



Dear Sir/Madam,

All You Need to Know: Our Move to Dementia Singapore

After dedicating more than 30 years supporting the needs of the dementia community, the Alzheimer's Disease Association (ADA) is now ready for the next phase of our organisation.

We will be expanding our services in dementia care and, with the broadening scope of work, will complete our transition from a Society to a Company Limited by Guarantee named **Dementia Singapore** on **1 September 2021**.

This change in corporate entity and identity to **Dementia Singapore** will position our organisation to be the national leader in dementia which drives conversations and sparks initiatives that make a difference to the lives of people living with dementia and their caregivers.

The name **Dementia Singapore** represents more accurately our area of work as we have been frequently mistaken for supporting people only with Alzheimer's Disease. In truth, we support people living with a wide spectrum of dementia and Alzheimer's Disease is just one of them.

Dementia Singapore shares the vision of ADA. Our goal remains unchanged. We are still working towards a dementia-inclusive society, with the mission to improve the wellbeing of people impacted by dementia through Care Innovation, Advocacy and Empowerment.

For details of our transition to Dementia Singapore, visit <https://dementia.org.sg/rebranding/>.

We thank you for supporting ADA over the years, and we look forward to your continuous support for **Dementia Singapore** for many more years to come.

Yours sincerely,

A handwritten signature in blue ink that reads "Jason Foo".

Jason Foo
CEO
Dementia Singapore
(Formerly known as Alzheimer's Disease Association)