

# THE ALZHEIMER SOCIETY OF IRELAND

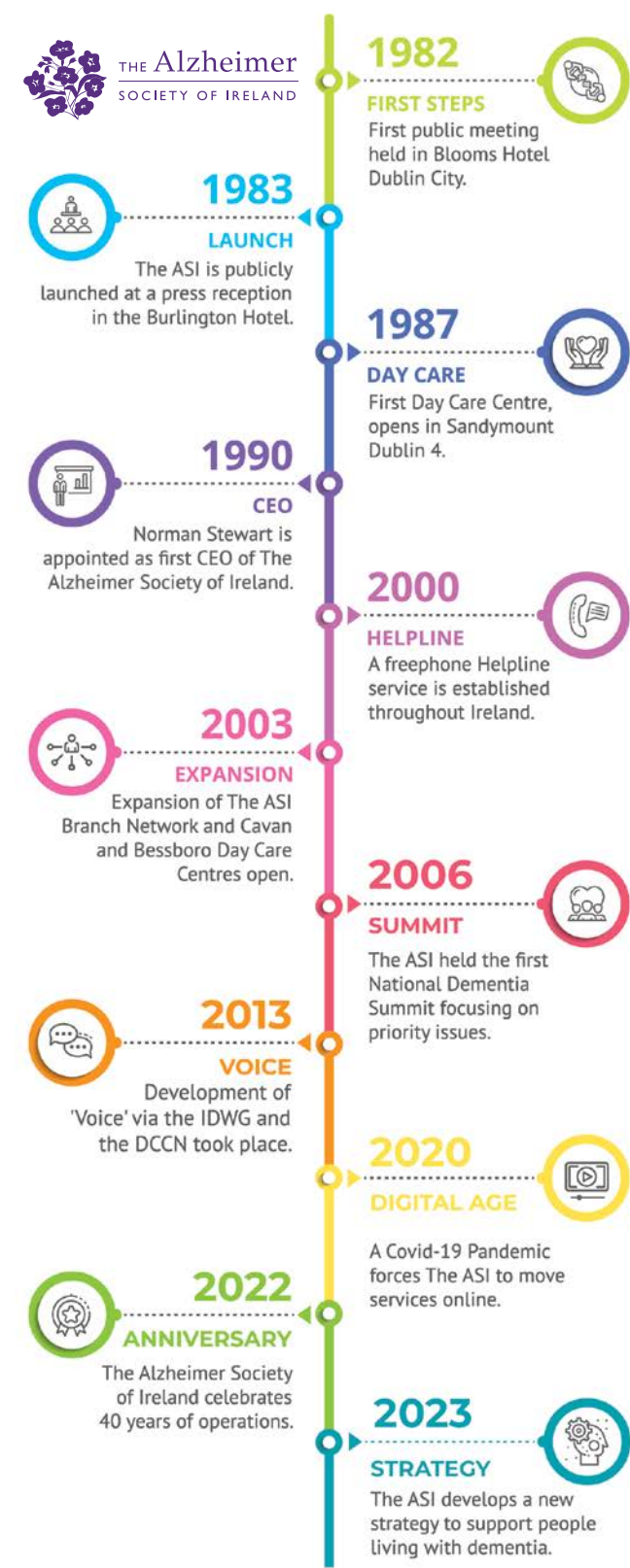
## IMPACT REPORT - 2023



THE Alzheimer  
SOCIETY OF IRELAND







# IMPACT REPORT 2023

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*Pictured on the cover are Miah and Betty Keohane taken at the Mahon Point Shopping Centre, Cork, November 2023. Photo by Chani Anderson.*



## 01 INTRODUCTION

The Alzheimer Society of Ireland is the leading dementia-specific service provider in Ireland. The ASI works across the country in the heart of local communities, providing dementia-specific services and supports and advocating for the rights and needs of all people living with dementia and their carers.

Our vision is an Ireland where people on the journey of dementia are valued, can realise their rights and exercise choice, and are living well where they choose. A national non-profit organisation, The Alzheimer Society of Ireland advocates, empowers, and champions the rights of people living with dementia and their communities to quality support and services.

The ASI operates the Alzheimer National Helpline, offering information and support to anyone affected by dementia on 1800 341 341. The Helpline is open six days a week, Monday to Friday, 10 am – 5 pm and Saturday from 10 am – 4 pm.

The ASI also provides several 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.



# 01 INTRODUCTION

## STRATEGIC PRIORITIES - VISION, MISSION, AND VALUES



### VALUES

**Respect:** We accept everybody for who they are. At the heart of respect is caring, and we have empathy and sympathy with everyone and respect their feelings, wishes, abilities, and the rights of others.

**Empathy:** We put ourselves in other people's shoes. We make a real effort to understand someone's feelings and beliefs, and we promote a culture of understanding and listening to others.

**Integrity:** We serve the common good. We foster and promote reliability, honesty, loyalty, and trustworthiness in our dealings with everybody we meet. We promote togetherness and true belief in our work.

**Inclusiveness:** We are all equal and are part of a community. We appreciate and champion diversity, equality and equity, cooperativeness, and participation. Everyone plays an important and integral role in our work.

**Excellence:** As the leaders in dementia care in Ireland, we strive to be our best. We promote a learning culture, and we continue to ensure best practice and continually look to evolve and improve.

### OUR VISION

Our Vision is an Ireland where people on the journey of dementia are valued, can realise their rights and exercise choice, and are living well where they choose.

### OUR MISSION

Our Mission is to lead the growth of high-quality supports and services that meet the needs of people living with dementia and their families, carers and communities.

### STRATEGIC PRIORITIES

**Access:** We will grow selected services to increase the number of people living with dementia, their family members, and carers who can access our high-quality dementia care interventions and supports.

**Strength:** We will strengthen the capacity and capability of our organisation to deliver growth in services and supports.

**Impact:** We will engage with others to multiply our impact in our sector.

## SERVICES PROVIDED BY THE ALZHEIMER SOCIETY



### 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 & Day Care at Home Services



### Dementia Adviser Service



### Mobile Information Bus Service



### Home Care Service



### Social Club & Alzheimer Café Services



### Support Group Service



### FAMILY CARER TRAINING SERVICE



FACEBOOK  
The Alzheimer Society of Ireland



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



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



LINKEDIN  
The Alzheimer Society of Ireland



# Information & Advice Services



## NATIONAL HELPLINE

**6,526**  
Interactions (+5% on 2022)

## DEMENTIA ADVISER SERVICE

**4,607**  
New Clients  
(+15% on 2022)

**13,064**  
New Meetings  
(+21% on 2022)

## INFORMATION RESOURCES

**2 New Family Carer Resources**



# Training And Education



## FAMILY CARER EDUCATION PROGRAMMES

819 Family Carers availing of our training and support programmes both online and in-person (+12% on 2022)



## DEMENTIA FRIENDLY COMMUNITIES

717 people attended dementia awareness training from a range of companies (+8% on 2022)

# Service Delivery



**Day Care Centres Attendances**  
**63,379**  
(+85% on 2022)

**Day Care At Home Hours**  
**78,125**  
(-4% on 2022)

**Home Care Hours**  
**125,959**  
(+4% on 2022)

**Social Supports Attendances**  
**10,522**  
(+150% on 2022)

# Fundraising Income



**€3.65 MILLION**  
FUNDRAISING, DONATIONS & LEGACIES INCOME

ALZHEIMERS MEMORY WALK **€118K**

**€320 THOUSAND** THE ASI TEA DAY FUNDRAISING 2023

**€630 THOUSAND** COMMUNITY FUNDRAISING INCOME

**€547 THOUSAND** CORPORATE FUNDRAISING INCOME



**€548 THOUSAND** ASI BRANCH FUNDRAISING INCOME

**€492 THOUSAND** MARATHON & CHALLENGE EVENTS

**€859 THOUSAND** INDIVIDUAL GIVING AND LEGACIES

# Media & Communications



**86**

PRESS RELEASES  
(+265% on 2022)

**2753**

MEDIA PIECES  
(+28% on 2022)

**208 MILLION**

MEDIA REACH  
(+37% on 2022)

**1508**

PRINT MEDIA  
(+27% on 2022)

**5.2 MILLION**

MEDIA VALUE  
(+16% on 2022)

**364%**

INSTAGRAM  
Reach: 1.7 M  
(+364% on 2022)

**21%**

X  
Reach: 35.8M  
(+21% on 2022)

**-28%**

LINKEDIN  
Reach: 2.8M  
(-28% on 2022)

**-15%**

FACEBOOK  
Reach: 55.7M  
(-15.9% on 2022)



## 02 A MESSAGE FROM THE CHAIR

I CAN SEE THROUGHOUT THIS IMPACT REPORT THAT OUR REACH AND 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, ESPECIALLY WITHIN ALZHEIMER EUROPE.

Today, we see, through these pages, a modern and outward-looking national charity where vision and innovation are encouraged, where people's voices are heard, human rights are upheld, people receive a service, get information at the right time, and staff and volunteers make a difference in people's lives right across the country.

In 2023, we set out to create and put into action our new strategic plan which, I know, will be crucial role in supporting people living with dementia, their family carers, and supporters in Ireland over the next five years. The plan comes at a pivotal time in the development of Ireland's understanding and response to dementia.

The strategy was the result of a constructive process within the The ASI through facilitated conversations, group meetings, and discussions with a wide range of our internal and external stakeholders and through our online survey. Thank you to my fellow Board of Directors, to Andy and his management team, to our staff, branch members, and volunteers, for engaging in the strategy process. Thanks also to members of The ASI Strategy Reference Group who gave their time, expertise, and commitment to the development process.

In 2023, I was particularly pleased to see the full reopening of our in-person services and supports as Ireland and the world moved out of the global pandemic. Several of our day centres were refurbished, and capital works completed which increased our ability to deliver this much-needed service. The return of in-person social supports such as our cafes, social clubs, and support groups was also very welcome.



The Board recognises the importance of social connection and supportive spaces for people with dementia and their families and carers to meet others and was determined to support our teams to resume these very important supports and services during the year.

I was delighted to see that our day centres continued to expand in 2023 and by year-end, 51 centres were open and had supported 63,379 attendances – an increase of 85% on the previous year. And I know there was also several reopenings and replacements of day care centres across the country and the Board was particularly delighted with several new services opening including Dungarvan, Co Waterford; Riverchapel, Co Wexford; and Borrisokane Co Tipperary, and refurbishment/expansion in Mallow, Co Cork following an extensive capital project. I know we also continued to deliver our Day Care at Home service to support people who are unable to attend our centres to access activities and stimulation at home.

The Alzheimer Society of Ireland's ability to support people in communities across the country is essential, so I am so proud of the team's work to make this happen. Our work in communities has many strands and includes our wonderful Dementia Advisers working in each county in Ireland, our dedicated Alzheimer's National Helpline team and volunteers answering calls from each part of Ireland, and our Mobile Information Service which I note visited 22 counties between March and November in 2023. That is incredible outreach.

*"I strongly believe that collaboration and partnership - particularly with people living with dementia, and those who care for them - are the best ways to advance our vision. And in 2023 our work to amplify the voice of people living with dementia, their families and carers continued throughout the year."*

Both the Irish Dementia Working Group and the Dementia Carers Campaign Network worked hard throughout the year to amplify the lived experience of dementia, raise awareness, and challenge stigma. Both groups continue to support the HSE's Dementia: Understand Together campaign. The Board remains committed to providing ongoing support to the valuable and important work undertaken by both groups and thanks them for their significant contribution.

In 2023, ASI continued to work closely with our Branch network and piloted new ways for volunteers and supporters to engage and contribute as Friends of ASI. The Friends of

The ASI programme piloted in Macroom, Co Cork with a launch in April 2023 and The Mahon Point shopping centre in Cork became the first dementia-inclusive shopping centre with a highly successful event in November 2023. This is very encouraging work and I really look forward to many more towns and centres becoming involved with us.

A special mention too for Minister for Mental Health and Older People Mary Butler TD who, since her appointment, has been instrumental in ring-fencing dementia-specific funding. In Budget 2024, we welcomed total funding of €2.2m for dementia Day Care at Home service. This funding means more people will receive block hours of dementia-specific care, ensuring social stimulation for people living with dementia and respite for family carers. The ASI also welcomes the €300,000 which has been announced to fund Weekend Activity Clubs for people with younger onset dementia. We all know that dementia doesn't end on a Friday and expanding our services into the weekend is an important step to support families affected by dementia. In a difficult year for the Government's Health Budget, this was a significant allocation in many ways.

*"The Board is also pleased to see so much encouraging work taking place behind the scenes in the organisation and I note the strong progress in the implementation of our digital transformation plan, further development of our IT and GDPR policies, procedures, and training as well as work to upgrade the systems in our IT environment, procurement, and business continuity plans. This work can be unseen but should be much-heralded."*

All the work in 2023, which ultimately helps to support people living with dementia and their families and supporters, is underpinned and supported by our committed Board of Directors and Sub-Committees of the Board, CEO Andy Heffernan, and our Senior Management Team, and our professional teams and care staff across the country.

I am so proud of all our collective work. Together, we achieved so much in 2023.

Thank you and well done everyone.

*Eugene McCague*

Chair of The Board of Directors, The ASI



## 02 A MESSAGE FROM THE CEO

2023 WAS ANOTHER VERY BUSY AND PRODUCTIVE YEAR FOR EVERYONE AT THE ASI AND I WAS PRIVILEGED TO MEET WITH OUR SERVICE USERS, STAFF, VOLUNTEERS, AND SUPPORTERS THROUGHOUT THE COURSE OF THE YEAR ON MY TRAVELS AROUND THE COUNTRY.



As the leading dementia-specific service provider in Ireland, we continue to work in the heart of local communities providing dementia-specific services and supports and advocating for the rights and needs of all people living with dementia and their carers.

It was very heartening for me to witness this first hand on many occasions during 2023 as I dropped into centres, said hello to managers and their staff, attend launch events and information sessions over the course of the year.

And what a year 2023 – my second, and the organisation’s 41st – turned out to be.

Firstly, I was delighted with the staff and branch engagement in the development of our new strategy. This strategy is our blueprint for the next five years and builds on our past achievements and with the goal of continuous improvement in mind, we have shaped the strategy to provide our staff, our volunteers, those who fund us, and most importantly those who live with dementia and those who care for them, with clarity, direction, and a clear vision for the upcoming five years.

The year was notable for the launch of the Dementia Model of Care for Ireland, which outlines care pathways within the Irish health and social care system for people living with dementia. The ASI made a significant contribution to the development of this model through a range of staff and members of our dementia working groups and our ongoing participation in its implementation group. I look forward to monitoring the progress of the implementation of this model of care over the coming years.



*I was delighted with the staff and branch engagement in the development of our new strategy. This strategy is our blueprint for the next five years.*

ANDY HEFFERNAN, CEO, THE ASI



Through my time with the ASI so far, I know our supports are a lifeline to so many people. In 2023, our Information and Advisory Services continued to provide access to our information, advice, signposting, and emotional support to people with dementia and their families. I can see on these pages that our National Helpline delivered 6,526 responses through calls, emails, and our live chat options.

I also see that our Mobile Information Service visited 22 counties between March and November and interacted with 589 people through our Dementia Advisers, Helpline team, local staff, and Branches. And our wonderful Dementia Advisor team continued to have impact in this area in 2023, working with 4,607 new clients during the year, a 22% increase on the previous. The work has an incredible impact on people affected by dementia.

*“I am particularly interested to see that ASI’s family education programmes had its busiest year in 2023, with 819 family carers availing of our training and support programmes (+13% on 2022) which were delivered with a mix of online and in-person options.”*

It’s also very encouraging to see our work across communities in 2023 – we saw our day centres continue to expand and the various reopening and replacement of day care centres and new locations opening too. I attended many of these opening events in 2023 such as Multifarnham, Kildare, Cavan, and they were joyous and uplifting days.

I know it was also a very busy year for community engagement with the successful Sporting Memories,

Transition Year Programme and The Friends of ASI programme piloted in Macroom, Co Cork. All of this work bodes very well for our future.

*“Our national and local fundraising events were a huge success in 2023 and I really enjoyed interacting and meeting so many people from our community, staff, supporters, people living with dementia and their families, and corporate partners at these events whether it was Denim Day, Alzheimer’s Tea Day or our Memory Walk campaign. In the case of Memory Walk, I was particularly proud to see so many from our staff team become ‘Champions’ and volunteer their time for the campaign.”*

On the research and policy side, I was pleased to launch our report, The Experience of Dementia in Ireland: A Snapshot in Time in September 2023, which captured the experience of living with dementia in Ireland in 2023 and highlighted the multi-faceted and complex challenges facing those affected by the condition.

In 2023, the ASI commissioned an external evaluation of our Day Care at Home service - thanks to funding from the National Dementia Services - and the report, published in early 2024, confirms the value and impact of this service and provides valuable findings which will inform its ongoing delivery.

A real highlight in 2023 was the wonderful celebration to mark the 10-year anniversary of the Irish Dementia Working Group with an event at the IHREC offices hosted by broadcaster Miriam O’Callaghan and the Chair of IDWG Kevin Quaid.





Siobhan O'Connor, Cathryn O'Leary, Minister of State for Mental Health and Older People Mary Butler T.D, Senator Fiona O'Loughlin and Andy Heffernan, having a chat at the celebration of the Creating a Dementia Inclusive Generation programme.

I want to acknowledge the Minister for Mental Health and Older People Mary Butler who continued meaningful engagement with the ASI in 2023 and we welcomed her continued understanding and funding of much-needed dementia services.

Upon announcement of Budget 2024, we welcomed total funding of €2.2m for dementia Day Care at Home service and €300,000 was announced to fund Weekend Activity Clubs for people with younger onset dementia.

*"We are committed to working with our partners in the National Dementia Services, the Government, the HSE, the All-Party Oireachtas Group on Dementia, chaired by Senator Fiona O'Loughlin, and people affected by dementia to meet the challenges that dementia presents in Irish society and this Budget is another step on that journey."*

On the European front, I am a privileged to be a Board Member of Alzheimer Europe and I was encouraged to see so many staff and advocates representing The ASI at The 33rd Alzheimer Europe Conference in Helsinki in October. In addition, an important development in Europe was the first meeting of the recently established European

Dementia Carers Working Group with The ASI proudly represented by Paddy Crosbie from our Dementia Carers Campaign Network.

As we look to the future, The ASI is in a good place in 2023, with over 700 staff delivering services, providing home care and day care at home to many people in their homes, providing vital helpline and advisory services, conducting very real and applied research, and influencing policy through advocacy.

I would like to thank our Senior Management Team, our wider staff team, branch members, and volunteers. As I have said before, it's the people in ASI who make things happen and each person - no matter what their role - plays an important part of Team ASI, and we couldn't do what we do without them.

Finally, thanks also to Chair of the Board Eugene McCague, and the Board of Directors for their leadership and guidance and their support.

I am very proud of everything we achieved together as a team in 2023 and humbled too.

Thanks to everyone for making it happen.

*Andy Heffernan*

CEO, The ASI

## 03 ACHIEVEMENTS - OPERATIONS

### THE POWER OF INTERGENERATIONAL CONNECTIONS



For the past five years, Children's House Primary Montessori have been visiting Orchard Day Care Centre in Blackrock, Co. Dublin and working with people, over 70, with Alzheimer's.

Once a week, students aged nine to 12 from Children's House Montessori arrive at The Orchard, armed with a treasure chest of fun learning materials including puzzles, blocks, matching cards, dressing frames, spindles, and cylinder blocks. The visits are not simply about learning; they provide an opportunity for meaningful interactions. Plenty of jokes and stories are told and both the students and service users taking away something positive from the experience.

What's our service users' favourite part of the exercise? In an interview with The Irish Independent, Noel Forde, who attends The Orchard, said: "I'm just glad I get to learn and meet people. I'm just grateful to be alive." Mary Cassoni, another service user, said: "I enjoy helping them (the children) with these little tasks - it's something different too and the children are always so friendly."

Alexander (10) said: "They're (our service users) are easier to talk to than most adults and they have a lot of fun things

to share. I love showing them the work because it's fun to watch them learn it."

#### SUPPORTING SOCIAL CONNECTION

People living with dementia can experience difficulties when attempting to engage with their previous lifestyle activities, yet engaging in meaningful activities can help to combat social isolation and loneliness.

"People with dementia can get cut off from society; their social circle tends to diminish very rapidly. The people they interact with are down to maybe a few key members of the family," said Mary Hickey, our Orchard Day Care Manager.

"It's really important to get them to interact with wider, more diverse groups of people. So, bringing children in (to the Centre) and having that whole new dynamic is special. The families tell us that social interaction has benefitted their loved ones. It changes their moods. Enhanced communication works wonders and the most important thing for people with dementia is communication."



## 03 ACHIEVEMENTS - OPERATIONS

### CELEBRATING MULTIPLE DAY CARE CENTRE OPENINGS AND REOPENINGS

#### A VITAL OUTLET FOR THOSE AFFECTED BY DEMENTIA

With several new additions to The Alzheimer Society of Ireland's network of support services for people with dementia and their families, it truly was a special year for the organisation.

With great excitement and pride, Team ASI, branches, the board, local dignitaries, supporters, and community members all came together to celebrate multiple openings and reopenings of our Day Centres – a vital resource which provides dementia-specific, person-centred care for people living with the condition and their carers.

#### NON-STOP SUMMER

In May, Tánaiste Michael Martin reopened The ASI's Day Care Centre in Multyfarnham, Co. Westmeath. June saw Minister for Social Protection and Minister for Rural and Community Development Heather Humphreys launch the reopening of our Centre in Cavan Town, signifying our dedication to serving communities nationwide. Ceann Comhairle Seán Ó Fearghaíl TD's reopened our Day Care Centre in Kildangan, Co. Kildare in August, adding to the list of successful reopenings.

The ASI's expansion efforts did not stop there, as we successfully reopened Centres in Balbriggan, Co. Dublin, Ballinasloe, Co. Galway, Buncrana, Co. Donegal, Clones, Co. Monaghan, and Cooley, Co. Louth. Additionally, 2023 witnessed the complete refurbishment of our Day Care Centre in Mallow, launched by Minister of State for Mental Health and Older People Mary Butler TD.

#### POWER OF WORKING TOGETHER

And while some doors reopened, others...opened! 2023 saw new Day Care Centres in Dungarvan, Co. Waterford and Riverchapel, Co. Wexford, also launched by Minister Butler. The year culminated in the opening of the 50th Day Care Centre in Borrisokane, Co. Tipperary — a landmark achievement.

"When I look back on our expansion efforts in 2023, I'm filled with great pride," said Siobhan O'Connor, The ASI's Head of Operations and Community Engagement. "For many people with dementia, our Day Centres are a home away from home, a crucial social outlet which boosts emotional well-being, mental stimulation and stress relief. For carers and supporters, they offer vital respite."

*"The year was an absolute whirlwind! When I look back, I often think: 'How did we do it?' The answer is simple: We pulled together," Siobhan continued. "Multiple openings and reopenings would not have been achieved without the tireless efforts of our dedicated staff, branches, local politicians, supporters, and communities."*

Since the Covid-19 pandemic, The ASI has been dedicated to reopening and opening support services, ensuring that people with dementia have access to the care and resources they need.

The organisation opened and reopened 33 support services, including six Alzheimer Cafes, one Choir, one Cogs Club, 19 Social Clubs, and six support groups.

*"I am so proud of my incredible team who work every day to deliver our services to help people living with dementia in Ireland," said Siobhan. "As the saying goes, a lot done, more to do. We will continue reinforcing our dedication and commitment to enhancing the lives of those affected by dementia."*



Top: Tánaiste Michael Martin pictured with Cormac Cahill, Andy Heffernan and Siobhan O'Connor, at the reopening of our Daycare Centre in Multyfarnham, Co. Westmeath. Top Right: Rosalyn Groarke, pours Tea for Ceann Comhairle Seán Ó Fearghaíl and Francis Comerford. Middle: A joyous day as The Alzheimer Society of Ireland officially reopen their Day Care Centre in Kildangan, Co. Kildare. Bottom: Minister of State for Mental Health and Older People Mary Butler TD with ASI staff celebrating the refurbishment of St. Mary Day Care Centre in Mallow, Co. Cork.



## 03 ACHIEVEMENTS - OPERATIONS

### "IT'S THE SIMPLE THINGS" – FINDING JOY AND SUPPORT THROUGH DAY CARE AT HOME.



#### GERRY AND NUALA PALEY NAVIGATE LIFE WITH YOUNG-ONSET ALZHEIMER'S

Gerry Paley is a former civil servant and Rugby Club President – he played the game at a high-level – and he also used to be a DJ in his spare time. He even DJ-ed at his wife Nuala's 21st Party.

"I love music," "I love the old stuff, not the new stuff."

Nuala describes Gerry as very social, socially conscious and kind; the type of person who always looks out for others. "That is his main characteristic, even to this day," she says.

Today, Gerry lives with young onset Alzheimer's. He and Nuala have been navigating the challenges of living with the condition since Gerry's diagnosis in 2017. Nuala first saw changes in Gerry, a year prior.

#### THE EARLY SIGNS

"I noticed a change in his mood and outlook on things. He was repeating himself a bit, and he was a little less aware

of what he was talking about and what he was saying," she says. "It was very subtle but if you've lived with someone for nearly 30 years, you'd know the difference in them."

After feeling unwell, Gerry was admitted to hospital where he stayed for a week. When he got home, things considerably changed. He was feeling extremely stressed and when Doctors put his symptoms down to that – stress – Nuala knew there was more to it and that more investigation was needed. Gerry was eventually diagnosed with young-onset Alzheimer's at the age of 63 which 'knocked them for six.'

"We didn't know our heads from our heels at the time," Nuala says.

Through a contact, Gerry and Nuala were put in touch with The Alzheimer Society of Ireland. The couple attended Alzheimer Cafes and information events to learn more about the condition and meet others in a similar situation.

Gerry and Nuala became active members of The Irish Dementia Working Group and Dementia Carers Campaign

Network respectively, helping to raise awareness of issues affecting people and families with dementia in Ireland. They also joined the Dementia Research Advisory Team; as experts by experience, they influence, advise, and work with researchers nationwide.

#### JOY AND INDEPENDENCE

Nuala has been caring for and supporting Gerry since his diagnosis, but when she underwent a major operation in 2023, she needed additional support.

*"It was difficult," she says. "I was relying on help from family and trying to find someone to come to our home and help out." Nuala contacted Kate Cowell, Wicklow Dementia Adviser who put her in touch with the Day Care at Home Service."*

Now, Lorna from The Alzheimer Society of Ireland visits Gerry and Nuala's home in Greystones twice a week. The service helps Gerry to keep doing what he enjoys; boardgames, music, social interactions and going for walks with the couple's dog, Teddy.

"It's the simple things," Gerry says. "Lorna and I go for a walk with Teddy, we go for a coffee somewhere." Gerry enjoys an extra hot cappuccino. "Teddy knows all the coffee shops as well."

"The local cafes are dog friendly and a few of them give Teddy cut up sausages," Nuala adds.

Gerry and Lorna often attend the Musical Memories Group, run by Wicklow Dementia Support

Gerry loves singing - "I like musical theme songs for films; they'd be more instrumental" - and is an André Rieu fan. He also enjoys Elvis. "Gerry's party piece is 'In the Ghetto,'" Nuala says. "It's the one people remember Elvis for," Gerry says.

When it's raining, we play scrabble and monopoly."

"Lorna brings a bit of life to the place," Nuala says. "She's full of beans, always willing to do anything we ask her to do. Her and Gerry have great 'aul chats. She's a lovely person."

Day Care at Home allows Nuala some respite and alleviates much of her stress.

"It makes a huge difference, and it gives us both little bit of independence," she says.

"Up until last year, we haven't had any intervention because we didn't need it. But now, I can feel the difference. It gets rid of a lot of stress and worry, even just to know that there's someone around; it's great.

"I think Lorna is enjoying the work as well."

#### SEE THE PERSON

Nuala emphasises the importance of seeing the person beyond the dementia.

"The condition is just one part of the person," she says.

*"Their underlying personality doesn't really change that much. Usually, they have the same sort of outlook in life, the same interests. They might not realise that they have spoken to you about the same thing three times in the hour, but you have to just accept that, and say you know, what they say is sometimes very wise."*

Nuala and Gerry advise others in a similar situation to contact The Alzheimer Society's National Helpline for support. "Just call them and find out what's available," Nuala says. "We've been very lucky."

#### THANK YOU

Thank you, Nuala, and Gerry for sharing your story to help others.

And to all of you – thank you. With your help, people like Nuala and Gerry get the support they need to navigate life with young-onset dementia. The 'simple things' are everything.



## 03 ACHIEVEMENTS - OPERATIONS

‘MY HOMECARE CARERS REALLY BRING OUT THE BEST IN ME.’



### ONE PERSON SHARES THEIR STORY OF STRUGGLING WITH AN ALZHEIMER'S DIAGNOSIS AND FINDING A LIFELINE IN HOMECARE SUPPORT.

My name is Phylis Slicker, I live in Co. Kildare with my wonderful husband and best friend Fred. We have 5 children and have been happily married for 48 years.

December 2022, my whole world changed, the family had noticed some changes in my memory and with my routine. We thought it best that I have this investigated. I really thought this was a precaution, ruling any serious underlying cause, I was absolutely stunned to receive a diagnosis of Alzheimer's Disease.

### LIFE-CHANGING

I had many different emotions, fear, panic, shock, disbelief, anxiety. 'How could this happen to me; we didn't have a history of this disease in my family'. I struggled to accept this diagnosis, but I couldn't.

I became very depressed, I lost all motivation, I felt I was a burden to Fred and the children. I didn't know who I was anymore, I felt completely out of control – I was lost, both Fred and me. We spoke to our public health nurse; she advised us to reach out to The Alzheimer Society of Ireland to see what service we could avail of.

We were contacted by The Alzheimer Society's HomeCare Manager, Annemarie. She called out to see us at home,

she wanted to introduce Homecare support. At first, I was hesitant, I didn't like the thought of a stranger in my home, I wasn't ready for this transition. "Homecare was something old people received" but with Freds encouragement, I decided to give Homecare a try, I had nothing to lose. Annemarie also gave us the number of the Kildare Dementia Advisor Rosalyn, who supported us with great advice, while also counselleiing us through many processes.

### A CHANGE FOR THE BETTER

The real change came when I met Rosaleen and Helena, my Homecare carers. They are terrific ladies and I do not know where I would be today without them.

"If I could have handpicked them, I wouldn't have done better. Not only do they support me with assisted daily living tasks, but they put me at ease, they listen to my fears and concerns. We have great fun together and they really bring out the best in me. They encourage me to retain my independence, to venture out for walks, to wear my best outfits!"

When the girls arrive to my home, Fred can take some time away knowing that I am safe and content.

The service is amazing, and I am truly grateful to the Alzheimer Society of Ireland for all of the support for my family and I.

### THE RIGHT SUPPORT

Alzheimer's Disease is a life changing and scary condition. But I have learned that with the right support, by living well and by utilizing memory therapies, I am being proactive, and I am fighting back.

Rosaleen and Helena are not only my carers, they have become fond friends.

Thank you so much, Phylis, for sharing your personal experience of living with Alzheimer's.

And thanks to all of you - with your help, people like Phylis and Fred, who are on the journey of dementia, don't have to do it alone. Your support is invaluable.

## 03 ACHIEVEMENTS - OPERATIONS

ENJOYING EVERYDAY MOMENTS



From parties at our Day Care Centres to Social Club fun, our services strive to create meaningful experiences and engaging activities for people with dementia and their families.

2023 saw Valentine's Day and Easter parties, festive fun and even a Rose of Tralee and Eurovision Competition! Our amazing staff and volunteers never miss a golden opportunity to bring happiness to our service users. It's not just about special occasions - every day is filled with purposeful and enjoyable activities that boost well-being and connection.

Noel Quilantang, our Curlew Road Day Care Manager said:

*"We are really proud of the work we do here. It's all about more smiles on more faces! From fun celebrations to special anniversaries, to delicious treats and more -- your care ensures that there's always a reason to smile. Thank you so much for your support."*

And thank you to all of you – you continue to help make a significant difference to the lives of those affected by dementia, and for that, we are so grateful.

*Top Left: Congratulations to Una Carroll who was crowned winner of our Rose of Tralee Competition! Top Right: Spring is blooming at Birr Day Care Centre. Bottom: Our service users at Garryowen Daycare Centre in Limerick City enjoy some Animal Therapy.*



## 03 ACHIEVEMENTS - COMMUNITY ENGAGEMENT

### DEMENTIA INCLUSIVE GENERATION - TRANSITION YEAR PROGRAMME



In March, the Minister of State for Mental Health and Older People, Mary Butler, TD, celebrated the success of The Alzheimer Society of Ireland's 'Creating a dementia Inclusive Generation' Transition Year Programme at an event in Our Lady's Hospice, Harold's Cross, Dublin.

An innovative post-primary school programme, 'Creating a dementia Inclusive Generation', 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 Transition Year programme was created 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. The programme was kindly sponsored by the DSIDC and Arthur Cox.

This e-learning programme contains five modules of self-directed learning on the Moodle platform. These include: Growing Older, The Brain, Brain Health, What is

dementia? and Perceptions of dementia - all of which aim to help and facilitate knowledge, discussion, awareness and caring for those with dementia and older people in general.

Cathryn O'Leary, our National Community Engagement Manager said: "Young people are eager to learn and with a growing number of people being diagnosed with dementia each year, it is more important than ever that we teach today's youth how to cope when someone they know, and love receives a diagnosis of dementia." Fifty schools completed the 'Creating a dementia Inclusive Generation' Transition Year Programme, during the 2022/23 school year with over 80 currently taking part. "We're thrilled with the response we have received so far; we encourage any school interested in the programme to contact us," said Cathryn.

'Creating a dementia Inclusive Generation' was selected by Alzheimer Europe as one of the Top 6 Dementia Anti Stigma programmes in Europe.

The Partnership with Arthur Cox – with regards to the Creating a dementia Inclusive Generation – was a finalist for the Chambers Ireland Sustainable Business Impact Awards 2023.

## 03 ACHIEVEMENTS - COMMUNITY ENGAGEMENT

### THE FRIENDS OF ASI COMMUNITY DEVELOPMENT PROGRAMME



Friends of ASI community development programme is currently being piloted in parts of the country. The programme is an umbrella grouping which includes training, awareness, education, services, and fundraising. The Friends of ASI aims to invite community members and people living with dementia, to help make their communities more dementia inclusive.

In 2023, Friends of ASI pilots launched in Macroom, Co. Cork and Dungarvan, Co. Waterford. There has been an overwhelming community response from Macroom; check out their journey! And in October, we held a successful dementia-inclusive community event in Dungarvan, with the first Friends of ASI Dungarvan meeting taking place the following month. The group has made fantastic progress to date.

The reaction to Friends of ASI pilot has been fantastic been fantastic, with so much goodwill and collaboration coming from members of the public. The Friends of ASI initiative is working alongside the HSE's Dementia: Understand Together campaign, which is a national partnership between The ASI, the HSE, Age Friendly Ireland, Age & Opportunity, Dementia Services Information and Development Centre, and Healthy Ireland.

### THE ALZHEIMER SOCIETY LAUNCH THE FIRST DEMENTIA-INCLUSIVE SHOPPING CENTRE IN IRELAND

In November, The Alzheimer Society of Ireland launched Mahon Point Shopping Centre in Co. Cork as the first dementia-inclusive shopping centre in Ireland. In a major step towards creating a positive and welcoming environment for people living with dementia and their families, The ASI teamed up with Mahon Point Shopping Centre to roll out the first dementia-inclusive shopping centre in the country. The event garnered significant national and local media attention. The story even made The Irish Independent's 50 best Irish good-news stories of the year!

The management, staff of Mahon Point, and the Retail staff across the stores in the Centre took part in Dementia-Inclusive Training provided by The ASI. The Shopping Centre was the first to be awarded the Dementia Inclusive Community Friends of ASI accreditation and emblem.

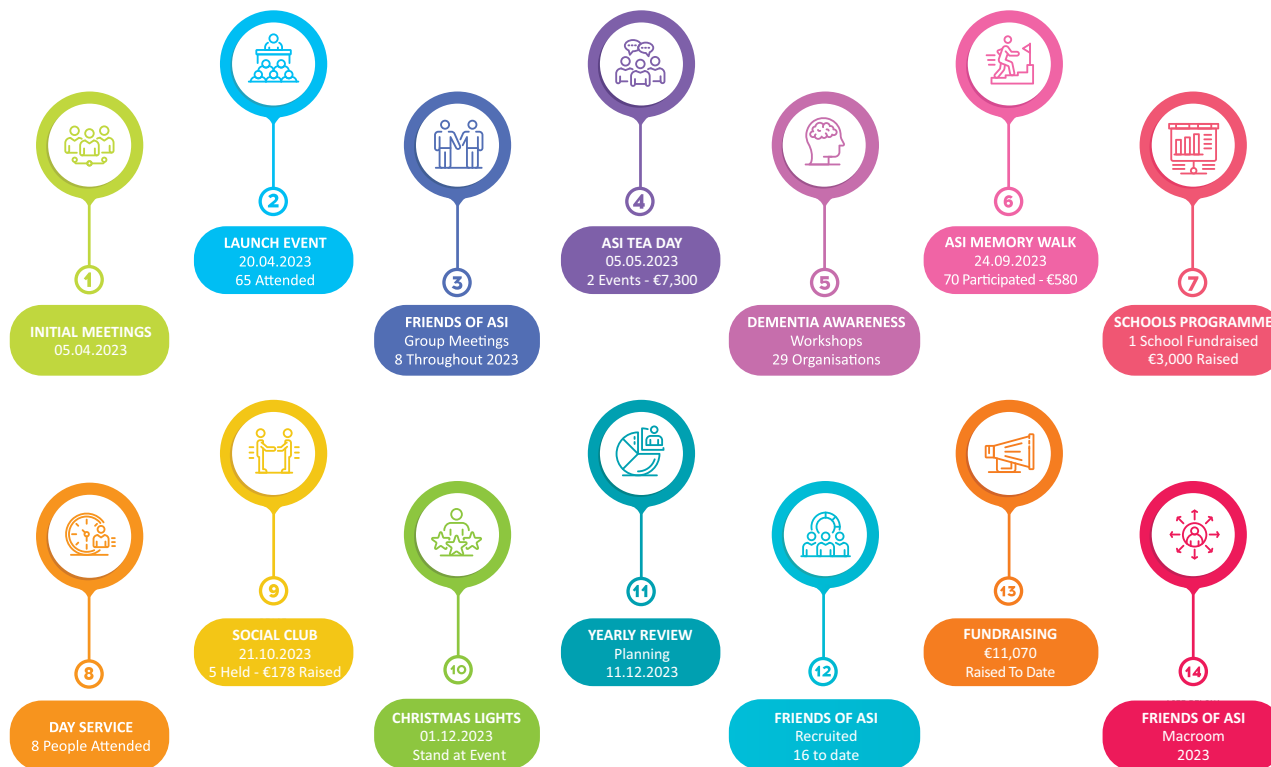
*Top: Cathryn O'Leary, Siobhan O'Connor, Breda Twohig, Patricia Daly, Lord Mayor of Cork, Cllr Kieran McCarthy, Operations Manager at Mahon Point Adam Isherwood, Karen Fitzpatrick, Mairéad Dillon.*





## FRIENDS OF ASI MACROOM

A COMMUNITY RESPONSE 2023



## 03 ACHIEVEMENTS - COMMUNITY ENGAGEMENT

### SPORTING MEMORIES



**2023 KICKED OFF A GREAT YEAR FOR SPORTING MEMORIES! SEVERAL SUCCESSFUL EVENTS TOOK PLACE INCLUDING NORTH DUBLIN AT NA FIANNA, WEXFORD COUNTY GAA AND DONEGAL COUNTY GAA.**

The initiative won the Letterkenny Chamber Business Awards Best Health & Wellbeing initiative - 'Helping People Live Healthier Lives,' sponsored by Opium.

Sporting Memories is an awareness and support programme; it helps people with dementia to re-engage in the community which once played a huge role in their lives. Reminiscence is particularly important for people living with the condition, as remembering can instil a sense of competence and confidence, boosting empowerment and connection.

"Witnessing the joy people with dementia experience at these events - as they fondly remember moments from the past and reconnect with old friends - is really something special," said Cathryn O'Leary, our National Community Engagement Manager. "It's not just about

the day; the ripple effect of this program, where people rekindle old friendships, find support, and discover new resources and connections in their own communities, is truly remarkable."

Sporting Memories aims to tackle dementia, depression, and loneliness through safe, friendly sessions. The programme is led by people with a passion for sport and a desire to help people with dementia, their families and supporters stay engaged or become re-engaged in their communities.

*Previous Page: Friends Of ASI Macroom Community Journey Map. Bottom: Vanessa Bradbury, Donal Murphy, Siobhan O'Connor, and Kevin Quaid pictured in Macroom - Friends of ASI.*

*This Page: Some of the organisers of the Sporting Memories evening at the Mt Errigal Hotel include from left, Charlie Joe Mc Ginley, Cathryn O'Leary, Cora Harvey Cathy Kelly and Kevin Mills.*



## 03 INFORMATION & ADVICE SERVICES

### NATIONAL SUPPORT SERVICES



### THE ALZHEIMER SOCIETY NATIONAL HELPLINE CALL 1800 341 341 OR 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

#### NATIONAL HELPLINE

The Helpline is a free and confidential service, open six days a week, for people with dementia and their families who have questions or concerns about dementia, or who just need to talk.

Our friendly and empathetic volunteers and staff who answer the phone offer expert advice, emotional support, and signposting to other vital services to help people throughout their journey, from the earliest signs through the progression of the disease.

In 2023, our Helpline service responded to 6,526 calls, emails and live chats from all over Ireland. Not only does the Helpline give support and comfort in the moment, but it also acts as the first port of call for anyone contacting The Alzheimer Society of Ireland – to help people with dementia and their carers get the specific support they need. For as long and as often as they need it.

We are very proud that our service was awarded its second externally accredited Helplines Standard in 2023. This quality standard defines and certifies best practice in helpline work. Being awarded this standard is a real

reflection of the professionalism and commitment from our staff and volunteers.

The Helpline was first launched in 2000 with just one staff member and a handful of volunteers. The original commitment of the service to provide a dedicated, caring and confidential space for people affected by dementia – remains. But over the years the Helpline has grown to such an extent that a dedicated team of three staff and eighteen volunteers are now in place to keep everything working smoothly.

ASI is committed to providing training and support to our staff and volunteers to deliver this service and during the year we held four training and support meetings. We were delighted to welcome the Decision Support Office to build our understanding of the Assisted Decision-Making Act and staff from a HSE Memory Technology Library to showcase assistive technology to the team to these meetings.

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

### MEET SOME OF OUR AMAZING HELPLINE STAFF AND VOLUNTEERS

*"I feel proud to let people know of the services available to them and it's so rewarding when they tell us how much it has meant to have a listening ear. It's wonderful to be a part of it."*

Elaine Crocker, Helpline Adviser

*"When I retired from my job in 2019, I decided that I would like to give something back. I began volunteering with The ASI in July 2019. I volunteer because I enjoy being involved, doing something, and contributing. I get so much back from volunteering. I believe that if people have skills and they want to give something back, they should do it. I am very much appreciated by everyone at The ASI and staff let me know on a regular basis."*

Liz Knight, Helpline Volunteer

*"Our Helpline service is a fantastic example of staff and volunteers working together to provide a free, high-quality service to people all over Ireland. We are so proud of how it has grown and developed over 23 years, now reaching over 6,500 people a year, it is a critical part of ASI's work to ensure that people with all types of dementia and their families have access to timely information and advice throughout their dementia experience."*

Samantha Taylor, Head of Dementia Advisory Services

*"I began volunteering, having experienced first-hand some of the stressful and emotional situations involved in caring with a loved one with dementia. Being able to empathise, while at the same time passing on practical information about The Alzheimer Society of Ireland's support services, has been very rewarding."*

Hilary Rutledge, Helpline Volunteer

*"A few years ago, I was looking for some voluntary work. I applied to The Alzheimer Society and have never looked back. I really enjoy interacting with people and have hopefully been able to make a difference. It's lovely when people thank you and say you have helped them so much."*

Liz Neill Watson, Helpline Volunteer

Top: Helpline volunteer, Mary Fassbender, at The ASI National Office in Dublin. Middle: Liz Knight providing an update for a volunteer video. Bottom: Members of the award-winning ASI National Helpline Team - Marian Shanahan, Samantha Taylor, Elaine Crocker, and Amanda Keane.





## 03 DEMENTIA ADVISERS

### NATIONAL SUPPORT SERVICES

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.

The Dementia Advisor team continued to have impact in this area in 2023, working with 4,607 new clients during the year, a 22% increase on 2022. This team also held 13,064 meetings, a 20% increase on 2022. The team supported the delivery of 170 Dementia Café meetings and participated in the delivery of Cognitive Stimulation Therapy courses in association with HSE teams.

### THE ALZHEIMER SOCIETY DEMENTIA ADVISERS

THIS SERVICE IS FREE AND CONFIDENTIAL



#### OUR LOCAL DEMENTIA ADVISER WILL WORK WITH YOU TO:

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

Phone: 1800 341 341

Email: [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie)

### DEMENTIA ADVISER SERVICE

4,607

New Clients  
(+22% on 2022)



13,064

Meetings  
(+20% on 2022)



2 NEW FAMILY CARER RESOURCES

### DEMENTIA ADVISERS

They supported creative events for people living with dementia such as the Azure visual arts project in Kilkenny and Cork, and the Longford Dementia Choir and Mindful Melodies online national choir. The team also develop, organise, and facilitate support groups in Cork, Kerry, Claire, Tipperary, and Donegal in association with ASI and HSE local services including groups.

The DA team continued their work to raise awareness and share information with local communities delivering 187 presentations to community groups including active retirement, men's and women's sheds, County Councils Age Friendly groups as well as to health and social care professionals such as National Ambulance Service Pathways teams, Social Prescribers and GPs. The team also worked with the HSE Understand Together campaign across a range of media to build awareness of dementia, reduce stigma and highlight how to access local supports and services.

*Below: Feedback from people who avail of the DA Service.*

*"He has a lovely manner which is very important in discussing such personal emotions. I always feel better after talking with him and we can even have a laugh which is uplifting., and maybe even a cry."*

*"She always listens and takes every situation into account, no judgement."*



Top Left: Elaine Kearney Dementia Adviser, for Cavan and Monaghan: Top Right: Maeve Montgomery, Dementia Adviser, for Co Louth. Middle Left: Dawn Thompson Dementia Adviser, for Donegal. Middle Right: Samantha Taylor with Annie Dillon and Galway Dementia Advisers Joanne Hourigan and Maureen Mannion. Bottom: Kildare West & Wicklow Dementia Adviser Rosalyn Groarke with a service user in Kildare.



## 03 DEMENTIA ADVISERS

### ADVICE FROM DEMENTIA ADVISER MAEVE MONTGOMERY

#### IT'S A MARATHON, NOT A SPRINT

For some people, the initial shock of a diagnosis means a delay in seeking help. The adjustment period can vary from person to person. Some go into denial, and others almost gallop into gathering as much information as possible. My advice is always:

*"This is a marathon, not a sprint" followed by "We are here for you. Let's take this step by step."*

It helps calm people to know they are not alone. There is no manual when it comes to a diagnosis, so people can feel lost. Family carers are often their own worst critics. As a Dementia Adviser, it is my job to signpost people to appropriate services. It may be too early for some of our services like Day Care or Home Care, but it is never too early to join a support group or apply for the Family Carer Training course. It's about empowering people with information.

#### A GOOD START

We sometimes hear from people that they were nervous or uncertain about using a service like Day Care but before long, they are looking forward to it. As advisers, we look forward to seeing people and hearing how they've got on from the previous week.

Dementia Cafes are also a good start. Family members and the person living with dementia can come together and enjoy a cuppa, have a chat with friends and learn something useful. Sometimes there is entertainment and it is great to see people enjoying themselves.

The expansion of the Dementia Adviser service means that people in every county have access to this free service. Carers often need encouragement to use the services because they think someone else needs it more. It's for everyone and it's so important.

#### A CHANGE OF PACE

The best way to help a person live well with dementia is to encourage independence, maintain skills and avail of services. Whether that's getting out and socialising, or everyday tasks. Even if it's quicker for the carer to do it, it can make a difference to the person's self-esteem to do it themselves. I often say imagine you are driving a fancy car with a new engine. Now imagine the person with dementia is driving a car with a faulty engine. It doesn't matter how often you beep them, they can't go any faster, so you have to slow down and go at their pace. Trying to match their pace can make life easier for everyone.

*Maeve Montgomery, Dementia Advisor, Co Louth*



*The Alzheimer Society Of Ireland - Dementia Advisor Team, November 2023.*



*Minister for Social Protection Heather Humphreys pictured with Dementia Adviser Elaine Kearney in the Mobile Information Service.*

#### MOBILE INFORMATION SERVICE

The history of The ASI Mobile Information Service is a special one. It comes from the legacy of a wonderful woman with dementia called Peggy Mangan, who sadly died in 2014. Her family set up The Peggy Mangan Foundation, which raised the necessary funds to purchase and convert The ASI Mobile Information Service, which launched in 2017.

The Mobile Information Service is fantastic, travelling to cities, villages and towns to provide information and support to people with dementia and their families, as well as those concerned about their cognitive health.

*Our Mobile Information Service visited 22 counties between March and November 2023 and interacted with over 589 people through our Dementia Advisers, Helpline team, local staff and Branches. We attended the National Ploughing Championships, farmers marts, food festivals and local libraries, shopping centres to bring our information and advice services right into local communities.*

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

#### PUBLICATIONS

The ASI has a wide range of booklets, factsheets, videos and other resources to support access to information about dementia, which is informed by the lived experience, by expert advice and has a focus on maximising quality of life while navigating changes that happen.

We provide resources developed with people with dementia for people with dementia and we also provide resources for families and those who care for people with dementia, informed by family caregivers who have shared their experiences, to help navigate the changes dementia can bring from diagnosis through to end of life.

In 2023, we focused on updating our resources on legal and financial planning to reflect the changes brought about through the Assisted Decision-Making (Capacity) Act and the establishment of the Decision Support Service.

Our resources are available free of charge to people with dementia and their families / carers by contacting our National Helpline at 1800 341 341, our Dementia Adviser Service or visiting [Alzheimer.ie](http://Alzheimer.ie). Our website includes dedicated sections for people with dementia and for families.



## 03 ACHIEVEMENTS - FINANCIAL REPORT

THE ASI AIMS TO PROMOTE SUSTAINABLE DEMENTIA SERVICES AND, IN THIS REGARD GENERATED INCOME OF €26.3 MILLION IN 2023 FROM ITS MANY PARTNERS. THE ASI CONTINUES TO EXPAND ITS SERVICES AND THEREFORE INCREASED OUR EXPENDITURE ACROSS ALL SERVICES AND SUPPORTS.



### GRAPH 1 - GENERATED INCOME 2023

Income received from the HSE accounted for 79% of our total Income with which we provide high quality services. Through the generous donations of our partners and friends of the Society, the ASI generate a further 12% from fundraising and donations with a further 2% generated through legacies. The ASI received 4% from, the generous contributions of those accessing our services whilst 2% was received from the Department of Social Protection Community Employment Schemes operating in Waterford and Donegal. The remaining income, 1% was delivered from various incomes sources.

### GRAPH 2 - EXPENDITURE 2023

In line, with our goal of sustainability the ASI spent 91% of its total expenditure on care service provision. The cost of

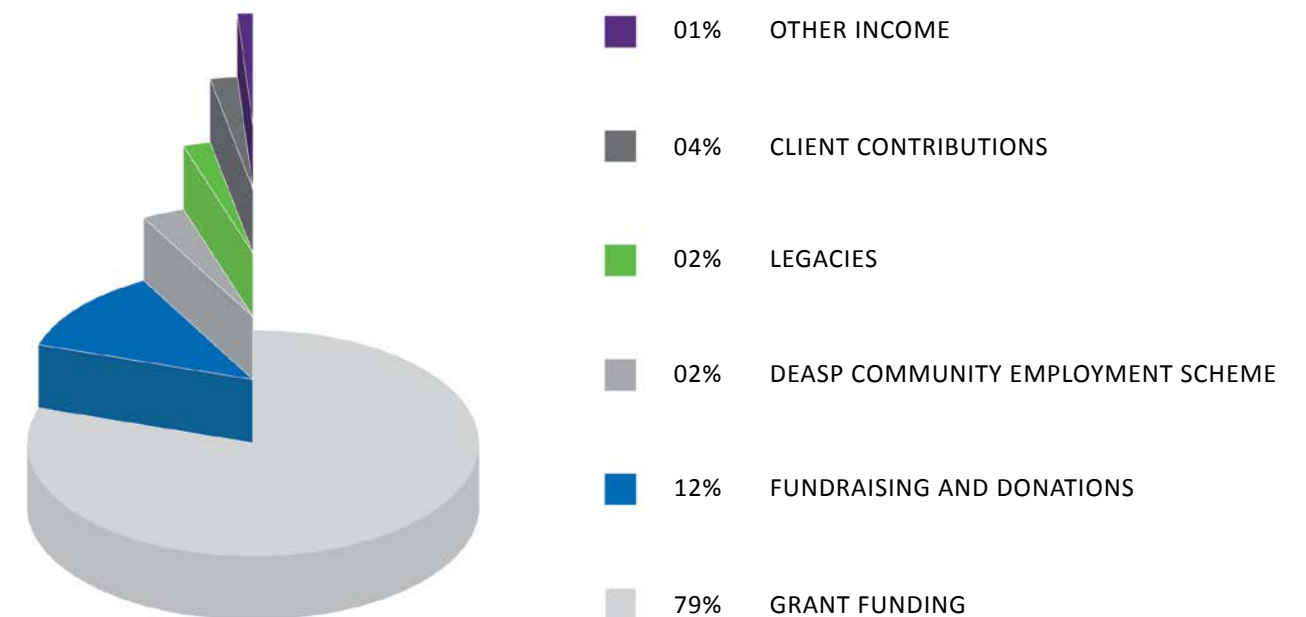
generating funding funds were maintained at 4%. Other expenditure including raising awareness of dementia and supporting our working groups through its advocacy department. The ASI continues to develop and influence research in the area of dementia and has collaborated on a number of projects throughout the year.

In addition, the ASI spent €1.1ml on capital improvements to enhance the services including the completion of a new centre in Kildare. Capital funds were generated through the generosity of our partners including the public, donors, and businesses as well as from ASI resources.

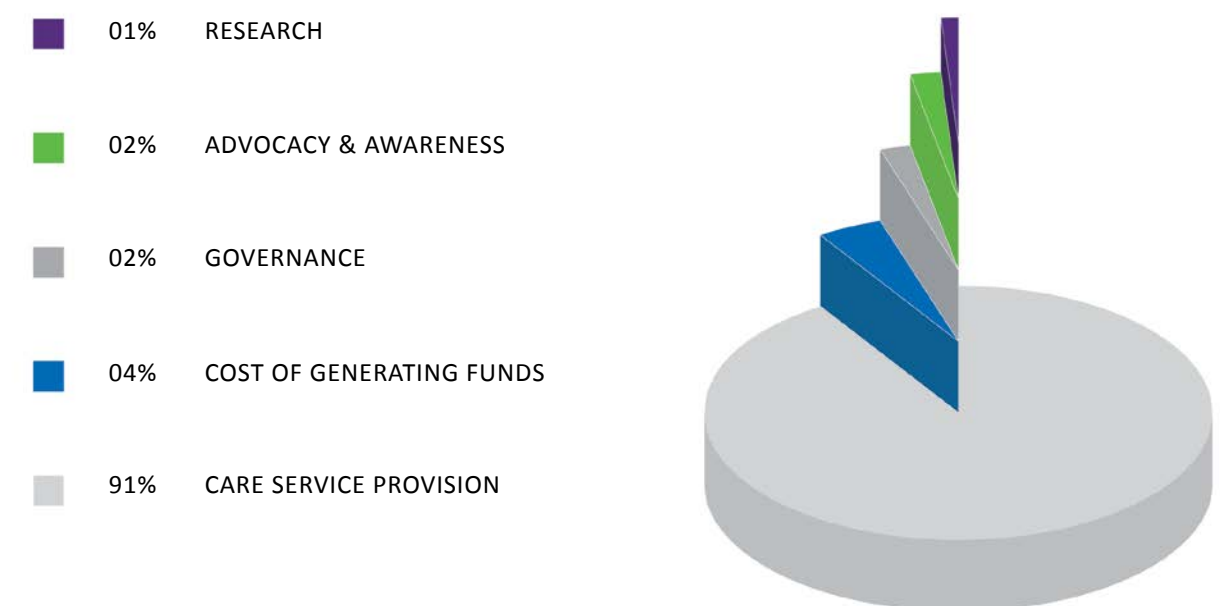
The ASI has plans to continue to develop new services and locations during 2024.

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

## ALZHEIMER SOCIETY OF IRELAND - GENERATED INCOME 2023 - GRAPH 01



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





## 03 ACHIEVEMENTS - FUNDRAISING

### FUNDRAISING - CAMPAIGNS AND EVENTS

IN 2023, THE ASI FUNDRAISED THROUGH A DIVERSE RANGE OF INCOME STREAMS SUCH AS EVENTS, CAMPAIGNS, MARATHONS AND CHALLENGES, INDIVIDUAL GIVING, CORPORATE SUPPORT AND THROUGH THE GENEROSITY OF THOSE WHO REMEMBER ASI IN THEIR WILL. THE OVERWHELMING KINDNESS OF OUR SUPPORTERS SAW THE ALZHEIMER SOCIETY OF IRELAND RAISE OVER €3.65 MILLION.



The ASI would like to acknowledge the tremendous support and generosity of everyone involved in achieving this. 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.

#### DENIM DAY FOR DEMENTIA 2023

In January, The ASI launched its annual nationwide Denim Day for Dementia, with model and entrepreneur Joanna Cooper as the new face of the fundraising campaign.

Joanna Cooper called on Ireland to support Denim Day for Dementia on Friday, March 3rd, to raise funds for vital dementia supports and services.

Joanna has a personal connection to the condition; her mother Terri was diagnosed with dementia in 2021. Joanna teamed up with The ASI in the hopes of helping others who the condition has impacted.



#### ALZHEIMER'S MEMORY WALK 2023

In June 2023, Ambassadors, Local Champions and ASI Staff gathered in Merrion Square, Dublin to launch Alzheimer's Memory Walk 2023, proudly supported by Payzone.

The nationwide, annual event gives families, friends and those living with dementia the opportunity to come together, honour, celebrate and raise funds for the vital support services that The ASI provides.

Memory Walk is a family-friendly event suitable for all ages and walking abilities to unite friends, families and communities to raise awareness and funds for dementia supports. The ASI welcomed walkers across Ireland to participate and help raise funds for vital services that support so many people living with dementia and those who care for them.

In 2023, we were overjoyed to welcome our Alzheimer's Memory Walk 2023 Ambassadors; leading business entrepreneurs Pamela Laird and Ellen Kavanagh Jones, Comedian Neil Delamere, TV personality Martin King, Actor and member of The Irish Dementia Working Group Bryan Murray and Miss Cork Rachel O'Leary. Each Ambassador has a personal connection to dementia. The event took place in over 30 locations nationwide on September 24th. There was an incredible turnout at

the family-friendly event, with 3,500 walkers - in Ireland and across the globe - coming together to honour, celebrate and help to raise vital funds and awareness for people living with dementia and their family carers. Communities walked in support of families affected by the condition, and to remember those who have passed away after living with dementia.

ASI staff, local champions, board, volunteers, advocates, supporters and people living with dementia and their families all came together to support the 64,000 people living with dementia in Ireland and their family carers. Funds raised will support vital services, such as The ASI's National Helpline, Dementia Advisers, Family Carer Training, Care, and Support Groups.

ASI Memory Walk garnered significant national and local media coverage. Kathleen Farrell, member of The Irish Dementia Working Group, Maeve Montgomery, ASI Dementia Adviser for Louth, Tony McIntyre, member of The Dementia Carers Campaign Network and Memory Walk ambassadors, Former Justice Minister Nora Owen and entrepreneur Ellen Kavanagh Jones were interviewed live by Memory Walk Ambassador Martin King on national morning television show Ireland AM.

*Previous Page: ASI Denim Day Ambassador Joanna Cooper  
Top: Former Minister for Justice Nora Owen (centre) leads way at Memory Walk, Malahide Castle.*



## 03 ACHIEVEMENTS - FUNDRAISING

### 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.



- Arthur Cox
- Payzone
- DAA
- Aurvivo
- Equinix
- Bank of Montreal
- Booking Holdings FS
- Enterprise Ireland
- IDA
- Star Seafoods
- Wrapped in Kindness
- Luttrellstown Castle
- Crown Paint
- M & S
- Shannon Airport Group
- Network Ireland Kildare Branch

### CHARITIES INSTITUTE OF IRELAND TRIPLE LOCK:

In January, the ASI was honoured to be accredited as a 2023 Triple Lock member by Charities Institute Ireland (CII). Members of CII are given the Triple Lock Standard for exhibiting excellent practices in governance, fund-raising, and financial reporting.

This certification further assures The ASI's dedication to excellence, transparency, and accountability to donors and stakeholders.



## 03 ACHIEVEMENTS - FUNDRAISING

### FUNDRAISING

#### INDIVIDUAL GIVING

The Alzheimer Society in 2023 continued to grow and invest in our Individual Giving Programme. With the growing numbers of people living with dementia and family carers, we will continue to focus on this vital area of our long-term fundraising strategy.

Individual Giving in 2023 focused on the recruitment of new individual donors and growing our 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.

Along with recruiting new long-term loyal donors, we have made significant improvements to our donor retention and development programme, maximising the life-time value of our wonderful supporters.

- Overall Individual Income 2023: 364k
- In 2023, we had 247 donors giving monthly to The ASI by Direct Debit, with a total value of €71,122
- Total value of committed monthly donors: 101k
- Existing Donors - Direct Marketing Appeals: 121k
- Members Of the Public Responded to Asi National Direct Marketing Appeals 2023: 1,000 donated approximately 80k
- The Alzheimer Society Tax Campaign: 60k

#### LEGACY GIVING

Legacy income is unpredictable; however, this income stream continues to grow for The ASI. We strive to follow industry best practice in the promotion of legacy giving, continuously educating and informing our supporters.

- Overall Legacy Income 2023: 580k

Leaving a Legacy to a charity is an area of growth in Ireland, it offers people a unique opportunity to make a real difference to the causes most important to them.





## 03 ACHIEVEMENTS - FUNDRAISING

### COMMUNITY CHALLENGES AND EVENTS ROUND UP



#### DUBLIN MARATHON

We had a fantastic day at the Dublin City Marathon on October 29th, 2023. We had 50 official Charity Places and 15 runners who had their own marathon lottery number who ran on our behalf. They raised an incredible €492,000 which is the highest amount ever raised! We are so grateful to every runner who trained so hard in the run up and braved the elements on the day and to every donor who donated! We are very excited for the 2024 Marathon this October where we will have 100 official runners, double the number of 2023 participating on our behalf.



#### MINI MARATHON

On the Sunday of the June Bank Holiday weekend 2023, over 100 runners joined Team ASI and ran the Women's Mini Marathon. Thanks so much to all who ran for us and donated. We want to give special thanks to Brooks Hotel, Dublin 2 for their continued support and for providing Team ASI a base of operations for the day. It means so much to us.



OVERALL INDIVIDUAL INCOME 2023  
(€328,460 IN 2022)  
**€364,000**



COMMITTED MONTHLY DONORS  
(UP €10,000 SINCE 2022)  
**€101,000**



EXISTING DONORS - DIRECT  
MARKETING APPEALS  
**€140,000**



MEMBERS OF THE PUBLIC  
RESPONDED TO ASI NATIONAL  
DIRECT MARKETING APPEALS  
**€95,000**



THE ALZHEIMER SOCIETY  
OF IRELAND TAX CAMPAIGN  
**€56,000**









## 03 ACHIEVEMENTS - ADVOCACY

### THE ALZHEIMER SOCIETY OF IRELAND



#### CAMPAIGNS AND EVENTS

##### DemTalks Podcast Launch

In June 2023, The Dementia Carers Campaign Network, supported by The ASI, launched the DemTalks podcast; Series One, The Dementia Carers Campaign Network. The Dementia Carers Campaign Network (DCCN), supported by The Alzheimer Society of Ireland, is an advocacy group of people with experience caring for a loved one with dementia. Hidden Hearing proudly sponsors the podcast. Demtalks highlights the lived experience of Family Carers in Ireland.

Hosted by Advocacy, Engagement, and Participation Officer Judy Williams, the podcast featured speakers such as DCCN Members Paddy Crosbie, Susan Crampton, Dr Eithne Heffernan, and Tony McIntyre. It also featured special guests such as Musician Mike Hanrahan, Makeup Artist Megan O'Connor, Dr Sabina Brennan, ASI Ambassador Una Crawford O'Brien, and many other experts. The podcast is available on all podcast streaming platforms.

#### IRISH DEMENTIA WORKING GROUP

##### Ten-Year Anniversary

In November 2023, the Irish Dementia Working Group (IDWG) celebrated its ten-year anniversary with an event at the Irish Human Rights and Equality Commission (IHREC) offices in Greenstreet, Dublin 7. The event was hosted by TV's Miriam O'Callaghan and Chair of the IDWG Kevin Quaid. The event featured panels of people living with dementia and experts in the field.

##### Human Rights

The ASI called for increased focus on the human rights of people with dementia including a national comment piece by Advocacy Manager Clodagh Whelan in the Irish Independent on the 8th of August 2023. The article was titled 'Troubling Emily case exposes the dark truth of how we treat people with dementia.'

*Main Image: The ASI staff and advocates before delivering 'Learn, Listen, Link' training at Leinster House in November.*



*Top: Minister Mary Butler TD speaks at Learn, Listen, Link in the AV Room in Leinster House; Bottom Left: Chair of All-Party Oireachtas Group Senator Fiona O'Loughlin with Minister Mary Butler and ASI CEO Andy Heffernan; Bottom Right: Cormac Cahill with Cllr Deirdre Heney.*

#### EVENTS AT LEINSTER HOUSE

##### 'Learn, Listen, Link' Training

In November, we delivered the Dementia Awareness 'Learn, Listen, Link' training in Leinster House

The session was hosted by Senator Fiona O'Loughlin, the Chair of the All-Party Oireachtas Group on Dementia. The ASI works to build understanding of dementia and capacity within the political system. At this event Team ASI were pleased to join Minister of State Mary Butler TD to welcome TDs, Senators, and political staff to the training, which was delivered by The ASI's External Learning and Development Manager Dr Fergus Timmons. Minister Mary Butler also addressed the audience in relation to ongoing support and funding for people living with dementia and

the importance of building understanding and cross-party Oireachtas support for dementia.

During the session, advocates and couple Gerry and Nuala Paley, who were interviewed by ASI's Advocacy Manager Clodagh Whelan, highlighted the importance of having Dementia Inclusive Communities. Gerry, a member of The Irish Dementia Working Group, spoke about how his community plays a significant role as he navigates life with dementia. Nuala, a member of The Dementia Carers Campaign Network, discussed the needs of dementia carers in Ireland today.

The Dementia Awareness Training session saw wonderful collaboration between The ASI's Advocacy, Research & Public Affairs team and colleagues from HR, Learning & Development, and Operations.





The ASI staff and advocates launch The ASI's Pre-Budget Submission 2024 - Dementia Can't Wait outside Buswells Hotel in June.

#### Christmas Jumper Day Leinster House

On 7th December, The ASI hosted its annual Christmas Jumper Fundraiser in Leinster House. Minister for Mental Health and Older People Mary Butler TD met with The ASI team at the event and updated the team about dementia policy developments. Through informal engagements such as Christmas Jumper Day, The ASI advocacy team take the opportunity to build political relationships and bring people impacted by dementia to Leinster House to speak directly to our elected representatives.

#### Leinster House Tea Day

On 3rd May 2023, the All-Party Oireachtas Group on Dementia hosted an Alzheimer's Tea Day in Leinster House to raise awareness for The ASI. The event was attended by members of the All-Party Oireachtas Group on Dementia, Oireachtas members, and representatives from The Alzheimer Society of Ireland, members of the IDWG and the DCCN. Alzheimer's Tea Day ambassadors Bryan Murray and Una Crawford O'Brien were also in attendance. Bryan lives with Alzheimer's Disease and is a member of the IDWG.

#### Pre-Budget Submission 2024

In July 2023, The ASI launched its Pre-Budget Submission (PBS) 2024. The submission, Dementia Can't Wait, grounded in the lived experience of dementia, saw incredible cross-party support with over 60 elected representatives in attendance and a visit from The Minister of State for Mental Health and Older People, Mary Butler. The launch event garnered National Media coverage and put a spotlight on funding for dementia supports and services.

The Alzheimer Society of Ireland called for funding for Dementia Specific Day Services, Therapeutic Support and Education for Family Carers; Dementia Home Care, Dementia Nurse Specialists, Memory Clinics and Research as well as investment to secure Pay Parity for workers in The ASI and Social Protection for Dementia Carers.

The PBS took place following months of robust consultation with stakeholders including people with dementia and those who care, The ASI Team including Operations, Dementia Advisors, the Senior Management Team, the Irish Dementia Working Group and the Dementia Carers Campaign Network.

Upon announcement of Budget 2024, we welcomed total funding of €3.7m for dementia Day Care at Home service and Meals on Wheels. This funding means more people will receive block hours of dementia-specific care, ensuring social stimulation for people living with dementia and respite for family carers.

The ASI also welcomes the €300,000 which has been announced to fund Weekend Activity Clubs for people with younger onset dementia. We all know that dementia doesn't end on a Friday and expanding our services into the weekend is an important step to support families affected by dementia.

Our full response to Budget 2024, can be found at: [alzheimer.ie/creating-change/political-campaigns/dementia-cant-wait-dementia-supports-to-empower-lives/](https://alzheimer.ie/creating-change/political-campaigns/dementia-cant-wait-dementia-supports-to-empower-lives/)

## 03 THE IRISH DEMENTIA WORKING GROUP

### ADVOCACY - ANNUAL UPDATE

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 2023.



#### IDWG 10TH ANNIVERSARY

In November 2023, the Irish Dementia Working Group (IDWG) celebrated its ten-year anniversary with an event at the Irish Human Rights and Equality Commission (IHREC) offices in Greenstreet, Dublin 7. The event was hosted by TV's Miriam O'Callaghan and Chair of the IDWG Kevin Quaid. The event featured panels of people living with dementia and experts in the field.

#### IDWG MEMBER ACHIEVEMENTS

Renowned Irish actor Bryan Murray received the Irish Film & Television Academy (IFTA) Lifetime Achievement Award on Wednesday 13th December at a special Reception at the Shelbourne Hotel in Dublin.

The award is for his outstanding contribution to film and television. Mr Murray has been widely praised in recent

years for his candid public speaking on his diagnosis of Alzheimer's, while continuing to star in Irish soap Fair City, in which he appears alongside his off-screen wife and ASI ambassador Una Crawford O'Brien.

From stage to screen performances, Bryan is one of the most respected actors in Ireland, with an illustrious career that spans over five decades.

#### KEVIN QUAID – HIDDEN HEROES

In October 2023, IDWG Chair Kevin Quaid received the Hidden Hearing Hard of Hearing Award at an awards ceremony in the Intercontinental Hotel, Ballsbridge, Dublin 4. Kevin, was recently fitted with hearing aids, was awarded the honor for his work in Dementia Advocacy.

Catherine Murphy (left) of IDWG proudly receives her Rights Made Real certificate at IHREC offices in November.





### 18 COMMUNITY AWARENESS ENGAGEMENTS

Irish Rail and Dublin Bus User Groups  
Support for and speaking at Dementia Cafes  
Collaboration on Dementia Inclusive Banking



### 14 INTERNAL ASI ENGAGEMENTS

#### FUNDRAISING SUPPORT

Photo Shoots, Media Interviews, Event Attendance

#### LEARNING AND DEVELOPMENT

Delivery of Learn Listen Link Training

#### COMMUNITY ENGAGEMENT

Community Meetings, Launch Events



### NATIONAL POLICY

Contributing to HSE review of safeguarding policy  
collaborating with expert reporting directly to HSE  
CEO Bernard Gloster.



### 18 SUPPORT FOR ARTS PROJECT EVENTS

IMMA Horizons  
DLR Lexicon  
Dementia Inclusive Events



### 19 MEDIA APPEARANCES

#### TELEVISION

Virgin Media News, RTE One This Week

#### NATIONAL NEWSPAPERS

Irish Independent, Irish Examiner,

#### RADIO / MEDIA

Podcasts, Local Radio & Newspaper Interviews



### REPRESENTING IRELAND IN EUROPE

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



### 5 POLITICAL ENGAGEMENTS

- Dementia Awareness Training at the Oireachtas
- Pre-Budget-Submission Launch (including speaking and media)
- Members contacted their local politicians by phone and email
- Attending the Tea Day at Leinster House hosted
- All Party Oireachtas Group on Dementia



### 14 CONFERENCE PRESENTATIONS

Including presentations at the Engaging Dementia Conference and Alzheimer Europe Conference,  
Online and In-Person Presentations



### 10 + ADVOCACY MEETINGS

Including In-Person, Online Meetings, Group Meetings,  
Steering Group Meetings and Focus Groups.



### HEALTH AND SOCIAL CARE PROFESSIONALS

Eight Engagements with Occupational Therapy Students,  
Biomedical Students, and Social Work Students.



### SUPPORT FOR THE HSE NATIONAL DEMENTIA SERVICES AND UNDERSTAND TOGETHER CAMPAIGN

- Significant support for the Dementia Understand Together Campaign - Working Group, launch of new symbol, media, and speaking engagements.
- Video Material For Education On Psychotropic Prescribing.
- HSEland Podcast.
- Launch of Dementia Model of Care.



The IDWG is working to improve life for people living with dementia throughout Ireland. The ASI supports the group, and their work is overseen by a Steering Group comprised of people living with dementia.



## 03 THE DEMENTIA CARERS CAMPAIGN NETWORK

### ADVOCACY - ANNUAL UPDATE

THE DEMENTIA CARERS CAMPAIGN NETWORK (DCCN) IS AN ADVOCACY GROUP FOR THOSE WHO HAVE EXPERIENCE CARING FOR A LOVED ONE WITH DEMENTIA. THE DCCN WAS FORMED IN 2013 AND IT AIMS TO REPRESENT, RAISE AWARENESS AND CAMPAIGN ON THE DISTINCT NEEDS OF PEOPLE WHO CARE FOR SOMEONE WITH DEMENTIA.



#### POLITICAL ADVOCACY

- Pre-Budget Submission launch
- Members contacted their local politicians
- All Party Oireachtas Group on Dementia Tea Day Event
- Dementia Awareness Training at Leinster House



#### POLICY CONSULTATIONS

- LGBT Ireland and HSE focus group
- Carer Harm work with Family Carer Ireland
- Dept of Social Protection Carers Forum
- Dementia Nurse Specialist ASI Paper
- World Cafe with UCD



#### SUPPORT FOR HSE NATIONAL DEMENTIA SERVICES

- Understand Together Working Group meetings
- Relaunch of Campaign event
- Attendance at Dementia Model of Care Launch
- Development of educational resource on Psychotropic



#### SUPPORT FOR ASI PROJECTS

- Focus Group to contribute to The ASI Strategy
- Communications Team - National Carers Week
- Support for Fundraising Team - Tea Day, Memory Walk
- Corporate Speaking Engagements
- Dem Talks Podcast



#### SEVEN MEDIA APPEARANCES

- Including Ireland AM
- Newstalk Breakfast
- Irish Farmers Journal
- Local Radio



#### CONFERENCE PRESENTATIONS

DCCN members made Poster and Oral Presentations at Alzheimer Europe and moderated events.



#### EIGHT ARTS ENGAGEMENT

IMMA Horizons, visual and theatre artists, documentary film makers, and post-show discussions on dementia at the touring show Lost Lear.



#### SEVEN COMMITTEE MEETINGS

Committee Meetings and Wider Network Meetings In-Person, Online Meetings, Group Meetings, Steering Group Meetings and Focus Groups.

#### DCCN ACHIEVEMENTS



- Representing Ireland on the world stage - European Dementia Carers Working Group and WHO
- International Day of Care and Support
- Amplifying carer experience through numerous speaking engagements including at St Joseph's Alzheimer Cafe, Engaging Dementia Rainbow Cafe, the Alzheimer Europe Academy, and UCC MSc in Dementia course
- Media training for members to build capacity to represent the views of dementia carers
- Supporting Carers Week and ensuring the voice of dementia carers was represented across social media
- Supporting a member to campaign for a local sports facility
- Working with Bank of Ireland to alleviate banking issues for Dementia Carers



If you would like to learn more about the Irish Dementia Working Group or the Dementia Carers Campaign Network please e-mail [advocacy@alzheimer.ie](mailto:advocacy@alzheimer.ie), or phone 01 2073800.



## 03 ACHIEVEMENTS - RESEARCH & POLICY

### CAMPAIGNS AND EVENTS



#### INAUGURAL DEMENTIA RESEARCH AWARD

In January, The ASI launched its inaugural Dementia Research Award, marking a significant milestone in our commitment to advancing dementia research. This award offered funding of up to €100,000 towards a project of 9-24 months duration.

The review process was rigorous, and we invited research proposals that had the potential to deliver excellent, informative, and impactful contributions to the dementia community. The key themes of the award were guided by a national research prioritisation exercise and consultation with ASI staff, volunteers, people living with dementia and family carers. Applications were reviewed by The ASI's International Review Panel as well as ASI staff and members of the Dementia Research Advisory Team.

Funding was awarded to Dr Michelle Kelly & Dr Caoimhe Hannigan from the National College of Ireland for their project titled Increasing the Availability of Cognitive Rehabilitation for People with Dementia in Ireland. The project is now underway, and we look

forward to sharing the insights and outcomes with professional and public audiences.

#### BRIDGING THE GAP BETWEEN RESEARCH, POLICY AND PRACTICE

On 22nd February, The ASI and Dementia Research Network Ireland (DRNI) hosted a knowledge exchange seminar focused on research impact in Dublin. The event brought together experienced early-career researchers, clinicians, family carers, and people living with dementia creating a collaborative environment for sharing insights and expertise.

The event featured a stellar lineup of keynote speakers including ASI CEO, Andy Heffernan, Health Research Charities Ireland CEO Dr Avril Kennan, Brenda Buckley and Tony McIntyre of the Dementia Research Advisory Team, Prof Mary Mc Carron from Trinity College Dublin, Dr Siobhan Fox from University College Cork and Prof Sean Kennelly from Tallaght University Hospital. Their contributions shed light on designing dementia research for impact.



Left: Dr Laura O'Philbin, Ms Ciara O'Reilly, Dr Diane O'Doherty, Mr Cormac Cahill.  
Right: Dementia Research Network Ireland (DRNI) Knowledge Exchange Seminar which took place in February 2023.

Interactive group discussions explored the challenges and potential solutions for translating research findings into practical impact.

This marked the first research event co-hosted by The ASI, made possible through a grant from the Health Research Board Events and Conferences Sponsorship Scheme 2022.

The event is available to watch here: [tiny.cc/i1m3yz](https://tiny.cc/i1m3yz)

#### THE COST OF LIVING WHILE CARING

A brief report on the financial situation of family carers of people with dementia in Ireland.

On April 4th, The Alzheimer Society of Ireland launched The Cost of Living While Caring: A brief report on the financial situation of family carers of people with dementia in Ireland in collaboration with Family Carers Ireland. The report highlights significant financial challenges faced by family carers of people with dementia. Over 180,000 people in Ireland are or have been carers for a family member or partner with dementia, with many more providing support and care in other ways.

The Cost of Living While Caring report highlights the financial challenges faced by 129 family carers of people with dementia and is based on anonymised dementia-specific data collected by Family Carers Ireland as part of The State of Caring 2022 report.

The Irish health and social care system depends on family carers who provide the lion's share of care to people with dementia. The value of this work to the State is estimated to be in the region of €804m per annum.

The report provides a picture of the costs of caring in Ireland in 2022 for family carers of people living with dementia.

- 55% of carers said they have difficulty making ends meet. Notably, 12% of family carers state they have great difficulty making ends meet.
- 17.8% of family carers stated that they were cutting back on household essentials.
- 22.5% have cut back on seeing friends and family.
- In some cases, financial difficulties were so impactful that people had fallen into arrears with mortgage payments (4.7%) and utility bills (5.4%).
- The ASI called on the Irish Government to introduce a range of measures to provide financial support for family carers who are struggling during the current cost of living crisis.

The ASI called on the Irish Government to introduce a range of measures to provide financial support for family carers who are struggling during the current cost of living crisis.

To read the report in full, please visit: [alzheimer.ie/creating-change/policy-on-dementia-in-ireland/policypapers/](https://www.alzheimer.ie/creating-change/policy-on-dementia-in-ireland/policypapers/)



## REACTIONS TO DISEASE-MODIFYING THERAPIES

### Lecanemab Reaction

In January 2023, we welcomed the positive decision by the US Food & Drug Administration (FDA) to approve the Lecanemab antibody, which will be marketed as Leqembi, under their accelerated approval pathway. Leqembi targets a harmful protein called amyloid beta in the brain, and data indicates that it has the potential to slow down the progression of Alzheimer's Disease. We await a decision by the European Medicines Agency.

To access easy-read information and updates on Leqembi please visit: [alzheimer.ie/creating-change/research/drug-treatment-updates/](https://alzheimer.ie/creating-change/research/drug-treatment-updates/)

### Donanemab Reaction

In July 2023, we welcomed the positive results from the TRAILBLAZER-ALZ2 Phase III Clinical Trial of The Alzheimer's drug Donanemab.

The evidence was presented by American Pharmaceutical Company Eli Lilly representatives at the Alzheimer's Association International Conference and published in the Journal of the American Medical Association. This data follows encouraging top-line results issued by Eli Lilly in May of this year.

The ASI welcomed this high-quality data and the positive results from the TRAILBLAZER-ALZ2 Phase III Clinical Trial on the efficacy of the Donanemab antibody in slowing down the progress of Alzheimer's Disease for people in the early stages. We await decisions by regulators across the world.

To access easy-read information and updates on Donanemab please visit: [alzheimer.ie/creating-change/research/drug-treatment-updates/](https://alzheimer.ie/creating-change/research/drug-treatment-updates/)

## THE EXPERIENCE OF DEMENTIA IN IRELAND: A SNAPSHOT IN TIME

In September, we launched our report, The Experience of Dementia in Ireland: A Snapshot in Time, which captures the experience of living with dementia in Ireland in 2023, highlighting the multi-faceted and complex challenges facing those affected by the condition.

The research was carried out in early summer 2023 with almost 670 people, including both carers and people living with dementia. Many people are struggling with issues such as burnout, isolation, and poor health against the

backdrop of the escalating cost of living. This national research illustrates the scale of need and the increasing demand for services nationwide.

The report covers a diverse range of topics including accessing to services and supports, the role of the local community, caring and financial challenges, the experience of living with dementia in Ireland and the support that people affected by dementia want and need.

To access the full report please visit this link: [alzheimer.ie/wp-content/uploads/2023/09/The-Experience-of-Dementia-in-Ireland-2023.pdf](https://alzheimer.ie/wp-content/uploads/2023/09/The-Experience-of-Dementia-in-Ireland-2023.pdf)

## RESEARCH COMMUNICATION

A key tenet of The ASI's Research Strategy 2022 – 2024 is to proactively disseminate research evidence across a wide variety of targeted internal and external audiences to boost research knowledge, understanding and awareness. One of the core ways we do this is through our two quarterly research newsletters; one tailored for the general public, and one designed for the research / health professionals' community.

Our research newsletter for the general public is shared with nearly 600 people via email on a quarterly basis. We also issue in excess of 50 hard copies to interested members of the dementia community. The newsletter provides an opportunity to spotlight research projects actively recruiting through the TeamUp for Dementia Research service, insights into The ASI's research activities both internally and with external collaborators, information on upcoming events and updates on the work of the Dementia Research Advisory Team.


Our research newsletter tailored for the research / health professional community is also shared on a quarterly basis. With over 200 recipients on the mailing list, this newsletter features funding and tender opportunities, research publications, updates from the work of the Research & Policy Team and upcoming events. When The ASI launches a funding call / funding collaboration, a special edition of the newsletter circulated to the research community.

Both newsletters offer a connection point for highlighting developments in the dementia research field such as the announcement of disease modifying therapies Donanemab and Lecanemab in 2023.

Research dissemination is an integral role of the Research & Policy team's work.

## 03 ACHIEVEMENTS - RESEARCH & POLICY

### TEAM UP FOR DEMENTIA RESEARCH 2023



**TeamUp**  
For Dementia Research

Connecting People and Research

**500,000 people are affected by Dementia in Ireland, with 30 people diagnosed every day.**

### THE TEAMUP FOR DEMENTIA RESEARCH SERVICE SUPPORTS ITS EXTENSIVE MEMBER BASE TO PARTICIPATE IN ETHICALLY APPROVED DEMENTIA RESEARCH ACROSS IRELAND.

Researchers availing of the service provide details of the inclusion criteria of their study, such as demographic or geographic characteristics potential participants must have to be considered suitable. These criteria are then cross-referenced with the TeamUp members' own stated research preferences, with the relevant individuals then issued an Invite to Participate for various projects. This process ensures the service continues to adhere to its ethos of person-centredness whilst providing research opportunities in a streamlined manner. Members are also reminded that through the personalised service, they can review and amend their selected research interest areas.

Throughout 2023, TeamUp for Dementia Research provided recruitment support to researchers from Dublin

City University, University of Limerick, University College Cork, Maynooth University, University of Galway, National College of Ireland, Royal College of Surgeons Ireland, Trinity College Dublin and the Technological University of the Shannon (Midlands). Their work offered TeamUp Members opportunities to participate in one-to-one interviews, in-person focus groups, online surveys, an arts-based psychosocial intervention, and a 6 week, online, intergenerational befriending intervention.

Studies variously recruit people living with dementia and family caregivers, with some research examining the dyadic experience of the condition. The commitment shown by researchers to improving the lives of people affected by dementia is demonstrated in the breadth of work shared through the TeamUp for Dementia Research service. That dedication is bolstered by The ASI's established reputation for support, highlighting the researchers work through the service and additionally via social media posts and the quarterly research newsletter.



As the national provider of dementia services, The ASI is recognised for its multifaceted and holistic approach to delivering care and support. TeamUp for Dementia Research stands as another element in that ecosystem, offering a unique touchpoint for people at all stages of their dementia journey. From individuals recently

diagnosed to those living with dementia for a number of years, family carers supporting a loved one and former family caregivers; the service provides an outlet for harnessing that experience of dementia to actively contribute to a knowledge base and potentially improve the lives of people affected by dementia into the future.



*"I'm Kathleen, I am 54 years young with two children and one grandchild. I was diagnosed with dementia in 2018.*

*I am passionate about research and I think it's really important for people living with dementia to get involved in different projects. Research into dementia is really so important not only to find treatments, but also to improve our lives on a day to day basis.*

*When I take part in research I feel recognised as a person who is capable of doing things. I feel valued and my self esteem is boosted. I enjoy talking about my feelings and experiences. I learn from research, it's something to do, and I find it enjoyable too!*

*If you are thinking about taking part in research, please have a go – I highly recommend it!"*

## 03 ACHIEVEMENTS - RESEARCH & POLICY

### DEMENTIA RESEARCH ADVISORY TEAM



A KEY PIECE OF RESEARCH INFRASTRUCTURE WITHIN THE ORGANISATION IS THE ASI'S PERSON PUBLIC INVOLVEMENT (PPI) INITIATIVE, THE DEMENTIA RESEARCH ADVISORY TEAM (DRAT).

Established in 2019 with just 11 individuals, the team now boasts 20 members comprised of people living with dementia and current and former family caregivers. With this increased capacity, the DRAT has strengthened its position to support a wider variety of research work.

The core remit of the DRAT is to ensure the lived experience of dementia is central to the research process, i.e. engaging with the research community from the outset of a research project all the way through to co-creating a pathway for the dissemination of findings. Members work directly with researchers to offer meaningful insights to improve funding applications, co-design research materials and to discuss recruitment strategies and potential data collection methods.

Members were fortunate in 2023 to contribute to a number of grant applications which were approved for funding:

- Video Initiative for Supporting Informed Outreach and Networking-Dementia Engagement and Advocacy in Research (VISION-DEAR); a co-created video resource with researchers from UCC on how best to incorporate PPI into research
- The development and evaluation of a referral guideline for referring patients with suspected cognitive impairment or dementia from general practice to secondary care. A second project with UCC, aligning closely with the DRAT's own recent research work.
- The HipCOG Study: evaluating the impact of cognitive impairment on outcomes for older adults with hip fracture

These collaborations are ongoing.





Previous Page: Members of the Dementia Research Advisory Team at the Smurfit Institute of Genetics, Trinity College.

Top: Members of the Dementia Research Advisory Team meet.

Bottom left: Helen Rochford Brennan Bottom Right: Janice Nolan-Palmer and Carmel Geoghegan.

In addition to the exciting developments above, the DRAT members continue to grow their reputation as Experts by Experience. A snapshot of some of the current projects supported by the members include Animal Assisted Interventions for people affected by dementia, the SENSE-Cog project to adapt and feasibility test a sensory support intervention for people with dementia in nursing homes with long-term collaborators Global Brain Health Institute (GBHI) and an investigation into the occupational needs of people with mild cognitive impairment or dementia, and their carers, from a multi-stakeholder perspective.

The members draw on their personal experience as people affected by dementia to improve dementia research.

Honouring The ASI's commitment to integrate PPI into all aspects of our research activities, training was provided to the members of the DRAT on the research review process. Members were also afforded a variety of opportunities to contribute to conferences in Ireland and amongst their international peers, including the Neuroscience Ireland Conference, Liverpool Aging and Dementia Research Conference, Alzheimer Europe Conference and the Dementia Research Network's Early Career Researcher event. It is important for PPI Contributors to be recognised for their invaluable work in the research community. The ASI demonstrates leadership in this space by providing a host of unique opportunities such as the above which build the capacity and confidence of all members of the Dementia Research Advisory Team.

## 03 ACHIEVEMENTS - COMMUNICATIONS

### MEDIA HIGHLIGHTS 2023



#### MAHON POINT SHOPPING CENTRE

In November, The ASI and Mahon Point Shopping Centre rolled out the first dementia-inclusive shopping centre in the country. The story - the launch of Mahon Point as the first Dementia-Inclusive Shopping space in Ireland - attracted significant media attention and featured in The Irish Independent's 50 best Irish good-news stories of the year

Top: Ireland's first dementia-inclusive shopping centre in Mahon Point, Co. Cork. Bottom: The ASI's Research and Policy Manager Dr Laura O'Philbin on RTE Primetime.

#### PRIMETIME - JULY 2023

Research Manager Dr Laura O'Philbin was interviewed by Louise Byrne and Board of Directors Member Helen Rochford-Brennan was interviewed by Miriam O'Callaghan on RTE's Primetime about discuss the Donanemab Trials and living with Alzheimer's disease and dementia.

Watch the video here:

[www.rte.ie/news/primetime/2023/0720/1395692-new-alzheimers-drug-offers-ray-of-hope-to-sufferers/](https://www.rte.ie/news/primetime/2023/0720/1395692-new-alzheimers-drug-offers-ray-of-hope-to-sufferers/)



## 03 ACHIEVEMENTS - COMMUNICATIONS

### MEDIA HIGHLIGHTS 2023

ENDURING LOVE: COUPLE AFFECTED BY ALZHEIMER'S MARK 60TH WEDDING ANNIVERSARY WHILE RAISING FUNDS FOR THE ASI. A STORY OF LOVE, EMPATHY AND COMMUNITY SPIRIT



#### ENDURING LOVE

Brid Kelly, who lives with Alzheimer's disease, and Vincent Kelly, her husband and primary carer, celebrated 60 Years of marriage with a vow renewal ceremony at The Alzheimer Society of Ireland's Curlew Road Day Care Centre in Drimnagh, Dublin, in September, as part of a fundraiser for the Centre.

"The event - which honoured the past while embracing the present - took place ahead of World Alzheimer's Day on September 21st. The ceremony paid tribute to Bríd and Vincent's original wedding day of September 16th 1963." Our Curlew Road Day Care Manager, Noel Quilantang and his team worked incredibly hard to ensure the day was special for Vincent and Brid. It was a community effort with local businesses also generously lending their support. Family, friends, fellow Curlew Road service users and their carers, and ASI staff attended the ceremony.

The Kelly's story – and their anniversary celebrations – resonated with so many of you. Garnering national and local media attention, the story was covered by RTE One's Drivetime, RSVP Magazine, the Irish Independent, Irish Examiner and many more outlets.

Brid and Vincent's story highlights the resilience, love and empathy within The Alzheimer Society of Ireland and wider community; a Day Care Centre striving to create a special experience for those affected by the condition; a local community pulling together to support our services. At the heart of it is a love story spanning over six decades; Vincent and Brid's story shows that despite the challenges of dementia, there is still so much love and joy to be found.

As Vincent Kelly said: 'Love to me; love is giving. Bottom line.'

*Top: Brid and Vincent were joined by family, friends, fellow Curlew Road Service users and their carers, and ASI Staff to celebrate the ceremony. Bottom: Vincent and Brid on their original wedding day in 1963.*



## 03 ACHIEVEMENTS - HUMAN RESOURCES

### 2023 - A YEAR IN REVIEW



We strive to recruit staff who have the empathy and required skillset to care for clients on their dementia journey. Through enhancing the overall employee experience and further education throughout their career in dementia care, we ensure The ASI continues to provide an empathetic and individualised service to all people affected by dementia.

We successfully recruited a number of key positions last year, including Care Workers, Admin Assistants, Dementia Advisers, Bus Drivers, HR officers and many other support roles.

We strive to continuously develop a great working relationship with our Day Care and Home Care services by training and providing a positive and compliant work environment. We further enhanced this relationship by travelling often in 2023 to provide assistance and support as needed to managers located nationwide.

We created a strong positive culture through active employee engagement and communication – Site visits / Staff Hub / Surveys / Newsletters / Townhalls.

Throughout 2023, we updated all our HR policies ensuring they are compliant and accurate by monitoring and analysing employment law and pending legislation - implementing any necessary changes to policies to ensure compliance. Creation of new policies such as "Remote Working" and "Diversity &

Inclusion" rolling out updates and new policies to the team nationwide via Metacompliance.

Following the launch of the new ASI Strategic plan for 2023 to 2028 – we assisted in creating a realistic and achievable schedule for the HR projects to ensure the success of the strategy and initiatives over the next five years.

We maintain an active collaboration with the Business Continuity Planning Team, ensuring we are prepared for all future eventualities.

Our new online Induction was launched in 2023 – this contains more up to date information for our employees and is interactive with a wealth of departmental knowledge.

We also issued our second Gender Pay Report – this is only one element in identifying reasons for pay differences along gender lines, it helps to highlight any issues and initiate discussion to bring about change. 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, however in 2023 we pre-empted the recently approved 8% increase by issuing a 5% increase in July 2023 much to the delight of our very hard working team.



## 03 HUMAN RESOURCES - LEARNING & DEVELOPMENT

### Q&A WITH ASI ADMINISTRATION TEAM LEAD, HELEN FAGAN



me which part of the country that person is in. They sincerely care about their work and about the organisation. As a team, we understand our goals and are committed. Our superpower is communicating openly and honestly, with respect, trust, and humour. We value each other.

#### What is the most important skill you bring to The ASI?

Enthusiasm.

When I joined the team with a fresh perspective, I recognised areas that could be modified or made more effective. Changes in workplace procedures generally produce positive results and help promote a more positive work environment. Change is exciting to some, and it can feel unfamiliar, upsetting, or frightening for others.

We sat together as a team, discussing my motivation for implementing the changes. We disassembled all the pros and cons, respecting the different viewpoints. This time was valuable as it helped us understand where we came from as individuals, what was important to us, and what we needed in our work. We successfully made the changes, which have led to a better workflow and allowed many more creative suggestions and new ideas.

#### What is the best thing about working with The ASI?

For me, it's working with people with values that are like mine. We are often the first point of contact for someone in a centre across the country; I enjoy the variety this brings, the awareness and understanding of what that person does within the origination. This gives me a great sense of community.

"The ASI has flexible working opportunities and great learning opportunities, which is positive. I enjoy being part of a progressive organisation while still paying attention to the human elements that allow us to drive The ASI cause."

#### Since joining The ASI, what day made you feel the most proud?

As a result of the Covid-19 pandemic, a lot of office equipment and archived paperwork was put into storage. I felt this was an unnecessary cost; it wasn't easy to stock take as the storage units were at total

#### Tell us a little bit about yourself.

I am currently the Administration Team Lead in the National Office. I am originally from Mayo. I enjoy hill walking, travel, history, music & theatre.

#### How long have you been with The ASI?

I joined the ASI Team a year and a half ago, in November 2022.

#### What is the best or most rewarding part about your role?

Knowing that my work positively impacts others and receiving positive feedback that my efforts make a real difference to them gives me a fantastic sense of fulfilment. Resolving issues, responding to requests, developing solutions that simplify a process, or simply making someone's day a little brighter is enriching.

#### Tell us about the Team you work with.

In a word, they are amazing! Being the new girl and in an ASI with over 600 staff, I believe there is no one Jason, Terry, or Sarah don't know, and they can also tell

capacity. I set myself the task of reducing this; it took time as I had to link and coordinate with relevant departments to approve shredding, etc.

The day I reduced the storage by half was a proud moment!

#### What does your typical day look like?

My day is highly varied. I am usually in before 9.00am, initially checking the hot desk offices to ensure they are ready for use and the equipment is operational. I organise the support needed for meetings booked for the day.

Once that is done, I will check emails and the various ongoing weekly, monthly, and stand-alone projects, update records and information, ensure timelines are met, solve any issues that may have arisen, and deal with admin requests and queries from our colleagues around the country. My job is to ensure that all administrative processes operate effectively, relevant records are kept up to date, and office equipment is maintained to a suitable standard. While also keeping myself and others prepared for what needs to be done and when.

#### What would you say to someone who is considering joining the ASI?

*"We are purpose-driven in advocating for the rights and needs of all people with dementia and supporting their carers and families. With the prevalence of dementia worldwide, we have a lot of awareness to raise, and we need your help and skill set to contribute to the mission of ASI."*

We know our passion and actions make a difference in the lives of the families we support.

There are many areas within The ASI where you can choose the skills you wish to develop and select appropriate work to fit in with the areas you would like to learn more about or improve on.

"Service to others is the rent you pay for your room here on earth," Muhammad Ali.



External Training Manager Dr Fergus Timmons (far left) delivering the Dementia Awareness 'Learn, Listen, Link' training in Leinster House AV Room in the Oireachtas in November 2023.



## 03 HUMAN RESOURCES - LEARNING & DEVELOPMENT

### Q&A WITH DUBLIN DEMENTIA ADVISER, JEAN SCANLON



in 2000 in the Day Care centre. I became manager of the Day Care Centre in 2002 when I moved to the position of Home Care Co-ordinator in 2006. I left this position and The ASI in 2007 to take up the role as manager of a dementia-specific unit in a Nursing Home. However, I returned to The ASI in November 2007 to take up the role of Services Manager for Area 1 with direct responsibility for the Orchard Day and respite unit and home care for Area 1. My position was then expanded to Services Manager for South Dublin overseeing all The ASI services in that area. In 2013, I piloted the Dementia Adviser service in South Dublin, and I transitioned into that role in 2014.

#### What's the best or most rewarding part about your role?

The most rewarding part of being a Dementia Adviser is meeting and supporting the person living with dementia and their families. No two people are the same. I meet amazing, interesting people every day and I am privileged to share in their journey with dementia. To see how confident the person with dementia or their family member is after engaging with our service is so rewarding.

#### Tell us about the team that you work with?

The Dementia Adviser team across Ireland is an amazing, supportive, multi-disciplinary team of dedicated individuals. I work with the South Dublin Dementia Adviser team; in the beginning it was just me and now we are a team of three. We work closely together supporting each other while working remotely. We continually develop and strengthen the service we provide through networking and integration with other healthcare professionals in the community and hospital settings. We support other departments in the organisation by facilitating talks and presentations. We place the person living with dementia and their families at the centre of everything we do, they are our priority.

#### What is the most important skill you bring to The ASI?

Empathy, and 20 years of experience working directly with people living with dementia and their families.

#### Tell us a little bit about yourself.

I come from a large supportive family with seven siblings, so I learned to be very independent at a young age. The advantage of being from a large family is you learn many life skills, practical and social, and you understand the importance of respect and personhood, recognising individuality, strengths, and weaknesses. I have always worked in the service industry, early in my career it was mainly retail as opportunities in the 1980s were limited as Ireland seemed to be in a permanent recession. I went to college for the first time in 2000 to study management and I completed my BA Honours degree in Business in 2019 while working full-time.

#### How long have you been with The ASI?

I started with the The ASI on 8th March 1999 on a FAS CE scheme as a care assistant in the Day Care Centre in Curlew Road in Drimnagh. I had never worked in the field of social care before, but I loved it from the moment I stepped into the Day Care Centre. I received the best training in dementia while on the CE Scheme and gained employment as a care assistant

#### What is the best thing about working with ASI?

Working with and for people living with dementia. The ASI is in a fortunate position that it can advocate for services and supports for people living with dementia, it can be the Voice of people with dementia on a political, local and national level to evoke change and greater understanding of dementia and championing the rights of people living with dementia.

#### Since joining The ASI, what day made you feel the most proud?

"It was back when I worked in the Day Care Centre in Curlew Road in Dublin and through one of the Sonas sessions I delivered, a gentleman who was attending our service – who barely spoke, only to say 'Yes' and 'No' – began to sing in this amazing voice 'Danny Boy' and from that moment on he engaged, communicated and I learned so much about him and his life from him. To this day I still see his face, hear his voice, and see his smile."

#### What does your typical day look like?

Planning is key to what we do – our service is highly responsive, and we deal with high volumes of calls and

referrals daily. On average I would have three to four planned calls per day, leaving time for admin and unforeseen calls or queries. On average a call could take up to one hour and you may have follow-up work to do preceding that call.

Pre-Covid, I would have scheduled my week to cover five home visits per week, but post-Covid most interactions are over the phone. As we do not carry a case load, we are constantly responding to new clients as well as supporting returning clients, so it is important to have time each day to respond to unscheduled calls and queries. standard. While also keeping myself and others prepared for what needs to be done and when.

#### What would you say to someone who is considering joining The ASI?

Working with and supporting people living with dementia is so rewarding. You must be flexible and adaptable, a jack of all trades and a master of none, because we are supporting individuals. As a not-for profit organisation we have the needs of the person with dementia and their families at heart with everything we do.



Dementia Adviser for South Cork Cathriona Kenny, Dementia Adviser for North Cork Amy Murphy and Day Care and Day Care at Home Nurse Manager Bessboro DC, Karen Fitzpatrick pictured after The Ballincollig Cafe.



## 03 ACHIEVEMENTS - LEARNING & DEVELOPMENT

### EXTERNAL LEARNING AND DEVELOPMENT IN THE ASI

EXTERNAL LEARNING AND DEVELOPMENT IN THE ASI HAD A REALLY BUSY AND IMPACTFUL YEAR IN 2023. WE DELIVERED MORE TRAINING THAN EVER TO FAMILY CARERS OF PEOPLE LIVING WITH DEMENTIA AND TO A WIDE RANGE OF COMPANIES AND ORGANISATIONS TO PROMOTE MORE DEMENTIA AWARENESS ACROSS IRELAND.



#### FAMILY CARER TRAINING

We delivered training and support to 819 dementia family carers, a 12% increase on the previous year. Most of this delivery was online through the Home Based Care-Home Based Education, Later Stage Dementia Care and Online Support Group interventions.

We also delivered our Insights into Dementia Informing and Empowering Family Carers face-to-face courses on which we had over 302 participants. Most of these courses took place in Dublin but we also visited Sligo, Monaghan, Ennis, Wicklow, Cork city, Waterford, Carlow and Galway. Please see Figure No.1 opposite which shows the breakdown of training courses and participants over the past three years.

#### HOME BASED CARE STATISTICS & EDUCATION

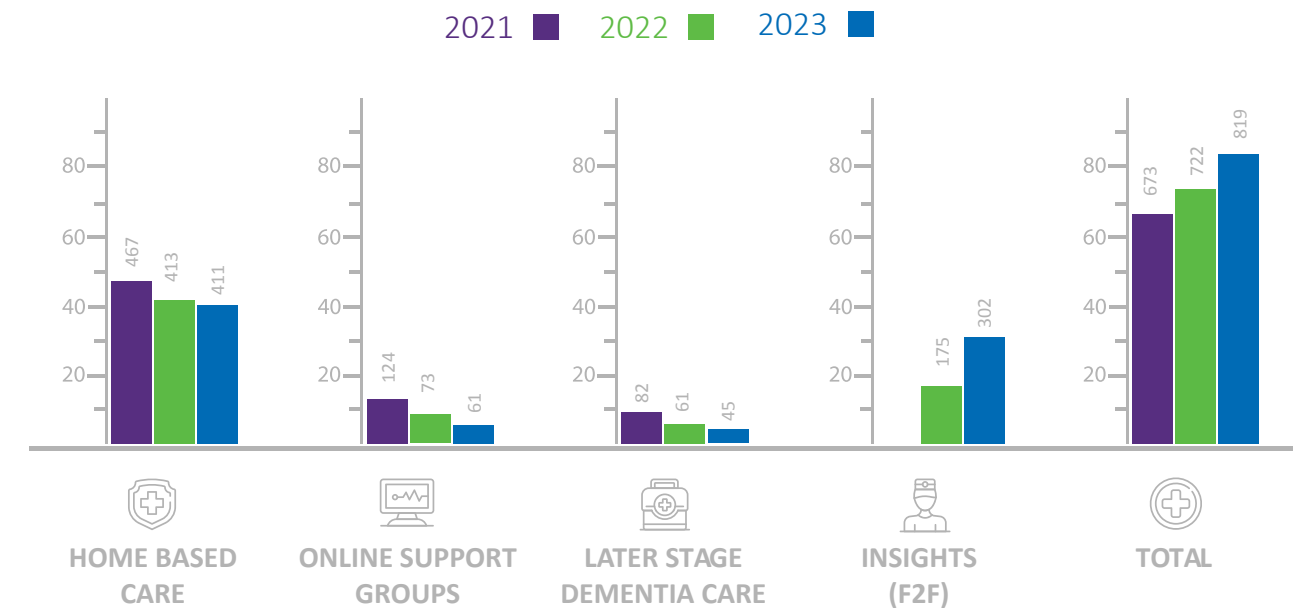
We measured the impact of our Home Based Care-Home Based Education course and the feedback was very

positive. Over the full year with 411 participants analysis of our Course Evaluation forms reveal the following:

- An overall satisfaction rating of 95%
- 82% of respondents felt that the course had a major positive impact on their care situation
- 78% of respondents said they were very likely to introduce new ideas into their care practice
- 94% of respondents felt that the course increased their confidence (58% strongly agreeing and 34% agreeing that they feel more confident in their care situation)
- 77% agreed or strongly agreed that the course reduced their carer stress levels
- 98% of respondents felt the course improved the care they provided with 63% strongly agreeing and 35% agreeing that the course improved the care they provided

These figures are supported by individual testimonies (shown opposite), which outline in the course participants' own words the impact the course has had on them.

FIGURE NO. 1 - NUMBER OF LEARNERS AT 31ST DECEMBER



#### AMANDA FENNELLY (HBC-HBE 5.23 PARTICIPANT)

"There was so much important stuff I learned from this course but what I will take away more than anything is that I am not alone (sadly) and there are people out there who do understand, who know exactly what I am going through even though it is unique for all of us."

"I feel that I have already become a better carer for my father, that I understand his needs a little better, that I have some coping mechanisms for dealing with certain issues we've been experiencing and I know that I will come back to this course time and time again over the next few years as this journey he and I are on together progresses."

"From the six weeks of doing this course I know now that those involved with the Alzheimer's Society understand because so many of them have been through this themselves. They are not doctors or nurses telling you what they think you should do, they are people drawing from their own real life experiences to tell you how it was for them and hoping that somewhere in their story the rest of us only starting out on this journey might find some answers, some help, some guidance or at the very least, someone who really does understand what we are feeling, what we are going through. That more than anything is truly valuable to me. I no longer feel alone in this. Thank you for that."

#### CLAIRE MCSHANE (HBC-HBE 5.23 PARTICIPANT)

"I felt it was important for me to do this course when my mother is still quite well to equip me with the

knowledge and strategies to help her when her condition deteriorates. I found the video meetings very helpful. Listening to others sharing their experiences and being able to share mine, made this journey less lonely and scary. We are all on the same journey with our loved ones and want what is best for them."

"I found out a lot about support services that are available which I wouldn't have known about if I hadn't done this course. The tutors were so lovely, kind and supportive and offered great advice."

"I was burying my head in the sand about my mother, but the course spurred me on to be more proactive in relation to discussing my mother's care with her and my brothers and it has been a relief to do so."

"I have more understanding now in relation to dementia and how my mother is feeling, and I am more patient with her. Overall, I thought this was a very good course and I would recommend it to others."

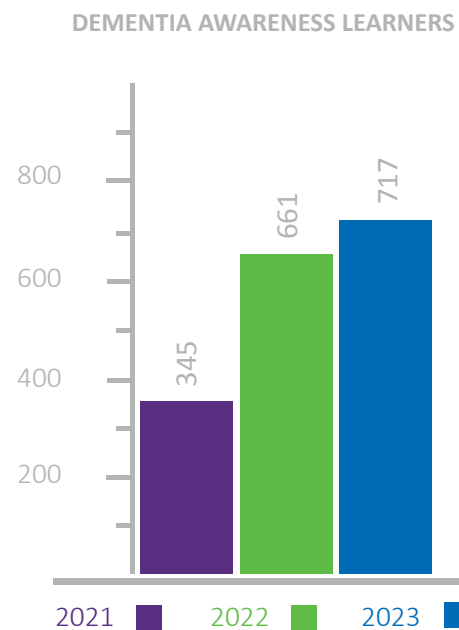
#### EYLEEN GOMEZ (HBC-HBE 5.23 PARTICIPANT)

"I definitely am delighted I did the course. The information I got from not just the course material but from the tutors has been valuable to me. As has listening to the experiences of others on the course. It was good to identify things Mum already does but more importantly know how to react or not react as the case may be to what she says and does in the future. The course has helped me to know I can help her and it has spurred me on to learn more. So, thank you very much for that."



## DEMENTIA AWARENESS

We also worked with a range of companies and to deliver Dementia Awareness training. A total of 717 people attended, and this was an 8% increase on the previous year. It continues an upward trend over the past three years as can be seen from the figure below.



We delivered Dementia Awareness training to a wide range of organisations including Specsavers, Irish Men's Sheds Association, ALONE and Hidden Hearing. Feedback from the ALONE training where 130 staff members attended the course was positive:

- Overall satisfaction rating = 4 (out of 5)
- 96% found the course useful and interesting with 69% strongly agreeing and 27% agreeing that the training was informative and useful
- 89% would recommend the course to a colleague, with 58% strongly agreeing and 31% agreeing with the statement 'I would recommend this training to a colleague'.

## INTERNAL LEARNING AND DEVELOPMENT

2023 was another remarkable year for Internal Learning and Development. Thanks to funding received from The Community Foundation for Ireland, the Internal Learning and Development department officially launched the QQI Level 5 Special Purpose Award in Dementia Care and Support: Homecare Education Programme in 2023.

This dementia course, the contents of which were designed by DCU and the National Dementia Service (NDS) 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. The course takes place over 4 months, so by the end of 2023 we had trained 2 cohorts of Homecare and Daycare at Home staff members, with a third cohort enrolled for a 2024 start date.

In April 2023, in line with Assisted Decision-Making Capacity Act 2015 and the introduction of the new system of tiered decision-making supports, Internal L&D rolled out the HSE land eLearning course entitled "Supporting Decision-Making in Health and Social Care". 432 staff completed this course in 2023. As new day centres opened and new staff joined ASI, Internal L&D arranged and coordinated Fire Safety Awareness Training and Fire Evacuation and Drill courses. We trained over 300 staff across the over 50 Day Care Centres.

As part of the mandatory training, Internal L&D ensured that over 250 people received Manual Handling or Manual Handling and People Moving training in 2023. Our internal tutor conducted over 7 courses in-house and trained over 50 people in this training in 2023.

## COMMUNITY ENGAGEMENT

Finally, in 2023 Internal L&D collaborated with the National Community Engagement team, and specifically the National Activities Coordinator, on the creation of the Activities & Communication Care Handbook and eLearning Programme. The objective of this handbook and eLearning Programme is to train and equip Day Care, Homecare and Daycare at Home staff with the knowledge and tools necessary to improve the quality of care for people living with dementia, through tailored, meaningful activities and effective communication.

The eLearning programme was completed and piloted at the end of 2023. This programme contains lessons on Dementia and Alzheimer's, Understanding the Brain and Memory Loss, Effective Communication techniques and strategies, Tailoring Activities to Individual Preferences and Abilities and The Benefits of Engaging in Meaningful Activities, and includes 40+ activity ideas for carers to engage in and enjoy together with the person living with dementia.

The pilot that took place in October/November 2023 was a great success and the feedback from managers and staff was welcomed and incorporated into the final programme which is ready for roll out in 2024!



Main Image: Members of the HR & L&D team outside Leinster House. Top Left: Julie Greene pictured at the Understand Together dementia training course. Top Right: External Training Manager Dr Fergus Timmons; Middle: Members of the HR Team. Middle Right: Internal training day in ASI National Office in Blackrock, Co Dublin. Bottom: Family Carer Training Day.



## 03 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.

#### IT SERVICES

In 2023, IT Services successfully completed the migration from Google to Microsoft. The process involved meticulous planning and execution, ensuring a seamless transition for all users. IT Services conducted thorough assessments of data dependencies, user workflows, and system integrations to minimize disruptions during migration. With a carefully crafted roadmap, we successfully migrated over 900 email accounts and more than 350 shared drives, leveraging Microsoft's robust infrastructure for enhanced performance.

The migration yielded substantial positive outcomes across various dimensions, fostering a more unified and integrated environment. Improvements include an enhanced ecosystem, increased scalability, and improved security measures. The process also streamlined third-

party integrations, contributing to the development of a more interconnected and seamless ecosystem.

The team developed and deployed various systems, conducting rigorous testing and comprehensive training sessions to facilitate a smooth transition. Prioritizing security, the implementation of Intune for phone deployments fortified device management and security measures, incorporating various restrictions within the systems. Our team successfully resolved over 5500 tickets, ensuring a seamless transition for end-users. Simultaneously, additional efforts were undertaken in Disaster Recovery (DR) and Business Continuity (BC) planning, guaranteeing a robust response to unforeseen events. Upgrades to network connectivity at various ASI locations were executed to guarantee uninterrupted services, minimizing downtime, and enhancing overall productivity. The integration of the Metacompliance training app with Microsoft further elevated the security training experience for users.

Enhancements were made to the Salesforce system, covering aspects such as employment records, payroll system changes, and updates to regions and cost centres. New objects were introduced for Dementia Advisors,

DA Events, and Fundraising. A new Data Breach Incident report object was developed in Salesforce. The addition of new mandatory courses to employment records, coupled with a thorough review of workflow rules linked to timesheets, maximized system capacity. The Procurement Department benefited from a new set of dashboards and reports, offering improved data insights. Operational improvements were also implemented in the Cloudingo App, optimizing its performance.

Multiple workshops were organized to advance the digital transformation project for ASI".

*Aditya Dhaked, IT Manager*

#### DATA PROTECTION

In 2023 ASI Data Protection undertook an independent, internal audit of policies and processes. This was an opportunity to benchmark the charity's compliance with GDPR requirements for processing and accountability. ASI continues to update and maintain its core Article 30 Records of Processing Activities (ROPA) and Retention Schedule. Detailed advice for staff on the handling of data breaches was also re-issued. It was accompanied by the introduction of a new online Data Breach Notification Form which will make breach reporting easier and more efficient. A review of cookie notices and banners was also carried out on ASI websites with information updated as necessary. Regular tasks for The ASI Legal Officer included drafting and finalising suitable property agreements for locations across the country where ASI Operations provides dementia services.

*Clare Murphy, Data Protection and Legal Officer*

#### RECEPTION

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has" - Margaret Mead, Anthropologist.

With a combined 24 years of working with The Alzheimer's Society of Ireland. We, Sarah, Jason, Terry, and Helen, have a unique knowledge and skill set. We aim to listen to, help, and support those who contact us by email, phone, or face-to-face in solving their queries as efficiently and compassionately as possible.

In this report, you will read about some of the most rewarding aspects of our work lies in supporting the various departments including Dementia Advisers, nationwide Day Care Centres, Family Training, Advocacy, Operations, Fundraising, Helpline, Human Resources, SMT, and The CEO office. We are always happy to help

and look forward to another exciting year.

*Helen Fagan, Reception Team Lead*

#### PROCUREMENT

2023 was a busy year for the Procurement Team where we focused on several objectives including supporting service delivery throughout ASI, achieving greater value for money, embedding transparency and accountability in our procurement practices, and ensuring compliance with procurement Directives, legislation, government circulars and other legal requirements.

We have worked to leverage from existing Office of Government Procurement (OGP) and HSE Framework Agreements. These Framework Agreements are a useful procurement tool and have demonstrated that considerable time and cost savings can be made where aggregation of goods and services enables better value for money.

We have collaborated closely with Estates and Facilities Management, Risk Management and Operations to roll-out nationwide contracts, using OGP Frameworks, for our requirements in areas such as cleaning supplies, electrical goods and fire equipment.

These contracts have assisted with consolidating suppliers which improves compliance and greatly reduces the administrative work in managing numerous suppliers. For example, for our electrical goods; we have reduced the supplier base from 23 suppliers to 1 approved supplier and for our cleaning supplies; we have reduced the supplier base from 19 suppliers to 1 approved supplier.

We have also used an OGP Framework to complete a tender for auditing services and we have procured five new buses through an OGP central contract.

Where there were no suitable OGP or HSE Framework Agreements available, the Procurement Team completed our own compliant tender procedures and secured contracts for projects such as modification works on the five new buses, works on a new lounge area at Bessboro Day Care Centre and works to construct dementia friendly gardens in our Mallow and Drogheda centres. We would like to thank our colleagues for implementing these new supplier contracts at a service level, for the knowledge sharing to compile requirements and specifications for tenders and assisting on tender evaluation teams throughout 2023.

*Ronan Behan, Procurement Manager*





### QSPD SERVICES

QSPD continued to focus on dementia specific care practice development in 2023. Mentoring on best practice and promotion of reflective practice was provided in response to daily staff queries. Sample queries and responses were disseminated via the Monthly QSPD Update to service managers.

The development and review of policies was conducted in consultation with the working groups. This focused on aligning procedures with evidence based operational practice. A review of service procedural manuals commenced in 2023 and will be finalised in 2024.

The Management of NCSD/ Responsive Behaviours (RB) Policy was prioritised in line with incident trends. QSPD reviews continued to embed the 'Enriched Model' in care practice. Guidance on the use of frameworks for assessment and management of RB incidents was highlighted.

Promotion of the Safeguarding Policy with national updates was a key QSPD activity in 2023. Provision of information on 'Planning Ahead' (2023 message to reduce the risk of abuse) was communicated at regional briefings and QSPD Updates. The learning from case reviews and After-Action Reviews (AAR) disseminated to service managers. This has strengthened capacity in SG case management.

QSPD contributed to risk management, the Incident Review Template which had been developed in 2022 was streamlined along with the process of weekly review of incidents with the Risk Manager and H&S Officer.

Q QSPD commenced formal Complex Case Forums in 2023. Cases are identified through the incident management process or on requests of managers. Learning was disseminated as above.

The QSPD audit process was extended in 2023 to include the audit of Homecare and Day Care at Home services. The Audit tool was developed by QSPD in conjunction with the HCC Working Group. Family carer feedback was sought as an essential component of the audit, see sample quotes from service audit report 2023.

*Rosalie Kavanagh, QSPD Manager*

*'My husband had taken to the bed, day care has got him back interested in things around him. On return from day care he likes to walk out and about on the farm'*

- Day Care

*'They are truly my lifeline; I can ring the manager at any time. HCW has great insight to my husband's and my needs as a carer. The Monthly YOD support group 'is the icing on the cake for carers'.*

- Day Care at Home

*Main Image: Adewale Adesina, Colette O'Donnell, Ronan Behan and Aditya Dhaked at The ASI Headquarters in Blackrock Co. Dublin.  
Top: Helen Fagan and Terry Murray striving for excellence!*

## 03 ACHIEVEMENTS - PEOPLE WHO USE OUR SERVICES

### THE ALZHEIMER SOCIETY OF IRELAND

#### TADGH AND MARIAN KELLEHER - DAY CARE AT HOME

Every week, Lizimani 'Lee' Milanzi, a carer at The ASI visits Tadhg and Marian's home and works with Tadhg who lives with dementia.

Tadhg finds joy in the Day Care at Home service, he says:

*"The Alzheimer Society of Ireland's Day Care at Home Service is a great help to myself and my wife Marian. I enjoy when Lee from The ASI visits - we do exercises and take walks in the forest close to my home. I like the fresh air and getting out and about."*

The Day Care at Home Service allows relatives caring for loved ones some respite.

Marian, Tadhg's wife said she is grateful for Lee's support which gives her a chance to tend to the farm or take time out for herself without worry. "Sometimes I'll go for a coffee or visit a friend and maybe do a bit of shopping. I have those hours for myself, some time out and I know Tadhg will be well supported at home."

#### VINCENT KELLY - DAY CARE CENTRE AND SOCIAL CLUB

Vincent cares for his wife Brid, who lives with Alzheimer's disease. Brid attends Curlew Road Day Care Centre and Brid attend the Lucan Social Club. "Love to me, love is giving. Bottom line. We were lost before we made contact with The Alzheimer Society of Ireland. They are really great people. And I can't praise them enough," Vincent Kelly.

#### TONY MCINTRYE - FAMILY CARER TRAINING

Tony McIntyre, a member of our Dementia Carers Campaign Network (DCCN) and the Dementia Research Advisory Team (DRAT) said carer training from The ASI "changed my life", explaining that before getting help he was admitted to hospital due to stress and strain. "My life changed for the better, and my ability to support my wife,

Mary, improved so much after completing The Alzheimer Society of Ireland's Family Carer Training."

#### LILY GILCHRIST - DAY CARE CENTRE

Lily gets the best of care from her four children, but the highlight of her week is her outing to the St Joseph's Day Centre, run by The ASI. Her daughter Niamh says:

*"She goes every Saturday but starts talking about and looking forward to it from Thursday,"*

When it was suggested Ms Gilchrist attend the Longford day-care centre, her family were sceptical that she would not agree but they are delighted she enjoys it so much. The day-care service also allows relatives caring for loved ones some respite. Niamh said she is also grateful for the carer from The ASI, Bernie, who visits her mother weekly – giving her a chance to do shopping or other essentials without worry.

#### PADDY CROSBIE - SUPPORT FOR HUSBAND

Paddy Crosbie, a member of the DCCN and European Carers' Group, cared for his husband Derek Simpson, who had Young Onset Dementia

*"Derek and I would have been utterly lost without the services The Alzheimer Society of Ireland provides; their support made such a difference to our lives and helped Derek to retain a sense of independence which was so important to him."*



## 03 BRANCHES

### BRIAN MAHON, CHAIR NORTH LOUTH BRANCH



#### Tell us about your own involvement in the North Louth Branch and how did you get involved?

I have been involved for over 20 years. It started when I went up to The Birches to play music to the clients each week. After a few years, I was then recruited into the branch and have been working with them since. I have also been three years as a Chair and I'm really enjoying the role. It's a very active and demanding role and I still enjoy playing music to the clients and still play at social clubs here.

#### Were there any big priorities for the Dundalk Branch in 2023?

Our main priority really was to create and increase the awareness of dementia in the local community here and we have been working with Siobhan, Cathryn and Donal from the Operations and Community Engagement teams in that regard and they have assisted us in doing this. We have been looking to increase the awareness of the Transition Year (TY) Programme in our schools and looking at creating a dementia-inclusive shopping centre in the Marches Shopping Centre to get the shops there to sign up to dementia training.

The feedback to date has been very positive, especially for the TY Programme.

#### Tell us a little bit about the activities of the Dundalk Branch in general?

We are linked in with the Louth County Council elderly services across the whole town and we're taking steps towards doing an audit for Dundalk town that will make it dementia-inclusive that will include signage and signposting for people with dementia. We are hoping that all services in the town including butchers and local traders all become dementia inclusive. As well as that work, fundraising is always a priority and that is a substantial ongoing process.

In Cooley, we have an outreach centre in Rath Abbey, where we are operating on a one-day-a-week basis. The premises is owned by local parish, and we are going to make a sensory garden in that location, we have had very positive feedback from the locals there.

#### Tell us about the impact of the Alzheimer Society of Ireland in the local area there in Dundalk?

We have a lot of community links now and everyone really appreciates all that we do. They are so supportive of us. When the branch first started, the branch members were very actively involved and shaking buckets in the community, but now this has morphed into the community doing it themselves on our behalf. These would be family members, friends or supporters of our clients who receive our services, and they would undertake a tractor run here, a vintage day there, organise table quizzes, and darts in the pubs or even some line dancing. These would be mainly families and loves ones who attended The Birches, and their ongoing support has been incredible – and continues to be so.

#### How important are the services in the Louth area like the Birches Day Care Centre for example?

The Birches Day Care Centre is deeply embedded in the local community here, so many families have been touched by the service and are very aware of the service. I think it's fair to say that The Birches has been a lifeline to people locally and the outreach centre under the Birches umbrella is also very well known. In 2025, The Birches will celebrate its 25th Anniversary. And when you go back to beginning, the building was built by local people for the local people



St Vincent's Bag Pack Fundraiser - The Birches Day Care Centre, Dundalk, Co Louth.

and has moved forward and with the times since then. The Birches is a lovely community home from home for people and we provide so many activities here. We had one elderly man who attended The Birches who was from a farming background and never painted artistically before he came here. It was the first time he ever held a brush and used colours and was never an artist before in his life. However, when he came here, it quickly became apparent that he had a gift. This person spent hours and hours painting the flowers. His family were blown away by it. So, in his honour, we now have art therapy available for people at the centre. So the staff are very reactive and tuned-in.

#### How important is creating an awareness of dementia in the local community in Dundalk and Louth in general?

Dementia-inclusive communities are so important and people with dementia should feel well in their own towns and communities. We are encouraging shops to become dementia friendly and to use a slow lane in checkouts so people can stop for a chat and the staff will know the signs and what to look out for and how to help. We are hoping to create a shopping day that is dementia friendly in the Marches Shopping Centre. The vision of the branch here is that when you come into Dundalk, all the shops and businesses will have the training and the signage and people will ultimately feel very welcome. As the outreach centre shows in Cooley, The Branch and all the volunteers are in for the long haul and we'll get there and we'll achieve our aims.

#### What are your plans there in the Branch for the future?

We are very active here and we are building a quiet room in The Birches. The centre has now been retro-fitted with

new windows, insulation, heat pumps, and is an A-rated BER. It is a very energy efficient, and comfortable place for residents. In the future, we are hopeful of doing some work to the garden to create a meditation garden.

The Branch will also be hosting volunteering workshops to encourage members of the public and the community to get involved. And we will also be reaching out all the schools in Co Louth to encourage more TY students to get involved in the programme. It's so important and fulfilling to have the younger generations involved in dementia and becoming dementia aware. Many students have grandparents who have dementia or could be carers themselves – which would surprise many people, but it does happen. The feedback has been very positive, especially for the TY Programme.

#### Is there anyone there in the Branch that you would like to thank?

I would like to thank my predecessor Gerry Murphy and all The Branch members and a very hard-working committee down through the years who have supported the success of The Branch and all the members of the local community who have supported us and continue to support us and all the families and clients who attend The Birches.

We have enjoyed phenomenal support over the years. All the people who have made donations over the years, both private and public. I would like to particularly thank Olive and her team at The Birches for the fantastic work they do with the clients and for creating such a loving and caring environment."



## 03 BRANCHES - NORTH LOUTH BRANCH - GALLERY



## 03 ACHIEVEMENTS - SPECIAL EVENTS & AWARDS

### THE ALZHEIMER SOCIETY OF IRELAND

#### LAUNCH OF THE MODEL OF CARE

The Dementia Model of Care outlines care pathways within the Irish health and social care system for people living with dementia from identification of symptoms / signs, through to assessment, diagnosis, communicating a diagnosis, care planning and post-diagnostic support. The model presents a range of targets and practice recommendations to advance the treatment, care and support for the thousands of people living with dementia in Ireland.

The ASI team and advocates from our Irish Dementia Working Group (IDWG) were delighted to attend the launch at the Department of Health in May 2023.

#### THE ASI'S NEW STRATEGY

Since the start of 2023, The ASI developed our new Strategic Plan (2023 - 2027).

The ASI undertook a process to bring this Strategy about through facilitated conversations, group meetings, and discussions with a wide range of our internal and external stakeholders and through our online survey.

Our new strategic plan 2023 - 2027 will set out our crucial role in supporting people living with dementia, their family carers, and supporters in Ireland over a five-year period and comes at a pivotal time in the development of Ireland's understanding, and response to dementia.

Thank you to our Board of Directors, staff, branch members, and volunteers, for engaging in the strategy process. Thanks also to members of The ASI Strategy Reference Group who gave their time, expertise, and commitment to the development process.

#### ALZHEIMER EUROPE CONFERENCE

The 33rd Alzheimer Europe Conference was held in Helsinki from 16th-18th October 2023 in collaboration between Alzheimer Europe and Muistiliitto, and the Alzheimer's Society of Finland.

The 2023 conference was another great networking opportunity bringing together people living with dementia and their families, carers and supporters, but also volunteers and staff of Alzheimer associations, policy makers, health and social care professionals, researchers, academics and industry representatives from all over Europe and beyond.

Also, the Creating A Dementia Inclusive Generation transition year programme was recognised by Alzheimer Europe as one of the six most potent Anti-Stigma Programmes available in Europe. Congratulations to National Community Engagement Manager Cathryn O'Leary, and her team, Dementia Services Information and Development Centre, and our partners Arthur Cox LLP on this outstanding achievement.

Well done to all staff and advocates for presenting at the conference, both in-person and online.

#### PRIDE 2023

The Alzheimer Society of Ireland proudly marked Pride Month in support of LGBTQIA+ friends, colleagues, supporters and people affected by dementia and their loved ones.

On Saturday 24th June, a rainbow of colour filled the streets of Dublin city, as ASI Staff and Supporters joined thousands of people to march in the Dublin Pride Parade for the first time.

It was a privilege to take part in Pride in support of the LGBT+ community. 2023 marks the 30th anniversary of the decriminalisation of homosexuality in Ireland as well as anniversaries of other important events in the history of Pride and LGBTQ+ rights in Dublin. A wonderful day was had by all; we're already looking forward to marching in Pride 2024!

A big thanks to the LGBT+ Working Group steering group members and ASI staff members led by Diane O'Doherty, Saoirse Kelly and Niamh Burke for their fantastic work supporting and promoting LGBT+ initiatives in 2023.





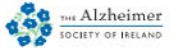
Top: ASI - Letterkenny Chamber Business Awards 2023

Middle: The ASI received the Special Recognition Award from Hidden Hearing while Kevin Quaid was also awarded the Hard of Hearing Award.

Bottom: Cavan Social Club received the runner-up prize in the Pride of Place award in the category of community Age-Friendly initiatives.



The Alzheimer Society of Ireland  
Strategic Plan  
2023 - 2028



Top: Celebrating PRIDE Month in Dublin. Top Right ASI Strategic Plan Middle: Kevin Quaid and Andy Heffernan at the Alzheimer Europe Conference. Bottom: Colette O'Malley (DCCN), Kevin Quaid (IDWG), Annie Dillon, Dr Laura O'Philbin, Helena Quaid (DCCN), Minister for Older People & Mental Health, Mary Butler TD, Siobhan O'Connor, Samantha Taylor, Carmel Geoghegan (DCCN), Cormac Cahill, Saoirse Kelly, and Andy Heffernan at the launch of the Model of Care for Dementia.



## 02 BOARD OF DIRECTORS

### THE ALZHEIMER SOCIETY OF IRELAND



#### EUGENE MCCAGUE, CHAIR

Eugene, a board member of ASI since 2018, is a very experienced and widely respected lawyer who retired as a partner with Arthur Cox in 2017, having worked with the firm for more than 30 years, including four years as Managing Partner and seven years as Chair. He has extensive governance experience, advising many public, private, and state boards. He has also served as a director of companies in the private, voluntary and state sectors – including seven years on the board of the HSE.

#### NIAMH MARSHALL (RESIGNED APRIL 24)

An audit and advisory chartered accountant with over 30 years of experience, Niamh is a partner with the financial services division of KPMG. Niamh has been the head of KPMG Banking division for many years, having previously worked in Corporate Finance, Transaction Services and the IT divisions within KPMG. She has led the audit relationship for several large PLC clients and worked with the public sector, including a two-year secondment as financial adviser to the Secretary General of the then Department of Transport Energy and Communications. Niamh has been a member of the Board of KPMG Ireland. Previously, she was a director with the Institute of Advanced Studies, Unicef, and Connect Ethiopia.

#### PETER GRAY

Peter has deep corporate governance and finance expertise and is a fellow of the Institute of Chartered Accountants and a member of the Chartered Governance Institute and the Institute of Directors. He is currently the Corporate Secretary for J.P. Morgan Ireland. Before that, he held many governance, finance and business management roles in Aviva Life and Pensions Ireland, Bank of Ireland Group, and New Ireland Assurance. He has also worked for Deloitte in both London and Dublin. He has seen first-hand the impact of dementia within his family.

#### ANN TWOMEY

Ann, a former Carer for her late husband, was Co-Founder of the K-CoRD project (Kinsale Community Response to Dementia), one of four Pilot Sites in the Genio Dementia Programme 2012-2015 and funded by the Atlantic Philanthropies. Ann represented K-CoRD, a partner in COLLAGE (Collaboration on Ageing), Ireland's 3 Star Reference Site in The European Innovation Partnership on Active and Healthy Ageing (EIP AHA) in Brussels. Ann is a member of the Advocates Advisory Board of the Dementia-Neurodegeneration Network Ireland (DNNI) at the Mercer Institute, St James Hospital. Ann is a member of The Alzheimer Society of Ireland's Dementia Carers Campaign Network (DCCN).



#### KATE IRVING

Kate is a jointly appointed Professor of Clinical Nursing at Dublin City University and Community Health Organisation. Kate has a PhD from Curtin University Western Australia, with her thesis entitled "A discursive case study investigation into the use of physical and chemical restraint use in acute medicine". She coordinated the FP7 funded In-MINDD study on dementia deterrence and has partnered in many more international research projects. Kate has a particular interest in timely responses to dementia and nursing care ethics. Kate also led a National Dementia Education Programme 'The Dementia Skills Elevator', which continues to develop dementia champions in many health services across the country. The central concept is that each member of society can go up one step on the elevator (from no awareness to some awareness or from low skills to higher skills) and then cascade their new knowledge to others in communities and workplaces. The model was formally adopted by the National Understand Together Programme, which was formed following the completion of the dementia skills elevator project.

#### NOEL HEENEY

A self-employed shop owner, Noel has been active in local community affairs for many years. During that time, he has served on the board of Duleek Credit Union and is the current Chair of the Duleek Development Association and Chairman of a local preschool group. He is a founding member and current President of Duleek AFC. He was a member of the Board Of Directors of Drogheda United AFC from 2009 to 2013. Noel joined the fundraising committee of ASI's South Louth Branch in 2015, and after quickly making a positive impact, he was asked to take on the role of Chair, a position he currently holds.



#### SINÉAD MCSWEENEY

Between 2012 and 2022, Sinéad was a senior member of Twitter's public policy team, initially leading the regional team in Europe, the Middle East, and Africa and latterly heading up the global team. In 2016, she was appointed Managing Director of Twitter's international headquarters in Dublin.

Before Twitter, Sinéad was Director of Communications for An Garda Síochána from 2007 to 2012 and before that was Director of Media and Public Relations for the Police Service of Northern Ireland between 2004 and 2007. From 1996 to 2004, Sinéad held various political advisory positions in the Irish government, including roles as Special Adviser to the Minister for Justice, Equality and Law Reform and at the Attorney General's Office. A native of Midleton, she studied law at University College Cork and qualified as a barrister in 1993. She has recently returned to full-time education to study psychology at Trinity College Dublin.

#### KIERAN MCGOWAN

Kieran is a Director of Malin Plc and a member of the President's Advisory Group at UCD. He is a former CEO of IDA Ireland and former Chairman of CRH Plc. He has served on a wide range of boards of Irish and international companies. He has been Chairman of the Governing Authority of UCD and Chairman and President of the Irish Management Institute (IMI).

*Previous Page: Cathy Reynolds second from right with supporters in Multyfarnham Co Westmeath. Top Left: Ann Twomey in Kildangan Day Care Centre in Kildare. Top Right: James Nevin with Minister Humphreys in Kildangan Day Care Centre.*



## HELEN ROCHFORD-BRENNAN

Helen Rochford-Brennan is a Global Dementia Ambassador who has significantly contributed to dementia advocacy and research. She has served in leadership roles in organizations like the Irish Dementia Working Group and the European Working Group of People with Dementia, and served as a Board member of Alzheimer Europe. Helen is involved in multiple initiatives, including the Alzheimer Europe Foundation, the WHO Global Dementia Observatory Knowledge Exchange, the International Advisory Board for Alzheimer's Disease International, and European Brain Health. She also supports research projects and collaborates with organizations like the European Mental Health Commission, the Global Brain Health Institute, and the Global Coalition on Aging. Helen is known for her efforts to raise awareness of dementia and promote a rights-based approach.

Before her dementia advocacy work, she had a successful business and community development career. Helen was diagnosed with Alzheimer's disease in 2012 and has since shared her personal experience through writing. She continues championing the rights of people with dementia and actively contributes to research and educational programs. Helen has received numerous awards and has contributed to various publications. Her journey has been featured in documentaries and films, including the global documentary "Keys Bags Names Words."

## JAMES NEVIN

James is a retired teacher of agricultural engineering and has been involved in the community and voluntary sector for more than three decades; and served as a Safety Officer at Ballyhaise College. James also served as Chairperson of the Professional Agricultural Officers Association branch of Impact for five years. James served as Chairperson, Secretary, and Treasurer of the Ballyhaise Development Association and led the building of the local community centre there. James is also Treasurer of the Cavan branch of the ASI.

## SEAN O'KEEFE (APPOINTED FEB 24)

Sean is a Chartered Accountant who worked with KPMG for 37 years including 25 years as a Partner. During that time, he served as Head of Audit from 2019 to 2022 and served as a Board Member for eight years. He worked with many of Ireland's leading public, private and not for profit organisations in both an audit and advisory capacity advising on accounting, governance, and deal transaction matters. Sean has a law degree from Trinity College Dublin and is a Fellow of Chartered Accountants Ireland.

# 02 BOARD OF DIRECTORS

## BOARD-COMMITTEES

### AUDIT & RISK COMMITTEE

Niamh Marshall (Chair to April 24) Sean O'Keefe (Chair); Peter Gray (Director); Fiona Lawlor (Non Director Member)

### GOVERNANCE & NOMINATION COMMITTEE

Eugene McCague (Chair); Kieran McGowan (Director).

### REMUNERATION COMMITTEE

Kieran McGowan (Chair); Eugene McCague (Director); James Nevin (Chair); Noel Heeney (Director); Cathy Reynolds (Director); Mark Morgan-Brown (Non-Director Member); Joyce Power (Non-Director Member).

### ADVOCACY & PUBLIC AFFAIRS COMMITTEE

Kieran McGowan (Chair); Helen Rochford-Brennan (Director); Helena Quaid (Non-Director Member); Cathy Reynolds (Director); Ann Twomey (Director).

### FUNDRAISING ADVISORY COMMITTEE

Noel Heeney (Chair); Cathy Reynolds (Director); Ken Mahony (Non-Director Member); Laura Murphy (Non-Director Member); Eoin Gilley (Non-Director Member).

## CEO

Andy Heffernan

## PATRON

President of Ireland, Michael D Higgins.

## COMPANY SECRETARY

Samantha Taylor

# 02 BOARD OF DIRECTORS - Q&A

## HELEN ROCHFORD-BRENNAN



### What prompted you to accept the invitation to join the Board of Directors?

My motivation stems from a profound belief in the importance of having representation at the board level, particularly from those directly impacted. This conviction was instilled in me many years ago when Alzheimer Society of Scotland came to talk to the Irish Dementia Working Group/ASI about setting up our group, stressing the significance of having the voice of the person affected. My deep personal commitment to advocating for individuals with dementia is a driving force behind my decision, it has been a large part of my journey. Additionally, I have always emphasised the necessity of having a voice in any situation. So, when approached, I thought "Why Not" I saw it as an opportunity to contribute meaningfully to advancing awareness and understanding of dementia and to championing a better quality of life and understanding for those living with the illness.

### How would you describe your understanding of The ASI's mission and goals?

The ASI's mission is rooted in empowering people with dementia, their families, caregivers, and supporters

while fostering awareness and understanding of dementia in Ireland which we did not have back in the day. Through ASI vital services, training initiatives, and research endeavour, the organisation also seeks to improve the lives of everyone affected by dementia. It also aims to support people have a sense of purpose and belonging within communities, exemplified by initiatives like the Understand Together campaign, which aims to ensure inclusivity and community cohesion ensuring we are all part of our community. I often say "I was the same person the day before my diagnosis fully integrated in my community as I was the day after except I have a brain disorder" so why would my community not accept this change.

### In your view, what are the opportunities for The ASI?

In business we say there should be balanced regional development, The ASI has the opportunity to foster balanced regional development and promote equality across Ireland. It should not matter where you are, whether in Dingle, Connemara, or a city. By expanding its reach and establishing age and gender appropriate centres, the organisation can ensure that essential support services are accessible to all, regardless of location. Emphasising equality and inclusivity.





#### Can you share any specific goals or visions you have for the ASI's future?

My vision for The ASI is for it to remain a leading advocate and support system, continuously striving to destigmatise dementia and improve the lives of those affected. I hope by the Board maintaining a proactive stance on policy, advocacy, and support initiatives this can happen. I believe the IDWG, DCCN and The ASI collectively can continue to make significant strides in advancing our mission. In particular promoting our right to live at home by working with government for "Fair Deal" at home.

#### How important is it for The ASI to have the lived experience of dementia represented on the board?

The lived experience of dementia is invaluable in informing board decisions and ensuring that The ASI effectively advocates for all of us with dementia in Ireland. I truly hope my long years of lived experience and advocacy provides some knowledge of how many people can still live joyfully with the illness and convey the difficulty experienced by those who cannot. By incorporating real-world perspectives, The ASI can better understand the challenges faced by people with dementia and tailor its efforts to meet their needs.

#### What unique perspectives or experiences do you bring to the board?

Many people that are reading this will know my approach is deeply rooted in human rights advocacy, emphasising the importance of upholding the rights of all people impacted by dementia. I also believe my international involvement in advocacy, policy and research provides a broader perspective on best practices and potential areas for improvement within The ASI.



#### How do you plan to collaborate with other board members and stakeholders?

For me, collaboration will be key. I must actively listen and offer constructive engagement when necessary. Everybody has their own ideas, for me it is also important to work closely with advocacy and policy or whatever committee to inform my decisions. By leveraging our collective strengths and resources, we can work towards shared goals, such as those I mentioned for example promoting equality and enhancing support services and collectively meet our goals.

#### How do you hope your involvement will make a difference, both personally and for The ASI?

Dementia no matter what form we have is a challenge and my hope by being on the Board is to make a tangible difference in the lives of those affected by dementia and their families by advancing The ASI's mission of what we all set out to do. I will continue dedicating myself to advocacy promoting a sense of purpose, continuing to enjoy the things we always enjoyed and fulfilment of living life with the illness and lobby for support initiatives. I also hope to continue to advocate for greater community engagement and equality for people living with dementia.

#### Is there anything else you would like to share or any message you would like to convey to our readers?

It is important for me to urge everyone to consider getting involved with The ASI in any capacity they can, whether through volunteering or supporting research efforts this will make an enormous impact on the lives of people with dementia. To date dementias are the fastest growing illness, there is no cure so involvement in research is vital. Together, we can make a significant impact in improving the lives of those affected by dementia and fostering

a more inclusive and understanding community. I was recently speaking to a newly diagnosed relative of mine encouraging him to get involved he said what can I do ... what can I contribute I explained how his voice matters for change, normalising destigmatising the illness.

#### Can you share any specific moments or initiatives from the past year that stand out to you?

Reflecting on the past year, I am particularly proud of the ten-year milestone achieved by the Irish Dementia Working Group. Our collective efforts have led to considerable progress in advocating for people with dementia and families affected by dementia, culminating in increased funding and awareness. So much work has been done by the IDWG creating change through influence by those who are with us and no longer with us. Every small step forward like days in the Dail for Pre Budget submissions. When I think back to when we started wondering what we were going to achieve. We now see the creating of our greatest achievement the Charter of Rights for People with Dementia, our contribution to creating the National Dementia Strategy realised, the Understand Together Campaign and much more, it reinforces our commitment to creating a better future for those impacted by dementia.

#### Looking back on your own participation as a board member over the past year, what aspects of your role have you found most fulfilling?

Firstly, the greatest aspect is being a member of the board sharing the voice of lived experience. It has reaffirmed my

belief in the importance of the ASI's work and the collective efforts which I can contribute to, in order to improve standards of care, support services, improve policy, advocacy and research in dementia. To be part of a Board so effectively working by engaging with all the ASI teams ensuring the highest standards of accountability. I find it fulfilling to contribute to the shaping ASI's direction and making meaningful progress towards its goals.

#### When you look at the rich history of the ASI, what makes you most proud?

The unwavering dedication of the Staff and Boards with little cash flow. The advocacy work of The Irish Dementia Working Group and the DCCN. I am so proud of all the people involved though the years especially those who are no longer with us. I call them pioneers. I have often thought back on the day I received a call from a member of ASI staff asking me would I do a presentation for the Pre Budget submission and the Miriam O'Callaghan show, at that time it did not occur the impact it would have on people with dementia, their families and our communities, I was drained by requests to speak out but today I am proud of ASI's vision of taking the step to include the voice of dementia when speaking to the media because it is as relevant today as it was then. The collective progress made over the years stand out as sources of pride. From humble beginnings with tiny steps to impactful advocacy efforts, our legacy of compassionate advocacy continues to drive positive change for people with dementia, family's caregivers and supporters affected by dementia.

*Helen Rochford-Brennan, Board Member*



Previous Page L-R: Helen with Patrick Crosbie and Maire Anne Doyle from the DCCN. Helen with Cormac Cahill and Fiona Foley.  
This Page: Helen with CEO Andy Heffernan, Kevin Quaid, Saoirse Kelly and fellow board member Noel Heeney.



## 04 FINANCIAL STATEMENTS

### EXTRACT FROM THE AUDITED FINANCIAL STATEMENTS

#### FINANCIAL OVERVIEW FOR 2023

The financial results for the year ended December 31, 2023, are summarized in the accompanying income and expenditure account. The Alzheimer's Society of Ireland (ASI) reported a surplus of €829k, indicating effective budget management throughout the fiscal year. These efforts reflect ASI's ability to attract and manage financial resources prudently.

#### INVESTMENT IN SERVICES

In alignment with ASI's strategic objectives, an additional total of €1.1 million was invested in the development of new centres and services for clients across Ireland. This investment underscores ASI's commitment to expanding and enhancing our clients experience of the services.

#### APPRECIATION AND FINANCIAL TRANSPARENCY

Our commitment to enhancing our clients' experience is made possible through the generous support and contributions from a diverse range of supporters, including funds raised from our community, government grants, corporate partnerships, and other funding sources.

Detailed annual financial statements are available for review on The ASI website at [www.alzheimer.ie](http://www.alzheimer.ie).

#### COMPLIANCE AND REPORTING

The ASI adheres to all relevant financial regulations and reporting standards. We consistently prioritise transparency and accountability in our financial practices, ensuring the highest levels of integrity and trustworthiness. For further details, refer to the complete annual financial statements available online.

CHY 7868 / CRA 20018238 / CRO 102700

### 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 2023



#### INCOME FROM:

Donations and Legacies  
Charitable Activities  
Other Trading Activities  
Other Income

TOTAL FUNDS  
YEAR 2023  
€000's

TOTAL FUNDS  
YEAR 2022  
€000's

1,529  
21,221  
3,195  
354

1,067  
18,266  
2,456  
157

#### TOTAL INCOME

26,299

21,946

#### EXPENDITURE On:

Cost of Generating Funds  
Governance Costs  
Other Charitable Activities

988  
450  
24,032

729  
425  
19,422

#### TOTAL EXPENDITURE

25,470

20,576

#### NET EXPENDITURE / INCOME

829

1,370

#### NET MOVEMENT IN FUNDS

829

1,370

#### RECONCILIATION OF FUNDS

Total Funds Brought Forward  
Net Movement in Funds

22,003  
829

20,633  
1,370

#### TOTAL FUNDS CARRIED FORWARD

€22,832

€22,003



**THE ALZHEIMER SOCIETY OF IRELAND**  
**(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)**  
**BALANCE SHEET AS AT 31ST DECEMBER 2023**

	YEAR 2023 €000's	YEAR 2022 €000's
<b>FIXED ASSETS</b>		
Tangible Assets	12,226	11,920
	12,226	11,920
<b>CURRENT ASSETS</b>		
Debtors	1,256	1,669
Cash	12,386	11,613
	13,642	13,282
<b>CREDITORS</b> (Amounts falling Due Within One Year)		
Creditors	(2,620)	(2,648)
<b>NEW CURRENT ASSETS</b>	11,022	10,634
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	23,248	22,554
CREDITORS (Amounts falling Due Within One Year)	(416)	(551)
<b>NET ASSETS</b>	22,832	22,003
Charity Funds		
Restricted Funds	536	781
Unrestricted Funds	22,296	21,222
<b>TOTAL FUNDS</b>	€22,832	€22,003





THE **Alzheimer**  
SOCIETY OF IRELAND

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