



Impacting Lives #DespiteDementia

ANNUAL REPORT 2019/2020

A dementia diagnosis affects the person with dementia and their family members alike, but it's possible to live a full and dignified life **#DespiteDementia**. Our work at ADA and the consideration of the community come together to make a more dementia-friendly community where this is possible.

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President's Message

We are into the second lap of our three-year strategic plan and I am heartened to see that, despite the disruptions brought about by the COVID-19 pandemic in Q4 of the financial year, we remain on track to achieve our aim of becoming the leading organisation in dementia care in Singapore.

Over the past year, we launched several key initiatives and achieved a few significant milestones. Some of the highlights include:

- **First National Survey on Dementia:** A nationwide survey by ADA and Singapore Management University that sheds light on the state of perception and awareness of dementia in Singapore.
- **Launched #DespiteDementia Campaign:** A three-year publicity campaign to increase education and awareness about dementia in the community.
- **New HQ:** ADA Headquarters moved to a new home at BS Bendemeer Centre.
- **Piloted Journey with Arts & Dementia:** A project that builds the capabilities of community partners and volunteers, so as to expand ADA's Arts & Dementia programme to the wider community in Singapore.
- **Launch of Dementia Language Guidelines:** A guidebook on the appropriate words to use that see persons with dementia as individuals, beyond the condition, and reduce the stigma.

The COVID-19 pandemic has had a big impact on our operations and we were met with many new challenges. Our HQ and centres were closed temporarily in accordance with government guidelines and all our staff had to work from home. Despite working remotely with no physical contact with our clients and caregivers, our ADA staff managed to come up with new and innovative

ways to work and we were still able to serve the needs of persons living with dementia and caregivers throughout the period. The after-effects of the pandemic will not go away overnight, but I strongly believe we are able to ride through the storm if we work together as one.

Forging ahead, there are many exciting initiatives to look forward to. ADA will host the 34th International Conference of Alzheimer's Disease International in December 2020, introduce a new corporate identity as well as launch a brand-new membership programme in 2021.

As we embark on the final lap of our strategic plan, we will conduct a thorough review and sharpen our strategic focus as we continue our quest to be the leading national organisation for dementia in Singapore. I am confident that we have the best people in the management team to achieve that.

The past year's success would not have been possible without the hard work of our staff, volunteers, as well as the support of our donors and stakeholders. With all of you standing by us, giving us your continuous support and encouragement, we are making big strides towards building a dementia-inclusive society.



Dr Ang Peng Chye
President



The after-effects of the pandemic will not go away overnight, but I strongly believe we are able to ride through the storm if we work together as one.

About Alzheimer's Disease Association (ADA)



OUR ORIGINS

Thirty 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 in caring for them. This impressed on him the need for a social service agency that could effectively reach out to families coping with dementia, provide immediate day care and community outreach services to reduce caregiver stress, and help overcome the social stigma of 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 where everyone has the right to live with dignity, and no one is left behind. 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.

ADA is 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 who can lead purposeful and meaningful lives.





Presence in Singapore

1. ADA Café

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

2. Caregiver Support Centre

20 Bendemeer Road,
#01-02 BS Bendemeer Centre,
Singapore 339941
Mon – Fri: 9.00am – 6.00pm

3. Resource & Training Centre

20 Bendemeer Road,
#01-02 BS Bendemeer Centre,
Singapore 339941
Mon – Fri: 9.00am – 6.00pm

4. Family of Wisdom (Bendemeer)

20 Bendemeer Road,
#01-02 BS Bendemeer Centre,
Singapore 339941
Mon – Fri: 9.00am – 6.00pm

5. Family of Wisdom (Tiong Bahru)

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

6. Family of Wisdom (Toa Payoh)

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

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

Management Committee and Management Team

The Management Committee (MC), also known as the Board, is ADA's governing body. This Committee provides direction, oversight and ensures the implementation of good governance and practices for the effective performance and operation of ADA. Management Committee members are not remunerated for serving on the Board.

The ADA Constitution has been updated in accordance with the Charity Code of Governance. The Board Renewal Guide also supports a robust

succession planning for outgoing MC members. During the year, two new MC members were elected at the Annual General Meeting in September 2019 and three members stepped down from the MC. Three members, currently serving more than 10 years in the MC, are providing stability, experience, and insights in the growth of ADA.

Meetings are usually held once every two months. During the period of April 2019 to March 2020, the MC met five times. The Annual General Meeting was held on 19 September 2019.

MANAGEMENT COMMITTEE MEMBERS AS AT MARCH 2020

- 1. PRESIDENT**, FIRST APPOINTED IN 1990
Dr Ang Peng Chye (Psychiatrist)
MC Attendance: 5/5
- 2. VICE-PRESIDENT**, FIRST APPOINTED IN 1992
Dr Ng Li-Ling (Psycho-Geriatrician)
MC Attendance: 5/5
- 3. HONORARY SECRETARY**, FIRST APPOINTED IN 2003
Mr Chua Eng Chiang (Private Investor & qualified Lawyer)
MC Attendance: 4/5
- 4. HONORARY TREASURER**, FIRST APPOINTED IN 2012
Ms Yeo Su-Lynn (Private Investor & qualified Accountant)
MC Attendance: 4/5
- 5. COMMITTEE MEMBER**, FIRST APPOINTED IN 2016
Dr Noorhazlina Bte Ali (Geriatrician)
MC Attendance: 4/5
- 6. COMMITTEE MEMBER**, FIRST APPOINTED IN 2018
Mr Paul Heng (Managing Director & Executive Coach)
MC Attendance: 5/5



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 matter with respect to that contract or other matter.

7. **COMMITTEE MEMBER**, FIRST APPOINTED IN 2018
Dr Chen Shiling (Resident Physician)
MC Attendance: 4/5

8. **COMMITTEE MEMBER**, FIRST APPOINTED IN 2018
Ms Sasha Foo (Managing Director)
MC Attendance: 4/5

9. **COMMITTEE MEMBER**, FIRST APPOINTED IN 2019
Mr Brad Levitt (CEO/Fund Manager)
MC Attendance: 2/2

10. **COMMITTEE MEMBER**, FIRST APPOINTED IN 2019
Ms Sia Hwee Lay (Head, Business Audit)
MC Attendance: 1/2



7. Dr Chen



8. Ms Foo



9. Mr Levitt



10. Ms Sia

COMMITTEE MEMBERS WHO SERVED UP TO SEPTEMBER 2019

- **OFFICER I/C PROFESSIONAL PRACTICE**, FIRST APPOINTED IN 1996
Dr Ong Pui Sim (Psycho-Geriatrician)
MC Attendance: 3/3
- **COMMITTEE MEMBER**, FIRST APPOINTED IN 2004
Ms Linda Chua (Hypnotherapist & Property Agent)
MC Attendance: 3/3
- **COMMITTEE MEMBER**, FIRST APPOINTED IN 2007
Ms Philomena Anthony (Nurse Clinician, Dementia Care)
MC Attendance: 3/3

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

SUB-COMMITTEES

FUND DEVELOPMENT

Dr Ang Peng Chye (Chair)
Ms Sasha Foo
Ms Ang Siok Pin
Ms Mirabelle Lim
Mr Wilkinson Chew

AUDIT

Ms Sia Hwee Lay (Chair)
Mr Allister Tan
Ms Angie Tan
Mr Keith Ng

HUMAN RESOURCES

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

PROGRAMMES & SERVICES

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

NOMINATION

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

FINANCE

Ms Yeo Su-Lynn (Chair)
Ms Tan Pei Szu
Mr Brad Levitt

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 Lim Sok Mui, May
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

COMMUNICATIONS ADVISORY PANEL

Mr Ferry de Bakker (Chair)
Dr Ang Peng Chye
Ms Georgette Tan
Mr Alvin Neo
Ms Audrey Kuah
Ms Amanda Huan
Ms Rita Tsang

LEGAL ADVISORY PANEL

Mr Alvin Cheng
Mr Allister Tan
Mr Koh Tien Gui

AD-HOC COMMITTEES

STRATEGY STEERING COMMITTEE

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

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

ADI INTERNATIONAL CONFERENCE 2020: LOCAL ORGANISING COMMITTEE

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

MANAGEMENT TEAM

CHIEF EXECUTIVE OFFICER

Mr Jason Foo
(Date of Appointment: 1 August 2012)

DEPUTY CHIEF EXECUTIVE OFFICER AND HEAD, CENTRE-BASED CARE

Mrs Theresa Lee

MANAGER, NEW HORIZON CENTRE (BUKIT BATOK)

Mr R.S. Chandraajothi (wef March 2020)

MANAGER, NEW HORIZON CENTRE (TAMPINES)

Mr R.S. Chandraajothi

MANAGER, NEW HORIZON CENTRE (JURONG POINT)

Ms Julaiha Binte Mohd Rashid (up to Apr 2020)
Mr R.S. Chandraajothi (wef Apr 2020)

MANAGER, NEW HORIZON CENTRE (TOA PAYOH)

Ms Maria Kung

MANAGER, FAMILY OF WISDOM CENTRE (BENDEMEER)

Ms Eunice Tan

MANAGER, FAMILY OF WISDOM CENTRES (TIONG BAHRU AND TOA PAYOH) AND ADA CAFÉ

Ms Chong Ying Ying

HEAD, SERVICE DEVELOPMENT

Ms Jocelyn Neo

HEAD, CAREGIVER SUPPORT SERVICES

Mr Stephen Chan

HEAD, COMMUNITY ENABLING AND STRATEGY & GOVERNANCE

Mr Francis Wong

HEAD, ACADEMY

Ms Koh Hwan Jing

CHIEF FINANCIAL OFFICER

Ms Chong Lay Cheng

CHIEF HUMAN RESOURCES OFFICER

Ms Tracy Kwan (wef May 2020)

HEAD, CORPORATE COMMUNICATIONS

Mr Stanley Ho

HEAD, DEMENTIA MEMBERSHIP AND VOLUNTEER MANAGEMENT

Mr Jeremy Khoo

HEAD, FUNDRAISING

Ms Alice Wong

HEAD, INFORMATION TECHNOLOGY

Mr Christopher Chia

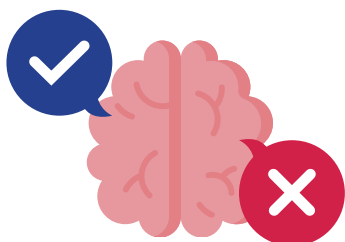


Three-Year Strategy

(2018 to 2021)

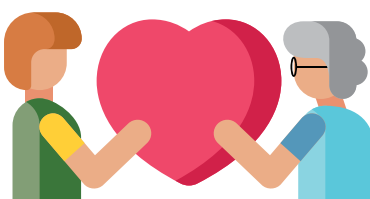
Since 2018, ADA has embarked on a Three-Year strategy plan.

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

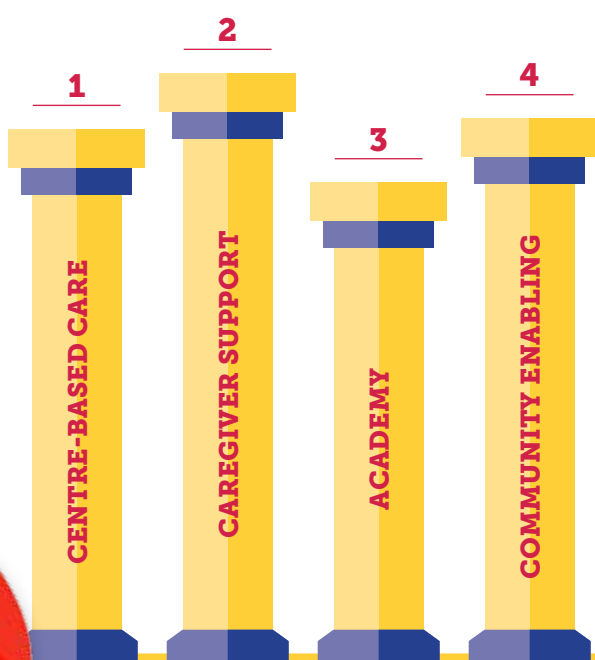


3. TO LEAD IN QUALITY OF DEMENTIA CARE SERVICES

which support persons with dementia and their families

FOUR SERVICE PILLARS

ADA is cemented by four service pillars:



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

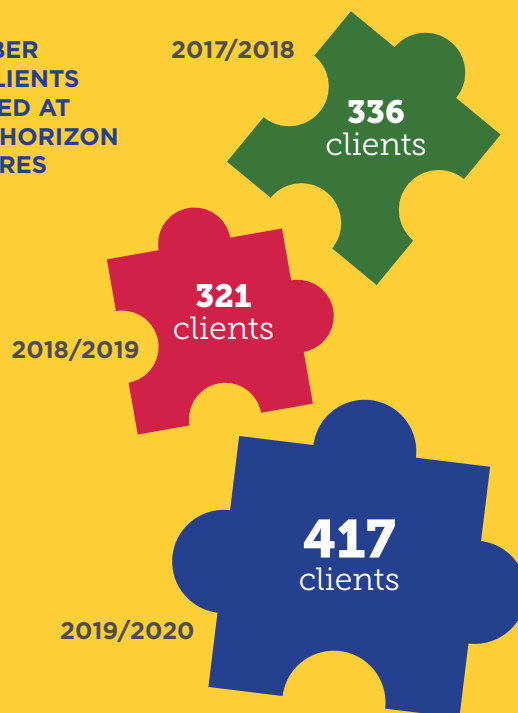
Mobilise communities and advocate for policy improvements

Living #DespiteDementia

New Horizon Centres (NHCs) are ADA-run dementia daycare centres that provide services, support and respite to persons with dementia and their caregivers. Operating on weekdays, our diligent NHC staff use the person-centred care (PCC) approach—each client is valued as a unique individual with their own behaviours and interests, which allows us to give them suitable attention and care.

NHC clients are engaged with activities, such as music and movement, puzzles, and physiotherapy exercises that aim to maintain or improve their psycho-social and mental wellbeing.

NUMBER
OF CLIENTS
SERVED AT
NEW HORIZON
CENTRES



Complementing ADA's daycare centres, **Family of Wisdom** (FOW) is a weekly three-hour enrichment programme for persons with dementia and their caregivers, which incorporates more personalised and cognitively-stimulating activities such as creative dance, pottery, music therapy, and cognitive brain training games. Each session is grouped according to the clients' stage of dementia and promotes increased interaction for persons with dementia, while offering respite to caregivers.



PARTNERSHIP WITH SANCARE ASIA

Together with long-term partner SanCare Asia, an organisation which also provides eldercare solutions using the PCC approach, ADA implemented the silent disco programme called "Return to the Tea Dance", as well as the music reminiscence programme "Strike A Note", across all our NHCs and FOWs, to improve physical and psycho-social conditions through movement, music and interaction.

With each client enjoying a personalised playlist of 'oldies', we were delighted to see our clients stand up and start to dance with one another during "Return to the Tea Dance", which was catered to those with moderate to severe dementia. Clients were also seen enjoying music and reminiscence therapies in one fun activity through "Strike A Note". Both programmes were funded by Musim Mas.



NHC (Toa Payoh) (above) and NHC (Jurong Point) (below) clients singing and dancing along to their old favourites.

CREATIVE DANCE MOVEMENT

In collaboration with Community Cultural Development Singapore (CCD), ADA introduced the Creative Dance Movement programme to professional care staff. Conducted by Dr Heather Hill, consultant in dance and person-centred practice in

dementia, and coordinated by Dr Felicia Low, Founding Director of CCD, the Creative Dance Movement programme offers people with dementia opportunities for self-expression and social interaction, through participation in a person-centred activity which is creative and life-enhancing.

ADA coordinated the year-long training programme with Dr Hill and Dr Low to educate ADA care staff from NHCs (Toa Payoh and Tampines) and FOW (Bendemeer) on applying Creative Dance Movement in their daily activities with clients. Thirteen staff graduated from this training on 2 November 2019.



On 2 November 2019, 13 ADA care staff were successfully trained in Creative Dance Movement by Dr Heather Hill.

USING ART AS THERAPY



Clients and caregivers from FOW (Tiong Bahru) in a crafting session using recycled materials at National Museum of Singapore.

Author Nikki Rowe once said: "I make art when I can't gather the words to say." Indeed, for our clients with dementia, art proves to be a valuable and therapeutic form of expression time and again.

In March 2019, FOW (Tiong Bahru) conducted the "Recycled Art and Craft" programme together with the National Museum of Singapore. Persons with dementia and their caregivers participated in craft sessions where recycled materials like used packet drinks and plastic bottles were used.

In February and March 2019, NHC (Tampines) also held individual and group sessions of Art Therapy for five clients, resulting in their creative and colourful graduation pieces.



On 20 November 2019, FOW (Bendemeer) organised the annual "Remember Me Through My Arts" Exhibition held at Tan Tock Seng Hospital. The half-day event exhibited and sold hand-painted art pieces and small potted plants created by our clients, raising over \$1,700.



Volunteers Gary, Renuka, Chew Yuen and Swee Yueh arranging the crafts at the "Remember Me Through My Arts" Exhibition.



NHC (Bukit Batok) ladies group upon completion of their hand-sewn sensory mats – a project in collaboration with Ng Teng Fong General Hospital to create mats for therapeutic use by people with dementia.

A WARM WELCOME TO OUR CENTRES!



L-R: Ms Jocelyn Neo, Head of Service Development at ADA; Mrs Theresa Lee, Deputy CEO of ADA; Mr R. S. Chandraajothi, Centre Manager of NHC (Tampines); Mr Desmond Choo, Mayor of North East District and Adviser to Tampines GROs; Mr Chua Eng Chiang, Honorary Secretary of ADA Management Committee.

On 3 October 2019, NHC (Tampines) was honoured to welcome Mr Desmond Choo, Mayor of North East District and Adviser to Tampines GROs, and Ms Eileen Lee, Constituency Director of Tampines (Changkat). Mr Choo enjoyed a tour of the daycare centre and learnt more about ADA's services and programmes for persons with dementia and caregivers in the community.

On 22 September 2019, NHC (Bukit Batok) was also honoured to host Ms Low Yen Ling, Mayor of South West District and MP for Chua Chu Kang GRC, and her fellow Grassroots Leaders, to commemorate World Alzheimer's Month. Ms Low toured the newly

renovated centre, and its newly added features and facilities. ADA CEO Mr Jason Foo also shared how ADA strives to give back to the community while raising awareness and fighting dementia stigma.



Ms Low Yen Ling, Mayor of South West District and MP of Chua Chu Kang GRC, observing the daily enjoyable activities and programmes at NHC (Bukit Batok).



Singapore Kindness Month

Together with CapitaLand Hope Foundation, clients from NHC (Toa Payoh) hand-painted Singa the Lion sculptures as part of the Singapore Kindness Movement. Client Mdm Margaret Tan was also honoured to meet with Singapore's President Mdm Halimah Yacob, who served as Guest-of-Honour at the unveiling ceremony of the colourful and creatively decorated Singa figurines.

ADA Café

Perpetuating an innovative model of dementia care known as “Living Well with Dementia”, ADA Café provides a platform for persons with dementia, especially those with young-onset and early-stage dementia, to thrive and be socially active despite living with the condition. ADA Café allows for interaction between customers and persons with dementia, and empowers those living with dementia to continue contributing to the community.



Ms Geraldine Sim (left) and Ms Chong Ying Ying, Café Manager, at the Singapore Health Quality Service Awards.

In this year's Singapore Health Quality Service Awards, which aims to honour those in the healthcare industry for their remarkable commitment and service, ADA Café was proud to see our Café Supervisor, Ms Geraldine Sim, clinch a Silver Award.

“I was pleasantly surprised to have received the Silver Award, and happy that both ADA and my peers in the industry recognise my contributions. This definitely encourages and spurs me to continue doing my best,” said Geraldine, who has been part of ADA Café's core team for three years.

STEPPING OUT, FEEDING SOULS



ABOVE, LEFT: Café ambassadors Ms Lim Swee Har (left) and Ms Mary Chan (right), who are living with dementia, take a break from selling cold drinks to strike a pose.

ABOVE, RIGHT: ADA Café's 'Music For A Cause' booth set up at OCBC Arena.

In August 2019, ADA Café participated in 'Music for A Cause 2019', Singapore's social cause music festival. While serving up thirst-quenching cold brew coffee and refreshing gelato, ADA Café staff and volunteers interacted with attendees and shared more about dementia.

ADA Café was also the main food partner at ADA's very own World Alzheimer's Month (WAM) Carnival in September 2019, held at *SCAPE. Manning five booths, the food stations served local delights such as nasi lemak, chicken wings, pre-bottled kimchi, and an assortment of baked goods.

RE-OPENING CEREMONY WITH THE IRELAND FUNDS SINGAPORE

After going through a complete renovation in August 2019, ADA Café hosted a celebratory lo hei-and-tea session on 4 February 2020 with our long-term partner, The Ireland Funds Singapore (TIFS). The tea session saw TIFS Chairman, Dr Stanley Quek, and ADA President, Dr Ang Peng Chye, presenting a commemorative plaque to be displayed at ADA Café, in grateful appreciation of TIFS's generous donation.



The ADA Café family and our generous partner, The Ireland Funds Singapore, usher in the Year of the Rat at the newly revamped café

Hand in Hand

There are times when the demands of caregiving result in frustration or exhaustion, no matter how hard we try to provide the right amount of care and support for our loved ones with dementia. At ADA, we understand the needs and concerns faced by full-time or part-time caregivers, and the importance of a reliable support network to be their helping hand throughout their caregiving journey.

CAREGIVER SUPPORT GROUPS



ADA's Caregiver Support Groups is one of our most widely used services, due to its accessibility and the comfort that it brings. Held in English, Mandarin, and Malay, these two-hour sessions are conducted on a weekly basis and are free-of-charge. The sessions provide a safe space for like-minded caregivers to express their feelings or stress, exchange caregiving tips, and share their experiences.



Caregiver Support Groups help me connect better with other caregivers, and it helps us share knowledge with each other. Thank you, ADA, for facilitating the Support Groups!

Ms Koh Sok Cheng, caregiver

TOP: Caregiver Support Groups engaging with the Malay community on how to manage responsive behaviours by persons with dementia.

IMMEDIATELY ABOVE: Other than emotional support, the sessions also seek to impart practical and relevant information, such as regarding the Mental Capacity Act, Lasting Power of Attorney and creating a will.

NUMBER OF SUPPORT GROUP ATTENDEES



Although the number of caregivers who attended support groups has taken a dip, the sessions are still one of ADA's most widely requested and used support services.



Caregivers find respite with each other, while also learning how to better connect with their loved ones with dementia, through an arts-and-crafts session.

CASEWORK & COUNSELLING

To better connect and provide remedial help to caregivers' needs, this service aims to support them through counselling, psychoeducation, emotional support, linking them up with the relevant services, and external referrals.

In 2019/2020, ADA supported 366 caregivers through Casework & Counselling. The caregivers also reported that their stress levels were reduced by up to 89% with ADA's interventions.

366
caregivers
supported in
2019/2020.

DEMENTIA HELPLINE

Operating on weekdays from 9am to 6pm, our Dementia Helpline is the first line of defence and support for caregivers or members of the public in need of information, referrals or counselling.

NUMBER OF CALLS



2017/2018



2018/2019



2019/2020

ELDERSIT RESPITE CARE

Eldersit is a home-based service where trained Eldersitters engage with persons with dementia in meaningful and therapeutic activities to improve their well-being. These short sessions allow caregivers to leave their loved ones in the trusted care of our Eldersitters while they take a well-deserved break, meet friends, or run errands.

NUMBER OF PERSONS WITH DEMENTIA WHO BENEFITED FROM ELDERSIT

241
people

2017/2018

296
people

2018/2019

276
people

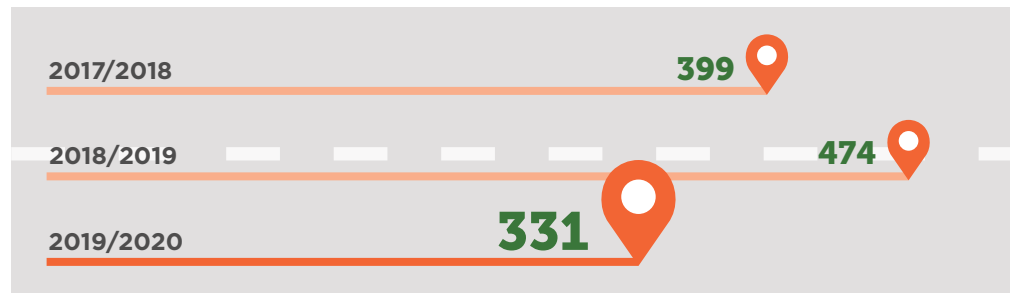
2019/2020



PERSON-CENTRED HOME-BASED INTERVENTION

To manage situations of high caregiving stress, this behavioural and psychological support service is carried out by a team of five dementia practitioners who are trained to manage high-risk scenarios in the home, as well as to provide in-depth home-based counselling for persons with dementia and their families.

NUMBER OF HOME VISITS PROVIDED



Despite the slight reduction in home visits, ADA strives to continue providing this vital, sought-after care model for high-risk clients in Singapore.

A NEW MODEL: POST-DIAGNOSTIC SUPPORT

In June 2019, ADA, in partnership with Lien Foundation, embarked on a brand-new model in dementia care in Singapore named Post-Diagnostic Support (PDS). Targeted at newly-diagnosed persons with dementia and their families, the programme aims to proactively equip clients with information, care connections, plans and tools to ease their confusion, pain and helplessness. Referrals are received from Tan Tock Seng Hospital and Khoo Teck Puat Hospital.

ADA caseworkers will journey with the family over a year, supporting them through regular phone calls and home visits to ensure that the entire family is well-equipped to start their caregiving journeys. Each family will be given a personalised and flexible Advanced Care Plan to guide them in the journey ahead. The programme also facilitates linkages with other caregivers in the hopes of creating a like-minded support network that continues even after the PDS programme.

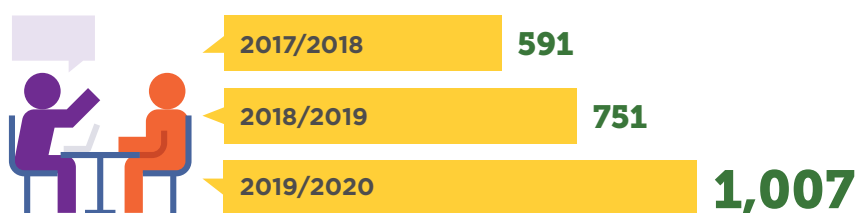
Harness Knowledge & Skills

Training remains vital in dementia care. ADA is committed to equipping family caregivers, foreign domestic workers and professional caregivers with the relevant knowledge and skills to care for persons living with dementia. Apart from ADA providing family caregivers and foreign domestic workers training, they have also stepped up its consultancy efforts to industry partners. In FY 2019/2020, a series of public courses were made available for members of the public, including volunteers and befrienders.



Ms Fong Yoke Leng (left, in blue), one of ADA's Associate Trainers, conducting "Foundations of Person-Centred Dementia Care" for professional staff.

NUMBER OF MEMBERS OF PUBLIC TRAINED (INCLUDING PROFESSIONAL CARE STAFF)



There is a steady increase of members of the public (including professional care staff) trained year-on-year.

FAMILY CAREGIVERS TRAINING PROGRAMME

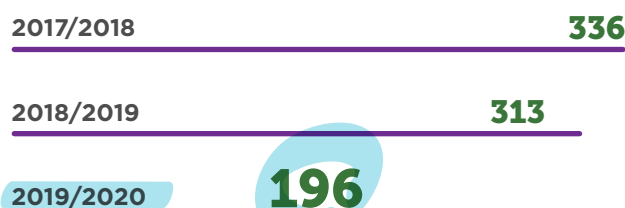
NUMBER OF FAMILY CAREGIVERS TRAINED



LEFT: Family caregivers get to understand the behavioural and psychological symptoms of dementia from Dr Joy Lim.

FOREIGN DOMESTIC WORKER (FDW) TRAINING PROGRAMME

NUMBER OF FOREIGN DOMESTIC WORKERS TRAINED



The low intake of foreign domestic workers trained is due to the reduction in the number of elective modules offered.



ABOVE, LEFT: Participants are engaged in experiential learning while attending the Dementia Care Training Workshops for Foreign Domestic Workers (FDW).

ABOVE, RIGHT: Ms Lee Yuen Wan, Associate Trainer, demonstrating a range of activities suitable for persons with dementia.

CONSULTANCY SERVICES

The demand for consultancy services was higher than ever in 2019. In addition to providing consultancy services to enable dementia care providers to implement person-centred care, ADA embarked on the provision of consultancy for the Agency for Integrated Care (AIC) Wellness Support Package (WSP) (Category B) to enhance the capabilities of nursing homes and provide structured recreational activities to improve activity engagement of residents.

ADI DEMENTIA CARE SKILLS (DCS) TRAINING IN DOHA, QATAR

In collaboration with the Alzheimer's Disease International (ADI) Asia Pacific Regional Office and Alzheimer's Indonesia (ALZI), ADA conducted the six-day ADI DCS Train-the-Trainer Programme in Doha from 26 August to 1 September 2019.

Along with two other trainers from ALZI, Mr Stephen Chan, ADA's Head of Caregiver Support Services, led the team in training 50 professional healthcare staff and faculty members, in line with the Qatar National Dementia Plan.

This training served as the catalyst to build Qatar's team of National Dementia Trainers, with the long-term view of providing quality dementia care training in the country.



LEFT: Mr Stephen Chan (extreme right) facilitating a group discussion.

BELOW: Representatives from ADA, ADI and ALZI at the Train-the-Trainer programme.



LEADING CARE PRACTITIONERS WITH THE VIPS FRAMEWORK



Professor Dawn Brooker sharing her insights on VIPS Framework.

From 3 to 6 September 2019, ADA organised a series of lectures and workshops by Professor Dawn Brooker from the University of Worcester and Director of the Association for Dementia Studies (ADS). She was accompanied by Ms Isabelle Latham, Senior Lecturer at ADS.

A total of 256 participants benefited from their sharing of VIPS framework, which has influenced the implementation of person-centred care in community care organisations. ADA also partnered with Kwong Wai Shiu Hospital, St Luke's Hospital, and Apex Harmony Lodge, where walk-about visits and round-table discussions were held to generate new ideas and partnerships, and to raise the standards of effective dementia care in Singapore.

"I hope our visit inspired everyone to keep trying new things and challenge the status quo," Professor Brooker encouraged.

Over the last year, the following agencies have received consultancy services:

- Apex Harmony Lodge
- Club HEAL
- ECON Healthcare Yio Chu Kang Home
- Ren Ci Nursing Home Ang Mo Kio and Bukit Batok
- Society for the Aged Sick
- St Andrew's Nursing Home and Senior Care Centre (Henderson)
- The National Gallery Singapore



Participants from Ren Ci Nursing Home demonstrating ways to engage residents in this sensory activity during a WSP Training.

Stronger Together

ADA strives to see persons with dementia and their families live well with dignity, choice, and confidence to contribute to the community. Supported by like-minded partners, the Community Enabling team pursues this mission with the 3E strategy: Educate, Enable, and Empower.

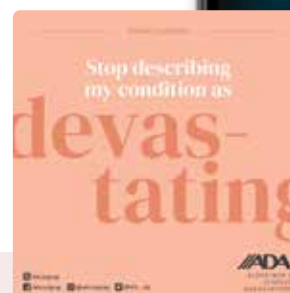
DEMENTIA LANGUAGE GUIDELINES

Learning from our overseas counterparts, ADA saw the importance of using the appropriate words when talking about dementia. Adapted from Dementia Australia's 2018 language guidelines and developed in partnership with Lien Foundation under the Forget Us Not campaign, the guidebook enables readers to see persons with dementia as individuals, beyond the condition, and was distributed to media partners and key stakeholders. A video was also developed to promote the Dementia Language Guidelines to the general public.



The visuals on the guidelines are printed on pull-out transition tabs on their respective pages. When readers pull the tabs, the hurtful words smoothen out and disappear, illustrating that proactively using positive words can help heal the hurt caused by negative labels.

Viewers were encouraged to share the video and subsequent social media posts to educate others on the appropriate words to use.



JOURNEY WITH ARTS & DEMENTIA (JADE)



The JADE Starter kit contains more than 30 artefacts, which community partners can use to initiate conversations with persons with dementia.

With positive outcomes from the results of our Arts & Dementia research, ADA introduced a pilot project entitled Journey with Arts & Dementia (JADE) in October 2019. This project focuses on building the capabilities of community partners and volunteers, with the intent to expand ADA's Arts & Dementia programme to the wider community in Singapore.

With generous funding from Chua Foundation, a JADE reminiscence starter-kit containing more

COMMUNITY-BASED PROGRAMMES FOR SENIORS WITH DEMENTIA AT PLACES OF WORSHIP

With the success of the community-based programme for seniors with dementia implemented in Calvary Baptist Church in FY2018/2019, ADA expanded its outreach by replicating the model to two other churches, Salem Chapel and Barker Road Methodist Church. The programme is now running independently on a monthly basis at the two churches.

Supported by Thomson Hills Neighbourhood committee in the Kebun Baru Constituency, Salem Chapel has more than 20 volunteers trained to run the programme, benefitting more than 10 families affected by dementia.



More places of worship like Salem Chapel are equipped with skills to run community-based programmes for seniors with dementia.

ARTS & DEMENTIA RESEARCH

With a grant from the National Arts Council in 2018, ADA embarked on a study to evaluate the impact of the Arts & Dementia programme, a non-pharmacological arts-based programme offered by ADA to its clients across seven daycare centres. Findings highlighted positive results across clients, family caregivers and members of the community. Besides fostering a sense of identity, these activities also provided a sense of empowerment for persons with dementia. Read more on page 30.

My personal experience since joining the programme as a volunteer has been enriching. The training and fellowship also allowed me to learn to be more patient and understanding towards the elderly, especially those with dementia, and not to take them for granted.

Mr Michael Kuan, volunteer at Salem Chapel



The JADe programme will continue to empower community partners and organisations to run arts-related activities

than 30 artefacts and photos was developed. From October 2019 to January 2020, 35 participants from 17 organisations learnt to run arts-related activities for persons living with dementia using these kits.

The experiential learning from the JADe training and attachment sessions has been effective, and has helped me to apply the skills to engage our seniors with dementia, and subsequently see the desired responses from them. I am truly convinced that the JADe programme is indeed beneficial to our seniors with dementia in the long run!

Ms Lin Wenwei, Assistant Manager, St. Andrew's Nursing Home (Queenstown)

INCLUSIVE DEMENTIA-FRIENDLY INITIATIVES IN KEBUN BARU (KB)

After two years of engagement and completion of the ground-sensing survey with residents in Kebun Baru in 2019, ADA kicked off several initiatives with its grassroots and community partners.

To raise dementia awareness, talks and screening sessions were held at two Residents' Committees (RCs)—Heights RC and Bestari RC. More than 100 residents participated and ADA was able to identify and engage with residents with dementia through regular Recycled Arts activities and Memories Café sessions. Informative exhibitions were also held at Kebun Baru Community Club from September to October 2019, and January to March 2020.

Another milestone was the Wayfinding Project, a void deck mural painting project created to help persons with dementia find their way home. This was initiated from findings of the ground-sensing survey conducted with residents of Kebun Baru, and a closed-door dialogue session between Member of

Parliament (MP) for Kebun Baru Constituency, Mr Henry Kwek, and advocates from ADA's Voices for Hope programme. Two persons with dementia were consulted on appropriate icons and locations for the murals.



Retro items were selected as murals for seniors and persons with dementia to aid in wayfinding at HDB blocks.



Residents who visited the Kebun Baru Community Club had a chance to learn more about dementia at the exhibition.



Dementia awareness talks at Heights RC.



Mr Henry Kwek (second row, middle, in white long-sleeved shirt) attended a closed-door dialogue session with ADA's Voices for Hope advocates.

ADA champions a vital cause – dignity for people with dementia. Over the past two years, ADA has journeyed with us at Kebun Baru as we learn about the needs and burdens of those affected by dementia. Above all, we learnt of the hopes and dreams of this community. Now is the time for us to translate what we know into action, to create a dementia-friendly Kebun Baru. We have done much, but there is much more to do.

Mr Henry Kwek, MP for Kebun Baru Constituency



"Talk to me. I'm still me despite dementia."

In March 2020, in collaboration with Kebun Baru Community Club, Child@Street 11, and St Luke's ElderCare in Kebun Baru, a series of videos featuring conversations between seniors with dementia and children were developed to raise awareness and reduce negative stereotypes. To encourage participation in conversations, these videos will be screened at TV panels at lift lobbies in the community.

INCLUSIVE DEMENTIA-FRIENDLY INITIATIVES IN TOA PAYOH (TPY) AND ANG MO KIO (AMK)

As part of the AMK and TPY-Bishan Partners Network, ADA continues to support and participate in ground-up efforts to build inclusive dementia-friendly communities.

Following the success of the "Walk 2 Remember" walkathon in Ang Mo Kio (AMK) in March 2019, two community partners – TOUCH Community Services and AMKFSC Community Services – have started their weekly "Walk 2 Remember" in September 2019. Since then, a regular pool of residents and persons with dementia have participated.

With support from ADA, an informal caregiver support group (also known as KOPI Session) has also been set up in TPY since March 2019. Some caregivers within the group

have stepped up and shared their stories, including two caregivers who spoke to some 50 representatives at the Human Library, held at Agape Village in July 2019. In November 2019, two other caregivers also shared their caregiving journeys to more than 20 residents at TPY Library.

In collaboration with TOUCH Community Services, AMKFSC Community Services and Chua Thian Poh Community Leadership Centre, a ground-sensing survey was completed in January 2020 to understand the knowledge and attitudes of AMK residents in Cheng San and Teck Ghee towards dementia. It was also an opportunity to ask what more could be done to make AMK dementia-friendly.

Moving ahead, AMK and TPY partners and Central Health (Tan Tock Seng Hospital) have applied for funding which will help to fund ground-up initiatives to build an inclusive dementia-friendly AMK and TPY. In the meantime, working committees have been formed to further iDFC work in these areas.



Two caregivers from TPY caregiver support group shared their caregiving journey at the Human Library, Agape Village.

BELOW: Walkers don their orange shirts in solidarity to raise awareness of dementia in AMK.



Ignite & Involve!



The Community Enabling team continues to ignite interest about dementia and involve persons with dementia, caregivers, and the general public in the work that they do.

MEMORIES CAFÉ

1,621
attendees



2017/2018

1,832
attendees



2018/2019

2,394
attendees



2019/2020

Memories Café is one of the most popular community programmes amongst caregivers and persons with dementia.



It was heartening to see persons with dementia and their caregivers stepping up to lead in the Memories Café session at Soup Restaurant in August 2019.

The experience has been positive and was conducted in a relaxed manner. There was no pressure to follow the action if my loved one with dementia just wants to watch.

Ms Clara How, caregiver

Memories Café is a community programme held every Saturday at different cafes and restaurants. Led by community artists, volunteers, and staff, this programme focuses on the use of the performing arts to engage

persons with dementia and their caregivers in a community setting.

In FY 2019/2020, the programme evolved further by empowering volunteers, persons with dementia, and caregivers to lead sessions entirely.

Due to the COVID-19 situation in February 2020, some ADA programmes were temporarily ceased. Tapping on technology and innovation, ADA reached out to XR-Media Lab from Singapore University of Social Sciences to explore livestream sessions on ADA's YouTube Channel. The livestream sessions gained traction and drew some 20 families each week, and remains available to all to enjoy in the



Pre-schoolers from Creative O Preschoolers' Bay having fun with persons with dementia at Food for Thought



comfort and safety of their homes. The complimentary sessions draw an average of 160 to 470 viewers per session.

VOICES FOR HOPE

Self-advocacy is the ultimate scenario where the community can “do things WITH persons with dementia instead of doing it FOR them.” This is achieved through Voices for Hope, where persons with dementia and caregivers build their confidence and capabilities during the eight to 10-week programme.



Peter Lim (extreme left), person with dementia, with his wife and son at a panel sharing at Sengkang General Hospital.



ADA participated at the Singapore Institute of Technology (SIT) symposium, titled “Caring for Older People with Dementia”, where advocates shared their personal experiences.

The programme is supported by the National Council of Social Service, and as of December 2019, three cohorts have graduated. ADA is proud to have a total of 17 persons with dementia and 15 caregivers as advocates. These graduates will subsequently be invited to be members of a network which continues to provide support, ongoing training, and speaking opportunities.

FORGET US NOT NETWORK @ TAIPEI

The most significant milestone of this programme was a trip to Taipei, Taiwan, funded by Lien Foundation, with support from Singapore Airlines. Twelve graduates from Voices for Hope, who subsequently joined the advocacy network, went on an overseas exchange trip from 27 November to 3 December 2019 to learn from Taiwan Alzheimer’s Disease Association (TADA), one of ADA’s partners in the region.

After the trip, the group hosted a sharing session which was attended by key stakeholders in the community sector such as Agency for Integrated Care, National Council of Social Service, as well as transport operator SMRT. Their sharing reflected the care that they have for each other, how challenges were overcome despite dementia, and how they were inspired by other advocates in Taipei.



*LEFT: The group on board to Taipei.
BELOW: Having a memorable birthday celebration with representatives from TADA.*



An insightful post-trip sharing session with some 70 guests at The Pod, National Central Library.



PUBLIC EDUCATION TALKS BY ADA COMMUNITY VOLUNTEER LEADERS

Dementia awareness talks and outreach events are organised consistently throughout the year, educating private corporations, community clubs, schools, and members of the public. With the help of four community volunteers and volunteer leaders, ADA was involved in 17 outreach booths in events throughout FY 2019/2020.

NUMBER OF COMMUNITY OUTREACH EVENTS



In FY 19/20, ADA has participated in 41 awareness talks and 17 outreach booths.



Educating some 40 foreign students of James Cook University in September 2019.

In April and May 2019, three Mandarin awareness talks were conducted for 96 seniors of the Chinese Development Assistance Council (CDAC) across Yew Tee, Punggol and Ang Mo Kio.



TOP: Community volunteers Mr Patrick Choe and Ms Chen Yin managed the ADA awareness booth at Sengkang General Hospital during World Alzheimer's Month in September 2019.
IMMEDIATELY ABOVE: Community Volunteer Leader Mr Patrick Ho co-hosts a talk with 90 NatSteel overseas plant staff from India, Bangladesh and China in October 2019.

My grandmother had dementia and when my mother was also diagnosed with it at an early stage, she faced stigma from her family members who were worried that they too will contract the condition. I joined ADA as a volunteer as I believe strongly in its vision of creating an inclusive community.

My experience with my mother's diagnosis made me realise that being in a community that is able to recognise and react positively to persons living with dementia in day-to-day living goes a long way in supporting the individual. I am heartened that during my volunteer outreach sessions, I was able to speak to many seniors who were very concerned and wanted to know more about the condition.

Ms Geraldine Tan, Community Volunteer

Serving with Purpose

CORPORATE VOLUNTEER STATISTICS FOR 2019/2020



Total organisations: **17**



Repeat organisations: **4**

- CapitaLand Limited – 2 times
- Edrington Singapore – 4 times
- O'Connor's Singapore – 2 times
- Woh Hup (Private Limited) – 5 times



Total corporate volunteers: **276**

French novelist Marcel Proust once said, "Let us be grateful to the people who make us happy; they are the charming gardeners who make our souls blossom." Indeed, ADA is very thankful to have our volunteer family dedicated towards building a dementia inclusive society. In 2019, 17 organisations partnered with ADA to bring joy to our clients at our New Horizon Centres (NHCs).

ADA is fortunate to have passionate volunteers journeying with us, and we look forward to strengthening existing friendships and making new bonds.

LONG-TERM PARTNERSHIPS

Being a social service agency, the constant support that ADA receives from volunteers is much needed as it enables us to provide more opportunities for clients to participate in meaningful activities. We would like to express our heartfelt thanks to long-standing partners who continue to support our work.

Since 2014, Bloomberg has been actively volunteering for the monthly Saturday Extension Programme. In April 2019, they brought clients from NHC (Toa Payoh) on an outing to Gardens by the Bay.



Blossoming friendships between NHC (Toa Payoh) clients and Bloomberg employees at Gardens by the Bay.



Fun at the Trick Eye Museum! A client from NHC (Tampines) and an Edrington employee playfully pose for a picture together.

Another long-term partner is Edrington, who has supported ADA since 2015. This year, Edrington volunteered every quarter at NHC (Tampines) – in April, they organised an Easter celebration; in July, they took clients out to the Trick Eye Museum to interact with the whimsical exhibits; and in September, they brought the Mid-Autumn Festival to the centre, engaging clients to handmake snowskin mooncakes and colourful lanterns. In February 2020, Edrington went above and beyond amidst the COVID-19 situation to send Chinese New Year goodie bags to our persons with dementia.

Thank you Edrington for lovingly preparing Lunar New Year goodie bags filled with items like chocolate gold coins for our clients! Though we did not get to celebrate together due to the unforeseen COVID-19 situation, everyone was delighted by the kind gesture to courier the goodie bags over and our centre staff are truly grateful.

Mr R.S. Chandraajothi, Manager, NHC (Tampines)

NEW FRIENDSHIPS

With new friends come new experiences, and ADA was pleased to have collaborated with organisations like Woh Hup, whose committed team volunteered five times from April to September 2019 at NHC (Jurong Point). Woh Hup assisted staff in the centre's programmes and activities, and on their final volunteering session, treated clients to a scrumptious tea.

ADA was also excited to work with Prudential, Tracy Chia & Associates, and Shunji Matsuo for the



Woh Hup employees on their last day of corporate volunteering at NHC (Jurong Point).



ABOVE: Clients from NHC (Bukit Batok) getting the celebrity treatment and enjoying their professional hair styling.
RIGHT: Our client poses for her close-up.

first time to bring clients from NHC (Bukit Batok) to the Prudential WorkPLAYce for a unique makeover and photoshoot. The photoshoot showcased the best sides of our clients, who showed that happiness and a simple smile makes everything better, despite dementia.



Mr Patrick Choe (standing) teaching fellow volunteers how to make mini-trays and fridge magnets.

INTERNATIONAL VOLUNTEER DAY

In December 2019, ADA commemorated International Volunteer Day with a get-together held at Family of Wisdom (Bendemeer). Besides hearing more about ADA's #DespiseDementia campaign to reduce social stigma on dementia, our active volunteers also participated in a complimentary art workshop conducted by ADA's very own talented volunteer, Mr Patrick Choe.

"As volunteers, we try to help out whenever we can because one day, we ourselves may need help too," said Mr Choe, who has been volunteering with ADA for seven years.

Highlights

REMEMBER.FOR.ME.

In April 2019, ADA partnered with Singapore Management University (SMU) in the first nationwide survey on dementia, to shed some light on the state of perception and awareness of dementia in Singapore. After three months of intense study, survey, and analysis, the findings highlighted the need to continue increasing awareness and combating the social stigma that surrounds the condition.

Led by Ms Rosie Ching, Senior Lecturer of Statistics at SMU, and her 99 students, the survey, dubbed *Remember.For.Me.*, gathered responses from over 5,600 people, which included the general public, persons with dementia and caregivers.

KEY SURVEY FINDINGS



3 in 4 people with dementia experience rejection and loneliness.

More than half

of the general public feel uncomfortable interacting with persons with dementia.



Half of those

with dementia feel ashamed of their condition and that they cannot be open about it, with stigma as the main reason.

70%

of all respondents said people with dementia should live with family and agree that Singapore needs to provide more dementia-friendly amenities.



8 in 10 want to do more to improve the lives of people with dementia.

#Despite DEMENTIA



#DespiteDementia campaign material featuring persons with dementia.



Following the ground-breaking survey, ADA launched #DespiteDementia, a three-year publicity campaign to increase education and awareness about dementia in the community. The campaign also aims to challenge perceptions and fight stigma, urging people to focus on what those living with dementia can still do rather than what they cannot, despite living with the condition.

Year one of the campaign kicked off on 21 September 2019 – also known as World Alzheimer's Day – with the first of three videos featuring the stories of those living with dementia. The first video, 'The Power of Family', shares the story of Mr Peter Lim, who has been diagnosed with dementia for a decade, but does not allow this condition to define him nor his lifestyle.

Through stories like these, we hope that the community will come to realise that people with dementia, their families and caregivers are no different from you and I, #DespiteDementia.



Join our movement at
alz.org.sg/despitedementia

MEMORANDUM OF UNDERSTANDING WITH SMRT BUSES

In August 2019, transport operator SMRT Buses, together with five agencies including ADA, signed a Memorandum of Understanding to exchange information and share knowledge on helping commuters with disabilities and dementia, working to foster a caring and inclusive culture at bus interchanges.

Dementia-related trainings have also been conducted with SMRT, with the first session completed in March 2020 that saw participants going through ADA's Enabling EDIE course. This partnership is made possible because of prior engagements with SMRT through the Forget Us Not (FUN) campaign, a collaboration between Lien Foundation, Khoo Teck Puat Hospital, and ADA.



TOP: The MOU is an affirmation of all parties' commitment to support and improve the quality of life for people with disabilities and dementia when travelling in the SMRT network. IMMEDIATELY ABOVE: Dementia training with ADA Academy was conducted in March 2020.

IMPACT OF THE ARTS & DEMENTIA PROGRAMME RESEARCH REPORT



ADA released a research report on its Arts & Dementia Programme in December 2019, which involved 165 people, including 44 persons with dementia, 46 caregivers, and 75 members in the community. The research, which was made possible with support from the National Arts Council, evaluated the impact of our Arts & Dementia programme through an evidence-based, qualitative study.

Persons with dementia enrolled across the programme's six community-based art activities were observed to display higher mood and

engagement. All caregivers interviewed were satisfied with the positive effects of the programme on their loved ones with dementia, which offered temporary respite and made caregiving easier and more manageable. Artists and volunteers who participated in the programme reported more positive attitudes towards those with dementia as compared to new volunteers.

With these positive evidenced-based outcomes, ADA piloted the programme "Journey with Arts & Dementia" (JADe). Supported by Chua Foundation, this capability-building project aims to train individuals to spearhead and lead in various reminiscence and art activities for meaningful engagement with persons with cognitive impairment and dementia.



WORLD ALZHEIMER'S MONTH CARNIVAL 2019



TOP: Mass drumming session helmed by Memories Café programme.

IMMEDIATELY ABOVE: Representatives from Musim Mas and ADA, along with the Lim Family featured in #DespiteDementia campaign video, "The Power of Family".

RIGHT: Line Dance performance by clients, caregivers and care staff from Family of Wisdom (Bendemeer).

ADA celebrated World Alzheimer's Month on 21 September 2019 with a free public carnival, where 600 people from all walks of life came together to celebrate the lives and abilities of persons with dementia, and to stand in solidarity with them and their families. The afternoon was packed with activities such as carnival games, snacks, an interactive playback theatre, a mass drumming session, and performances by our persons with dementia. ADA would also like to give special thanks to Musim Mas for being the Supporting Organisation for WAM 2019 Carnival.



PARTNERSHIP WITH NATIONAL MUSEUM OF SINGAPORE: CONNECTING CLIENTS WITH SINGAPORE'S HERITAGE

As part of its Arts & Dementia programme, ADA has been arranging visits for clients to the National Museum of Singapore (NMS) over the past few years. At these visits, ADA utilises Singapore's heritage and the arts as platforms to enrich the lives of persons with dementia through reminiscence activities and engagement.

In 2019, ADA and NMS sought to deepen the partnership in the areas of training and creation of resources and programmes. NMS tapped ADA's expertise to train its Care Facilitators, a dedicated pool of volunteers recruited to guide senior visitors including persons with dementia through its galleries, and to enhance their knowledge of dementia and interaction skills to engage persons with dementia in conversations.

The first series of training conducted over two sessions was piloted in March 2019. Since then, NMS has continued to engage ADA to conduct similar training sessions for new batches of Care Facilitators. Tapping on its rich heritage collection, ADA and NMS also sought to pilot more museum-based dementia-friendly programmes with the

aim of enhancing the well-being of persons with dementia and their care partners as well as to provide opportunities to pick up new skills.

With the enhanced knowledge of its staff and Care Facilitators, NMS initiated themed Monthly Senior-friendly Tours. In 2020, ADA and NMS will be working to align the Memories Café programme and the Monthly Senior-friendly Tours with the museum's Quiet Mornings initiative, and to incorporate more of the museum's collection in the Memories Café programme.

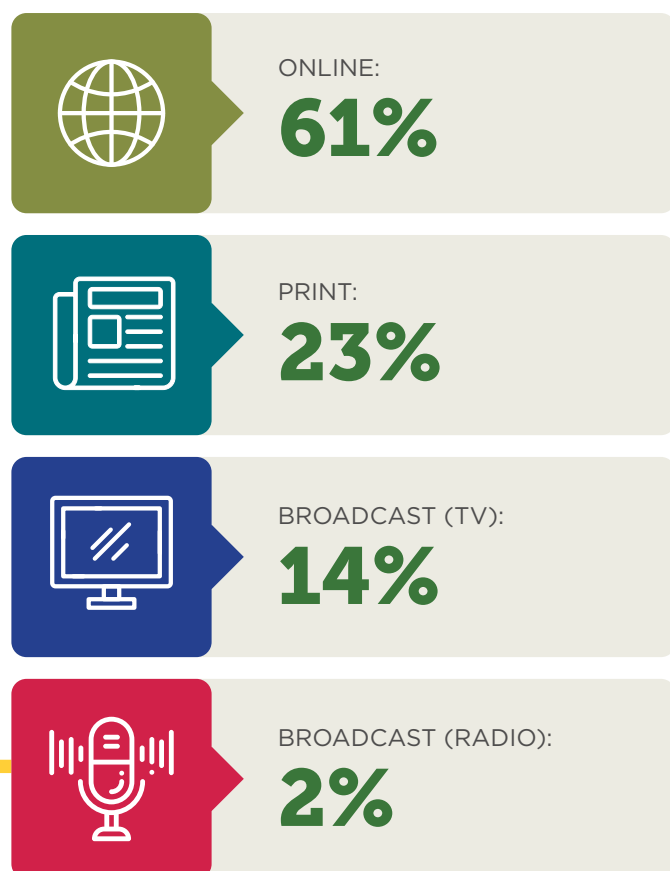


Trained Care Facilitators initiate conversations with clients through its heritage collection.

ADA in the News!

From April 2019 to March 2020, ADA garnered a total of 141 media mentions across media platforms. Noteworthy coverage included the first nationwide survey on dementia in April 2019, insights from ADA's key executives on the tender for the first dementia care village in Singapore in July and November 2019, and the launch of the Dementia Language Guidelines in March 2020.

141 MEDIA MENTIONS BY MEDIUM

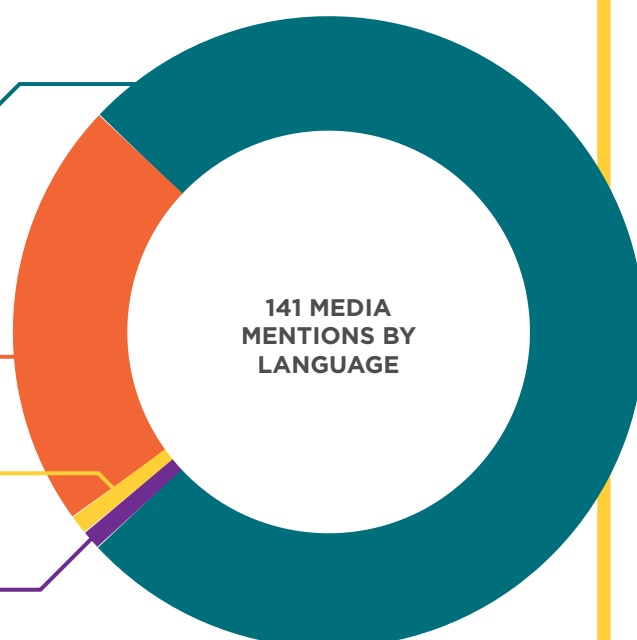
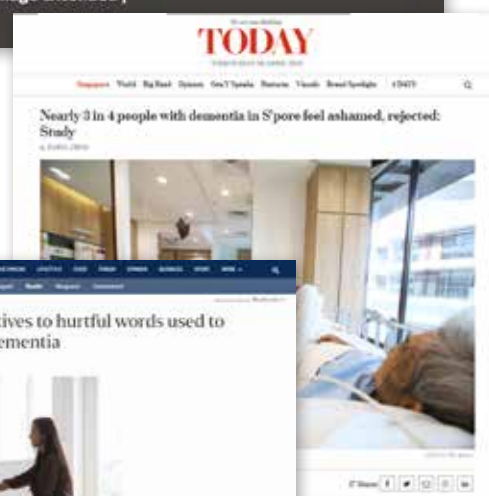


ENGLISH: **76%**

MANDARIN: **22%**

BAHASA MELAYU: **1%**

TAMIL: **1%**



Global Influence on Dementia

Alzheimer's Disease International's (ADI) global awareness-raising campaign, World Alzheimer's Month 2019, was marked by activities in over 90 countries – the biggest campaign so far.

At the World Health Assembly in May 2019 in Geneva, Switzerland, ADI hosted a panel of government, industry, and World Health Organisation (WHO) experts who discussed the progress of WHO's global action plan on the public health response to dementia. ADI also worked closely with ADA to prepare for the 34th ADI International Conference in Singapore, which unfortunately had to be postponed from March to December 2020 because of the COVID-19 outbreak.

ADI held their Asia Pacific regional meeting and conference in Kuala Lumpur, Malaysia, in August 2019. The Youth Engagement Programme was conducted in conjunction with the conference, and was well-attended, with representatives from 20 countries. ADI's Regional Director for Asia Pacific, DY Suharya, and Board Chair Glenn Rees had a fruitful meeting with the Ministry of Health of Malaysia and Alzheimer's Disease Foundation Malaysia, furthering the commitment to a national dementia plan.

The World Alzheimer's Report was published in September 2019, analysing responses from almost 70,000 people from 155 countries to measure people's attitudes and stigma towards dementia. Other reports were also published with Alzheimer's Pakistan and the Global Alzheimer's & Dementia Action Alliance.



Asia Pacific Regional meeting in Kuala Lumpur, Malaysia in August 2019.

Dementia Australia, ADA, and Alzheimer's Indonesia have jointly supported the ADI Asia Pacific Regional Office's capacity building programme, Dementia Care Skills (DCS) training, which has helped about 14 countries in the Asia Pacific and Middle East to provide programmes supporting families of people with dementia. Over 5,000 caregivers, healthcare workers, and trainers have completed these programmes since 2016.

Another highlight of 2019 was the partnership with Asian Development Bank (ADB) that has resulted in members in Australia and New Zealand supporting Tonga through its first-ever workshop on building a dementia-friendly country. Tonga is the first country in the Pacific Island to become a full ADI member. APRO has also

been in close communication and coordination with other partners in the region including WHO WPRO, SEARO, and ASEAN. Communities are mobilised and empowered, and advocacy and leadership have been strengthened with several governments stepping up to place dementia as a national or state priority.

Through close collaboration with Alzheimer's Association Japan, ADI has also achieved impressive results in 2019, with the months of advocacy resulting in impressive commitments to dementia and healthy ageing in the G20 declaration. ADI, its partners and members will continue to work to ensure this momentum is not lost, and that dementia remains a public health priority in every country.

Our Heartfelt Thanks

ADA RECEIVES \$1 MILLION DONATION FROM MUSIM MAS

On 4 July 2019, ADA was honoured to receive a \$1 million donation from leading palm oil company, Musim Mas. The generous donation will go towards providing one year of financial assistance for over 300 families who have loved ones with dementia and who may not be able to afford daycare fees at New Horizon Centres. The donation will also go towards sponsoring new cognitive and physically stimulating enrichment activities and programmes at Family of Wisdom centres.

The cheque for \$1 million was presented by Mr John Hall, Managing Director of Global Business Oleochemicals at Musim Mas. The event was also graced by Mr Desmond Choo, Mayor of the North East District and Adviser to Tampines GROs.



L-R: Mr Desmond Choo, Mayor of North East District; Mr Alvin Lim, Director and CFO of Musim Mas; Mr Lim Ek Kian, Director of Musim Mas; Dr Ng Li-Ling, Vice-President of ADA; Mr Jason Foo, CEO of ADA; Mr John Hall, Managing Director of Global Business Oleochemicals at Musim Mas.

STAR CHARITY LUNCHEON

It was an afternoon of exquisite dining and exciting entertainment at ADA's fundraising gala, the Star Charity Luncheon. Held on 20 July 2019 at the Four Seasons Hotel, the event was graced by Guest-of-Honour Mr Desmond Lee, Minister for Social and Family Development and Second Minister for National Development.



Top row, L-R: Ms Shen Jia Wei, Ms Khin Sandar Tun, Ms Sally Chong, Ms Kueh Vi Vien, Ms Choo Ee Hong and Ms Dahlia Sianty. Bottom row, L-R: Mr Andrew Chow, Mr Ng Kia Chiang, Ms Kimberly Ng and Ms Ang Fang Fang.



Jeremy Monteiro & Friends getting things in swing with smooth jazz entertainment.

Special Guest Mr Henry Kwek, Member of Parliament for Kebun Baru Constituency, was also in attendance, as well as corporate and individual donors, board members, persons with dementia, caregivers and staff.

Raising over \$200,000, which will mainly be channelled towards ADA's Memories Café programme, the successful luncheon was made possible by Union Energy Group, Fu Chan F&B Group Pte Ltd, Mr Alvin Lim Ek Tie, Mr Chan Lee Khiang and his family, and other like-minded philanthropists.

LOVE FOR ALL SEASONS 2019

On 26 October 2019, ADA hosted the second edition of "Love for All Seasons", a fundraising concert filled with classic tunes in English and Mandarin. Held at the Gateway Theatre, this year's concert welcomed Reto Caviezel and returning performers Angela Saik, Donnie Chan, and Robert Wesley Seng. The concert also saw little ones from Raffles Preschool serenading the audience with a medley.

Attended by over 650 people over two showtimes, "Love for All Seasons" raised over \$88,000. ADA would like to extend our special thanks to Mr Paul Heng, Founding Managing Director of NeXT Career Consulting Group (Asia) and ADA Management Committee Member, and Mr Lee Fatt Leong, Managing Director of Ascension International Pte Ltd, for rallying their friends and associates to support this event.



ABOVE: L-R: Reto Caviezel, Angela Saik and Donnie Chan all dressed up and ready to perform.
RIGHT: A special matinee performance by Head Jennifer Ann, client from NHC (Toa Payoh).



SHARING THE JOYS OF THE FESTIVE SEASONS!

ADA held its inaugural Charity Cookies donation drive during the Christmas and Chinese New Year festive seasons. Lovingly packed by persons with young-onset and early-stage dementia from ADA Café, more than 1,300 jars of cookies were sold and over \$30,000 raised, part of which will go towards sustaining ADA Café to allow our clients to contribute and be involved in the community.

JOINT FUNDRAISING: KONICA MINOLTA CHARITY GOLF 2019

On 4 September 2019, in conjunction with World Alzheimer's Month, Konica Minolta held its annual golf day at Tanah Merah Country Club, to bring various stakeholders together for a good cause. ADA's CEO, Mr Jason Foo, was also given the opportunity to share about ADA with the esteemed guests during the dinner, to raise more awareness about how we can play our part to support the dementia communities around us. The sold-out 20-flight event raised over \$20,000.



Thank you to Konica Minolta for making this fun-filled day out a success.

DONOR ACKNOWLEDGEMENT

APRIL 2019 TO MARCH 2020

\$10,000 and above

CORPORATE

Bloomberg L.P.
Charles & Keith (Singapore) Pte Ltd
Chen Su Lan Trust
Chua Foundation Limited
Credit Suisse Trust Limited
Estate of Lim Shan Shan, Deceased
Estate of Tan Tiat Siang Connie, Deceased
Fu Chan F & B Group Pte Ltd
Ju-I Properties Pte Ltd
Konica Minolta Business Solutions Asia Pte Ltd
Kwan Im Thong Hood Cho Temple
Lee Foundation
Lee Kim Tah Foundation
Lien Foundation
Musim Mas Holdings Pte Ltd
Overseas Singaporean Unit, Ministry of Culture,
Community and Youth
Prestige Products Distribution Pte Ltd
RHT Rajan Menon Foundation
Tan Chin Tuan Foundation
The HEAD Foundation
Tionale Pte Ltd
Touch Community Services Ltd
Union Gas Holdings Ltd

INDIVIDUAL

Dr Ang Peng Chye
Chan Lee Khiang
Choo Chong Boo
Khor Un-Kiat
Koh Ee Chor Kathy
Lim Ek Tie
Loi Chee Keong
Low See Pong
Ong Sioe Hong
Tan Poo Yang

\$5,000 - \$9,999

CORPORATE

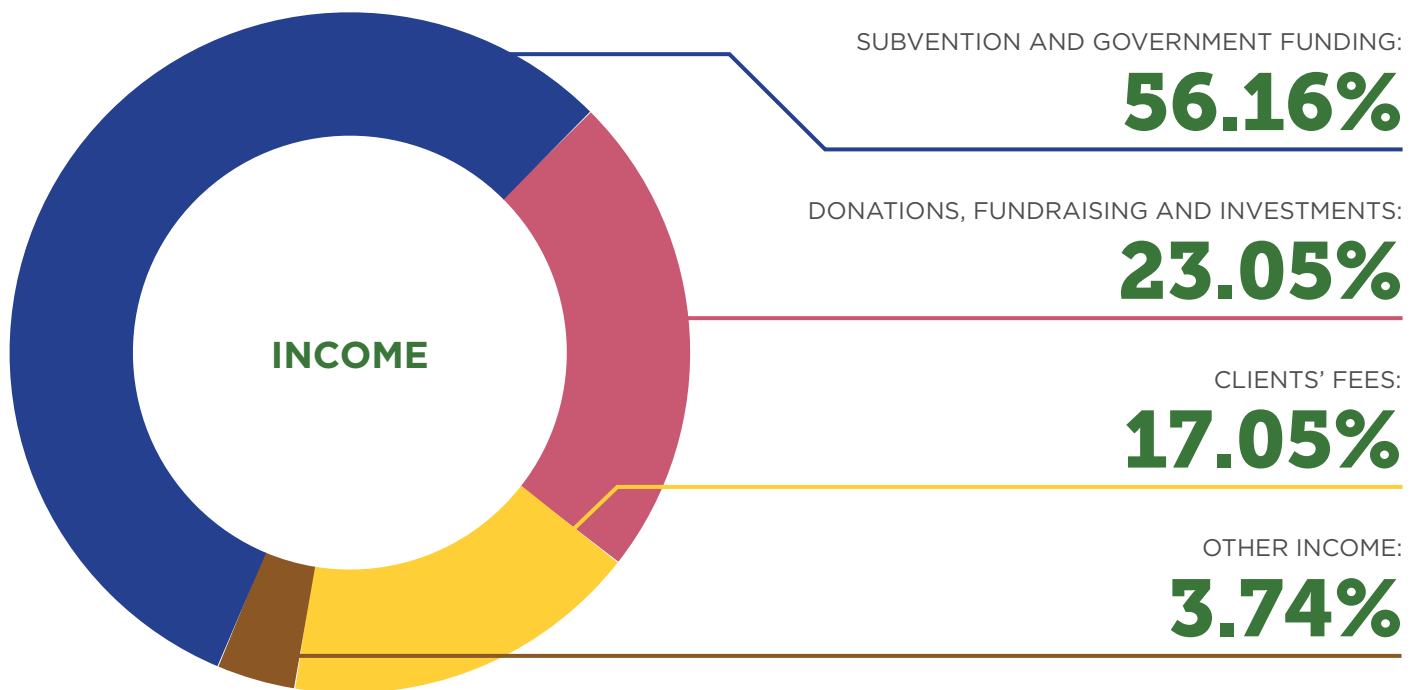
Amber Electronics Pte Ltd
Barclays Bank PLC
Charities Trust Charity
Goh Foundation Ltd
HSK Investments Pte Ltd
Lundbeck Singapore Pte Ltd
Say Boon Services Pte Ltd
Singapore Power Ltd
The Ngee Ann Kongsi
Woh Hup (Private) Limited
WongPartnership LLP

INDIVIDUAL

Bernard Lloyd Fernando
Dr Chong Mei Sian
Choo Chieh Chen Helen
Dr Ng Li-Ling
Eng Hsi Ko Peter
Foo Bee Chyn
Joey Koh Ngiap Wei
Koh Tat Wei
Michael Loh Yik Ming
Ng Tee Khiang
Tan Poh Lian
Yuen Kuan Moon

Financial Year in Review

(April 2019 to March 2020)

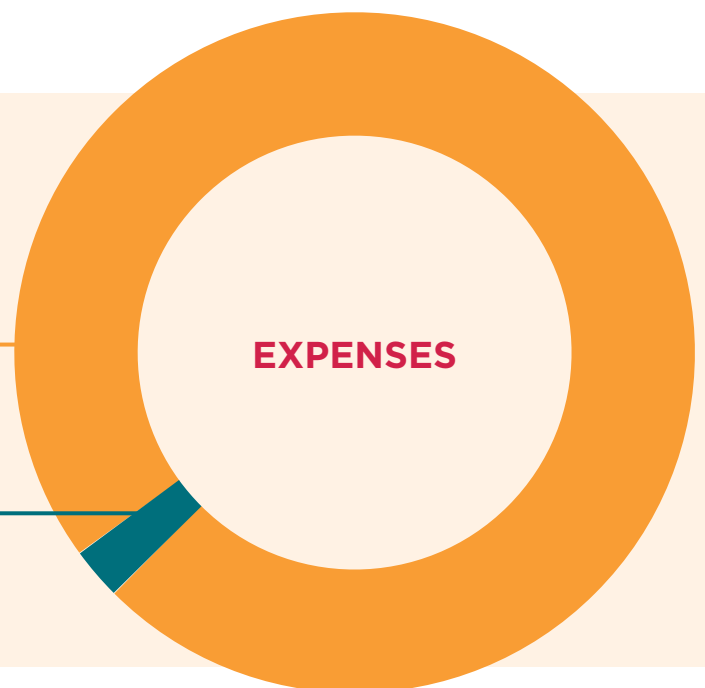


PROVISION OF PROGRAMMES AND SERVICES:

91.09%

ADMINISTRATIVE AND OPERATIONAL COSTS:

8.91%





Staffing and Governance

STAFF STRENGTH

ADA staff strength increased from 140 to 148 as at 31 March 2020. In addition, there were 30 casual workers who provided Eldersit Respite Care Services in the homes of persons with dementia.



148
staff

PEOPLE DEVELOPMENT

Managers who completed the “Emergenetics” leadership development programme in January 2019 also voted for this tool to be implemented to the next organisation level. A second run was conducted for senior Allied Health Professionals (AHPs) and corporate services executives in June 2019, and a Teambuilding Workshop was organised for centre staff in July 2019.

For the first time, ADA was proud to have five winners for the Silver Awards of Singapore Health Quality Service Awards (SHQSA) 2020. SHQSA is a nationwide platform that honours healthcare professionals who have demonstrated remarkable commitment in delivering quality care and excellent service. ADA’s Silver Awardees were Geraldine Sim from ADA Café, Kamala D/O Samy Michael Louis from New Horizon Centre (Tampines), and Karen Lim, Ruth Wong, and Wong Sze Chi from Community Enabling.

LONG SERVICE STAFF



5 Years of Service

Koh Hwan Jing

ACADEMY

Denise Lim

ACADEMY

Alex Foo

CAREGIVER SUPPORT SERVICES

Ruth Wong

COMMUNITY ENABLING

Wong Sze Chi

COMMUNITY ENABLING

Jonathan Yap

INFORMATION TECHNOLOGY

Jar Tom

NEW HORIZON CENTRE (TOA PAYOH)



10 Years of Service

Niang Khan Hau

NEW HORIZON CENTRE (BUKIT BATOK)

Kie Lee Kheng

NEW HORIZON CENTRE (JURONG POINT)



15 Years of Service

Irene Tan

FINANCE



20 Years of Service

Chua Koy @ Chua Ah Yam

NEW HORIZON CENTRE (BUKIT BATOK)



25 Years of Service

Jenny Tan

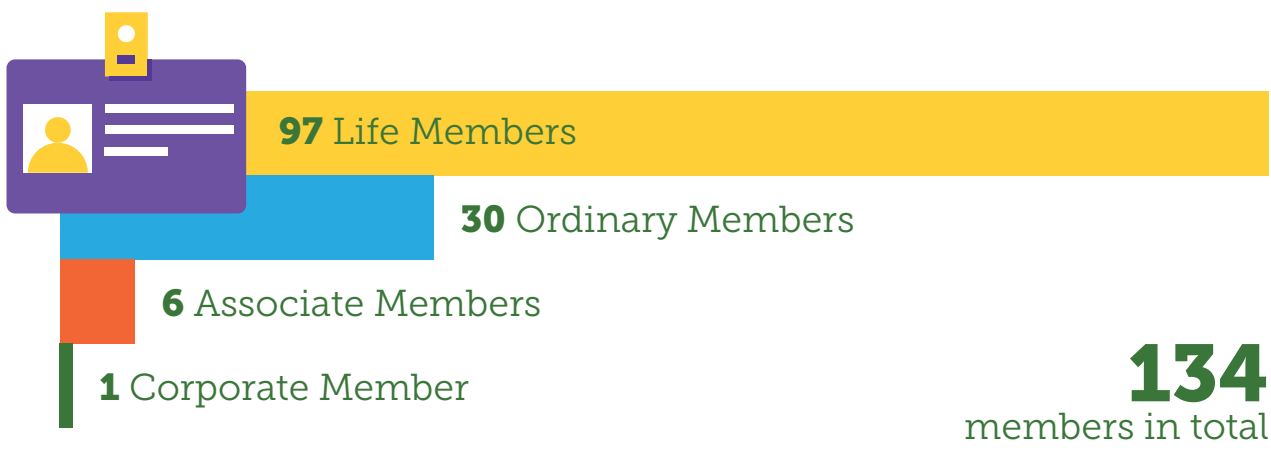
NEW HORIZON CENTRE (BUKIT BATOK)

Kassim Bin Samad

NEW HORIZON CENTRE (TOA PAYOH)

MEMBERSHIP

Membership to the Association as at 31 March 2020 was 134.



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 financial year ended 31 March 2020, the salary range of the three highest paid Executives with annual remuneration exceeding \$100,000 each (which includes salary, bonuses and employer's Central Provident Fund contributions) are as follows:

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

ADA discloses that there are no paid staff, being a family member of the President or a Management Committee member of the charity, who has received remuneration exceeding \$50,000 during the financial year.

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Singapore 339914

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🌐 alz.org.sg

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ADA
ALZHEIMER'S
DISEASE
ASSOCIATION

