



**ANNUAL REPORT
2023/2024**

April 2023 – March 2024



**BEYOND
MILESTONES**



CONTENTS

Chairman’s Message	4-5
About Dementia Singapore	6
Presence in Singapore	7
Strategic Goals	8
The Board and Management Team	9-12

ADVOCACY & BRANDING

Dementia Singapore in the News	14
Heartland Initiatives	15
Exploring New Ground	16
On With The Show	17
Purple At Heart	18
Dahlias, Dragons and Our Dementia Community	18
Growing In Confidence	19
What Caregivers Need	20
CARA: Making Dementia Care Support More Accessible	21 - 24

BUILD CAPABILITIES & CAPACITY

Community Enablement	26
The Humantude Approach	26-27
Dementia Singapore Academy	28-29
Research and Innovation	29-30
DementiaHub.SG	30
Community Outreach	31-32
Dementia Social Club	33-34
Voices For Hope	35-36
Collaborations with Public Transport Partners	37-38
Building Inclusive Dementia-Friendly Communities with our Grassroots	39-41

CARE INNOVATION

Care Services in A Nutshell	43-45
A Snapshot of Centre Activities	46-47
Sustaining Partnerships with Corporations	48-49
Striving for Excellence	50
Hosted International Guests	50
Family of Wisdom	51-52

DIGITALISATION

Making a Differences in The Digital Age	54-55
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EMPLOYEES & VOLUNTEERS

The Building Blocks of The Organisation	57-59
Volunteering: A Journey of Giving & Receiving	60-61

FINANCIAL STABILITY

New Partnerships	63
Our Heartfelt Thanks	63-66
Financial Year In Review	67
Corporate Governance and Information	68-69
2024 Governance Evaluation Checklist	70-71



The past year for Dementia Singapore has been marked by several firsts.



a Mandarin version of the app. It is this same commitment to raise awareness of dementia and provide aid to those impacted that led our Community Enablement department to decide to take on an additional Community Outreach Team. And why our team at Volunteer Management made the call to explore beyond their usual training programmes and partner with social enterprise Psychosocial Initiative to conduct a Psychological First Aid workshop for volunteer befrienders.

The ground-breaking decision to host its boldest fundraising and advocacy effort to date – a sold-out, one-night-only charity concert featuring top international act Michael Learns To Rock – staged before a 5000-strong crowd at Our Tampines Hub was certainly something to rave about. Another first, launched a month later in October as part of our renewed focus on better engaging the community in the heartlands, was the Getai advocacy roadshow. It proved to be the clincher our efforts needed.

These successes have decisively opened new doors to better serve the community. They are also reminiscent of what CARA did when it made the benefits of its pioneering membership programme more accessible by introducing

We have also made great strides in our commitment to strengthen our resources. They include our Academy's partnership with the Council for Third Age to co-develop digital content to help seniors learn more about dementia. More recent noteworthy collaborations include maiden partnerships with Stripe payment gateway and Crypto.com. The former has made it possible for donors to donate directly via a credit card or digital wallet like Grab Pay, while the latter has made us ready to receive donations in cryptocurrencies.

A key thrust of Dementia Singapore is to discern the times and be vigilant of the evolving needs of persons living with dementia (PLWDs) and

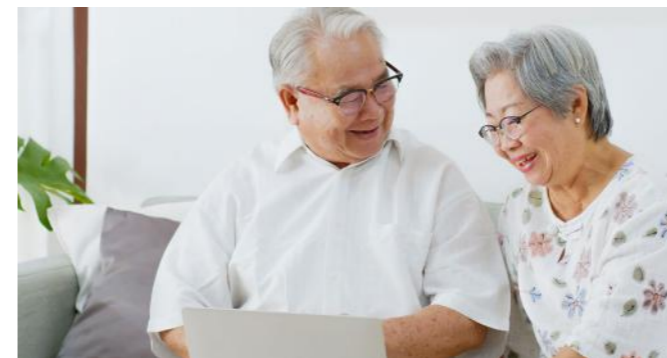
their families amid the changing societal and healthcare landscape. We strive to continuously innovate and test out services and solutions that can best attend to our beneficiaries' needs. When the seeds sown thrive and bear fruit, we share the know-how with others so that these proven initiatives can be brought to scale to benefit more people. One such example is our flagship post-diagnostic support programme (PDS) that accompanies PLWDs and their families to provide guidance in planning their care and enriching their lives despite dementia. The Agency for Integrated Care has recognised the value of PDS and has engaged Dementia Singapore to train other service providers so that more families and their loved ones with dementia can benefit from the programme.

Personally, it is a privilege to be able to contribute to Dementia Singapore's efforts to better serve PLWDs and advance a dementia-inclusive society.

The road ahead calls for prudence in making choices and taking on initiatives that best serve our cause and PLWDs, as well as the courage and tenacity to see our efforts through.

Above all, we are indeed thankful for the opportunity to make a difference where it matters most.

Dr Philip Yap
Chairman



It has been a magnificent year; we have certainly surpassed expectations and find ourselves ever more ready to embrace less conventional solutions.



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



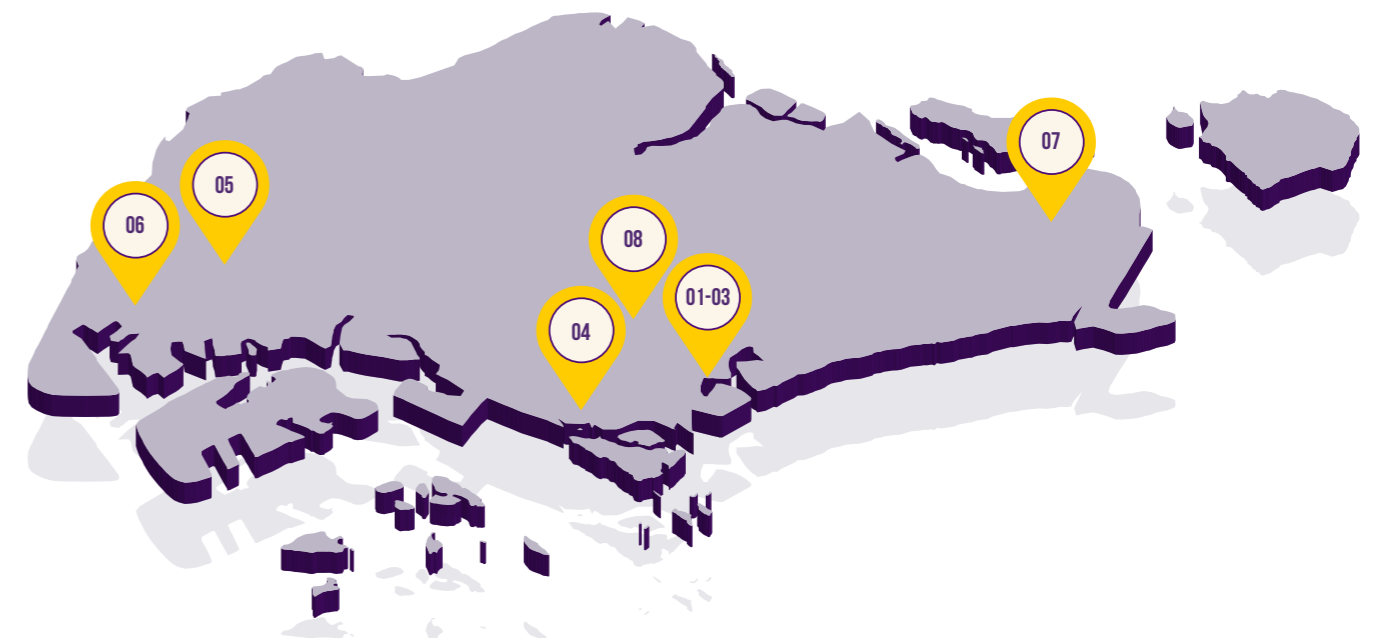
Dementia Helpline
6377 0700

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

The Board of Dementia Singapore Ltd (DSC) has continued 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.

Dr Philip Yap Lin Kiat took over as Chairman of the Board on 1 May 2023, succeeding Dr Ang Peng Chye. Two new Board Members, Mr Nicholas Goh and Mr Roger Yap, were inducted into the Board on 1 May 2023.

Meetings are held once every quarter. During the period of April 2023 to March 2024, the Board met four times. The Annual General Meeting was held on 27 September 2023.

Board Members

APPOINTED 2022
Dr Philip Yap Lin Kiat



Senior Consultant Geriatrician
Chairman (Elected 1 May 2023)
Attendance 4/4

APPOINTED 2019
Ms Sia Hwee Lay



Head, Business Audit
Vice Chairman
Attendance 4/4

APPOINTED 2019
Mr Brad Levitt



CEO/Fund Manager
Hon. Treasurer
Attendance 4/4

APPOINTED 2020
Mr Allister Tan



Practising Lawyer
Hon. Secretary
Attendance 4/4

APPOINTED 2016
Dr Noorhazlina Bte Ali



Geriatrician
Board Member
Attendance 3/4

APPOINTED 2018
Mr Paul Heng



Managing Director & Executive Coach
Board Member
Attendance 2/4


The Board and Management Team

APPOINTED 2018
Dr Chen Shiling




Founder and Executive Director/Physician
Board Member
Attendance 2/4

APPOINTED 2020
Ms Jasmine Kang



Geriatric Advanced Practice Nurse
Board Member
Attendance 4/4

APPOINTED 2020
Dr Vanessa Mok



Psychiatrist
Board Member
Attendance 4/4

APPOINTED 2023
Mr Nicholas Goh Cher Shuie



Founder & Group CEO
Board Member
Attendance 3/3

APPOINTED 2023
Mr Yap Pab Chieh (Roger)



Senior Sales Director/Banker
Board Member
Attendance 2/3

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.

Working Group

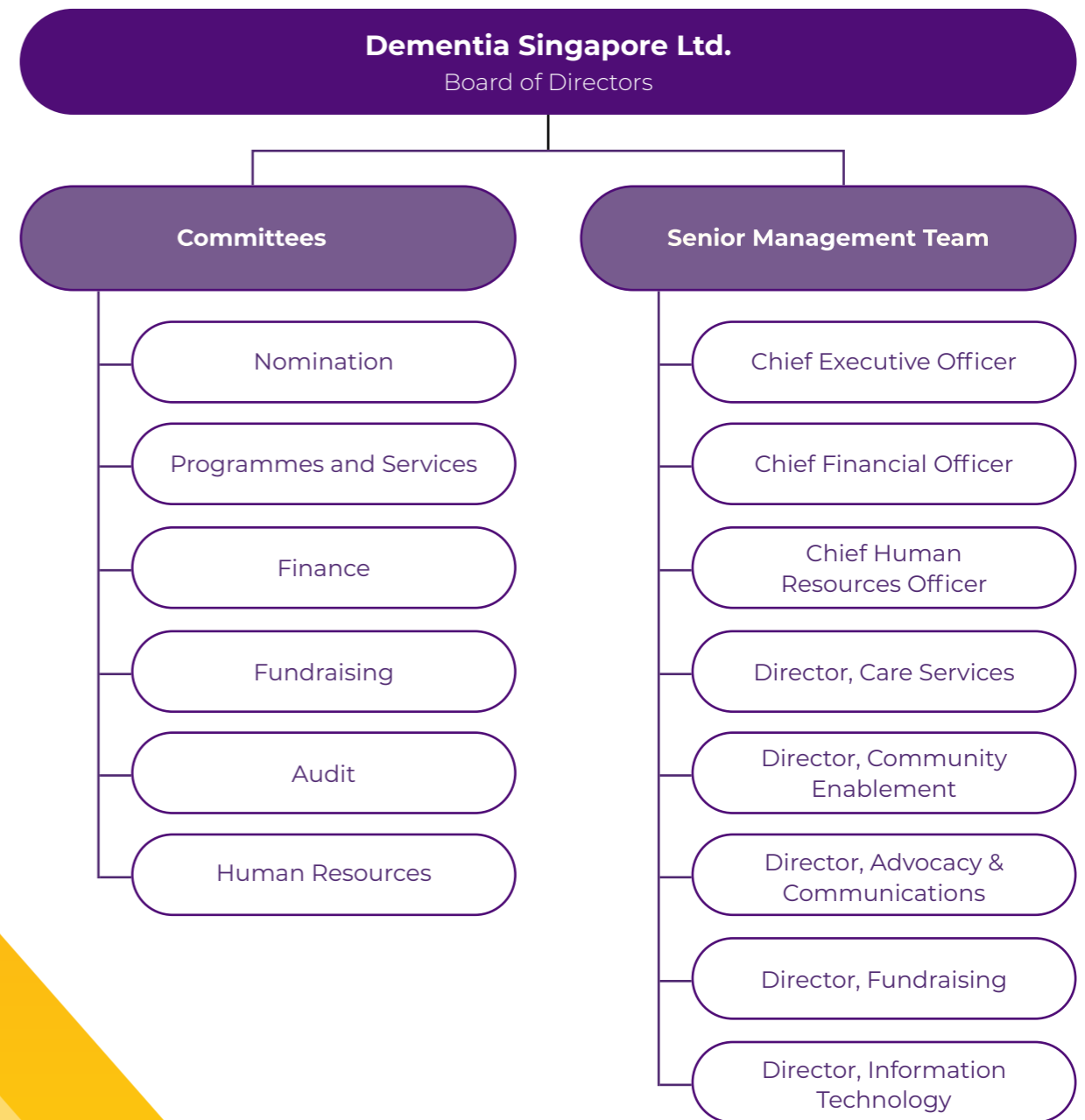
as of 31 March 2024

ETHICS REVIEW

Dr Noorhazlina bte Ali
Dr Vanessa Mok
Dr Seng Boon Keng



Organisational Structure



Standing Committees

as of 31 March 2024

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

HUMAN RESOURCES

Mr Paul Heng (Chair)
Ms Kok Ee Lan
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

FUNDRAISING

Mr Brad Levitt (Chair)
Mr Roger Yap
Mr Yusof Lateef
Mr David Ho

NOMINATION

Dr Noorhazlina bte Ali (Chair)
Dr Philip Yap
Mr Paul Heng

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



ADVOCACY & COMMUNICATIONS
Championing the Dementia Cause

DEMENTIA SINGAPORE IN THE NEWS

84%
English

12%
Chinese

2%
Malay

2%
Tamil

Dementia Singapore secured a total of 250 media mentions across all media platforms. These included the coverage of the nationwide study Remember. For.Me., which was conducted by the Singapore Management University (SMU) in collaboration with Dementia Singapore, and with the support of the Agency for Integrated Care (AIC). Like the 2019 inaugural study of the same name, this follow-up survey also aimed to examine the public's perceptions, attitudes, and awareness when it came to dementia. Its findings were featured on various vernacular news platforms, both print and online.

Another event that received healthy attention was the company's largest advocacy and fundraising concert that took place on 9 September 2023, featuring international pop rock sensation Michael Learns To Rock. The concert announcement and pre-concert interviews with the band were published in major local publications.

There was expectedly encouraging media interest in our World Alzheimer's Month initiatives in September. They

included coverage of our signature #ShineForDementia light-up, which featured a new partner, Frasers Property and its malls in the heartlands, from Northpoint City to Century Square, that were lit in purple. We also announced the results of a survey on the plight of caregivers that was conducted in collaboration with Milieu Insight. The media event was bolstered by a screening of an award-winning locally-produced documentary, Lady!, which tells the story of caregiver Siti and her love for her husband, Gary, who was diagnosed with young-onset dementia in 2014. These were featured across all vernacular papers.

Many of our firsts also made headlines. With a renewed focus on spreading awareness of dementia in the heartlands, we staged our inaugural Our Getai roadshow in Marine Parade in October and a subsequent one in Eunos a few months later. We were also involved in Gardens by the Bay's Chinese New Year showcase for the first time. Over 30 clients from Dementia Singapore, made up of persons living with dementia and their caregivers, were engaged to help assemble floral arrangements that were incorporated into its "Dahlia Dreams" dragon centrepiece.



21%
Broadcast
(Radio + TV)

68%
Online

11%
Print

HEARTLAND INITIATIVES

One of the benefits of staying focused on progress and the little victories we've been having is that it keeps us grounded, not to mention confident in the long and arduous journey to a truly dementia-inclusive society that we've decided to take a little over three decades ago. It also encourages us to realign our focus when the need arises. For example Dementia Singapore's advocacy and communications team made concerted efforts to affirm the urgency of better supporting the potentially vulnerable – specifically the ageing communities in our heartlands who need to be more aware of the impact of dementia. And the fact that it aligns with a growing need to promote the many positive ways to manage one's risk of dementia before the stakes are raised is no surprise.



Dubbed Back To The Heartlands, Dementia Singapore's thematic approach to commemorating World Alzheimer's Month (WAM) 2023 featured rather bold initiatives, including the company's most exciting advocacy and fundraising event to date, headlined by Danish pop-rock sensation Michael Learns To Rock. Staged on 9 September at Our Tampines Hub (OTH), the one-night-only charity concert

draw a sold-out crowd of 5000 elated fans, many of whom were persons living with dementia (PLWDs) and their caregivers who relished the opportunity to create new memories singing along to some of their favourite hits from the 80s and 90s.



The event was topped with a day of strategic events aimed at advocating the importance of being more aware of dementia and the various ways we can help support PLWDs and their families. Emphasising the importance of support within the community, CARA held its first Family Fiesta Carnival on the morning of the same day (9 September). Families from all walks of life were encouraged to spend the morning or late afternoon at OTH where a series of inflated play areas were set up to keep the young ones entertained while the adults took turns to learn more about the dementia-related support available for PLWDs and caregivers, such as CARA's digital membership programme, which is inspired by the belief that it takes a village to realise a truly dementia-inclusive society. Naturally, entrance was free for CARA members, where only one adult in each visiting family was required to take up the free membership. The exercise led to more than 600 new sign-ups.



01 The concert was a resounding success, especially among long-time fans of Michael Learns To Rock

02 Families enjoying the inflatables at CARA's first Family Fiesta Carnival

03 Members of the public gaining greater knowledge from our booth partners at the Family Fiesta Carnival

EXPLORING NEW GROUND



Dementia Singapore is constantly looking into ways to innovate and improve how we support our growing community of PLWDs and their unique needs. We know that arts-based programmes are increasingly being used to help with their wellbeing, to engage their minds and to lift their moods. But aside from craft work (which also creates a sense of achievement), dancing has, in fact, proven to be particularly beneficial in delaying the effects of dementia. The process of combining music and movement to express oneself can create wellbeing, stability, and connection with reality at the physical, sensory, emotional, and social levels.

This is also why Dementia Singapore's Advocacy & Communications team saw the opportunity and potential in collaborating with Torindo, a non-profit art organisation from Japan, that was keen to introduce a new dance therapy dubbed the Totsu-Totsu Dance. Led by its founder and experimental dance choreographer Osamu Jareo, this approach utilises the principles of improvisation and is aimed at finding and creating connections on a deeper level, affording PLWDs and their caregivers the

opportunity to communicate more intimately even when the task seems challenging or on some days seemingly impossible.

There are no set moves to memorise. Instead, the approach employs elements of trust exercises to help facilitate a more intimate channel of communication, shared DSG board member Dr Chen Shiling. She added that "it leaves participants open to discovering new ways to connect, and that is particularly beneficial when dealing with the uncertainties and anxieties persons with dementia may face".



A series of workshops were held in August at our care centres, which benefited over 10 clients and 12 staff of the New Horizon Centre at Bukit Batok, as well as several members of the Young-Onset Dementia Club at our Tiong Bahru centre. This collaboration also garnered healthy media interest from several major news publications, including the Mandarin and Malay titles. Leveraging the positive response to the programme, the Totsu-Totsu team made plans to return a month later to host workshops for interested local facilitators, as well as a demonstration at our Family Fiesta Carnival at OTH that the Mayor of North-East District and Member of Parliament, Desmond Choo, attended.



01 Dementia Singapore's clients help demonstrate the effectiveness of the Japanese Totsu-Totsu Dance programme

02 Totsu-Totsu workshop at New Horizon Centre - Bukit Batok

ON WITH THE SHOW



Launched in October at Marine Parade, Dementia Singapore's latest outreach initiative leverages the nostalgic appeal of a getai (local variety roadshow) to better engage residents of the island's more mature housing estates, advocating for greater public awareness of dementia, support for the dementia community and the eradication of the stigma surrounding the condition. Simply dubbed Our Getai, these advocacy roadshows also seek to inform and assist Singapore's ageing population, who may not be as up to date with the latest available support systems, including our CARA membership programme.

WeCare@MarineParade, added: "Dementia Singapore is a valued community partner of Marine Parade, and we are grateful to them for organising this getai to raise awareness of dementia amongst our residents. We are a new dementia-friendly community, and such programmes are a wonderful way to engage our residents and get our message across as we build a caring living environment for persons with dementia and their caregivers."

The two-hour getai featured musical performances, skits, and games where hosts Hao Hao and Anna Lim entertained and shared helpful information about dementia care with the audience. The event was also live-streamed, with more than 50,000 viewers watching online.



The team went on to stage a similar show in Eunos in January 2024, at the Eunos Cultural Centre on Bedok Reservoir Road. It also took the opportunity to officially announce the launch of the latest version of the CARA app's key features, which were recently made available in Mandarin. The event was also live-streamed, with more than 27,000 viewers watching online.

"The idea of preserving this tradition ties in nicely with the aim of our Back To The Heartlands initiative," said Bernard Lim, Dementia Singapore's director of advocacy and communications. Guest-of-Honour Dr Chua Ee Chek, who is chairperson of



01 Our inaugural getai at Marine Parade

02 Performers and hosts keeping the audience entertained

PURPLE AT HEART

In line with efforts to grow the impact of our advocacy and awareness campaigns, the team secured two heartland malls – Northpoint City in Yishun and Century Square in Tampines – to join 2023's #ShineForDementia list of iconic Singapore landmarks to light up in purple and yellow on World Alzheimer's Day (21 September) in a show of solidarity for the dementia community.

Purple is the symbolic colour universally associated with dementia. Yellow, on the other hand, represents positivity, and as such provides an enlightened contrast to the stigma often associated with the condition.

"We are honoured to join Dementia Singapore in raising awareness of the need to build a society

of empathy and hope," said Ms Soon Su Lin, Chief Executive Officer of Frasers Property Singapore. She added: "Together with like-minded partners like Dementia Singapore, we hope to continue contributing towards a more supportive and caring environment for those living with dementia, as well as for their caregivers and family members."

Landmarks returning to the list include Singapore Flyer, Esplanade - Theatres by the Bay, Singapore Sports Hub, and National Gallery Singapore. As part of the activities to mark World Alzheimer's Day, Dementia Singapore also organised a private screening of Lady!, an award-winning local documentary that follows the journey of Siti as she cares for her husband Gary who has young-onset dementia, at Golden Village, VivoCity.

DAHLIAS, DRAGONS AND OUR DEMENTIA COMMUNITY



Dementia Singapore achieved another first in a strategic partnership. This time involving over 30 beneficiaries from Dementia Singapore, made up of persons living with dementia and their caregivers, who came together over the course of a week in January to create 30 floral arrangements made of preserved hydrangeas, lunarias, and statice in the auspicious colours of red and yellow. These arrangements were then incorporated into Gardens By The Bay's Chinese New Year dragon centrepiece.

Designed to commemorate the Year of the Wood Dragon, the 7-metre tall dragon measured 15 metres across, and stood in the centre of the Flower Dome amidst more than 1,000 dahlias of 40 varieties. It was the focus of attention of Gardens by the Bay's Dahlia Dreams floral display that also boasted a "unique charm", shared

Gardens by the Bay Assistant CEO May Yeo. She added: "Chinese New Year is traditionally about family, and it is particularly meaningful how the effort put in by individuals with dementia and their family members who are often their caregivers, will, in turn, contribute to a wonderful experience for visitors and their families to Gardens by the Bay this festive period."

Dementia Singapore CEO Jason Foo also stressed how the initiative helps affirm the fact that we all have a role to play in building a more inclusive society. "Not only is this a great way to leverage the cognitive benefits of the visual arts for people living with dementia, particularly the natural splendour of floral design, but allowing them to contribute directly to such an important centrepiece is surely as intrinsically rewarding," he explained.

GROWING IN CONFIDENCE



In a follow-up survey, similarly titled Remember. For.Me, more than 3,225 participants were interviewed — including persons with dementia, caregivers, and the general public — with the objective of gleaning further insight into the evolving attitudes and awareness surrounding dementia. Conducted between January and March 2023 by SMU, in partnership with Dementia Singapore, the survey also held two new elements the inaugural survey in 2019 didn't. First, it evaluated the impact of the COVID-19 pandemic on the lives of people with dementia, which was rated as negative by almost 80 per cent of the respondents. Second, it assessed

Singapore's degree of dementia-friendliness, which more than 75 per cent rated as significantly less-than-friendly. While it showed that the stigma associated with dementia remains prevalent, it was assuring to learn that more than eight in 10 Singaporeans today feel confident that persons with dementia can enjoy fulfilling lives. A notable 83 per cent are in fact confident more can be done to improve their quality of life.

Findings did nonetheless emphasise areas where improvement could be greater. The average knowledge level about dementia has risen since 2019 but remains lower than 50 per cent. The level of inclusion experienced by people with dementia is also largely unchanged and in the low range of just 30 per cent.



- 01 Guests at the announcement of the Remember.For.Me 2023 survey results
- 02 Mr Jason Foo, CEO of Dementia Singapore, with SMU's team of researchers behind the 2023 Remember.For.Me survey

WHAT CAREGIVERS NEED



Aimed at shedding light on the profound challenges faced by caregivers who provide support to persons living with dementia, another study was done in July 2023, this time



It represented an essential step towards raising awareness and providing much-needed support for caregivers, confirming in the process how a large percentage—a staggering

74%

of caregivers to be exact—feel overwhelmed by their responsibilities.

in partnership with award-winning consumer research firm Milieu Insight. It represented an essential step towards raising awareness and providing much-needed support for caregivers, confirming that a large percentage—a staggering 74% of caregivers, to be exact—feel overwhelmed by their responsibilities. While it also confirmed some of their biggest hurdles, with none more challenging than the management of behavioural changes exhibited by individuals with dementia, it appears that a slight majority (56% of respondents) see the value of convenient and dependable support mechanisms—programmes that would enable them to care for their loved ones while engaging in self-care activities.



01 Former COO of Milieu Insight, Stephen Tracy, CEO of Dementia Singapore Jason Foo, and Director of Advocacy & Communications, Bernard Lim, at the release of the survey result done on the plight of caregivers

CARA: MAKING DEMENTIA CARE SUPPORT MORE ACCESSIBLE

Since its introduction in November 2021, the CARA (Community, Assurance, Rewards, Acceptance) membership programme has progressed by leaps and bounds in making dementia support more accessible via its mobile application. This is made possible with the help of the Agency for Integrated Care (AIC) and a growing pool of community and commercial partners who have banded together to support the programme and the local dementia community it serves.

Membership breakdown

Number of members as of 31 March 2024

1,985
Persons Living with Dementia

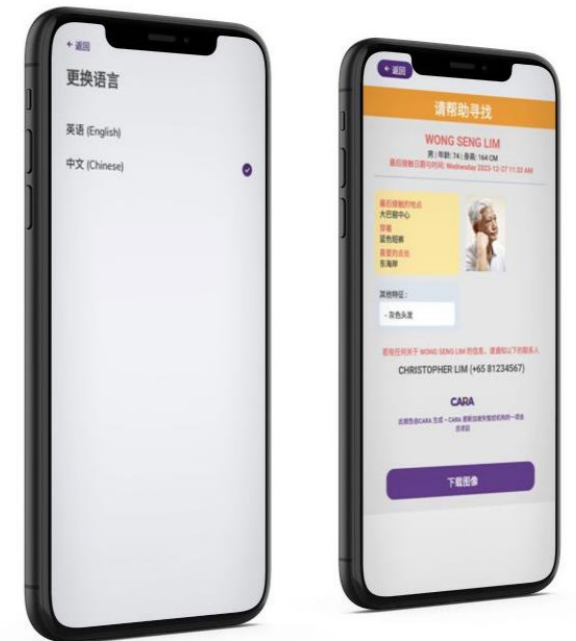
2,587
Caregivers

3,202
Members of Public

Here are the more recent milestones:

01 CARA app now available in Mandarin

With the launch of the Mandarin version of the CARA app in November 2023, users who are comfortable interacting in Chinese can now make full use of its features, be it when lodging a “Missing Person Report” in Mandarin, or enjoying its rewards programme. Similarly, if members of the public notice a lost person with dementia, they can now view the instructions on contacting the loved ones of the person with dementia (shown when they scan the QR code on the person’s CARA card) in Mandarin.





02 CARA in the Community

Focusing our efforts this year on spreading the word about CARA and engaging key markets, the team participated in several outreach events. These are some of the more notable community events:



01

Outreach at a religious venue

We are grateful to Novena Church (Church of Saint Alphonsus) for inviting us to host our first outreach event at a religious venue in August 2023. This opportunity brought dementia awareness to some 200 attendees. With the aim of promoting awareness and empathy for persons with dementia, Dementia Singapore and its clients were also featured as part of a series of video interviews focused on hope in the face of adversity, produced by the church and shared across various digital platforms.

Our Family Fiesta Carnival at Our Tampines Hub

As part of its “Back To The Heartlands” outreach initiative and in commemoration of World Alzheimer’s Month, Dementia Singapore organised a family carnival at Our Tampines Hub (OTH) – Town Square on 9 September 2023. The event was free for all who signed up for a CARA account; we received an encouraging number of new sign-ups, in excess of 600, on that day!

From 10am to 3pm, giant inflatable bouncy castles packed the open field at OTH. Visiting families were thoroughly immersed in the fairground vibes, fueled by free snacks like ice cream, popcorn and candy floss that helped keep the energy high. Of course, supportive partners such as the AIC were onsite to help spread awareness of dementia through informative booths.

We were honoured to have Guest of Honour Mr Desmond Choo, Mayor of North East District, grace the carnival. He took time to engage the attendees and the social service agency representatives on site. Veteran radio personalities Brian Richmond and Patrick Kwek were also present to contribute to the entertainment.



01 Novena Church Outreach



02

Dementia Singapore’s ‘Our Getai’ outreach initiative debuts in the heartlands

In October 2023 and January 2024, Dementia Singapore staged its inaugural Our Getai showcase in Marine Parade and Eunos respectively. Organised with heartlanders in mind, the programme is aimed at rekindling the kampong spirit and educating the local community about dementia and the latest support systems available. In total, the two shows drew more than 550 residents of the neighbourhoods, made up of mostly seniors and families, but also attracted over 77,000 viewers who tuned in to watch the live stream on social media.



03

Supporting SBS Transit at Caring Commuter Week

In November 2023, we partnered with SBS Transit for their “Care-in-Transit” roadshows at various bus interchanges and MRT stations. This event allowed us to share about dementia and the CARA programme with daily commuters. Many also had the chance to glean first-hand insights into the challenges and anxieties a person with dementia might face while travelling alone through our Experience Dementia in Singapore (EDIS) virtual reality headsets.



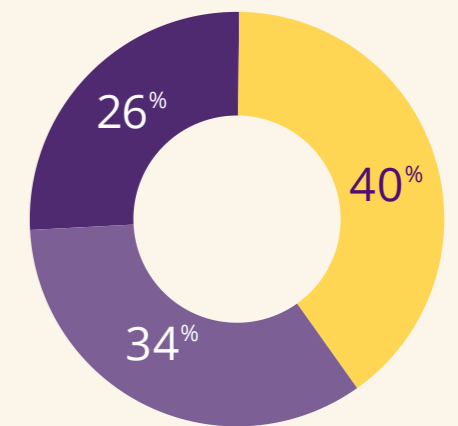
04

7th Singapore International Neuro-Cognitive Symposium

The CARA team was also privileged to be invited to the 7th Singapore International Neuro-Cognitive Symposium as a booth partner from 1 – 3 February 2024 at Academia (SGH Campus), to raise awareness about Dementia Singapore and the extensive resources available for caregivers of those with dementia. The symposium allowed us to connect with healthcare professionals, researchers, and community partners involved in the care and treatment of persons living with dementia, emphasising the importance of support and innovation in dementia care.

03 Membership Drive – Hitting 7,000 and beyond!

After more than 20 outreach events and numerous campaigns, CARA achieved a milestone of 7,000 users on the app in December 2023. The increase in sign-ups in the “Members of Public” tier is truly an encouraging achievement because it affirms the growing interest in dementia in the community. This also means more people can play their part in ensuring persons with dementia are well taken care of should they go missing.



Members of Public
Caregivers
Persons with Dementia

04 CARA 2.0: Growing 2-Gather Anniversary Event

CARA celebrated its second anniversary on 16 March 2024 at Gardens by the Bay (Active Garden) alongside around 200 attendees. The event featured six CARA benefit partners who shared the latest information on dementia-related products and services, as well as fringe activities such as a yoga session, a terrarium workshop, and carnival games for seniors and their families to enjoy.



Scan the QR code to watch our event highlight video here!

05 Spotted around the Island

We are grateful to transport operators SBS Transit and SMRT for their continued support in raising awareness about dementia among the public. With all transport nodes across Singapore designated a Dementia Go-to Point, each serves as a safe return location where members of the public can bring a lost person with dementia to seek assistance. Educational posters at these points also remind the public on how to approach someone in need and to look out for identifiers such as a CARA card.



- 02** Inaugural Our Getai at Marine Parade on 21 October 2023
- 03** Volunteers and staff engaging commuters at Serangoon MRT station
- 04** 7th Singapore International Neuro-Cognitive Symposium

- 05** Cheering our seniors on at CARA's second anniversary event
- 06** CARA members and their families had a rejuvenating time during our second anniversary celebrations
- 07** Have you seen these posters? CARA continues to make appearances at bus interchanges and MRT stations in Bishan, Bendemeer, Hougang and more



BUILD CAPABILITY AND CAPACITY
 Empowering Communities with Knowledge and Training

COMMUNITY ENABLEMENT

Since July 2023, Community Enablement has taken on an additional Community Outreach Team (CREST), funded by the Agency for Integrated Care. CREST aims to raise awareness of dementia through outreach events, promote early identification of signs and symptoms of dementia, and provide initial, basic-level support to persons with dementia and caregivers.

CREST also works with community partners such as other CREST service providers, active ageing centres, grassroots organisations, and places of worship to expand the Meeting Centre Support Programme, by providing training and handholding to start meeting centres within each local community.

Other programmes of Dementia Singapore, namely the Dementia Social Club and Voices for Hope, and the Volunteer Management department, have been reassigned to the Community Enablement department to strengthen the support to families and synergise outreach efforts, including outreach to schools and youths.



THE HUMANITUDE APPROACH



In partnership with the Agency for Integrated Care (AIC) and Humanitude Singapore, Dementia Singapore has organised a series of Humanitude Training Courses to assist close to 300 staff from seven community care organisations. The aim is to help these organisations implement Humanitude Practice in the community hospital setting, nursing homes, dementia day care centres, and home-based services. This is a pilot project funded by the AIC Community Care Manpower Development Award (CCMDA), with support from the Caregiving and Community Mental Health

Division (CCMHD) to facilitate the implementation and impact evaluation. Led by Mr João Pärtel Araújo from Humanitude International and a team of local Humanitude trainers, training began in July 2023 and is scheduled to be completed in December 2024.

Humanitude® is a multimodal care methodology that has been proven particularly beneficial when

carrying for the elderly with cognitive impairment and dementia in institutional care. Studies done by Khoo Teck Puat Hospital after implementation have shown improvements in the activities of daily living and wellbeing of patients with dementia and delirium. Also evident is a reduction in the number of cases of burnout among healthcare professionals, resulting in a positive change in the attitudes of staff towards dementia.



InterRAI LONG TERM CARE FACILITIES (LTCF) ASSESSMENT

Dementia Singapore Academy (DSA) is one of the two appointed learning institutes under AIC network 2.0 to provide InterRAI LTFC training for the nursing home sector in 2024. The Ministry of Health has implemented and mandated the use of InterRAI as a standardised assessment instrument to provide information on a person's health and wellbeing to enable informed clinical decision-making and comprehensive care planning.



With a total of 82 nursing homes, DSA is expected to train

450

staff to use the InterRAI LTFC assessment tool by the end of 2024.



01

Workshop conducted by Humanitude International master trainer Mr João Pärtel Araújo for Project Steering Committees at the Agency for Integrated Care

DEMENTIA SINGAPORE ACADEMY



Number of **Foreign Domestic Worker (FDW)** trained

151

Number of **Members of Public Trained** (Including Professional Care Staff) trained

1575

Frasers Property Joins The Cause

Partnering with major corporations to cultivate safe spaces for persons living with dementia to enjoy helps move the needle forward in our effort to build a dementia-inclusive society.

From June to September 2023, Dementia Singapore Academy provided dementia awareness training for 112 employees and tenants under multinational real estate and property management company, Frasers Property to enable them to welcome and support people with dementia in their retail space as part of the Inclusion Champions Programme initiative to embrace all members of the community.

Through the training, employees of Frasers Property and participating tenants will be equipped with essential skills to communicate and assist persons with dementia at their malls.



Scan the QR code to read more!



01 Staff and tenants of Frasers Property going through an experiential moment during the Dementia Awareness Workshop

Dementia Awareness Training Workshop for AIC Silver Generation Office (SGO)

DSA was first appointed as a training provider in 2022 to conduct dementia awareness training for senior staff of all AIC SGO. DSA was re-appointed in 2023 to continue with the training. From April 2023 to March 2024, a total of 129 SGO officers were trained.



02 Dementia Awareness Workshop for senior staff of Silver Generation Office



- 03** Foundations of Person-Centred Dementia Care training for staff from United Medicare Centre
- 04** Seniors attending a course on Facilitate Meaningful Interaction with People with Dementia subsidised by National Silver Academy for SG & PR above 50
- 05/06** Learners from Community Care Organisations attending intermediate level courses



03

Helping Seniors Learn Better

To enhance seniors' learning experience with more accessible and innovative learning options, the Council for Third Age and DSA entered into an agreement to design and develop dementia-related digital content.

Through this collaboration, DSA will develop and launch the first mobile e-learning dementia awareness content in 2024 to encourage interest among seniors towards digital learning.



04

05

06

RESEARCH AND INNOVATION

Proven Effective

In collaboration with the Singapore Institute of Technology Occupational Therapy Honours Thesis students, and Dr May Lim (Associate Professor and Assistant Provost - Applied Learning), a study was conducted to evaluate the benefits of using virtual reality (VR) for dementia

education, comparing between the use of VR headsets and web-based applications.

A total of 82 people participated in the study, where they attended a two-hour dementia awareness workshop involving the use of either VR headsets or web-based applications.



The findings of the study suggested that while both VR headsets and web-based applications were effective in increasing positive attitudes, empathy, and knowledge, the use of VR headsets was more effective in improving dementia knowledge, particularly in understanding the impact of the environment on the person living with dementia and the associated challenges.

This further affirms the effectiveness of Dementia Singapore's Experience Dementia in Singapore (EDIS) VR application in raising awareness of the plight of persons living with dementia and caregivers.

There were no significant differences between the two groups for change in attitude and empathy.

For more information on the use of virtual reality for dementia education, go to: [Experience Dementia in Singapore \(EDIS\) - DementiaHub.SG](https://www.dementiahub.sg)

DEMENTIAHUB.SG

Creating greater access

Launched in 2021, DementiaHub.SG is co-developed by Dementia Singapore and the Agency for Integrated Care as the only local one-stop platform for dementia information, resources, and events listing.

More than
6,000

people use **DementiaHub.SG** every month to access articles, videos, and printable resources curated and contextualised for different profiles of users, namely persons living with dementia, family caregivers, care professionals, and individuals or corporations who want to contribute to building a Dementia-friendly Singapore.



From April 2023 to March 2024, the English site for DementiaHub.SG accumulated

180,064

page views

DementiaHub.SG is being translated into Chinese, Malay and Tamil, and the full Chinese site will be launched in July 2024.



01 Students at the Singapore Institute of Technology participating in a dementia awareness workshop using virtual reality

COMMUNITY OUTREACH

Public Education

Dementia Singapore firmly believes that raising awareness of dementia can demystify any misconception about the condition and dismantle the stigma associated with it. From April 2023 to March 2024, we conducted and participated in 64 Public Education Talks and outreach events, reaching out to more 5000 members of the public.

We generated not only healthy conversations about the condition but also an increase in community support for families impacted by dementia.



Mr Y was quiet and critical when he first joined his Meeting Centre, but now, he is more interactive, enjoys centre activities, and has friends at his Meeting Centre.



I just came back from a cruise and bought a little something for all of you, because you all are my friends.

Mr Y,
member from Meeting Centre
@Onesimus Village

My hubby looks forward to it. He is always dressed and ready to go. Now he doesn't wait for me and starts walking [to his Meeting Centre] without me.

Mrs Y,
member from Meeting Centre
@Onesimus Village

CREST Support for Persons with Dementia and Caregivers

In addition to providing psychoeducation and emotional support to persons living with dementia and their caregivers, the CREST team also offers centre-based programmes such as the Cognitive Stimulation Therapy and Reminiscence Therapy that encourage conversations among persons living with dementia, their caregivers, and the

programme facilitators using familiar themes and memorabilia. The team also organises a weekly Recreation Club gathering, which provides a safe and conducive space for social engagement for persons living with dementia and their caregivers.

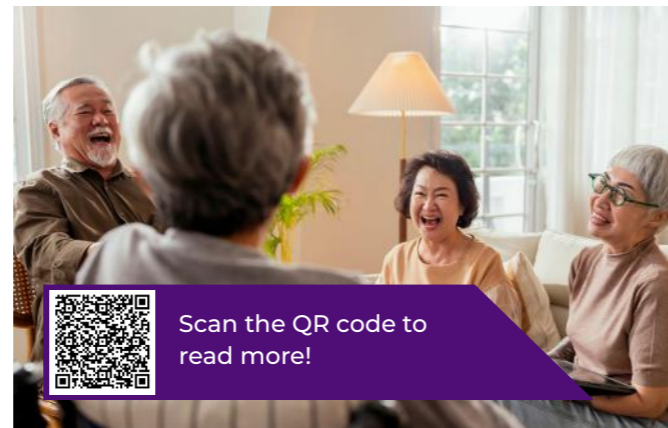
These activities aim to provide families impacted by dementia a safe space to remain socially connected, make new friends, and to get peer support.

Meeting Centre Support Programme

The Meeting Centre Support Programme continues to expand, with three new centres being set up in different parts of Singapore in 2023 in collaboration with various community partners. As of March 2024, there are seven Meeting Centres in Singapore.

Meeting Centres in Singapore have proven to be an effective low-cost model in the local community, leaning on existing infrastructure and dedicated volunteers for support. We are in the second year of evaluation of the programme and drop-out rate remains low. More importantly, we continue to see how Meeting Centres improve the quality of life of members with dementia and reduce the stress on their caregivers.

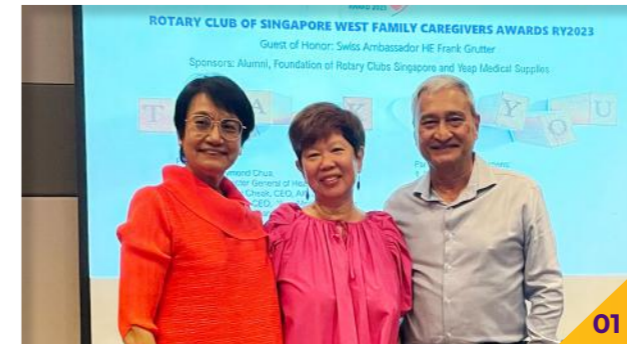
Meeting Centres are also gaining popularity in Singapore. As more families attest to the effectiveness of the programme and how it has supported them in their journey, others have become more willing to step forward and share their experiences as well. This is true for Mr Teng and his daughter Jacqueline who shared their stories with The Strait Times and Dementia Hub.



Scan the QR code to read more!

Setting up Meeting Centres in the community has also benefited active seniors who have stepped up to support the programme as volunteers. Meeting Centres provide them with a platform to do meaningful work and contribute to the community. DSG has trained more than 50 community volunteers in 2023, mostly senior volunteers from Active Ageing Centres. They play an important role in sustaining the Meeting Centre Support Programme.

DEMENTIA SOCIAL CLUB (DSC)



01



02

YOD (Young-Onset Dementia) Club

YOD Club care partner Mrs Evon Estrop was nominated for the Rotary Club of Singapore West Family Caregiver's Award 2023. The award aims to honour family caregivers who have selflessly dedicated their lives to caring for their loved ones despite great personal and financial sacrifices. Out of 21 nominations, Mrs Estrop won its Exemplary Family Caregivers Award (worth \$1,500).

Mrs Estrop is a primary caregiver to her husband, Peter Estrop (a retired Chief Warrant Officer in the Singapore Armed Forces' Commandos who is living with young-onset dementia). He was diagnosed with Alzheimer's Disease at 61 years of age. Mrs Estrop remains adamant that dementia will not stop them from enjoying their golden years together. She has since dedicated much of her time to inspiring and supporting other families impacted by dementia. Together with her husband, she has co-facilitated cohorts of DSC's Voices for Hope programme, participated in a post-film panel discussion and a CNA documentary, and has given talks at corporate events and schools.

Young-onset dementia in the news

The media's growing interest in young-onset dementia (YOD) mirrors the increasing number of cases of the condition diagnosed. The National Neuroscience Institute alone diagnoses more than 100 individuals with YOD every year. Source: <https://www.singhealth.com.sg/news/defining-med/Young-Onset-Dementia>

Two families from our YOD programme at Tiong Bahru were interviewed by Lianhe Zaobao (联合早报) on April 2023, offering the public a glimpse into their experiences living with the condition.

Their stories of resilience were filmed and then published on Lianhe Zaobao's social media platforms. It is a two-part series aimed at raising awareness of YOD in Singapore.



Scan the QR code for the news article



- 01 Evon Estrop won the Exemplary Family Caregivers Award (which included a cash award of \$1,500) at the Rotary Club of Singapore West "Family Caregiver's Award 2023"
- 02 DSC members enjoying themselves in a Totsu-Totsu Dance workshop held on 7 August 2023



I can learn something. I won't feel lonely [staying] at home; just imagine I am at home alone for more than 12 hours. Got companion at the centre and I look forward to coming here.

Mdm R, member of Meeting Centre @Bendemeer



We look forward to the sessions. Even though everyone is at a different stage [of their dementia journey], can still mix around with [people of] the same calibre.

Mr W and family, members of Meeting Centre @Onesimus Village



One of the care partners shared that she enjoyed seeing her father engrossed in the sessions. She also noted that his overall wellbeing has since improved.



Singapore General Hospital's Medical Social Worker's Day 2024

Clients, their caregivers, and the staff of Dementia Social Club came together to create 40 handicrafts for Singapore General Hospital's Medical Social Worker Day 2024 bazaar from 19-20 March 2024.

They were sold out by the second day of the fair, and helped raised a total of \$1,015 (inclusive of donations for the SGH Needy Patients Fund)! To further affirm their efforts, many of the hospital's healthcare professionals also noted how they too were impressed with the intricacy of the art pieces.

More importantly, DSG's clients and their caregivers were thrilled to be given an opportunity to give back to the community in such a meaningful way.



06 Donation of handmade crafts by DSC members for SGH's Medical Social Workers Day Bazaar, from 19 to 20 March 2024 (PWD Leong Choon Hong, 2nd from left, with SGH's medical social workers)

Scan the QR code to watch Video Part 1 here!

Scan the QR code to watch Video Part 2 here!

Asian Civilisations Museum (ACM)'s Arts & Memories

Members of the Dementia Social Club's Men's Club participated in the ACM's four-week Arts & Memories 2023 programme, which included guided tours around the museum's galleries and conversations about the museum's artefacts. An art therapist also facilitated artmaking and sharing sessions during the programme.

- 03/04** DSC's YOD members were interviewed for a special YOD feature in Lianhe Zaobao
- 05** ACM invited our Men Club's members to its ACM Arts & Memories sessions, from 10 October to 31 October 2023

VOICES FOR HOPE



Number of graduates as of 31 March 2024
(since the start of VFH in 2019)

116

Voices for Hope (VFH) had a productive year as several cohorts of persons living with dementia and their care partners were empowered to be self-advocates. Graduates participated in Alumni activities, which include sharing their lived experiences at awareness talks, social activities, peer support, and engagement in advocacy work. VFH held its inaugural VFH Toolkit workshop for community partners, which included hospital staff, community outreach teams, and other disability and mental health services. The VFH Toolkit workshop shared about activities and ideas that can be adopted to enable other service providers to support service users in their self-advocacy journey.

Programme cohorts:
In FY2023-2024, four new classes (cohort #12 to #15) were conducted, producing a total of 33

graduates. All of them then joined the group of VFH alumni to continue their advocacy journey by participating in peer support sessions and organising social activities to stay engaged in the community, among other initiatives.

Alumni activities for advocacy and bonding:

The VFH alumni had a busy year engaging in numerous dementia awareness talks, corporate engagement events, and media interviews, to share their experiences with the public and to raise awareness of dementia.

Summary of significant activities: Walking the Talk for Dementia

Ruth Wong, VFH programme manager (retired), Peter & Evon Estrop (person living with dementia and care partner) participated in an international symposium held in Santiago de Compostela, Spain in May 2023.

- 01** Celebrating Family 2023, a year-end party hosted by PLWDs and care partners of the VFH alumni group in celebration of a fruitful year of advocacy activities and strength bonding; held on 18 November 2023



02

MacRitchie Challenge 2023

The VFH alumni formed a 35-member team (made up of PLWDs, care partners and supporters) that walked 5km at the MacRitchie Reservoir nature park on 13 October 2023, to support with Tom Platts' fundraising campaign for Dementia Singapore.



03

Celebrating Family 2023

This event was held on 18 November 2023 and saw the VFH alumni group coming together with their families to celebrate, relax and bond over a meal, play some games, and dance.

Voices for Hope Toolkit Workshop

VFH conducted its inaugural toolkit workshop on 15 November 2023 at its HQ office in Bendemeer, co-facilitated by Ruth Wong (retired VFH programme manager) and Emily Ong (PLWD).

It was attended by 22 participants representing 11 dementia care services agencies, who were keen to learn how to adopt this programme (in part or whole) in their agency programmes.



02 VFH programme manager (retired) Ruth Wong and Emily Ong (PLWD) at the VFH Toolkit Workshop on 15 November 2023. They shared with participants from 11 agencies about the Voices for Hope programme and how to conduct or incorporate it in their respective agency's line-up

03 The VFH Alumni group formed a team to walk 5km with Tom Platts on 13 October 2023, in support of his MacRitchie Challenge 2023 fundraising campaign for Dementia Singapore

COLLABORATIONS WITH PUBLIC TRANSPORT PARTNERS

Find Your Way grows its reach

Co-developed with persons living with dementia and SBS Transit, Find Your Way utilises a series of large nostalgic murals and corresponding floor stickers to help persons with dementia navigate bus interchanges and MRT stations with confidence. Following its successful implementations in 2022, 2023 saw the initiative extend to four other transport nodes, namely (DT24) Geylang Bahru MRT Station, (NE9) Boon Keng MRT Station, (NE13) Kovan MRT Station and Hougang Central Bus Interchange.

To raise awareness on the use of these colourful installations, Dementia Singapore also partnered with Nanyang Polytechnic. Lecturers and students from its School of



01



02



03



01 The eye-catching and vibrant directional floor stickers at Hougang Central Bus Interchange help persons with dementia get to the correct bus berth for their bus home (Photo credit: SBS Transit)

02 The wooden water bucket at (NE13) Kovan MRT Station is a reminder of a famous water well, affectionately known as "Tua Jia Kar", that once supplied water to residents of the area (Photo credit: SBS Transit)

03 Wau bulan (moon kite) at (DT24) Geylang Bahru MRT Station. The murals at this Downtown Line station drew inspiration from traditional childhood games and activities that were popular with the Malay community as the area was once home to the Malay Village, now known as Wisma Geylang Serai (Photo credit: SBS Transit)

Collaborations with Public Transport Partners

Business Management and School of Health and Social Sciences contributed their time, talent, and passion to co-develop a series of informative videos featuring dementia self-advocates, Emily Ong and Anjang Rosli.



Scan the QR code to watch Anjang Rosli's video here!



Scan the QR code to watch Emily Ong's video here!



04

Integrated wayfinding for commuters in Woodlands

To foster a more inclusive and seamless public transport experience, we worked with SMRT to implement wayfinding initiatives at Woodlands Integrated Transport Hub (WITH) and Woodlands Temporary Bus Interchange (WTBI) in 2022. After receiving positive feedback from commuters, we extended these efforts to Woodlands MRT Station (NS9 and TE2) in 2023. With these wayfinding murals and colourful directional floor signages, persons with dementia travelling between WITH, WTBI, and Woodlands MRT Station (NS9 and TE2) can now do so with greater independence and confidence.



6A

05



5A

06

Partnership with Caring SG Commuters

Building a welcoming, caring, and inclusive public transport system requires more than physical enhancements. Commuters play an important role as well. In a video developed in collaboration with the Caring SG Commuters, dementia self-advocate Anjang Rosli shares his take on being a caring commuter despite living with dementia, and calls on fellow public transport users to join him as a Caring Commuter Champion.



Scan the QR code to watch video here!



04 Grassroots adviser Mr Heng Chee How, Member of Parliament for Whampoa Constituency Mr Lim Tien Hock, CEO for SBS Transit's bus business and Mr Jason Foo, CEO for Dementia Singapore at the Find Your Way launch event at (NE9) Boon Keng MRT Station

05 Behind-the-scenes shot from the filming of the Find Your Way video at Ang Mo Kio Bus Interchange with Emily Ong

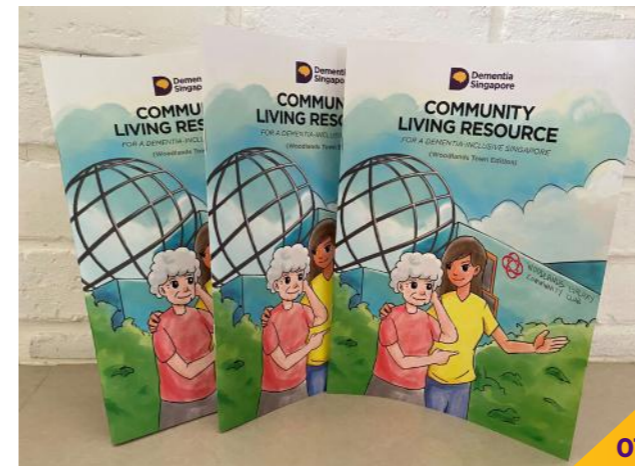
06 Behind-the-scenes action as Anjang shares his 15 minutes of fame with fellow Caring Commuter Champions, and Senior Parliamentary Secretary Mr Baey Yam Keng

BUILDING INCLUSIVE DEMENTIA-FRIENDLY COMMUNITIES WITH OUR GRASSROOTS



As our nation ages rapidly, it is very important to make early preparations for a conducive environment and supportive community for seniors to age in place. This ground-up multi-agency collaboration to help affected residents cope better with dementia is a commendable effort. The Community Living Resource will be a useful localised guide for caregivers to seek assistance to lighten one's load. We hope that in time to come, more communities will have similar resource guidebooks customised for their localities, to benefit more affected families.

Ms Poh Li San, Grassroots Adviser to Sembawang West GROs



01

Community Living Resource (Woodlands Town edition)

In collaboration with our community partners in Woodlands Town – namely AWWA, Care Corner, Club HEAL, Sembawang Town Council, Sembawang West GROs, Vanguard Healthcare, and Woodlands Health – we developed the Community Living Resource (Woodlands Town Edition). Featuring a comprehensive listing of local amenities and formal services to help residents of Woodlands Town stay engaged and active or better look after family members with dementia, the resource's key highlights include information on the different stages of dementia and how to live well at each stage of the condition, as well as the diagnosis and referral process.



Scan the QR code to download PDF copy of the resource.



02

What Residents Thought of the Wayfinding Murals in Kebun Baru

Following the implementation of the wayfinding murals project at Kebun Baru in 2020 and 2021 to help residents with dementia identify their blocks using easily recognisable and iconic murals, we did a survey to find out what residents feel about these murals.

Conducted over several months in 2023, the survey involved close to 150 residents from across the 10 blocks in Kebun Baru that were painted with the murals. The study not only sought to understand residents' perception of the effectiveness of the wayfinding murals, but also their effectiveness in raising awareness of dementia among the residents in the neighbourhood.



Scan the QR code for the study's key findings.



01 A resource to help Woodlands Town residents with dementia continue to live well and age well in the community

02 Participants of the 'Our Heritage, My Stories' – Nonya Culture Photography programme also got to experience being a model

IDeAL@115 Activity Room at Kebun Baru

Since its launch in 2022, the Activity Room in IDeAL@115 (Integrated Dementia (Home-Based) Assisted Living project) has provided cognitively stimulating activities for seniors diagnosed with dementia or mild cognitive impairment. According to their interests and abilities, 1-to-1 or small group activities are organised to slow down progression of dementia, facilitate ageing-in-place and delay institutionalisation.

In November 2023, with the generous support from CGS-International, we introduced a photography programme dubbed 'Our Heritage, My Stories' for our seniors living with dementia and their care partners. Participants shared memories from their past through photos, created new experiences through photography, and fostered a sense of identity and belonging with one another.



I like the exhibition and the activity, we should have such big group activities twice a year, or at least once a year.

Ismail, senior at IDeAL@115 Activity Room



While the seniors enjoyed the photography session, I personally got to learn about the different dialect groups, and Singapore in the old days. A fulfilling programme."

Gillian Lin, volunteer at IDeAL@115 Activity Room



03



The photography programme provided a platform for the seniors to learn new skills and discover new things about themselves.

Elaine Lum, volunteer at IDeAL@115 Activity Room



03 Amylavania, a senior at IDeAL@115 Activity Room, enjoyed the chance to share her stories and experiences via the 'Our Heritage, My Stories' – Mini Exhibition



I recalled memories of when I was young. I learnt how to take pictures, but my photographs may not be very good. I feel I need more practice; I must learn more about the camera.

Amylavania, senior at IDeAL@115 Activity Room

One memorable activity in the 10-week programme involved cooking laksa according to the personal recipe of one of the participating seniors! Participants also took photographs of the completed laksa dish. Through this fun and meaningful activity, social connection was established, and relations were further strengthened.

The programme culminated in a mini exhibition of their photographs and artwork held at the void deck on 27 March, 2024. This was also an occasion for their neighbours to know more about their life stories and experiences.



CARE SERVICES IN A NUTSHELL

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.



New Horizon Centre (NHC)

is a Ministry of Health-subsided dementia daycare facility that provides services and support for persons with dementia. These include occupational therapy, group exercises, and social activities. We operate four NHCs located at Bukit Batok, Jurong Point, Tampines and Toa Payoh.

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.

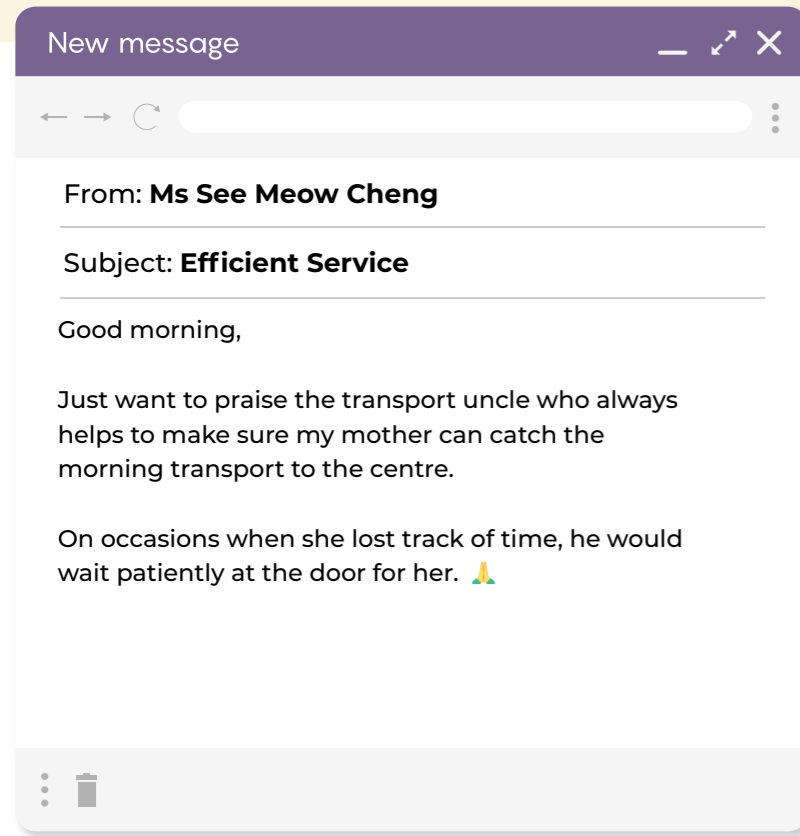
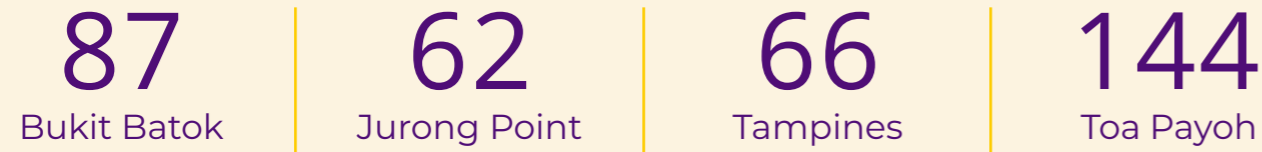


CARE INNOVATION
Enriching Lives with
Person-Centred Care



- 01** Singers from Tin Box Group celebrating National Day with our clients at NHC Bukit Batok
- 02** FOW staff and clients performing at the NEA Christmas Fair

Number of Clients at New Horizon Centres



All centres – Bukit Batok, Tampines, Jurong Point, and Toa Payoh – performed exceptionally well. Over

90%

of our clients' caregivers agree or strongly agree that:

- ✓ The centres are clean, pleasant, and safe for their loved ones.
- ✓ The staff and services provided are respectful to their loved ones, and their loved ones enjoy coming to the centre.
- ✓ Caregivers are satisfied with the services provided.

HOME-BASED CARE

Home Support Team (HST)

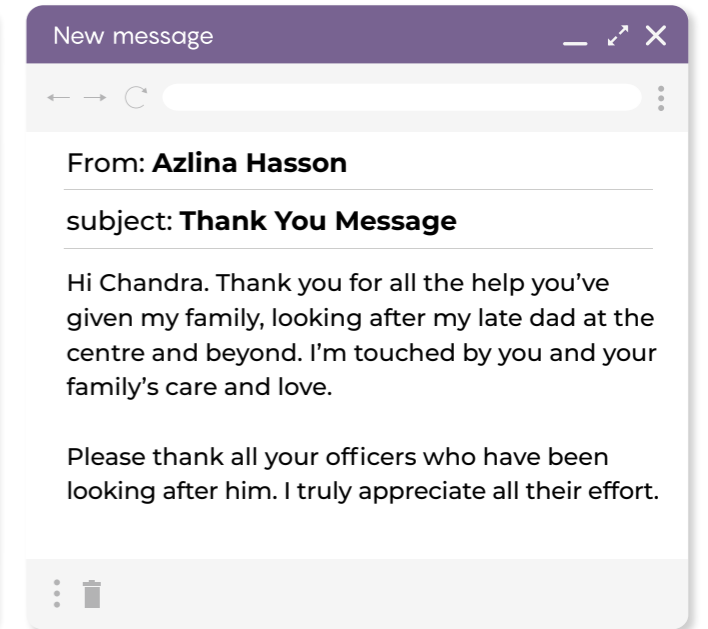
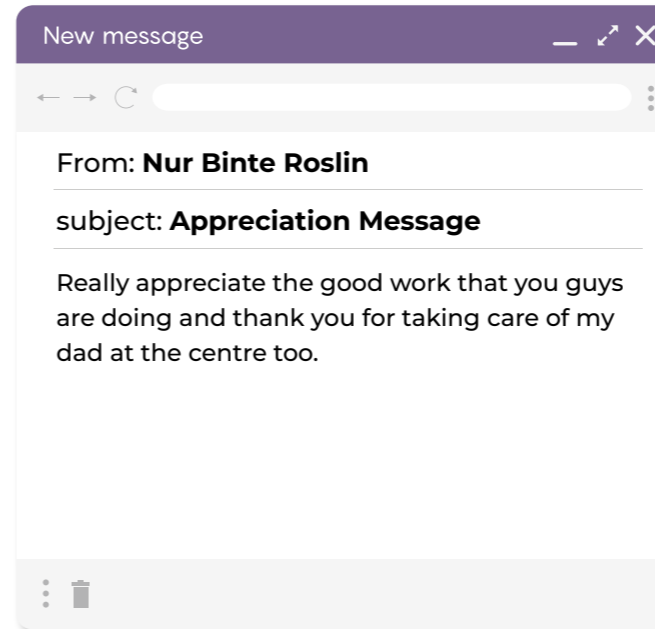
provides families impacted by dementia with individualised interventions such as case management, counselling, psychoeducation, and training to help them live well with the condition in the community. By working closely with caregivers, particularly those experiencing high levels of stress, the HST ensures 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).

Post Diagnostic Support Community Outreach Team (CREST-PDS)

aims to proactively reach out and support newly diagnosed persons with dementia and their caregivers upon diagnosis.

CREST-PDS provides education on the condition, coordinates community resources and facilitates early planning and management of the condition, for persons living with dementia and their caregivers upon discharge over six months to a year.



COMMUNITY SUPPORT



Comprising a team of dedicated staff, the **Dementia Helpline (6377 0700)** 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.

It also promotes self-care for caregivers through health 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.

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.

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.

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

Therapy Through Activities

Clients who regularly engage in cognitively stimulating activities at our New Horizon Centres (NHCs) not only have a sense of purpose but are also encouraged to contribute in their own way. These activities also boast therapeutic benefits that support their efforts to continue living fulfilling lives despite dementia.

We hosted our first Grandparents Day celebration at New Horizon Centre – Jurong Point. The staff put on a heartfelt performance for our clients and surprised them with a video compilation of their family members and grandchildren expressing appreciation for their years of dedication.

For the first time since the COVID-19 pandemic, staff of New Horizon Centre – Jurong



Point, together with corporate volunteers from Edrington, brought our clients to take in the sights and sounds at Gardens by the Bay during the Chinese New Year period.

They toured the Flower Dome and checked out the

dragon centrepiece. It was also a proud moment as some 30 of our clients and their caregivers had the privilege to work on flower arrangements (in January 2024) that formed the scales of the dragon (find out more on page 18).



01 - 11 Our clients actively participating in the activities during the various celebrations across the four NHCs



Our centre staff also regularly engage our clients during various festivities throughout the year. From Christmas to Deepavali, there is always something for them to look forward to!



SUSTAINING PARTNERSHIPS WITH CORPORATIONS



Individual, youth, and corporate volunteers play vital roles in our daily operations. They not only assist our centre facilitators in providing care and support to our clients with dementia but also support us in our mission to dismantle the stigma associated with the condition.

We believe those impacted by dementia can continue to live fulfilling lives, rooted in their community, and our volunteers help realise this mission of ours.

Our long-time supporter, Richard Ashworth, volunteered during Hari Raya celebrations on 28 April 2023 and taught our clients how to make the familiar Javanese rice cake, ketupat. The day was packed with activities; our staff and clients were clad in colourful traditional Malay costumes and performed for our clients. They also participated in a best-dressed competition.

National Day celebrations were extra special for our clients at NHC – Toa Payoh, as talented musicians from multi-concept lifestyle brand Tin Box Group lent their voices and livened the centre with a performance of nostalgic songs that had our clients on their feet and dancing in no time. It was heartwarming watching them take a trip down memory lane and sharing their childhood stories with the volunteers.



- 01** Richard Ashworth celebrating Hari Raya with our clients at NHC Jurong Point
- 02** Tin Box Group with our clients at NHC Toa Payoh

Engagement with volunteers

A photo compilation of our volunteers in action



03

Dunman High School

Students from Dunman High School volunteered at New Horizon Centre – Bukit Batok and assisted in engaging our clients in games and performances. The visit was part of the school's Value In Action programme, through which students can learn to understand the needs of persons with dementia and what it takes to be a frontline staff in this sector.

04 & 05

J&J Volunteers

J&J Volunteers and our clients at New Horizon Centre – Jurong Point got creative and participated in an arts and crafts session.

06

Hilti

Long-time corporate volunteers from Hilti baked cookies with our clients from New Horizon Centre – Bukit Batok. The company also donated two industrial vacuum cleaners and two sets of power

07

T-Touch from Temasek

Just in time for Chinese New Year (CNY), our T-Touch volunteers from Temasek brought our clients from New Horizon Centres in Tampines and Toa Payoh on a delightfully fun trip to Kallang Wave Mall for a spot of shopping for CNY goodies.

STRIVING FOR EXCELLENCE

A lot goes into fostering a safe and healthy workplace for our centre staff to practise person-centred care to ensure our clients and their caregivers receive optimal care and support. As such, strengthening our service delivery framework ranks high on our list of priorities.

The Ministry of Health (MOH) conducts a service audit once every two years to assess the operational health of our NHCs. The audit covers every aspect of the centre's operations, from prevailing standard operating procedures, staff knowledge and training, programmes and activities to accountability to caregivers, hygiene, emergency preparedness, and many more.

In the 2023 audit, New Horizon Centre – Bukit Batok, for the very first time, aced the audit with zero faults found. This is a testament to their commitment to providing optimal service.



There are no items requiring the Centre's rectifications. Please continue to sustain these good practices in line with existing service requirements and prevailing MOH-AIC advisories.

Comments by MOH

HOSTED INTERNATIONAL GUESTS



Organised by Dementia Singapore and Japanese non-profit arts organisation Torindo, Japanese dancer and choreographer Osamu Jareo and members of Torindo hosted their Totsu-Totsu Dance workshop at New Horizon Centre – Bukit Batok. This is the first time our centre has collaborated with an international body to bring an alternative form of therapy to persons living with dementia. (learn more on page 16).



01 Dancer Osamu Jareo with our clients at NHC Bukit Batok

FAMILY OF WISDOM (FOW)



Evaluation of the Cognitive Intervention Programme (CIP) Pilot in FOW

Family of Wisdom (FOW) has collaborated with the Agency for Integrated Care (AIC) to trial the Cognitive Intervention Programme (CIP). This is a two-year programme aimed at studying suitable participants who have been enrolled in the FOW programme at a subsidised rate for up to six months. The goal is to maintain and/or improve the cognitive and functional status and overall wellbeing of persons living with dementia.

As of 31 March 2024, a total of 66 CIP clients have been enrolled. And, based on a mid-programme evaluation, we can safely conclude that the sessions are indeed effective in improving the wellbeing of persons living with dementia.



01 Dementia Singapore staff and volunteers at the Chinese New Year lunch at Bliss Garden

Overview by Numbers

Percentage of clients who maintain or show improvement in their functional and social interaction after attending at least 14 sessions over two months

95%
(Target: 80%)

Percentage of clients who maintain or show improvement in their emotional wellbeing after attending at least 14 sessions over two months

85%
(Target: 80%)

Percentage of clients and caregivers who are satisfied with the programme after attending at least 14 sessions for over two months

100%
(Target: 80%)

Number of clients served
(inclusive of discharges)
as of 31 March 2024

186



FOW clients performing at NEA Christmas event

Family of Wisdom clients and their caregivers participated in The National Environment Agency's Christmas Fair on 6

December 2023. After weeks of rehearsals, they took to the stage and performed near flawless renditions of popular carols such as O Come, All Ye Faithful, Silent Night, and Feliz Navidad.

Opportunities for our clients and caregivers to stay integrated and able to contribute to the community are vital to achieving our vision of building a dementia-inclusive society. It affirms our belief that persons with dementia can continue to lead meaningful and fulfilling lives despite dementia.

In appreciation of our FOW family

What better way to celebrate Chinese New Year than with the people who journeyed with the FOW programme? Close to 200 clients, caregivers, volunteers, and staff of FOW gathered at Bliss Garden restaurant on 5 February 2024 to welcome the festive season.

A joyful exuberance was apparent as the clients put up performances mid-way through the lunch. There was also a series of lucky draws that kept the excitement going.



DEAR FAMILY OF WISDOM,

My heartfelt appreciation for the exceptional service and activities you provided for my father and other clients at your centre.

The professionalism and empathy exhibited by your staff are truly commendable. They have created a warm and welcoming environment where my father feels comfortable and engaged. The activities are not only well-structured but also cater to the specific needs of those living with dementia, significantly enhancing their quality of life.

As a caregiver, I feel a strong connection with everyone at the centre. Your dedication and compassion have extended beyond just my father; they have also had a positive impact on me and other caregivers, [and contribute to] a supportive community that we greatly value.

Thank you for your continuous efforts in providing such outstanding care and support. Your work is making a profound difference in our lives.

Ms Vijayalakshmi
– daughter of Mr Manickam s/o Sundram



DIGITALISATION
Keeping Ahead
in the Digital Age

MAKING A DIFFERENCE IN THE DIGITAL AGE

An Agile And Future-Ready Organisation

As we continue to enjoy the convenience and efficiency technology offers, we are concurrently ramping up our efforts to fully digitalise the processes across our services.

One such task is digitalising the vital day-to-day operations of our Care Services department, which has reaped many benefits, including the key advantages listed below.



Increased Efficiency

Electronic forms (eForms) streamline data collection and processing, reducing the time spent on manual data entry, paperwork, and administrative tasks. Automated workflows enable faster approvals and task completion.



Improved Accuracy

Digital forms reduce the risk of human errors associated with manual entry, such as data inconsistencies or missing information, ensuring higher data integrity.



Enhanced Accessibility

eForms can be accessed and completed from anywhere, anytime, on any device, providing greater flexibility for our staff and clients.

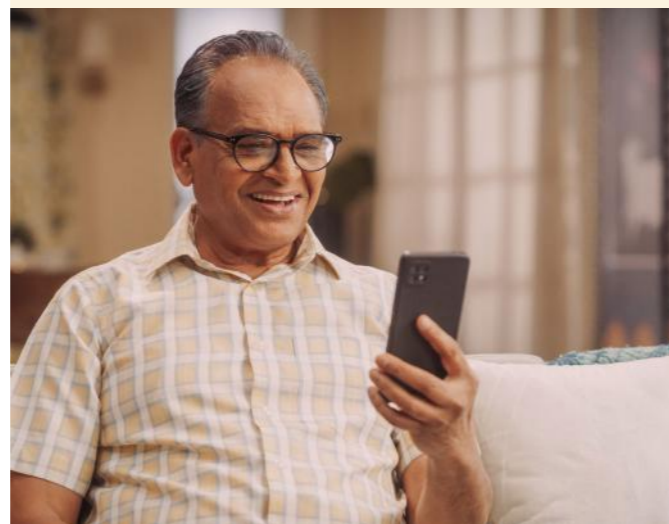


Cost Savings

By eliminating the need for paper, printing, and physical storage, organisations can significantly reduce operational costs. Automated workflows also minimise the resources required for managing processes.

Total savings of digitalising the manual forms is

1,317.6 hours / year



Better Compliance and Auditability

Digital workflows can be designed to enforce compliance with regulations and company policies. eForms, for example, offer a clear audit trail, making it easier to track and review data submissions and approvals.



Scalability

Digital systems are easily scalable to accommodate growing volumes of data and expanding operations without the need for significant manual intervention.



Environmental Impact

Reducing paper usage contributes to sustainability efforts, aligning with corporate social responsibility goals and reducing the organisation's carbon footprint.

Improvements to Family of Wisdom's Operations Management System

The Family of Wisdom (FOW) Operations Management System consists of a comprehensive suite of applications built on the robust Microsoft Dataverse database, designed to improve FOW's client management workflow.

This system ensures seamless and efficient operations through various modules. Some notable modules are highlighted below.



Form Entry Module

Streamlines data collection for client registration, assessment, and onboarding.



Check-in and -out Module

Facilitates quick and accurate client check-ins using barcode scanners and ID cards.



Session Reporting Module

Enables staff to record client activities and conditions comprehensively.



Admin Module

Automates administrative tasks, scheduling, and messaging, all the while providing insightful dashboards to monitor the client's journey with FOW.



Client Caregiver App

Enhances communication with caregivers through announcements, messaging, schedules, reports, and billing information.



By leveraging these powerful tools, the FOW Operations Management System optimises workflow and enhances the overall client experience, ensuring accuracy, efficiency, and seamless communication.

This will serve as the benchmark for Dementia Singapore to strengthen its processes to achieve optimal efficiency.



THE BUILDING BLOCKS OF THE ORGANISATION



01

Staff Strength

DSG staff strength was 176 as at 31 March 2024. In addition, there were 37 casual workers who provided Eldersit Respite Care Services in the homes of persons with dementia and caregiver peers who provided support to group and/or individual session with caregivers.

People Development

In 2023, we developed the Employee Value Proposition (EVP) 2.0 initiatives to enhance our Staff Engagement and Benefit which aims to further enrich our employees' experience and the work environment. As part of the EVP 2.0 initiative, we strengthened the CARE Framework@DSG, which stands for Career, Ace, Rejuvenate, and Engagement.



02



EMPLOYEES AND VOLUNTEERS
Collaborating to Achieve a Shared Goal



- 01 Our DSG Family at the Wellness Walk @ Botanic Gardens
- 02 Our HQ colleagues during the Yoga Workshop

Career@DSG pillar:

We improved our Performance Management system and Medical Benefits and introduced several initiatives such as the In-House Career Development Platform, External Career Coaching for employees to seek advice on their careers, and Staff Benefit Card which tied up with merchants to provide curated discounts for our employees.

Ace@DSG pillar:

We introduced a Core Competency Recruitment Framework with the aim of cultivating a healthy work culture surrounding Dementia Singapore's five Core Competencies (CCCs) – Digitalisation, Communication, Leadership, Innovation, and Person-Centred Care.

The Building Blocks of The Organisation

Rejuvenate@DSG pillar:

Various wellness initiatives such as the 2nd year of our flagship event – Wellness Walk at Botanic Gardens, and Yoga Workshop have been put together with the aim to boost our staff's health and wellbeing and to encourage them to live a healthier and better life.

Engage@DSG pillar:

We introduced the Xperiential & Volunteer Programme which allows our colleagues to volunteer, experience, and learn more about our programmes to better resonate with our cause. In addition, we have initiated the Department Team-Bonding budget for our colleagues to go for team-bonding activities with their own department which aims to foster closer bond between co-workers. We also organised our very first Masquerade-theme Dinner & Dance and Lunar New Year Lo Hei. These initiatives aim to further engage our staff and foster team-bonding.



DSG First Dinner & Dance

On 7 October 2023, Dementia Singapore held our very first masquerade-theme Dinner & Dance at PARKROYAL on Kitchener Road.

During the event, our talented colleagues performed and hyped up the evening with their lovely dances! We also had the Best Dressed Awards to recognise those who went out of their way to dress for the occasion, complete



04 A lovely group picture taken during the DSG Dinner & Dance 2023

with beautiful masquerade masks, and our annual Long Service Award Ceremony to honour our colleagues for their years of service and commitment to the organisation! We ended the evening with the highly-anticipated lucky draw.



SkillsFuture Employer Awards (Silver) 2023

Dementia Singapore won the SkillsFuture Employer Awards (Silver) 2023.

The SkillsFuture Employer Awards is the highest skills award for employers. It honours exemplary organisations that champion employees' skills development and build a lifelong learning

culture at the workplace. This award is a tripartite initiative that recognises employers who have invested significantly in their employees' skills development; and who have provided exceptional support for the national SkillsFuture movement. It is testament to our company's commitment to building a lifelong learning culture in our workplace and beyond.

A total of 24 employers won the award.

On 30 October 2023, the award was presented by the President of Singapore, Mr Tharman Shanmugaratnam, who is Patron of the SkillsFuture Fellowships and SkillsFuture Employer Awards.



03 Our CEO, Mr Jason Foo, receiving the SkillsFuture Award from President, Mr Tharman Shanmugaratnam

Long Service Award Recipients 2023

5 Years of Service

Advocacy & Communications
Kong Qian Ru

Care Services - Caregiver Support Services
Sim Rong Her
Jumi Binte Yusoff
Ong Mei Hwei, Candice

Care Services - New Horizon Centre Bukit Batok
Ronalyn Caluya Cruz

Care Services - New Horizon Centre Jurong
Subarmanian Latha
Vijayalakshimi D/O Thervathas
De Ocampo Glenna Marie Legaspi
Myo Myint Oo
Regodon Andony Jr Manlogon

Care Services - New Horizon Centre Toa Payoh
Saw Edison
Zhou Xiaomei
Tang Lai Nghoh, Jenny
Khup Khan Pau
Poh Chai Hoon, Cindy

CEO Office
Khoo Kim Chiu Mary-Ann

10 Years of Service

Care Services - Caregiver Support Services
Ng Ai Lay
Toh Hwee Yin

Care Services - Family Of Wisdom Bendemeer
Tan Li Leng Eunice

Care Services - New Horizon Centre Tampines
Chee Kwai Leong, Jeremy

15 Years of Service

Care Services - New Horizon Centre Bukit Batok
Tay Siew Tin, Angela

25 Years of Service

Care Services - New Horizon Centre Bukit Batok
Tan Ah Tin

VOLUNTEERING: A JOURNEY OF GIVING & RECEIVING



01

Total Volunteers : 1086
As of 31 March 2024

Corporate
551
volunteers from
19 organisations

Youth
390
volunteers from
9 educational institutions

Individuals
145

Strength In Numbers (Charity Carnival/Concert)

One of Dementia Singapore's biggest milestones was its family carnival and charity concert – held on 9 September at Our Tampines Hub in commemoration of World Alzheimer's Month. Both events proved a massive success, thanks in part to the hard and heart work of our individual and corporate volunteers who came together to make it truly a day to remember.

Close to 40 individual volunteers across our different volunteer programmes joined us in the sun for our Family Fiesta Carnival. With their support, visitors learnt more about CARA and how to register as a member. Beyond spreading the word on CARA, individual volunteers were also assigned to keep a lookout for the safety of visitors on the carnival grounds.

Likewise, our corporate volunteers were paramount to the success of the concert the same evening, headlined by enduring Danish hitmakers Michael Learns To Rock. A total of 70 volunteers from different organisations rallied together and assisted with ticket admissions, ushering, and crowd control that led to an almost fuss-free event experience for concertgoers.

There truly is strength in numbers, as we have gleaned from the combined efforts of our dedicated volunteers. Whether as an individual or a representative of an organisation, it is the shared hope for a dementia-inclusive society that brings them together.



01 Individual volunteers coming together to support our Family Fiesta Carnival 2023

Developing Volunteer Capability (Volunteer Training)

Throughout the year, the Volunteer Management (VM) team regularly organised and conducted training workshops to equip our volunteers with the relevant knowledge and skills to support them in their volunteering activities. Apart from basic dementia awareness, role-specific training sessions were carried out for volunteers who supported in areas such as befriending, public speaking and outreach.



03



02

Taking it a step further, the VM team curated specialised trainings through community partners. For example, the team partnered with social enterprise Psychosocial Initiative to hold a Psychological First Aid (PFA) workshop for our volunteer befrienders. The session allowed our volunteer befrienders to acquire valuable PFA skills, further enhancing their capabilities to perform their befriender role.

Rounding Off On A High Note (Volunteer Appreciation Day 2024)

Once again, we wrapped up the eventful year with a Volunteer Appreciation Day gathering for our regular individual volunteers. This time, we took the fun indoors to the National Volunteer & Philanthropy Centre.



02 Youth volunteers from Republic Polytechnic dove deep into understanding dementia before volunteering at our centres

03 Our volunteer befrienders acquired important Psychological First Aid skills via an immersive workshop

Total volunteering hours
1003

It was a cosy morning for our volunteers and colleagues – catching up with familiar faces, making new friends, and indulging in various games and activities together. Amidst the excitement, our Director of Community Enablement, Ms Koh Hwan Jing, took some time to spotlight our volunteers' contributions over the past year and shared our vision for the near future.

Dementia Singapore continues to strive for a meaningful experience for all our volunteers, premised on a parallel journey of giving and receiving. We look forward to deepening our connections with our dedicated volunteers, while fostering new partnerships, in the years ahead.



04

04 Celebrating the great work of our dedicated volunteers at our yearly Volunteer Appreciation Day event



NEW PARTNERSHIPS

Stripe

To make digital donations more accessible and seamless, Dementia Singapore partnered with Stripe payment gateway so that donors who wish to donate directly with their credit card or Grab Pay/Google Pay could do so from December 2023.

This new avenue is user-friendly and secure, making it a breeze for anyone looking to make a one-time or recurring online donation.



Crypto.com

Crypto.com, a Singapore-based digital assets trading platform has inked a Memorandum of Understanding (MOU) with Dementia Singapore and five other charities in Singapore to help facilitate the acceptance of donations in cryptocurrencies.

The collaboration not only supports traditional fundraising methods but also aligns with the changing digital ecosystem, challenges with governance, and the evolving nature of fundraising in the non-profit sector. The other major charities involved in this groundbreaking partnership include CARE Singapore, Cycling Without Age Singapore, Limitless, MINDS, and The Salvation Army Singapore.

OUR HEARTFELT THANKS

Dementia Singapore Chari-Tee Golf 2024

Following last year's successful debut, Dementia Singapore's second Chari-Tee Golf fundraiser saw more than 140 participating golfers pack the prestigious Sentosa Golf Club on 28 March 2024. This year's sold-out event saw prominent public figures, such as local actor-director Tay Ping Hui, Olympic swimming champion Joseph Schooling, and BBC News Chief Presenter Steve Lai, teeing off to the 18-course game at the Serapong Course. This Chari-Tee Golf event raised around \$208,000 for the dementia community.

Praising a growing commitment from corporate firms, Jason Foo, CEO of Dementia Singapore, affirmed that "the enthusiastic support for this year's instalment says a lot about our ability to rally the likeminded behind the dementia cause, and just how informed and committed our circle of supporters have grown these few years".



01 A group photo at Sentosa Golf Club



FINANCIAL STABILITY

Achieving Our Financial Milestones



02

Dementia Singapore Charity Networking Dinner 2023

On 26 April 2023, Dementia Singapore held its second Charity Networking Dinner at the Suntec City Sky Garden that brought together individuals from various backgrounds and industries in support of the dementia cause.

The dinner event saw a healthy turnout of over 100 attendees, including our CEO, Jason Foo, board and committee members, donors, and partners. With everyone's generous contributions, an impressive total of around \$94,000 was raised.



03

The MacRitchie Challenge by Tom Platts

Tom Platts' year-long #MacRitchieChallenge proved a remarkable success. Platts, who is a corporate finance lawyer at an international law firm, initiated the fundraising campaign to raise funds to help Dementia Singapore improve its programmes and services, and to raise awareness about dementia and its impact on individuals and families.

Over 700 participants from all walks of life, including families, friends, and even corporations, came together to show their support, collectively walking or running more than 400 loops around MacRitchie Reservoir, which is equivalent to over 5,500 kilometres.

The challenge was a physical feat and a testament to the generosity displayed by Platts and the participants, raising around \$94,000 for Dementia Singapore. This initiative also highlights the importance of community support and the positive difference every individual can make.



04



05

Our 'Back To The Heartlands' Charity Concert



06

This was major milestone unlocked for Dementia Singapore. Following months of planning and preparation coupled with strong support from all our partners and supporters who believed in

our cause and who had contributed generously, the event was a night to remember. Headlined by popular Danish band Michael Learns To Rock, the sold-out fundraising concert at Our Tampines Hub boasted a 5,000-strong crowd, and raised around \$1,089,000.

Jason Foo said: "Nostalgia has proven to be a powerful tool in Dementia Singapore's efforts to engage and support persons living with dementia and their caregivers. Getting a well-known international act to help spread the message of support for Singapore's fast-growing community of persons living with dementia goes a long way in helping to break down the stigma associated with the condition, which often stems from a lack of awareness and even a discomfort with addressing the issue."

MUS.za Charity Auction Gala Dinner 2023

Founder of MUS Zenith Affair (MUS.za), Esther Ho, has been championing the dementia cause since 2020, single-handedly organising four fundraising campaigns to date for Dementia Singapore through live auctions of their finest jewellery and outright donations.

As a testament to her unwavering commitment to the cause, she was awarded the Friends of Community Care (FOCC) Award by the Agency for Integrated Care (AIC) on 5 June 2023. The FOCC Awards recognise partners outside the Community Care sector that have achieved excellence in supporting and growing the Community Care sector.

MUS.za's latest Gems for Good fundraising campaign, held at the prestigious Raffles Hotel in November 2023, surpassed expectations



07

once again, raising an impressive \$287,000 for Dementia Singapore.

Ho continues to exemplify generosity and is an inspiring advocate of the dementia cause. With every instalment of her fundraising campaign outdoing the last, we are looking forward to her 2024 run with anticipation.



02/03 Corporate supporters at the Charity Networking Dinner 2023

04 Dementia Singapore staff and supporters of the dementia community with Tom Platts at MacRitchie Reservoir

05 Board members of Dementia Singapore with Tom Platts at the closing reception



06 Michael Learns To Rock performing to a 5000-strong crowd

07 Guests at the MUS.za Charity Auction Gala Dinner at Raffles Hotel



One Night In Japan & Blokes en Blanc Charity Events

Terry and Janice O'Connor are no strangers to raising funds for causes they are passionate about. They have been actively involved in various fundraisers over the last two decades.

Being supporters of the dementia cause, the couple organised two back-to-back fundraising dinners, the One Night In Japan and the Blokes en Blanc events in December 2023, and raised around \$125,000 for Dementia Singapore.

Sustaining partnership with the private sector

Apart from monetary contributions, corporations also engaged Dementia Singapore regularly to conduct outreach initiatives through dementia awareness talks for their employees, organised activities for our caregivers, booths to showcase our cause at their internal events.

- Dementia Awareness Talk (Kuok Group)
- Preserved Floral Arrangement (Franklin Templeton)
- BlackRock GIVES Day



09 Terry O'Connor with guests at the Blokes en Blanc event (Photo credit: anonymous)

10 Caregivers enjoying a floral arrangement workshop organised by one of our corporate partners

11 Spreading awareness and knowledge through organised talks

FINANCIAL YEAR IN REVIEW

Total Income

\$19,724,944

60%

Government Grants

25%

Donations and Fundraising

11%

Provision of Programmes and Services

4%

Other Income



Total Expenses

\$16,682,257

11%

Generating Donation and Fundraising

88%

Provision of Programmes and Services

1%

Governance and Finance Costs



Scan QR code for our financial statements



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, #01-02,
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

Name of DSG's Bankers

- United Overseas Bank Limited Singapore
- Standard Chartered Bank (Singapore) Limited

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 2024, 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.

Conflict Of Interest

In the spirit of transparency and governance, Dementia Singapore Ltd (DSG) adheres to conflict-of-interest policies as stipulated under Section 156 of the Companies Act. This framework obligates all directors and staff to promptly disclose any direct or indirect interests in transactions with the company, ensuring decisions are made with DSG's best interests at heart.

Board members of DSG further commit to a disclosure of potential conflicts, including affiliations with other charities, contractors engaged in or contemplating transactions with DSG, personal business benefits, interests in utilising DSG's services, connections to DSG staff, and interests in legal proceedings involving DSG, among others.

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.

Good Governance

Board members are not remunerated for serving on the Board, which provides direction and oversight, ensuring the implementation of good governance and practices for effective performance and operations.

To better safeguard our integrity and the trust placed in us, DSG has also instituted robust procedures to manage conflicts of interest effectively. This includes requiring board members with conflicts to abstain from voting or discussing related matters, and to recuse themselves from pertinent meetings, with all decision-making processes thoroughly documented.

Furthermore, DSG ensures fairness in staff appointments and evaluations, particularly with candidates who are close relatives of board members or current staff, by strictly adhering to established human resource protocols and requiring declarations of such relationships to prevent undue influence.

All Board members sign a conflict-of-interest disclosure statement upon joining and subsequently on an annual basis. This practice upholds our dedication to operating with the utmost probity, fostering a culture of transparency and integrity that underpins every facet of our work at DSG.

2024 GOVERNANCE EVALUATION CHECKLIST

Board Governance

- | | |
|--|-----------------------|
| 1. Induction and orientation are provided to incoming Board members on joining the Board. | Complied |
| Are there Board members holding staff* appointments? | No |
| 2. Staff* does not chair the Board and does not comprise more than one-third of the Board. | Not applicable |
| 3. There are written job descriptions for their executive functions and operational duties which are distinct from their Board roles. | Not applicable |
| 4. There is a maximum limit of four consecutive years for the Treasurer position (or equivalent, e.g Finance Committee Chairman or person on Board responsible for overseeing the finances of the charity). Should the charity not have an appointed Board member, it will be taken that the Chairman oversees the finances. | Complied |
| 5. All Board members submit themselves for re-nomination and reappointment, at least once every three years. | Complied |
| 6. The Board conducts self-evaluation to assess its performance and effectiveness once during its term or every 3 years, whichever is shorter. | Complied |
| Are there Board member(s) who have served for more than 10 consecutive years? | No |
| 7. The charity discloses in its annual report the reasons for retaining the board member who has served for more than 10 consecutive years. | Not applicable |
| 8. There are documented terms of reference for the Board and each of its Board committees. | Complied |

Conflict of Interest

- | | |
|---|-----------------|
| 9. There are documented procedures for Board members and staff to declare actual or potential conflicts of interest to the Board. | Complied |
| 10. Board members do not vote or participate in decision-making on matters where they have a conflict of interest. | Complied |

Strategic Planning

- | | |
|---|-----------------|
| 11. The Board periodically reviews and approves the strategic plan for the charity to ensure that the activities are in line with its objectives. | Complied |
| 12. There is a documented plan to develop the capacity and capability of the charity and the Board monitors the progress of the plan. | Complied |

Human Resource and Volunteer* Management

- | | |
|--|-----------------|
| 13. The Board approves documented human resource policies for staff. | Complied |
| 14. There is a documented Code of Conduct for Board members, staff* and volunteers* (where applicable) which is approved by the Board. | Complied |
| 15. There are processes for regular supervision, appraisal and professional development of staff*. | Complied |
| Are there volunteers* serving in the charity? | Yes |
| 16. There are volunteers* management policies in place for volunteers*. | Complied |

Financial Management and Controls

- | | |
|--|-----------------|
| 17. There is a documented policy to seek Board's approval for any loans, donations, grants or financial assistance provided by the charity which are not part of its core charitable programmes. | Complied |
|--|-----------------|

- | | |
|---|-----------------|
| 18. The Board ensures internal controls for financial matters in key areas are in place with documented procedures. | Complied |
| 19. The Board ensures reviews on the charity's internal controls, processes, key programmes and events are regularly conducted. | Complied |
| 20. The Board ensures that there is a process to identify, regularly monitor and review the charity's key risks. | Complied |
| 21. The Board approves an annual budget for the charity's plans and regularly monitors its expenditure. | Complied |
| Does the charity invest its reserves, including fixed deposits? | Yes |
| 22. The charity has a documented investment policy approved by the Board. | Complied |

Fundraising Practices

- | | |
|---|-----------------|
| Did the charity receive cash donations (solicited or unsolicited) during the year? | Yes |
| 23. All collections received (solicited or unsolicited) are properly accounted for and promptly deposited by the charity. | Complied |
| Did the charity receive donations-in-kind during the year? | Yes |
| 24. All donations-in-kind received are properly recorded and accounted for by the charity. | Complied |

Disclosure and Transparency


- | | |
|---|-----------------|
| 25. The charity discloses in its annual report: i. Number of Board meetings in the year; and ii. Individual Board member's attendance. | Complied |
| Are Board members remunerated for their Board services? | No |
| 26. No Board member is involved in setting his own remuneration. | Complied |
| 27. The charity discloses the exact remuneration and benefits received by each Board member in its annual report. OR The charity discloses that no Board members are remunerated. | Complied |
| Does the charity employ paid staff? | Yes |
| 28. No staff is involved in setting his or her own remuneration. | Complied |
| 29. The charity discloses in its annual report: i) The total annual remuneration (including any remuneration received in its subsidiaries), for each its three highest paid staff*, who each receives remuneration exceeding \$100,000, in bands of \$100,000; and ii) If any of the 3 highest paid staff* also serves on the Board of the charity. The information relating to the remuneration of the staff must be presented in bands of \$100,000. OR The charity discloses that none of its staff* receives more than \$100,000 in annual remuneration each. | Complied |
| 30. The charity discloses the number of paid staff* who are close members of the family* of the Executive Head or Board Members, who each receives remuneration exceeding \$50,000 during the year, in bands of \$100,000. OR The charity discloses that there is no paid staff* who are close members of the family* of the Executive Head or Board Member, who receives more than \$50,000 during the year. | Complied |

Public Image

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| 31. The charity has a documented communication policy on the release of information about the charity and its activities across all media platforms. | Complied |
|--|-----------------|

* Staff: Paid or unpaid individual who is involved in the day-to-day operations of the charity, e.g. an Executive Director or administrative personnel.
 * Volunteer: A person who willingly serves the charity, without expectation of any remuneration.
 * Close member of the family: A family member belonging to the Executive Head or a governing board member of a charity —
 (a) who may be expected to influence the Executive Head's or governing board member's (as the case may be) dealings with the charity; or
 (b) who may be influenced by the Executive Head or governing board member (as the case may be) in the family member's dealings with the charity.
 * A close member of the family may include the following:
 (a) the child or spouse of the Executive Head or governing board member;
 (b) the stepchild of the Executive Head or governing board member;
 (c) the dependant of the Executive Head or governing board member.
 (d) the dependant of the Executive Head's or governing board member's spouse.
 * Executive Head: The most senior staff member in charge of the charity's staff



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