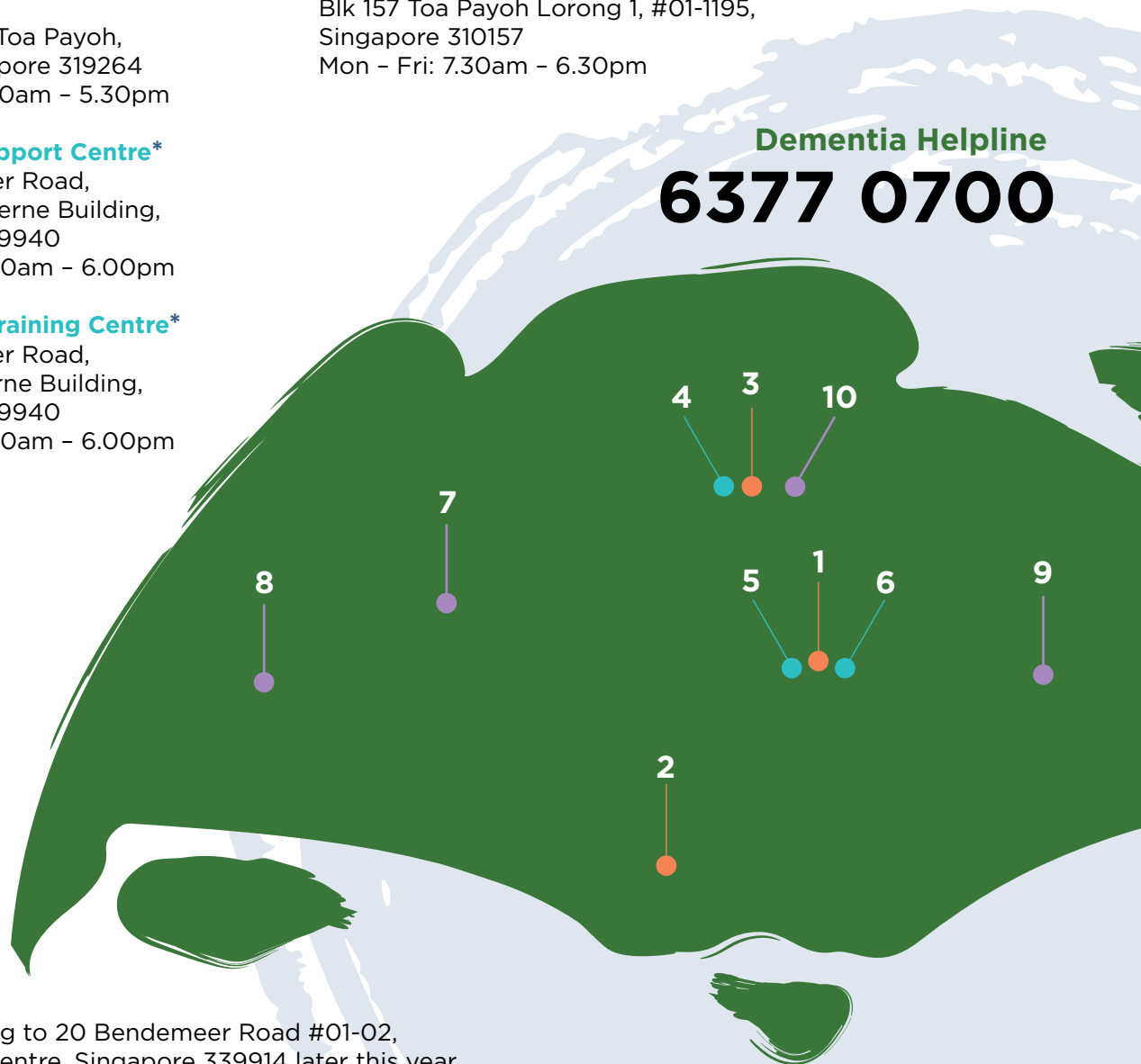
Blk 362 Tampines Street 34, #01-377,
Singapore 520362
Mon – Fri: 7.30am – 6.30pm

10. New Horizon Centre (Toa Payoh)

Blk 157 Toa Payoh Lorong 1, #01-1195,
Singapore 310157
Mon – Fri: 7.30am – 6.30pm

Dementia Helpline

6377 0700



***Relocation**

We will be moving to 20 Bendemeer Road #01-02, BS Bendemeer Centre, Singapore 339914 later this year. For updates, visit our website www.alz.org.sg.

Management Committee and Management Team

The Management Committee (MC), also known as the Board, provides direction, oversight, and ensures the implementation of good governance practices for the effective performance and operation of ADA. No governing MC member is remunerated.

The ADA Constitution has been updated in accordance with the Charity Code of Governance and with a two-year term in place going forward, the Board Renewal Guide supports a robust succession planning for outgoing Management Committee members. Those members currently serving more than 10 years, including clinical professionals and caregivers, are providing stability, experience and insights in the growth of ADA. To ensure seamless leadership transition, these members will be stepping down from the Management Committee over the next two election cycles.

**Attendance is indicated as the number of meetings attended over the number of scheduled meetings. As the MC members were appointed at different times during the financial year, the number of meetings scheduled may vary.*



From left to right:

PRESIDENT | FIRST ELECTED IN 1990

Dr Ang Peng Chye, BBM (Psychiatrist)

MC Meeting Attendance*: 4/4

VICE-PRESIDENT | FIRST ELECTED IN 1992

Dr Ng Li-Ling, PBM (Psycho-Geriatrician)

MC Meeting Attendance*: 3/4

HONORARY SECRETARY | FIRST ELECTED IN 2003

Mr Chua Eng Chiang (Private Investor & qualified Lawyer)

MC Meeting Attendance*: 4/4

HONORARY TREASURER | FIRST ELECTED IN 2012

Ms Yeo Su-Lynn (Private Investor & qualified Accountant)

MC Meeting Attendance*: 4/4



From left to right:

OFFICER I/C OF PROFESSIONAL PRACTICE | FIRST ELECTED IN 1996

Dr Ong Pui Sim (Psycho-Geriatrician)

MC Meeting Attendance*: 2/4

OFFICER I/C OF PERSONNEL | FIRST ELECTED IN 2018

Mr Paul Heng (Managing Director & Executive Coach)

MC Meeting Attendance*: 2/2

COMMITTEE MEMBER | FIRST ELECTED IN 2007

Ms Philomena Anthony (Nurse Clinician, Dementia Care)

MC Meeting Attendance*: 2/4

COMMITTEE MEMBER | FIRST ELECTED IN 2004

Ms Linda Chua (Hypnotherapist & Property Agent)

MC Meeting Attendance*: 2/4



From left to right:

COMMITTEE MEMBER | FIRST ELECTED IN 2016
Dr Noorhazlina Bte Ali (Geriatrician)
MC Meeting Attendance*: 3/4

COMMITTEE MEMBER | FIRST ELECTED IN 2018
Dr Chen Shiling (Resident Physician)
MC Meeting Attendance*: 2/2

COMMITTEE MEMBER | FIRST ELECTED IN 2018
Ms Sasha Foo (Managing Director)
MC Meeting Attendance*: 2/2

Management Committee members elected from September 2018 to March 2019

Disclosure of interest: If a member of the Committee is directly or indirectly interested in any contract, proposed contract, or other matter and is present at a meeting of the Association or of the Committee, at which the contract or other matter is the subject of consideration, the member shall at the meeting and as soon as practicable after it commences, disclose the fact, and shall not thereafter be present during the consideration or discussion of, and shall not vote on, any question with respect to that contract or other matter.

Sub-Committees

NOMINATION

Dr Ng Li-Ling (Chair)
Dr Ang Peng Chye
Dr Noorhazlina Binte Ali
Mr Paul Heng

FUND DEVELOPMENT

Dr Ang Peng Chye (Chair)
Ms Sasha Foo
Ms Ang Siok Pin
Mr Hardy Saat
Mr Colin D'Silva

PROGRAMMES & SERVICES

Dr Ong Pui Sim (Chair)
Dr Noorhazlina Binte Ali
Ms Philomena Anthony
Dr Chen Shiling
Ms P M Kumari

HUMAN RESOURCES

Mr Paul Heng (Chair)
Ms Kok Ee Lan
Ms Wong Chee Huey

FINANCE

Ms Yeo Su-Lynn (Chair)
Ms Sia Hwee Lay
Ms Tan Pei Szu

Working Groups

RESIDENTIAL CARE

Mr Chua Eng Chiang (Chair)
Dr Ang Peng Chye

ACADEMY

Dr Ng Li-Ling (Chair)
Ms Chang Sook Mei
Ms Adeline Sng
Dr May Lim
Dr Tan Lay Ling

Advisory Panels

ETHICS REVIEW PANEL

Dr Noorhazlina Binte Ali (Chair)
Dr Seng Boon Kheng
Mr Chua Eng Chiang
Ms P M Kumari

LEGAL ADVISORY PANEL

Mr Alvin Cheng
Mr Allister Tan
Mr Koh Tien Gui

Adhoc Committees

STRATEGY STEERING COMMITTEE

Dr Ang Peng Chye (Chair)
Dr Ng Li-Ling

ADI INTERNATIONAL CONFERENCE 2020: LOCAL ORGANISING COMMITTEE

Ms Yeo Su-Lynn (Co-Chair)
Dr Ang Peng Chye (Co-Chair)
Ms Sasha Foo

ADI INTERNATIONAL CONFERENCE 2020: SCIENTIFIC PROGRAMME COMMITTEE

Dr Lim Wee Shiong (Chair)
Dr Ng Li-Ling (Co-Chair)
Dr Chong Mei Sian
Dr Nagaendran Kandiah
Dr Yao Fengyuan
Ms Philomena Anthony

Management Team

CHIEF EXECUTIVE OFFICER | DATE OF APPOINTMENT: 1 AUG 2012
Jason Foo

DEPUTY CHIEF EXECUTIVE OFFICER

Theresa Lee

COMMUNITY ENABLING, AND STRATEGY & GOVERNANCE

Francis Wong

HUMAN RESOURCE

Lim Khia Tat

FINANCE & ADMINISTRATION

Yow Lin Chan

ACADEMY

Koh Hwan Jing

CAREGIVER SUPPORT SERVICES

Stephen Chan

PUBLIC RELATIONS, COMMUNICATIONS AND VOLUNTEER MANAGEMENT

Jeremy Khoo

FUNDRAISING

Alice Wong

SERVICE DEVELOPMENT

Jocelyn Neo

INFORMATION TECHNOLOGY

Christopher Chia

FAMILY OF WISDOM (BENDEMEER)

Eunice Tan

FAMILY OF WISDOM (TIONG BAHRU / TOA PAYOH)

Chong Ying Ying

NEW HORIZON CENTRE (BUKIT BATOK)

Mary Lim

NEW HORIZON CENTRE (JURONG POINT)

Julaiha binte Mohd Rashid

NEW HORIZON CENTRE (TAMPINES)

R. S. Chandraajothi

NEW HORIZON CENTRE (TOA PAYOH)

Maria Kung

3-Year Strategy

Three Long Term Goals

1

TO REDUCE STIGMA

through the increase of awareness and understanding of dementia

2

TO ENABLE AND INVOLVE

persons with dementia to be integrated and accepted in the community

3

TO LEAD IN QUALITY OF DEMENTIA CARE SERVICES

which support persons with dementia and their families

Four Service Pillars

1

CENTRE BASED CARE

2

CAREGIVER SUPPORT

3

ACADEMY

4

COMMUNITY ENABLING

Five Strategic Priorities

1

SERVICE MODELS

Our Centres become best practice examples for others

2

ENABLING

We build capacity and capability in the sector

3

ALLIANCES

Collaborate with and unite stakeholders for the common mission

4

RESEARCH

Provide easy access to relevant and reliable information

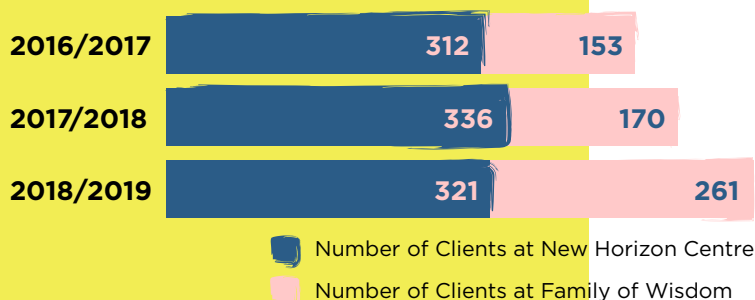
5

COMMUNITY

Mobilise communities and advocate for policy improvements

Touching Hearts

Three-Year Review of Clients Served at our Centres



There is a steady increase of clients attending FOW.

Clients from New Horizon Centre (Toa Payoh) having fun at The River Safari



New Horizon Centres

Our four New Horizon Centres (NHCs) are dementia daycare centres that provide services, support, and respite to persons with dementia and their caregivers. They emphasise the person-centred care (PCC) approach in dementia care, where each client is valued as a unique individual with varied interests and talents.

At the Centres, our clients are engaged with cognitively stimulating activities and games including sudoku, puzzles, iPad games, and even PARO—the therapeutic robot seal. ADA collaborates with various partners to organise group outings, exercises, and festive celebrations for clients, with our clients' psycho-social and mental wellbeing as our foremost priority.

For example, the “Sing Out Loud!” programme has been held in partnership with Esplanade – Theatres on the Bay since 2017. Clients at NHC (Toa Payoh) exercised their visual, auditory, and tactile senses while they were coached to sing and enjoy



“My husband, James, was diagnosed with dementia five years ago. Two of us were avid dancers and it was difficult to see how he deteriorated over time. After the diagnosis, the doctor advised me to enrol James to NHC (Toa Payoh), where he feels at ease with all the people there and he is often occupied with something that makes him happy. The care staff recommended us to join the Sing Out Loud! programme. During the sessions, James enjoys dancing on stage – his condition may have deteriorated, but at least he's emotionally and physically happy.”

– Caregiver Betty Wong. James has been a client at NHC (Toa Payoh) since 2018.



Mr and Mrs Fang at NHC (Jurong Point) posing after a successful cup stacking activity!

“My parents attend your centre and they are truly cared for by your team of committed and caring care staff. I appreciate the good mix of activities ranging from physical exercises to social activities such as mahjong, group jigsaw, card and board games and art & craft. I am also assured by how much time and effort is invested to attend to the different needs from clients. Over the years, my parents have been involved in interesting projects such as photography sessions at Chinatown, art therapy sessions, pottery work and excursions. I would like to thank you for providing an avenue for caregivers like myself to have some respite and a peace of mind while at work.”

- Caregiver Fang Swee Im whose parents attend NHC (Jurong Point) since 2015



At the Sing Out Loud! showcase by clients and their caregivers

dance performances. The finale showcase was held in December 2018, and the family of our clients were heartened to witness how their loved ones with dementia had grown in confidence.

NEW LOOK FOR NHC (BUKIT BATOK)

Facilities were revamped and added to help clients in day-to-day activities. Facilities included a brand new exercise-cum-walking-path, plus the addition of more brightly-coloured safety handrails. Other key features of the renovated space include larger coloured glass-panelled windows to brighten up the common living areas, and a contemporary origami wall that fosters client and community engagement through the display of art pieces.



Partition doors allow care staff to run concurrent programmes for clients thus increasing the number of choices of activities and the efficiency of running the programmes within semi-open yet uninterrupted spaces.

ART THERAPY PROGRAMME AT NHC

Recognising the benefits of art therapy, ADA has incorporated the programme into our services since 2012. All sessions are conducted by art therapists based on a PCC approach, and the programme saw improvements in the overall wellbeing of participating clients. One client who benefitted is Mr Koh Swee Huat from NHC (Tampines). The sessions provided him with a safe and contained environment to create art and interact with other seniors, a medium through which he can make independent decisions. As a result, he has gained more confidence in expressing himself through art, and is now more focused and attentive.



Art Therapist Moni listening to Mr Koh Swee Huat reminisce about the art he has done in his younger days

Family of Wisdom



Family of Wisdom (FOW) is a weekly 3-hour enrichment programme where persons with dementia and their caregivers participate in meaningful activities such as group exercises, painting, cookery, and sensory and memory games. Designed with a social element, FOW aims to foster greater interaction whilst helping to maintain or improve the cognitive function of persons with dementia. The programme also serves as a platform where caregivers and persons with dementia can find respite and emotional support.



Above: Clients and caregivers having a go at making Ngoh Hiang, a five-spiced meat roll wrapped in beancurd skin for themselves at FOW (Toa Payoh)

Clients at FOW (Tiong Bahru) interacting with PARO seal, a pet-assisted therapy.

“In FOW, people with dementia are neither judged nor reminded that they are diagnosed with dementia. I am also thankful for ADA for its many enrichment and training programmes, where I acquired essential knowledge, motivation, and skills to enhance the well-being of both my mothers. It opened my mind to the possibilities of quality dementia care which can alleviate the symptoms of dementia and maintain their quality of life.”

– Caregiver Jenny Tan whose mother and mother-in-law attend FOW (Bendemeer)



Ms Jenny Tan and her mother proudly presenting their stir-fried ginger chicken at a reminiscence therapy session

TAKE OFF YOUR CAP!

In collaboration with Reminisce Connect, 12-sessions of this 2-hour reminiscence programme was conducted at FOW (Bendemeer) outside its usual programme. Known as “Take off your Cap!”, clients and caregivers are engaged in a group setting using role play and artifacts such as photographs, oral history interviews, audio visual materials, music, and art. The programme uses the Curated Archives of the Person’s belongings (CAP) brought by clients and caregivers as a resource tool to trigger clients’ senses, stimulate memories of the past and encourage clients to tell their stories, voice their opinions and feelings.



Clients and caregivers with their CAP!

REMEMBER ME THROUGH MY ARTS - A BREAKTHROUGH!

With support from Tan Tock Seng Hospital Institute of Geriatrics and Active Ageing, this annual art exhibition in November 2018 allowed the public to donate and receive creative art pieces by clients and caregivers. More than 200 participants attended and \$2,600 was raised – the highest amount raised compared to other years.



“We are thankful to the hospital for their continuous support through the years, which allow us to showcase our clients’ abilities and talents. It is also an opportunity to raise awareness and show persons with dementia still have abilities despite having the condition.”

**– Ms Eunice Tan,
Manager of Family of
Wisdom (Bendemeer)**

Thank you for your support at the Remember Me Through My Arts Exhibition

ADA Café

Warm Food from Warm Souls

Continuing to spearhead an innovative model of dementia care called “Living Well with Dementia”, ADA Café provides a platform to spread the message: persons with dementia, especially those with young onset dementia and early stage dementia, can continue to be productive and socially active. The café environment facilitates interaction between customers and persons with dementia, thereby increasing awareness of dementia and creating positive representations of dementia in the community. In 2018, ADA Café expanded to include six persons with dementia who take on the various roles according to their unique strengths and interests.



The ADA Café family!

Lunch Event @ Agape Village



Uncle Henry and Ms Chong Ying Ying, Manager of ADA Cafe, Family of Wisdom (Tiong Bahru & Toa Payoh), together with Mr Desmond Lee (middle)

In August 2018, we had the honour of catering a lunch event involving all organisations located at Caritas Singapore’s Agape Village. Our chefs pulled out all the stops to whip up delicious yet healthy dishes within the recommended nutrition range, such as the signature Rosemary Chicken Pasta and Beef Stew.

The event was supported by Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development. Minister Lee had a chance to chat with Uncle Henry, ADA Café’s ambassador who is living with dementia, about his experience working there. Minister Lee also complimented the café’s laidback ambience, and its simple yet hearty food.

Collaborating with Caritas Singapore for “Kampong Carnival”

With the main objective of promoting active ageing within the Potong Pasir Constituency, ADA Café collaborated with Caritas Singapore to host the “Kampong Carnival” on 14 October 2018. The event was a huge success with a large turnout, and saw more than 60 seniors in the neighbourhood come together with members of the public to learn about Agape Village and the services provided by various member organisations, including ADA.



Journeying with You



In looking after their loved ones, caregivers often encounter frustration and exhaustion in their daily lives. At ADA, we understand the concerns faced by caregivers and the importance of having a steady support network in their caregiving journey.

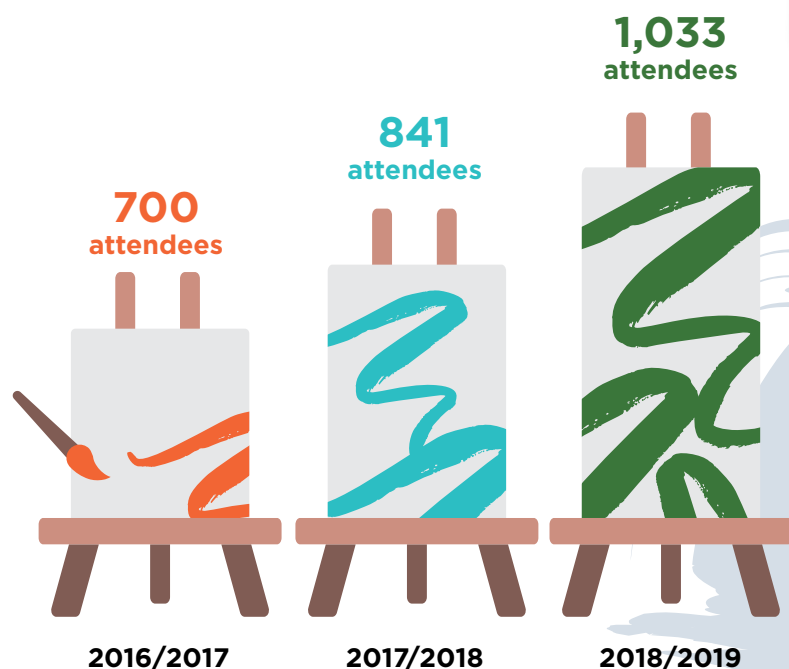
Support groups allow caregivers to get some respite in between their caregiving journeys

Caregiver Support Groups

Caregiver Support Groups allow caregivers to exchange similar caregiving experiences and practical tips. Support groups bring caregivers together and normalise their caregiving journey so that they do not feel lonely. The 2-hour sessions are conducted in English, Mandarin, and Malay at different venues, and consist of talks by guest speakers and group sharing amongst caregivers.



Support Groups are also conducted outdoors, allowing caregivers to learn yoga and breathing techniques for relaxation



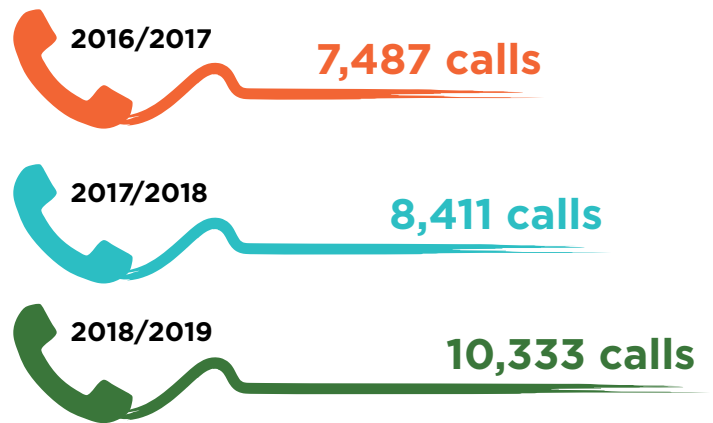
The number of caregivers who attended support groups surpassed 1,000 in FY2018/2019.

“The caregiver support groups organised by ADA has helped me learn how to communicate more confidently with my loved one with dementia. I feel more empowered after attending these sessions.

– Caregiver Rosalind Tham

Dementia Helpline

The Dementia Helpline provides caregiver support information, referrals, and facilitates counselling services. It has seen an increase of call activities over the years.



The helpline continues to offer a listening ear to people who are searching for dementia help. There has been a 23% increase in the number of calls from the dementia helpline over the last year.

Casework & Counselling

This service collaborates with caregivers to identify and understand their caregiving needs. It includes psychoeducation, emotional support, relevant service linkages, and referrals. In 2018/2019, our case workers supported 265 caregivers. 75% of them reported significant reduction in their stress levels.

Supported
265
caregivers
in 2018/2019

296

241

227

2016/2017

2017/2018

2018/2019

There has been a steady increase of eldersit respite care services over the years.

Eldersit Respite Care

It is a home-based service where trained Eldersitters engage persons with dementia in meaningful and therapeutic activities. The focus is on cognitive, physical, and sensory stimulation, which are crucial in improving their well-being.

"I appreciate all eldersitters for their professionalism. You have made the sessions enjoyable and my mother is often happy. She has learnt new skills, including calligraphy which she has never done before! We are grateful that she has benefited from the sessions."

– Caregiver Evelyn Tan



Figures represent the number of home visits provided through home-based intervention. There was an 18% increase in requests from highly stressed caregivers in the past year.

Person-Centred Home-Based Intervention

This care and behavioural support provided by a team of five dementia practitioners targets caregivers who are undergoing high caregiving stress – from managing behaviours of concern of persons with dementia to developing intervention strategies.

Celebrating Our Unsung Superheroes

Each caregiving journey can be extremely challenging, and the stress can be increased by insufficient knowledge, lack of time due to work responsibilities and weak social or family support.



On 5 January 2019, close to 150 caregivers of persons with dementia were recognised at the ADA's Caregiver's Appreciation Gala Luncheon 2019 at Equarius Hotel, Resorts World Sentosa. It was graced by Mr Edwin Tong, Senior Minister of State, Ministry of Law and Ministry of Health. Thanks to the dedicated students from National University of Singapore (NUS) Faculty of Law who helped secure sponsorships, ADA was able to hold the event for a 10th year, on a grander scale for more caregivers to enjoy.

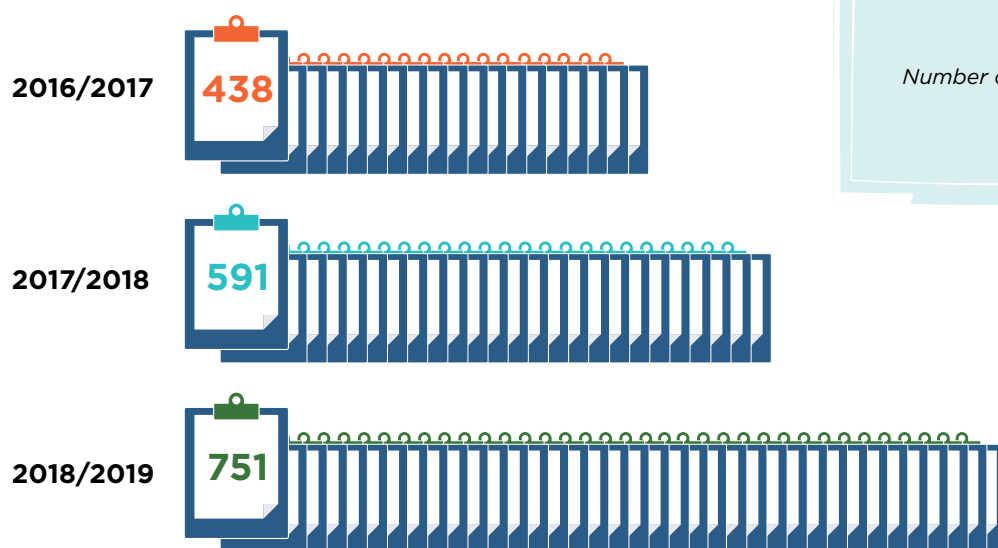
Train and Enable!

We believe that education and training is vital in the field of dementia care, which is why ADA is dedicated to continuously provide more learning opportunities for all who are involved in creating a dementia inclusive society. The Academy provides training for a range of audiences, including professional caregivers, family caregivers, foreign domestic workers, other industry professionals, and members of the public. Learners are equipped with knowledge and skills through a combination of lectures, experiential learning activities, and work-based learning.



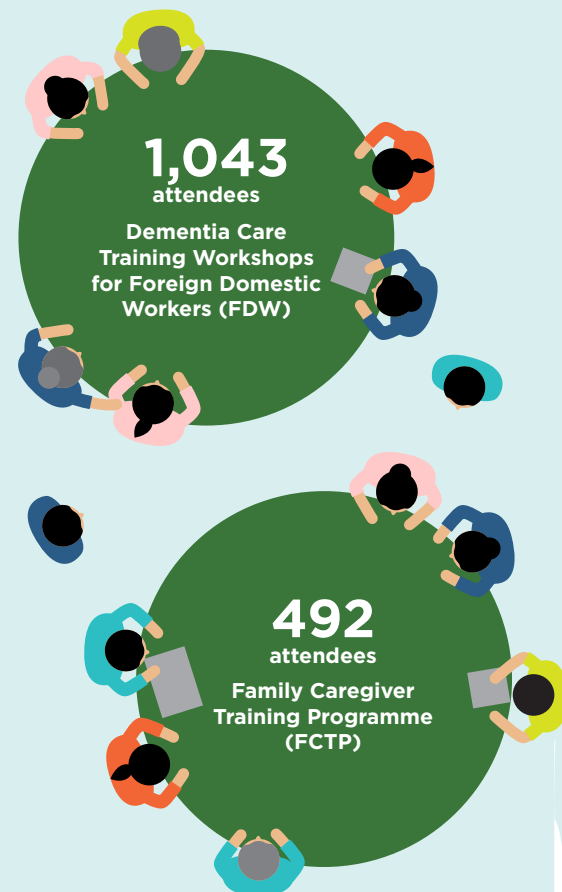
Foreign domestic workers engaged in experiential learning

Professional Caregiver Training



On average, there is a 30% increase in enrolment numbers year on year.

Family Caregiver and Foreign Domestic Workers Training



Number of attendees from 2016 to 2019

Dynamic Partnerships formed in 2018

The ADA Academy has formed partnerships with Kwong Wai Shui Hospital (KWSH) Community Training Institute (CTI) and Hua Mei Training Academy (HMTA), to offer a suite of dementia care training courses for different levels of competencies. Both institutions are appointed by the Agency for Integrated Care as Lead Training Providers for the community care sector.

The Academy also partnered with the National Silver Academy as one of the trainer providers to offer short courses to seniors with course subsidies in January 2019. The courses included Dementia Awareness Workshops and Effective Befriending with Persons with Dementia.



Training at KWSH

CREATIVE DANCE MOVEMENT PROGRAMME

In collaboration with Community Cultural Development (CCD), ADA organised a series of workshops on Creative Dance Movement Training by Dr Heather Hill from 12 to 25 January 2019. The public seminar on 25 January attracted an audience of more than 100 people at the KWSH CTI.

The Creative Dance Movement workshops marked the start of a 1-year training programme, to educate ADA care staff how to apply creative dance movement as a form of person-centred intervention. Subsequently, the creative dance movement workshops will be guided by Dr Felicia Low from CCD and Dr Hill at three centres—New Horizon Centres (Toa Payoh and Tampines) and Family of Wisdom (Bendemeer)—in May and October 2019.



Class in session at the Creative Dance Movement public seminar on 25 January

CONSULTANCY

ADA has embarked on three new consultancy projects as part of our efforts to enable other service providers to provide quality dementia care. This includes providing our expertise to ECON Yio Chu Kang Nursing Home, Apex Harmony Lodge, and Society for the Aged Sick. It will cover a wide spectrum of implementations from creating a dementia-friendly home, to designing and delivering activity programmes and enhancing the frequency, quality, and variety of activities for residents.



In October 2018, ECON Yio Chu Kang Nursing Home embarked on a 18-month journey with ADA and Apex Harmony Lodge to equip staff with the knowledge and skills to better care for residents with dementia and guide environmental enhancements to create a dementia friendly home.

ENABLING EDIE™



Inaugural workshop on 19 March 2019

Enabling EDIE™ (Educational Dementia Immersive Experience) is a workshop incorporating the use of virtual reality to provide participants with the first-hand experience of dementia. On 25 to 26 February 2019, 15 ADA trainers attended a 2-day Train-the-Trainer programme conducted by Ms Liz Keating from Dementia Australia – ADA's Australian counterpart, who created the revolutionary VR application. This programme was to prepare the trainers to deliver the 3-hour workshop with the use of the Oculus Go VR headset.

A month later, Enabling EDIE™ was launched on 19 March 2019, with the first 3-hour workshop attended by 30 participants such as industry partners, the media, architects, academia, professional staff and family caregivers. Over the next three years, the Academy hopes for Enabling EDIE™ to reach out to 1,000 people.

“The workshop had a very great impact on me. Before the session, I couldn't understand what people with dementia are facing. It was only after the virtual reality exercise, I began to empathise and I really see what they see, and feel how they feel.”

– Mr Tony Kee, Caregiver to his mother-in-law



Mr Tony Kee, a caregiver, sharing his impressions of the workshop

Forming Alliances to Bridge Inclusiveness

One of our long-term goals is to enable and involve persons with dementia and their caregivers to be integrated and accepted in the community and allowing them to live with dignity in the society. At ADA, the new Community Enabling service pillar spearheads programmes to facilitate people across all communities, encouraging them to display inclusiveness, empathy, compassion, and patience to those living with dementia and their families.

Memories Café

Since 2014, ADA has been running the popular Memories Café programme. The 2-hour programme includes engagement activities like sing-alongs, drumming, music performances, and drama activities, taking place in a café setting where persons with dementia and their loved ones can create fun memories and form bonds with others. The platform also aims to reduce the stigma by encouraging interaction with other diners.

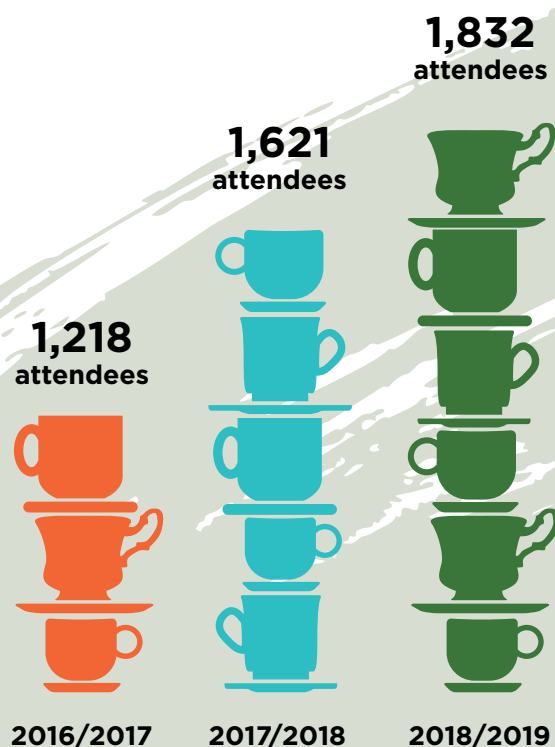
Memories Café has started a new phase where community volunteers and partners self-run their sessions, benefiting even more families. “好仁小组” is a team of volunteers and has been hosting drumming sessions monthly since September 2018, while St Andrew’s Community Hospital will have self-run sessions from May 2019. We are thankful to Asian Medical Foundation Ltd and Tionale Pte Ltd for their support towards this programme.



Creating new fun memories with community artists and volunteers



Tapping and grooving along!



To benefit even more people, more community volunteers and partners are needed!

Arts & Dementia

Arts & Dementia is a programme organised for persons with dementia at our centres to provide them with opportunities to reminisce their past experiences and memories, increasing their self-esteem, creativity, and interest in gaining new skills. The programme is supported by the National Arts Council, and some 250 participants participated in FY2018/2019. Photos captured by clients during a photography tour at The Peranakan Museum were showcased at a campaign during World Alzheimer's Month. Moving forward, ADA will extend our Arts & Dementia experience to more community partners with the kind support of the Chua Foundation.



ADA clients practising their photography skills at The Peranakan Museum



PARTNERSHIP WITH NATIONAL MUSEUM OF SINGAPORE (NMS)

In 2018, ADA also formed a partnership with NMS, where art pieces by our clients were created and exhibited at public platforms including the *Family for Life* event in September 2018. In February 2019, our clients were engaged to work on recycled arts in preparation for NMS's Food Packaging exhibition from April 2019 to September 2019. These engagements highlight our clients' abilities to contribute to the art scene. In addition, new art programmes will be introduced in line with NMS's Quiet Mornings – a day set aside for visitors who require a quieter and relaxing environment in the museum.



Having a go at creating recycled art pieces at an NMS event

Research on Arts & Dementia Programme

A research study on 'The Impact of Arts-based Programme on People Living with Dementia, their Family Caregivers and Societal Attitudes towards Dementia' was undertaken to document ADA's Arts & Dementia programmes. The research focused on examining the impact of our Arts & Dementia Programmes on the well-being of our clients before, during and after their experience in the programmes, its impact on easing carer burden and positive gains in dementia caregiving, as well as community attitudes towards dementia.

The research started in April 2018 with a grant from the National Arts Council and is expected to be completed by September 2019. The programmes documented in the research include: Take A Photo With Me (Photography), Mould Your Dream (Pottery), Let's Explore Peranakan Museum (Cultural Heritage), Malay Heritage Centre Tour (Cultural Heritage), Sing Out Loud! Project (Choral Singing), and Memories Café (Various Art Forms).

Voices for Hope



Families and friends witnessing the Voices for Hope first cohort graduation!

For communities to be inclusive, it's imperative to hear from persons with dementia and their caregivers. With the support of the National Council of Social Service, the 3-year programme "Voices for Hope" was piloted in January 2019 to empower persons with dementia in Singapore. ADA hopes that, over time, this programme will help change societal attitudes and how persons with dementia are perceived and can be supported in positive ways.

In March 2019, ADA witnessed the graduation of the first cohort. We heard from six pairs of caregivers and loved ones with dementia, who shared that this programme not only built their confidence to speak out, but also helped them form tight bonds and friendships. Upon graduation, each cohort is invited to be members of the Forget-Us-Not (FUN) Network supported by the Lien Foundation, which continues to provide support, ongoing training, and speaking opportunities.

"There was a lot of sharing and learning from each other. I realised that there's no right or wrong to share and there's really no end to learning."

- Peter Lee, person with dementia

Peter Lee sharing his experience at the graduation



Walk the Ground, Educate the Communities



Our outreach events in FY2018/2019 have reached out to more than 4,700 people in the communities and corporate organisations.

ADA continues to participate in several community outreach platforms in the hopes of generating more awareness and understanding of dementia. 36 students from polytechnics and universities, as well as community volunteers were trained to manage awareness booths and deliver dementia awareness talks to corporate organisations. ADA is especially proud of and thankful to Patrick Ho, our first Community Volunteer Leader who stepped up and conducted dementia awareness talks with us.



Conducting dementia awareness talks at corporate organisations

"The public needs more information on dementia and one of the ways is to conduct dementia awareness talks, which I'm glad to be part of. Volunteering at ADA gives me better insights into the lives of persons with dementia. I truly believe that a small act can go a long way."

– Patrick Ho, Community Volunteer Leader

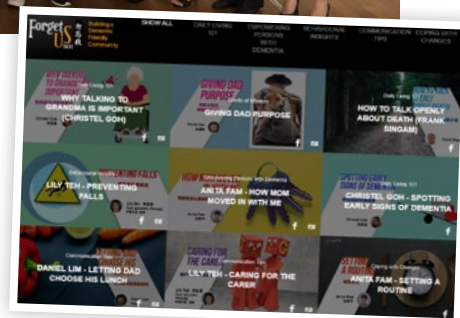
Forget Us Not (FUN) Campaign – A partnership with Lien Foundation and Khoo Teck Puat Hospital

The FUN Campaign has grown from strength to strength since 2016, with the implementation of several initiatives to reach out to different target audiences through a mix of platforms:

- **General Public:** 5 FUN exhibitions across Singapore
- **Mandarin speaking population:** Collaboration with Shin Min Daily News on a series of advertorials and editorials to reach out to the mandarin-speaking population. A mandarin seminar was also organised in July 2018, with some 300 participants benefitting from the sharing of professionals and a caregiver.
- **Designers, entrepreneurs, developers and students:** ADA supported the Designathon 2018 where we participated in an Expert Sharing session to increase dementia awareness and also conducted a Dementia Experiential Workshop to sensitise participants to the condition. The Designathon 2018 event ended successfully as a finale to our World Alzheimer's Month 2018 events, enabling the community to come together to design for dementia.



Introducing the graphic novel and a series of caregiving videos on 4 September 2018. There are more than 50 bite-sized videos with tips and personal stories by and for caregivers on how best to support persons with dementia



- **Reaching to the younger audience:** Launched with a series of short videos during World Alzheimer's Month in 2018, a graphic novel was drawn in comic style by two graphic artists in our efforts to reach out to our younger audience. Entitled "All That Remains", the novel also includes caregiver tips.
- **By caregivers, for caregivers:** We called on the wealth of experience of various caregivers and launched a series of short videos with their tips for caring loved ones with dementia, as well as their coping strategies.



Building inclusive Dementia-Friendly Communities (iDFC)

In building inclusive, dementia friendly communities, anyone and any organisation can be part of the movement. Over the past year, ADA collaborated with several community partners keen to do more for persons with dementia and their caregivers.

iDFC IN TOA PAYOH (TPY) AND ANG MO KIO (AMK)

The ADA team was invited by the Bishan-Toa Payoh Partners Network, as well as the Ang Mo Kio Partners Network to join a coalition of Social Services Organisations, Healthcare and Intermediate Long-Term Care Organisations to build dementia friendly communities in these estates. Since then, the iDFC@TPY team has participated and organised several initiatives to raise awareness within the Toa Payoh community. This includes engaging a team of Communications students from the National University of Singapore to develop a communications plan based on input from the community living and working in Toa Payoh.

The iDFC@AMK team, on the other hand, was involved in a Walkathon on 16 March 2019. “Walk to Remember” was organised by a group of Nanyang Technological University students and supported by the AMK Partners Network. The team tapped on the platform to share with the residents in Ang Mo Kio on our efforts to build inclusive dementia-friendly communities in Ang Mo Kio and Kebun Baru.



Engaging with Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development at the SG Cares Community Session at Toa Payoh in January 2019



More than 300 people turned up for the walkathon that sought to strengthen both the mental and physical abilities of the elderly, and enhance the bond they have with their caregivers



IDFC IN KEBUN BARU

Current efforts to build an iDFC in Kebun Baru used key learnings from our FUN campaign work in Yishun and Bishan East-Thomson, as well as the approach used in the Dementia-Friendly Kiama Project in Australia. Based on findings from community surveys, focus group discussions, and walking interviews conducted with residents in Kebun Baru, the team will initiate a series of actions with the grassroots to build an inclusive dementia-friendly community. ADA has also kickstarted efforts to involve businesses in the community to be part of this initiative.

ADA also trained 15 community befrienders from Project Starfish, a ground-up social group who visit seniors living alone within the Kebun Baru community on how to befriend persons with dementia effectively. Other community-wide events were also organised to raise dementia awareness amongst the community, including dementia talks, and a closed-door roundtable discussion with Mr Dennis Frost and Mr Nick Guggisberg from the Dementia-Friendly Kiama Project.

Project Starfish volunteers attending a course on effective befriending



A closed-door roundtable with Mr Dennis Frost and Nick Guggisberg, who were key members in making the Dementia-Friendly Kiama Project a success. The approach used in the project is recognised by World Health Organisation as a gold standard of a dementia-friendly community.



Working with Places of Worship

In our efforts to bring programmes and activities out into the community, the team piloted the Community-Based Activity Programme for Seniors with Cognitive Impairment and Dementia in Calvary Baptist Church in October 2018. The programme is adapted from ADA's very-own FOW Programme and encouraged by the team's successful pilot in St Ignatius Church in 2017. With our training and guidance, the church ran the programme for three months in January 2019 to March 2019, and will continue with the monthly sessions with their team of trained volunteers independently.



Seniors with dementia and cognitive impairment engaged in activities at Calvary Baptist Church



Serving with a Heart

American author H. Jackson Brown Jr. once said, "Remember that the happiest people are not those getting more, but those giving more." And indeed, ADA would not be complete without the work of our committed team of volunteers, who seek to spread joy and give care to those who need it more.



An adventurous day out to the River Safari for NHC Toa Payoh with Edrington employees



Making Chinese New Year craft with Citibank volunteers at NHC Tampines

In 2018, ADA engaged with 14 corporate companies, involving a whopping 328 corporate volunteers who carried out their Corporate Social Responsibility (CSR) duties at the various daycare centres. Some standout corporate volunteers who lent their hearts and hands include those from Bloomberg L.P., Citibank, Singapore Tourism Board, Lee Wee & Brothers' Foodstuff Pte Ltd, and Edrington Singapore Pte Ltd.

Judiciary Cares – Largest Corporate Volunteer Event!

Judiciary Cares is an annual initiative which brings together judges and court administrators from Singapore's Supreme Court, State Courts and Family Justice Courts, to reach out to the needy and less privileged members of society. ADA is greatly honoured to have been chosen as the beneficiary for Judiciary Cares for 2018, and through this, over \$30,000 was raised.



It's smiles all around after a lively excursion to Gardens by the Bay with Judiciary Cares



"It is always a pleasure to work with a dedicated team who will look out for each client's needs. After five years as a volunteer, it still gives me satisfaction to see clients being engaged in activities. To me, it is a blessing to have the opportunity to make a difference in someone's life and it also reminds me to be thankful for what I have."

- Gary Teo, volunteer for 5 years

Volunteer Appreciation Event

In March 2019, ADA celebrated our volunteers with a Volunteer Networking and Appreciation event, showing our love and appreciation for all our active members' hard work. Held at CANA The Catholic Centre, volunteers heard more about ADA's strategic direction, and participated in sharing sessions where they got a chance to swap their most memorable caregiving stories. To date, ADA has more than 150 active volunteers.



One activity during the appreciation lunch was an engaging terrarium making workshop, which our volunteers enjoyed.

On 5 December 2018, over 122 volunteers across the Courts engaged and interacted with 65 persons living dementia from all four ADA New Horizon Centres, with an outing to Gardens by the Bay.

"All the members of the judiciary gained much even from the short time spent with the clients in the visit to the centres and the outing to Gardens by the Bay. We also had a very wonderful time at lunch and during the sing-along performance," said Guest of Honour and a Judge of the Supreme Court, Justice Aedit Abdullah.

"As a volunteer, we can and should do more to contribute to ADA by providing assistance to those in our neighbourhood. It can be attending to the person with dementia by offering assistance without undermining them."

- Ng Yong Seng, volunteer for a year (gentleman in white)



Highlights

World Alzheimer's Month 2018 – Making Every Second A Success



Jointly organised with Lien Foundation, the event spanned across one and a half days on 21 and 22 September 2018, with the first day targeting industry partners and stakeholders, and the next day focusing on providing more information about the condition to the public. Held at the Devan Nair Institute for Employment and Employability, the theme

was 'Every 3 Seconds', which highlights both the alarming rate at which dementia is spreading and the imperative and urgent need to tear down the stigma associated with it, which saw a healthy turnout of 454 attendees.

One of the best ways to create a dementia-friendly society is to build inclusive and accessible

communities, and few do it better than Mr Dennis Frost and Mr Nick Guggisberg, who are key members of the Dementia-Friendly Kiama Project (DFKP), an award-winning community from Kiama, New South Wales. This project is recognised by the World Health Organisation as the 'Gold' standard of dementia-friendly communities worldwide.

Both Mr Frost and Mr Guggisberg were invited as conference's keynote speakers, where they shared about their experiences running the project and offering perspectives on dementia advocacy through their respective roles. An esteemed panel of speakers comprising experts, consultants, social workers, and caregivers also took to the stage to share tips and stories on battling dementia, allowing the audience to take home valuable insights and knowledge they could apply to their own dementia caregiving experiences.



Mr Dennis Frost (left) and Mr Nick Guggisberg (right), key members of the Dementia-Friendly Kiama Project

Singapore's First Dementia Advocate under the Dementia Alliance International (DAI)

During World Alzheimer's Month 2018, DAI focused on sharing a series of its members' stories as part of its ongoing efforts to give a voice to as many people with dementia across the world as possible. Themed '#Hello my name is', the sharing saw many speak out, and raise awareness of what life is like for those living with dementia.

George, who works at ADA Café, spoke about his journey of receiving his diagnosis, lifestyle changes he had made to improve his quality of life, and the challenges which his wife and himself live with. In his sharing, he said "Living with changing abilities and losing what used to be automatic and easy functioning is very difficult to get used to, and therefore easy to feel upset about. However, my wife Lynn and I continue to face dementia together, as best we can."

George and his wife Lynn Leng are also graduates from ADA's Voices for Hope Programme.



ADA is proud to have George Chong as our first dementia advocate in Singapore under the Dementia Alliance International (DAI).

A Walk 2 Remember – Fighting Dementia With Each Step



A group of Nanyang Technological University (NTU) students from Wee Kim Wee School of Communication and Information reached out to ADA with the intention to create a campaign to strengthen the mental capabilities of the elderly and the bond they have with their caregivers.

Walk 2 Remember proved to be a successful campaign with more than 300 people attending the walkathon at Bishan-Ang Mo Kio park. It also served as a catalyst to encourage people to kickstart the good habit of going for 30-minute walks, five times a week.

Global Influence on Dementia

Alzheimer's Disease International



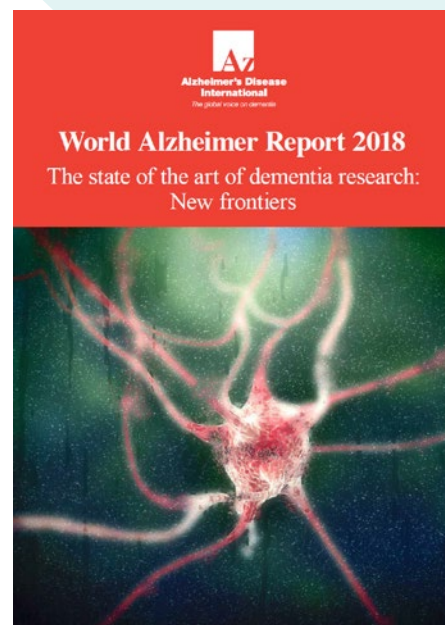
At the ADI Alzheimer University Workshop, 21st ADI Asia Pacific Regional Meeting and inauguration ceremony in Colombo, Sri Lanka

Alzheimer's Disease International's (ADI) global awareness-raising campaign, World Alzheimer's Month 2018, was marked by activities in over 80 countries – the biggest campaign so far.

At the World Health Assembly in May 2018, ADI hosted a panel of government experts to discuss the progress. The 33rd International Conference of ADI took place in July 2018 in Chicago, USA, focusing on innovation, technology and entrepreneurship. There were 770 participants, including a strong contingent from our partner organisation, Dementia Alliance International (DAI). ADA is working closely with ADI for the next ADI International Conference in March 2020 in Singapore.

In September 2018, ADI published the World Alzheimer Report on Research, realising the wide appeal. Other reports included 'Global estimates of information care' with the Krolinska Institute; a joint 'Innovation Index' with Global Coalition on Ageing, and ADI co-hosting the launch of OECD's 'Care needs' report.

In November 2018, Lanka Alzheimer's Foundation (LAF) hosted the ADI Alzheimer University Workshop, 21st ADI Asia Pacific Regional Meeting and inauguration ceremony in Colombo, Sri Lanka. Approximately 43 participants from 17 countries attended the regional meeting and hundreds of LAF stakeholders attended the inauguration event committing to strengthening civil society's



work in improving the quality life of persons with dementia and caregivers in the Asia Pacific region.

The Alzheimer University's workshop (AU) theme was on advocacy, marketing and communications supported by Nutricia, Lundbeck Institute, Moodys Analytics and WHO. The Alzheimer University provided essential learning opportunities for Alzheimer's associations around the world, helping to build capacity and provide an opportunity for the global and regional exchange of information and mutual support across cultures.

Our Heartfelt Thanks

ADA runs multiple centres and programmes including New Horizon Centres, Family of Wisdom, Caregiver Support Services, Dementia Training and other public education activities. As the prevalence of dementia increases, we want to do more through fundraising collaborations and partnerships. Proceeds raised will be used to help fund our existing centres and programmes, as well as to help start new programmes that will benefit people with dementia and their families.

Love for All Seasons



"Love for All Seasons" concert serenading to our dedicated patrons at the sold-out venue.

On 25 October 2018, ADA hosted its charity concert entitled "Love for All Seasons" at the Esplanade – Theatres on the Bay. The sold-out concert was performed by Angela Saik, Donnie Chan, and Robert Wesley Seng, as the three-piece band belted out well-loved melodies of yesteryears in Mandarin, Cantonese and English.

"Love for All Seasons" raised more than \$40,000 and we are truly humbled by our patrons' generosity. Nett proceeds will go towards funding ADA's operations, programmes, services to

support families on their caregiving journeys, and to provide subsidies for those who are unable to keep up with the heavy cost of care.

ADA would like to thank our corporate sponsors Tote Board Singapore, ISO-Team Corporation Pte Ltd, Ascension International Pte Ltd, NeXT Career Consulting Group, Asia, Singapore Pools (Private) Limited, Deloitte & Touche Management Services, and many other generous individuals. The show could not have gone on without them!

Strengthening Partnerships with Institutional Stakeholders

As we strive towards a dementia inclusive society, sustainable partnerships and relationships with external individuals and corporates remain a vital part of ADA, and we are fortunate to have formed many new friendships along the way with our valued stakeholders.

On 5 January 2019, ADA was proud to collaborate with the RHT Rajan Menon Foundation. Together, we established a Memorandum of Understanding, championing the mission to help develop a comprehensive and integrated system of care and support, through a project known as “Successful Ageing Project”. The signing ceremony was witnessed by Guest-of-Honour Mr Edwin Tong, Senior Minister of State, Ministry of Law and Ministry of Health.

ADA was also adopted as one of the beneficiaries at the last RHT Rajan Menon Foundation Charity Golf tournaments. Held on 28 May 2018 at the Sentosa Golf Club’s New Tanjong Course, the generous donation was a welcome booster to our ongoing outreach efforts.



Showing our appreciation for long-lasting and successful partnerships with all ADA Caregivers, through the annual Caregivers Gala Luncheon



Signing of the Memorandum of Understanding during the Caregiver Gala Luncheon in January 2019

Joint Fundraising Partnership: Retracing Footsteps Home – Chye Kay Village



Mr Sunny Ng authored “Retracing Footsteps Home–Chye Kay Village”, a book which serves as a memoir to his parents. Sunny’s parents, who both were diagnosed with dementia, were respectable individuals in Chye Kay Village, an old kampong in Yishun during the 1940s. After his father passed on, the book helped Sunny to connect more with his mother and allowed her to relive her memories of their childhood home.

Through a partnership with ADA, Sunny’s book launch kickstarted a series of fundraising efforts to raise awareness and donations held at the former Lee Cheng Primary School and North Vista Secondary School located in Chye Kay Village. An exhibition, which was graced by Mr K. Shanmugam, Minister for Home Affairs and Minister for Law & MP for Nee Soon GRC, Adviser to Nee Soon Town Council, was co-organised by Chong Pang Constituency Office on 9 to 10 March 2019, with close to \$34,000 raised.



ADA is thankful for individuals like Mr Sunny Ng who has continued to support the work that we do

Donor Acknowledgement

(APRIL 2018 TO MARCH 2019)

\$S\$5,000 TO \$9,999

CORPORATE

Amber Electronics Pte Ltd
DBS Bank Ltd
East Spring Secondary School
HSK Investments Pte Ltd
The Singapore Island Country Club

INDIVIDUAL

Dr Ang Peng Chye
Chua Cheng Hua
Goh Kai Kui
Harold Thng
Henry Tan
Koh Ee Chor Kathy
Koh Tat Wei
Michael Loh Yik Ming

\$S\$10,000 AND ABOVE

CORPORATE

Asian Medical Foundation Ltd
Barclays Bank PLC
Bloomberg L.P.
Charities Trust
Chen Su Lan Trust
China Classic Pte Ltd
Econ Healthcare Pte Ltd
Lien Foundation
Lundbeck Singapore Pte Ltd
Mitsubishi Electric Asia Pte Ltd
Samsung Asia Pte Ltd
Padang Trust Singapore Pte Ltd, as Executor
and Trustee of a Deceased's Estate
Prestige Products Distribution Pte Ltd
RHT Rajan Menon Foundation
Rigel Technology (S) Pte Ltd
Starhub Ltd
Sun Holdings Ltd
TEHC International Pte Ltd
The Community Foundation of Singapore
The Ireland Funds (Singapore)
Tionale Pte Ltd
Wellness Nordic

INDIVIDUAL

Loi Chee Keong
Lim Tchuang Cheio Tchwonyoson
Low See Pong
Mak Min-Theng Mabel

Financial Year in Review

Income

(APRIL 2018 - MARCH 2019)

19%

Clients' Fees

61.6%

Subvention and
Government Funding

2.7%

Other Income

16.7%

Donations and Fundraising

Expenses

(APRIL 2018 - MARCH 2019)

89.4%

Provision of Programmes
and Services

10.6%

Administrative and
Operating Costs

Staffing and Governance

Staff Strength

ADA staff strength increased from 131 to 140 as at 31 March 2019. In addition, there were 30 casual workers who provided Eldersit Respite Care Services in the homes of persons with dementia.

People Development

ADA encourages a work culture of lifelong learning for individual skills upgrading and career development. Employees are provided with development discussion opportunities with their managers to plan on how to increase their capabilities and knowledge to innovate new and better ways to perform their role.

ADA organised a leadership development programme entitled “Emergenetics” for all managers. Co-funded by NCSS,

it aims to create awareness in the management of team diversity in behavioural and thinking attributes. In addition, ADA participated in NCSS-funded People Practices Capability study. It included an employee engagement survey, job grading, and salary benchmarking exercise. From the results, career development and staff recognition were identified as top priorities. To address that, a career planning workshop was organised for managers to



Employees flash their colours at the Emergenetics course!

prepare career discussions with their team members.

At the frontline, centre staff across NHCs participated and achieved competency in basic level of Person-Centred Dementia Care.

Long Service Staff

5 YEARS OF SERVICE

Chee Kwai Leong Jeremy
ADA CAFÉ

Yap Nguk Mie
CEO OFFICE

Ng Ai Lay
CAREGIVER SUPPORT SERVICES

Chong Kah Sin, Jessie
CAREGIVER SUPPORT SERVICES

Francis Wong
**COMMUNITY ENABLING, AND
STRATEGY & GOVERNANCE**

Eunice Tan
**FAMILY OF WISDOM
(BENDEMEER)**

Chong Ying Ying
**FAMILY OF WISDOM
(TIONG BAHRU / TOA PAYOH)**

Soh Hong Bee
**FAMILY OF WISDOM
(TIONG BAHRU)**

Tan Kim Thiam
HUMAN RESOURCE

Rashidah Binte Abdullah
HUMAN RESOURCE

Lee Mui Yeng
NEW HORIZON CENTRE (TAMPINES)

Koh Ah Suan
NEW HORIZON CENTRE (TOA PAYOH)

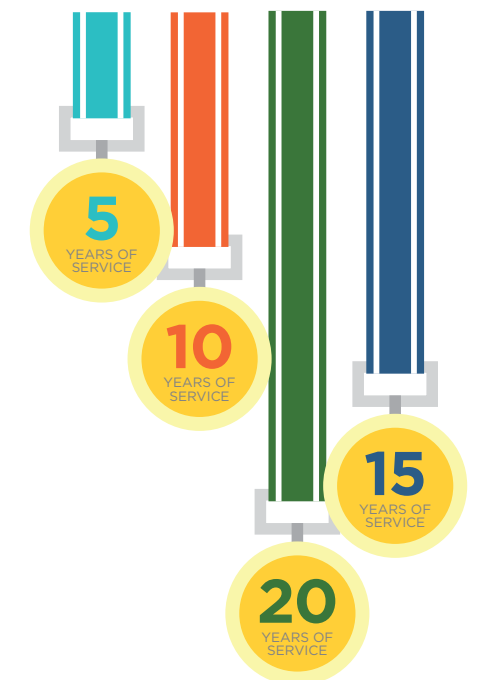
Ma Mi Wa Khawn Lum
NEW HORIZON CENTRE (TOA PAYOH)

10 YEARS OF SERVICE

Tay Siew Tin
NEW HORIZON CENTRE (BUKIT BATOK)

15 YEARS OF SERVICE

Leow Chee Keong
NEW HORIZON CENTRE (TAMPINES)



20 YEARS OF SERVICE

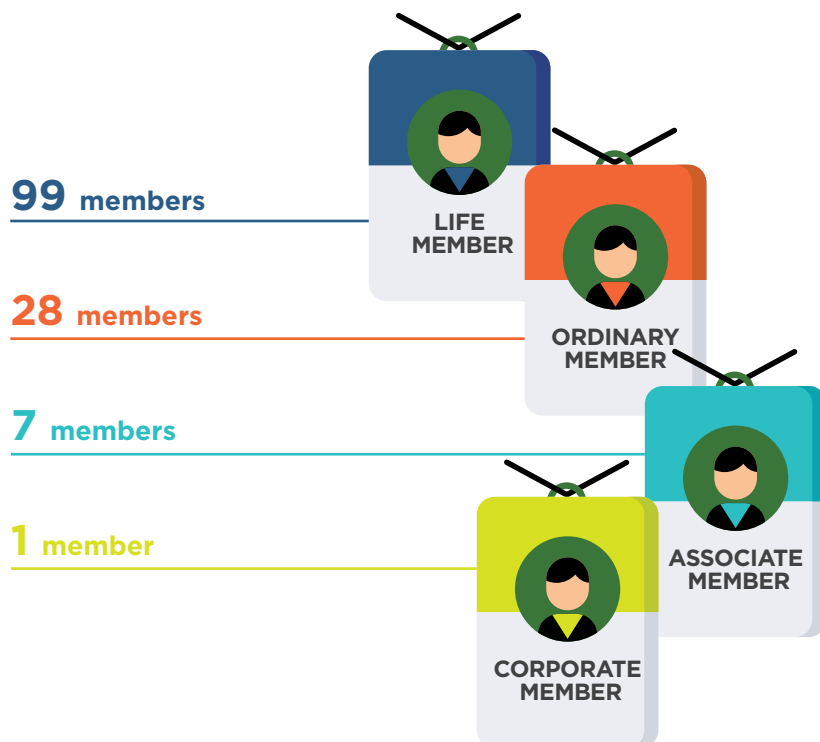
Tan Ah Tin
NEW HORIZON CENTRE (BUKIT BATOK)

Membership

Membership to the Association as at 31 March 2019 was 135.

They include the following:

- Life Member: 99
- Ordinary Member: 28
- Associate Member: 7
- Corporate Member : 1



Corporate Information

REGISTERED NAME:

Alzheimer's Disease Association

ROS REGISTERED NUMBER:

142/90 WEL

DATE ESTABLISHED:

31 Dec 1990

IPC REGISTRATION NUMBER:

IPC 000304

IPC REGISTRATION DATE:

3 Sep 1993

CHARITY REGISTRATION NUMBER:

0902

CHARITY REGISTRATION DATE:

21 Sep 1992

UEN NUMBER:

S91SS0018J

CONSTITUTION:

Society

REGISTERED ADDRESS:

Blk 157 Toa Payoh Lorong 1
#01-1195 Singapore 310157

AUDITOR:

KPMG LLP

Corporate Governance

In compliance with the Code of Governance for Charities and Institutions of Public Character, ADA is required to disclose its reserves policy and annual remuneration of its key executives.

As per ADA's policy for maintaining reserves, the funds are used for:


- The setting up of new programmes and services for persons with dementia;
- Funding the operations of ADA and existing day care Centres; and
- Funding new projects undertaken by ADA for the benefit of persons with dementia and their caregivers

All surplus funds are only to be invested in fixed deposits with reputable banks.

For the year ending 31 March 2019, the three highest paid executives with annual remuneration exceeding \$100,000 each (which includes salaries, bonus and employer's Central Provident Fund contribution) were:

- \$100,000 to \$200,000: 2
- \$200,000 and above: 1

ADA discloses that there is no paid staff, being a close member of the family belonging to the Executive Head or a governing board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.






Just as it takes many brushstrokes to paint a masterpiece, our work at ADA is only part of the work towards inclusivity, enhanced by caregivers, professionals, industry experts and society at large. All of our efforts count towards the beautiful art of making Singapore a dementia-inclusive society.



ALZHEIMER'S
DISEASE
ASSOCIATION

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 alz.org.sg

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