



Event: ADA & Musim Mas Cheque Presentation Ceremony

Organiser: Alzheimer's Disease Association ("ADA")
Musim Mas Holdings ("Musim Mas")

Date: 4 July 2019, Thursday

Time: 10.30am – 12pm

Where: Our Tampines Hub Community Zone 1

Synopsis: Musim Mas, one of the world's largest palm oil companies, will be pledging a donation of \$1,000,000 to the Alzheimer's Disease Association (ADA). The donation will be used to fund new initiatives to support persons with dementia and their caregivers, allowing them to lead purposeful and meaningful lives.

Mr Desmond Choo, Mayor, North East District and Adviser to Tampines GROs will be gracing the event as the Guest-of-Honour.

Websites: Alzheimer's Disease Association – <https://alz.org.sg/>
Musim Mas Holdings – <http://www.musimmas.com/>

What the donation will fund

The donation will be used to fund initiatives from July 2019 to January 2020.

- One year of financial assistance for over 300 families who have loved one(s) with dementia and are unable to afford the fees to attend ADA's day-care centres (New Horizon Centres).
- Sponsoring of cognitive and physically stimulating enrichment activities for persons with dementia and their caregivers who attend the Family of Wisdom ("FOW") programme
- Assistive technology and new therapies for ADA centres
 - Virtual reality and therapeutic engagement at ADA's centres
 - E.g. engaging in electronic cognitive games aimed at stimulating the mind and helping to improve memory.
- In support of Despite Dementia, an awareness campaign by ADA
 - In April 2019, ADA and Singapore Management University announced the results of the first national survey on dementia in Singapore. The findings established the current state of perception and awareness of dementia, and

further emphasise the need to continue to increase the awareness of dementia, in order to combat the stigma.

- Despite Dementia will be rolled out through outreach events, including roadshows, talks and videos, leading to a public carnival on 21 September 2019 on World Alzheimer's Day, in commemoration of World Alzheimer's Month in September 2019.

About ADA's New Horizon Centres

ADA's New Horizon Centres (NHCs) are dementia daycare centres providing services, support and respite to persons with dementia and their caregivers. They enable caregivers to pursue their livelihoods while being assured that their loved ones are well cared for. Our four NHCs emphasise the person-centred care (PCC) approach in dementia care, where each client is valued as a unique individual with varied interests and talents, providing an environment for our clients to live with dignity despite their condition. The Centres are spanned across Singapore at Bukit Batok, Jurong Point, Tampines and Toa Payoh. Over the last year, more than 320 clients have benefited from our dementia daycare centres.

About ADA's Family of Wisdom

At ADA's Family of Wisdom (FOW) programmes, the cognitive and physically stimulating activities are designed with a social element to foster greater interaction and to maintain or improve cognitive functions for persons with dementia. We have been able to engage persons with dementia and their caregivers through social interaction and meaningful activities such as group exercises, painting, cookery, and sensory and memory games. The inclusion of caregivers in these programmes has further promoted mutual help amongst caregivers themselves. It also serves as a platform that provides respite and emotional support for both caregivers and persons with dementia. FOW is located at three locations, including Bendemeer, Tiong Bahru and Toa Payoh. Over the last year, FOW has served more than 260 clients.

Past CSR initiatives by Musim Mas

- **Anwar Karim Foundation** (Indonesia) established by Musim Mas has launched social welfare activities throughout Indonesia.
 - Provides free education to children and youth, especially in the Group's plantations

- Provides free public health programmes
 - Regular supporter of orphanages and old folks' institutions. The Foundation has programmes to nurture the children into literate and self-reliant individuals.
 - **Safe Water Gardens** (Indonesia): Musim Mas is an industry partner of Safe Water Gardens. They sponsored and installed wastewater management systems in villages to improve water, sanitation and hygiene.
 - **Sponsor of NUS professorship in Sustainability** (Singapore): Musim Mas funds research to enhance the literature for sustainability management in Asia, while educating future business leaders on sustainable development.
 - **Sponsor of World of Palms in Gardens by the Bay** (Singapore)
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About Musim Mas Holdings

Headquartered in Singapore, Musim Mas is involved in every part of the palm oil supply chain: from managing plantations and mills to refining crude palm oil and manufacturing palm-based products. They are supported by an extensive fleet of ship tankers and barges that enhance their logistical capability. They have over 37,000 employees in 13 countries across Asia Pacific, Europe, and the Americas, committed to meeting global palm oil demand in an environmentally, socially and economically viable way.

About Alzheimer's Disease Association (ADA)

ADA was formed in 1990 because of a growing concern for the needs of persons living with dementia and their caregivers. The Association hopes to reduce stigma by increasing awareness and understanding of dementia; enabling and involving persons living with dementia to be integrated and accepted in the community; and leading in the quality of dementia care services for persons living with dementia and their families. Striving towards a dementia inclusive society through its four strategic service pillars; Centre-Based Care, Caregiver Support, Academy and Community Enabling, ADA aims to advocate and inspire the society to regard and respect persons living with dementia as individuals who can still lead purposeful and meaningful lives. For more information, visit Alzheimer's Disease Association at <http://alz.org.sg/>.



About Despite Dementia

Despite Dementia is an awareness campaign by ADA that aims to tackle the dementia stigma faced by persons living with dementia and caregivers. Based on findings from the first national survey on dementia in Singapore (dubbed: [Remember.For.Me](#)) by Singapore Management University and ADA in 2019, it highlights a need to continue increasing awareness on dementia and combat the stigma that surrounds it. *Despite Dementia* reminds all of us to love and learn about persons with dementia and encourage them to live life to the fullest despite having the condition.

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