

ALZHEIMER'S DISEASE ASSOCIATION

Towards a Dementia Inclusive Society

WHAT IS DEMENTIA



An **umbrella** term that describes a wide range of symptoms including:

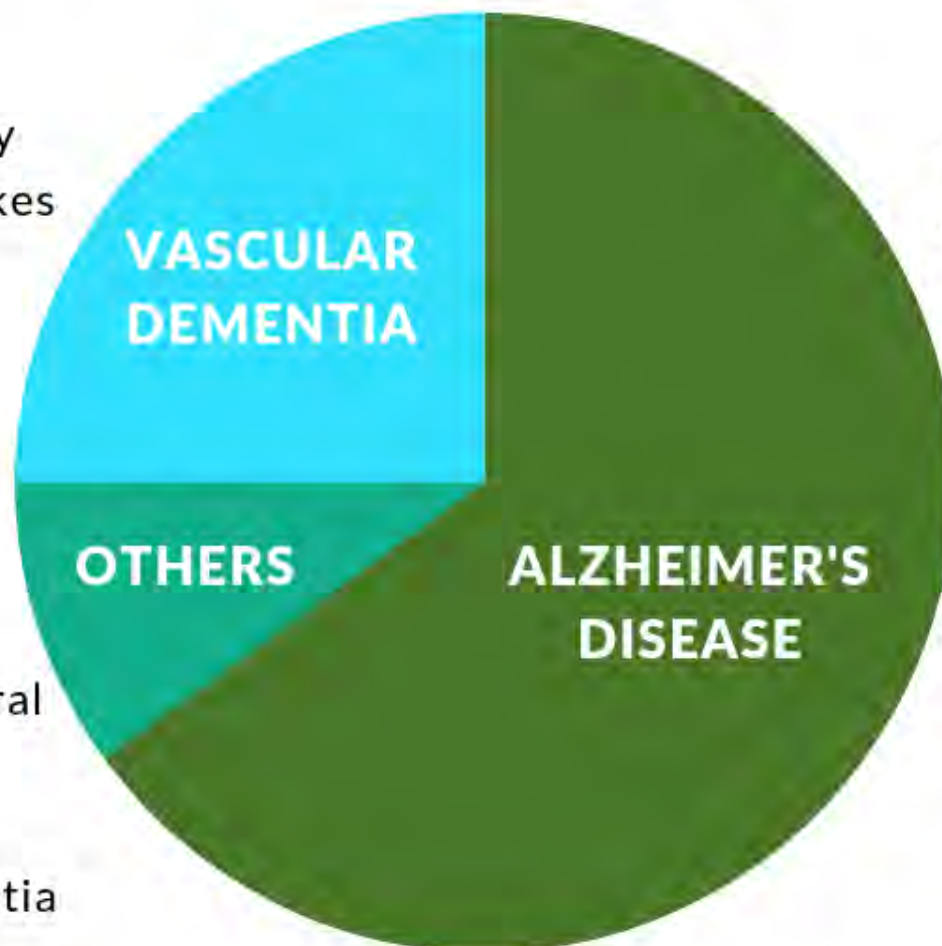
- Changes in behaviour
- Difficulty planning
- Memory loss



TYPES OF DEMENTIA

- 20% - 30%
- Most commonly caused by strokes

- Lewy Body Dementia
- Fronto-Temporal Dementia
- Various other types of dementia



- 60% - 70%
- Chemical changes in the brain cell cause cell destruction and eventually cell death
- Progressive, symptoms get worse over time



DEMENTIA STATISTICS



Every **3 seconds** someone in the world develops dementia.

- Estimated 50 million people worldwide living with dementia in 2018.
- Number set to rise to 82 million by 2030 and 152 million by 2050

DEMENTIA STATISTICS



PREVALENCE IN SINGAPORE



Source: Well-being of the Singapore Elderly (WiSE) study, by Institute of Mental Health, Singapore (2015)



ADA ORIGINS



Founded in 1990

"The news reported 3 cases of seniors with dementia being abandoned by their families due to the immense challenges of caring for them.

It was heart-wrenching to witness such a social tragedy and I felt something had to be done."

Dr Ang Peng Chye
(President of ADA)

VISION AND MISSION



VISION:

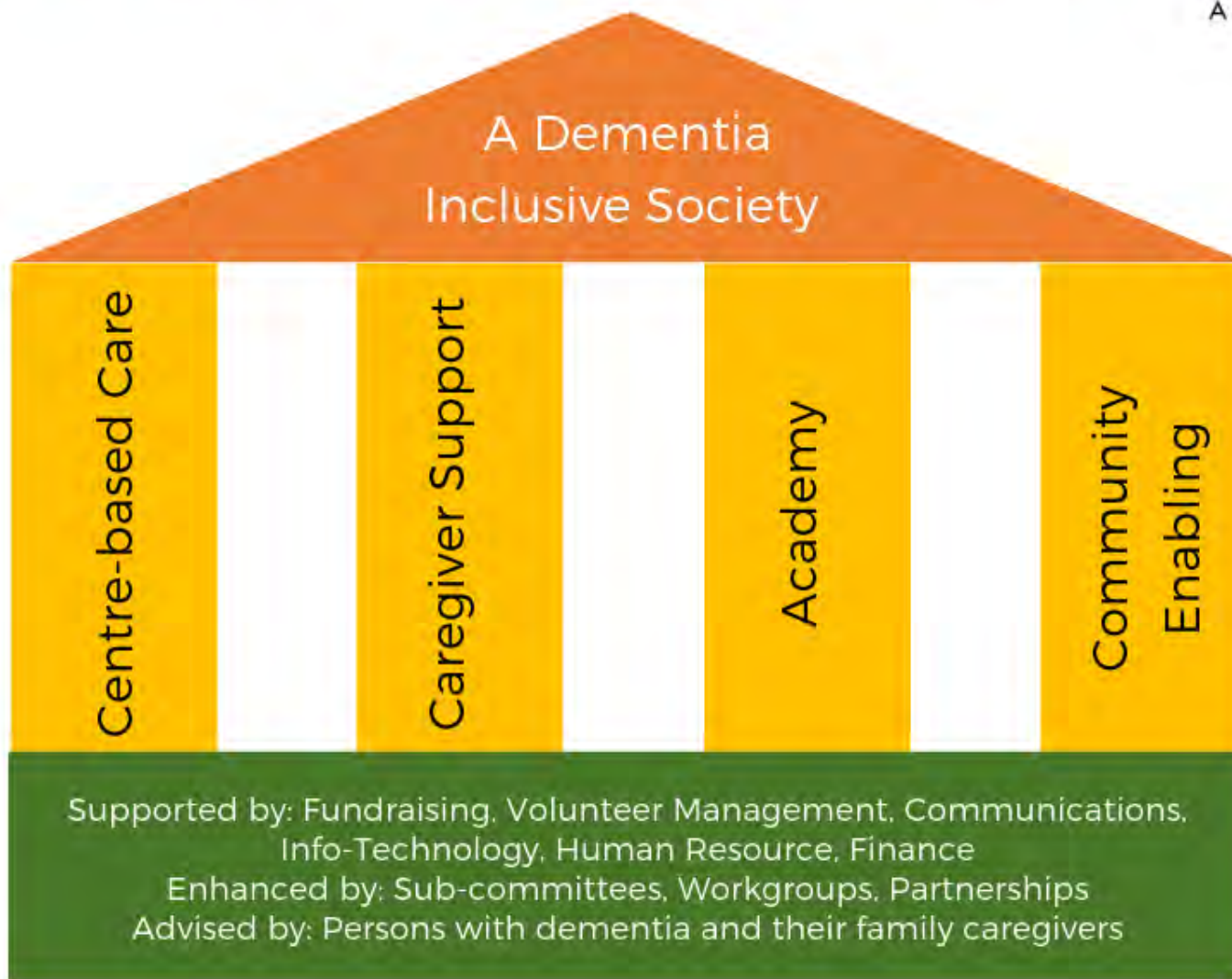
Towards a **Dementia Inclusive Society**

MISSION:

To be recognised as Singapore's leading organisation in dementia care – a **catalyst, enabler, educator and advocate** – that inspires society to regard and respect persons living with dementia as individuals to lead purposeful and meaningful lives.



4 SERVICE PILLARS OF ADA



A Dementia
Inclusive Society

Centre-based Care

Caregiver Support

Academy

Community
Enabling

Supported by: Fundraising, Volunteer Management, Communications,
Info-Technology, Human Resource, Finance

Enhanced by: Sub-committees, Workgroups, Partnerships

Advised by: Persons with dementia and their family caregivers

CENTRED-BASED CARE



New Horizon Centres (NHC)



Family of Wisdom (FOW)



ADA Café



Daycare centres:

- Physiotherapy, Occupational & Art Therapy
- Social & Recreation Activities
- Arts & Reminiscence Activities

Accompanied by Caregivers

- Respite & Emotional support for persons with dementia and their caregivers
- Increase social interaction with meaningful activities
- Empower caregivers with required skills and knowledge to cope better in daily caregiving

Located with FOW Toa Payoh:

- Enable persons with early stage dementia to maintain functional ability by engaging in daily operations i.e. cleaning, serving of food
- Giving them dignity and opportunities to continue contributing to society

CAREGIVER SUPPORT



Dementia Helpline 6377 0700



Caregiver Support Groups



Casework and Counselling



Eldersit Respite Care Service



Person-Centered Home-Based Intervention

ACADEMY



Caregiver Training

- Family Caregiver Training
- Foreign Domestic Workers Training

Professional Training

- Dementia Awareness Workshops
- Dementia Care Competencies
- Dementia Care Mapping™

Consultancy

- Start-up of new dementia services
- Environmental design
- Programme Design & Implementation
- Programme/ Service Evaluation

Knowledge Management & Research

- Person-Centred Approach
- Evidenced Based Interventions

COMMUNITY ENABLING (CE)



Education

(Stigma & Myths Reduced)

- Public Talks & Roadshows
- Schools Projects
- Publications & Materials
- WAM Conference
- National Survey



Enabling

(Partners Equipped)

- Inclusive Dementia Friendly Community
- Community Arts & Dementia
- Volunteer Leaders
- **MEMORIES CAFÉ**



Empowerment

(Self-advocates step up)

- Voices for Hope
- Caring Conversations
- Dementia Advisory Group / Network
- Self-advocacy Projects

MEMORIES CAFÉ



- Weekly 2-hour programme infused with various engagement activities such as **sing-alongs, drumming, story-telling** and **motor-skill activities**.
- To **minimise societal stigma** on persons with dementia and to encourage social acceptance through engagements in **a cafe within a community setting**.
- To provide an **alternative platform** for social interactions and **respite** to persons with dementia and their caregivers, moving away from long-term care environments and their homes.
- To improve relations between persons with dementia and their caregivers.

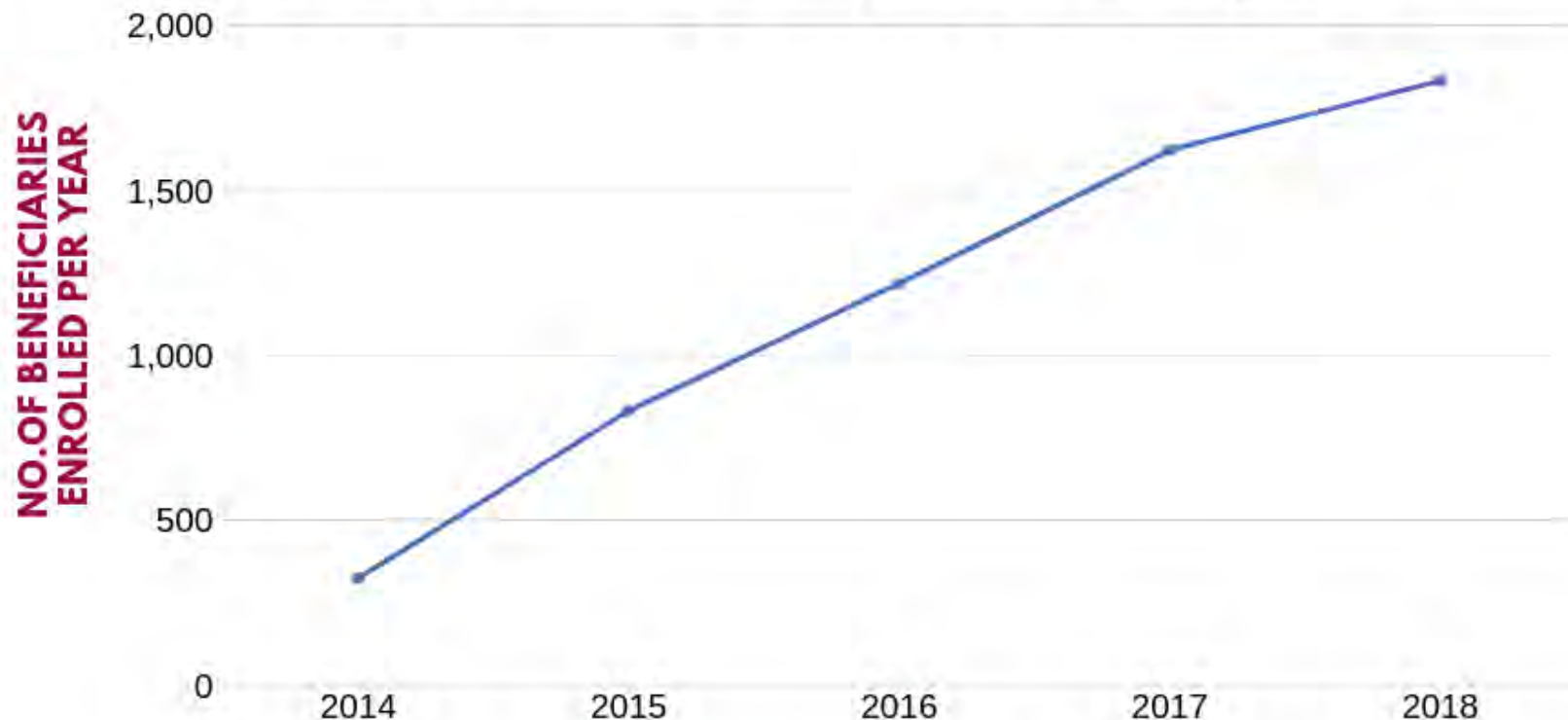
NEED FOR MEMORIES CAFÉ



MEMORIES CAFÉ



Since its inception in 2014, Memories Café has grown from strength to strength & enrollment is currently full at almost every session.



Annual Amount Required to fund Memories Café
30 pax X 50 sessions: \$100,000

HOW CAN YOU HELP



ADA Star Charity Luncheon 2019 **BE A STAR. ADVOCATE LOVE.**

Date : 20 July 2019, Saturday
Time : 12.00pm to 2.30pm
Venue : Four Seasons Hotel
Four Seasons Ballroom (Level 2)
190 Orchard Boulevard
Singapore 248646

100% of the proceeds raised from the
Star Charity Luncheon will be channeled
towards Memories Café.



ADA STAR CHARITY LUNCHEON 2019



Event Supporter*

Sponsorship Package	Amount	Entitlements
Presenter	\$30,000	<ul style="list-style-type: none">✓ 1 complimentary "Royal" table✓ 1 complimentary seat at VIP table✓ Naming rights – "Presented By" on event collateral✓ Verbal Mention by Emcee in opening speech✓ Logo acknowledgement as "Presenter" on Backdrop, Publicity Materials & media coverage (if any)✓ Mock Cheque Presentation on stage✓ Token of appreciation presented on stage✓ Exclusive invitation to ADA's special events

*Eligible for tax deduction of 2.5 times the donated amount.

ADA STAR CHARITY LUNCHEON 2019



Event Supporter*

Sponsorship Package	Amount	Entitlements
Diamond	\$20,000	<ul style="list-style-type: none"> ✓ 1 complimentary Gold table ✓ 1 complimentary seat at VIP table ✓ Verbal Mention by Emcee in opening speech ✓ Logo acknowledgement as "Diamond Supporter" on Backdrop, Publicity Materials & media coverage (if any) ✓ Token of appreciation presented on stage ✓ Exclusive invitation to ADA's special events
Platinum	\$10,000	<ul style="list-style-type: none"> ✓ 1 complimentary Gold table ✓ Verbal Mention by Emcee in opening speech ✓ Logo acknowledgement as "Platinum Supporter" on Backdrop, Publicity Materials & media coverage (if any) ✓ Token of appreciation presented on stage ✓ Exclusive invitation to ADA's special events

*Eligible for tax deduction of 2.5 times the donated amount.

ADA STAR CHARITY LUNCHEON 2019



Table Sales*

Royal (per table of 10 pax)

S\$5,000 (Royal)

**Your donation will allow 5 beneficiaries to attend 16 weeks worth of Memories Café's sessions.*

Gold (per table of 10 pax)

S\$3,000 (Gold)

**Your donation will allow 5 beneficiaries to attend 10 weeks worth of Memories Café's sessions.*

Individual Seat

S\$500

*Eligible for tax deduction of 2.5 times the donated amount.

CONTACT US



Ms. Alice Wong – Head, Fundraising

E-mail : alicewong@alz.org.sg

Phone : 6389 5103

Ms. Lau Ee Min – Executive, Fundraising

E-mail : eemin@alz.org.sg

Phone : 9127 8133

Find out more about us at:



/alz.org.sg



@alz_sg



@alz.org.sg

ADA Star Charity Luncheon 2019

Be a Star. Advocate Love.



We / I would like to make a donation and receive table(s) to attend the Star Charity Luncheon

☐ \$5,000 (Royal Table for 10 pax) x _____ table (s)

Your donation will allow 5 beneficiaries to attend 4 months (16 weeks) worth of Memories Café's sessions.

☐ \$3,000 (Gold Table for 10 pax) x _____ table (s)

Your donation will allow 5 beneficiaries to attend 2.5 months (10 weeks) worth of Memories Café's sessions.

☐ \$500 (Individual seat) x _____ seat (s).

YES! I/We would like to contribute as a Cash Supporter (Please tick the appropriate box.)

PRESENTER (Cash Donation of S\$30,000)

Your donation will allow 10 beneficiaries to attend one whole year (50 weeks) worth of Memories Café's sessions.

- ✓ 1 complimentary Royal table
- ✓ 1 complimentary seat at VIP table
- ✓ Naming rights – "Presented By" on event collaterals
- ✓ Verbal Mention by Emcee in opening speech
- ✓ Logo acknowledgement as "Presenter" on Backdrop, Publicity Materials & Media Coverage (if any)

- ✓ Mock Cheque Presentation on stage
- ✓ Token of appreciation presented on stage
- ✓ Free Corporate Dementia Awareness Talk
- ✓ CSR opportunities for staff
- ✓ Exclusive invitation to ADA's events

☐

DIAMOND (Cash Donation of \$20,000)

- ✓ 1 complimentary Gold table
- ✓ 1 complimentary seat at VIP table
- ✓ Verbal Mention by Emcee in opening speech
- ✓ Logo acknowledgement as "Diamond Supporter" on Backdrop, Publicity Materials & Media Coverage (if any)
- ✓ Token of appreciation presented on stage
- ✓ Free Corporate Dementia Awareness Talk
- ✓ CSR opportunities for staff
- ✓ Exclusive invitation to ADA's events

☐

PLATINUM (Cash Donation of \$10,000)

- ✓ 1 complimentary Gold table
- ✓ Logo acknowledgement as "Platinum Supporter" on Backdrop, Publicity Materials & Media Coverage (if any)
- ✓ Token of appreciation presented on stage
- ✓ Free Corporate Dementia Awareness Talk
- ✓ CSR Opportunities for staff
- ✓ Exclusive invitation to ADA's events

☐

Payment Details

Enclosed is my cash / cheque of S\$ _____ (Amount) _____ (Bank) _____ (Cheque No.) made payable to "Alzheimer's Disease Association".

OR Credit Card Number (Amex / VISA / Master):

□□□□-□□□□-□□□□-□□□□

Expiry Date:

□□-□□

Name of Card Holder: _____

Contact Person Details

By providing the information set out in this form, I/we agree and consent to Alzheimer's Disease Association, as well as its representatives and agents (collectively, "ADA") collecting, using, disclosing and sharing amongst themselves my/our personal data provided above as well as in the records of ADA from time to time, and disclosing such personal data to ADA's authorised service providers, and relevant third parties for purposes in compliance with the Personal Data Protection Act 2012 and reasonably required by ADA to process my donation to ADA. I am also aware that I can withdraw this consent by emailing donation@alz.org.sg.

☐ Tick here if you DO NOT wish to be contacted by ADA to receive information about future fundraising campaigns, volunteer recruitment or other events.

Name (Dr/Mr/Mdm/Ms) : _____ NRIC/FIN/UEN No: _____

Organisation : _____ Designation : _____

Address : _____

Email : _____ Contact (HP): _____ Contact (Office): _____

Signature : _____ Date : _____

(and company stamp, if applicable)

Please Note:

- All cash donations will be eligible for tax deduction of 2.5 times the donated amount (e.g. if you donate \$1,000, you will qualify for \$2,500 tax deduction). In order for your donation to qualify for tax deduction for 2019, please ensure that your details reach us by Friday, 20 December 2019.
- Cheques should be crossed and made payable to "Alzheimer's Disease Association". Please indicate "Star Luncheon 2019" at the back of your cheque.
- For enquiries, please contact Ms Lau Ee Min or Ms Alice Wong at 91278133 / 63895103 or email eeemin@alz.org.sg / alicewong@alz.org.sg.