



# FORGING A DEMENTIA-INCLUSIVE SOCIETY

**ANNUAL REPORT 2021/2022**

April 2021 to March 2022



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## CHAIRMAN'S MESSAGE

What a year it has been. Fresh from making a successful transition from Alzheimer's Disease Association (ADA) to a new entity Dementia Singapore, we have shifted into high gear and are making huge strides towards our vision of building a Dementia-Inclusive Society.

Backed by ADA's 31 years of history, experience, and expertise in dementia care, Dementia Singapore will continue to deliver the highest quality of programmes and services for the dementia community. We have a refreshed set of strategic focuses, and you can read all about our new three-year A-B-C-D-E-F strategy in the following pages.

Further to that, as the sector's trailblazers, we are taking the lead in developing the most innovative care services as we look to cement our status as the foremost organisation on dementia in the country.

Over the past year, our new initiatives include:

**Integrated Dementia (Home-based) Assisted Living project (IDeAL@115)** – A new model of care retrofitted to an existing block of HDB flats in Ang Mo Kio Ave 4 for seniors to age-in-place within their communities, officially launched in partnership with Kebun Baru Grassroots Organisations in March 2022.

**CARA** – A pioneering Dementia Membership Programme that aims to provide personalised support via an app, across the journey of living with and caring for dementia. With the Safe Return function as the app's key feature, as well as an ecosystem of resources, benefits, and solution partners, we envision CARA to be the go-to digital care companion for our dementia community.

**DementiaHub.SG** – Singapore's first one-stop, consolidated resource portal on dementia, developed in collaboration with the Agency of Integrated Care (AIC).

**Experience Dementia in Singapore** – A virtual reality simulation that illustrates the common challenges faced by persons with dementia in Singapore.

**360° Virtual Reality Dementia-Friendly HDB Home Design guide** – Co-developed with AIC, the guide is a localised virtual reality resource that provides solutions for caregivers to help make their homes more dementia-friendly.

**Business Toolkit for a Dementia-Inclusive Singapore** – The first localised toolkit with the aim of helping companies create dementia-friendly and inclusive workplaces using an easy-to-follow three-stage framework.

Our constant pursuit of excellence does not stop here. In the year ahead, there will be even more exciting initiatives to come as we enter several strategic partnerships and collaborations to enhance the dementia care landscape in Singapore. These include leading a Dementia Colabs Network that brings together like-minded experts in the sector to improve the lives of persons with dementia; conducting a nationwide survey to assess the public's attitudes towards dementia in Singapore; as well as spearheading a national advocacy campaign with the aim to reduce dementia stigma and foster a more empathetic, inclusive society.

As Singapore lifts most COVID-19 restrictions and life returns to normalcy for residents, we will also be organising more physical events to engage our clients, caregivers, partners, and members of the public. These include a charity dinner, a charity golf day, as well as our flagship Walk2Remember steps challenge at Bishan Park.

Dementia Singapore will also work with AIC to enhance features on CARA, which will include a Broadcast function that enables caregivers to send a 'missing persons' notification to the wider community at the touch of a button.

There is much to look forward to in the year ahead. But, before that, do join me in celebrating our successes over the past year. These accomplishments would not have been possible without the support of our donors, partners, volunteers, staff, and vendors.

As we continue to forge ahead, we will need your continuous and steadfast support. We are honoured to have each of you on board this exciting journey as we serve the dementia community, advocate for the dementia cause, and empower and enable the dementia care landscape in Singapore.

**Dr Ang Peng Chye**  
Chairman

# ABOUT DEMENTIA SINGAPORE

FORMERLY KNOWN AS 'ALZHEIMER'S DISEASE ASSOCIATION'



## VISION

A Dementia-Inclusive Society

## MISSION

To improve the well-being of people impacted by dementia through Care Innovation, Advocacy and Empowerment



Watch what we do here

Dementia Singapore was formed in 1990 as the 'Alzheimer's Disease Association' to better serve Singapore's growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition.

The organisation officially transited and completed its move from 'Society' to 'Company Limited by Guarantee' on 1 September 2021.

As Singapore's leading Social Service Agency in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations.

Dementia Singapore is registered as a Company Limited by Guarantee (UEN No. 202111519K), listed as a Charity and is recognised as an Institution of a Public Character.

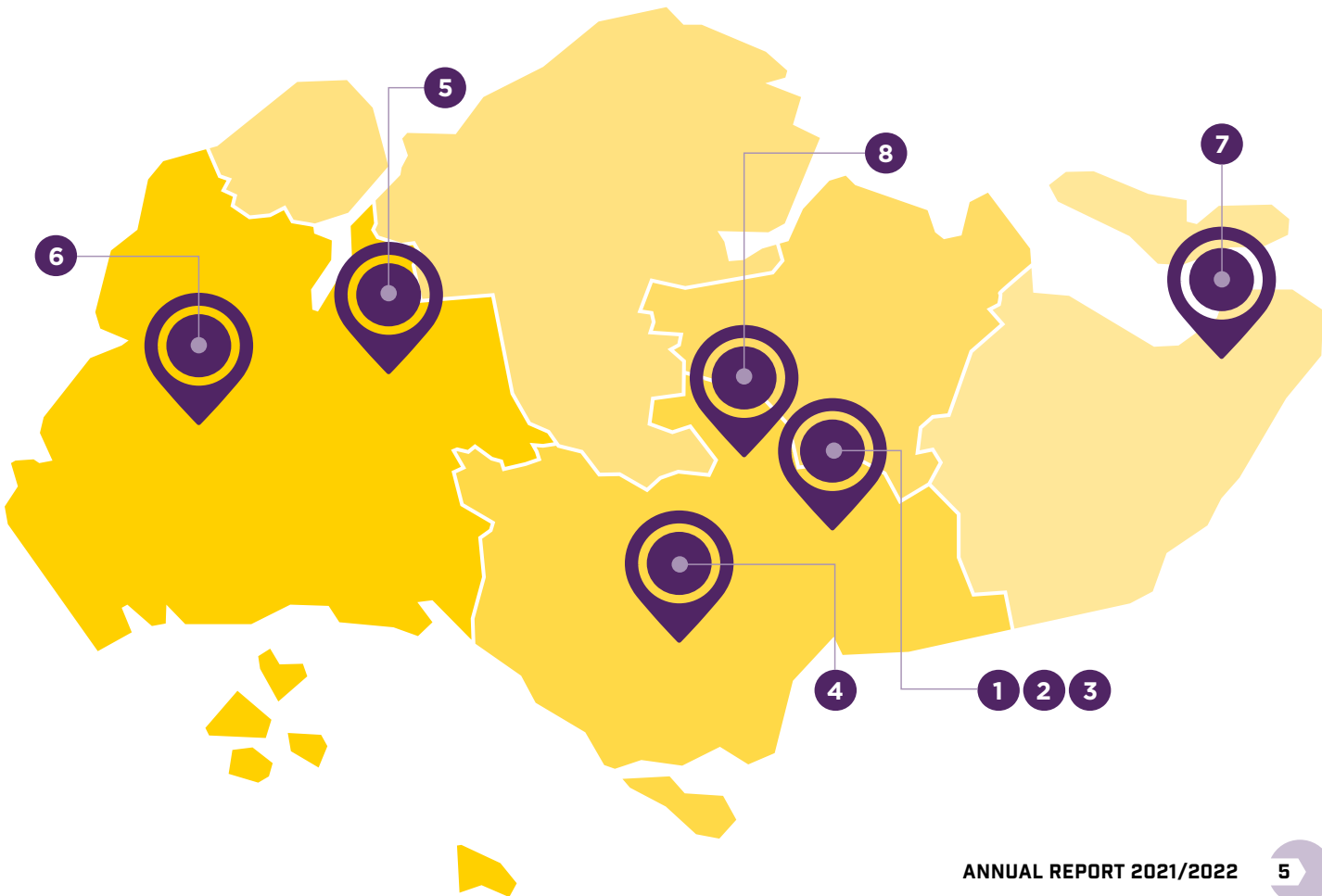
Dementia Singapore is a member of the National Council of Social Service (NCSS) and Alzheimer's Disease International. We have been appointed by NCSS as a "Centre of Specialisation" since 2007, and are one of eight Learning Institutes under the Agency for Integrated Care Learning Network.

# PRESENCE IN SINGAPORE



DEMENTIA HELPLINE  
6377 0700

- |   |   |
|---|---|
| <b>1 Caregiver Support Services</b><br>20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914   | <b>5 New Horizon Centre (Bukit Batok)</b><br>Blk 511 Bukit Batok Street 52, #01-211, Singapore 650511                         |
| <b>2 Dementia Singapore Academy</b><br>20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914   | <b>6 New Horizon Centre (Jurong Point)</b><br>1 Jurong West Central 2, #04-04, Jurong Point Shopping Centre, Singapore 648886 |
| <b>3 Family of Wisdom (Bendemeer)</b><br>20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914 | <b>7 New Horizon Centre (Tampines)</b><br>Blk 362 Tampines Street 34, #01-377, Singapore 520362                               |
| <b>4 Dementia Social Club</b><br>298 Tiong Bahru Road, #10-05, Central Plaza, Singapore 168730            | <b>8 New Horizon Centre (Toa Payoh)</b><br>Blk 157 Toa Payoh Lorong 1, #01-1195, Singapore 310157                             |





# STRATEGIC GOALS

YEAR 2021 TO 2024

## ADVOCACY AND BRANDING

To transform society's perception and attitudes towards dementia



## BUILD CAPABILITY & CAPACITY

To empower partners to create dementia-inclusive communities through knowledge, training, and consultancy



## CARE INNOVATIONS

To deliver innovative and quality care solutions that are person-centred and evidence-based



## DIGITALISATION

To embed data and digitalisation across Dementia Singapore's capabilities to enhance efficiency and maximise impact



## EMPLOYEES AND VOLUNTEERS

To empower employees to embrace a philosophy of person-centred care and improve their capabilities in digitalisation and innovation; to engage volunteers as ambassadors and advocates



## FINANCIAL SUSTAINABILITY

To build a one-year reserve and proactively manage cost benefits



# THE BOARD AND MANAGEMENT TEAM

During this year of transition from Alzheimer's Disease Association (ADA) to Dementia Singapore Ltd (DSG), the Board continued to provide direction and oversight, whilst ensuring the implementation of good governance and practices for the effective performance and operation of both ADA and DSG. Board members are not remunerated for serving on the Board.

There are three existing members, currently serving for more than 10 consecutive years on the Board, who provide stability, experience and insights on the growth, especially during this transitional year. Meetings are usually held once every two months. During the period of April 2021 to March 2022, the Board met five times. The Annual General Meeting was held on 28 September 2021.

1990  
**Dr Ang Peng Chye**, Psychiatrist  
DSG - Chairman  
ADA - President  
Attendance 5/5



## BOARD MEMBERS



1992  
**Dr Ng Li-Ling**  
Psycho-Geriatrician  
DSG - Vice Chairman  
ADA - Vice-President  
Attendance 5/5



2019  
**Mr Brad Levitt**  
CEO / Fund Manager  
DSG - Hon. Treasurer  
ADA - Committee Member  
Attendance 5/5



2020  
**Mr Allister Tan**  
Practising Lawyer  
DSG - Hon. Secretary  
ADA - Committee Member  
Attendance 5/5



2003  
**Mr Chua Eng Chiang**  
Private Investor, Lawyer  
DSG - Board Member  
ADA - Hon. Secretary  
Attendance 5/5



2012  
**Ms Yeo Su-Lynn**  
Private Investor, Accountant  
DSG - Board Member  
ADA - Hon. Treasurer  
Attendance 5/5

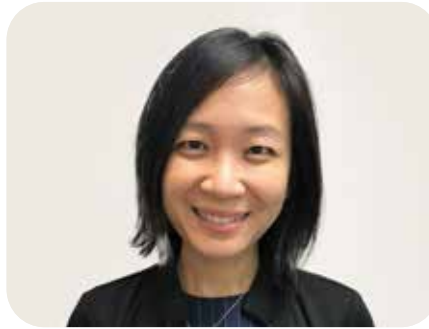


2016  
**Dr Noorhazlina Bte Ali**  
Geriatrician  
DSG - Board Member  
ADA - Committee Member  
Attendance 5/5

## THE BOARD AND MANAGEMENT TEAM



2018  
**Mr Paul Heng**  
Managing Director &  
Executive Coach  
DSG - Board Member  
ADA - Committee Member  
Attendance 5/5



2018  
**Dr Chen Shiling**  
Resident Physician  
DSG - Board Member  
ADA - Committee Member  
Attendance 5/5



2019  
**Ms Sia Hwee Lay**  
Head, Business Audit  
DSG - Board Member  
ADA - Committee Member  
Attendance 5/5



2020  
**Ms Jasmine Kang**  
Geriatric Advanced  
Practice Nurse  
DSG - Board Member  
ADA - Committee Member  
Attendance 4/5

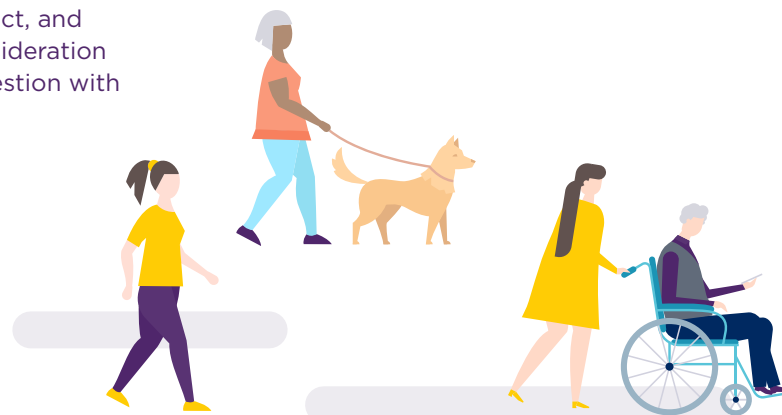


2020  
**Dr Vanessa Mok**  
Psychiatrist  
DSG - Board Member  
ADA - Committee Member  
Attendance 5/5



2018  
**Ms Sasha Foo**  
Managing Director  
DSG - Resigned 31 Dec 2021  
ADA - Committee Member  
Attendance 4/4

Disclosure of interest: If a Board member is directly or indirectly interested in any contract, proposed contract, or other matter, and is present at a meeting, 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.



## STANDING COMMITTEES

AS OF 31 MARCH 2022

### AUDIT

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

### FINANCE

Mr Brad Levitt (Chair)  
Ms Yeo Su-Lynn  
Mr Andrew Ferguson  
Mr Nicholas Goh  
Mr Lee Guan Liu

### FUNDRAISING

Dr Ang Peng Chye (Chair)  
Ms Mirabelle Lim  
Mr Wilkinson Chew  
Mr Roger Yap

### NOMINATION

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

### PROGRAMMES & SERVICES

Dr Chen Shiling (Chair)  
Dr Noorhazlina Bte Ali  
Dr Vanessa Mok  
Ms Jasmine Kang  
Dr Ong Pui Sim  
Ms Philomena Anthony  
Ms P M Kumari

### HUMAN RESOURCES

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



## WORKING GROUPS AND ADVISORY PANELS

AS OF 31 MARCH 2022

### ETHICS REVIEW

Dr Noorhazlina Bte Ali  
Dr Vanessa Mok  
Dr Seng Boon Keng

### LEGAL

Mr Allister Tan  
Mr Alvin Cheng  
Mr Koh Tien Gui

### RESIDENTIAL CARE

Mr Chua Eng Chiang  
Dr Ang Peng Chye

## SENIOR MANAGEMENT TEAM

Chief Executive Officer (Appointed 1 Aug 2012)  
Chief Financial Officer  
Chief Human Resources Officer  
Director, Care Services  
Director, Community Enablement  
Director, Advocacy & Communications  
Director, Fundraising & Volunteer Management  
Director, Information Technology  
Director, Strategy & Governance

Mr Jason Foo  
Ms Chong Lay Cheng  
Ms Tracy Kwan  
Mr Stephen Chan  
Ms Koh Hwan Jing  
Mr Stanley Ho  
Mr Sherwan Sharip  
Mr Chen Keng Chong  
Mr Francis Wong





## New Horizon Centre (TOA PAYOH)

#01-1195



ADVOCACY & BRANDING

## NEW BEGINNINGS, NEW WAY FORWARD

# DEMENTIA SINGAPORE'S DEBUT

REBRANDING



After 31 years as the Alzheimer's Disease Association, we officially rebranded the organisation and debuted **Dementia Singapore** in September 2021. The rebranding aimed to better represent what we do, and better emphasise our leading role as the national body for dementia care and services in Singapore and the region.

In a video speech, Singapore President Halimah Yacob, who also serves as Dementia Singapore's Patron, said: "With this transformation, Dementia Singapore will expand its focus from Alzheimer's Disease to other dementia-related conditions. This includes the launch of four dementia initiatives... a one-stop Dementia Resource Portal, a Dementia Membership Programme, a Dementia-Inclusive Business Toolkit, and a Dementia-Inclusive Assisted Living concept. These initiatives are good first steps, and I urge Dementia Singapore to further assess the needs of the dementia community here and work with

the Government to boost our capabilities to build a dementia-friendly society."

The rebranding exercise saw not just a change in name and corporate colours but also a facelift, given to the daycare centres, vans, and other corporate collaterals.





Before and After: New signages went up at all New Horizon Centres – our touchpoints within the community.



Internally, a streamlined departmental structure and refreshed set of strategic goals were also put in place. The overarching vision, however, remains the same: A Dementia-Inclusive Society.

Furthermore, Dementia Singapore launched a brand-new corporate video in March 2022. Shot as a mini film, it features CEO Jason Foo, and Voices for Hope graduates and self-advocates Thomas and Michelle Ong, as protagonists. The video touches on what it is like living with and caring for dementia, key programmes and services, as well as glimpses of what we do at Dementia Singapore.

Dementia Singapore's rebranding was also coupled with the organisation's successful transition from a Society to a Company Limited by Guarantee.

“

Lessons learned from the past 31 years serve as a reminder of why innovation and reimagination are important. For instance, the COVID-19 pandemic accelerated our need for digital innovation, while emergent healthcare demands led to the creation of new programmes.

– Jason Foo,  
CEO of Dementia Singapore

## SPREADING HOPE AND EMPOWERMENT

VOICES FOR HOPE



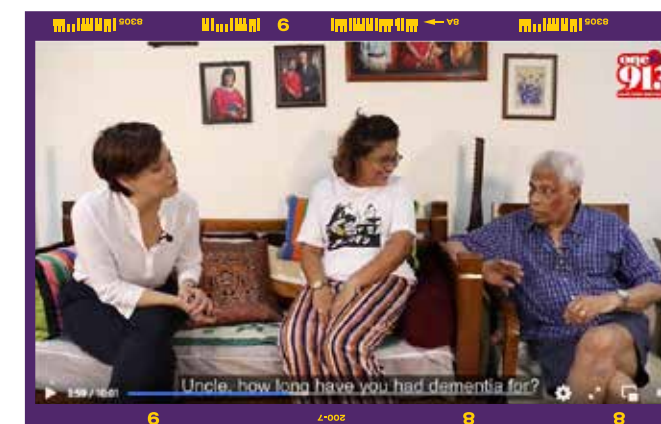
Initiated in 2019, Voices for Hope (VFH) is a programme with an aim to empower persons with dementia and their care partners to champion the dementia cause and share their stories in the community. Over the past three years, Voices for Hope has produced eight cohorts – a total of 68 graduates (34 persons with dementia and 34 caregivers).

On 12 October 2021, VFH unveiled “Do You See What I See”, a virtual photo exhibition in collaboration with student volunteers from CHIJ St Nicholas Girls' School. The exhibition featured photographs by five people living with

young onset dementia and aimed to showcase a glimpse of what the world looks like through a dementia lens.

Displaying more talents and capabilities of persons with dementia was the RE:Memori dance performance in November 2021. Held at The Arts House and supported by the National Arts Council, the performance aimed to shed light on and demystify dementia in the hopes of building a more dementia-friendly society. RE:Memori, which itself was a performance that fused music, dance, and theatre elements, featured dementia self-advocates Anjang Rosli and Alison Lim.

Another passionate VFH graduate, Brinda Naidu, did well to champion the dementia cause this past year. In December 2021 and January 2022 respectively, Brinda participated in a video interview and radio-cum-Facebook Live interview with One FM 91.3, to share more about her father's dementia diagnosis, and what it means to live with and care for dementia.



Angel Teo (One FM's 'The Big Show' DJ), Brinda and Shan Naidu in One FM's 'Living with Dementia' video.



Thomas and Michelle as co-facilitators during Voices for Hope Cohort 7.

Other than her media appearances, Brinda also self-conducted a “Doodling Garden” workshop in January 2022, with the aim of spreading self-care and her passion for art to other caregivers. The workshop has since grown into a wider project, with both persons with dementia and caregivers coming together to create handwritten and coloured cards for fundraising.

Another stand-out pair of VFH graduates and self-advocates is Thomas Ong, a person living with dementia, and his daughter and caregiver, Michelle Ong. In a significant step towards empowerment, Thomas and Michelle have taken on the roles of co-facilitators for subsequent Voices for Hope cohorts.

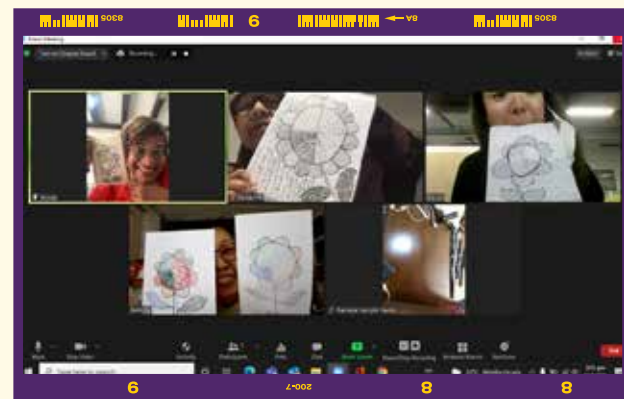
Lastly, as part of International Women’s Day in March 2022, VFH self-advocates – sisters Belinda and Babara Seet, and Katherine Lim, their mother who is living with dementia – teamed up with DBS for a video project. The video gave a touching glimpse of the highs and lows of their journeys as caregivers, as well as how they all continue to live life to the fullest despite dementia.



To effectively champion the dementia cause, we have learned that it is only right that we engage and involve persons with dementia and caregivers themselves, as they have the lived experience, wisdom and opinions to share with the community; this leads to the creation of better, more inclusive practices in our programmes, services and initiatives.

– Stanley Ho,  
Director of Advocacy &  
Communications

Brinda poses with her workshop participants and their Doodling Garden art pieces!



Belinda and Babara in DBS’ #InTheMoment ‘Living with and caring for mum with dementia’ video.



# CHAMPIONING THE DEMENTIA CAUSE

## DEMENTIA AMBASSADORS

In August 2021, Dementia Singapore announced its first-ever brand ambassadors – Tay Ping Hui and Munah Bagharib. With backgrounds spanning television, film, theatre and hosting, Ping Hui and Munah both share Dementia Singapore’s passion, drive, and optimism, in hopes to broaden the reach and support for the dementia community.

Examples of their advocacy efforts include Munah’s media appearances on Money FM 89.3, One FM 91.3, and an insightful AsiaOne article and video feature done together with her brother and co-caregiver, Ziyad. Ping Hui also lent his influential voice to the dementia community through social media posts on his experiences with family members living with dementia.



Home-grown talent Tay Ping Hui.



I became a Dementia Singapore Ambassador because I sincerely think that we need to have more conversations on this unavoidable topic. Conditions like heart disease, diabetes and kidney disease have been much talked about, but discussions on the matters of dementia are still lacking in my eyes. I hope that by becoming an Ambassador, I can do my part to bring more people to this conversation.

– Tay Ping Hui



What Dementia Singapore stands for is everything I believe in and everything my family and I needed when we were faced with dementia. I turned to their resources to learn more about how to move forward, what help is out there, how to be a better caregiver. It made a huge difference. It is an honour for me to be part of their cause because I want to help raise awareness about what dementia is, reduce the stigma around it, and most of all, be able to educate myself so that we can be there for those impacted by the condition.

– Munah Bagharib



Munah [left] says that her mother [right], who is living with dementia, inspired her to become a Dementia Singapore Ambassador.



# WIDENING OUR PUBLIC OUTREACH

## PUBLIC EDUCATION

Helmed by the Dementia Singapore Community Enablement division, 37 educational talks were completed in FY 2021/2022, with a total of 2,287 attendees.

One key event was the 'Listen Again' media event on 1 March 2022, organised by Hearing Partners Singapore and The Hoffman Agency. Karen Lim, Manager at Community Enablement, was invited to sit on an expert panel discussion, where she shared about how hearing loss is one of the 12 modifiable risk factors of dementia, as well as

the unique challenges that persons with dementia with hearing impairment face.

Dementia Singapore also participated in this year's SG Women's Festival on 6 March 2022. In a hybrid event and panel discussion, Karen Lim and Belinda Seet, VFH graduate and caregiver to her mother who is living with dementia, shared more about our programmes and services, women's struggles in caregiving and overcoming them, and breaking the dementia stigma.



[3rd from the left] Karen Lim discusses the correlation between dementia and hearing loss during the Hearing Partners panel discussion.



[L-R] Jason Foo, CEO of Dementia Singapore; Karen Lim; Poh Li San, Adviser for Sembawang West Grassroots Organisation.

# #SHINEFORDEMENTIA

## WAM HIGHLIGHTS



Kicking off World Alzheimer's Month 2021 was our annual virtual steps challenge Walk2Remember, aimed to bring the wider community together to walk for and with those impacted by dementia. The event was co-organised by community care partners, AWWA, AMKFSC Community Services, Tan Tock Seng Hospital and TOUCH Community Services, and supported by Cerecin.



Thomas Ong, a person living with dementia, and his daughter and caregiver, Michelle Ong, both of whom shared their insights on what it means for them to live well despite dementia. The fireside chat also featured representatives from AWWA Dementia Daycare Centre (Yishun), Tan Tock Seng Hospital and AMKFSC Community Services.

Lastly, World Alzheimer's Month also saw Dementia Singapore's first-ever national monument light-up display. On the evening of 21 September 2021, also known as World Alzheimer's Day, the dome of the National Stadium was lighted up in Dementia Singapore colours – purple and yellow – with the support of Singapore Sports Hub.

As a tribute to the dementia community, the spectacular display signified Dementia Singapore's commitment, solidarity, and support for the dementia cause. The light-up also exemplified our efforts to raise awareness for dementia and the people impacted by the condition during World Alzheimer's Month.

Dementia Singapore also rounded up the month with other key highlights – the launches of the 'Business Toolkit for a Dementia-Inclusive Singapore' and DementiaHub.SG (see more on pages 25 and 26).

Walk2Remember 2021 garnered over 6000 participants despite the COVID-19 pandemic, and a whopping 851 million steps were clocked over the challenge's 21-day run.

As part of the challenge, 22 participants also walked away with prizes from Fitbit for excelling in the '100,000 steps' and '50,000 steps' categories.

In the final week of Walk2Remember, on 18 September 2021, a Fireside Chat about the coping and rehabilitative strategies of dementia was livestreamed on Walk2Remember's official Facebook page. Among the panellists of the livestreamed event were self-advocates



# GLOBAL INFLUENCE ON DEMENTIA

2021 was an incredibly busy year for the Asia-Pacific Regional Office (APRO) of Alzheimer's Disease International (ADI), with the year poignantly marking the halfway point of the World Health Organization (WHO) Global Action Plan on the public health response to dementia.

ADI APRO has always been committed to deliver the three-pillar strategy with a programme of activities focused on strengthening the Asia-Pacific Regional Office and the 20 Asia-Pacific members through capacity-building, advocacy, and outreach.

## CAPACITY-BUILDING

The APRO virtual meetings were successfully hosted by ADI APRO and ARDA-Thailand in February and November 2021 respectively.

In 2021, ADI continued to conduct a series of webinars directly addressing issues pertaining to COVID-19 and dementia. In addition, ADI's website has been a beneficial resource and focal point for advice and to connect people impacted by dementia throughout our member countries.

In September, ADI formally accredited Kiang Wu Nursing College in close partnership with Macau Alzheimer's Disease Association (MADA). Within six months, the programme had attracted more than 40 nursing students and social workers in Macau.

The partnership between ADI and ASEAN has also been strengthened through a series of meetings and webinars with a focus on health



It's all smiles at ADI-APRO's virtual meeting on 12 November 2021.

## From Plan to Impact (FPTI) IV: Progress towards targets of the WHO Global Action Plan on Dementia.



promotion, mental health, and youth engagement. These programmes have been conducted in Indonesia, Brunei, Malaysia, and other countries in the region.

## ADVOCACY

Two key reports were published in 2021, namely: *From Plan to Impact (FPTI) IV: Progress towards targets of the WHO Global Action Plan on Dementia*, launched at the World Health Assembly during a virtual side event in May 2021, and the *World Alzheimer Report: Journey through the diagnosis of dementia*, which was commissioned by ADI to McGill University, Canada, and launched on World Alzheimer's Day, 21 September 2021.

The launch of its signature report, 'From Plan to Impact IV', demonstrated that we are still a long way from achieving the targets. As such, much of ADI's policy and advocacy work is focused on advocating to Member States to adopt a national dementia plan, through the newly launched #WhatsYourPlan campaign, which aims to galvanise governments to develop, fund and implement national dementia plans in their respective countries.

Efforts saw health officials from Botswana, Panama, Cameroon, and St Lucia requesting meetings to discuss the potential implementation of their unique national dementia plans.

ADI also successfully launched dementia action plans in China, the Dominican Republic, Germany, and Iran, with the additional great news of increased funding for dementia in Italy and Australia. Currently working with a total of 32 members, ADI will seek to expand the #WhatsYourPlan campaign to other member associations in due course.

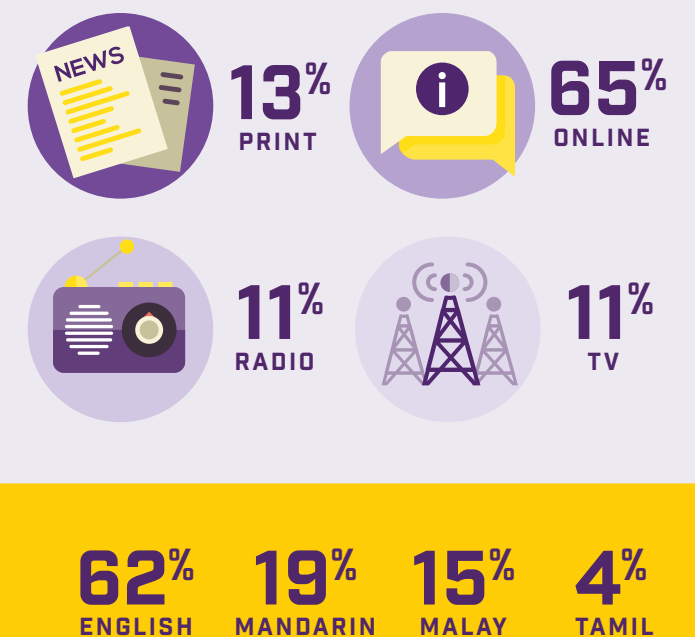
# DEMENTIA SINGAPORE IN THE NEWS!



From April 2021 to March 2022, Dementia Singapore had a total of **334 media mentions** across all platforms.

Notable media attention was given to the launches of Dementia Singapore's new branding, the Business Toolkit for a Dementia-Inclusive Singapore, DementiaHub.SG, CARA, the 'Find Your Way' initiative, and the IDeAL@115 assisted living project. Other standout features include the participation in Singapore's national vaccination drive for New Horizon Centre clients, and on the topic of caregiving amidst the COVID-19 pandemic. The Wayfinding Project in Kebun Baru (from 2020) also saw a resurgence in media interest, with the wayfinding murals going viral on social media in mid-2021.

Additionally, Dementia Singapore was supported by a media partnership with SPH Radio (One FM 91.3) from September 2021 to February 2022, which delivered multiple radio-cum-Facebook Live interviews on living with dementia, caregiving challenges and advocacy.







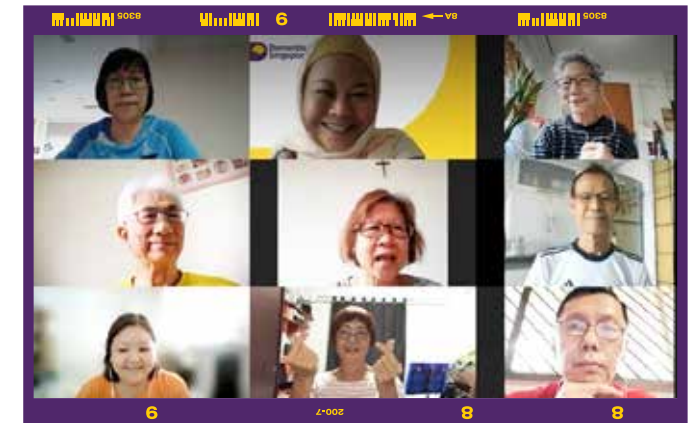
BUILD CAPABILITY AND CAPACITY

## BOOSTING COMPETENCIES, ENRICHING THE DEMENTIA LANDSCAPE

## ENHANCING KNOW-HOW: THE DEMENTIA SINGAPORE ACADEMY



**Volunteers from Kwong Wai Shiu Hospital participating enthusiastically in a role-playing activity in the 'Facilitate Meaningful Interaction with Persons with Dementia' course.**



**Participants of the 'Dementia Awareness Workshop' are all smiles over Zoom!**

One of the goals of Dementia Singapore is to empower community care partners to create dementia-inclusive communities by enhancing their knowledge, skills, and dementia capabilities. We also strive to create quality care solutions that are person-centred and evidence-based through research and innovation.

As the flagship of the Community Enablement division, the Dementia Singapore Academy (DSA) conducts training courses for members of the public and professional caregivers, as well as provides consultancy services to both informal and formal service providers who would like to enhance their capabilities in dementia care.

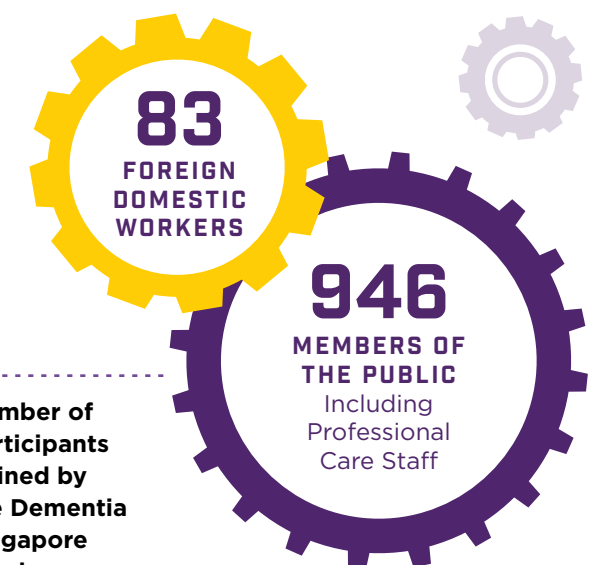
DSA is one of the eight learning institutes appointed by the Agency for Integrated Care (AIC) to provide training for community care organisations, under the AIC Learning Network. New courses launched as part of the training include 'Certificate of Foundations of Person-Centred Dementia Care', 'Support Persons Living with Dementia', and 'Implement Namaste Care'.

DSA also curates suitable courses for seniors under the National Silver Academy, as well as training for foreign domestic workers.

A most significant milestone for Dementia Singapore in 2021 was the launch of DementiaHub.SG in September, serving as a platform for up-to-date and locally relevant dementia resources to be shared with persons

living with dementia, family caregivers, professional caregivers, and all members of the public (see more on page 26).

Dementia Singapore also saw further development of research and innovation projects, including the development of e-learning modules for the 'Journey with Arts and Dementia' (JADe) project, expansion of the Meeting Centre Support Programme, development of 'Experience Dementia in Singapore' (EDIS) programme, launch of the 'Care Circles' feature by CARA, as well as the second and third pilot runs of the 'Art With You' programme (see more on pages 22, 34, and 36).





# CONSULTANCY SERVICES

Despite the COVID-19 pandemic, Dementia Singapore has continued to provide consultancy services to service providers, including Senior Care Centres and nursing homes. Due to the restriction on in-person visits to nursing homes, most consultancy-related activities were conducted via Zoom. During these sessions, Dementia Singapore was able to provide feedback on how the nursing home staff implemented activities for the residents, by reviewing video recordings provided by the staff.

A total of two consultancy projects were completed in March 2022. The first, which had commenced in July 2019, was the 'Dementia Care Project' for St Andrew's Henderson Senior Care and Nursing Home, while the second, which kicked off in September 2021, was for SUN-DAC's 'Ageing Well Programme'.



# MEETING CENTRE SUPPORT PROGRAMME



**Members of the Meeting Centre Support Programme engaging in a current affairs discussion.**

The Meeting Centre Support Programme (MCSP) is a community-based programme for persons living with dementia and family caregivers who live within the same locality. It serves as a social club where members receive practical, emotional and social support, with a total of 15 families benefitting from the two pilot runs in Bendemeer and Kebun Baru.

Dementia Singapore aims to enable more community partners to run MCSP. Trainings for Salem Chapel and the Thye Hua Kwan Active Ageing Centre in Yio Chu Kang commenced in February 2022, and both organisations have been actively recruiting families to join as members.

# LET'S BE A CARING COMMUTER!



**Rolling! A glimpse of the behind-the-scenes action during the filming.**

For persons living with dementia, losing their way during their commute on public transport can be a scary and frustrating experience. In moments like these, the assistance of fellow commuters is important in helping them find their bearings to return to their loved ones or reach their destination.

In December 2021, Dementia Singapore collaborated with Caring SG Commuters to develop an awareness video on how fellow commuters may extend a helping hand. With the goal of transforming Singapore's public transport system and commuter culture into one that is more caring, welcoming and inclusive, the video featured Voices for Hope graduates, Jack Tan, who lives with dementia, and Angeline Teo, his wife and caregiver, who shared their personal experiences with commuting.



Scan the QR code to watch the video



# EMPOWERING PERSONS WITH DEMENTIA

TO 'FIND YOUR WAY' HOME



Clear directional floor stickers at Toa Payoh Bus Interchange.



The vibrant illustrations of paper balls at Toa Payoh Bus Interchange.

“

We hope this “Find Your Way” initiative, in partnership with Dementia Singapore, will enable our passengers to better navigate their way around our transport hubs to get to their destinations. By doing so, it avoids anxious moments and worries for their loved ones when they are lost and go missing.

– Mr Cheng Siak Kian,  
SBS Transit Group  
Chief Executive Officer

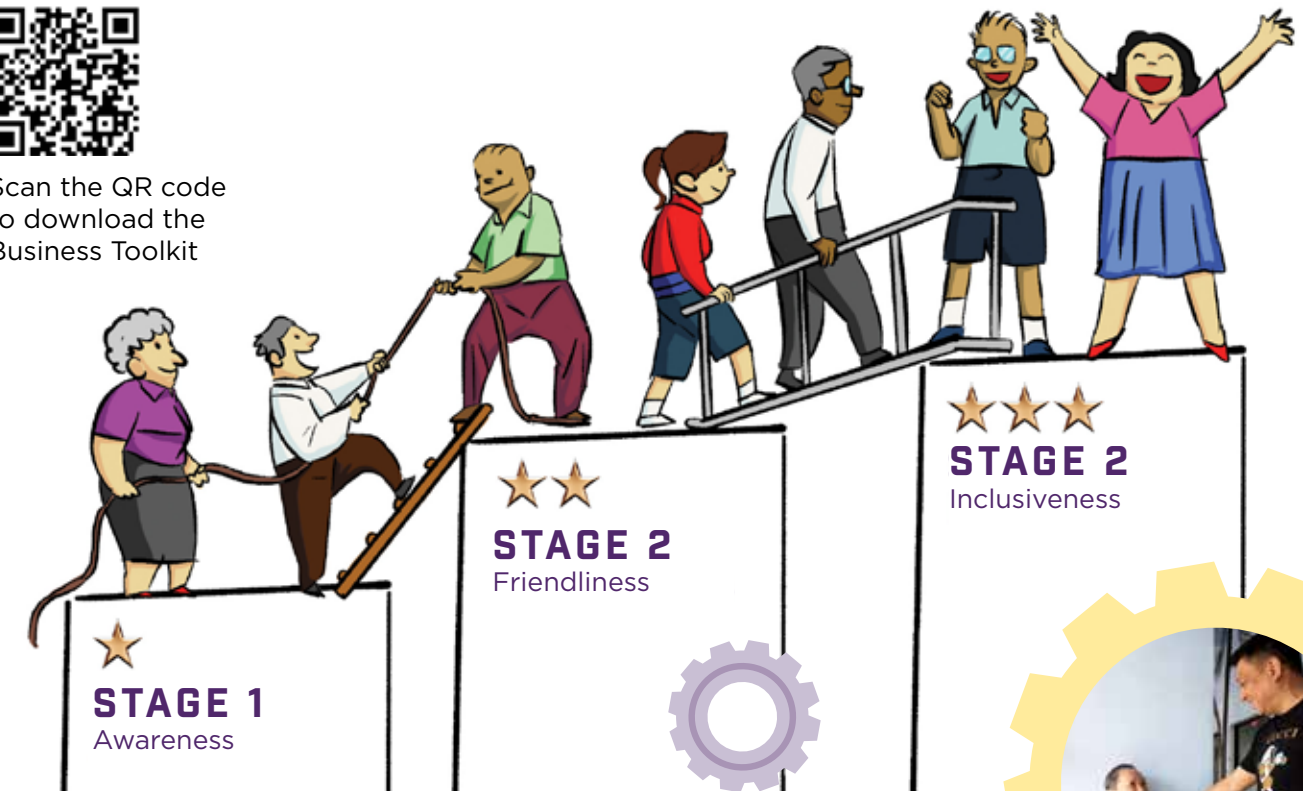
To further enhance Singapore's dementia-friendliness in the public transport sphere, Dementia Singapore collaborated with SBS Transit on the 'Find Your Way' Initiative. Launched in February 2022 at selected bus interchanges and MRT stations, the initiative aims to help persons with dementia navigate their surroundings and pinpoint their destinations with ease.

Toa Payoh Bus Interchange was the first location selected to implement the wayfinding efforts. In consultation with people living with dementia, Toa Payoh Bus Interchange was divided into five distinct zones, with each zone represented by a colour-coded illustration of a childhood game – five stones, chapteh, paper balls, marbles, and 'longkang' fishing – plastered on its walls. The zones are complemented by directional floor stickers at the various exit and entry points to help people with dementia and seniors find their way to their respective bus-boarding berths.

# BUSINESS TOOLKIT FOR A DEMENTIA-INCLUSIVE SINGAPORE



Scan the QR code to download the Business Toolkit



Featuring a three-stage framework that can be easily integrated into business practices, Dementia Singapore launched Singapore's first business toolkit in September 2021 to empower companies to embark on their dementia journey.

The toolkit was developed in consultation with local businesses to identify gaps in their understanding of dementia, be it for the company's own employees, customers, or other stakeholders. The toolkit also includes personal experiences of persons living with dementia and their caregivers, to help companies better understand their challenges, as well as case studies of both local and overseas organisations that have successfully transitioned to become dementia-friendly and inclusive.

“

Common misconceptions of dementia are that it affects only the elderly, and that persons with dementia cannot work. With the increasing prevalence of dementia in Singapore (including young onset dementia), a deeper understanding of dementia and how to be dementia-inclusive becomes crucial.

– Dr Angeline Lim Cuifang,  
co-author of the  
Dementia Business Toolkit



# DEMENTIAHUB.SG: A ONE-STOP PORTAL FOR DEMENTIA KNOWLEDGE

“

We see a need for accurate and relevant information on dementia to be curated and shared on a common public platform, with ease of access by different user groups with varying needs. DementiaHub.SG has filled the gap by providing a wide range of articles, videos and printable resources, and we will continually update the platform with up-to-date information.

- Koh Hwan Jing, Director of Community Enablement



Scan to visit  
DementiaHub.SG

[www.dementiahub.sg](http://www.dementiahub.sg)



In partnership with AIC, Dementia Singapore launched DementiaHub.SG, Singapore's first one-stop resource portal on dementia, on 21 September 2021. The portal hosts a wealth of resources such as articles, research, infographics, and how-to content – efficiently curating and consolidating all locally relevant dementia resources into one common public platform.

For a smoother navigation experience, the resource is categorised for users into four groups: member of a community or

corporation; person living with dementia; caregiver for a loved one with dementia; and care professional.

“Upon diagnosis, persons living with dementia and their caregivers often scramble to find more information about their condition to better prepare for their dementia journey. This information is often sourced from various local and international websites, but not all sources are reliable, verified or relevant to the Singapore context,” said Jason Foo, CEO of Dementia Singapore.



CARE INNOVATION

## MAKING A DIFFERENCE, TOUCHING LIVES



# LIVES IMPACTED AT A GLANCE



SERVED  
**319**  
CLIENTS  
across 4 New  
Horizon Centres

SERVED  
**166**  
CLIENTS  
at Family of  
Wisdom



**634**  
FAMILIES  
received assistance  
from the Home  
Support Team

**2,354**  
HELPLINE CALLS  
were made



SUPPORTED  
**966**  
ATTENDEES  
through weekly Caregiver  
Support Groups in English,  
Malay and Mandarin

**225**  
PAIRS OF CAREGIVERS  
AND LOVED ONES  
WITH DEMENTIA  
attended Memories  
Café sessions



POST DIAGNOSTIC SUPPORT  
has journeyed with  
**248**  
cases of families whose loved  
ones were first diagnosed with  
dementia



CARED FOR  
**243**  
PERSONS WITH  
DEMENTIA  
through the  
personalised  
Eldersit Service



**251**  
CAREGIVERS  
nurtured their  
interests and  
hobbies through  
Caregiver Support  
& Network

# CARE SERVICES IN A NUTSHELL

## HOME-BASED CARE



Facilitation of a Peer  
Support Group for families  
whose loved ones are newly  
diagnosed by dementia.

Dementia Singapore aims to give peace of mind to families and individuals by delivering trusted person-centred care for their loved ones with dementia.

The **Home Support Team** supports families within their homes to collaborate with caregivers in developing intervention strategies to care for persons with dementia.

Upon diagnosis, the **Post Diagnostic Support (PDS)** team aims to proactively reach out and support newly diagnosed persons living with dementia and their caregivers for a period of one year. PDS supports families from partnering hospitals through referrals.

## CENTRE-BASED CARE



A client at NHC (Tampines)  
doing light exercises with the  
help of a care staff.

**New Horizon Centres (NHCs)** are Dementia Singapore-run dementia daycare facilities that provide services and support for persons with dementia. Activities conducted include music and movement, arts and crafts, and light physiotherapy exercises.

**Family of Wisdom (FOW)** provides a three-hour weekly enrichment programme for persons living with dementia, based on person-centred care and the Scaffolding Theory for Ageing and Cognition. Families also have the choice to enrol in different modes of engagements: onsite, home-based or virtual.

**Dementia Social Club** is a new care model introduced in November 2021. It aims to empower caregivers and persons with dementia, including those with young onset dementia, to make contributions to the Club and community-at-large.

## COMMUNITY SUPPORT

As part of the Caregiver Support & Network programme, the 'Knits and Knots' group organised a fundraiser with cute teddies in handknitted t-shirts.



The **Dementia Helpline** consists of a team of dedicated staff who act as the first line of defence and support for caregivers or members of the public in need of vital information.

**Eldersit Service** engages with persons with dementia regularly through meaningful and therapeutic activities that are conducted in a familiar and comfortable home setting.

**Caregiver Support Groups** provide a safe space for like-minded caregivers to gather and express their feelings or stresses, exchange caregiving tips and share their experiences.

**Zentangle® sessions** were held as part of Caregiver Support & Network to provide caregivers with a platform for self-expression and times of respite.

**Caregiver Support & Network** provides a safe space for caregivers to nurture their own interests through group activities in areas such as arts and crafts, music, fitness and more.

**Memories Café** is a community-based programme for persons with dementia and their caregivers, held at various partner cafés and restaurants across Singapore. The sessions focus on the use of performing arts to engage persons with dementia and their caregivers.



## ACTIVITIES ALL YEAR AROUND!



With the easing of safe distancing measures, some clients at NHC (Jurong Point) even had the chance to go for a grocery run at the supermarket, much to their delight!



Caregivers and staff pose happily with their calendar planner. In between the pages, the planner features the creative work and sharings of persons with dementia and their caregivers.

**Free kacang puteh for all at NHC (Jurong Point)!**

Dementia Singapore's daycare centres continue to invent creative ways to engage clients with dementia, even more so during the festive seasons. At New Horizon Centres (Jurong Point and Bukit Batok), staff and the clients created reminiscence artwork in celebration of National Day 2021, and even role-played as commonly sighted *kacang puteh* food vendors and general labourers from the 1930s. Dementia Singapore is also thankful to all corporates who have spent time and effort to plan out activities, as well as those who gifted goody bags to our clients and their families.

Apart from general workout routines, clients at NHC (Toa Payoh) are also introduced to mixed martial arts exercises conducted by Impact MMA. As a volunteer-led activity held every Friday of the month since April 2021, clients can look forward to this unconventional form of exercise that engages them physically and cognitively.

## FAMILY OF WISDOM

### CALENDAR PLANNER FUNDRAISER

To help raise funds for Dementia Singapore, our clients and caregivers for Family of Wisdom (Bendemeer) put together a 2022 Calendar Planner. Taking this opportunity to highlight their many talents, the planner features poems, recipes, paintings and craftwork lovingly produced by them. A total of \$44,000 was raised, and the amount will go towards operational costs and a digitalisation project for the FOW programme.



## CREATING MEMORIES TOGETHER



In collaboration with National Arts Council, six pairs of persons with dementia and their caregivers from Family of Wisdom (Tiong Bahru)\* were invited to create a textile collage through the making of batik pieces. The participants went through eight sessions to tie-dye the individual cloths and the textile collage was proudly displayed at the Silver Arts Exhibition from 26 September to 30 November 2021.



\*Note: As Dementia Singapore continues to pilot innovative care and introduce new programmes, the Family of Wisdom (Tiong Bahru) programme has been discontinued, and in its place, the Dementia Social Club was introduced in November 2021.

Mdm Chua has been attending the daycare centre since 2016.



I am very happy with the services provided to date. The staff always updates me on my mum's activities in the centre and they are always cheerful and friendly despite (some) challenging days with their clients. My best wishes to them for their continued well-being.

- Teresa Tan, caregiver to Chua Mui Thoh @ Chua Ah Lick, who has been with NHC (Toa Payoh) since 2016

## DEMENTIA SOCIAL CLUB

Introduced in November 2021, Dementia Social Club aims to empower caregivers and persons with dementia, including those with young onset dementia, to make contributions to the Club and community at large. The Club is a social touchpoint to meet and discuss ideas; it also provides a safe space to share confidential information, as well as build friendships with each other.

Persons with dementia have a choice to enrol in their preferred activities such as music and movement, doodling, and reminiscence programmes. The Young Onset Club was also established in January 2022, where programmes are facilitated by Advisor Alison Lim, who was diagnosed with Progressive Aphasia Dementia in 2016, and is currently living with young onset dementia.

## OUR LISTENING EAR, NOW EXTENDED!

In December 2021, Dementia Singapore's Helpline launched an extension to its services to Saturdays, in a bid to provide even more support to the dementia community. Already operational on weekdays from 9am to 6pm, Helpline now also operates every Saturday from 9am to 1pm.

The team also hired four part-time Helpliners who are current or ex-caregivers. Tapping into their personal caregiving experiences, we hope to provide support and assurance to our callers by offering timely advice and relevant linkages to care resources and support. As Helpliners have been through the caregiving journey themselves, they can empathise with the struggles of caregiving and lend a listening ear to our callers.

Judy Tan, one of the new Helpliner hires, shared that she was an ex-caregiver to her father and had minimal family support back then. It was only through the support from Dementia Singapore that she was able to pull through her caregiving journey until her father passed away in 2012. Prior to being a Helpliner, she also volunteered as a facilitator for our Mandarin Caregiver Support Groups.



“

I spoke to a caller who shared that his mother is diagnosed with dementia and is learning to cope with her forgetfulness. He said it can be very frustrating as she would ask the same question within a short span of time. I shared that I had a similar experience with my late father and how I dealt with it. The caller said it was a good strategy and he was willing to give it a try.

I was encouraged by his positive attitude to improve his caregiving. I hope with my experiences and empathy, I can continue to bring some light and hope to the other caregivers' lives.

- Judy Tan, Helpliner at Dementia Singapore

“



I would like to thank all staff at New Horizon Centre (Bukit Batok) for their excellent service in looking after my husband, Raymond Chow. Although I know it is a lot of work to keep him clean and tidy, there isn't any complaints at all. Everyone at the centre are unsung heroes going the extra mile to care for and give the elderly (with dementia) dignity despite their condition.

- Grace Liew, caregiver to Raymond who has been attending NHC (Bukit Batok) since 2017

## ARTS & MEMORIES

ONLINE

Following the collaboration agreement in December 2020 with long-term partner National Heritage Board, the Arts & Memories (Online) programme was introduced in February 2022 by Asian Civilisations Museum (ACM) and Dementia Singapore. This is with an aim to deepen community arts and local heritage efforts within the dementia community.

As a start, six clients at NHC (Bukit Batok) participated in four weekly thematic online sessions with an art therapist on a virtual guided tour to look at artefacts from ACM galleries and engage in conversations. This is followed by an art-making and sharing session. The programme concludes with a celebration and a recap of the artefacts. With positive feedback from clients, families and staff, other centres can look forward to this programme in the year ahead.



# THROUGH THE EYES OF A PERSON WITH DEMENTIA

To enhance the effectiveness of existing methodologies for dementia education and training, Dementia Singapore Academy launched a virtual reality (VR) simulation titled 'Experience Dementia in Singapore' (EDIS) in March 2022.

EDIS presents the following scenarios to illustrate the common challenges of a person living with dementia in Singapore, with suggestions on how families and the community can support their enablement.



Participants experiencing a first-person account of how it feels like to live with dementia.



## THREE SCENARIOS

### IN A HDB HOME



Experience the world through the eyes of Auntie Lucy, a person living with dementia, and find out what her anxieties and frustrations are at home.

### AT THE DAYCARE CENTRE



Auntie Alice feels bored and restless at a dementia daycare centre. Learn how a care professional can use the person-centred care approach to enable a person living with dementia to feel respected and have an increased sense of belonging.

### HEADING TO THE SUPERMARKET



It can be a daunting experience for a person living with dementia to navigate an MRT station that has multiple exits. Journey with Uncle James as he tries to find his way out of a station and complete his grocery shopping at a supermarket.



Scan the QR code to experience EDIS now.

EDIS is accessible to everyone via a web-based application. For a more immersive experience, it is also introduced through the Oculus headset during courses conducted by Dementia Singapore Academy.

EDIS is supported by The Majority Trust, AIC and Singapore Institute of Technology.



Scan the QR code to access the HDB Home Design Guide now.

In a similar vein, AIC and Dementia Singapore co-developed the '360° Virtual Reality Dementia-Friendly HDB Home Design Guide' in September 2021, which allows the user to navigate a typical HDB home setting, while being provided solutions to help make the environment more dementia-friendly.

# DEMENTIA MEMBERSHIP PROGRAMME



CARA is a pioneering dementia membership programme in the form of a mobile application that was officially launched on 23 November 2021.



Described as **Community**, **Assurance**, **Rewards** and **Acceptance**, CARA is a lifestyle and community platform that aims to provide tailored support for persons with dementia and their caregivers by connecting them to an easy-to-access digital ecosystem. It is also available to members of the public.

A key feature of CARA is its Safe Return function that enables lost or wandering persons with dementia to be reunited with their caregivers as quickly as possible. CARA members who are living with dementia will be issued a physical card bearing a unique QR code. Members of the public who find wandering persons with dementia can look out for his/her CARA card. Scanning the CARA QR code will enable caregivers (tagged to the person with dementia) to be informed and contacted instantaneously, thereby facilitating a speedy Safe Return.

Community care organisations are also invited to be a 'Care Partner', whereby they register their clients to CARA. This allows the centre or branch to be a point of contact in the Safe Return process.

In the upcoming year, CARA will undergo new developments, such as the Broadcast function. This will enable caregivers, in the event that their loved one goes missing, to broadcast a "missing



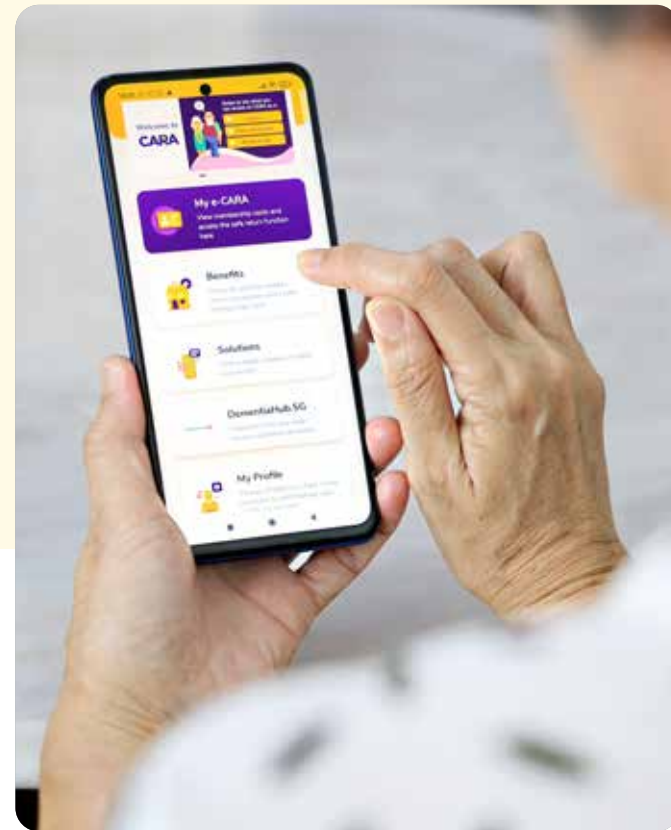
persons" message to the wider community as soon as possible. This increases the speed and reach of crucial and time-sensitive information, and strengthens the effectiveness and efficiency of the Safe Return concept.

As of March 2022, CARA is serving more than 1,737 members and has 109 solution and benefit partners in its suite.



# CARE CIRCLE BY CARA

With the support of Lien Foundation and the President's Challenge 2021, Dementia Singapore launched the Care Circle pilot project built into CARA. It is the outcome of a multi-agency, collaborative, design-thinking effort to strengthen the support for persons with dementia and senior caregivers within the community.



The pilot is anchored on the following key elements:

- Extension of CARA's existing Care Circle concept to both family and formal caregivers, to enhance caregiver decision support and care coordination around the person with dementia.
- Focus on the person with dementia's life story through the collection of snippets of their lived experiences distilled through daily interactions.
- Craft content customised to the person with dementia's personal story to enable more meaningful engagement. This content is centralised and shared within the Care Circle throughout the dementia journey.

Dementia Singapore will evaluate how caregivers and community partners respond to the innovation and the new methods in care coordination. Subsequently, useful features will be integrated into the CARA mobile application to benefit the larger community.



Scan the QR code to find out more about CARA, and the list of solution and benefit partners.

# DEMENTIA ASSISTED LIVING FACILITY IN KEBUN BARU

In a big step towards building a dementia-inclusive society, Dementia Singapore has partnered with Kebun Baru Grassroots Organisations to launch IDeAL@115 – a new model of care for seniors – to age in place within their communities. It was officially launched on 5 March 2022 by Guest-of-Honour Prime Minister Lee Hsien Loong, and Henry Kwek, Adviser to Kebun Baru Grassroots Organisations.



**Jason Foo, Dementia Singapore CEO [left] and Dr Chen Shiling, Board Member and Chairman of the Programme & Services Committee at Dementia Singapore [centre] conducting a reminiscence activity with two residents of IDeAL@115.**

## DEMENTIA ASSISTED LIVING FACILITY IN KEBUN BARU



**PM Lee Hsien Loong [left], Dr Chen Shiling [centre], and Henry Kwek [right], interacting with seniors in the Activity Room on 5 March 2022 (Photo: People's Association).**



**IDeAL@115 currently serves 40 vulnerable and frail residents, including those with dementia.**

IDeAL@115 – which stands for the Integrated Dementia (Home-based) Assisted Living project – is housed within Block 115 Ang Mo Kio Avenue 4. Tapping on technology as well as coordinated services and activities from the community, IDeAL@115 aims to maximise the seniors' potential to live in the community, age in place, and lead independent lives for as long as possible with Person-Centred Care support, delaying the time that the seniors will need to be placed in a long-term care facility.



**IDeAL@115 is created to be an inclusive, elderly-and-dementia-friendly enclave for the residents. We hope that IDeAL@115 will serve as a model-of-care that can be replicated in neighbourhoods across Singapore to empower the growing silver population to age comfortably in place.**

**– Jason Foo, Dementia Singapore CEO**



**IDeAL@115 offers in-situ assisted living services for frail seniors. We do so by fusing together healthcare, social care, technology and financial support from our partners, our volunteers, and government agencies. We care for them like they are our family, and our services are offered for free.**

**– Henry Kwek, Adviser to Kebun Baru Grassroots Organisations**

Since its operations in November 2021, various community partners, foundations, corporates, donors, and volunteers have stepped forward to support the pilot project. TTSH Community Health Team visits the seniors regularly to assess their physical health, while volunteers from Salem Welfare Services befriend seniors to provide support, companionship and updates on their social well-being to the staff of IDeAL@115.

To keep the residents active and healthy, St Luke's Eldercare helps to conduct senior-friendly exercises on a weekly basis, as well as physiotherapy for seniors who require it. IDeAL@115 also receives regular food donations which volunteers cook and distribute, resulting in nutritious daily lunches for the seniors.

Dementia Singapore and Kebun Baru hope that IDeAL@115 will prove to be a viable and sustainable solution for the country's growing silver population, especially those living with dementia, to age in place.





## DIGITALISATION

# BUILDING A FUTURE-READY ORGANISATION

## DIGITALISATION

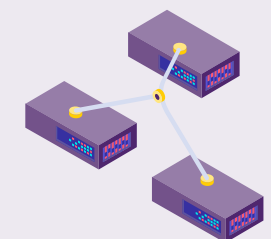
Despite the challenges brought about by the pandemic since 2020, Dementia Singapore rolled up its sleeves and continued to adapt and innovate. The organisation has developed a stable technology infrastructure to ensure that employees are equipped with effective and efficient tech systems to continue to serve families impacted by dementia.

To better support employees to work remotely, Dementia Singapore initiated the following during FY 2021/2022:



### AMAZON CONNECT CLOUD CONTACT CENTRE

With this implementation, the Helpline team can now take on calls remotely and continue to serve the community on-the-go. The system is also able to generate calls statistics for reporting and resource planning, as well as retrieve callers' feedback and surveys, so that the team can focus on improving the Helpline service further.



### DEMENTIA SINGAPORE'S INTRANET

To collaborate more efficiently, share information, and simplify employees' onboarding, Dementia Singapore launched an intranet platform. With a secured platform, company information and resources can be shared, thus improving transparency and collaboration across the organisation.



### IMPLEMENTATION OF SOFTPHONES

As Dementia Singapore adopts a flexible work arrangement approach, it has introduced the softphone, which allows employees to make telephone calls over the internet instead of a landline.



### ENHANCED CYBERSECURITY

As digitalisation continues to evolve, cybersecurity is vital as it protects data from theft and damage. This includes the safeguarding of sensitive data, personal information, intellectual property, and more. To ensure this, Dementia Singapore has initiated several cybersecurity projects for the organisation's infrastructure, as well as implemented cyber-wellness trainings for all employees, to protect against cybercrimes and attacks. Both areas will be enhanced progressively over the year.



### FAMILY OF WISDOM DIGITALISATION PROJECT

The IT department is working closely with Family of Wisdom (FOW) to develop an application to help digitalise its operations, case management and billing processes, amongst others. Slated to be ready by the end of 2022, the application will also be made available to caregivers. The project aims to help reduce paperwork, improve productivity, and channel more resources to provide quality service to families.





## EMPLOYEES AND VOLUNTEERS

# WORKING TOGETHER TOWARDS A SHARED VISION

## THE HEART OF THE ORGANISATION



### STAFF AND STRENGTH

Dementia Singapore's staff strength increased from 158 to 164 as of 31 March 2022. In addition, there were 21 casual workers who provided Eldersit Services.

A digital training roadmap has been introduced with a wide range of course offerings – in the areas of digital transformation, data analytics, automation, video creation and artificial intelligence – to encourage our staff to be digitally-savvy as we continue to prepare for and thrive in this digital era.

### PEOPLE DEVELOPMENT

Dementia Singapore continues to support all staff in the development of their skillsets, both for their careers and on a personal level.

In line with the Person-Centred Care philosophy, all new staff will participate in training to enhance their dementia awareness and knowledge.

The Career Development Framework has also been introduced with the aim of understanding the career aspirations of our staff and how we can help them work towards achieving their career goals. In this framework, we outlined the various career pathways, types of progression, and the training and development opportunities available to deepen their skills and competencies.

As part of staff development initiatives, there were a number of training programmes such as System Thinking for Innovation, IGNITE Programme and IMPACT Leadership Programme that were attended by the various levels of staff. Courses were designed to advance the skills, capabilities and confidence of management to drive positive change, make informed choices, and to better understand complexities in a volatile environment.

The physical health and mental well-being of our staff are of utmost importance, especially during the pandemic. Thus, health talks and a health screening exercise were organised in collaboration with the Health Promotion Board to ensure staff wellness. Furthermore, enhancements have been made to our Employee Assistance Program (EAP); we engaged an external partner to provide professional counselling services to our staff. Through this, we aim to assist our staff in addressing common sources of stress such as personal, relationship, or marital issues.



# LONG SERVICE AWARDS

5  
YEARS OF SERVICE

<b>Hok Meng Suan Davina</b>	Community Enablement
<b>Jessli Wee Mun Huey</b>	Financial Management
<b>Lim Sok Hwee</b>	Care Services - Caregiver Support Services
<b>Ho Sue Leong</b>	Care Services - Service Development
<b>Chia Siew Kiang</b>	Care Services - Dementia Social Club
<b>Mohamad Saza Ali Bin</b>	Care Services - New Horizon Centre (Jurong Point)
<b>Mohamad Dawood</b>	
<b>Chia Peng Hwa</b>	Information Technology
<b>Arnold Avelino Pascual</b>	Care Services - New Horizon Centre (Toa Payoh)
<b>Heng Ee Ming</b>	Community Enablement
<b>Fiona Ong Wee Ling</b>	Care Services - Caregiver Support Services
<b>Tan Sok Yong</b>	Care Services - Family Of Wisdom (Bendemeer)

10  
YEARS OF SERVICE

<b>Loganathan S/O Suppiah</b>	Care Services - New Horizon Centre (Jurong Point)
<b>Cai Suqi</b>	Care Services - Caregiver Support Services
<b>Yong Agatha</b>	Care Services - New Horizon Centre (Toa Payoh)

20  
YEARS OF SERVICE

<b>Tin Tin Shwe</b>	Care Services - Service Development
<b>Chan Yew Wei Stephen</b>	Care Services - Caregiver Support Services
<b>Muharina Bte Mohd Taib</b>	Care Services - New Horizon Centre (Tampines)



# VOLUNTEERING WITH A HEART

Regularly engaging our clients and creating valuable experiences for them is no easy feat, but many hands make light work. Over the past year, the Volunteer Management team has continued to foster vibrant and trusted partnerships with various individual, youth, and corporate volunteers.

Dementia Singapore also works in tandem with staff by engaging in service-based, skills-based, events-based and ad-hoc volunteering, in order to support our centre-based clients, home-based clients and caregivers, delivery of training programmes, and other operational needs.



## CORPORATE VOLUNTEERS

10  
ORGANISATIONS

161  
VOLUNTEERS

<b>Barclays</b> 5 Virtual Engagement Sessions	<b>Bloomberg LP</b> 3 Virtual Engagement Sessions
<b>Deloitte Singapore</b> 1 Virtual Engagement Session	<b>DXC Technology Singapore Pte Ltd</b> 2 Virtual Engagement Sessions
<b>Edrington Singapore Pte Ltd</b> 2 Virtual Engagement Sessions	<b>Eisai Clinical Research Singapore Pte Ltd</b> 1 Virtual Engagement Session
<b>MediaCorp Pte Ltd</b> 1 Virtual Engagement Session	<b>Ministry of Manpower</b> 2 Virtual Engagement Sessions
<b>Moody's Investors Service Singapore Pte Ltd</b> 1 Virtual Engagement Session	<b>Tata NYK Shipping Pte Ltd</b> 1 Virtual Engagement Session





Clients took a trip back in time through 'World TV Day'-themed activities by Bloomberg volunteers.



Volunteers from Barclays brought the National Day cheer to our clients at all New Horizon Centres.



'The Price Is Right' game giving our clients a virtual shopping experience.

The number of corporate volunteers in FY 2021/2022 increased by a whopping 178% as compared to FY 2020/2021.

At the New Horizon Centres (NHCs), corporate volunteer teams continued to come up with fun and innovative activities to engage our clients virtually, with each session centred around a specific theme or celebration, such as the Dragonboat Festival, National Day, World Television Day, Food Around Singapore, Mid-Autumn Festival, Festive Nostalgia and Chinese New Year. Clients had an exciting time during each session playing stimulating games, participating in interesting quizzes, exercising, grooving to music, and creating unique art pieces.

## NEVER TOO YOUNG TO START

Apart from corporate partnerships, Dementia Singapore secured ten partnerships with youth volunteers from secondary schools and tertiary institutions in FY 2021/2022, an increase from the previous year's four partnerships.

Through both physical and virtual volunteerism, the youth volunteers have proven their constant support and contributions to the dementia community, offering variety in engagement activities to our clients, creating dementia awareness among their peers, and championing our youth volunteer outreach efforts in Singapore.

## KOPI TALK WITH VOLUNTEERS

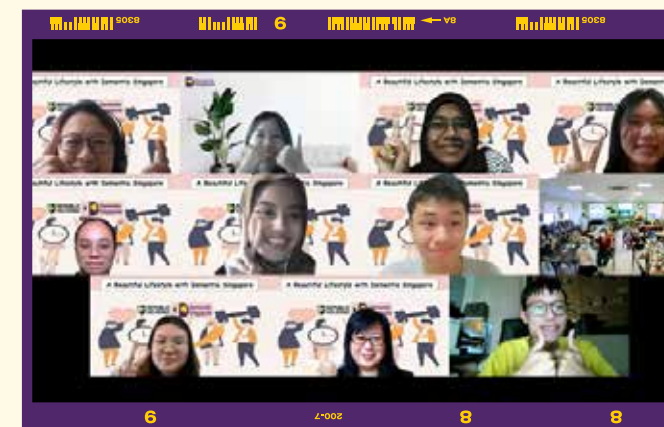


Rekindling connections with long-time volunteers over a virtual kopi catch-up.

Despite the whirlwind of new activities and engagements in FY 2021/2022, Dementia Singapore also managed to reconnect with long-term volunteers over a virtual *kopi* catch-up on 8 January 2022. The session allowed us to reminisce over past volunteering experiences, regroup over a creative mindfulness activity, and nurture the relationships for future collaborations.

## RELATIONSHIPS MATTER

To enable our messages to reach a wider audience, Dementia Singapore established collaborations with SG Cares Volunteer Centres (VCs) in Jalan Besar, Toa Payoh, Ang Mo Kio, Boon Lay, Bukit Batok, Tampines and Serangoon neighbourhoods. These relationships consistently created outreach opportunities for Dementia Singapore, offered linkages to relevant partners, and allowed us to engage in check-in conversations to better understand organisational needs and new possibilities for client engagement.



One of the many virtual engagement sessions conducted by students of Republic Polytechnic.

It is absolutely my honour to be able to contribute to Dementia Singapore's cause. Through volunteering, I was able to unlock new skills and knowledge too! Be it service-based or skills-based volunteering, use the skills you have to do what you can.

- Chai Min Jie, Youth Volunteer from Singapore Management University





## FINANCIAL SUSTAINABILITY

# ACHIEVING OUR FINANCIAL GOALS

## OUR HEARTFELT THANKS



### DEMENTIA SINGAPORE X SPH RADIO (ONE FM 91.3) PARTNERSHIP

As part of our rebranding exercise in 2021, Dementia Singapore partnered with English radio station ONE FM 91.3 for publicity, as well as to raise funds. The collaboration helped generate greater awareness of dementia among the wider community and helped raise \$46,200 via the campaign page on giving.sg.



### VERTICURL CHARITY DRIVE

The team at global marketing agency, Verticurl, hosted a fundraising campaign in October 2021 for their employees and stakeholders. The campaign consisted of a vFit Challenge, where 54 employees clocked in more than 2,230 hours completing various fitness activities over eight weeks. About \$24,400 was raised for Dementia Singapore thanks to the active participation of senior members and staff.



### SICC MAY DAY CHARITY 2021

The Singapore Island Country Club's (SICC) May Day Charity raised a total of \$1.3 million for 13 beneficiaries during its golden jubilee celebration on 1 May 2021. Of which, Dementia Singapore is thankful to have received \$104,000. Director of Fundraising and Volunteer Management, Sherwan Sharip [centre], attended the cheque presentation ceremony on 2 September 2021, where he presented a token of appreciation – an artwork specially made by one of our dementia daycare clients – to [left] SICC Club Captain Vincent Wee (2019-2021) and [right] May Day Charity 2021 Organising Committee Member Peter Koh.



### KEPPEL CHARITY GOLF 2021

As part of the 51st Annual Keppel Charity Golf tournament held on 17 October 2021, Dementia Singapore was selected as one of the 18 beneficiaries. A total of \$60,000 was raised for the dementia cause, and representing Dementia Singapore at the event was Director of Fundraising and Volunteer Management, Sherwan Sharip, who participated in a fun-filled buggy drive-by.





## A DOLLAR A DAY FUNDRAISING INITIATIVE BY ELPIS@HIDEOUT

A collaboration between Elpis@Hideout and Dementia Singapore, 'A Dollar A Day' raised \$56,000 via the giving.sg platform. The initiative aimed to raise funds sustainably for Dementia Singapore, as well as to increase awareness about the dementia community.



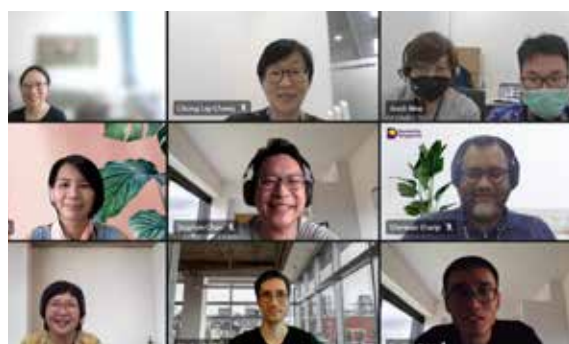
## CHRISTMAS FRUITCAKE FUNDRAISER

In December 2021, passionate home-baker, home-schooler and individual donor, 14-year-old Jonathan Tan, baked a staggering 200 brandied fruitcakes as part of a personal fundraising effort for Dementia Singapore! With each fruitcake lovingly baked and gift-wrapped by Jonathan and his family, they raised \$20,400 for the dementia cause.



## MUS.ZA CHAMPIONS AND SUPPORTS THE DEMENTIA CAUSE

Local fine jewellery brand MUS.za, a long-time corporate supporter of Dementia Singapore, held a fundraising initiative which saw a portion of their jewellery sales going towards Dementia Singapore. The cheque for \$128,000 was presented by Esther Ho, Founder of MUS.za [centre], to Dr Ang Peng Chye, Chairman of Dementia Singapore [2nd from right], at a cheque presentation ceremony at MUS.za's Raffles Hotel Arcade boutique on 15 December 2021. Dementia Singapore also received an additional \$5,000 presented by Esther's granddaughter Victoria, who rallied contacts from her ex-preschool EtonHouse to raise funds to renovate the kitchen facilities at our New Horizon Centre (Tampines).

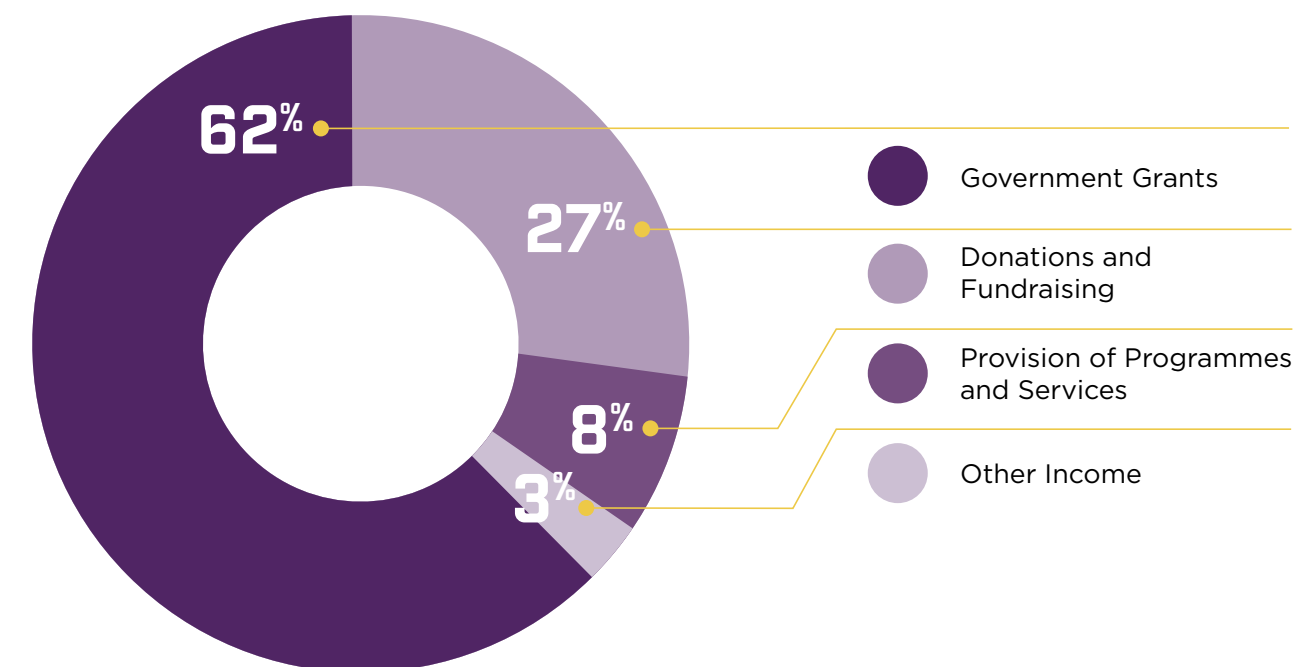


## ANGLO AMERICAN 'AMBASSADORS FOR GOOD' PROGRAMME

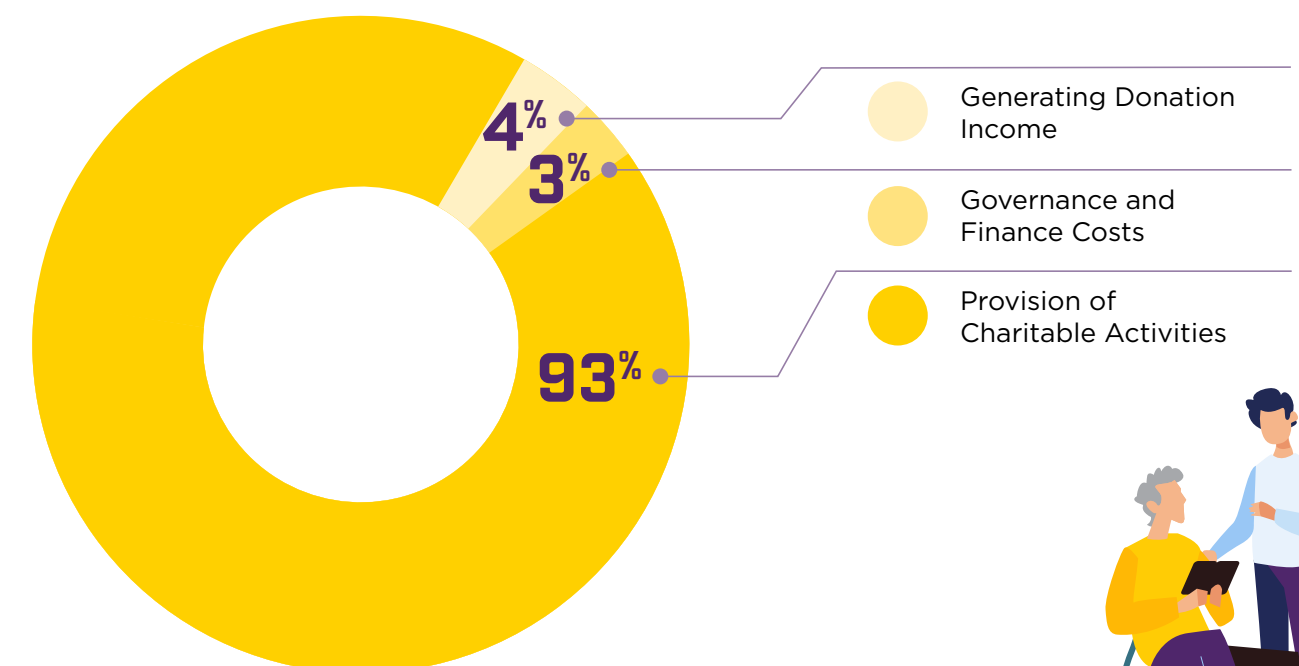
Leading global mining company, Anglo American, partnered Dementia Singapore for their 'Ambassadors For Good' Programme, which funds and gives employees the chance to use their skills to help the local community. Their donation of \$9,100 went towards producing educational and promotional materials to spread dementia awareness and equip business owners and first responders with the relevant knowledge and skills to identify and assist persons with dementia.

# FINANCIAL YEAR IN REVIEW

## TOTAL INCOME



## TOTAL EXPENSES





# CORPORATE GOVERNANCE AND INFORMATION

## CORPORATE INFORMATION

Registered Name	Alzheimer's Disease Association
UEN	S91SS0018J
Date Established	31 Dec 1990
Constitution	Society
Registered Address	Blk 157, Toa Payoh Lorong 1, #01-1195, Singapore 310157
Charity Registration Date	21 September 1992
IPC Status	Expired 31 December 2021
Auditor	Baker Tilly TFW LLP
Planned Dissolution Date	15 June 2022
Registered Name	Dementia Singapore Ltd.
UEN	202111519K
Date Established	1 Apr 2021
Constitution	Company Limited by Guarantee
Registered Address	20 Bendemeer Road, BS Bendemeer Centre, Singapore 339914
Charity Registration Date	11 August 2021
IPC Status	11 August 2021 – 31 December 2024
Auditor	Baker Tilly TFW LLP

## CORPORATE GOVERNANCE

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

As per ADA and DSG'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 DSG, including the existing daycare centres; and
- Funding new projects undertaken by ADA and DSG for the benefit of persons with dementia and caregivers.
- Unforeseen situations such as sudden increases in expenses, one-time unbudgeted expenses, and unanticipated loss in funding or uninsured losses

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

For the year ending 31 March 2022, the number of highest-paid executives with annual remuneration exceeding \$100,000 each (which include salaries, bonus and employer's Central Provident Fund contributions) were:

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

ADA and DSG disclose that there is no paid staff, being a family member of the President/Chairman of the Board or a Board member of the charity, who has received remuneration exceeding \$50,000 during the financial year.



IMPROVING THE WELL-BEING OF PEOPLE IMPACTED BY DEMENTIA THROUGH CARE INNOVATION, ADVOCACY AND EMPOWERMENT





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📱 Find us @DementiaSingapore

