

# THE ALZHEIMER SOCIETY OF IRELAND

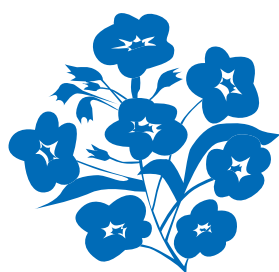
## IMPACT REPORT 2022



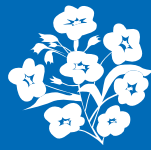
THE Alzheimer  
SOCIETY OF IRELAND







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SOCIETY OF IRELAND



THE Alzheimer  
SOCIETY OF IRELAND

# IMPACT REPORT 2022

## TABLE OF CONTENTS

### I. Section 1

Introduction	03
Services Provided by The ASI	04
Vision, Mission, and Values	05

### II. Section 2

Message From The Chair	06
Message From The CEO	08

### II. Section 3

The ASI 2022 - Infographics	10
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### VI. Section 4 - Achievements

Operations	12
Support Teams	22
Community Engagement	26
Information and Advice Services	32
Finance	38
Fundraising	40
Advocacy, Research, And Public Affairs	50
Human Resources	65
Learning & Development	66
The ASI - 40th Anniversary	70

### II. Section 5

The ASI - Financial Reports	72
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## 01 INTRODUCTION

### THE ALZHEIMER SOCIETY OF IRELAND

**The Alzheimer Society of Ireland is the national leader in advocating for and providing dementia-specific supports and services.**

Our vision is an Ireland where people on the journey of dementia are valued and supported, and our mission is to advocate, empower, and champion the rights of people living with dementia and their communities to quality support and services.

A national non-profit organisation, The ASI is person-centred, rights-based and grassroots led with the voice of the person with dementia and their carer at its core. The ASI also operates The Alzheimer National Helpline offering information and support to anyone affected by dementia at 1800 341 341.

The ASI also provides a number of other supports and services to people with dementia and their carers across Ireland including Day Care, Day Care at Home, Home Care, Family Carer Training, Dementia Advisers, Alzheimer Cafes, and Social Clubs.

# Services Provided by the Alzheimer Society



 **6,479**

Interactions (+5% on 2021)

## ASI NATIONAL HELPLINE

The National Helpline is open six days a week.  
Monday - Friday, 10 am - 5 pm, and Saturday 10 am - 4 pm.  
Call: 1800 341 341 or email: [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie)

## Day Care Service



## Dementia Adviser Service



## Mobile Information Bus Service



## Home Care Service



## Social Club Service



## Support Group Service



FACEBOOK

The Alzheimer Society of Ireland



TWITTER

[alzheimersocirl](https://twitter.com/alzheimersocirl)



INSTAGRAM

[alzsocirl](https://www.instagram.com/alzsocirl)



LINKEDIN

The Alzheimer Society of Ireland

# 01 INTRODUCTION

## VISION, MISSION, AND VALUES



### OUR VISION

An Ireland where people on the journey of dementia are valued and supported.

### OUR MISSION

To advocate, empower, and champion the rights of people living with dementia and their communities to quality support and services.

### VALUES

**Respect:** Due regard for the feelings, wishes, abilities, and rights of others.

**Empathy:** Understanding and sharing the feelings of others.

**Integrity:** Transparent/accountable delivery of all services / strong ethical principles.

**Inclusiveness:** Our community includes all; internal staff, branches, other volunteers, and external stakeholders  
Striving for Excellence.

**Empowering:** By continuous learning to ensure best practice and approach.

### THE ASI'S STRATEGIC OBJECTIVES

- Advocate for rights and resources for people with dementia and their carers and communities.
- Promote and deliver sustainable dementia supports and services.
- Value and develop volunteering and branches.
- Create a culture throughout the organisation where our values and mission are understood and lived.
- Strengthen our organisation's capacity to deliver our strategic priorities.

## 02 A MESSAGE FROM THE CHAIR

**DURING 2022, IT WAS GREAT TO MARK THE 40TH ANNIVERSARY OF THE ALZHEIMER SOCIETY OF IRELAND WITH MANY EVENTS TAKING PLACE THROUGHOUT THE YEAR. IT WAS ESPECIALLY GOOD TO BRING SO MANY OF OUR STAFF, BRANCH MEMBERS, VOLUNTEERS, AND ADVOCATES TOGETHER FOR A SPECIAL CELEBRATION IN NOVEMBER. IT WAS GREAT TO MEET WITH SO MANY OF YOU.**

Marking our 40th Anniversary was a good opportunity to reflect on the last 40 years of the ASI. It has really been built on relationships. The relationships we have with people living with dementia, their family carers; and the relationships we have with each other - between our staff, branches, volunteers, and advocates that makes up the whole of the ASI.

It was also important to remember where we have come from and who founded the organisation all those years ago. We must mention here Winifred Bligh and Imelda Gillespie who met in January 1982. As I'm sure you are aware, Winifred and Imelda had a sister and husband respectively diagnosed with forms of dementia, and as carers they found that not only were they unable to access even the most basic information about Alzheimer's disease or dementia but that information, support, and facilities for families were non-existent. From this first meeting they founded The ASI and set about changing the landscape of dementia care in Ireland forever.

Tracing those early foundation stones of The ASI and taking stock, I also considered where we are – and, indeed, also, where we will be in the future.

- I think of 1987 when the first Day Care service opened in Sandymount in Dublin;





- I think of 1989 when the ASI hosted the ADI International conference in Trinity College Dublin.
- I think of the beginning of the 1990s when a strong Branch network was well on its way.
- I think of 1991, when Alzheimer Europe was formally founded with nine members including Ireland, represented by ASI.
- I think of 2000 when the National Freephone Helpline service was launched.
- I think of 2013, when the Irish Dementia Working Group was founded.

We can now add 2022 to these moments of historical importance for The ASI as we started to reopen our face-to-face dementia supports as the worst of the pandemic passed.

I believe we showed during our response to Covid just how much the organisation rallied and was flexible in staying the course and maintaining the vital support for the people we serve during the most challenging of time.

I am very proud of your adaptability and flexibility that you all showed during the pandemic and during 2022, we slowly started to reintroduce the much-valued face-to-face contact. The ASI has not been an overnight success. However, overnight, our staff all had to change the way you worked and the way you supported people with dementia. And you all did this, and continue to do this, with distinction. Covid gave us our greatest challenge – everyone in The ASI rose to that challenge.

We have all had a few challenging years and we have all had to show so much resilience during this time. And where did we get this resilience? From our deep roots of supporting people and supporting each other. And where did we get deep roots? From years and years – 40 years now

of providing supports and services to those impacted by dementia in Ireland.

We can all say that we are building a solid base and leaving things in a better way than we found them. The ASI has made incredible progress but there is still some road to travel. Since joining the board in 2018, and becoming Chair in 2020, I am immensely proud of everyone's work and when I look back at all our wonderful achievements in 2022, I am reminded of that pride once more.

I know how much your hard work has an impact – we can see it throughout this wonderful report. Well done to all of you for contributing to the achievements in these pages and I'm very proud of you all and all that you have achieved.

In 2022, we bid a fond farewell to former CEO Pat McLoughlin and on behalf of the board of The ASI, I would like to express my gratitude to Pat for his leadership from 2016 to 2022. I must also express my gratitude to Siobhan O'Connor for being our Interim CEO in early 2022, and how delighted we all are to have Andy Heffernan joining as CEO from May 2022. I know that Andy's knowledge, experience, and commitment to person-centred approaches will put The ASI on the right course in the years to come.

I'm truly energised by what I see in this Impact Report for 2022 and I am humbled too.

Thanks,

*Eugene McLague*

Chair of The Board of Directors, The ASI



*I am very proud of your adaptability and flexibility that you all showed during the pandemic and during 2022, we slowly started to reintroduce the much-valued face-to-face contact.*

EUGENE MCCAGUE, CHAIR OF THE BOARD OF DIRECTORS, THE ASI



## 02 A MESSAGE FROM THE CEO

**I WAS DELIGHTED TO START MY ROLE WITH THE ALZHEIMER SOCIETY OF IRELAND IN MAY 2022 AND FELT SO PRIVILEGED TO MEET WITH OUR SERVICE USERS, STAFF, FAMILIES, VOLUNTEERS, AND SUPPORTERS ACROSS IRELAND IN MY INITIAL WEEKS AND MONTHS IN THE ROLE.**



I said at the outset that it was very important for me that the organisation continues our work as the leading dementia-specific service provider in Ireland and continues to work in the heart of local communities providing services and supports and advocating for the rights and needs of all people living with dementia and their carers. and their families across Ireland.

And what a year 2022 – my first, and the organisation’s 40<sup>th</sup> – turned out to be.

In 2022, as we can see from this Impact Report, firm foundations have been put in place over many years to create a forward-looking and modern organisation that helps people living with dementia and their families across Ireland.

I always place great importance on the past and the origins of an organisation as we can learn so much from the past and identify and understand the motivations that prompted the establishment of organisations such as The ASI in 1982.

Last year, during my first year as CEO, I took a great interest to find out about the roots of The ASI and to hear about some of the milestone events and achievements over the last 40 years. I must say it has given me a great sense of admiration and respect for our founders because it is they and their successors who created the vision and developed the foundations on which we base our work on today in the foundations on



*We need to continue to build on the vision of our founders and prepare for the next 40 years.*

ANDY HEFFERNAN, CEO



which we base our work on today in 2022, which is focused on supporting and helping those living with dementia.

Today, as we can see through these pages, a modern and outward looking national charity where vision and innovation are encouraged, as well as a regard for the past and those who shaped the organisation since its foundation. I must also pay tribute to my predecessor Pat McLoughlin who stepped down in early 2022; he has left a legacy of sound organisational capacity and a motivated and committed workforce together with a sustainable foundation for the future. I would also like to acknowledge Siobhan O'Connor who stepped up to the role of interim CEO maintaining a great degree of continuity, and cohesion during this time.

As we look to the future, The ASI is in a good place in 2022, with some 700 staff and numerous volunteers delivering services in over 40 centres, providing home care and day care at home to many people in their homes, providing training for carers, providing vital helpline and advisory services, conducting very real and applied research, and influencing policy through advocacy.

All this underpinned and enabled by our professional teams in National Office and a talented and committed board which provides a framework ensuring good governance, and leadership.

However, as we all know, we can't stand still.

We need to continue to build on the vision of our founders and prepare for the next 40 years. And I truly believe that we can look for the future with a great deal of confidence and self-belief. I can see this throughout this Impact Report our achievements really speak for themselves, and that is right across the spectrum of our supports and services, and the many ways that we help to build communities, fundraise, and create awareness

and build an evidence base to promote dementia policy and our work on an international stage in particular our work in Alzheimer Europe.

The Dementia environment in Ireland has changed significantly in the past 10 years, and it fair to say that we have played a pivotal role in making those changes, but I think it's a much more complex environment and with the imminent launch of the Model of Care programme from the National Dementia Office, it will become even more complex. For the person with Dementia and their families, ease of navigation to the right supports and services is so important.

I would like to thank our Senior Management Team, our wider staff team, branch members, and volunteers. It's the people in The ASI who make things happen, and each and every person no matter what their role is an important part of Team ASI, and we couldn't do what we do without you.

Finally, I would like to thank our Chair of the Board Eugene McCague and all the directors for their time their give to offer The ASI support and guidance. This is much appreciated by everyone.

I look forward to the coming year and the development of a new ASI strategy to drive improvements throughout the organisation, which in turn shall enhance the lives, and experiences of people living with dementia, their family carers, and supporters.

Thanks,

*Andy Heffernan*

CEO, The Alzheimer Society of Ireland

# Information & Advice Services



## NATIONAL HELPLINE

 **6,479**

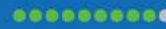
Interactions (+5% on 2021)

## DEMENTIA ADVISER SERVICE

**4,000**  
New Clients  
(+42% on 2021)



**10,800**  
New Meetings  
(+91% on 2021)



## INFORMATION RESOURCES



**3** New Family Carer Resources



## Training And Education



### FAMILY CARER EDUCATION PROGRAMMES

722 Family Carers availing of our training and support programmes both online and in-person (+7% on 2021)



### DEMENTIA FRIENDLY COMMUNITIES

Dementia Awareness Training to 661 people from a range of organisations (+92% on 2021)

# Service Delivery



Day Care Centres  
Attendances

**34,205**



Day Care  
Home Hours

**81,178**

(+21% on 2021)



Home Care  
Hours

**121,169**

(-4% on 2021)



Day Centres  
Reopened

**40**



# Fundraising Income

**€2.9 MILLION**

FUNDRAISING, DONATIONS & LEGACIES INCOME



ALZHEIMERS  
MEMORY WALK

**€110K**



**€239 THOUSAND** THE ASI TEA DAY FUNDRAISING 2022

**€579 THOUSAND** ASI BRANCH FUNDRAISING INCOME

**€481 THOUSAND** COMMUNITY FUNDRAISING INCOME

**€314 THOUSAND** MARATHON & CHALLENGE EVENTS

**€460 THOUSAND** CORPORATE FUNDRAISING INCOME

**€665 THOUSAND** INDIVIDUAL GIVING AND LEGACIES



## Media & Communications



**23**



PRESS RELEASES  
(+4.5% on 2021)

**2149**



MEDIA PIECES  
(+3% on 2021)

**130 MILLION**



MEDIA REACH  
(+2.5% on 2021)

**1138**



PRINT MEDIA  
(+13.6% on 2021)

**5.2 MILLION**

MEDIA VALUE  
(+16% on 2021)



**20%**

FACEBOOK

Reach: 65.6 M (+19.7% on 2021)



**45%**

TWITTER

Reach: 49.4M (+45.2% on 2021)



**52%**

LINKEDIN

Reach: 4.9M (2.1M +132.5%)

## 04 ACHIEVEMENTS - OPERATIONS

### ASI - OPERATIONS HIGHLIGHTS

#### ORCHARD DAY CARE

In May, our fantastic day care centre at The Orchard in Blackrock, Co. Dublin opened a wonderful new garden where our clients can spend time relaxing and can take part in some singing. Our Manager Mary Hickey, here with Head of Operations Siobhan O'Connor shows off the new potting shed that the clients can enjoy. It's such a fantastic outdoor space to have. Thanks to the fantastic work of our volunteer gardener, Kate, for the fantastic work she does to maintain it.

#### CHAPEL GATE ALZHEIMER CAFE

Our new Alzheimer Cafe at the Chapel Gate Cafe in Ballincollig opened in April. Thanks so much to the Brothers of Charity and Manager Anne for the fantastic welcome. It was great to have Consultant Geriatrician Dr Mike O'Connor from St Finbarr's make a visit and discuss how to age well. Well done to Breda, Linda, and Karen for organising, Amy and Deirdre for attending.

#### GLASNEVIN MEMORY GARDEN

The ASI Codex memory garden at our Day Care Centre in Le Cheile, Glasnevin, North Dublin opened in April 2022.

Le Cheile Day Care Centre provides Dementia-specific, person centred care to meet the needs of the person with Dementia in a warm, welcoming, and safe environment while providing support and stimulation. We work with each person to ensure they feel comfortable, and supported and their individual needs are met as far as possible. We offer a wide range of activities including reminiscence therapy, music sessions, gentle exercises, arts and crafts, and personal care.

Many thanks to Codex, not only for sponsoring the garden but for painting and planting, ensuring that there is a fantastic space for our clients to enjoy this summer. A huge thanks to Viktoriya and her team for pulling the project together.

*Top: The launch of The ASI Codex Memory Garden, Glasnevin.*

*Bottom: The Orchard Day Care Centre Garden, Blackrock.*





*Top Left: The ASI Codex Memory Garden, thanks to Codex Ltd for sponsoring, painting and planting the garden. Top Right: A big thank you to Viktoryia and the team for pulling the project together. Middle Left: Launch of the Orchard Daycare Centre Garden. Middle Right: Daycare Social Club Manager Mary Hickey pictured with Head of Operations Siobhan O'Connor. Bottom: Celebrations at the new Alzheimer Cafe at the Chapel Gate Cafe, in Ballincollig, Co. Cork.*

## 04 ACHIEVEMENTS - OPERATIONS

### THE ASI - TREDAGH LODGE DAY CARE CENTRE - DROGHEDA, CO. LOUTH

*“A dream becomes reality - The Tredagh Lodge Day Care Centre is testament to the tireless efforts and dedication of our volunteers, the Drogheda Branch, and the people of Drogheda. 2022 is The ASI’s 40th anniversary and this triumph is a fitting tribute to the work we do for people living with Dementia in Ireland.”*

Andy Heffernan, CEO of The Alzheimer Society of Ireland

Our new day care centre in Drogheda is the culmination of over 20 years of fundraising, lobbying, determination, and extraordinary kindness.

The Alzheimer Society of Ireland was absolutely delighted to officially open our Tredagh Lodge Day Care Centre in Drogheda, this June. Our new state-of-the-art centre will allow us to provide specialist supports and services to hundreds of people living with dementia and their families from the Drogheda, South Louth, and East Meath area, now and long into the future.



#### A PERSONAL PASSION

None of this would be possible without the inspiring members and volunteers of The ASI’s Drogheda Branch, the people of Drogheda, and surrounding areas, Louth County Council, and local businesses and media. For over 20 years, they have gone above and beyond to fundraise and lobby to make this life-changing centre a reality for local people affected by Dementia.

It was back in 2000 that The ASI’s Drogheda Branch set up a special committee to fundraise for the building of a new Alzheimer’s day care centre in the town. One person who was passionate about helping the committee achieve its goal was Ann Shortt, from our Drogheda Branch. Ann has been a prominent champion for the centre for over two decades.

“My father, Joey, developed Alzheimer’s in 2000,” says Ann. “It hit our family hard. The strain of the illness affected every member of our family, and especially





*Left: Ann Shortt, whose tireless fundraising efforts have been instrumental to the opening of Tredagh Lodge Day Care Centre.*

*Right: Gerry Leydon and Ann Shortt with the Mayor of Drogheda, James Byrne, at the opening of the Day Centre.*

my mam. She knew nothing about the illness, and found Dad's mood swings very difficult to cope with."

"Thankfully, there was a small day care centre at Laurence Gate, in Drogheda. This provided valuable support to my mam and the rest of the family. The local nurse manager there would steer us on the right path and answer our questions."

"But it was clear to me and many other local people affected by Alzheimer's that the community would greatly benefit from a larger, purpose-built day care centre. That's something I felt really passionate about, so I started to help with the fundraising. I wanted to give something back for the support my family had received to help us cope with Dad's illness."

"Now, when I stand in the new centre, I have to pinch myself. I never thought I'd see the day when the doors would open. But it's only because of the goodwill of the community that this wonderful centre is here. I'm just one person who is part of this fantastic story. Over the past 22 years, local people have raised €800,000, which is just incredible."

"Yes, it's been hard work. But all the effort that went into every flag day, collection, mini marathon, concert, and other fundraiser has been worth it. We had our first clients come to us in late June and they didn't want to

leave the centre at the end of the day because they'd had such a good time. I think that speaks volumes about this lovely, special place."

## INTERACTION

Inside Tredagh Lodge Day Care Centre there are two warm and welcoming day rooms. One for people who may be experiencing the early stages of dementia, and one for people who have advanced dementia. There's also a special 'sensory table' which uses projectors and motion-activated technology so people can play games and quizzes, watch therapeutic scenes and look at photographs and images that prompt conversations and spark nostalgia.

Overall, the focus of the centre is on stimulating day visitors and encouraging them to interact with each other. Music therapy plays an important role in achieving this goal, as well as a dementia-specific sensory garden, the centre's pool table, regular games of bingo, and art and photographs on the walls of local landmarks from around Drogheda. It feels like every aspect of the centre has been carefully planned to deliver the best possible care and support to the local people it serves.

"The provision of our brand new, state-of-the-art Tredagh Lodge Day Care Centre is the realisation of a

dream,” says Gerry Leydon, Chair of The ASI’s Drogheda Branch. “We now have a day care centre of which we can be proud. Thanks to the tremendous support of local people and businesses over the last 20-plus years. One that can provide the best in terms of day care and supports to increased numbers of people living with dementia, their families and carers in the area.”

At The Alzheimer Society of Ireland, we’d also like to say our own personal thank you to our Drogheda branch, and every other single person who made our new day care centre become reality. You are a fine example of the power of kindness and show what’s possible when a community comes together as one to help people affected by dementia.

*“My Mum is very happy and comfortable at the new centre, she is able to socialise in a safe environment and gets to meet people her own age. They can have a chat and cup of tea together. Dementia is a very isolating illness and the centre offers lots of support by way of interaction with other members. She is very happy to spend time there and looks on her day-care as a social outing.”*

*Top Left: Senator Sharon Keogan with Minister Mary Butler and two of the real heroes of this facility Gerry Leydon and Noel Heeney. Top Right: Linda Maher-Collins whose mum, Doris Maher attends the new Tredagh Lodge centre.*



## 04 ACHIEVEMENTS

### OPERATIONS - A DAY IN THE LIFE

Éilís Cantwell shares her experience as Nurse Manager at Pine Grove Day Centre in Waterford.

In my role as Nurse Manager, I am responsible for providing best practice dementia-specific care to all the clients. We provide and promote a model of care which is person-centred and community-focused with an appreciation of the needs of the carer.

My typical day starts by opening up the centre, checking all is in order before staff and Service Users arrive, and ensuring that health and safety checks are completed.

I meet with staff and we discuss plans for the day, and I will share any relevant updates. The Service Users then will start to arrive and the staff will complete the necessary Covid-19 risk-assessment duties. The Service Users are offered tea or coffee on arrival, and the day's activities begin from there.

Our staff have many years' experience in supporting and helping people living with Dementia, and understand the importance of having a happy, cheerful environment in our day centre.

### SMILES THAT MEAN THE WORLD

The most rewarding part of my job is to see the Service Users smile when we meet them at the door, it is really important to know that the person living with dementia is enjoying the service we are offering. I am very conscious that the person's wishes and choices must be respected at all times. I also enjoy meeting families in the community and signposting them to further support they may need.

The most challenging part of my job is ensuring that we can meet the needs and supports required for those living with dementia in our community. The feedback we get about our Day Care and Day Care at Home model is so positive, and I wish we had the funds to develop these in more communities and enable people living with dementia to remain at home as long as possible.



My role has developed so much throughout Covid-19, with much more responsibility in the area of infection prevention and control. I also manage our Day Care at Home service, which has been operating since the Covid-19 pandemic.

If you need to get more information, or need someone to talk to, please contact our helpline. We will listen and help you on your journey.

### MY BEST ADVICE

The main thing I would say to anyone facing into a dementia diagnosis is: talk to your family about how you feel and what your wishes and preferences are. Be open and speak with your GP also. Keep in contact with your friends and let them know too. Keep involved in activities you enjoy.

***“Doctors have said for many years that being socially active is important for our mental health and well-being. I have seen over the years the positive difference it can make to people attending a day service such as ours. There are supports there if you need them.”***

Éilís Cantwell, Nurse Manager, Pine Grove Day Centre

## 04 ACHIEVEMENTS - OPERATIONS

### LOVE IN ACTION

Roland has been caring for his wife Josette since her young onset dementia diagnosis in 2020. Originally from the Netherlands, Roland and Josette Janssen immigrated to Ireland after more than 15 visits, drawn to the landscape, the music, and the kindness of the people they met in Ireland.

Roland found a job as a printer in Co. Kerry and the couple relocated in early 2005. "We feel so much a part of the community," he says. "It's not 'the Dutch couple' – it's just 'Roland and Josette.'"

*"By the time our second trip to Ireland had reached and, I didn't want to return home to the Netherlands – I had the feeling that I was already home."*

This same community would turn out to be incredibly important to Roland and Josette over the following years – more than they thought possible. It was after a trip home to Holland for a funeral that Roland began to suspect something was amiss with Josette.



### THE EARLY SIGNS

Doctors put the disorientation down to stress and burnout. But when things didn't improve, Roland knew they needed to investigate further. But because of delays caused by Covid-19, it took almost a year to find out that Josette had early onset Alzheimer's.

"Josette was really confused. She didn't know where we were, when the consultant said the word, we just looked at each other," Roland says.

The first thing Roland and Josette did was speak to Dementia Adviser, Amy Murphy, from The Alzheimer Society of Ireland. She helped them understand what was to come, and what resources were available.

"Having this service was a lifesaver, because we didn't know anything about dementia or where to start," Roland says. "Josette was very aware of what she was losing and just how quickly it was happening," he says. "She was smiling less and less."



*Opposite Page: Roland and Josette on holidays in May 2022. Top Left: Roland and Josette on their wedding day in 1990. Top Right: The ASI supports have been a lifeline for Roland and Josette.*

## ONE DAY AT A TIME

Luckily, Roland was able to get much-needed support from The Alzheimer Society. He attended two caregiver courses, which proved vital to his understanding of the disease and what to expect. And Josette began attending Alzheimer Cafes – and absolutely loved it.

“She won’t always remember that the café is on – but she will remember there’s something happy that she’s looking forward to,” Roland says.

Because Josette needs 24-hour care, Roland left his job to look after her. Now, two days a week, he takes her to Day Care in Castleisland, Co Kerry, – which provides an opportunity for her to socialise, and brings a smile back to her face.

Roland is very grateful to The Alzheimer Society of Ireland for the services and support. “We wouldn’t have coped without The Alzheimer Society of Ireland.”

“It feels like the biggest and best community you could hope for. No matter what you go through, you are not alone. Seeing Josette content, having some of the stress and uncertainty taken away – I’ll always be grateful for that.”

## YOUR HELP MEANS EVERYTHING

“The Alzheimer Society has allowed us to stay positive. The information, the support – it makes a massive difference and I don’t know where we’d be if these services did not exist.”

With your help, more people like Roland and Josette can get the support they need to navigate early-onset dementia diagnosis – and to find those precious days and moments of peace and joy.

*“When Josette was diagnosed, we thought about going home to Holland to be closer to family. But Josette does not want to leave Ireland. This is our community, and it’s our home. People have been so wonderful. We wouldn’t have coped without all the help and support The Alzheimer Society of Ireland provided us with.”*

Thank you for making more smiles – more care – more community possible across Ireland.

## 04 ACHIEVEMENTS - OPERATIONS

### DAY CARE AT HOME MANAGER - KAREN FITZPATRICK

My role as a Day Care at Home Manager is to ensure Dementia-Specific and Person-Centred Care is delivered to people living with Dementia in the comfort and safety of their own home.

I supervise, coordinate, and support the work of Healthcare Assistants assigned to clients. Following my assessment, the clients needs are then identified and these needs must then be matched to the work specification given to the Health Care Assistant (HCA).

Day Care at Home (DCAH) is a way of delivering a day care experience to clients in their own home while also allowing their family carer to have a break from their responsibilities temporarily.

This service provides a model of care that is a highly valuable service to people living with Dementia and their families, especially during the Covid-19 Pandemic when Infection Prevention and Control was of the highest importance to us.



#### MY TYPICAL DAY

My typical day starts with checking emails and following up on phone calls from families and carers if any last minute changes to the visit schedule are necessary. Any cancellation from a HCA due to sickness can cause a huge impact to the client and the daily life of a family carer. It is my responsibility to ensure excellent quality and continuity of care is delivered to all our clients on a daily basis. Therefore some days can be challenging organising a replacement HCA to attend to a client. Thankfully I work with wonderful, very passionate, and flexible group of HCA's that keep this service running smoothly every day.

A huge portion of my job as DCAH manager is assessing clients for the service and allocating a HCA to the client. I think it is very important that the client and HCA build a relationship and the client feels comfortable in the company of the HCA. It is very rewarding when I revisit a client and I see the wonderful relationship between client and HCA.

One client recently who was slow to verbalise or interact in the early visits of DCAH now appears to have built up a bond with the HCA and enjoys his time with her giving history lessons on the churches of Cork, a great reminiscence therapy session for him, and she said she is learning so much from him too.

I also work in The Day Centre in Bessboro and this is also a most valuable service we give to people in the community. It gives people the opportunity to be social, meeting people, and to participate in activities together in a Dementia-friendly environment. We are all unique and react differently in social settings and some people may be introverted and anxious in groups therefore DCAH may be more suitable to them. As the proverb says:” One size doesn’t fit all.”

I once invited a client with early stage Dementia to the Day Centre and he became very anxious after five minutes refusing to communicate with anyone and the offer of a cup of tea didn’t help either. He returned to his car and was adamant not to return. Two weeks later I visited him at his home and introduced a HCA to him. He was relaxed and chatted with us in the comfort of his home. It was lovely to see the true personality of this man which was not identifiable in the environment of the Day Centre.

This client now enjoys his DCAH visits every Friday and his wife says he is so stimulated after the visit that it makes her day to see him smiling and chatting and using his iPad again and not just staring out the window anymore. This is very rewarding, and makes me smile knowing we make a difference to the life of this lovely man and his family who help care for him. It is vital we continue to be person centred always in our care.

As well as working as DCAH manager I manage three Alzheimer Cafes. The cafes take place once a month, in Newmarket, Ballincollig, and Carrigaline. Every month we have different speakers who give talks on topics relevant to people living with Dementia ie Geriatrician on positive ageing, Speech and Language therapist on strategies for communication, Solicitor on Enduring Power of Attorney, etc.

Our cafes provide light refreshments and are a lovely place to chat and enjoy social interaction in a supportive environment. The cafes are never complete without a trip down memory lane with a song or two before we say goodbye until the next month. “The Banks of my own lovely Lee” is always a favourite here in Cork!

*Karen Fitzpatrick, DCAH Manager, The ASI*



*Amy, Vanessa, Amanda, Rosemary at The Brain Health Information event, Tralee, July 2022.*

## 04 ACHIEVEMENTS - SUPPORT TEAMS

### NATIONAL OFFICE SUPPORT TEAMS

In our National Office, there are many teams and functions which underpin the work of our wider teams. This support is crucial and so much of the work that happens across the ASI simply would not be possible without this work, which often takes place behind the scenes.

We are very grateful to all our wonderful staff who carry out this work to offer our wider teams support, assistance, and guidance on a day-to-day basis. Here is a flavour from some of our support teams and the work they carried out in 2022.

#### IT SERVICES

The IT Services team completed over 4000+ IT tickets providing support for all The ASI's hardware, software, and IT applications, throughout the 26 counties. Hardware support covers computers, printers, and other such equipment. Software support covers Microsoft Office, Google Apps, Salesforce, etc. The team planned and implemented new products and services to aid IT users throughout The ASI and provided assistance and guidance with regard to the evaluation, purchasing, and installation of hardware and software.

The main achievements in 2022 included migration of the helpline into a new Salesforce org and telecommunications line into the cloud; designed for better functionality and integration into Salesforce, improving data processing, and depleting manual work and uploads by the volunteers; pioneered and piloted tailor-made IT security awareness bite-size training to over 600+ staff improving security awareness; developed and deployed several backup solutions, and disaster recoveries process for various critical processes for The ASI. A new object was built in Salesforce to track volunteers under each cost centre improving the overall tracking of all Volunteers; and fundraising project of new donation pages, designed to provide more user-friendly and flexible donation pages.

*Aditya Dhaked, IT Manager*

#### FINANCE

2022 was a productive year for the Finance team. There have been many improvements throughout the year including the successful implementation of the new consolidated branch finance procedures, and the Improved provision and quality of finance information through the use of advanced Microsoft Excel processes.

I would like to acknowledge the hard work and dedication of the finance team in making these improvements possible.

*Kristina Feeney, Finance Manager*

#### HUMAN RESOURCES

Last year was a very busy year. We successfully recruited for a number of roles last year, including, Care Workers, Administration Assistants, Dementia Advisers, Bus Drivers, and other support roles. There were other Day Care services reopening in 2022, and HR provided extra support to assist where needed.

Throughout 2022, we facilitated online Management Training Webinars. These seminars were informed by feedback from our teams and were held monthly with topics suggested by our colleagues.

In 2022, we rolled out Resilience and Leadership Training workshops. Our new Employee Handbook was launched, we updated our Maternity Leave Policy, upgraded some of our internal processes and issued our first Gender Pay Report, and we rolled out a remuneration project to review rates of pay for some employees.

The ASI continues to lobby the HSE and Government for the necessary resources to improve the pay and conditions of our staff.

*Emma Hart, Interim HR Manager*



## DATA PROTECTION

In 2022 I continued ongoing tasks to ensure GDPR compliance, including the review of ASI data processing procedures and policies such as data retention and use of the postal system, in addition to responding to queries, and incidents as they arose. Data Protection training and raising awareness among The ASI staff remained key with induction, and other online sessions held by role and region.

The ASI participated in the DPO Network workshops conducted by the Data Protection Commission, and attended other third-party privacy events such as Digital Trust Europe. Law Society membership meant The ASI also attended Law Society of Ireland training and events such as a regional symposium, and the annual human rights equality conference.

Regular tasks for the ASI Legal Officer include drafting and finalising suitable property agreements for locations across the country where our charity offers services.

*Clare Murphy, Data Protection and Legal Officer*

## NATIONAL OFFICE RECEPTION AND NATIONAL OFFICE CARETAKER

“It is very important to us that all the friends of the Alzheimer Society of Ireland throughout the country know that myself, Terry, Jason, and Sarah are approachable and can pick up the phone to us (01 2073800) at any time, no matter what their query might be - big or small. Between us, there is nothing we don’t know or can’t find a solution to. We are proud of how we support and facilitate all in the National Office, so the important and life-changing work they do can reach the people that matter most, the families and carers who support those with Alzheimer’s. In the words of Maya Angelou, ‘I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.’”

*Helen Fagan, Reception Team Lead*

## QUALITY, SAFETY & PRACTICE DEVELOPMENT

“QSPD has played a pivotal role in the safe resumption of ASI Day Care. The team developed a guidance manual and provided briefing sessions for DCMs.

We provided mentoring, responded to daily queries supporting managers with their practice in addressing on going concerns. The IPC (standard transmission based) and Cleaning procedures developed have been central in our preventative strategy of Covid-19/ Respiratory Viral infection in The ASI Day Care

“QSPD strengthened the Quality and Safety function of the organisation by collaborative engagement with service manager working groups. The focus of these groups is on quality improvement reflecting and improving what we do well, learning from incidents, and reviewing best practice guidance. These groups are building capacity throughout The ASI to ensure quality safe care for our service users. The first Audit Tool for Homecare services has been developed by the HCCWG comprised of HC and DC at Home managers. Audit processes have been strengthened to include family carer feedback.

“Focus on Dementia Care Practice- In 2022 the QSPD Team was delighted to see the COVID-19 situation stabilise. This has enabled them to the focus on dementia specific care practices. The latter part of 22 saw the role out of briefing sessions on two revised policies: 1. Responding to Service user Communication Needs and 2. Management of NCS/Responsive Behaviour in Dementia. These revised policies are central to embedding the enriched model of dementia care throughout ASI services.

“We are what we repeatedly do. Excellence then is not an act, but a habit.” (Durant 1924)

*Rosalia Kavanagh, QSPD Manager*

## SERVICE USER QUOTES FROM DAY CARE AUDIT

Daughter reported her father to say after his first day “The best day of my life” – in his eyes the staff can do no wrong.

*“I get my own time to re-engage with the local walking group.”*

*“Day care is my lifeline as a carer.”*

*“When every other door closed, ASI opened theirs.”*

*“I value their expert advice in managing situations at home.”*

## NATIONAL OFFICE SUPPORT TEAMS



# CAMINO FUNDRAISING WALK



## 04 ACHIEVEMENTS - COMMUNITY ENGAGEMENT

### DEMENTIA INCLUSIVE GENERATION - COMMUNITY ENGAGEMENT



#### CREATING A DEMENTIA INCLUSIVE GENERATION TRANSITION YEAR PROGRAMME

In November, The ASI was delighted to have The Minister for Education, Norma Foley TD, officially launch the 'Creating A Dementia Inclusive Generation' Transition Year programme and also opened a picturesque new Memory Garden at its Rosemary Day Care Centre in Tralee, Co Kerry.

The launch and opening were officiated by Minister of Education Norma Foley TD, along with staff, volunteers, and guests. Senator Fiona O'Loughlin, Chair of the All-Oireachtas Committee on Dementia, also spoke at the event with The ASI CEO Andy Heffernan, Head of Operations Siobhan O'Connor, and National Community Engagement Manager Cathryn O'Leary.

Cathryn O'Leary, said the 'Creating a Dementia Inclusive Generation' TY Programme aims to educate young people about Dementia and the impact it has not only on the

person living with Dementia but also its impact on the extended family and the Carers.

The programme was created in collaboration with the Dementia Services Information and Development Centre (DSIDC) at St James' Hospital Dublin. The project is an official Challenge Partner with An Gaisce The President's Award, which includes the added opportunity for Gaisce participants to fulfil challenge area requirements. This programme was made possible by the kind sponsorship of our corporate partners, Arthur Cox, and we are very grateful for their support in this adventure.

The Creating a Dementia Inclusive Generation is an innovative new post-primary school programme which aims to educate young people about Dementia and the impact that a diagnosis of Dementia has, not only on the person living with Dementia but also its impact on the extended family and the Carers.

One-third of young people have someone who is living with Dementia this may be a grandparent or a neighbour- but unfortunately, with the increased incidence of early-onset Dementia, it may be a parent.

This TY Programme intends to educate the younger population and give them a better understanding of Dementia, teaching them about the disease's impact and how they can assist people living with Dementia in their communities. It is a programme based on empowerment - giving the youth of society the knowledge to play a key role in diminishing the stigma around Dementia- and making the world a safer and more inviting place for people living with dementia.

The Minister added that for the past 40 years, The ASI had been supporting and empowering people with dementia and their families and helping make the Day Care Centres, such as Rosemary Centre in Tralee, "A Home from Home"

Mr Andy Heffernan, said the standard of care and support provided by the organisation in Tralee, and all over the country was a testament to the hard work of all the staff. He said he was a firm believer in the benefits of the Transition Year Programme. which was all about education and creating awareness, stressing the young people who participate in this programme will be the decision-makers in the years ahead.

The Memory Garden is the result of ongoing work by The ASI, supported by local businesses to oversee the development of the new garden. Research has shown

that whenever a person living with Dementia is at home or in a care facility and has access to outdoor space it is a beneficial factor to their health and well-being. Head of Operations, Siobhan O'Connor, said she was delighted to welcome everyone to our lovely 'Rosemary Centre' named after the Herb of remembrance for this joyous celebration.

The development of the new Memory Garden will be transforming for people living with dementia and their families to enjoy. "Tralee has also evolved into becoming a Dementia Friendly Town, another fantastic accolade for this region," she said.

"Today, we are delighted to be launching the 'Creating a Dementia Inclusive Generation' Transition Year Programme' nationally- here in beautiful Tralee with our Minister of Education here to do the honours. I would like to warmly welcome the students from the local presentation secondary school and their TY coordinator, Marion Cronin, who are one of the first schools to begin the programme.

The ASI would like to thank Minister Foley, Senator O'Loughlin and all the staff, volunteers, and local authorities who made this event possible.

*Main Image: Senator Fiona O'Loughlin, CEO Andy Heffernan, Minister of Education, Norma Foley TD, Head of Operations Siobhan O'Connor, and National Community Engagement Manager Cathryn O'Leary at the Launch of The TY Programme at The Rosemary Day Centre.*

## ALZHEIMER SOCIETY OF IRELAND & FUJITSU VIRTUAL DEMENTIA HUB



In November, The ASI and Fujitsu Virtual Dementia Hub, was awarded The Tech 4 Good Community award at the 2022 Technology Ireland Awards. Fujitsu have been our wonderful Corporate Partners for the past two years and have left us a lasting legacy. We are delighted that their amazing work has been acknowledged by this highly acclaimed industry award.

The ASI and the fantastic team at Fujitsu worked incredibly hard to ensure that the dream of a Virtual Dementia Hub for people living with dementia became a reality.

The Virtual Dementia Hub's mission is to provide a tailored online environment offering a single location for those living with Dementia, and their family carers, to access a wide variety of dementia-inclusive multimedia content. This content is designed to engage, inform and provide stimulation, thus enriching the quality of life for both.

Thank you to all who have contributed to the Virtual Dementia Hub and have helped make it such a success. The Virtual Dementia Hub is free for all to use - please visit [www.virtualdementiahub.ie](http://www.virtualdementiahub.ie) to access.





## 04 ACHIEVEMENTS - ASI BRANCHES

### Q&A WITH CAVAN BRANCH CHAIR, CAROLE BEATTIE



Tell us about your own involvement in the Cavan Branch and when did you get involved?

My husband was diagnosed with Alzheimer's in 2004. My family and I had recently moved to Cavan so as I did not know anyone and didn't really know where to turn for advice. Dementia was not spoken about too much then and after struggling along for several years, I finally discovered The Alzheimer Society of Ireland in 2008 and rang the Alzheimer National Helpline. Unfortunately, apart from a Daycare Service run from Dublin, there was no other help available to me. That was when I received the go ahead to start a Support Group, which I did. This proved to be an instant success as the service was so badly needed here in Cavan. I was asked if I would start a Branch in 2010 and then followed a Social Club, a Sunday morning Garden Choir in our beautiful new dementia friendly garden, and a Reminiscence Walk in our local Park.

Work on the refurbishment of The Cavan Day Centre started last year, tell us about that?

Unfortunately, our Day Centre Building, which belongs to the HSE, was not in a good state of repair, and the Covid-19 shutdown was the final nail in its coffin. So, last year the HSE granted us permission for a complete refurbishment of the building including a new roof and this work was ongoing all through 2022, and we finally opened to our first clients recently.

Tell us a little about getting the garden there back to normality?

Of course, our beautiful garden suffered complete neglect and the building works did not help it, so renovation of that got underway and it is now complete, and is being maintained for our official opening shortly.

Support Groups are such an important social service, how successful was the group in 2022?

Our Support Group restarted face-to-face in 2022. As everyone is aware, the lockdown affected people with



dementia and their carers particularly badly and we discovered how many people were in dire need of support, and information. It has proved to be particularly successful, and we are still increasing our numbers.

Online support was a lifeline to people during the pandemic, tell me about the online choir in?

When we were unable to continue with our Garden Choir, so we went online every two weeks. Once we had mastered Zoom we gathered together musicians from all over Cavan and restarted our new Zoom Choir. It provided a wonderful lifeline for people with dementia and their carers living at home, and we even had four local nursing homes joining us. We invited anyone who wished to sing or recite poetry to do that, and the response was amazing. Music brings such joy to us all.

Your Social Club is key for people to come together, how role did that play bringing people back together after the worst of the pandemic?

Our Social Club restarted as soon as it was safe to do so and what a success it proved to be. Five Nursing homes sent several of their residents and carers along and there they met up with their loved ones in a friendly and safe environment and enjoyed the entertainment together. We also began to see people living at home coming to

join us. Of course, we had strict Covid protocols that we had to follow, but it was a great delight in just being back together again.

You have been successful in getting young people involved in 2022, what impact has that made?

Our Social club was situated beside several colleges and, being an older person, I know how much I enjoy the company of young people. So, I asked the colleges if any of their TY Students would be interested in coming along to our club and serve refreshments, sit and chat with our visitors, and if musical play some tunes. The integration worked wonderfully well, and they have now become a very valued part of our club.

The ASI's Mobile Information Service visited the Virginia Show in 2022, what was that like?

We brought our Mobile Information Bus up to the Virginia Show in August, and next to the Ploughing Championships, it is the second largest agricultural show in Ireland. We acquired a great pitch with plenty of footfall and had our Dementia Adviser on hand to answer questions. We were kept busy all day giving out leaflets, letting people know of our services, and so many people came looking for information.



## 04 ACHIEVEMENTS - DEMENTIA INFORMATION & ADVICE SERVICES

### RESOURCES AND FACTSHEETS

Each year, the ASI produces a wide range of resources and factsheets designed to support and inform anyone affected by dementia.

In 2022, the team produced three new resources for family carers including Pressure Care Advice, Living Well Day to Day, and Assisting with Personal Care. These resources were developed with topic experts including occupational therapists and nursing professionals, and with members of The ASI's Dementia Carers Campaign Network to ensure their relevance and accessibility.

If you would like to order our resources, factsheets, or Help card, contact our National Helpline Call 1800 341 341 or email [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie)

### MOBILE INFORMATION SERVICE

The ASI's Mobile Information Service travels through towns, villages and cities to provide information and support to people with dementia and their families as well as those concerned about their cognitive health.

Once on location, be it in a shopping centre car park or participating in a larger organised event in your area, the service can support Branches and local services to: raise awareness about local ASI services and about dementia; distribute leaflets to people passing-by; invite people on-board to view information and resources; and facilitate private one-to-one conversation on-board.

In 2022, the Mobile Information Service went back on the road following the lifting of restrictions from the Covid-19 Pandemic. Our first outing was the Midlands Regional Hospital in Tullamore in March 2022 and from there our service attended 29 events across 19 counties from memory clinics to farmers markets, food fairs, libraries, shopping centres, agriculture shows, the Galway Races, and the National Ploughing Championships.

If you would like to bring this service to your local area call 1800 341 341 or email [mobileinformationservice@alzheimer.ie](mailto:mobileinformationservice@alzheimer.ie)

### HELPLINE

Our Alzheimer's National Helpline is a confidential information and support service for people with dementia and their families, carers, and anyone concerned about their memory and those working or studying in the field.

The Helpline service aims to provide accurate, up-to-date, accessible, relevant information, and emotional support to our service users.

The Helpline can be contacted on 1800 341 341, [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie), and through a Chat function on the The ASI website, [www.alzheimer.ie](http://www.alzheimer.ie).

In 2022, the Helpline had 6,179 interactions, which was a 5% increase on 2021. Our service works with people throughout the course of the condition and the top reasons for contacting us in 2022 were information requests about dementia, about supports and services in local communities, and about how to manage symptoms and changes that can emerge and live well.

### ROLE OF VOLUNTEERS AND TRAINING

Our trained helpline volunteers form a vital role within the Helpline team. Their dedication, commitment, understanding, and listening ear enables the helpline team to advise, support, and help the people who need us, people living with dementia, their families, and supporters.

Our staff and volunteers returned to our National Office during the year once public health advice allowed, we now operate a hybrid model of service delivery availing of the enhanced technology we implemented during the pandemic thanks to funding received via the Community Foundation, RTE Does Comic Relief in 2021, and the fantastic flexibility and adaptability of the team.

As part of our commitment to ensuring a high-quality service, we held four training and support sessions this year. Topics included Safeguarding Older Adults, updates on ASI and other relevant services which resumed during the year and we were delighted to welcome the Decision Support Office to update our team on the Assisted Decision Making (Capacity) Act.



**HELPLINE VOLUNTEER PROFILE - Q&A WITH LIZ NEIL WATSON**

**When did you get involved with the ASI?**

I've been involved with The ASI for almost 15 years.

**What are your activities and what do they involve?**

I work on the National Helpline. This involves taking calls – usually from family members who are worried a loved one might have dementia, or who are worried about a loved one who has dementia – or from people who are worried about their own memories. Sometimes people just want someone to talk to; someone to listen to them. They just need to talk to somebody and sound things out.

Working on the Helpline involves providing information to people with dementia and their families, signposting services and supports, answering questions about services whether Daycare or Homecare. We also talk to people about different causes of dementia, how a diagnosis of dementia is made, legal and financial affairs and practical tips for living well day-to-day. It's a vast area and every call is different.

**In 2022, what are you most proud of while volunteering on the Helpline?**

I'm proud that I'm still volunteering and helping people. And I feel I am helping. It's lovely when people say at the end of a call: 'Thank you, you've made me feel better.' I can't say I found 2022 any different to any other year. During Covid-19 in particular, people with dementia and their Family Carers struggled a lot. And I think the fact that they could ring and talk to us (Helpline Team) did help them a lot of good.

*Liz Neil Watson, ASI Helpline Volunteer*



**THE ALZHEIMER SOCIETY OF IRELAND**

**Living well day to day**  
 Respect, support and value the person living with dementia.

**Alzheimer National Helpline 1800 341 341**

**Respect, support and value the person living with dementia.**  
 A person with dementia is a unique individual and a valuable human being. As dementia progresses, people can feel vulnerable and need support. Understanding what it's like to live with dementia can help you support them. This factsheet offers suggestions on how to help a person living with dementia to live well. Dementia also affects people in different ways. Their experience of living with dementia daily will be affected by:  
 • their life history  
 • their environment

**What to do if the person does not acknowledge that they have dementia?**  
 When a dementia diagnosis is made, it can be very difficult for that person to accept their diagnosis. They may not be aware of any issue and may feel that nothing is wrong. Sometimes a person does not want to accept a diagnosis because they are afraid and are in denial. Allow them time to come to terms with the diagnosis and let them talk about it when they are ready. Sometimes it can be helpful not to use the word dementia, and use softer terminology to acknowledge how the person is feeling without

## 04 ACHIEVEMENTS - DEMENTIA INFORMATION & ADVICE SERVICES

### DEMENTIA ADVISER SERVICE

**Our Dementia Advisers work with people with dementia, their families, and carers to provide a highly responsive and individualised information and signposting service.**

The expansion of this important service will ensure Dementia Advisers are in place across the country, and providing a vital service for thousands of people living with dementia and their family carers.

A Dementia Adviser is a point of contact for people who are concerned about their cognitive health or who have a diagnosis of dementia. Dementia advisers enable people to take control of their own lives by providing support, practical assistance, advice, and information, and signposting people with dementia and their carers to appropriate services and supports.

**ALZHEIMER SOCIETY  
NATIONAL HELPLINE**

THIS SERVICE IS FREE AND CONFIDENTIAL



**Phone: 1800 341 341**  
**Email: [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie)**

The National Helpline is open six days a week  
Monday - Friday, 10am - 5pm and Saturday 10am - 4pm

**DEMENTIA ADVISER SERVICE**

<b>4,000</b> New Clients (+42% on 2021)	<b>10,800</b> New Meetings (+91% on 2021)
●●●●●●●●●●	●●●●●●●●●●



**3 NEW FAMILY CARER RESOURCES**

### DEMENTIA ADVISERS

Your local Dementia Adviser will work with you to:

- Provide information and advice on your journey with dementia
- Help connect you with dementia supports and services
- Help connect you with local groups and services and
- Help your community to be more dementia friendly.

In 2022, The ASI's expanded team of 29 Dementia Advisers worked throughout the country to deliver this vital service, with huge thanks to funding from the HSE and working with the National Dementia Office, and Minister for State Mary Butler TD.

*"Dementia Advisers offer a lifeline to people in their local communities. It's great to reach the point where everyone in Ireland who wants or needs access to this key community service can do so – no matter what part of the country they live. I would like to say thanks to the expertise of the Dementia Advisers."*

*Pat McLoughlin, former CEO of The ASI.*

## 04 ACHIEVEMENTS - DEMENTIA ADVISER SERVICE

### A DAY IN THE LIFE - DEMENTIA AWARENESS

Maeve Montgomery shares her experience as a Dementia Adviser for Cavan, Monaghan, and Louth.

My typical day begins with emails and phone calls. The most important part of this is getting in touch with people to provide them with helpful information, such as factsheets and booklets. I'll also link them to relevant online support and refer them to other care professionals and services.

During the week, I may also give a group talk about dementia or related topics; plan my next Virtual Dementia Café, which I co-host once a month; or speak to fellow Dementia Advisers about a wide range of issues.

#### PROUD TO MAKE A DIFFERENCE

When I speak to someone who has just been given a dementia diagnosis, I always validate any feelings of sadness they have. I also focus on skills that are still present and discuss ways a person may have to adjust to cope with their illness. My aim is to keep every conversation positive without sounding condescending. I reassure people and answer questions honestly without frightening or distressing them. The most rewarding part of my role is providing advice that makes a real difference to someone's life. During a call, I love it when someone's voice changes to a more positive tone after I've told them about all the specialist help that's available.

However, it can sometimes be very hard to provide advice or suggestions when someone is in denial about a dementia diagnosis. This could be the person with dementia or a family member. That's certainly a very challenging aspect of my job.

#### YOU ARE NOT ON YOUR OWN

The Covid-19 pandemic certainly had a big impact on my work. I missed meeting people and being able to hold their hand when they got emotional. I also didn't get to speak to some people because they didn't want to do a virtual meeting. Many of my clients also lost confidence about going out. They've had to miss family visits, seeing children and grandchildren, and holidays away. Some have also lost skills quicker than expected, due to the pandemic.

Now, hopefully the situation will continue to improve and I'll start to see many of my existing and new clients in person. At The Alzheimer Society of Ireland, we can offer lots of expert help. And I encourage anyone who has just received a dementia diagnosis and their family to get in touch with their local Dementia Adviser. You are not on your own, and every chat is confidential.

*Bottom Image: Maeve (right) demonstrates to staff of Cavan General Hospital how colour can be used to support people with dementia.*



# DEMENTIA ADVISERS

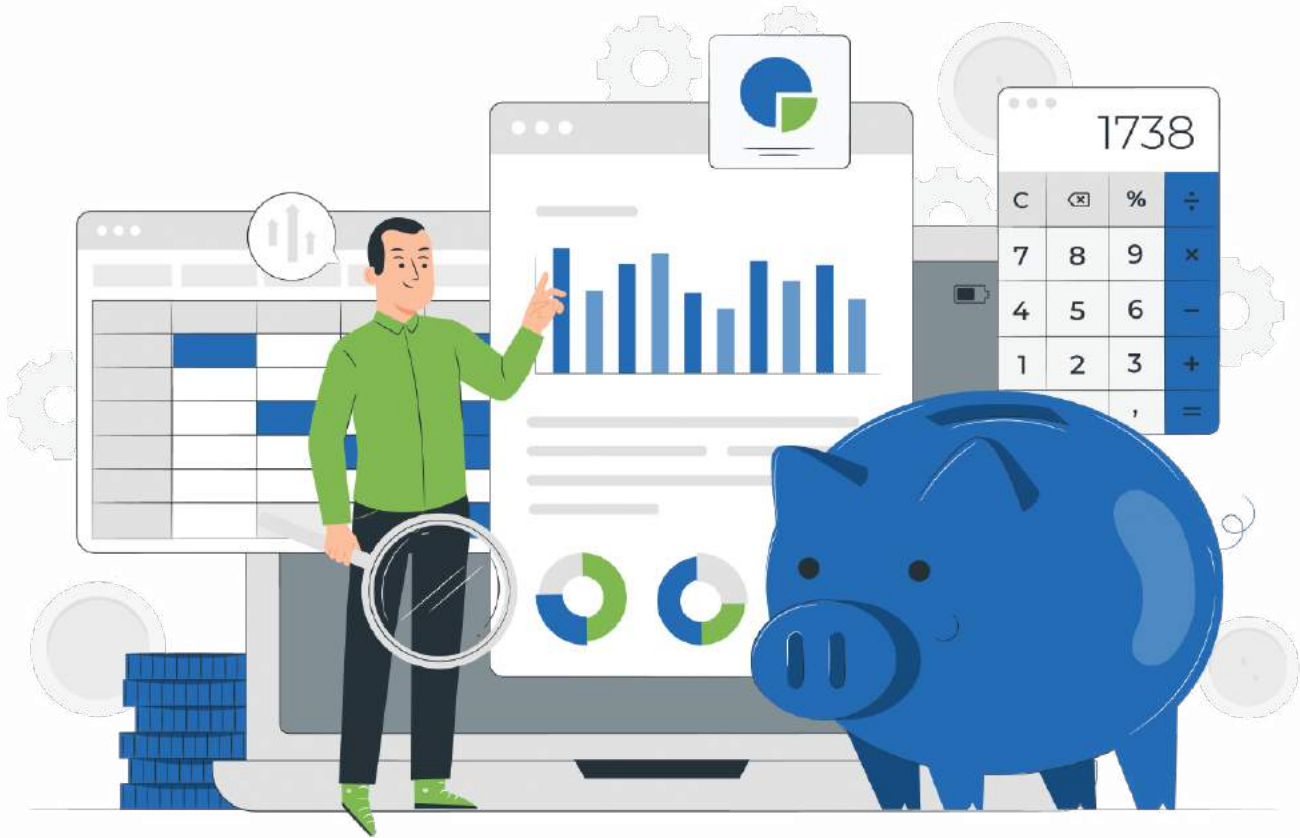


# INFORMATION & ADVICE SERVICES



## 04 ACHIEVEMENTS - FINANCIAL REPORT

### ASI - GENERATED INCOME



#### GRAPH 1 - GENERATED INCOME 2022

The ASI aims to promote sustainable dementia services and, in this regard, generated income of €21.9ml in 2022 from its many partners.

Income received from the HSE accounted for 80% of our total income for which we are appreciative. Through the generous donations of our partners and friends of the Society, The ASI generated a further 12% from fundraising and donations with a further 2% generated through legacies. The ASI received 2% from the generous contributions of those accessing our services whilst 3% was received from the Department of Social Protection CE schemes the ASI operate in Donegal, Laois and Waterford. The remaining income, 1% was delivered from various income sources.

*The full annual financial statements are available on [www.alzheimer.ie](http://www.alzheimer.ie)*

#### GRAPH 2 - EXPENDITURE 2023

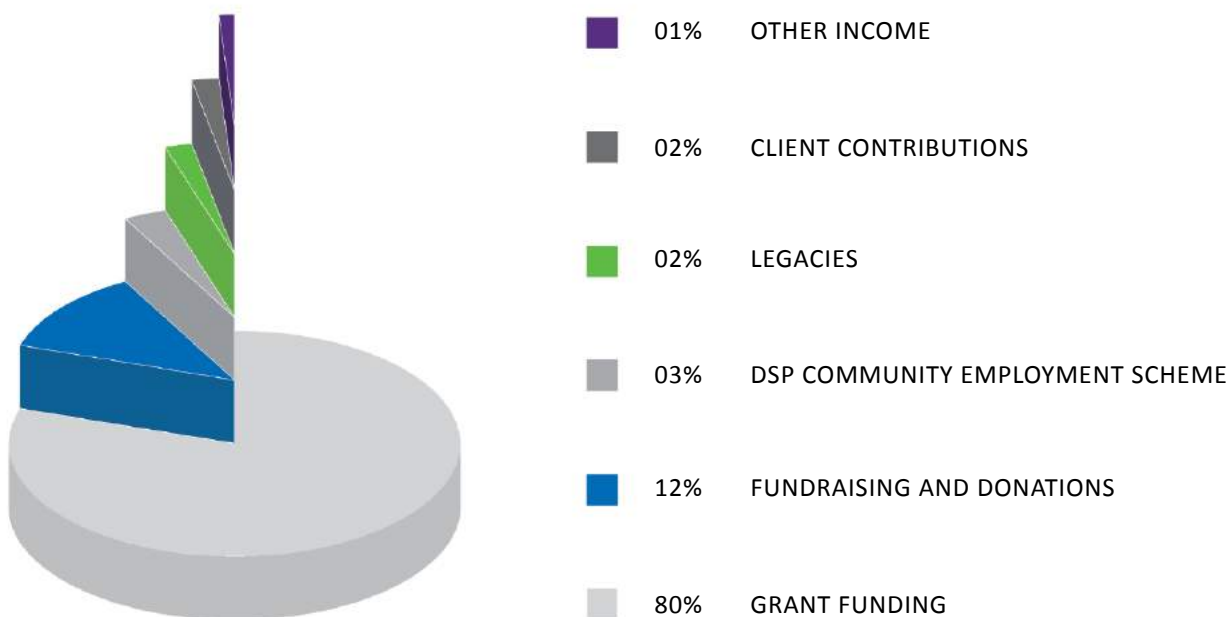
The ASI continued to expand services and therefore increased our expenditure across all services and support activities.

In line with our goal of sustainability the ASI spent 91% of its total expenditure on Service Provision. The cost of generating fundraising funds was maintained at 4%. Other expenditure including raising awareness of dementia and supporting our working groups. The ASI is developing its research expertise and has collaborated on a number of projects through the year.

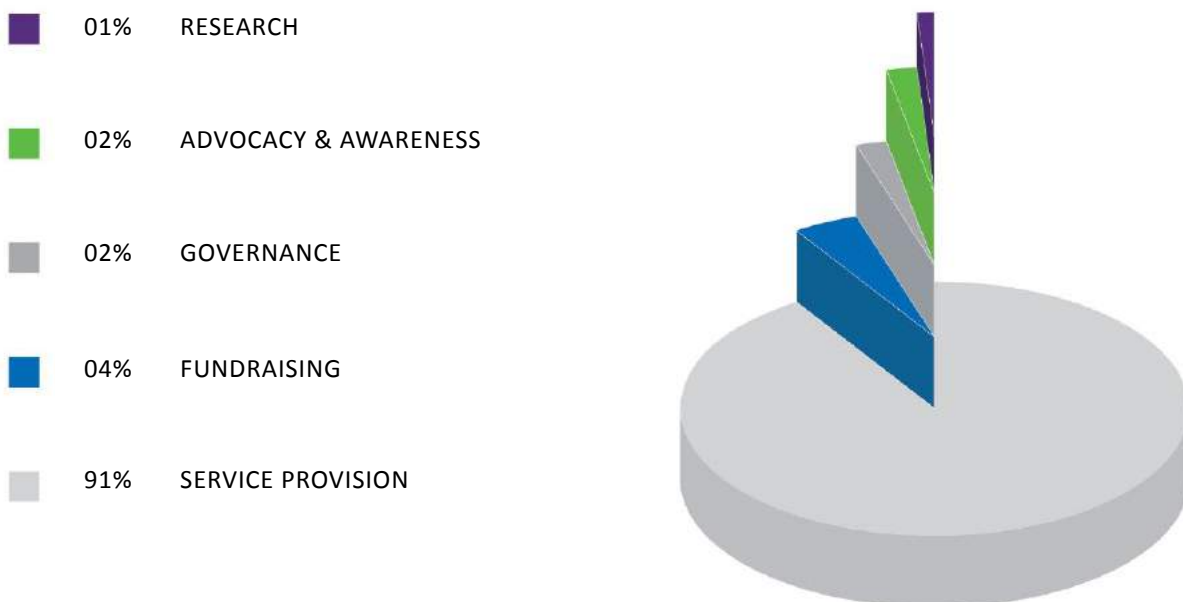
In addition, The ASI spent €566,372 on capital improvements to enhance the services including the completion of the new centre in Drogheda. Capital funds were generated through the generosity of our partners and from existing resources. The ASI has put in place plans to open at several new locations during 2023.



### ALZHEIMER SOCIETY OF IRELAND - GENERATED INCOME 2022 - GRAPH 01



### ALZHEIMER SOCIETY OF IRELAND - EXPENDITURE 2023 - GRAPH 02



## 04 ACHIEVEMENTS - FUNDRAISING

### THE ALZHEIMER SOCIETY OF IRELAND FUNDRAISING

As a registered Charity, ASI depends heavily on fundraising income. The overwhelming generosity and kindness of our supporters saw The Alzheimer Society of Ireland raise over €2.9 million in 2022. The ASI would like to acknowledge the tremendous support and generosity of everyone involved in achieving this. Last year we saw a return to fundraising events which brought us all together, such as our National Tea Day and our annual Memory Walk.

We also welcomed the return of so many local and regional events in our communities. The importance of bringing people together cannot be underestimated and The ASI appreciates the imagination, innovation and effort made across the country to continue raising funds for our essential services and supports for people with dementia and their families.



### CORPORATE FUNDRAISING

We owe our thanks to our corporate partners and business supporters for their generous support during the year. Their commitment, energy, and passion has made a big impact at The ASI with new partnerships created, wonderful projects completed, and incredible fundraising targets achieved.

In July 2022, we were proud to launch the Virtual Dementia Hub (VDH) a co-creation project between Fujitsu and The ASI from our two-year partnership. We would like to thank the team at Fujitsu for their expertise and dedication. The VDH is an innovative and forward-thinking project that will greatly enrich the lives of people living with Dementia and their Carers.

The ASI was honoured to be selected by the staff at Irish Life as their charity of choice for 2022.

Their dedication to the partnership in collaborating with, supporting our work and our campaigns, such as Alzheimer's Memory Walk, was outstanding. They have a wonderful person-centered approach to their work and a culture of charity. They raised an incredible €256,000, their highest to date.



OVERALL INDIVIDUAL INCOME 2022

**€328,459**



COMMITTED MONTHLY DONORS  
(UP €17,000 FROM 2021)

**€92,153**



EXISTING DONORS - DIRECT  
MARKETING APPEALS

**€100,800**



MEMBERS OF THE PUBLIC  
RESPONDED TO ASI NATIONAL  
DIRECT MARKETING APPEALS

**800**



THE ALZHEIMER SOCIETY  
OF IRELAND TAX CAMPAIGN

**€61,541**

## INDIVIDUAL GIVING

The Alzheimer Society in 2022 has placed more resources and investment into our Individual Giving Programme. With the growing numbers of people living with dementia, and family carers we need to continue our growth in this area.

There has been a particular focus on recruiting new individual donors and growing the number of committed donors. Committed donors are individuals who give monthly to the society, allowing us to plan, and deliver our strategy over the coming years.



# 04 ACHIEVEMENTS - FUNDRAISING

## THE ALZHEIMER SOCIETY OF IRELAND TEA DAY 2022



## THE ALZHEIMER SOCIETY OF IRELAND TEA DAY 2022



### ALZHEIMER'S TEA DAY 2022

Alzheimer's Tea Day took place on Thursday 5th May 2022. It was the first year back to a full Tea Day campaign with direct mail and radio advertising since 2019 and the Covid-19 Pandemic. Daithi O'Shea and Sinead Kennedy were the ambassadors for Tea Day. The pack also featured Aisling Hammond from the Dementia Carers Campaign Network and her mother Carmel.

Hosts were recruited through the direct mail pack, radio, and social media. Over 380 hosts registered for Tea Day and a further 430 donated directly to the campaign in lieu of hosting an event. There was still a reluctance from many past supporters to host Tea Day due to ongoing fears around Covid-19.

Alzheimer National Office held it's own Tea Day on May 5th in Blackrock Park, Co. Dublin.

Tea Day 2022 was a great success and we exceeded our target and raised over €239k.



THE Alzheimer  
SOCIETY OF IRELAND

## 04 ACHIEVEMENTS - FUNDRAISING

### COMMUNITY CHALLENGES AND EVENTS ROUND UP



#### DUBLIN MARATHON

We had a brilliant team of fundraisers running on our behalf as part of the first official Dublin Marathon charity programme. We were able to allocate 25 marathon places to fundraisers who raised over €70,000. An incredible achievement and we are so grateful to each and every person who ran and donated! We have doubled our numbers participating in the 2023 Dublin Marathon charity programme and are really looking forward to the event.



#### MINI MARATHON

The VHI Women's Mini Marathon returned to the streets of Dublin for the first time since 2019, and we had a fantastic group of fundraisers taking part on our behalf. It was incredible to meet and greet them all at our base at Brooks Hotel in Dublin City Centre on the day, where refreshments and meeting room facilities were generously provided free of charge by Brooks. They raised over €20,000 as a group.



## CAMINO CHALLENGE

Our Camino Challenge returned in 2022 for the first time since 2019 and we had a fantastic group of fundraisers taking part. They raised over €40,000 and walked 118km over 5 days along the stunning Galician coastline in Spain to their goal, the stunning setting of the lighthouse at Finisterre. It was great to welcome back past participants and greet new faces on this adventure in early September.



## COMMUNITY FUNDRAISERS:

2022 saw a wide range of events organised in communities all over the country by our dedicated fundraisers. Some of the most noteworthy include:

Anne Lynn is a long standing supporter of The ASI, and 2022 saw the first post Covid-19 revival of her usual wonderful Christmas fundraising evening of music, song, and food at her home. An incredible €10,000 was raised on the night.



Anne Weldon has produced a photographic wall calendar to raise funds for Bessboro Day Care Centre. The calendar features some beautiful Irish landscapes and nature images, all taken by Anne. Sales of the 2022 calendar went extremely well and Bessboro benefited to the tune of €11,000 from Anne's efforts. Anne has raised over €45,000 for the Day Care Centre in Bessboro since first starting the calendar project in 2013.



## ACTIVE CHALLENGE FUNDRAISERS:

In a bumper year for Active Challenge Fundraising where over €300,000 was raised by our dedicated fundraisers. Some of the most noteworthy include:

Steve Boyle took on the challenge of cycling and running from Co. Donegal to Glenbeigh in Co. Kerry over three days from April 29th to raise funds for The ASI and Crumlin Children's Hospital. He cycled 120 km and ran 20 km each day during his challenge. Steve's fundraising went incredibly well and he raised over €8,000 for The Alzheimer Society of Ireland.



Mary Bolger Hinds completed an Escape From Alcatraz swim to fundraise on our behalf. She braved the icy waters of San Francisco Bay and raised over €3,000 to support our dementia specific services.

Lisa Farrelly and everybody at Boost My Image BMI Gym in Finglas took on the Obstacle Colour Rush in Dublin 2022, and raised an amazing €4,820 on our behalf. A fantastic group effort that is hugely appreciated!

## 04 ACHIEVEMENTS - FUNDRAISING

### ASI & FUJITSU LAUNCH THE VIRTUAL DEMENTIA WORKING HUB





## DIGITAL INCLUSION

The ASI, presented Fujitsu with an idea to create a platform where activity packs could be accessed online. Fujitsu invited several stakeholders from The ASI to participate in co-creation innovation sessions using Fujitsu Human Centric technology.

“The ASI is hugely appreciative of the support provided by Fujitsu,” said Alzheimer Society CEO, Andy Heffernan. “We’d like to thank the team at Fujitsu for their expertise and time in developing the Virtual Dementia Hub (VDH). I’d also like to thank our staff and volunteers for their consultation and work in the implementation of the VDH. The VDH is an innovative and forward-thinking project that will greatly enrich the lives of people living with dementia and their carers.”

“Fujitsu is proud to have been involved in the co-creation of the Virtual Dementia Hub Fujitsu,” said Fujitsu CEO Tony O’Malley. “We recognise the importance of using our human centric technology to tackle real life problems and give back to the community. The Virtual Dementia Hub will leave a lasting legacy of our partnership with The Alzheimer Society of Ireland, which carries out brilliant work across Ireland.”



Alzheimer  
SOCIETY OF IRELAND



# AL DEMENTIA WORKING HUB







## 04 ACHIEVEMENTS - ADVOCACY, RESEARCH, AND PUBLIC AFFAIRS

### BRAIN HEALTH BRIEFING AND SEANAD DEBATE



**IN MARCH 2022, THE THE ALZHEIMER SOCIETY OF IRELAND HELD A BRIEFING ON BRAIN HEALTH AND DEMENTIA IN LEINSTER HOUSE.**

*Seanad Debate: Professor Iracema Leroi, Professor Geriatric Psychiatry, Faculty member Global Brain Health Institute, Professor Sean Kennelly, Consultant Physician Geriatric and Stroke Medicine, Faculty Member Global Brain Health Institute, Senator Fiona O'Loughlin, Chair All Party Oireachtas Group on Dementia, Kevin Quaid, living with Lewy Body Dementia, Chair Irish Dementia Working Group, Author, Professor Mary McCarron, Professor Intellectual Disability and Ageing, Dean Health Faculty TCD, Samantha Taylor, Head of Risk, Compliance and Dementia Advisory Services, The ASI, Siobhan O'Connor, Head of Operations and acting CEO The ASI*

The event was attended by TDs, Senators, and political staff and focused on modifiable risk factors for dementia as well as progress regarding disease modifying therapies.

The briefing was led by The ASI in collaboration with people affected by dementia, clinicians, and academics to bring a strong message to the Oireachtas.

Following the briefing there was a debate on Brain Health and Dementia in the Seanad attended by Minister for Mental Health and Older People Mary Butler. The Seanad heard powerful personal testimonies from politicians on the impact of dementia on their families as well as strong advocacy for service provision. The Minister committed to funding for brain health awareness within the National Dementia Office and outlined her support for the work of the Alzheimer Society of Ireland.

#### **PRE-BUDGET SUBMISSION: DEMENTIA CAN'T WAIT**

The ASI made a Pre-Budget Submission (PBS) to Government regarding dementia funding for the year ahead. After robust consultation with stakeholders including people living with dementia, those who care, The ASI team including Dementia

Advisers, Operations Team, The ASI’s Senior Management Team, and Advocacy Sub Committee and a public survey we lobbied for:

**INTERNAL FUNDING**

To ensure The ASI can continue to deliver and develop life-enhancing dementia services and supports; Day Care, Day Care at Home, community engagement initiatives, and inclusive dementia supports.

**KEY DEMENTIA PRIORITIES (EXTERNAL TO THE ASI)**

To ensure the implementation and funding of national policy; the Draft Model of Care, increased access to home care for people with dementia.


**FUNDING FOR OTHER DEMENTIA ISSUES**

The ASI looked at the wider dementia landscape and advocates for ongoing development and funding of matters such as brain health initiatives and dementia research.

**LEINSTER HOUSE TEA DAY**


The ASI brought people affected by dementia to Leinster House to mark Tea Day 2022 and speak about the support they need from political representatives. The event hosted by the All-Party Oireachtas Group on Dementia was an excellent opportunity to chat informally and build greater understanding of the issues faced by people affected by dementia.

**PRE-BUDGET SUBMISSION IN NUMBERS**




**101**

**LOBBYING**  
101 Phone Calls To Political Representatives By Advocacy Team, Zoom Meetings, Local Constituency Work By Advocates And Staff.



**2919 - 543**

**LOBBY FORM**  
2919 Emails Sent By 543 People



**57**

**PBS LAUNCH**  
57 Politicians Lobbied

**DEMENTIA FUNDING IN BUDGET 2023**



**5.2 million**  
To increase the ring fenced funding for dementia specific homecare to 15%



**6.9 million**  
For implementation of National Dementia Strategy



**2.1 million**  
Confirmed for Dementia Day services



**1.7 million**  
Confirmed for Day Care at home funding in the annual HSE budget



*At the launch of the PBS: Chair of the Irish Dementia Working Group Kevin Quaid, Chair of the Dementia Carers Campaign Network Helena Quaid, Kieran The ASI Board of Directors' Member Kieran McGowan, Head of Advocacy, Research, & Public Affairs Cormac Cahill, Head of Operations Siobhan O'Connor, and Research & Policy Manager Dr Laura O'Philbin.*



*Leinster House Tea Day: ASI Staff, Advocates, and Board Members with Mary Butler TD, Minister for Older People and Mental Health.*

## 04 ACHIEVEMENTS - ADVOCACY, RESEARCH, AND PUBLIC AFFAIRS

### COMMUNICATIONS - MEDIA HIGHLIGHTS 2022



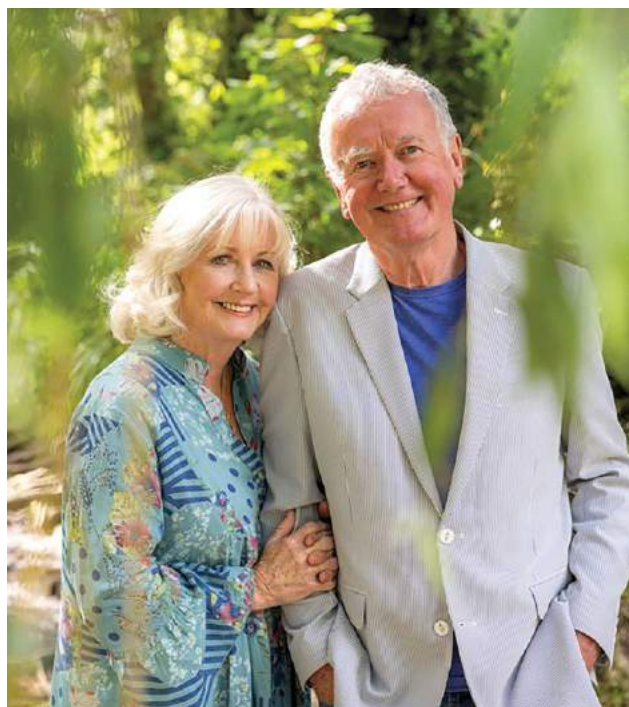
[Vice-Chair of The Irish Dementia Working Group Helen Rochford-Brennan on Tommy Tiernan](#)  
*January 2022*

Helen Rochford-Brennan appeared on The Tommy Tiernan Show on RTE. In a powerful interview, the global dementia ambassador spoke in-depth about living with early-onset Alzheimer's dementia and about her work campaigning for people with the condition.

The Alzheimer Society of Ireland received an overwhelming and hugely positive response to Helen's appearance on the show, via social media.

[Bryan Murray and Una Crawford O'Brien Reveal Bryan's Alzheimer's Diagnosis](#)  
*August 2022*

Fair City and real-life couple Bryan Murray and Una Crawford-O'Brien spoke publicly about Bryan's Alzheimer's diagnosis in an exclusive interview with the RTE Guide. Bryan and Una's story garnered significant



media interest and raised awareness of dementia and the work The Alzheimer Society of Ireland do.

The Communications team worked closely with Bryan – a member of The Irish Dementia Working Group – and Una and The RTE Guide for months ahead of publication to ensure their story would be handled with sensitivity and care.

[The Alzheimer Society of Ireland and Irish Dementia Working Group appear in National Media, Responding to Positive News about Lecanemab Clinical Trials](#)  
*November 2022*

The Alzheimer Society of Ireland's response to the announcement of results around lecanemab, at the annual Clinical Trials in Alzheimer's Disease (CTAD) conference in San Francisco was widely reported by National Media.

*Top Left: Helen Rochford-Brennan on Tommy Tiernan Show.  
Top Right: Bryan Murray and Una Crawford-O'Brien.*

## 04 ACHIEVEMENTS - ADVOCACY, RESEARCH, AND PUBLIC AFFAIRS

### THE IRISH DEMENTIA WORKING GROUP - 2022, A YEAR IN REVIEW

The Irish Dementia Working Group supported by The Alzheimer Society of Ireland worked hard to amplify the lived experience of dementia, raise awareness, and challenge stigma in 2022.

#### FOURTEEN ENGAGEMENTS WITH HEALTHCARE PROFESSIONALS

Including Education:

- Social Work Students
- UCC Medical & Medical Science Students
- NUIG Occupational Therapy Students
- Tallaght Hospital Symposium

Developing materials and healthcare policy:

- Occupational Therapy Book
- Decision Support Service work with HSE
- Genomics in Neurological Healthcare

The Service Users are offered tea or coffee on arrival and the day's activities begin from there. Our staff have many years' experience in supporting people living with dementia and understand the importance of having a happy, cheerful environment in our day centre.

#### TWO NATIONAL POLICY ENGAGEMENTS:

- National Dementia Inclusive Communities
- HSE - Human Rights & Equality Office

#### FOUR MEDIA ENGAGEMENTS

Including the RTE Guide, Six One News, Irish Independent.

#### FIVE PROJECTS SUPPORTED FOR ASI

- Creating content for The ASI 40<sup>th</sup> anniversary
- Joining the DA team for induction and speaking at 3 Information events
- Supporting the L&D team to develop training material
- Working with the Community Engagement Team on the Virtual Dementia Hub
- Supporting the Fundraising Tea Day event.

#### THIRTEEN MEETINGS

Including the first in person meeting of the group since Covid-19, two in person Steering group meetings and 10 online meetings/focus groups.

#### REPRESENTING IRELAND

Contributing to European policy, in-person and online meetings, and speaking engagements.

#### COMPLETION OF CO-CREATED BRIEFING PAPER

Adult Safeguarding and People With Dementia In Nursing Homes.



Frank Golden, Marguerite Keating, Kevin Quaid, Gerry Paley with Advocacy Engagement and Participation Officer Saoirse Kelly.



## THE IRISH DEMENTIA WORKING GROUP - 2022, A YEAR IN REVIEW

### RIGHTS MADE REAL

The group held the first ever training course in Ireland for people with dementia to learn about their human rights this year. The course called Rights Made Real funded by the Irish Human Rights and Equality Commission took place in Cork and Dublin with four modules in each location and 17 people completed the course.

### FEEDBACK

*'My rights are as equal to anyone else's.'*

*'Definitely feeling more confident.'*

*'I know how to stand up for my rights, I'm going to look over the notes, and learn more.'*

### FOURTEEN CONFERENCE PRESENTATIONS

Including 11 in person presentations, one poster and two virtual presentations at Engaging Dementia, Alzheimer Europe and Alzheimer Disease International.

### FIVE POLITICAL ADVOCACY ENGAGEMENTS:

- Brain Health Briefing at the AV Room Leinster House (speaking and press)
- Pre Budget Submission launch (speaking and photoshoot)
- Members contacted local politicians by phone and email
- Attending the Tea Day and Christmas Jumper days at Leinster House hosted by Party Oireachtas Group on Dementia

### ELEVEN COMMUNITY & ARTS PROJECTS

- Significant support for the Dementia Understand Together Campaign - focus groups, development of logo, joining working group and development of champion training
- The ongoing development of Dementia Inclusive Gallery Tours with the Irish Museum of Modern Art
- Supporting local Dementia Cafes including Tea Time with Lewy (online) and new cafe in Tipperary



## 04 ACHIEVEMENTS - ADVOCACY, RESEARCH, AND PUBLIC AFFAIRS

### THE DEMENTIA CARERS CAMPAIGN NETWORK - 2022, A YEAR IN REVIEW

The Dementia Carers Campaign Network, supported by The Alzheimer Society of Ireland worked to be a voice of and for carers of people living with dementia in 2022.

*“The DCCN provided invaluable insights from their lived experience. We are extremely grateful for their time and expert contributions.”*

Amanda, ASI Information Team.

#### SIX MEDIA ENGAGEMENTS:

- TV3 News
- RTE Drivetime
- Local Radio
- RSVP Magazine

#### THREE NATIONAL POLICY CONSULTATIONS:

- Decision Support Service re the Assisted Decision Making & Capacity Act
- Dept of Health Palliative Care for Adults Consultation
- Dept of Social Protection Carers Forum

#### NINE ARTS ENGAGEMENTS

- Development of New Theatre Piece, Lost Lear
- Publicity Supporting Relaunch of Azure Tours (Dementia Inclusive Gallery Tours)
- Support For The DLR Lexicon
- DLR Arts Office Significant Dementia Project
- Art Exhibition and Yes, But Do You Care?
- Event At Irish Museum Of Modern Art.

#### NINE PROJECTS SUPPORTED FOR ASI

- Support for 40th Anniversary event with the Communications team
- The Fujitsu Dementia Hub (focus groups, launch, and video) with the Community Engagement Team
- Reviewing Fact sheets with the Information Team
- Collaboration with L&D Team for Champion Induction Dementia Adviser Induction, presentations, and collaboration re recruitment Focus group with IDWG for Nursing Home Paper
- Tea Day letter and event photos with the Fundraising Team
- Memory Walk photos and videos with the Fundraising Team
- Creating content for Memorable Magazine.

#### UNDERSTAND TOGETHER CAMPAIGN

- Focus group for campaign aims and objectives
- Video content for Champion event Focus group on symbol development
- Creation of material for Champion Induction
- Participation in UT Working Group.

#### POLITICAL ADVOCACY

- Pre-Budget Submission launch (speaking, media, and photoshoot)
- Our members contacted their local politicians by phone and email
- Attendance at Brain Health Briefing hosted by the Party Oireachtas Group on Dementia.

#### EIGHT DCCN MEETINGS

- Committee Meetings and wider Network Meetings Including Resilience training for members.

#### FIVE CONFERENCE PRESENTATIONS

- Alzheimer Disease International Engaging Dementia,
- Alzheimer Europe.

#### AMPLIFYING THE CARER VOICE

- Campaign to bring Carer Perspective on home care to policy makers - HIQA, HSE, Dept of Health, Joint Committee on Health
- Social Media Campaign
- Supporting National Carers Week
- Speaking at webinar on non-cognitive symptoms of dementia with National Dementia Office and HSE Safeguarding Office
- Membership of The ASI Dementia Research Advisory Team
- Research with member Eithne on hearing loss
- Membership of the Care Alliance Family Carer Research Group
- Review of the National Clinical Guidelines for psychotropic prescribing
- Dementia and Delirium Steering Group St Vincents Hospital
- Focus Group with Boots Pharmacy.



*Irish Dementia Working Group  
Group Meeting - July 2022.*



*Chair of the Dementia Carers Campaign Helena Quaid,  
Virgin Media Ireland TV Interview.*



*Head of Advocacy, Research, and Public Affairs Cormac Cahill,  
Senator Fiona O'Loughlin, Chair All-Party Oireachtas Group.*



*Kevin Quaid, Chair Irish Dementia Working Group,  
Helena Quaid, Chair Dementia Carers Campaign.*



*Congratulations to Paddy Crosbie who will take on a role  
with the European Dementia Carers Working Group.*



*Samantha Taylor, Head of Risk, Compliance, and Dementia  
Advisory Services, Senator Fiona O'Loughlin.*

## 04 ACHIEVEMENTS - ADVOCACY, RESEARCH, AND PUBLIC AFFAIRS

### ALZHEIMER EUROPE 2022



#### The Alzheimer Society of Ireland took an active part in Alzheimer Europe in 2022.

New CEO Andy Heffernan joined the Alzheimer Europe Board of Directors.

The Advocacy team supported people affected by dementia to have a strong voice in Europe:

- Kevin Quaid who lives with Lewy Body Dementia and is Chair of the Irish Dementia Working Group, was voted on as Vice-Chair of the European Working Group of People with Dementia.
- Marguerite Keating who lives with Alzheimer Disease and is a member of the Irish Dementia Working Group was nominated by The ASI as a new member of the European Working Group of People with Dementia.
- Paddy Crosbie who cared for his husband Derek and

is a member of the Dementia Carers Campaign was nominated by The ASI as a member of the newly formed European Dementia Carers Working Group.

Several ASI staff and advocates presented at the 32nd Alzheimer Europe Conference “Building Bridges” in Bucharest, Romania, in October, presentations included:

- **RESEARCH AND POLICY**
  - » TeamUp for Dementia Research: Investigating the needs and experiences of people living with dementia who contribute to dementia research.
  - » Dementia Research Advisory Team members collaborate in Running our Own Research Project.
  - » Young onset dementia in Ireland – Can policy help at a local level?
  - » Involving the needs and experiences of people affected by dementia in research: Lessons from the experts.

- **ADVOCACY**

- » A voice for the Voiceless -Safeguarding people with dementia in long term care in collaboration with Professor Sarah Donnelly
- » Don't have this conversation without me – the importance of involving people with dementia
- » The importance of Early Diagnosis – the perspective of a person living with dementia
- » The Dementia Carers Campaign Network journey;
- » sharing our advocacy experiences and learning
- » From researcher to researched – the experience of a professional researcher who became a family carer
- » Bringing the Brain Health message to the Irish Parliament.

Members of the Advocacy, Research, and Public Affairs team attended online Alzheimer Academy sessions and online and in-person Company Round tables and European Parliament lunch debate engagements.

*Main Image: Former ASI CEO Pat McLoughlin, MEP Deirdre Clune of the European Alzheimer Alliance, ASI CEO Andy Heffernan and Head of Advocacy, Research, and Public Affairs Cormac Cahill at a European Parliament lunch debate in Brussels on June 14th 2022.*



## 04 ACHIEVEMENTS - RESEARCH AND POLICY

### TEAM UP FOR DEMENTIA RESEARCH



**Established in 2021, TeamUp for Dementia Research (TUDR) celebrated its incredibly successful first year with an outpouring of support from members and the research community.**

Maintaining a consistent social media presence throughout the year and delivering numerous presentations (including Alzheimer's Cafés and featuring in Dementia Research Network Ireland's (DRNI) Hot Topics webinar series) has grown both the service's profile and its membership base. Now supporting over 300 people affected by dementia to take part in ethically approved dementia research in Ireland, the TUDR service continues to be a vital link in connecting potential research participants with researchers working in the field.

As an active service offering a rich variety of projects, TUDR supported participant recruitment in nearly 20 different studies in 2022. The person-centred, streamlined

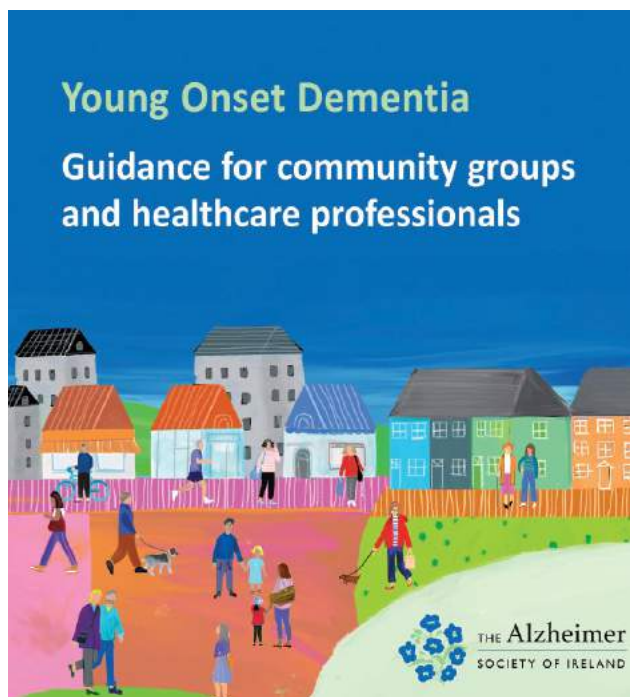
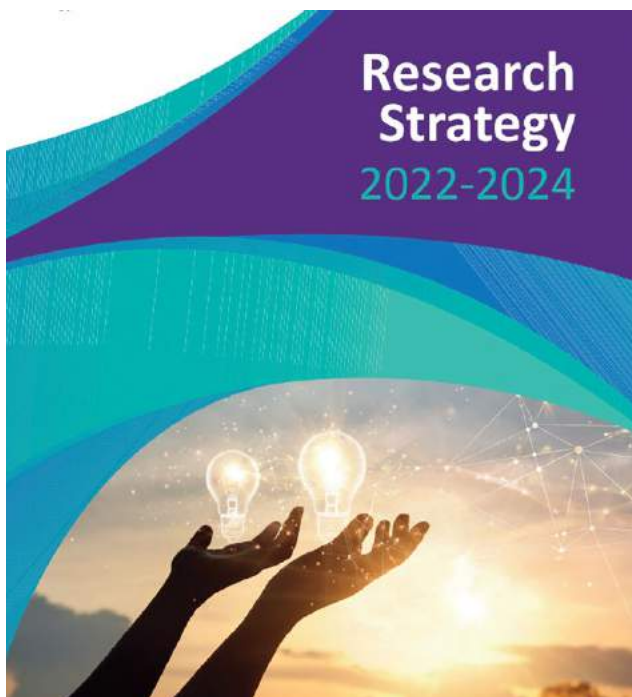
approach of the service ensures the members are offered research opportunities relevant to their preferences.

Members undertook a variety of activities such as interviews, focus groups, and surveys. They contributed to lab-based, online and in-person research, and reported back overwhelmingly positive experiences of taking part in dementia research. The service is adaptive and responsive, continuously improving itself to honour its person-centred ethos.

A recording of the DRNI Hot Topics webinar is available on the ASI's official YouTube channel.

#### DEMENTIA RESEARCH ADVISORY TEAM

As Person Public Involvement (PPI) continues to grow and be recognised as best practice in research, the members of the Dementia Research Advisory Team (DRAT) are looked to as leaders in this area.



Members were invited on a number of occasions to contribute to and deliver, workshops and presentations to the research community on the importance of PPI in research and how to build a successful PPI partnership. They also collaborated with researchers on 15 different projects, spoke at national and international conferences, and took part in reviewing research applications.

Upskilling and training opportunities build the capacity and confidence of the members of the DRAT. Undertaking Facilitation Training allowed the members to fine-tune their active listening skills and a busy schedule of PPI engagements meant they could apply the learnings gained from this session immediately.

In a first for an Irish PPI panel, the members have also been carrying out their own research project. From concept, through design, planning, and data collection, the members worked together on all aspects of this project, supported by a Research Assistant and The Alzheimer Society of Ireland's Research Project Officer. This novel undertaking speaks to the commitment of The Alzheimer Society of Ireland to developing and delivering authentic opportunities for research leadership for the members of the Dementia Research Advisory Team.

More details on the work of the Dementia Research Advisory Team can be found on [Alzheimer.ie](http://Alzheimer.ie)

## PUBLISHED RESEARCH STRATEGY

In early June, the Research & Policy Team published The Alzheimer Society of Ireland's 2022-2024 Research Strategy. This strategy sets the priorities, objectives, and actions to guide the work of the team over the next two years. It was developed following a robust consultation process involving almost 300 individuals including ASI Staff, volunteers, people with dementia, family carers/supporters, and the research and clinical communities.

To deliver on this Research Strategy, The Alzheimer Society of Ireland will:

- Support the development of essential research infrastructure in Ireland to assert research readiness and prepare for current and future developments in the field.
- Develop and support quality dementia research that is in line with The ASI's mission and values and is important to our communities of people living with dementia, family carers/supporters, staff and branches.
- Translate and disseminate evidence-based research to promote public awareness of dementia research.

You can read the strategy in full on [alzheimer.ie](http://alzheimer.ie)

## YOUNG-ONSET DEMENTIA REPORT

In late September, The ASI commissioned and published a report and guidance for community groups and healthcare professionals on the topic of young-onset dementia.

A research team from University College Cork developed a report and used this to create evidence-based guidelines on how dementia service providers and community groups can best support people with younger onset dementia (YOD) living in their communities.

The project was wrapped up in late summer with the team presenting their findings to ASI staff in October. The guidance document and report can be found on [Alzheimer.ie](https://www.alzheimer.ie)

## CONFERENCE SUCCESSES

TeamASI was busy this year attending the Alzheimer's Disease International Conference, the Alzheimer Europe Conference, and the Engaging Dementia Conference.

We were well represented across the board, from both members of ASI staff, advocates, and members of the Dementia Research Advisory Team. There were

in-person presentations and posters, as well as virtual posters and presentations across all conferences.

## SUPPORTING INNOVATIVE RESEARCH WITH THE IRISH RESEARCH COUNCIL

We are delighted to be able to collaborate with researchers annually as part of the Irish Research Council's New Foundation's Programme, whereby civic society groups can support research teams to apply for research funding. In 2020, The ASI supported two researchers from the University of Galway to apply for this funding, and these projects came to fruition in 2022.

- Dr Sinead Hynes and her team published a set of consensus-based recommendations for the delivery of dementia services for the LGBTQIA+ community in Ireland. The guidelines and recommendations can be found at <https://hrbopenresearch.org/articles/5-19/v3>.
- Dr Orla Dolan investigated the impact of delivering Cognitive Stimulation Therapy in a virtual setting. This pilot project indicates Virtual Cognitive Stimulation Therapy can potentially be offered to people with dementia who are unable to access the traditional in-person service.



*Niamh Burke, Communications Officer, Cormac Cahill, Southern Operations Manager Breda Tuohig, Northwest Northeast & Midlands Operations Manager Carol Molloy, Research & Policy Officer Dr Diane O'Doherty, Eastern Operations Manager Niall Comber at The Engaging Dementia Conference 2022*



## ASI - POSTGRADUATE RESEARCH BURSARY SCHEME 2022

The Research & Policy Team launched The ASI's first Postgraduate Research Bursary Scheme in 2022. The scheme supports early career researchers with Person & Public Involvement (PPI) or disseminating their work during 2022.

The ASI supported four postgraduate research students. There was stiff competition for this funding and we were delighted to award these bursaries to:

### AISLING FLYNN - UNIVERSITY OF GALWAY

Aisling was awarded a Traditional Bursary to support her PhD research dissemination through her attendance at international dementia research conferences. Her project focuses on exploring the design of a virtual reality social connecting space for older adults living with dementia.

### WEI QI KOH-UNIVERSITY OF GALWAY

Wei was also awarded a Traditional Bursary that supported an academic publication in a peer reviewed journal. Her

PhD project looked at the implementation of pet robots for people living with dementia in long-term care facilities.

### LISA KELLY - UNIVERSITY OF LIMERICK

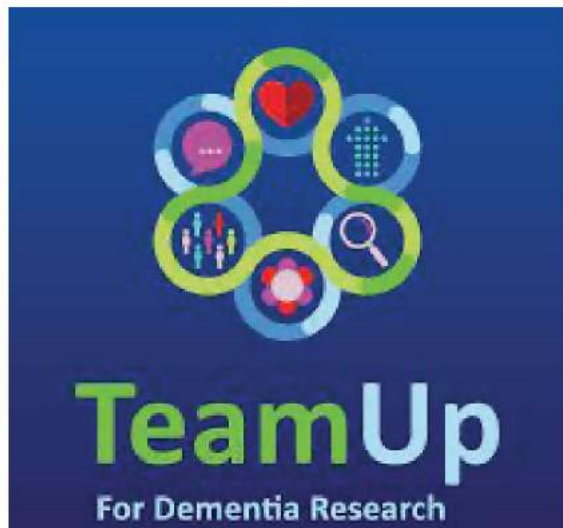
Lisa was awarded a Creative Dissemination Bursary to support the recording of a song with members of the Dementia Research Advisory Team as Person/Public Involvement contributors, as part of PhD work. Lisa's project focused on how online music therapy may support people living with dementia and their family carers in the community.

### QIUXIA LI - UNIVERSITY OF GALWAY

Qiuxia was awarded our Person/Public Involvement Bursary, which will support costs associated with the inclusion of PPI contributors central to her PhD work. Qiuxia's project is focused on developing an online intervention for carers of people living with dementia aimed at improving self efficacy, and reducing carer burden.



*Research Project Officer Ciara O'Reilly, DCCN Chair Helena Quaid, DCCN Member Carmel Geoghegan, IDWG Chair Kevin Quaid, Research & Policy Manager Dr Laura O'Philbin, CEO Andy Heffernan at the 32nd Alzheimer Europe Conference.*



## 04 ACHIEVEMENTS - HUMAN RESOURCES

### THE ALZHEIMER SOCIETY OF IRELAND



**We strive to recruit staff who have the empathy and skills to care for clients who are on the dementia journey. We successfully recruited for a number of roles last year, including, Care Workers, Administration Assistants, Dementia Advisers, Bus Drivers, and other support roles. There were other day care services reopening in 2022 and HR provided extra support to assist where needed.**

We strive to support and engage with those managing Day Care and Home Care services and train them and provide a positive and compliant work environment. Throughout 2022, we facilitated online Management Training Webinars. These seminars were informed by feedback from our teams and were held monthly with topics suggested by our colleagues.

Following the great response from our Wellness Webinars in 2021, we received some excellent feedback, and realised there was a desire from our staff for further support. In 2022, we rolled out Resilience and

Leadership Training workshops, for which there was a great uptake! Our new Employee Handbook was launched! The new handbook contains more up to date information for our employees and is more interactive. To ensure we continued to follow best practice we continued to take on feedback from our key internal stakeholders, we updated our Maternity Leave Policy, upgraded some of our internal processes, and issued our first Gender Pay Report.

We recognise that while 2020 saw progress towards restoring pay cuts imposed in 2010, the Pay Restoration process did not address ASI's inability to pay increments since 2010. In 2022, we rolled out a remuneration project to review rates of pay for some employees. The ASI, as a whole, continues to lobby the HSE and Government for the necessary resources to improve the pay and conditions of our staff and bring them back into line with comparable state employees as we provide service for and on behalf of the state.

## 04 ACHIEVEMENTS - LEARNING & DEVELOPMENT

### EXTERNAL LEARNING & DEVELOPMENT

External Learning and Development in The ASI had its busiest year in 2022. We delivered training and support to 722 dementia family carers, a 7% increase on the previous year. Most of this delivery was online but we also returned to face-to-face courses on which we had over 175 participants.

We also worked with a range of companies and to deliver Dementia Awareness training. A total of 661 people attended, and this was a 92% increase on the previous year. Thank you to all of our administration staff and our tutors for a huge effort in reaching out to more dementia family carers and organisations than ever before.



### INTERNAL TRAINING

2022 was a remarkable year for Internal Learning and Development. We started the year with a number of Informational Webinars on topics such as Risk Management and Data Protection. We continued with our eLearning and online training courses, however, midway through the year, we saw the return of face-to-face courses, with the Enhancing and Enabling Well-Being for the Person Living with Dementia Course. Between June and December 2022 we ran approximately 10 courses and upskilled and trained over 100 staff members on these courses.

Towards the end of 2022, and what can be considered the highlight of the Internal L&D's year, was the finalising of the QQI Level 5 Special Purpose Award in Dementia Care and Support: Homecare Education Programme. The planning and organising of this Dementia Course for our Homecare staff took a number of months and involved a range of teams and team members across the Organisation.

Finally, in December, we announced the opening of the application process for our first pilot group of Home Care and Day Care at Home staff! This Dementia Course, the contents of which were designed by DCU and the National Dementia Office (NDO) HSE in partnership with Irish Times Training, offers a high-quality learning experience for ASI staff to build their career and improve their skills in dementia care. Internal L&D is delighted to be able to deliver this course to ASI staff!

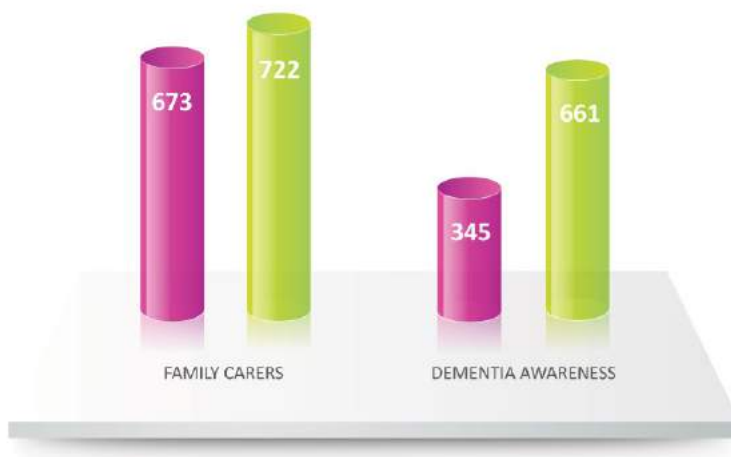
## L&D DELIVERY STATISTICS

### 1 OVERALL SUMMARY

Figure 1 shows the growth of participants in family carer and dementia awareness training between 2021 and 2022. The KPI for family carer training for 2022 was 600. The actual figure was 722, which is 20% above target. There was a 7% increase in family carer participants between 2021 and 2022.

There was a 92% increase in the number of people who participated in dementia awareness courses in 2022 compared to 2021.

Figure 1: External L&D Training Delivery 2021 & 2022



### 2 FAMILY CARER TRAINING

Figure 2 shows the numbers of people participating on various family carer support interventions in 2022.

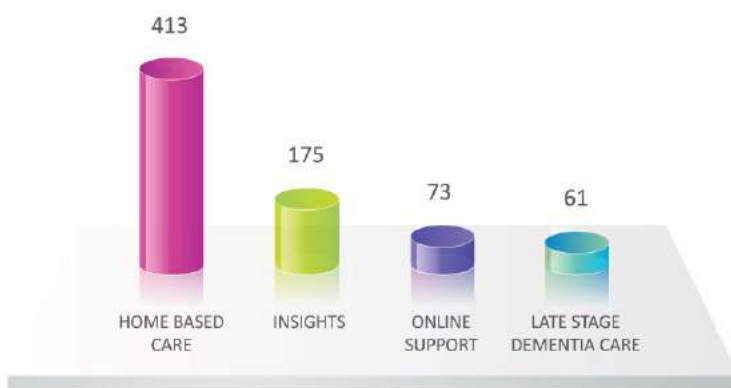
‘Home Based Care’ is the 7 week fully online course. We delivered 6 HBC courses in 2022.

‘Insights’ - Informing and Empowering Family Carers six week face-to-face course. We delivered 14 face-to-face courses.

Online Support Groups these take place every three weeks. We have three separate groups and these have been running all year.

Later Stage Dementia Care this is the follow on course from HBC/Insights. We delivered five courses in 2022.

Figure 2: Family Carer Supports Participant Numbers 2022



*“External Learning and Development in The ASI had its busiest every year in 2022. We delivered training and support to over 722 dementia family carers.”*

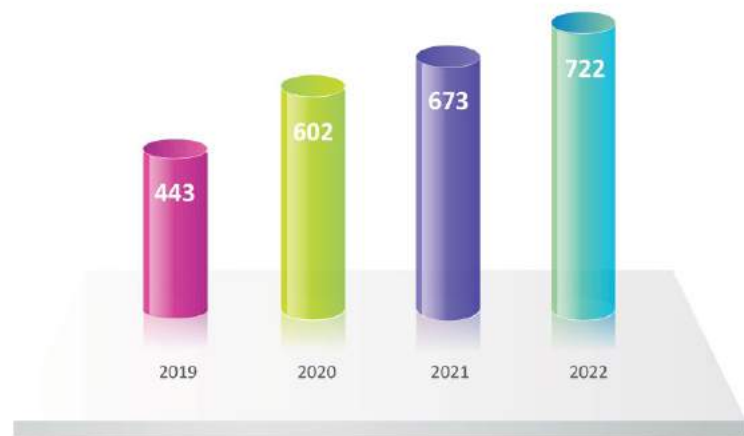
## L&D DELIVERY STATISTICS

### 3 SUPPORT

There is a strong upward trend on the number of family carers supported through various interventions by External L&D over the past number of years.

There has been a 63% increase between 2019 and 2022.

Figure 3: Family Carers Supported by L&D 2019-2022

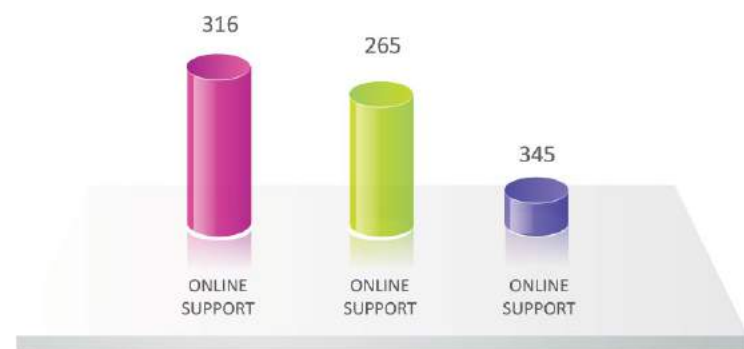


### 4 DEMENTIA AWARENESS

Figure 4 shows the breakdown of the 661 people benefitting from Dementia Awareness training by sector.

Most participants were in the public sector, followed closely by community sector organisations and the private sector. Figure 5 below shows this breakdown by %.

Figure 4: Dementia Awareness Training 2022

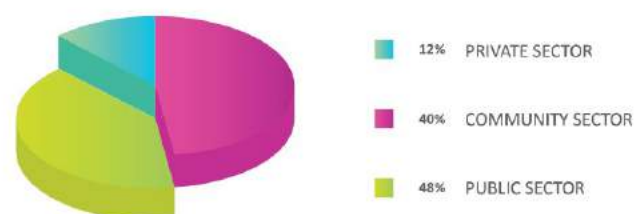


### 5 FAMILY CARER TRAINING

Public sector organisations included the Department of Social Protection, the Office of Public Works, the National Gallery of Ireland, Dun Laoghaire Rathdown County Council, Wexford Dementia Alliance, and An Garda Síochána.

Community sector organisations included Irish Men's Sheds Association, Cluid Housing Association, Kilrush Family Resource Centre, and Age Action.

Figure 5: Breakdown of Participant Numbers by Sector



## 04 ACHIEVEMENTS - LEARNING & DEVELOPMENT

### FAMILY CARER TRAINING



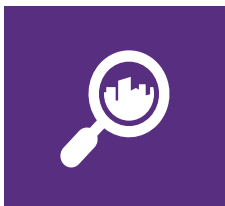
#### JOHN DAVIS

*"I have gained a lot from the course and now have a different approach to my Mam. Now, my personal engagement has improved with my Mam, through non-verbal contact, slowing the pace of the conversation down to her story, using touch a bit more and building in a bit of fun when trying to get her to do things (picking her clothes for tomorrow, fixing her hair etc.). This was an excellent course and I would not hesitate to recommend it to family and friends."*



#### ROLAND JANSSEN

*"I am delighted I joined this course. Small tips made such a difference! The topic on 'Ways to Communicate' and 'Nutrition' were the most useful for the situation and stage that my wife and myself are in at the moment. Joining the forums was absolutely brilliant. I think it was great to read my fellow carers forums as well. I learned a lot from it because everyone is at a different stage and has a different approach suited to their own situations."*



#### LISA MCDERMOTT

*"My thoughts on the course are very positive. It has given me the knowledge to interact better with the person I care for and understand them better as I don't have any caring experience. All I have learnt on the different topics each week has helped me in my caring role. Reading other people's experiences also has made me more aware of different things that are important as a family carer. I would like to continue further to learn more about the later stages of dementia."*



#### FIONNULA BROSNAN

*"I have come to have a greater appreciation and understanding of the illness. I feel better equipped to deal with the family situation, offer relief to my sister, and hopefully provide good care and love to my mother."*



#### MARIAN LEE

*"I am very happy I completed the course. Everyone who shared their stories were open and explained their situations which in turn helped others. Knowledge is hugely important in life and it is important to try and learn as much as possible about dementia and how it is impacting on the lives of our loved ones and on us, the carers."*

## 04 ACHIEVEMENTS - 40TH ANNIVERSARY

### THE ALZHEIMER SOCIETY OF IRELAND



**On November 3rd, The ASI held a special celebratory event to mark 40 years.**

After a year of national and local events, staff, branch members, Board Members, advocates, volunteers, and guest speakers gathered in our Corporate Partner Arthur Cox's Offices in Dublin, where we reflected on our past and looked to the future.

Emcees on the evening were, Head of Advocacy, Research, and Public Affairs, Cormac Cahill and Dementia Adviser Maeve Montgomery.

Our Board Chair Eugene McCague opened the event. In discussions led by Maeve Montgomery, we reflected on crucial moments in our history with the National Coordinator, Dementia Adviser Service, Annie Dillon, Head of Risk, Compliance and Dementia Advisory Services, Samantha Taylor, Day Care Centre Manager, Curlew Road, Noel Quilantang, and Fundraising Manager, Nikki Keegan.

The Head of Operations, Siobhan O'Connor, Research & Policy Manager, Dr Laura O'Philbin, Dementia Carers

Campaign Network (DCCN) Member and member of the European Dementia Carers Working Group, Paddy Crosbie, and External Training Manager, Fergus Timmons spoke on a panel about the future of The ASI.

The event also featured a Research Expert in Dementia, Professor Iracema Leroi, Director of Public Policy at The Wheel. Ivan Cooper, and Chair of the Irish Dementia Working Group and Vice Chair of The European Working Group of People with Dementia, Kevin Quaid. Our CEO Andy Heffernan wrapped up the event with an inspirational speech.

There have been so many milestones achieved since 1982 when carers Winifred Bligh and Imelda Gillespie held their first meeting and changed the face of dementia care in Ireland forever. 40 years on, and The ASI is now a national organisation providing support, services and care to the 64,000 people living with dementia and their family carers in Ireland today.

In 2022, we wanted to mark this milestone and our many achievements together with our staff, branches, volunteers and supporters.







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SOCIETY OF IRELAND

## 05 FINANCIAL STATEMENTS

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### EXTRACT FROM THE AUDITED FINANCIAL STATEMENTS

The financial results for the year are set out in the summary income and expenditure account. They show a surplus of €1.3ml in 2022, demonstrating that ASI has managed its affairs within budget and prudently while navigating the ongoing resumption of services, which were impacted by the pandemic, in line with public health guidance.

This surplus was achieved by a combination of generous donations through public support of our fundraising efforts, legacies, and corporate partnerships, and by tight cost control. ASI is very appreciative of this financial support.

**ALZHEIMER SOCIETY OF IRELAND (A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)  
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2022**

	<b>TOTAL FUNDS YEAR 2022 €000's</b>	<b>TOTAL FUNDS YEAR 2021 €000's</b>
<b>INCOME FROM:</b>		
Donations and Legacies	1,067	1,507
Charitable Activities	18,266	15,111
Other Trading Activities	2,456	2,648
Other Income	157	136
<b>TOTAL INCOME</b>	<b>21,946</b>	<b>19,402</b>
<b>EXPENDITURE On:</b>		
Cost of Generating Funds	729	677
Governance Costs	425	375
Other Charitable Ativities	19,422	17,763
<b>TOTAL EXPENDITURE</b>	<b>20,576</b>	<b>18,815</b>
<b>NET EXPENDITURE / INCOME</b>	<b>1,370</b>	<b>587</b>
<b>NET MOVEMENT IN FUNDS</b>	<b>1,370</b>	<b>587</b>
<b>RECONCILIATION OF FUNDS</b>		
Total Funds Brought Forward	20,633	20,046
Net Movement in Funds	1,370	587
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>22,003</b>	<b>20,633</b>

## BALANCE SHEET

AS AT 31 DECEMBER 2022



	YEAR 2022 €000's	YEAR 2021 €000's
<b>FIXED ASSETS</b>		
Tangible Assets	11,920	11,903
	11,920	11,903
<b>CURRENT ASSETS</b>		
Debtors	1,669	857
Cash	11,613	11,280
	13,282	12,137
<b>CREDITORS</b> (Amounts falling Due Within One Year)		
Creditors	(2,648)	(2,721)
	10,634	9,416
<b>NEW CURRENT ASSETS</b>		
	22,554	21,319
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		
CREDITORS (Amounts Falling Due After One Year)	(551)	(686)
	22,003	20,633
<b>NET ASSETS</b>		
Designated Reserves	15,681	15,681
Revenue Reserves	5,542	4,251
Restricted Funds	668	482
Research Funds	112	219
	22,003	20,633
<b>TOTAL FUNDS</b>		



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## 05 FINANCIAL STATEMENTS

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*The full annual financial statements are available on [www.alzheimer.ie](http://www.alzheimer.ie)*

**CHY 7868  
CRA 20018238  
CRO 102700**



*Research is essential to help understand what causes dementia, develop effective treatments, improve care, create new interventions, and hopefully one day find a cure.*



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