

# LEADING THE WAY

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**ANNUAL REPORT 2022/2023**  
April 2022 to March 2023



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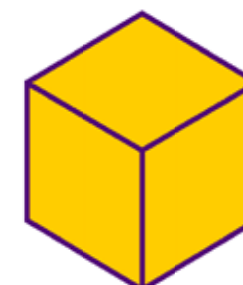
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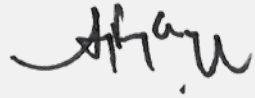
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Dr Ang Peng Chye  
Chairman



It wasn't that long ago when Dementia Singapore made significant leaps with its efforts to spearhead key improvements in dementia care. And that is always an assuring realisation.

We need to keep nudging forward – to be always on the lookout for opportunities to blaze a trail or lay foundations – even when the winds are not in our favour. Starting with the timely transition from an association to a Company Limited by Guarantee in 2021, which was part of an important rebranding masterplan, Dementia Singapore's recent milestones not only affirm our commitment to the long haul, but also our reputation as a leader in the field.

In fact, our impact as a national body for the care and service of persons living with dementia can be seen as an evolving wave of timely motivations and strategies. Highlights include the launch of our island nation's first consolidated resource portal on dementia, as well as a pioneering membership programme in the form of a mobile application aimed at providing the dementia community with enhanced digital solutions.

It is not only about striking when the iron is hot. But about choosing to make a difference over a contribution. This is why the set of focuses that we've been spotlighting the past three years – be it the need to build capabilities and capacity, innovate infrastructure or to advocate for greater awareness – are more than mere means to an end.

One such reminder of the need to stay informed and committed is the **Remember.For.Me** survey, which made its return in the first quarter of 2023, four years after its debut. Conducted by Singapore Management University, in partnership with Dementia Singapore and with the support of the Agency for Integrated Care, the results unearthed more than a few new insights into the changing attitudes surrounding dementia.

Granted, the survey did include a look into two new concerns: the impact of the Covid-19 pandemic on the lives of people with dementia, which was rated as negative by most respondents. And Singapore's degree of dementia-friendliness, which more than 75 per cent rated as significantly less-than-friendly. One was received with less of a surprise than the other, but both hinted at the fair amount of work left to do. Other findings, though, specifically the ones that allude to a growing majority who are confident more can and should be done to improve the quality of life of PLWDs, lifted the spirit.

The power of a collective zeal is also demonstrated in another newly forged partnership, this time with National Gallery Singapore. Initiated in September 2020, the **Art with You** project began as a pilot study to design and evaluate an arts engagement programme for caregivers and their loved ones living with dementia. Launched in October 2022, the programme boasts guided group visits as well as a self-guided option that utilises a specially prepared handbook and art kit. Moreover, findings from the study on the efficacy of arts interventions on the overall well-being of PLWDs are being shared with the hope of inspiring similar efforts to support the community.

While the impact of our strategic partnerships in some cases are best viewed over time, others like our more recent **partnership with the Municipal Services Office** aims to deliver more immediate boons. With this one move, the reach of our CARA mobile application's Report Missing Person feature is significantly amplified, as it can now leverage the reach of over 500,000 OneService app users.

We are also thankful for the continued generous support of our corporate funders, not least **Keppel Corporation** (through its philanthropic arm Keppel Care Foundation), which chose to mark World Alzheimer's Month 2022 with a \$1 million pledge in support of Dementia Singapore's vital programmes and services.

It has proven to be another year of significant accomplishments, and we are deeply grateful for the firm support of a truly driven team of donors, partners, volunteers, staff, and vendors. Indeed, I like to think that we keep each other humble yet inspired to reach further, and to lead by example.





# ABOUT DEMENTIA SINGAPORE

Formerly known as Alzheimer's Disease Association



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.

Watch what we do here:



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

As Singapore's leading Social Service Agency in specialised dementia care, Dementia Singapore continues 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. It is a member of the National Council of Social Service (NCSS) and Alzheimer's Disease International. Dementia Singapore has also been a Centre of Specialisation appointed by NCSS since 2007 and is one of eight Learning Institutes under the Agency for Integrated Care Learning Network.

# PRESENCE IN SINGAPORE

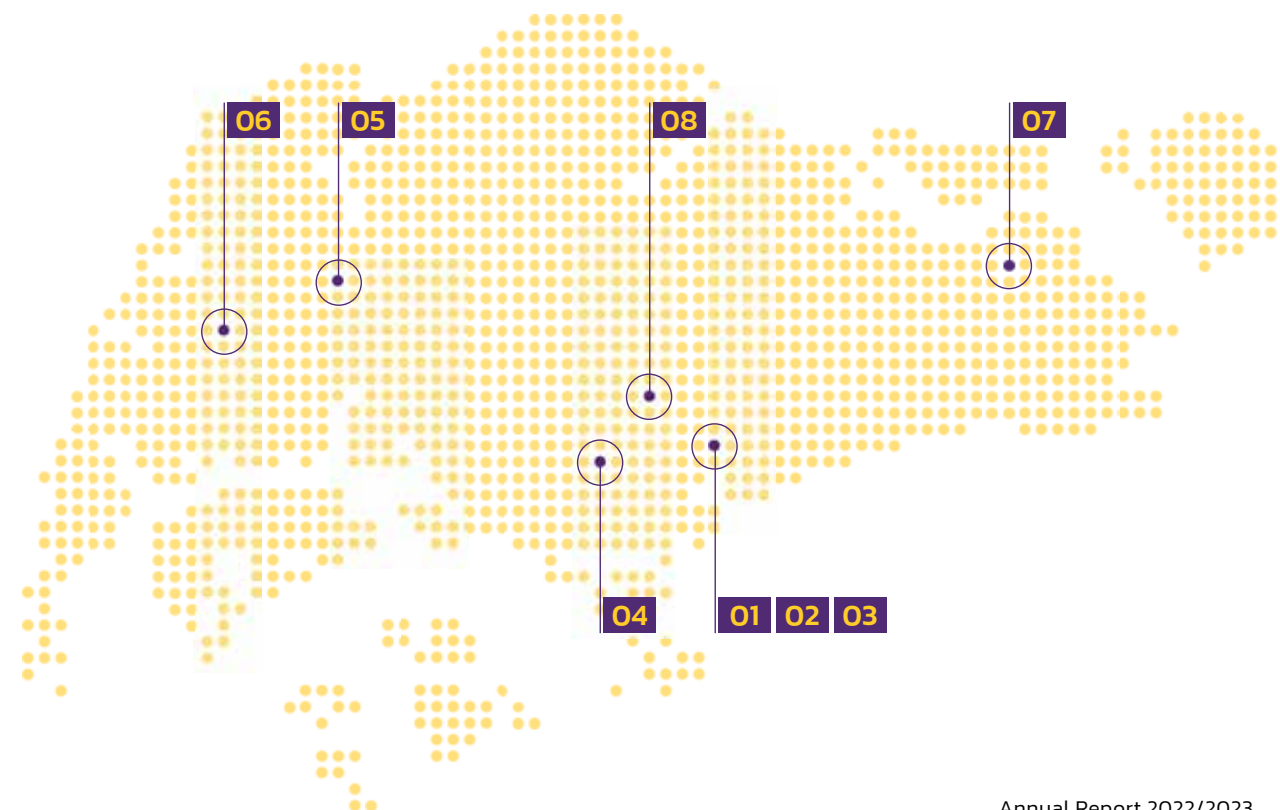


**Dementia Helpline**  
6377 0700

**Monday - Friday**  
9am to 6pm

**Saturday**  
9am to 1pm

- 01 Caregiver Support Services**  
20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914
- 02 Dementia Singapore Academy**  
20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914
- 03 Family of Wisdom (Bendemeer)**  
20 Bendemeer Road, #01-02, BS Bendemeer Centre, Singapore 339914
- 04 Dementia Social Club**  
298 Tiong Bahru Road, #10-05, Central Plaza, Singapore 168730
- 05 New Horizon Centre (Bukit Batok)**  
Blk 511 Bukit Batok Street 52, #01-211, Singapore 650511
- 06 New Horizon Centre (Jurong Point)**  
1 Jurong West Central 2, #04-04, Jurong Point Shopping Centre, Singapore 648886
- 07 New Horizon Centre (Tampines)**  
Blk 362 Tampines Street 34, #01-377, Singapore 520362
- 08 New Horizon Centre (Toa Payoh)**  
Blk 157 Toa Payoh Lorong 1, #01-1195, Singapore 310157



# STRATEGIC GOALS

Year 2021 to 2024



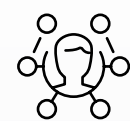
## Advocacy and Branding

To transform society's perception and attitudes towards dementia



## Care Innovations

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



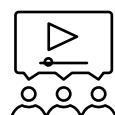
## Employees and Volunteers

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



## Build Capability & Capacity

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



## Digitalisation

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



# THE BOARD AND MANAGEMENT TEAM

The Board of Dementia Singapore continues to provide direction and oversight, ensuring the implementation of good governance and practices for effective performance and operations. Board members are not remunerated for serving on the Board.

Meetings are held once every quarter. During the period of April 2022 to March 2023, the Board met four times. The Annual General Meeting was last held on 27 September 2022.

*Dr Ang Peng Chye resigned on 1 May 2023. He had been serving on the Board for more than 10 consecutive years, providing stability to the organisation.*

## BOARD MEMBERS

Appointed 1990



**Dr Ang Peng Chye**  
Psychiatrist  
DSG - Chairman  
Attendance 4/4

Appointed 2019



**Ms Sia Hwee Lay**  
Head, Business Audit  
DSG - Vice Chairman  
(Elected 01 October 2022)  
Attendance 4/4

Appointed 2019



**Mr Brad Levitt**  
CEO/Fund Manager  
DSG - Hon. Treasurer  
Attendance 3/4

Appointed 2020



**Mr Allister Tan**  
Practising Lawyer  
DSG - Hon. Secretary  
Attendance 4/4

Appointed 2016



**Dr Noorhazlina Bte Ali**  
Geriatrician  
DSG - Board Member  
Attendance 3/4

Appointed 2018



**Mr Paul Heng**  
Managing Director & Executive Coach  
DSG - Board Member  
Attendance 3/4



## THE BOARD AND MANAGEMENT TEAM

Appointed 2018



**Dr Chen Shiling**  
Resident Physician  
DSG – Board Member  
Attendance 4/4

Appointed 2020



**Ms Jasmine Kang**  
Geriatric Advanced  
Practice Nurse  
DSG – Board Member  
Attendance 4/4

Appointed 2020



**Dr Vanessa Mok**  
Psychiatrist  
DSG – Board Member  
Attendance 3/4

Appointed 2022



**Dr Philip Yap**  
Senior Consultant Geriatrician  
DSG – Board Member  
Attendance 4/4

Appointed 1992



**Dr Ng Li-Ling**  
Psycho-Geriatrician  
DSG – Vice Chairman  
(Resigned 30 September 2022)  
Attendance 3/3

Appointed 2003



**Mr Chua Eng Chiang**  
Private Investor, Lawyer  
DSG – Board Member  
(Resigned 30 September 2022)  
Attendance 3/3

### 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 2023

### AUDIT

Ms Sia Hwee Lay (Chair)  
Mr Allister Tan  
Ms Angie Tan  
Mr Chua Chwee Koh  
Ms Ivy Ong

### FINANCE

Mr Brad Levitt (Chair)  
Mr Nicholas Goh  
Mr Lee Guan Liu  
Mr Anthony Chee Gee Hong  
Ms Rosalind Lee Chia Yien  
Mr Surya Subramanian

### FUNDRAISING

Dr Ang Peng Chye (Chair)  
Mr Brad Levitt  
Ms Mirabelle Lim  
Mr Wilkinson Chew  
Mr Roger Yap  
Mr Yusof Lateef  
Mr David Ho  
Ms Linda Hoon

### NOMINATION

Dr Noorhazlina Bte Ali (Chair)  
Dr Ang Peng Chye  
Mr Paul Heng  
Dr Philip Yap

### HUMAN RESOURCES

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

### PROGRAMMES & SERVICES

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

## WORKING GROUP

as of 31 March 2023

### ETHICS REVIEW

Dr Noorhazlina Bte Ali  
Dr Vanessa Mok  
Dr Seng Boon Keng



# THE SENIOR MANAGEMENT TEAM



**01** **Mr Jason Foo**  
Chief Executive Officer  
*(Appointed 1 August 2012)*

**02** **Ms Vivien Wai**  
Chief Financial Officer

**03** **Ms Tracy Kwan**  
Chief Human Resources Officer

**04** **Mr Stephen Chan**  
Director, Care Services

**05** **Ms Koh Hwan Jing**  
Director, Community Enablement

**06** **Mr Bernard Lim**  
Director, Advocacy & Communications

**07** **Mr Sherwan Sharip**  
Director, Fundraising &  
Volunteer Management

**08** **Ms Jessalyn Wang**  
Director, Information Technology



ADVOCACY & BRANDING

## Championing the Dementia Cause



# TOGETHER, THERE IS HOPE

**01**  
Residents gathered at Bishan-Ang Mo Kio Park for the Walk2Remember Walkathon 2022. (Photo Credit: Ang Mo Kio Partners' Network)



**02**  
Our talented clients showcasing their beautifully folded origami cranes.

**03**  
A heartfelt and insightful post-screening discussion.

**04**  
Our esteemed guests all geared up for the '1000 Paper Cranes' premiere.

**05**  
A captivated audience.

Dementia Singapore's theme for World Alzheimer's Month (WAM) 2022, Together, There is Hope, embodies our steadfast belief that championing the dementia cause requires a whole-of-society effort, one that involves, enables, and inspires everyone impacted by the condition.

Kicking off our WAM activities was our annual nationwide virtual steps challenge, **Walk2Remember 2022**. The 21-day challenge was a collaboration with partners from the Ang Mo Kio Partners' Network – AMKFSC Community Services, AWWA, Tan Tock Seng Hospital, and TOUCH Community Services. Walk2Remember was also held in support of the Dementia Friendly Singapore (DFSG) initiative by AIC and was supported by Cerecin.

To boot, a physical Walk2Remember Walkathon was organised at Bishan-Ang Mo Kio Park on 17 September 2022, which drew some 500 residents. On the same day, the Community Living Resource (Ang Mo Kio Edition), was launched by Guest-of-Honour Henry Kwek, Member of Parliament for Kebun Baru SMC. [Read more on page 32]

Culminating on World Alzheimer's Day, 21 September, the Walk2Remember 2022 initiative indeed proved to be an encouraging display of solidarity with our dementia community, with over 3,500 participants taking up the challenge and a whopping total of 519 million steps clocked.

Dementia Singapore also introduced the **1000 Cranes campaign**. Guided by the time-honoured Japanese tradition of senbazuru, the goal of the campaign was to bring the nation together for a conversation about dementia and to inspire greater hope for the future.

According to ancient Japanese belief, anyone who folds a thousand paper cranes will be granted their deepest desire. This tradition has since grown to symbolise hope, joy, good fortune, good health, and longevity. For WAM 2022, the crane was thus Dementia Singapore's chosen symbol of hope for persons living with dementia, caregivers, and anyone else impacted by the condition.

By digitalising the senbazuru concept and launching a #1000Cranes online movement, members of the public were able to send in their 'Virtual Cranes' – messages of hope and love – to the dementia community via a dedicated Wall of Hope on the campaign's microsite.

As part of the campaign, persons with dementia across Dementia Singapore's programmes, as well as staff and volunteers participated in an origami crane-folding activity, thus bringing the senbazuru tradition to life.



Dementia Singapore also embarked on a special short film with veteran film producer, Daniel Yun. Titled 1000 Paper Cranes, the film spotlights the profound impact dementia can have on families. Exploring the themes of familial bonds, courage, and hope, it was our love letter to the dementia community.



The film was launched on World Alzheimer's Day at National Gallery Singapore to an audience of persons with dementia, caregivers, corporate partners, and volunteers, and was followed by a thought-provoking panel discussion with Jason Foo, CEO of Dementia Singapore, the film's executive producer Daniel Yun, and the director Jonathan Cheok. To offer a unique perspective of the condition, the panel also featured our inspiring dementia self-advocates, Peter and Evon Estrop.

Visit the #1000Cranes microsite here:



Watch 1000 Paper Cranes here:

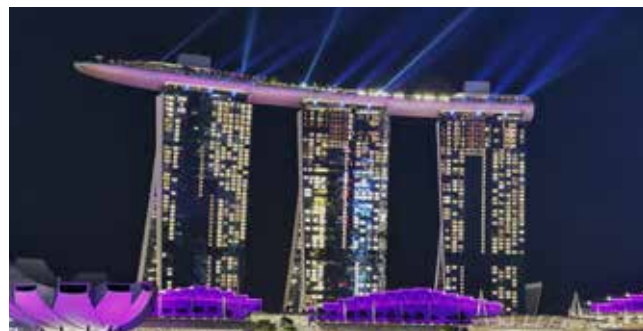




# #SHINEFORDEMENTIA



For the second year running, one of the highlights of Dementia Singapore's WAM activities was a special illumination of some of Singapore's iconic landmarks on the evening of World Alzheimer's Day.



Five landmarks were lit up in hues of purple and yellow as part of the #ShineForDementia movement, as a show of solidarity for Singapore's growing dementia community.

Dementia Singapore gives special thanks to our five partners – Esplanade – Theatres on the Bay, Marina Bay Sands, National Gallery Singapore, Singapore Flyer, and National Stadium – for being a part of this momentous occasion and for supporting the advocacy of the dementia cause.

The #ShineForDementia movement was also in support of the DFSG initiative by AIC.



## AN INSPIRING DISPLAY OF TALENT AND GRIT: VOICES FOR HOPE

"Self-advocates play an indispensable role in advancing the dementia cause and dismantling the stigma surrounding the condition. Their first-hand experience offers invaluable insights and counsel as we undertake various initiatives at Dementia Singapore. Thus, at Voices for Hope, the concept of empowerment has always been a key driving force, and participants' autonomy and needs are placed at the forefront. This approach has been a catalyst for building self-confidence and empowering our self-advocates to effect positive change in the wider community."

*Ruth Wong, Programme Manager of the Voices for Hope Programme*



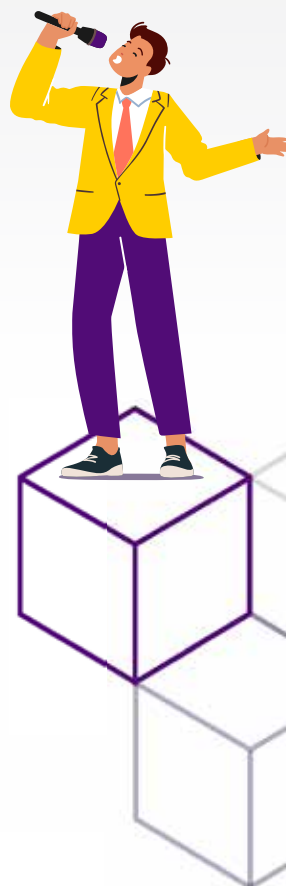
11 cohorts – that add up to a total of 83 graduates (40 persons with dementia and 43 caregivers).

In February 2023, Sing to Remember: Defying Dementia, a two-part series featuring several Voices for Hope graduates, daycare centre clients, and Dementia Singapore representatives, aired on CNA.

Voices for Hope (VFH) is an empowerment programme that enables participants to acquire valuable skills and self-confidence, so that they may share their stories, journeys, and perspectives as self-advocates. Since its inception in 2019, this programme has seen remarkable success, transforming batches of persons with dementia and their caregivers into inspiring examples who drive positive change for a dementia-inclusive society. Over the past four years, VFH has produced

The documentary follows host Jason Lai, principal conductor of the Yong Siew Toh Conservatory, as he forms a one-of-a-kind choir comprising nine individuals living with dementia and their loved ones, while exploring the impact of choral singing on the brain and overall well-being. It also offers a look at the group's three-month preparation for a Christmas concert along Singapore's bustling shopping street, which further exemplifies the power of music and community in fostering a dementia-inclusive society.

**01**  
A crowd grows at the Great Christmas Village 2022 at Ngee Ann City Civic Plaza to bear witness to a heartwarming performance by a very special choir.





## VOICES FOR HOPE

02

*In episode 1, host Jason Lai is taken through the Experience Dementia In Singapore (EDIS) VR application by training manager Dorine Lee, and trainer Joanne Loy at the Dementia Singapore Academy; the programme lets him step (virtually) into the shoes of a person living with dementia.*

03

*In episode 2, Jason joins a session with clients at a New Horizon Centre (Jurong Point), conducted by music therapist Evelyn Lee who demonstrates how music has the power to engage even those living with a more advanced stage of dementia.*

04

*Sing to Remember beautifully captures the stories of Dementia Singapore's VFH graduates and self-advocates, including that of Jacqueline, Cheryl, and Charmaine Tan, Peter and Daniel Lim, Steven Lau and Wong Lai Quen, and Peter and Evon Estrop.*

Featuring the weekly rehearsals and the final performance, the episodes beautifully capture the stories of several VFH graduates and self-advocates. They spotlight the highs and lows of their care journeys and affirm that despite dementia, those impacted by the condition can live without fear; that they can also find joy in their passions and be unapologetically themselves.



Watch *Sing to Remember*  
– *Defying Dementia Part 1* here:



Done with part 1? Watch Part 2 here:



## WIDENING OUR PUBLIC OUTREACH



From April 2022 to March 2023, a total of 59 public education talks were conducted, with a total outreach amounting to 3,513 people. Out of all the talks, which were held through a combination of face-to-face, virtual, and hybrid methods, 27 sessions involved Dementia Singapore's Voices for Hope graduates, who demonstrated their courage and openness to share with others about their lived experiences with dementia. [Read more on page 17]

To promote greater awareness and a dementia-friendly lifestyle, the Community Enablement team also partnered with AIC's Caregiving and Community Mental Health Division to conduct awareness-building sessions for NTUC FairPrice. Over eight virtual sessions, the team reached out to a total of 978 staff, including stores supervisors and managers from various retail locations.

01

*Of the 59 public education talks were conducted between April 2022 and March 2023, 27 sessions involved graduates from our Voices for Hope programme, who shared their lived experiences with dementia.*

## GLOBAL INFLUENCE ON DEMENTIA

For the Asia-Pacific Regional Office (APRO) and the 20 Asia-Pacific members of Alzheimer's Disease International (ADI), 2022 continued to be a very busy year. In collaboration with its members, ADI APRO remained committed to its three-pillar mandate, continuing to support its members through capacity-building, advocacy, and outreach.

### CAPACITY BUILDING

In 2022, ADI APRO meetings were conducted in-person for the very first time since COVID-19 was declared a global pandemic. An ADI APRO meeting

was conducted on 8 June 2022 in London, UK (United Kingdom), in conjunction with the ADI 35th international conference, and again on 8 December 2022 in Taipei, Taiwan, in conjunction with the ADI regional conference hosted by Taiwan Alzheimer's Disease Association (TADA) at the Taiwan International Training Centre. It was great to meet everyone in person again after three years. We look forward to the next regional meeting and conference in Brunei in October 2023, and the ADI international conference in Krakow, Poland in April 2024.



## GLOBAL INFLUENCE ON DEMENTIA

01

ADI APRO members gathered for the conference in Taipei – with bubble tea, to boot.



01



### ADVOCACY AND CAMPAIGN

Two key reports were published in 2022:

- 01 From Plan to Impact V (FPTI V): WHO Global action plan – The time to act is now.** This report was launched at a hybrid event in May 2022 at the WHO World Health Assembly side event in Geneva, Switzerland.
- 02 World Alzheimer Report: Life after diagnosis – Navigating treatment, care and support.** This report was commissioned by ADI to McGill University, Canada, and launched on 21 September (World Alzheimer’s Day) 2022. It also acts as a companion to last year’s report, titled Journey through the diagnosis of dementia, which explored the many facets of life for people with dementia, their caregivers, and healthcare professionals.

In September 2022, Kusumadewi (DY) Suharya, ADI Asia-Pacific’s Regional Director, was chosen as one of the 50 UN Decade Healthy Ageing Leaders, an initiative held by the UN in collaboration with WHO. Ageing Asia Singapore also recognised Suharya as the Global Healthy Ageing Influencer of the year.

Aimed at galvanising, stimulating, and accelerating progress towards the targets of the Global Action Plan on the public health response to dementia, and ultimately, National Dementia Plans, ADI also launched the direct action #WhatsYourPlan campaign the same year. This involved contacting health ministers and persuading governments to implement a national plan to tackle the dementia condition. In total, over 200 official communications were sent, resulting in 29 high-level meetings and subsequently, commitments to develop national dementia plans from more than 20 member states.



## DEMENTIA SINGAPORE IN THE NEWS

From April 2022 to March 2023, Dementia Singapore garnered a total of 287 media mentions across all platforms.

Notable media attention was given to the Find Your Way initiative, a wayfinding murals project that had expanded to Chinatown MRT Station in August 2022, and Ang Mo Kio Bus Interchange in February 2023. Both launches were covered by the various vernacular news platforms and across all mediums.

Other standout features stemmed from events during WAM, such as Dementia Singapore’s #ShineForDementia light-up, and a milestone donation of \$1 million by Keppel Care Foundation. The latter announced at a donation ceremony on 15 September 2022, graced by guest-of-honour President Halimah

Yacob, who also serves as Dementia Singapore’s Patron.

There was also significant media coverage of CARA’s partnership with the Municipal Services Office’s OneService app, CNA’s Sing To Remember two-part feature documentary, and Dementia Singapore’s commentary on Singapore Budget 2023 regarding the labour crunch and challenges in the social service sector.

What’s more, Dementia Singapore was also supported by a media partnership with SPH Radio (One FM 91.3 and UFM 100.3), from November to December 2022, which delivered multiple radio-cum-Facebook Live interviews on Dementia Singapore’s partnership with AIC, how to build a safer and more dementia-friendly community, caregiving challenges, and dementia care training opportunities.



9%

Print

68%

Online

7%

Broadcast (Radio)

16%

Broadcast (TV)

50%

English

37%

Chinese

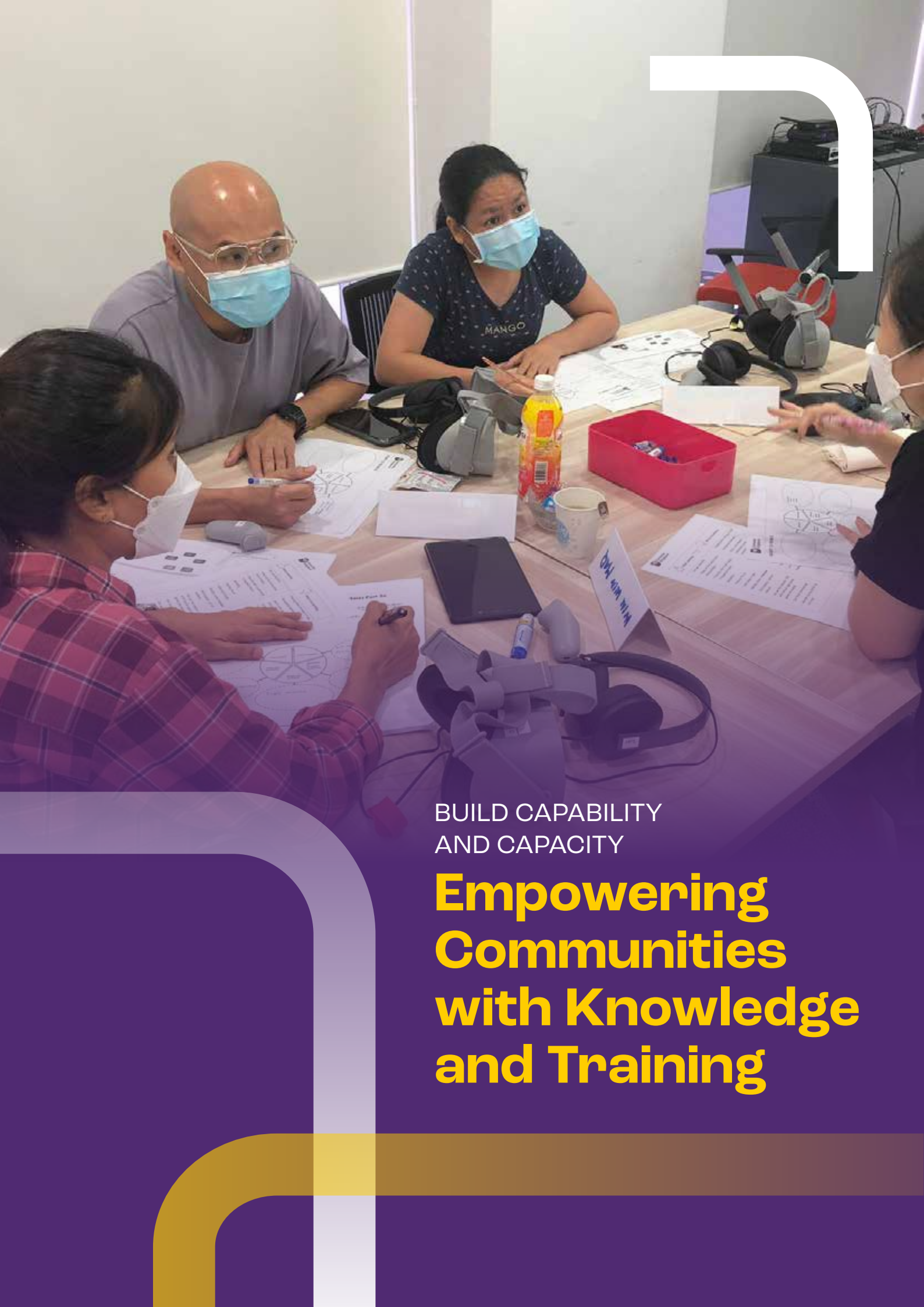
7%

Malay

6%

Tamil





BUILD CAPABILITY  
AND CAPACITY

## Empowering Communities with Knowledge and Training

## THE DEMENTIA SINGAPORE ACADEMY



01

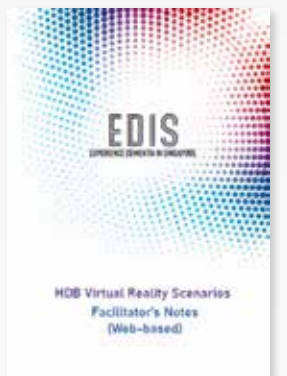
*Reminiscence Arts for Dementia – a facilitated learning journey that prepares anyone, from members of the public to professional caregivers, to learn how to use various objects, artwork materials, and storytelling to engage persons with dementia.*

As the training and consultancy arm of Dementia Singapore, the Dementia Singapore Academy (DSA) remains dedicated to equipping community care partners with the know-how and skills necessary to foster dementia-inclusive communities. DSA has continued to conduct training courses for various groups, including professionals, family caregivers, and foreign domestic workers, as well as consultancy services for agencies providing dementia care services.

As one of the learning institutes appointed by the Agency for Integrated Care (AIC), DSA has made remarkable strides by embracing a competency-based learning approach. This strategic shift ensures that its training aligns with AIC's new certification framework, emphasising outcome-driven courses and skills attainment enhancing its effectiveness and relevance.

In October 2022, DSA launched the Reminiscence Arts for Dementia course, which prepares participants to conduct small-group interactive reminiscence arts sessions for persons with dementia. The course's self-paced e-learning modules and digital resources were developed as part of Dementia Singapore's Journey with Arts and Dementia (JaDe) 2.0 project, and generously funded by the Chua Foundation. Caregivers and eligible members of the public looking to attend the course can apply for National Silver Academy subsidies and use their SkillsFuture Credit. Additionally, care professionals from community care organisations are eligible for training subsidies provided by AIC.

Dementia Singapore's Virtual Reality (VR) resources have also seen significant developments over the past year. In November 2022, DSA launched the EDIS Facilitator's Guide for 'Experience Dementia in Singapore' (EDIS), a VR simulation that provides localised scenarios for participants to experience a first-person account of living with dementia. With the guide, DSA can host workshops for staff trainers and service providers on how to effectively use both the Oculus VR headset and the web-based platform versions of EDIS.



02

*Service providers can access the EDIS Facilitator's Guide on the DementiaHub.SG portal.*



## THE DEMENTIA SINGAPORE ACADEMY

03

*Better than ever: Participants discover an enhanced version of the Enabling EDIE™ experience.*



03



04

04

*Participants get tips on how to assist persons with dementia with their activities of daily living (ADLs).*



05

05

*Participants try their hand at identifying and conducting suitable activities for persons with dementia.*

Dementia Singapore's Enabling EDIE™ (Educational Dementia Immersive Experience) VR experience also saw a boost – a software update to enhance the visual and sound quality for improved immersion.

Beyond empowering various groups to better support the dementia community, DSA is also committed to upskilling its own team. To this end, in July 2022, DSA conducted a one-day workshop for staff trainers and speakers to enhance their public speaking skills and develop more effective ways of facilitating workshops for caregivers.

### Number of participants trained by the Dementia Singapore Academy



167

Foreign Domestic Workers

1,740

Members of the Public  
(including professional care staff)

## CONSULTANCY SERVICES

Dementia Singapore also took on three new projects in 2022, with SingHealth Polyclinics (SHP), Anglican Senior Care at Hillview (ASC-Hillview), and United Medicare Centre (UMC) at Toa Payoh.



01

For the SHP project, the team designed a series of nine bite-sized lectures for the Memory Clinics, which were delivered via Zoom to doctors, nurses, and social workers. These engaging presentations received positive feedback, from a total of 673 staff in attendance.

The six-month capability-building project with ASC-Hillview encompassed a range of activities, including a baseline assessment of staff competencies, basic and intermediate level dementia care training, on-the-job training, visits to Dementia Singapore's daycare centres, advisory on environmental and process enhancements, and caregiver support. The project was successfully completed in December 2022.



02

The collaboration between Dementia Singapore and UMC Toa Payoh commenced in April 2022 with the goal of enhancing their staff capabilities in delivering dementia care services to residents. The programme included a two-day workshop on person-centred care, followed by Dementia Care Mapping for 20 residents aimed at empowering UMC staff to review their current care practices for residents with dementia and identify ways to implement person-centred care effectively.

Over the course of this two-year project, the staff at UMC Toa Payoh will undergo both basic and intermediate-level dementia care training. Additionally, a dementia care service model will be piloted to enable the staff to better address the unique needs of residents with dementia.

01

*Dementia Singapore's Consultancy Team, together with United Medicare Centre's Ms Xu Haiyan, Director of Nursing & Operations and her team.*

02

*Class is in session: Participants from United Medicare Centre learn how to best develop a Dementia Care Model for residents with dementia.*



# CREATING MEANINGFUL CONNECTIONS THROUGH ART

**01**  
Pilot one's sessions featured immersive artwork tours and art workshops conducted virtually via Zoom calls.



**02**  
In pilot two, participants gathered at Dementia Singapore's headquarters and viewed the artwork tours livestreamed from the National Gallery via Zoom. They also got to try their hand at creating their own artworks.




**03**  
Sessions for pilot three were conducted completely in-person at the National Gallery.


Initiated in September 2020, the Art with You project marked a major collaboration with National Gallery Singapore. Over the course of three pilots, persons with dementia and caregivers who were already part of Dementia Singapore's programmes, such as Dementia Social Club and Voices for Hope, were invited to participate in the initiative.


The pilots featured distinct set-ups, with the first being held completely virtually, the second being a hybrid arrangement – live-streamed from the National Gallery to participants at Dementia Singapore's headquarters – and the third taking place entirely in-person at the National Gallery. Each pilot included an art-sharing segment, where volunteers from the National Gallery engaged participants in stimulating conversations about art pieces on display, followed by an exercise in creating art, where volunteers led participants through various art-and-craft activities.

The Gallery officially launched Art with You on 14 October 2022, which included guided group visits led by Gallery docents, and self-guided visits where visitors can use the Caregivers' Guide and Art Kit. Indeed, Art with You serves as a shining example of how creative and passionate collaborations can make a meaningful difference in the lives of those impacted by dementia.


## A GLIMPSE INTO ART WITH YOU


**01**  **Dementia Singapore first provided comprehensive training** for the National Gallery's staff and volunteers who were to be facilitating the programme.

**02**  **The next phase involved both organisations working closely together** to create the programme's framework and the Caregivers' Guide – a resource providing structure and support for caregivers to independently engage their loved ones during the programme.

**03**  **Lastly, Dementia Singapore conducted a thorough evaluation of the programme's impact on persons with dementia, caregivers, and volunteers involved**, culminating in a report and presentations on the findings to staff and volunteers of both organisations, programme funders, and caregivers.

## FINDINGS

**01**  **Persons with dementia experienced high levels of positive mood** and engagement levels during the programme, while **caregivers enjoyed significant positive gains** in their caregiving experience.

**02**  **Volunteers underwent a major shift in their attitudes and perceptions towards dementia** as they gained a deeper understanding of the challenges faced by persons with dementia and their caregivers.



**04**  
Caregivers and persons with dementia visiting the Gallery can use this Caregivers' Guide and Art Kit, developed as part of the Art with You pilot.



# DESIGNING DEMENTIA-FRIENDLY LIVING SPACES



01

**01**  
A meaningful dialogue: The workshops served as a platform for important voices from the dementia community to be heard and included in the process of creating dementia-friendly living spaces.  
(Photo credit: HDB)

It is important for persons with dementia to be able to live in a dementia-friendly environment, where they can feel safe and supported as they age in place with grace. As such, dementia-friendly design is essential in creating living spaces that cater to their unique needs and challenges.

As part of the effort to incorporate dementia-friendly features into their Build-To-Order Queensway Canopy Project, the Housing & Development Board (HDB) collaborated with Dementia Singapore to facilitate two engagement workshops, in August 2022 and February 2023. These workshops brought together our Voices for Hope graduates and dementia self-advocates, as well as HDB's architects and designers. During the sessions, the self-advocates shared their valuable insights and lived experiences on dementia-enabling designs and features.

The architects and designers from HDB also benefitted significantly from the workshops, as they gained a deeper understanding of the importance of using environmental designs that can help persons with dementia stay socially connected and live independently in the community.

"The engagement sessions facilitated by Dementia Singapore have enabled HDB's in-house architects and designers to gain a better appreciation of the lived experiences of persons with dementia and their caregivers in navigating our built environment. The insights gleaned from the engagement reinforce HDB's ongoing efforts in designing our neighbourhoods to be more accessible and enabling for residents with different needs. With this invaluable partnership, Singapore is certainly one step closer to becoming a more inclusive and gracious society."

**Ang Wei Heong**, Deputy Director  
(Socio-Technical Research & Design)



02

**02**  
Participants are all ears as HDB's architects and designers recap the insights they gathered during the session.

**03, 04**  
All smiles after the successful workshops in August 2022 and February 2023.  
(Photo credit: HDB)



03



04



# MEETING CENTRE SUPPORT PROGRAMME

01, 02, 03  
Collectively, the Meeting Centre Support Programmes at Thye Hua Kwan Moral Charities (below) and Salem Welfare Services support 30 families.



"Everyone is going through their own journey, and here, you can get the right support that can help you and your loved one with dementia. It is also a chance for us caregivers to get a bit of respite, be it by chatting with someone else, or taking a time-out whilst your loved one engages with staff or other members."

**Family Caregivers**



The Meeting Centre Support Programme (MCSP) is a community-based initiative established by Dementia Singapore in 2020 to provide practical, emotional, and social support for persons with dementia and their caregivers.

Designed in the format of a social club, MCSP serves as a welcoming and supportive space for members to connect with others in their locality impacted by dementia.



"The centre is welcoming, and we enjoy being able to share with others our experiences and aspirations."

**Members living with dementia**

"I am glad to have people to talk to here! Otherwise, I would be all alone at home."

**Members living with dementia**



In addition to the two successful pilots in Bendemeer and Kebun Baru, Dementia Singapore has been working with two other social service agencies, Salem Welfare Services and Thye Hua Kwan Moral Charities, to establish their own MCSP. With the help of community volunteers who befriend and render support to members, the four MCSPs are collectively supporting 30 families, fostering a true sense of community spirit.

Preliminary evaluations of the programme affirm its effectiveness in enhancing members' quality of life and overall sense of fulfilment, as well as in mitigating the stressors of caregiving for their loved ones. Suffice it to say, Dementia Singapore remains dedicated to collaborating with other agencies to establish new MCSPs.

"At MCSP, we can be ourselves, acknowledge each other's emotions, and get moral support. We grow together, share our experiences, and help other caregivers learn more about dementia, including the signs of progression of the condition to look out for."

**Family Caregivers**



# EMPOWERING ANG MO KIO RESIDENTS TO THRIVE DESPITE DEMENTIA

**01**  
Amidst the serene surroundings of Bishan-Ang Mo Kio Park, the launch of the Community Living Resource took place during Walk2Remember 2022. (Photo Credit: Ang Mo Kio Partners' Network)



Scan to access the web version of the Community Living Resource (Ang Mo Kio edition)

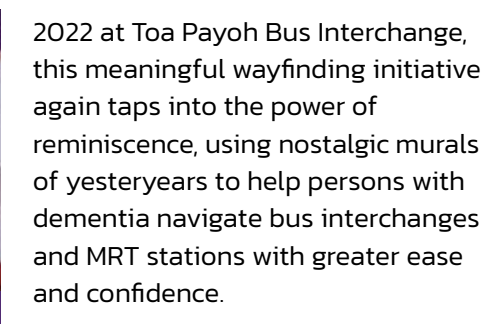


The Ang Mo Kio Partners' Network – comprising Dementia Singapore as well as the AMKFSC Community Services, AWWA, Tan Tock Seng Hospital, and TOUCH Community Services – thoughtfully developed The Community Living Resource (Ang Mo Kio edition).

This localised resource is designed to help the residents of Ang Mo Kio live well in their community despite being impacted by dementia.

Formally launched on 17 September during Walk2Remember 2022, the resource features a comprehensive list of local amenities and services to keep residents engaged, active, and better equipped to care for their loved ones with dementia. The key sections of the resource include a self-checklist to promote awareness of dementia and a sense of empowerment throughout one's care journey, information on the different stages of dementia, and a quick guide to the services available for Ang Mo Kio residents impacted by dementia.

# UNITING FOR AN INCLUSIVE JOURNEY



**01**  
Say, cheese! Ms Tin Pei Ling, Member of Parliament for the MacPherson Constituency meets Voices for Hope graduates and dementia self-advocates Emily Ong, Anjang Rosli, and his wife and caregiver, Sarimah, who had lent their valuable counsel during the implementation of 'Find Your Way'. (Photo Credit: SBS Transit)

**02, 03**  
The vibrant and eye-catching wall illustrations and colour-coded directional floor stickers help persons with dementia navigate the constant crowds and get to their correct exits safely.

**04**  
The Walk in My Shoes exhibition at Toa Payoh Bus Interchange (more on page 34). (Photo Credit: SBS Transit)

2022 at Toa Payoh Bus Interchange, this meaningful wayfinding initiative again taps into the power of reminiscence, using nostalgic murals of yesteryears to help persons with dementia navigate bus interchanges and MRT stations with greater ease and confidence.

In August 2022, the Find Your Way launch at Chinatown Station made it the first MRT station to feature directional floor stickers with corresponding wall illustrations of different coloured nostalgic items that guide commuters to their respective station exits. The initiative has since expanded successfully, with subsequent editions launched at Ang Mo Kio Bus Interchange, Mattar MRT Station, and Boon Lay Bus Interchange between January and March 2023. Each community launch event was graced by the respective local Members of Parliament and key grassroots leaders.

**'FIND YOUR WAY' HAS EXPANDED!**  
Persons with dementia are particularly vulnerable to sensory overload in crowded bus interchanges and MRT stations. This can make it difficult for them to remember the correct bus service or exit to use, potentially resulting in them becoming lost during their commute.

In a bid to make Singapore's transport nodes more dementia-friendly, Dementia Singapore and SBS Transit teamed up to embark on the Find Your Way initiative. Launched in



## UNITING FOR AN INCLUSIVE JOURNEY

05

Guest-of-Honour: Mr Gan Thiam Poh, Adviser to Ang Mo Kio GRC Grassroots Organisations  
(Photo Credit: SBS Transit)

06

Guest-of-Honour: Ms Tin Pei Ling, Member of Parliament for the MacPherson Constituency  
(Photo Credit: SBS Transit)

07

Guest-of-Honour: Mr Patrick Tay, Member of Parliament for Pioneer SMC  
(Photo Credit: SBS Transit)

08

Guest-of-Honour: Senior Parliamentary Secretary, Ministry of Transport and Ministry of Sustainability and the Environment, Mr Baey Yam Keng  
(Photo Credit: SBS Transit)

09, 10

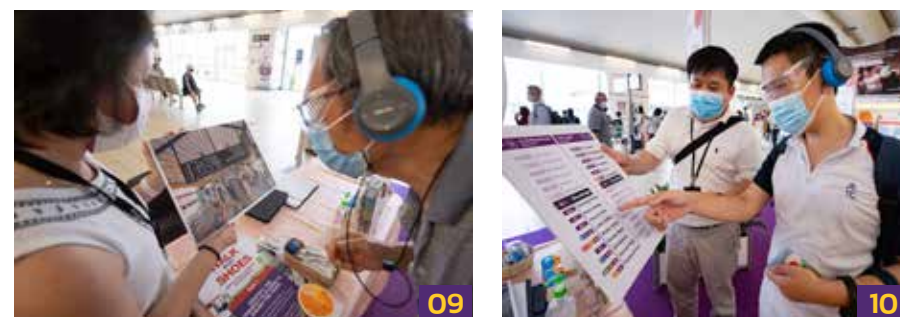
These Vaseline-coated goggles and headsets playing loud noises simulate the visual perception challenges and sensory overload that persons with dementia may experience while navigating busy bus interchanges and MRT stations.  
(Photo Credit: SBS Transit)



### TAKE A WALK IN THE SHOES OF A PERSON WITH DEMENTIA

Dementia Singapore and SBS Transit's close collaboration led to yet another partnership – this time for the Walk in My Shoes exhibition during the Caring Commuter Week from 7 to 13 November 2022 at Toa Payoh Bus Interchange. With the goal of raising awareness about dementia, the exhibition saw dementia self-advocates and SBS Transit staff educating members of the public on how they can help passengers with dementia navigate our transport nodes safely and independently.

The interactive exhibition also offered members of the public a chance to engage in a sensory simulation exercise, providing a glimpse into the challenges faced by persons with dementia during their daily commutes.



## RESEARCH COLLABORATIONS

Dementia Singapore remains committed to advancing dementia research through collaborative efforts with esteemed academic institutions and organisations. In pursuit of this goal, Dementia Singapore's Research & Innovation (R&I) team has initiated several research projects in partnership with leading institutions, including Singapore Institute of Technology (SIT), Duke-NUS Medical School, Khoo Teck Puat Hospital (KTPH), and Agency for Science, Technology and Research (A\*Star).

### SIT

The Dementia Singapore-SIT Honours Thesis project explored the lived experiences of persons living with mild dementia through in-depth research interviews conducted with 11 persons with dementia.

### FINDINGS

01



**The varied symptoms experienced by persons with dementia can cause both positive and negative changes in their abilities to perform certain activities.**

For some, these challenges can limit their ability to engage in meaningful activities, particularly instrumental Activities of Daily Living (ADLs). However, others take proactive measures during the early stages of dementia to maintain independence and continue their valued activities. These measures include utilising assistive technology, seeking assistance from others, and adapting their behaviour to accommodate their needs.

02



**External and internal factors play an important role in enabling persons with dementia to perform and engage in the activities they enjoy.**

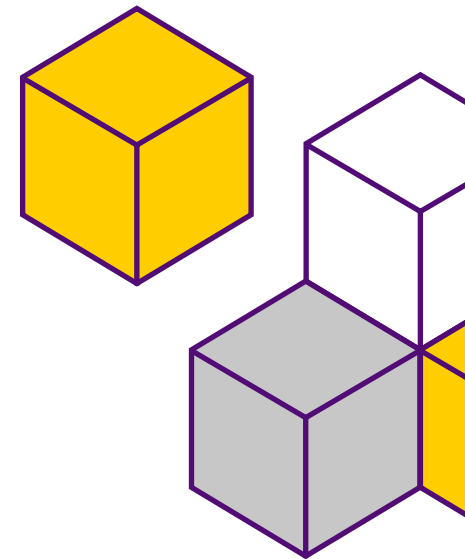
These include environmental factors such as social support, socio-economic systems, and the built environment of persons with dementia. Persons with dementia who value their independence are motivated by intrinsic factors, like their interests, the value they place on maintaining good health, and their desire for self-reliance. They are also motivated by external factors such as social support and recognition.

03



**Persons with dementia have differing views on the stigma from the general public.**

Most participants did not encounter any stigmatising incidents in public and acknowledged that members of their community were kind and supportive, and even shared instances where they received help. However, some felt that the general public held misconceptions and had a lack of understanding about persons with dementia.





## RESEARCH COLLABORATIONS

01

*Dementia Singapore CEO, Jason Foo shares the stage with SMU Senior Lecturer of Statistics, Rosie Ching and her statistics students during the 'Remember.For.Me 2023 Finale' event where key findings of the survey were presented.*



Currently, Dementia Singapore is working with SIT on another thesis project. The project examines the effectiveness of using locally developed Virtual Reality applications for dementia awareness training. It has been extended until 2025 for data gathering.

### DUKE-NUS, KTPH, A\*STAR INSTITUTE OF HIGH PERFORMANCE COMPUTING (IHPC)

Dementia Singapore partnered with Duke-NUS, KTPH, SIT, and A\*Star in a research study titled, "Connecting Caregivers with Community Services: The Care Buddy Platform", to explore the development of a holistic web-based integrated care model for caregivers of persons with dementia. The envisioned platform seeks to offer easy access to information, provide decisional and social support, improve the reach and utilisation of existing community service providers, and assist with coordination among multiple family caregivers and care professionals throughout the entire care journey, extending into the bereavement phase.

This five-year study aims to methodically gather information on caregiver support needs and validate the effectiveness of the platform through rigorous testing and Randomised Control Trials (RCT) for future implementation across Singapore. Dementia Singapore actively participated in the initial phase of the study, which involved conducting needs assessment focus group discussions with family caregivers and care professionals. Based on the valuable insights gathered, recommendations were formulated to address support needs at every stage of the care journey. Moving forward, Dementia Singapore will continue to support the next phases of testing and RCT, scheduled to commence in September 2023.

### A\*STAR, SMU

In March 2023, Dementia Singapore partnered with A\*STAR and SMU on a project to create a system prototype using Artificial Intelligence (AI) assisted tools that can meaningfully and positively engage persons living with dementia through conversational and reminiscence activities. The goal is for this system to sense useful 'cues' from persons with dementia by utilising audio-visual signals like speech and facial expressions. By doing so, it has the potential to guide them through a wide range of activities. The creation of this system will also be effective in providing caregivers with the time for respite and self-care. The project has been approved by the Institutional Review Board and is currently ongoing.

### SMU

In March 2023, SMU and Dementia Singapore, with support of the Agency for Integrated Care (AIC), completed the Remember.For.Me study, a follow-up to the 2019 study of the same name. Over 3,200 participants were interviewed, including persons with dementia, caregivers, and the public, to gain more insight into evolving attitudes toward dementia.



## UPDATED FINDINGS

### The survey included two new elements:

Evaluating the impact of the COVID-19 pandemic on persons with dementia:  
Rated as negative by almost **80%** of the respondents.

Assessing Singapore's dementia-friendliness: Rated as significantly less-than-friendly by over **75%** of the respondents.

Compared to findings of the 2019 survey, the percentage of persons with **dementia who face feelings of rejection, loneliness and shame has dropped significantly from 72% to**

**31%**



**Stigma around dementia remains prevalent**, with those without any connection to the condition showing the highest average level. Surprisingly, this level is even higher than that held by people with dementia, with more than

**50%**

of this group citing stigma as the main reason for their negative feelings of incompetence and embarrassment.



# THE NEW AND IMPROVED DEMENTIAHUB.SG

01

*Text-to-Audio update: Applicable to both DementiaHub.SG resource articles and blog posts, the feature enables users to listen to the content being read out to them starting from the title. To access this feature, simply click the 'speaker' icon and hit play on the audio bar!*

02

*Whether you're a person with dementia, caregiver, care professional, or a member of the public, there's bound to be something that catches your interest at DementiaHub.SG's Event Calendar!*

Scan to visit DementiaHub.SG's Event Calendar



DementiaHub.SG has undergone a relaunch with a refined content structure that enables easier long-term maintenance and ensures sustainability. The enhanced version boasts two new features, including a Text-to-Audio functionality that enhances accessibility for individuals with visual impairments or reading difficulties. The platform also features an extensive Event Calendar, meticulously curated to feature dementia-related events taking place nationwide, such as workshops, seminars, and community events.

In 2022, DementiaHub.SG provided valuable resources to over 28,000 users. The platform has also garnered significant media attention, has established cross-links on healthhub.sg, and can now be accessed on all Dementia-Friendly Singapore materials by the Agency for Integrated Care.

01



02



# BUILDING A DEMENTIA-INCLUSIVE SOCIETY WITH DEMENTIA COLLABS



01, 02, 03

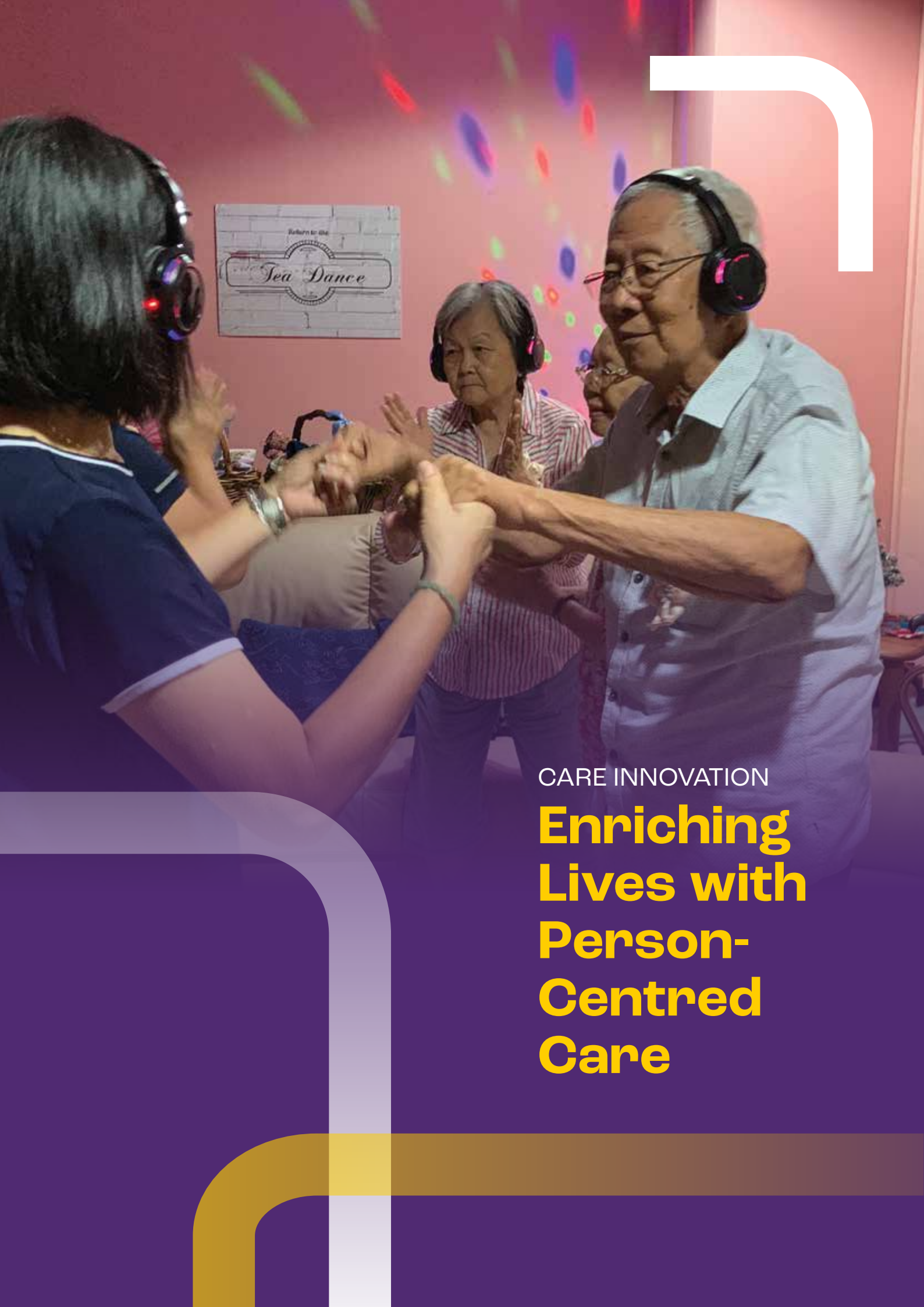
*Held at the Home Nursing Foundation Wellness @ Buangkok Active Ageing Hub, Dementia Colabs Network partners were treated to a special angklung performance by the seniors at the hub. This performance kickstarted the 3rd quarterly Dementia Colabs Network Meeting and was followed by presentations on the programmes and initiatives by Home Nursing Foundation, Arts and Dementia, as well as the Dementia-Friendly Singapore Movement.*

In Singapore, there are many organisations from the private, public, and community sectors that are dedicated to addressing the needs of our rapidly growing dementia community.

As the steward of the Dementia Colabs network, an initiative led by the National Volunteer & Philanthropy Centre (NVPC), Dementia Singapore facilitates collaboration among these diverse organisations to implement action projects aimed at building a dementia-inclusive society.

In 2022, Dementia Singapore organised three Dementia Colabs networking meetings that brought together 102 participants across 35 stakeholders.





CARE INNOVATION

# Enriching Lives with Person-Centred Care

## LIVES IMPACTED AT A GLANCE



357  
clients served across  
4 New Horizon Centres

104  
clients served at Family of Wisdom

618  
caregivers received assistance  
from the Home Support Team

2,451  
Helpline calls were attended to

73  
clients served at  
Dementia Social Club

152  
clients of our New Horizon  
Centres received DSG  
financial assistance

265  
caregivers nurtured their interests  
and hobbies through Caregiver  
Support & Network



The Post Diagnostic Support has  
journeyed with  
257  
families whose loved ones were  
first diagnosed with dementia

Supported  
1,029  
attendees through weekly  
Caregiver Support Groups in  
English, Malay and Mandarin

633  
pairs of caregivers and loved ones  
with dementia grooved to the music  
at weekly Memories Café sessions



Cared for  
330  
persons with dementia through the  
personalised Eldersit Service



# CARE SERVICES IN A NUTSHELL

**01**  
Staff at NHC (Toa Payoh) conduct a 'Namaste Care' session, harnessing the power of sensory stimulation, using familiar spices and condiments, to promote well-being.

**02**  
Baking a decadent mango cake with our Family of Wisdom clients.

Dementia Singapore strives to provide person-centred care and support for persons with dementia and their caregivers, offering a wide range of care services tailored to meet the unique and diverse needs of the dementia community.

## CENTRE-BASED CARE



**New Horizon Centres (NHCs)** are daycare facilities that provide services and support for persons with dementia. These include occupational therapy, physiotherapy, group exercises, and social activities.

**Family of Wisdom (FOW)** is a three-hour enrichment programme that engages persons with dementia in cognitively and physically stimulating activities that are tailored to the clients' stage of dementia, preferred spoken language, educational profile, and age range. Conducted in small-group settings, FOW activities are designed to maintain or improve cognitive function and foster greater social interaction amongst persons with dementia, as well as provide respite and support for caregivers.

**Dementia Social Club** aims to empower persons with dementia and their caregivers to make meaningful contributions to the club and the wider community. It serves as a social hub where members can exchange ideas and engage in stimulating activities, choosing from a range of interest groups. It also serves as a platform for caregivers to network and share helpful information with one another as they navigate their dementia care journeys.

*Dementia Social Club is part of the Community Resource, Engagement & Support Team - Caregivers (CREST-CG) programme.*

## HOME-BASED CARE



The **Home Support Team (HST)** provides families impacted by dementia with individualised interventions such as case management, counselling, psychoeducation, and training to help them live well with the condition in the community. By working closely with caregivers, particularly those experiencing high levels of stress, the HST ensures that each family receives the specific support they need to navigate their care journeys.

*HST is part of the Community Intervention Team (COMIT) and CREST-Community Mental Health Masterplan (CREST-CMH).*

The **Post Diagnostic Support (PDS)** team equips newly diagnosed persons with dementia and their caregivers with essential knowledge, strategies, and resources. With a proactive approach, the team reaches out and supports these families for a period of one year upon diagnosis.

**03**  
The Post Diagnostic Support team takes a client out on a reminiscence tour at the National Museum of Singapore.

**04**  
A Caregiver Support Group programme in session.

**05**  
A Memories Café session held at HarriAnns Nonya Table, featuring a lively sing-along session in Mandarin hosted by the band, Goldies Jukebox.

**06**  
Another fun-filled Memories Café session at Tampines Regional Library.

## COMMUNITY SUPPORT





## CARE SERVICES IN A NUTSHELL

07

Participants bond with loved ones while dancing to nostalgic tunes during a Memories Café session at Soup Restaurant.

08

Youth volunteers from the Canadian International School and United World College of South East Asia shared their crochet skills during the Crochet Buddies series, as part of a Caregiver Support & Network session where caregivers learned to crochet various items such as bags and pouches.

## COMMUNITY SUPPORT



Comprising a team of dedicated staff, the **Dementia Helpline** provides support to caregivers and members of the public in need of essential information and links them up with suitable resources.

**Eldersit Service** consists of a team of trained *Eldersitters* who conduct meaningful and therapeutic activities in a familiar and comfortable home setting for persons with dementia, providing short-term respite for caregivers.

**Caregiver Support Groups** provide a safe and nurturing space for caregivers to connect with like-minded individuals, share experiences, exchange tips, and express their feelings.

The **Caregiver Support & Network (CSN)** is a programme that focuses on caregivers who have or are at risk of developing depression, anxiety, or burnout. The team aims to raise awareness of the challenges and needs of caregivers, as well as connect caregivers to support groups and counselling services where needed.

It also promotes self-care for caregivers through health and wellness and stress management activities and provides a safe space for them to nurture their interests and hobbies.

*CSN is part of the CREST-CG programme.*

**Memories Café** is a community-based programme that focuses on engaging persons with dementia and their caregivers through the performing arts. Held at public settings such as libraries, cafés and restaurants, participants engage in meaningful interactions through activities such as drumming, singing and movement sessions. The programme aims to provide a safe and nurturing environment that fosters open conversations, boosts confidence, and offers respite, all while actively working to reduce stigma.

*Memories Café is supported by Keppel Corporation.*

## A SNAPSHOT OF CENTRE ACTIVITIES!

Dementia Singapore's New Horizon Centres (NHCs) have had the privilege of hosting two milestone partnership launches. On 15 September 2022, Keppel Corporation donated \$1 million through its philanthropic arm, Keppel Care Foundation. The momentous event at NHC (Toa Payoh) was graced by President Halimah Yacob. [Read more on page 66]

The following year, on 13 February, Dementia Singapore announced a strategic partnership with the Municipal Services Office (MSO) at NHC (Bukit Batok). The launch event was attended by Dementia Singapore staff, Dunearn Youth and Blossom World Society volunteers, and Ms Sim Ann, Senior Minister of State for Foreign Affairs and National Development. [Read more on page 50]



Even with the COVID-19 situation improving, our centres have remained steadfast in their commitment to ensuring the safe resumption of most of our in-person activities that were previously put on hold. In addition to the regular range of activities, such as reminiscence through music, art therapy, and mixed martial arts exercises, our centres have introduced several new programmes that have been received with much enthusiasm by our cherished clients. One such addition to the line-up at NHC (Toa Payoh) is the Community Silver Trust (CST) Music Therapy, which has proven to be particularly effective in improving clients' memory, reducing anxiety, elevating mood, and promoting social interaction.

01, 02, 03

*Our clients enjoy the festivities at our NHCs all year round.*



## A SNAPSHOT OF CENTRE ACTIVITIES!

### 04, 05, 06

Volunteer-led activities for all: From mixed martial arts conducted by Impact MMA to an outing to the National Museum of Singapore by Hilti, and an art therapy session by student volunteers from Assumption Pathway School, there is something for everyone to enjoy.



### 07

The kampong spirit is alive! This stunning piece of art originated from a well-known wall mural at Ang Mo Kio. With the gracious consent of Yip Chong Kee, the talented artist behind this masterpiece and other iconic mural concepts across Singapore, Dementia Singapore reproduced it as a captivating wallpaper adorning the walls of NHC (Jurong Point).



### REVAMPED AND REFRESHED

Two of our NHCs received a facelift to elevate clients' daycare experiences. At NHC (Jurong Point), the newly designed reminiscence room is complemented by a beautiful wall mural that also works to establish a more immersive environment. Meanwhile, at the centre at Bukit Batok, a special room has been thoughtfully dedicated to foster active engagement during our clients' Namaste Care sessions.



### 08

Clients can engage in Namaste Care – an intervention programme that provides a comfortable environment for clients to experience sensory stimulation and enjoy meaningful activities – in a cozy new room.

### ACHIEVEMENT UNLOCKED

Our New Horizon Centre (NHC) at Jurong Point was duly recognised for its exceptional work. More recently, on 27 January 2023, the Ministry of Social and Family Development (MSF) hosted the Volunteer & Partner Awards to honour the dedication and passion of key volunteers and community partners. NHC (Jurong Point) received the distinguished Community Cares Award as a nod to their unwavering commitment and meaningful contributions towards supporting our dementia community.

In 2022, the centre also marked a remarkable milestone during the Ministry of Health's (MOH) bi-annual audit, achieving the elusive "NIL findings" for the first time. In its comments, MOH acknowledged the centre's good practices which were in line with existing service requirements and prevailing MOH-AIC advisories.

### FAMILY OF WISDOM OUTINGS

Beyond the diverse range of new programmes introduced, Family of Wisdom (FOW) went above and beyond to treat clients and caregivers to some very special outings. Between June and August 2022, a total of seven groups were taken on charming trishaw rides at Gardens by the Bay, followed by a delectable lunch at the Majestic Bay Restaurant. Moreover, on 16 January 2023, FOW pulled out all the stops by organising a celebratory Chinese New Year lunch at Jubilee Garden Restaurant at SAFRA Toa Payoh for a whopping 102 clients, caregivers, and staff.



### COGNITIVE INTERVENTION PROGRAMME

FOW was also invited by the Agency for Integrated Care (AIC) to embark on a two-year trial run of the Cognitive Intervention Programme, from October 2022 to September 2024. This trial run forms an integral part of a research study on multimodal interventions that aim to improve the cognitive function of participating clients with mild to moderate dementia. These interventions encompass a range of activities, including physical exercises, social engagement, and cognitive stimulation. To date, FOW has successfully enrolled 11 clients.

### 09

Dementia Singapore CEO Jason Foo joins in the festive fun at our special Chinese New Year lunch.

### 10

MSF Volunteer & Partner Awards 2023: Centre Manager R.S. Chandrajothi shares the stage with fellow award recipients.

### 11

Our clients enjoying on a trishaw ride at Gardens by the Bay.



## A SNAPSHOT OF CENTRE ACTIVITIES!

12

*Dementia Singapore CEO Jason Foo takes the mic alongside volunteers from MediaCorp, delighting the YOD Club on the final day of the New Look party!*

13

*Ms Christine Yap talks about how she uses a person-centred approach to care for her mother who lives with dementia.*



13

14

*Taking the lead in the Cup Stackers activity are YOD Club members, Peter and Evon Estrop.*



"From the day she was enrolled at the centre, you have not only helped orientate my mother-in-law around, but you have also been giving frequent updates and tips on how to better care for her at home. Many thanks to you and your team again for your professionalism and compassion."

**Poon Yap Ching**, caregiver to his 94-year-old mother-in-law who attends NHC (Bukit Batok)



12

### HAVING A BALL AT DEMENTIA SOCIAL CLUB

It's been more than a year since its inception, and Dementia Social Club remains a dynamic and vibrant programme, well-loved by its members.

During the week of 6 June 2022, members were treated to an evening of engaging activities and delectable food at its 'new look' party. The event unveiled a larger, revamped activity space which can now accommodate a bigger intake per session and more activities. The Club also invited various departments at Dementia Singapore to tour the revamped space and volunteer their time to facilitate sessions for different interest groups.

Later, on 10 June, volunteers from MediaCorp also regaled YOD Club members with timeless oldies from various eras. Dementia Singapore CEO Jason Foo graced the occasion and joined in the sing-along, adding to the celebratory atmosphere.



14



"Thank you for being so kind in helping my mum, Mdm Tou, through her difficult times and showing her exceptional kindness, care and love."

**Family members of Mdm Tou (Hou Jie)** who attends NHC (Toa Payoh)



In October 2022, Dementia Social Club introduced new programmes in collaboration with Family Central (Tiong Bahru), including Finger Art Classes (Nagomi Art), Kalimba workshops, and Mental Wellness POWER Pack modules, which were integrated into various Interest Group Clubs. These programmes aim to enhance the mental wellness of our clients in a supportive, non-intimidating, and engaging environment, providing practical and enjoyable ways to improve cognitive skills and learn about psychosocial well-being.

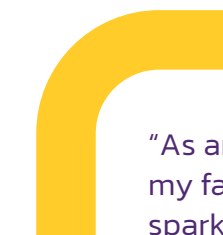
The following month, on 23 November, Dementia Social Club launched the Care Partners' Support Group sharing series. With a focus on providing a platform for caregivers to share their invaluable experiences and insights, the inaugural session

featured Ms Christine Yap who also affirmed the importance of adopting a person-centred approach. Held bi-monthly, the series is designed to address topics of interest and unique relevance to the members, providing a supportive and empowering space for mutual learning and growth.

### TAILORED SUPPORT FOR PERSONS WITH YOUNG ONSET DEMENTIA

Early in 2022, on 21 January to be precise, the Young Onset Dementia (YOD) Club was introduced as an extension of Dementia Social Club to provide tailored support to those with young onset dementia. With a focus on fostering a nurturing and inclusive environment, the YOD Club offers a wide range of engaging activities, providing a source of companionship and purpose to its members.

Additionally, as part of the Club's ongoing efforts to foster a sense of ownership and to empower members, a new initiative was implemented in July. Each member of the YOD Club now has the chance to facilitate a one-hour activity on a weekly basis, encouraging active participation and engagement. What's more, on the second Friday of every month, each member takes turns organising outings for fellow members.



"As an ex-athlete, I can see my father's competitiveness sparked when he plays games at Dementia Social Club and his agility return when participates in balloon badminton! The sessions help him both mentally and physically. Thank you so much for welcoming us so warmly to the Club and for giving him a sense of achievement again."

**CL, caregiver to her father** who participates in Dementia Social Club's Game Club





# ENHANCING THE LIVES OF THE DEMENTIA COMMUNITY WITH CARA

**01** With a large population reach of over 500,000 OneService app users, the chances of locating missing persons with dementia are now significantly higher.

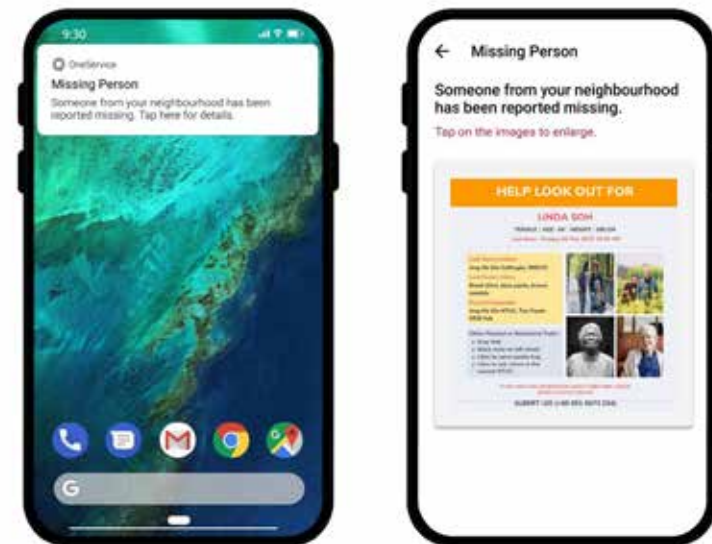
**02** Also in attendance were Mr Yeo Wee Siong, Senior Director of Planning at MSO, and representatives from Dementia Singapore: Jason Foo, CEO, and R.S. Chandraajothi, Manager for New Horizon Centres, (Bukit Batok and Jurong Point) who joined our clients for some games.

In the past year, the CARA app has achieved significant milestones and undergone several upgrades as part of the team's commitment to providing their best in support of the dementia community.

## WHAT'S NEW?

**01 The Report Missing Person feature**  
To further enhance the functionality of the app, a new Report Missing Person feature was introduced in November 2022. With this feature, caregivers can make a report through the app in the event that their loved one with dementia goes missing. Once submitted, a push notification is sent to all CARA members who can view and share the report easily across various social media platforms, thus activating a wider community to assist in locating the missing person. The implementation of this feature marked the official transition of the Agency for Integrated Care's (AIC) Dementia Friends app to CARA. As of 30 December 2022, the Dementia Friends app has been decommissioned.

**02 A milestone partnership with the Municipal Services Office**  
On the morning of 13 February 2023, a strategic partnership between Dementia Singapore and the Municipal Services Office (MSO) was officialised with the goal of widening the search network for missing persons with dementia. The partnership marked the collaboration of both organisations' mobile apps – Dementia Singapore's CARA and MSO's OneService – to help widen the network to support our dementia community in Singapore.



**01**

An extension of the Report Missing Person feature, this collaboration sees all Missing Person Reports submitted via the CARA app being broadcasted to MSO's OneService app users, amplifying search efforts. Users will also be promptly notified when the missing person is found.

The media launch event to announce the partnership was held at New Horizon Centre (Bukit Batok) and was graced by Ms Sim Ann, Senior Minister of State for Foreign Affairs and National Development.



**02**



**03**



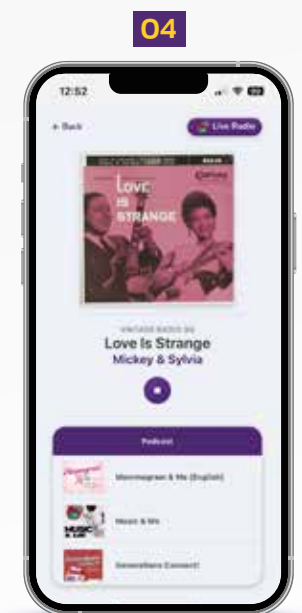
"Families experience much anxiety when their loved ones with dementia go missing. The Municipal Services Office is pleased to partner Dementia Singapore by broadcasting its missing persons alerts on the OneService app. By reaching a wider audience and encouraging residents to keep a lookout for one another, I am confident that we can foster a more dementia-friendly Singapore together."

*Ms Sim Ann, Senior Minister of State for Foreign Affairs and National Development*

**03 Now streaming: Vintage Radio!**  
On 17 February 2023, VintageRadio SG's streaming content was integrated into the CARA app, providing members with a seamless listening experience of their favourite nostalgic tunes, live content, and podcasts, carefully curated to keep them entertained and engaged. The addition of Vintage Radio is aimed at fostering a shared experience between persons with dementia and their caregivers through their love of music, sparking opportunities for enjoyable and meaningful conversations.

**03** Volunteers from Dunearn Youth and Blossom World Society engaging clients with fun-filled activities, including a reminiscence music therapy session.

**04** Simply click on My Radio icon on the CARA app to tune in to the livestream of Vintage Radio.SG, hosted by beloved veteran DJs, Brian Richmond, Patrick Kwek, PN Bala, and Rahimah Rahim.



**04**



**ENHANCING THE LIVES OF THE DEMENTIA COMMUNITY WITH CARA**

**05**  
*It's game time!*

**06**  
*Hosts Brian Richmond and Patrick Kwek, with Chef Leon Lim, who emphasised how food has the power to evoke cherished memories and bring people closer together.*

**07**  
*Ms Poh Li San partaking in the celebration with her family.*

**08**  
*Post-event, guests indulged in a delectable assortment of dishes, which included chef Leon's signature rice cakes.*



"In the past couple of years, there has been a rising number of missing elderly persons in Singapore, many of whom have dementia. The Report Missing Person feature, together with this strategic partnership with MSO's OneService app, will effectively help to address this growing concern for families by significantly expanding the reach of the Missing Person notifications."

*Jason Foo, Dementia Singapore CEO*



**A YEAR OF SERVING THE DEMENTIA COMMUNITY**

In celebration of CARA turning one, Dementia Singapore held a very special event, Joy of Memories, at Projector X: Picturehouse. The occasion brought together the extended CARA family, comprising its valued members, esteemed partners, and Dementia Singapore's dedicated staff, committee member Linda Hoon, and its CEO Jason Foo. The celebration

was also graced by Member of Parliament, Sembawang GRC, Ms Poh Li San.

Under the engaging emceeing of Vintage Radio SG's Brian Richmond and Patrick Kwek, guests were treated to a captivating array of activities and games. MasterChef Singapore Season 2's first runner-up, chef Leon Lim, also took to the stage to share his personal inspiration, his grandmother who is

living with dementia, who sparked his culinary journey. A riveting live demonstration of his culinary prowess followed, showcasing his own interpretation of Fuzhou stir-fried rice cakes. He even rounded up his segment with a surprise live performance of nostalgic tunes.

Foo concluded the afternoon on a note of heartfelt gratitude, expressing his deep appreciation to CARA members, particularly persons with dementia and their caregivers, whose unwavering support and valuable feedback have been pivotal in enabling the team to continuously enhance the app to meet their evolving needs.



**JOINING FORCES WITH THE SINGAPORE POLICE**

The past year saw many fruitful outreach efforts for the CARA team, evinced by the app's steadily growing number of members and increased awareness of the membership program.

In April 2023, CARA partnered with AWWA to conduct a four-day dementia-training session for over 300 officers of the Singapore Police Force at their Woodlands Police Division Headquarters, following a referral from Ms Poh Li San. As part of SPF's monthly officer training, the team provided valuable insights into supporting lost persons with dementia and demonstrated how the CARA app can enhance their efforts in safely reuniting missing persons with their families.

**09**  
*SPF officers are all ears as the team sheds light on CARA.*

**10**  
*The CARA team with officers from the Woodlands Police Division HQ.*







## DIGITALISATION

# Keeping Ahead in the Digital Age

## AN AGILE AND FUTURE-READY ORGANISATION



As Dementia Singapore continues to embrace a hybrid working arrangement, we remain ever mindful of the critical role that technology plays in enabling our staff to continue serving families impacted by dementia and with the highest level of care and support. To this end, our IT department has taken a proactive approach to streamline its technological processes to ensure that staff are empowered with the right tools and resources they need to put their best foot forward, in the office or from a remote location.

To optimise digital processes for employees, Dementia Singapore established the following during the 2022/2023 financial year:

### 01 FAMILY OF WISDOM DIGITALISATION PROJECT

The Family of Wisdom (FOW) Digitalisation project was initiated in December 2021, with the aim of automating FOW operations, case management, and billing processes using a single application. As part of this effort, the IT department has successfully developed several key features that are currently in use, including automated check-in and check-out processes,

attendance recording of clients, online registration for both clients and caregivers, and digital assessment and reporting of clients' progress. Further enhancements are in the pipeline. The application is slated to be fully operational by the first quarter of 2024.

### 02 CYBERSECURITY INITIATIVES

Ensuring the security of our digital infrastructure is of paramount importance, and we are constantly taking proactive measures to bolster our cybersecurity efforts. In this regard, the IT team carried out regular Vulnerability Assessment and Penetration Testing (VAPT) on our websites, as well as ran Cyber Security Assessment Tool (CSAT) on work devices to detect any hardware or software vulnerabilities. Additionally, the team conducted the organisation's annual cyber-wellness e-learning course from 23 May 2022 to 6 June 2022 to equip employees with the latest knowledge and skills to identify and mitigate ever-evolving cyber threats.

### 03 BUSINESS PROCESS REVIEW

Committed to enhancing the efficiency of our operations, the IT department also conducted a rigorous and comprehensive business process review of our Care Services operations, case management, as well as donor and volunteer management. The aimed is to streamline these processes by integrating existing systems into a single data lake, thereby enhancing efficacy in reporting and analytical processes. Additionally, the team focused on automating workflows and processes to minimise manual operations. The outcome of the review will provide crucial inputs for the development of a new Customer Relationship Management (CRM) system for the organisation, projected to be implemented by the end of 2023.





EMPLOYEES AND VOLUNTEERS

## Collaborating to Achieve a Shared Goal

## THE BUILDING BLOCKS OF THE ORGANISATION



**01**  
Staff members engaging in a fun mindfulness activity as part of the Leadership Development Programme.



**02**  
Discussions can be just as lively!

### STAFF STRENGTH

Dementia Singapore's staff strength increased from 164 to 178 as of 31 March 2023. Additionally, there were 30 casual workers who provided Eldersit Respite Care Services in the homes of persons with dementia.

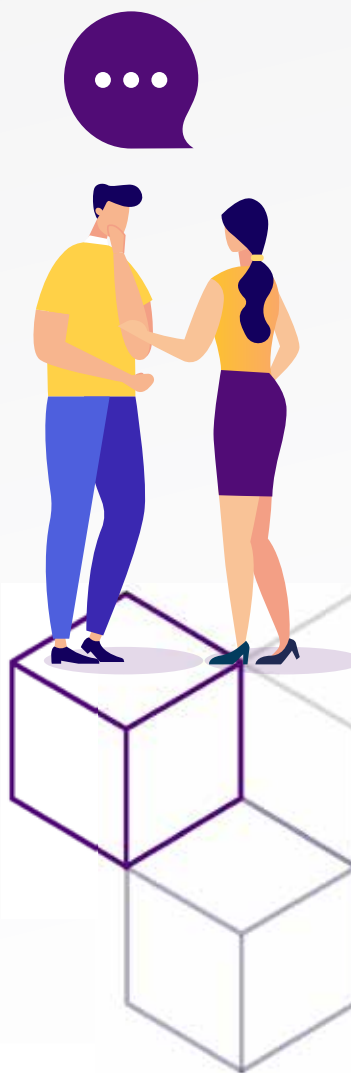
### PEOPLE DEVELOPMENT

Dementia Singapore's unwavering commitment to the person-centred care philosophy extends beyond the communities we serve. Within the organisation, we aim to empower and nurture all to achieve their full potential by helping them acquire the skills needed for both personal and professional growth.

### Holistic training courses

In this regard, all new staff are equipped with a solid foundation in dementia awareness and knowledge, through comprehensive training upon joining the organisation. Beyond this, various training programmes were conducted for the management team in the last year, such as the IGNITE Programme and the IMPACT Leadership programme. These courses were designed to enhance the abilities of the management team in spearheading positive changes, making informed choices, and navigating difficult decisions in volatile environments with finesse.

In addition, to groom staff with high potential for future leadership roles, the Leadership Development Programme (LDP) was implemented in November 2022. This holistic programme includes Psychometric and Sociometric profiling, peer-to-peer coaching, and executive coaching, among other components, to enhance each participant's leadership skills.





## THE BUILDING BLOCKS OF THE ORGANISATION

03

*Celebrating our dedicated members of staff with a Long Service Award Ceremony.*

04

*Some much-needed downtime spent at the tranquil Bedok Reservoir.*

05

*Getting together and unwinding at our Staff Appreciation Lunch in December 2022.*

### Comprehensive frameworks and fresh initiatives

The Dementia Singapore Human Resources CARE Framework has been in effect since June 2022. This framework is a part of our HR strategy for the year 2022 and embodies our core values of Career development, Ace (Training), Rejuvenation (Wellness), and Engagement – four essential pillars that underpin our staff's holistic growth and fulfilment. In line with this, we have embarked on a series of initiatives catered to the personal and professional development of our staff, ranging from career support and training programmes to wellness and engagement events.

**Career@DSG**, the dynamic Career Development Framework that has been implemented, enables us to gain a deeper understanding of staff's career aspirations and to provide them with the support they need to achieve their professional goals. The framework offers a comprehensive roadmap that outlines various career pathways – namely the Management or Specialist track – and highlights the types of progression and training opportunities that are available to help staff enhance their skills and competencies.

Under the **Ace@DSG** Learning and Development Framework, a Digital Training Roadmap, Core Competency Training Roadmap, and e-learning platforms were introduced to encourage continuous learning and growth.

The **Rejuvenate@DSG** initiative aims to offer an array of activities to prioritise the well-being of Dementia Singapore's staff. They included the inaugural Bedok Reservoir Wellness Walk, the Annual Health Screening Exercise, and the engaging wellness workshops. These initiatives proved to be invigorative to our staff's physical and mental health, and are helpful in promoting a holistic approach to welfare.

The **Engage@DSG** initiative was designed to facilitate enhanced staff engagement and communication, exemplified by activities such as a Coffee With CEO session for each department, a Staff Appreciation Lunch, and a Long Service Award Ceremony. These events not only foster greater camaraderie and collaboration amongst colleagues, but also serve to recognise and celebrate the invaluable contributions they make.

### LONG-SERVING STAFF

#### 5 Years of Service

**Nageshvaree D/O Krisnan**, Care Services – Caregiver Support Services  
**Ong Ling Ling**, Care Services – Dementia Social Club  
**Mateo Dennis Gante**, Care Services – New Horizon Centre Bukit Batok  
**V Vasanthi D/O Veerasingam**, Care Services – New Horizon Centre Bukit Batok  
**R. S. Chandraajothi**, Care Services – New Horizon Centre Bukit Batok  
**Ngui Thing Thing**, Care Services – New Horizon Centre Toa Payoh

#### 10 Years of Service

**Jason Foo Tiang Beng**, CEO Office  
**See Siew Lan Janet**, Care Services – New Horizon Centre Toa Payoh  
**Loy Juan Wan (Li Yunwan)**, Community Enablement  
**Lim Siew Ching**, **Karen Amanda**, Community Enablement

#### 15 Years of Service

**Lim Soo Kiang**, Care Services – New Horizon Centre Bukit Batok



03



04



05



# OUR VOLUNTEERS: CULTIVATING A SPIRIT OF GIVING

**01**  
A day out  
with Edrington  
volunteers at  
Gardens by the Bay.



## 595

Total no of individual youth & corporate volunteers

- 117** Individual volunteers
- 178** Youth Volunteers
- 300** Corporate Volunteers

## 176

In-person volunteering engagements

## 17

Partnerships with institute of higher learning & secondary schools

## 11

Partnerships with corporate organisations

Collaboration breeds success, and indeed, Dementia Singapore is privileged to have fostered many rich and trusted volunteer partnerships over the past year that resulted in many lively client engagement sessions.

Having worked alongside our staff, our volunteer partners – comprising individual, youth, and corporate volunteers – engaged in service-based, skills-based, events-based, and ad-hoc volunteering. They also played a vital role in enabling seamless service delivery to both centre-based and home-based clients and caregivers, and provided administrative support to ensure the smooth running of training programmes, and helped support our operational needs.



### NURTURING THE PASSION TO SERVE

While individual volunteers showed up regularly to provide operational assistance, corporate and youth volunteers planned meaningful engagement activities for our clients and their caregivers and provided them with valuable experiences throughout the year. This included organising excursions with our clients

“The aunties and uncles at the centre taught us an important lesson about life – how to live in the present moment. We sang and danced, and together we learnt a lot about dementia, caregivers, and those living with dementia. With greater awareness about the condition, we can form deeper and more meaningful connections with persons living with dementia around us.”

*Chow Kok Lam, Corporate Volunteer, Salesforce*



**02**



**03**

**01**  
Clients take a trip down memory lane with volunteers from GIC Pte Ltd at the National Museum.

**02**  
Celebrating Christmas at New Horizon Centre (Bukit Batok) with Salesforce volunteers.

“Thanks to the eager, helpful, and friendly staff members, clients and caregivers, our journey with Dementia Singapore was nothing less than magical, as we got to experience all phases of volunteering – from planning to execution – and we’d love to continue our learning journey in service with them!”

*Lee Pei Shan, Youth Volunteer from Project Ricordare, Hwa Chong Institution*

to places of interest and themed volunteering sessions at our New Horizon Centres and Dementia Social Club. Festive seasons turned out to be especially special for our clients, as our volunteers held various celebrations featuring on-theme games and activities, such as Rangoli artmaking for Deepavali and a carnival for Christmas.

The past year also saw a pilot volunteer initiative, Home-Based Befriending, take flight. Our volunteer befrienders began working in tandem with the Home Support Team, conducting house visits to provide support to families facing challenges on their dementia care journeys.



**OUR VOLUNTEERS: CULTIVATING A SPIRIT OF GIVING**

**04**  
Dementia Singapore at the PAP Women's Wing Conference & Exhibition.

**05**  
A volunteer manning Dementia Singapore's booth at the SG Women's Festival 2023.

**06**  
Our youth volunteer shares his experiences to inspire fellow youths during the NTU Social Impact Week 2023 event.

"It has been highly satisfying to see that I am making a difference in someone's life. As working professionals, we run around constantly, and the daily routine can become repetitive. The volunteering sessions are refreshingly different for me and give me emotional fulfilment on a higher level."

**Vijaygopal Krishnamurthy, Volunteer Befriender**



**ENGAGING THE WIDER COMMUNITY**

It was a whirlwind year for the Volunteer Management team, one that included being part of six outreach events – namely the Health & Wellness Fiesta (in Nee Soon), PAP Women's Wing Conference & Exhibition, MOE & Social Service Agencies Networking (in Toa Payoh), Wellness Celebration for Seniors (in Kebun Baru), the NTU Social Impact Week 2023 and SG Women's Festival 2023 (in Sembawang). These events served as a platform for sharing about dementia as well as the work we do at Dementia Singapore to support the community impacted by the condition.

Our volunteers played a vital role in these events, proactively engaging with attendees and sharing their knowledge about dementia, as well as their personal experiences volunteering with Dementia Singapore. Alongside volunteers trained to support public education and outreach events, we have also nurtured a pool of events-support volunteers who have assisted in our fundraising events.



**GATHERED AS ONE VOLUNTEER FAMILY**

A fulfilling year of volunteerism was wrapped up on a high note at Dementia Singapore's first-ever Volunteer Mixer gathering at PAssion WaVe @ Bedok Reservoir in March 2023. Attended by over 20 volunteers from various volunteer programmes, it celebrated their commitment and contributions towards the dementia cause.

Volunteers mingled over ice-breaker games, had a go at kayaking and pedal-boating along the reservoir, and even indulged their green fingers in terrarium-making. It was indeed a morning packed with good fun!

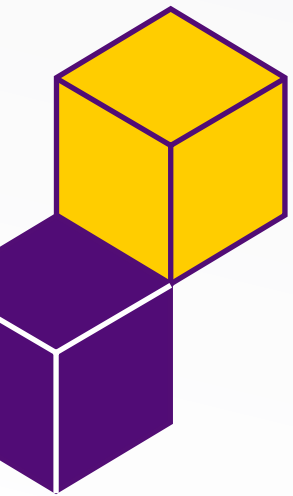
Having seen a significant growth in volunteer strength and partnerships over the year, Dementia Singapore looks forward to further inculcating a spirit of connectedness and commitment and building more sustainable volunteer relationships in the new year.



**07**  
Events-support volunteers, together with our staff, at one of our fundraising events.

**08**  
Ready to set sail!

**09**  
Practising mindfulness through a terrarium-making activity.







FINANCIAL STABILITY

## Achieving Our Financial Milestones

## OUR HEARTFELT THANKS

To sustain and expand on our vital programmes and services, Dementia Singapore is supported by a community of donors and their unwavering commitment. We are grateful for their generosity, which has allowed us to continue to provide immediate resources to those impacted by dementia. In the past year, we have organised several fundraising initiatives that have raised significant donations for our cause.



### DEMENTIA SINGAPORE CHARITY NETWORKING DINNERS 2022

Dementia Singapore's inaugural Charity Networking Dinners, held on 27 June and 4 July 2022 at Umami 10, were a resounding success, raising a total of \$122,142. Over 80 passionate business professionals gathered to connect over an 8-course tapas dinner, all in support of the dementia cause. The event was graced by Mr Henry Kwek, Member of Parliament for Kebun Baru SMC, and Ms Poh Li San, Member of Parliament for Sembawang GRC.

### SINGAPORE ISLAND COUNTRY CLUB RAISES CLOSE TO \$100,000 FOR DEMENTIA SINGAPORE

In 2022, the Singapore Island Country Club's (SICC) 51st May Day Charity drive raised a total of \$1.86 million for 16 beneficiaries, thanks to contributions from over 50 donors. As one of its beneficiaries, Dementia Singapore received a sum of \$99,300. Sherwan Sharip, our Director of Fundraising and Volunteer Management, attended the cheque presentation ceremony on 12 September 2022, where he presented a token of appreciation – an artwork specially created by one of our dementia daycare clients – to Steven Thielke, General Manager, SICC, and Ivan Chua, Club Captain, SICC, who was also the event's Organising Chairman.



### BLACKROCK SINGAPORE'S GIVES NETWORK

A leading provider of investment, advisory and risk management solutions, BlackRock Singapore lent its support towards the dementia cause through its Gives Network initiative. The initiative empowers employees to effect positive change in society by giving them the opportunity to allocate company resources to address the needs of vulnerable communities. A donation of \$20,057 was also made to Dementia Singapore to support the Family of Wisdom programme.





## OUR HEARTFELT THANKS



### KEPPEL CORPORATION'S PLEDGE OF A MILLION DOLLARS OVER THREE YEARS

In conjunction with World Alzheimer's Month (WAM) 2022, Keppel Corporation pledged a donation of \$1 million over three years to Dementia Singapore through its philanthropic arm, Keppel Care Foundation. The donation will support Dementia Singapore's vital programmes and services, designed to meet the growing demand for dementia care, and strengthen the effectiveness of the dementia care ecosystem, allowing those in need access to the right resources.

The partnership was launched on 15 September 2022 at New Horizon Centre (Toa Payoh) by Guest-of-Honour President Halimah Yacob, together with Danny Teoh, Chairman of Keppel Corporation, Loh Chin Hua, CEO of Keppel Corporation, as well as Dr Ang Peng Chye, Chairman of Dementia Singapore and Jason Foo, CEO of Dementia Singapore.

### MUS.ZA CHARITY GALA DINNER 2022

In a show of support for Dementia Singapore, fine jewellery brand MUS Zenith Affair (MUS.za) held their highly anticipated third annual fundraiser for the dementia cause on the evening of 9 November 2022 at the illustrious Raffles Hotel Singapore. Themed Gems For Generations, the Charity Auction Gala Dinner was a resounding success, raising a total of \$210,000. Over 150 distinguished guests attended the event and participated in an exciting auction hosted by Victoria Grace Lee, granddaughter of Esther Ho, Founder of MUS.za. A live auction of Lee's specially designed necklace proved to be a major highlight of the evening, receiving an impressive winning bid of \$10,000.



### IMC LIVE GLOBAL PRESENTS ONE FM 91.3'S GREATEST HITS OF ALL TIME CHARITY CONCERT

In commemoration of WAM 2022, IMC Live Global generously donated the proceeds from ONE FM 91.3's Greatest Hits of All Time Charity Concert to Dementia Singapore, amounting to \$25,000. The event, which was held at the Capitol Theatre on 16 September 2022, was a resounding success, featuring popular veteran local band Jive Talkin' and their rendition of listeners' most beloved tunes, which they had voted for in the weeks leading up to the show. Minister for Health, Ong Ye Kung, graced the concert, making it an even more memorable occasion.



### TOKIO MARINE LIFE INSURANCE SINGAPORE X SPH RADIO'S ONE FM 91.3: 'JUST THE WAY YOU ARE' APPRECIATION DINNER

On 29 November 2022, Tokio Marine Life Insurance Singapore, in collaboration with SPH Radio's ONE FM 91.3, held an appreciation dinner, aptly titled Just The Way You Are, in aid of Dementia Singapore. A donation of \$15,000 was presented to Dementia Singapore by Tokio Marine Life Insurance Singapore, raised through an in-house charity bazaar organised prior to the event by the management team and staff.

Hosted at the iconic Makansutra Gluttons Bay, the event was held to celebrate our guests – comprising persons with dementia and caregivers – for all that they accomplish and overcome in their dementia journeys every day. The 100 attendees, which included Dementia Singapore board members, staff, volunteers, and corporate partners, were treated to a delectable spread of hawker delicacies and a captivating performance by local singer Angela Saik. The event was also graced by Founder of Makansutra, K.F. Seetoh.



OUR HEARTFELT THANKS



**DEMENTIA SINGAPORE CHARI-TEE GOLF 2023**

On 15 February 2023, Dementia Singapore held its inaugural Chari-Tee Golf event at Sentosa Golf Club, raising a total of \$255,264. The day saw over 140 golfers take part in an exciting game, followed by a special dinner graced by Guest-of-Honour K Shanmugam, Minister for Home Affairs and Minister for Law, who emphasised that it indeed takes a whole-of-community effort to create a dementia-inclusive society.



**SMILEY BEAR FUNDRAISER 2022**

As part of the Caregiver Support & Network (CSN) programme, caregivers from the Knits and Knots interest group embarked on a project to hand-knit T-shirts for teddy bears to raise funds for Dementia Singapore. Led by Katherine Lim, our self-advocate who is living with dementia, and her daughters and caregivers, Belinda and Babara Seet, the team raised over \$10,000.

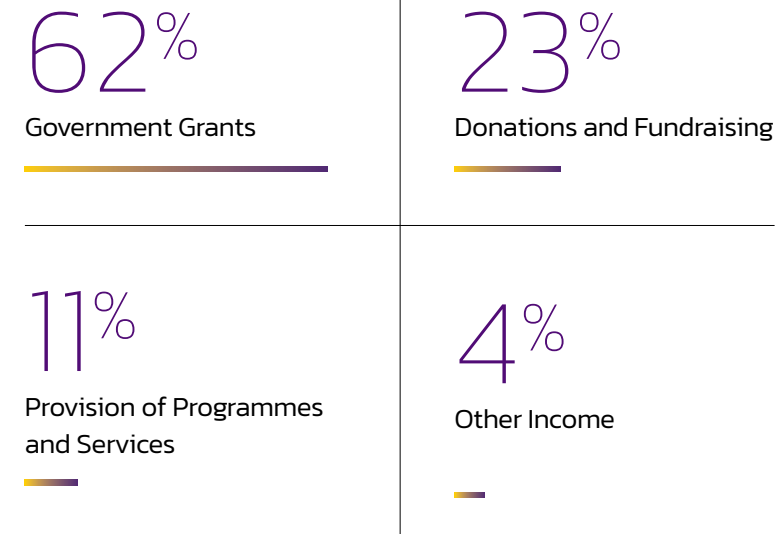


**ANGLO AMERICAN'S 'AMBASSADORS FOR GOOD' PROGRAMME AND CONTRIBUTION**

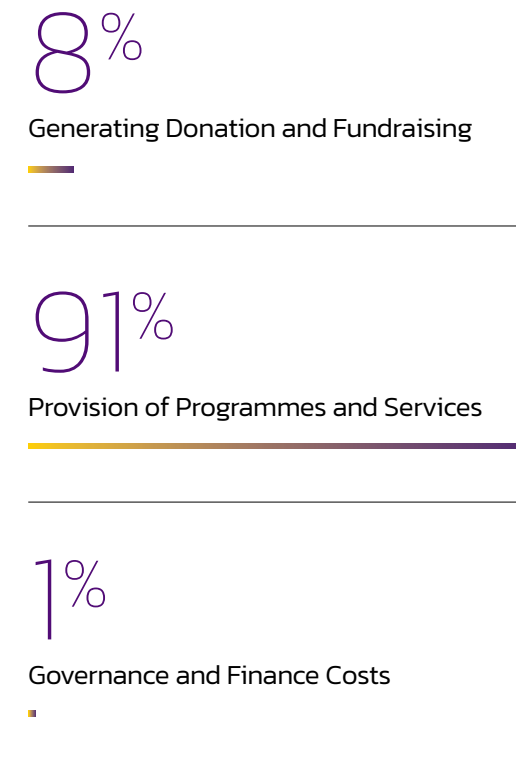
The Ambassadors for Good programme by Anglo American, a leading global mine company, was launched to empower its employees to use their skills to better support local communities. Beyond volunteering with us as part of this programme, Anglo American also donated a sum of \$9,138 to Dementia Singapore.

# FINANCIAL YEAR IN REVIEW

TOTAL INCOME



TOTAL EXPENSES





# CORPORATE GOVERNANCE AND INFORMATION

## CORPORATE INFORMATION

Registered Name	Dementia Singapore Ltd.
UEN	202111519K
Date Established	1 April 2021
Constitution	Company Limited by Guarantee
Registered Address	20 Bendemeer Road, BS Bendemeer Centre, Singapore 339914
Charity Registration Date	11 August 2021
IPC Status	1 January 2022 to 31 December 2024
Auditor	Baker Tilly TFW LLP

## CORPORATE GOVERNANCE

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

As per 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 DSG, including the existing day care centres; and
- Funding new projects undertaken by DSG for the benefit of persons with dementia and caregivers.

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

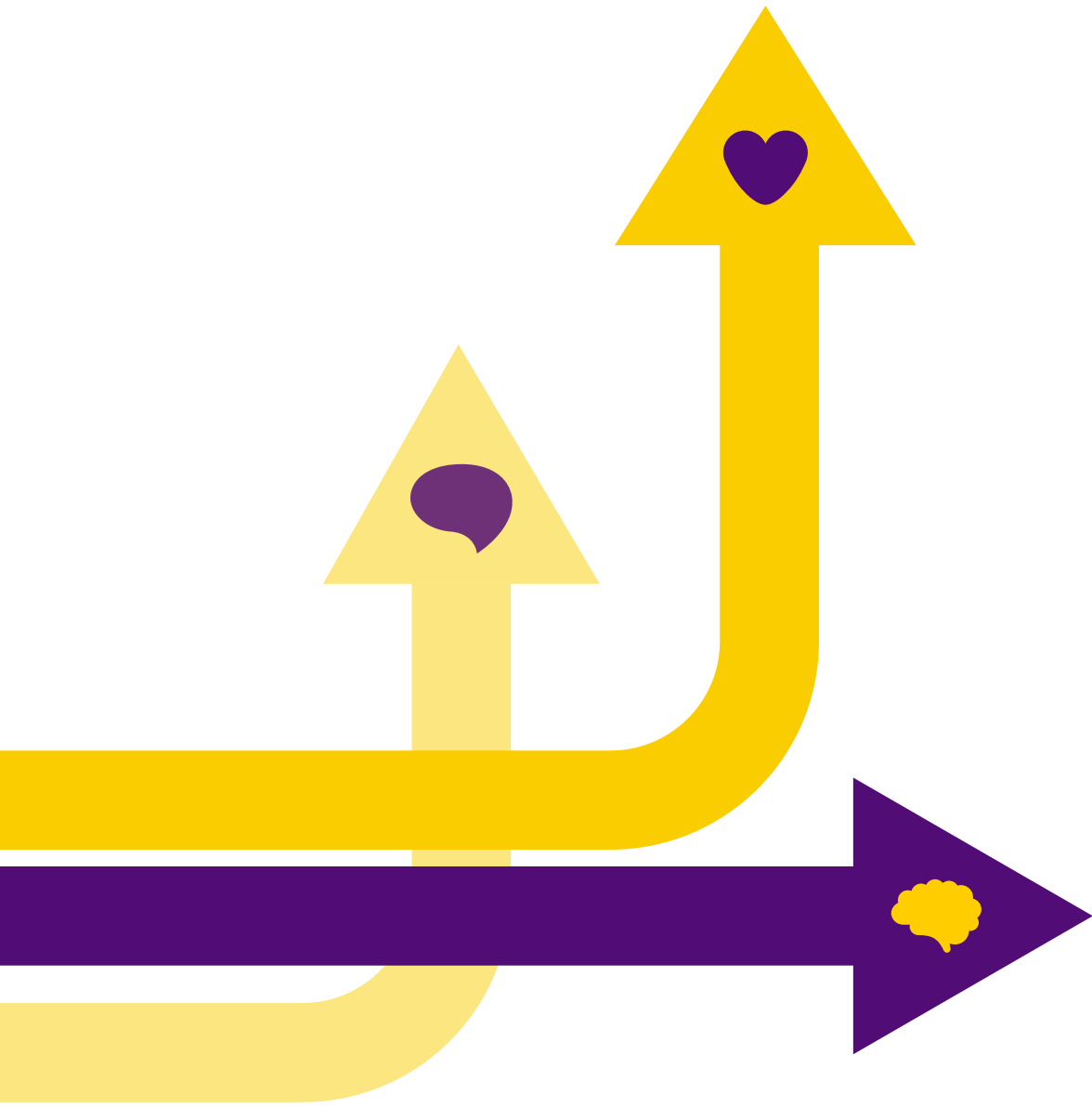
For the year ended 31 March 2023, the three highest-paid executives with annual remuneration exceeding \$100,000 each (which include salaries, bonus and employer's Central Provident Fund contributions) were:

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

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







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BS Bendemeer Centre, Singapore 339914

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 [dementia.org.sg](http://dementia.org.sg)

    Find us @DementiaSingapore