



THE Alzheimer
SOCIETY OF IRELAND

THE ALZHEIMER SOCIETY OF IRELAND

IMPACT REPORT - 2024

The Alzheimer Society of Ireland Impact Report 2024

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The ASI – Impact Report 2024



“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.

Front Cover Photography: John and Janet Bradley pictured with their daughter, Siobhán, (centre) for Denim Day at Mahon Point Shopping Centre, Cork in March 2024. Photograph taken by Chani Anderson.

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

Day Care & Day Care at Home Services



Dementia Adviser Service



Mobile Information Bus Service



Home Care Service



Social Clubs Alzheimer Cafes



Support Group Service



FAMILY CARER TRAINING SERVICE



STRATEGIC PRIORITIES, VISION, MISSION & VALUES

STRATEGY, VISION & MISSION



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.

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.

THE ASI - OUR 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.



FACEBOOK

The Alzheimer Society of Ireland



X

alzheimersocirl



INSTAGRAM

alzsocirl



LINKEDIN

The Alzheimer Society of Ireland

Information & Advice Services



NATIONAL HELPLINE

 **6,065**

Interactions (-7% on 2023)

DEMENTIA ADVISER SERVICE

4,712

New Clients
(+2% on 2023)



11,992

New Meetings
(-8% on 2023)



EDUCATION PROGRAMMES



37 People Aailed Of Later
Stage Dementia Care Course



Training And Education



FAMILY CARER EDUCATION PROGRAMMES

908 Family Carers availing of our training and support programmes both online and in-person (+10% on 2023)



INFORMING AND EMPOWERING FAMILY CARERS

486 People Aailed Of Home-based Care & Education
333 People Aailed Of Insights Into Dementia

Service Delivery



Day Care Centres Attendances

78,653

(+24% on 2023)



Day Care At Home Hours

89,212

(+14% on 2023)



Home Care Hours

121,124

(-3.8% on 2023)



Social Supports Attendances

12,716

(+20% on 2023)

Fundraising Income

€3.8 MILLION

FUNDRAISING & LEGACIES INCOME



ALZHEIMERS
MEMORY WALK

€150K



**€358
THOUSAND**

THE ASI TEA DAY
FUNDRAISING
2024

**€735
THOUSAND**

COMMUNITY
FUNDRAISING AND
INDIVIDUAL GIVING

**€960
THOUSAND**

CORPORATE
FUNDRAISING
INCOME



**€510
THOUSAND**

ASI BRANCH
FUNDRAISING
INCOME

**€560
THOUSAND**

MARATHON &
CHALLENGE
EVENTS

**€527
THOUSAND**

LEGACIES

Media & Communications



513

BROADCAST
(+12% on 2023)



2803

MEDIA PIECES
(+28% on 2023)



**458
MILLION**

MEDIA REACH
(+37% on 2023)



1466

PRINT MEDIA
(+27% on 2023)



646

ONLINE MEDIA
(+30.% on 2023)



INSTAGRAM

Reach: 3.6 M
(+106% on 2023)



X

Reach: 27M
(-23% on 2023)



LINKEDIN

Reach: 2.1M
(-23% on 2023)



FACEBOOK

Reach: 42.7M
(-15.9% on 2023)

A Message From The Chair of The Board – Eugene McCaule

The ASI – A Year In Review

I can see throughout this report that our reach and achievements really speak for themselves. This is evident across the spectrum of our supports and services, and in the many ways we help to build communities, fundraise, create awareness, and build an evidence base to promote dementia policy and our work on an international stage, particularly within Alzheimer Europe.

“During 2024, we set out to create and implement our Strategic Plan, which is crucial in supporting people living with dementia, their family carers, and supporters in Ireland over the next five years. As we can see in these pages, many tasks have already been completed under the 13 objectives outlined in the Strategic Plan. This is a great credit to all the staff team for achieving this in just one year.”

I was particularly pleased to see our ability to support people in communities across the country. This is essential, and I am incredibly proud of the team’s work to make it happen.

Our community work has many strands, including our wonderful Dementia Advisers working in each county nationwide, our dedicated Alzheimer’s National Helpline team and volunteers answering calls from across Ireland, and our Mobile Information Service, which visited 17 counties during 2024. That is truly incredible outreach.

The Board is particularly pleased that 2024 marked an exciting milestone for our charity with the launch of of dedicated Activity Lodges for people with Young-

onset Dementia. The first Activity Lodge opened at Bessboro Day Care Centre in Co. Cork in May, followed by another lodge in Enniscorthy in November.

In addition, The ASI continued to expand its support services, reaching more people living with dementia and their families in Ireland. The network of Dementia-Specific Day Care Centres has now grown to 54 locations. Alongside these, we launched 20 additional support services, including Social Clubs, Support Groups, and Alzheimer Cafés, in counties such as Leitrim, Monaghan, Mayo, Roscommon, North Tipperary, Cork, Kerry, Galway, and Wexford. This clearly demonstrates that our reach across communities is growing.

In 2024, we continued to work closely with our Branch network, piloting new ways for volunteers and supporters to engage and contribute as Friends of ASI. Our Community Engagement team expanded, and key programmes such as Friends of ASI Dementia Inclusive Communities, the Creating a Dementia Inclusive Generation Transition Year Programme, Sporting Memories, and our Activity Packs all flourished, making a tangible difference across Ireland.

I am also delighted to see that our dementia-inclusive communities initiative has expanded to 12 locations, introducing vital services and training local volunteers. The Transition Year Programme engaged 53 schools, empowering students to advocate for dementia awareness. Sporting Memories continues to reduce isolation through shared sporting experiences, while the Activity Packs and Virtual Dementia Hub provide valuable resources to stay connected.

It’s very encouraging to see both the Irish Dementia Working Group and the Dementia Carers Campaign



Network continue their work to amplify the lived experience of dementia, raise awareness, and challenge stigma. Both groups are also strong supporters of the HSE’s Dementia: Understand Together campaign. The Board and I remain committed to providing ongoing support to the valuable work undertaken by both groups and thank them for their significant contribution.

“A highlight for me was the wonderful celebration to mark the 10-year anniversary of the DCCN, which took place at the Mansion House in Dublin in April. The event, hosted by the Lord Mayor of Dublin, Daithí de Róiste, brought together key stakeholders, including Minister Mary Butler, to reflect on the network’s achievements and highlight its ongoing commitment to advocacy for dementia carers and supporters. I was delighted to attend this event. The DCCN has succeeded in putting a focus on the needs, priorities, and rights of family carers of people

impacted by dementia in Ireland. Their work has also work has also been a catalyst for the creation of an equivalent group in Alzheimer Europe, which was founded in recent years. I am very proud of this wonderful achievement.”

I note that the External Learning and Development team had a dynamic and impactful year, delivering valuable learning opportunities to both family carers and organisations. With the expansion of our L&D and tutor teams, we continued to grow, offering more opportunities and enhancing our impact. In 2024, I was pleased to see the team successfully deliver training and support to 908 dementia family carers, a 10% increase from the previous year.

On the political front, I was delighted to attend the launch of the Pre-Budget Submission “Equal Supports: Building on Momentum” in June, where we campaigned for continued State investment in dementia services, supports, and research. The ASI is very grateful to Minister of State Mary Butler TD for securing dementia-specific funding in Budget 2025. It was also encouraging to see the General

Election campaign in November, with several political leaders, in particular, signing the Dementia Pledge.

Finally, I'm very proud to see our contribution to the dementia conversation on the European stage with our colleagues in Alzheimer Europe. Ireland was one of the founding members of Alzheimer Europe in 1991, and I am proud of the role The ASI has played as a key member of the European movement to better support people with dementia.

I also want to acknowledge the contributions of Kevin Quaid and Patrick Crosbie for their advocacy work within Alzheimer Europe.

All the work we've accomplished in 2024, which ultimately supports people living with dementia and their families, is underpinned by the dedication of our Board of Directors and Sub-Committees, CEO Andy Heffernan, our Senior Management Team, and our professional care staff across the country.

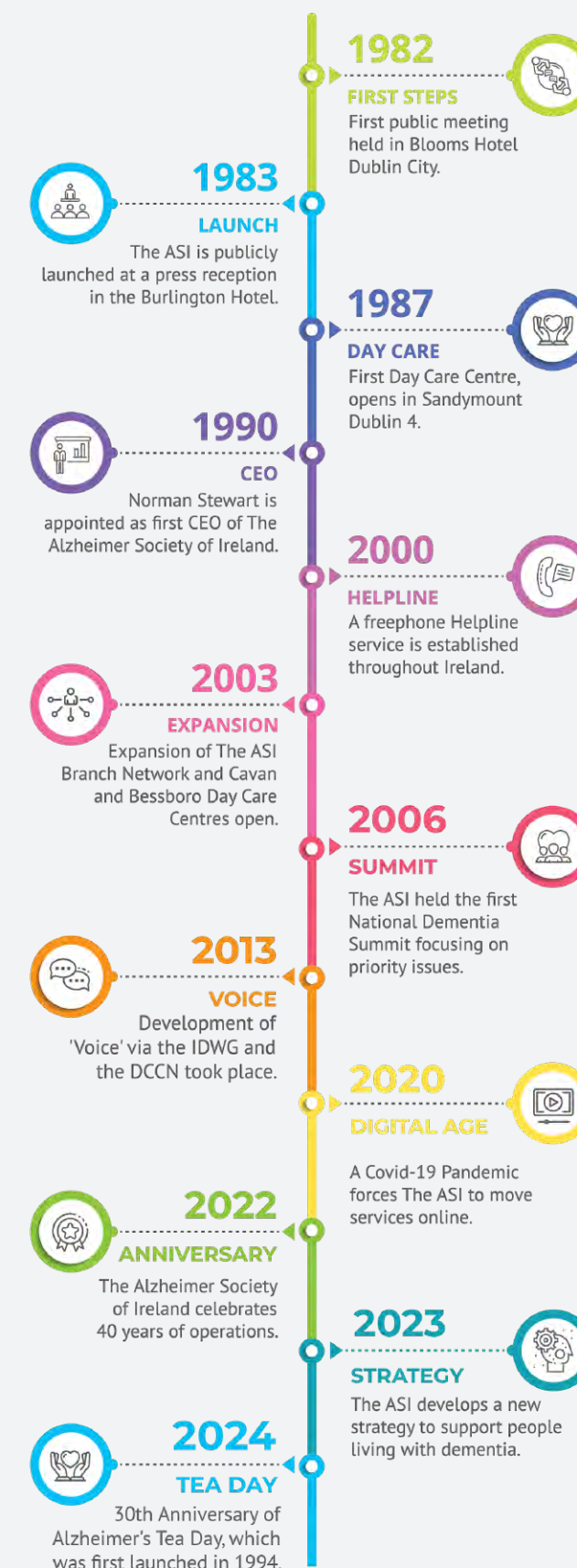
I am so proud of all our collective achievements. Together, we've accomplished so much in 2024.

Well done, everyone. And thank you.

Eugene McCauley
Chair of The Board of Directors, The ASI



Eugene McCauley, Chair of the Board, The ASI, chats with Roisin Shortall, TD, at the Pre-Budget Submission in Buswells Hotel.



A Message From our Chief Executive Officer – Andy Heffernan

Building A Strong Foundation For Our Growth As An Organisation

2024 was another very busy and productive year for everyone at The ASI and I was privileged and heartened to meet with service users, staff, volunteers, and supporters throughout the course of the year.

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.

And what a year 2024 turned out to be.

Firstly, I was delighted to present our Strategic Work Plan for 2024-2027 to the staff team. The 'work priorities' document gives effect to our strategic objectives and creates very tangible and achievable goals for the years ahead under each of our interdependent strategic priorities: Access, Strength, and Impact.

Yes, our new strategy workplan is ambitious, but we are demonstrating that it's very much achievable, and we will continue to provide updates on progress on a regular basis to our staff team. You can see the latest progress on these pages.

I believe that with these work plans in place and with everyone's steadfast commitment, we can achieve our vision of 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 will be realised.

I was particularly pleased to see progression on our ASI Transformation Project. Following a robust

procurement process, Eaton Square were successfully awarded the contract to carry out this important work for The ASI in November.

The new system will give us a strong foundation for our growth as an organisation. This work was guided by an all-organisational viewpoint, and crucial work was put in by our finance, IT and our procurement teams.

It is very encouraging to see our attendances at our supports and services continue to rise. Overall, Day Care Centres Attendances were 78,653 (a 24% increase on 2023); Hours Day Care at Home 121,124 (55% increase); Hours Home Care 89,212 (29% decrease); and Social Supports which include attendances across the social supports includes attendances at social clubs, Alzheimer Cafes, Choirs and Support Groups, were 12,716 (20% increase).

I was particularly happy to see Bessboro Day Care Centre in Co Cork unveil Ireland's first Activity Lodge in May, followed by the opening of a second Activity Lodge at Castle Gardens Retirement Village in Enniscorthy, Co Wexford. These key services will support people with Young Onset Dementia and Early-Stage Dementia including therapeutic activities, including art therapy, music sessions, cognitive exercises, and gardening.

It was very heartening to see the dementia-inclusive communities initiative Friends of ASI expanding to twelve locations, introducing vital services and training local volunteers. It's so encouraging to see many of our Branch networks working closely with the initiative as we create connections in communities around the country.



I know it was a busy year for the Information and Advisory Services team who continued to provide access to information, advice, signposting, and emotional support to people with dementia and their families. In 2024, our Helpline service responded to 6,064 calls, emails and live chats from all over Ireland and internationally.

"It was very encouraging to see another busy year for our Mobile Information Service which visited 17 counties throughout Ireland bringing information, advice and support to people with dementia and their families in their local communities. We also successfully delivered training and support to 908 dementia family carers, representing a 10% increase from the previous year. This is a fantastic achievement."

These pages show that the Dementia Advisory team worked with more people than ever, supporting 4,712 new service users and holding 11,992 meetings to assist new and existing people with dementia and their families who rely on the service.

In October, we proudly celebrated their success with a Graduation Ceremony of our learners from the QQI Level 5: Dementia Care and Support Programme. As well as reflecting the hard work and dedication of our learners, this milestone also demonstrates the high quality of training provided. This reinforces our dedication to continuous improvement and high standards across the organisation.

A notable highlight was the wonderful celebration to mark the 10-year anniversary of our Dementia Carers Campaign Network which took place at the Mansion House, Dublin, in April. This event – hosted by the Lord Mayor of Dublin, Daithí de Róiste – marked a decade of dedicated advocacy, community engagement and the group's remarkable achievements.

Our national and local fundraising events were also a huge success.

This year marked the 30th Anniversary of Alzheimer's Tea Day. There were many supporters in attendance at the launch at the Radisson in Stillorgan, including broadcasters Pat Kenny, Ciara Kelly, Barbara Scully and Teena Gates, and entrepreneur Pamela Laird. Also present were actors Bryan Murray and Una Crawford

O'Brien. It was so heartening to be there on the day with so many staff, advocates and supporters.

In the case of Memory Walk, once again, I was particularly proud to see so many from our staff team become 'Champions' and volunteer their time for the campaign.

As shown on these pages, it was a busy year for political advocacy. Following a successful Pre-Budget Submission launch in June, we welcomed the €2.3 million funding for dementia in Budget 2025. I am very grateful to Minister of State Mary Butler TD for securing this funding for dementia-specific support.

And, of course, the General Election was held in November. I was invigorated by our Election campaign 'Deliver on Dementia – Make a Pledge to Keep Dementia a Priority' which called on all candidates to pledge their support.

Officially launched in Merrion Square, Dublin, the photocall for the campaign featured an advertising bus with several staff, advocates from both the IDWG and DCCN and ASI ambassador, Bryan Murray. A total of 260 pledges from candidates were received; 86 of these candidates were successfully elected to the next Dáil. The voice of our staff was to the fore and made for very powerful advocacy to ensure the place of dementia in the Programme for Government.

Another key highlight for me was 'The Science of Dementia for the Non-Scientist Event,' which our research team co-hosted with Dementia Research Network Ireland to demystify the science of dementia and bring research to a public audience. There were excellent speakers and takeaways from the day and great inputs from those with lived experience of dementia.

On the European front, I am privileged to be an Alzheimer Europe Board Member, and I was encouraged to see so many staff and advocates representing The ASI at the 34th Alzheimer Europe Conference in Geneva in October. I'm humbled to see our advocates representing Ireland on the Alzheimer Europe Working Groups, namely Kevin Quaid and Patrick Crosbie. In 2024, Irish MEP Nina Carberry was nominated as Co-Chair of the European Alzheimer Alliance, I look forward to working with Nina in the years ahead.

I also would like to acknowledge the National Dementia Services, the HSE, the Government, and the All-Party Oireachtas Group on Dementia, chaired by Senator Fiona O'Loughlin for their support and collaboration.

I also want to thank those who donate and help to fundraise for The ASI – as you will see from these pages, the impact of their generosity is evident.

"As we look to the future, The Alzheimer Society of Ireland is in a good place, with over 750 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 thank our Senior Management Team, our wider staff team, branch members, and volunteers. It is important to acknowledge the contribution of our National Office departments such as Finance, Risk and Quality, HR, IT, Procurement, Communications, and the reception team. 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 to our Chair 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 2024.

Thanks to everyone for making it happen.

Andy Heffernan
CEO, The Alzheimer's Society of Ireland.

Previous Page: Uachtarán Chumann Lúthchleas Gael Jarlath Burns pictured with Charity partner representatives from Alzheimer's Society of Ireland, National Community Engagement Manager Cathryn O'Leary, Chief Executive Andy Heffernan and Corporate Fundraiser Kerri-Ann Warren.



Top Left: Andy Heffernan celebrates the 30th anniversary of Alzheimer's Tea Day. Top Right: Andy Heffernan with IDWG advocate Kathleen Farrell. Middle and Bottom: Board, staff and advocates at the Pre-Budget Submission launch in Buswells Hotel in Dublin.

The Alzheimer Society of Ireland – Operations

The ASI Opens Two ‘First of Its Kind’ Activity Lodges for People with Young-Onset Dementia and Early-Stage Dementia

2024 marked an exciting milestone for The ASI as it expanded its services with the launch of dedicated Activity Lodges for people with Young-Onset Dementia (YOD).

In May, our Bessboro Day Care Centre in Co. Cork unveiled Ireland’s first Activity Lodge, marking the culmination of a month-long celebration of 30 years of Alzheimer’s Tea Day. The Lodge offers a social and engaging space for people with YOD to participate in activities tailored to their interests and peers, with a focus on reconnecting with nature through its garden.

Minister of Older People Mary Butler TD officially opened the Lodge, with public representatives, families, carers, and community supporters in attendance, and the event was even featured on Virgin Media News.

A second Activity Lodge opened at Castle Gardens Retirement Village in Enniscorthy, Co. Wexford, in November. The space provides a range of therapeutic activities, including art therapy, music sessions, cognitive exercises, and gardening, to improve the quality of life for those with YOD and early-stage dementia. They also offer a supportive space for carers to connect and access resources.

People with YOD, diagnosed before the age of 65, face challenges that differ from those experienced by older individuals with the condition. Many may still be in active employment, driving, managing financial responsibilities, and raising young families.

As the number of people living with dementia in Ireland is expected to rise, these Lodges reflect The ASI’s steadfast commitment to providing innovative care and support for those living with the condition and their families.

Reflecting on the opening of the Lodges, The ASI’s Head of Operations and Community Engagement, Siobhan O’Connor, said,

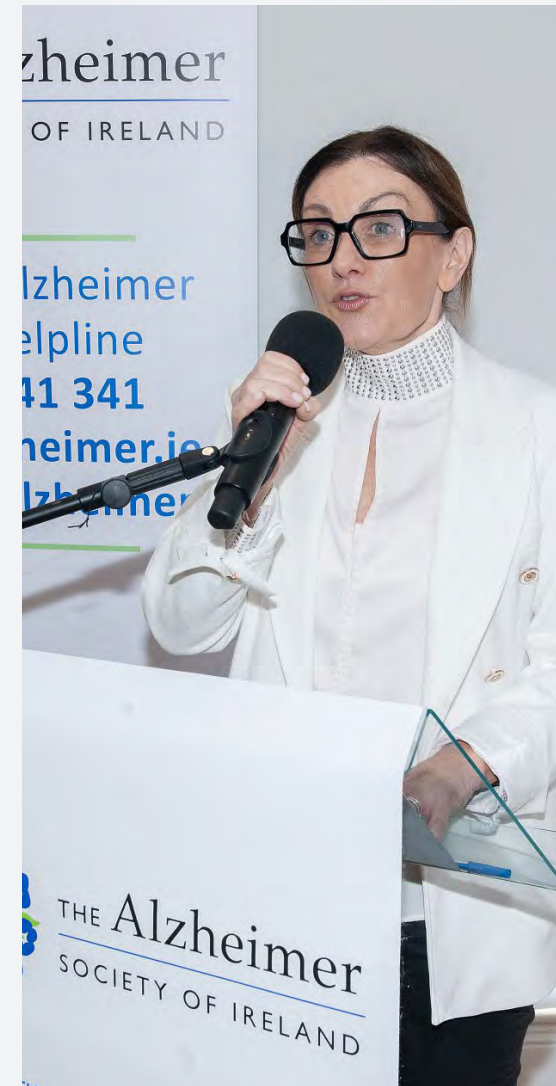
“The ASI is committed to creating safe spaces where people with dementia can thrive and feel valued, supported, and empowered on their journey. At the same time, this provides caregivers and families with vital respite and community support. This is about delivering dementia-specific care that cultivates social engagement, creativity, and joy. Many people played a crucial role in making these Lodges a reality and we are so grateful to each and every one of them.”

Top Left: Head of Operations and Community Engagement, Siobhan O’Connor, at the opening of our Activity Lodge at Castle Gardens Retirement Village in Co Wexford.

Top Right: The Memory Café in Dungarvan, Co Waterford.

Middle: Staff, friends, guests and supporters of The ASI join to celebrate the opening of the Activity Lodge at Castle Gardens.

Bottom: Minister Mary Butler officially opens our first Activity Lodge at the Bessboro Day Care Centre in Co Cork.



Operations – A Growing Network Of Nationwide Care

The ASI continues to expand its support services, reaching more people living with dementia and their families in Ireland

The ASI continues to expand its support services, reaching more people living with dementia and their families in Ireland. The network of dementia-specific day care centres has expanded to 54 Day Care Services, including a newly refurbished Centre at Bethany House in Co Carlow. The revamped centre, which includes a beautiful new garden, was officially launched by The ASI and Minister of Older People Mary Butler TD in March.

The refurbishment was made possible through funding from Bank of Ireland Community Funding and the Carlow Rotary Club, with the work carried out by Pat Supple Landscape Maintenance. The building renovation was completed by Scot O'Reilly's All Star Renovations, supported by a generous legacy from a local family.

Since 2013, barring a brief pause during the Covid-19 Pandemic, the centre has provided services and supports to hundreds of people living with dementia and their families in the county.

The ASI's Day Care Centres offer person-centred activities to promote cognitive stimulation, social engagement, and physical activity.

Meanwhile, Co. Donegal also saw the addition of new Day Care Centres in Clonmany, Newtowncunningham, and Cloghan, further broadening The ASI's network across the country.

Alongside these Day Care Centres, The ASI launched 20 additional support services, including Social Clubs,

Support Groups, and Alzheimer Cafés, in counties including Leitrim, Monaghan, Mayo, Roscommon, North Tipperary, Cork, Kerry, Galway, and Wexford.

Creating Community Spaces

Memory Cafés launched in Dungarvan, Co Waterford, and Kenmare and Macroom in Co Cork. These Cafés provide a welcoming, informal space for people with dementia, their families, friends, and healthcare professionals to meet, share experiences, and exchange knowledge.

The Cafés are based on an international model, where we aim to reduce isolation, foster social interaction, and offer valuable resources and support.

The Memory Cafés in Dungarvan and Macroom were spearheaded by local *Friends of ASI, a group of volunteers committed to learning more about dementia and transforming that understanding into meaningful support within their communities.

To learn more about how The ASI's Friends of ASI initiative is helping to raise awareness and build community support, please see the Community Engagement section in this report.



*Top and Middle: ASI Staff, friends and supporters celebrate in the newly refurbished Bethany Day Care Centre in Carlow.
Bottom: Friends of The ASI at the opening of The Memory Cafés in Dungarvan, Co Waterford.*

Operations – Finding Hope: ‘*The Day Care Centre Saved Me*’

We Hear From People Who Use Our Services

‘At first, I stopped going out, but after a few months, my wife and I realised I was wasting my life away.’

I was diagnosed with dementia at the beginning of 2023. I was scared and did not know what was ahead. I think I was in shock. I would not go out but after a few months, my wife and I realised I was wasting my life away.

Dementia is not the end - it’s a different beginning. We joined The ASI’s Mullingar Social Club, which is great, also I am a member of Castlepollard Men’s Shed who are fantastic for support, help and of course a bit of laughter. I go to Multyfarnham Day Care on Tuesdays, which I really enjoy.

I started to collect model airplanes, I have nearly 150 models so far and still growing. I just wanted to say if you think something is wrong, don’t ignore it. There is great help and support out there as I found out.

Edward Madden - Day Care Centre and Social Club

‘In the past, people like me would have been sitting in a chair in the corner of the house with people talking over their heads.’

Frank and Jackie Golden will have been married for 57 years in June. Frank, a member of the Irish Dementia Working Group, was diagnosed with Alzheimer’s Disease six years ago. A dedicated writer and reader, Frank published a book called *The Irish Job* in 2023, set in 1920s Dublin.

The couple often attend Cafes in Clontarf and Castleknock in Co. Dublin, and say it’s an opportunity to reminisce, connect with others, make new friends, and

learn new things.

“It’s a great idea because, in the past, people like me would have been sitting in a chair in the corner of the house with people talking over their heads,” Frank said.

“Even now, in speaking with people of my generation, I’m learning things about the past that I didn’t know about,” he added.

Frank navigates life with Alzheimer’s by “taking an active interest in everything and keeping going.”

Jackie, a member of the Dementia Carers Campaign Network, said: “When you’re retired and you get a dementia diagnosis, it’s very important to stimulate the person who has it with lots of new experiences.”

She added visiting Cafes provides a sense of community, where “you have your own network of friends.”

“It’s very nice to meet people, at any age.”

*Quotes originally appeared in an Irish Times article

Frank and Jackie Golden - Alzheimer Cafes

‘The first day the minibus picked up my husband to go to the Day Care Centre, I wept. Before that, I never had five minutes to myself.’

Katherine and Bob have been married for over 50 years. Bob has Vascular Dementia and Alzheimer’s, conditions that have caused a gradual decline in his health, followed by more sudden changes.

When Bob suffered a stroke in 2023, Katherine said their lifestyles “hugely diminished” with Bob becoming completely dependent on carers.

Struggling to cope “I was at the end of my tether,” Katherine contacted The ASI. Soon, Bob began attending its Bessboro Day Care Centre.

“The first day Bob went to Bessboro was my saving grace.

“At first, he wasn’t quite sure about going there. Now he is ready and waiting when the minibus pulls up outside the door to collect him every Tuesday and every Thursday,” Katherine said.

“He calls Bessboro Day Centre his ‘club.’”

At Bessboro, Bob enjoys companionship and stimulation from the caring staff and volunteers. “He sings their praises all the time,” Katherine said.

“The carers and volunteers at Bessboro are totally selfless people. They offer so much care and companionship to Bob. And they offer care and companionship to me too.”

For Katherine, the respite has been life-changing:

“The first day the minibus came, I wept.

“I never had five minutes to myself. Now I have five hours two days a week to myself. My outlook has improved, and I feel uplifted by the kindness of people.”

“Bessboro Day Centre saved me.”

*Katherine and Bob’s story originally appeared in The Cork Echo.

Katherine and Bob Martin – Day Care Centre

Top: Edward Madden takes a well deserved break from working on his model airplanes. (Day Care Centre and Social Club).

Middle: Frank and Jackie Golden. (Alzheimer Cafes).

Bottom: Katherine and Bob Martin pictured at the launch of our Activity Lodge at Bessboro Day Care Centre in May.





‘The ASI has been a lifeline to our family, we are very grateful.’

Marie Carroll, whose husband Pat was diagnosed with Alzheimer’s Disease in 2020, describes The ASI as a “lifeline” for their family.

“The ASI is truly a remarkable charity. It has been a lifeline to our family since my husband Pat (father to our three adult children and grandfather to our two beautiful granddaughters) was diagnosed.

“With the help and support of The ASI, Pat has a happy and meaningful life. He is socially active through his biweekly trips to the Whistlemount Day Centre in Navan and his mornings with ASI carers, Patricia and Sean.

The ASI has been an incredible support to my daughters and I too, providing us with guidance, reassurance and support as we navigate through the unknown path that Pat’s Alzheimer’s is taking us on.

“Through The ASI, our family has become part of a proactive and caring community that works hard to ensure that our loved ones who carry the burden of Alzheimer’s Disease and Dementia live happy, meaningful, accepted and fulfilling lives.”

Marie and Pat Carroll – Day Care Centre and Home Care Service

‘Our Day Care at Home support worker is helpful, kind, and good craic. We all enjoy chats together.’

Kieran and Mary have been married for 57 years. They live in Co. Kildare and have three children. A few years ago, Kieran began to notice subtle changes in Mary; particularly her increasing forgetfulness. In 2022, after further signs, Mary was diagnosed with Alzheimer’s. Since then, Kieran has been caring for and supporting Mary.

As Mary’s condition progressed, Kieran knew they both needed additional support and contacted The Alzheimer Society of Ireland.

Now, Renate, a carer from The ASI, visits Mary and Kieran twice a week. With Renate’s support, Kieran gets much-needed respite; occasionally he goes golfing. Meanwhile, Mary and Renate spend time together doing various activities, and sometimes they head to the local coffee shop for doughnuts and a chat.

Kieran describes Renate as extremely helpful, kind, clever and ‘good ‘ol craic.’ “We all enjoy the chats together,” he said. Despite the challenges dementia brings, Kieran remains steadfast. “Mary has become more reliant on me now, But we must soldier on. We’re very fortunate in a lot of ways.”

Kieran and Mary - Day Care at Home

‘My mom is happy at the Day Care Centre, and it allows me to continue working, knowing she is safe.’

Doris is a wife, mother, grandmother, and great-grandmother. She has four sons Michael, David, Robbie and Eddie and one daughter, Linda. Her family became her sole purpose in life. She was a dressmaker in her early working life and when her children were young, she made their clothes.

“She is a very gentle and kind person, and this has not changed even with her dementia diagnosis. She loves music and especially loves listening to The Greenscreen on LMFM Radio.

“My mom has been attending Tredagh Day Care Centre for five years. At the Centre, Doris can socialise in a safe environment where she feels comfortable and can meet people her own age,” said her daughter, Linda.

“This gives her a sense of belonging and is very good for her well-being. She feels very happy and comfortable with both clients and care staff.

“The centre provides a lot of support by way of interaction with other clients. They provide food, entertainment and services such as hairdresser and chiropodist, if required. Doris enjoys the music, dancing and sing-along sessions. The Centre also provides Bingo, Art and Quiz sessions on a daily basis.

“The ASI and Tredagh Centre Drogheda are such a wonderful support to my family. I am a full- time carer for my mom. The Centre gives me a chance to continue working with the knowledge my mom is safe,” said Linda.

“We are extremely lucky in the Drogheda area to have this wonderful facility.”

Doris and Linda – Day Care Centre

Previous Page: Kieran and Mary - Day Care at Home.

Top: Marie and Pat Carroll – Day Care Centre and Home Care.

Bottom: Linda with her Mom, Doris, who attends the Tredagh Lodge Day Care Centre in Drogheda.



Operations – From Flower Arranging To The Olympic Games

Dementia Care That Goes Above And Beyond



What's the first thing that comes to mind when you think about our services?

Dementia-specific care? Person-centred support? Safe, warm spaces for people with dementia, giving family carers the vital respite they need?

What about flower arranging, yoga classes, or Olympic competitions where service users compete for the coveted gold medal? Visits from furry friends, including dogs, rabbits, and alpacas? Or the chance to pick freshly planted potatoes from a Day Centre Garden?



Our services – from Day Centres to Social Clubs – offer all of this and much more. Our incredible staff work tirelessly every day to create engaging, new experiences for people with dementia, all while bringing smiles to their faces.

“Although dementia brings us many challenges, our staff are committed to showing that there is still so much joy to be found.”



In 2024, we hosted a variety of special events, outings, and celebrations. While we had many big moments, the quieter ones that took place within our services were just as meaningful. Like when clients share a cup of tea and chat about the weather or sing along to their favourite song on the radio or laugh at a funny joke a carer said.

Top: Swinging for gold at the Curlew Road Day Care Olympics i

Middle: Cuddles at Aughamore Day Care Centre in Co. Sligo.

Bottom: Flower arranging at Garryowen, Co. Limerick.

The Alzheimer Society of Ireland – Community Engagement

Awareness And Inclusion In The Community

Creating A Dementia Inclusive Generation

Our Creating a Dementia Inclusive Generation TY programme has flourished over the past three years, now reaching 53 schools and nearly 4,000 students enrolled for the 2024/25 school year. The programme is designed to foster empathy, increase understanding, and raise awareness of dementia among younger generations.

The feedback has been overwhelmingly positive. Ms. Lane from Carrignafof Community College described it as a “super initiative” and said,

“I was quite amazed at how interested and focused the students were during the modules. They took real ownership of their learning and provided incredibly positive and detailed feedback.”

The project is also proud to be an official Challenge Partner with An Gaisce - The President's Award. A special congratulations to Eile Doyle from Coláiste Bhríde Carnew, who won a Garda Youth Award for her outstanding work in dementia awareness and fundraising for The ASI.

In June, we were thrilled to launch the Irish-language version of the programme, making it more accessible to Irish-speaking schools. It was a pleasure to offer this resource in our native language, ensuring inclusivity and cultural relevance.

Additionally, the Creating a Dementia Inclusive Generation Programme won in the Student category at the Irish Healthcare Centre Awards 2024. It was also shortlisted in the Best Use of Technology category.

Tackling Isolation And Connecting Communities Through The Power Of Sporting Memories

Led by passionate volunteers who care deeply about both sport and supporting others, Sporting Memories continues to make a significant impact. This initiative combats isolation, depression, and loneliness by creating safe, welcoming spaces where people connect through a shared love of sport. With positive feedback for enhancing mental and emotional well-being, the initiative continues to grow—bringing people together through shared memories and a sense of belonging.

In 2024, The ASI was proud to be named one of the GAA's Charity Partners, providing a unique opportunity to further promote Sporting Memories. This partnership, rooted in the GAA's deep community ties, offers an ideal platform to ensure that individuals with strong connections to the GAA continue to feel welcomed and included.

Over six weeks in October and November, our Community Engagement Team proudly took part in the Irish Life GAA Healthy Club Provincial Nights across Kildare, Tyrone, Mayo, and Mallow. These events were a great opportunity to connect with Healthy Club Coordinators and promote Sporting Memories.

In October, Sligo Rovers FC hosted a memorable Sporting Memories event, where fans came together to share stories, meet legends, and celebrate their love of football.

We are thrilled to continue this incredible journey as part of our partnership with the Football Association of Ireland, delivering Sporting Memories through their Football Social Responsibility programme.

Engaging Communities With Vital Activity Resources

Every month, we curate an Activity Calendar that highlights nationwide events and produce Activity Packs distributed to ASI staff, the HSE, nursing homes, and public health nurses. With over 850 packs delivered monthly, these resources help thousands stay engaged and connected, receiving positive feedback for their impact.

Friends Of ASI Are Creating Awareness And Understanding

Launched in 2023, the Friends of ASI Dementia Inclusive Community initiative has grown rapidly. After successful pilots in Macroom, Co. Cork and Dungarvan, Co. Waterford, it expanded to 10 more communities in 2024, including Mallow, Mullingar, Cavan, Drogheda, Carlow, Ratoath, Athlone, Nenagh, Riverchapel-Courtown, and Donegal.

The initiative has reached over 520 people through workshops and training, increasing dementia awareness across businesses, sports clubs, and community groups. This effort ensures people with dementia and their families receive vital support and understanding. Partnerships with local Garda Divisions have been key, with training in Wexford and North Cork, and a session for over 200 Garda recruits in November, helping them better support people with dementia.

Friends of ASI also plays a key role in identifying local needs and launching essential services, including Day Centres in Ballyvourney and Dungarvan, Memory Cafés in Dungarvan and Macroom, and Social Clubs in Macroom and Carlow. These services provide crucial support and connection for people with dementia and their families. Our Friends of ASI show the power of communities to create positive change.

Top: TY Student Elise Doyle (centre) is presented with her award for outstanding work in Dementia Awareness and fundraising.

Middle: GAA Sporting Memories, bringing people together through shared memories and a sense of belonging.

Bottom: John Lawless a Friends of ASI volunteer - Increasing dementia awareness across businesses, sports clubs, and community groups in Co. Waterford.



Community Engagement – Making A Difference In Dungarvan

John Lawless, A Friends of ASI Volunteer, Has Been Supporting the Initiative Since 2023

John has helped drive several local initiatives and says that it can be difficult to remember all that the Dungarvan Friends of ASI group has achieved, as they have been so active. John tells us about his journey with the initiative to date.

“I found myself getting involved in Friends of ASI in a strange sort of way. There was an open night (the launch), hosted at the local cinema, to set the ball rolling, and I attended as a representative of the local Lions Club. My initial attitude was, ‘Well, this is just another meeting, and the Lions Club might be able to help out with some funding.’ However, on that night, both the speakers and the videos were inspirational. I learned so much about what a person with early-stage dementia might be experiencing and could see that lots of simple things could be done to improve the quality of their lives.

No Longer A Taboo

“I believe that it is the simple things that are making all the difference. At one of our monthly committee meetings, we discussed the possibility of setting up a Memory Café.”

Then Emilyne, who is a member of the committee, just quietly perked up and said, ‘But I have a coffee shop, why don’t we just use my place? I reckon that it might work.’ The rest is history. The Memory Café has become one of my favourite places to go as often as I can; it’s so informal and is a great gateway into the other services.

“Already in the Dungarvan community, the difference is that people are more prepared to talk about dementia. There is a growing awareness and less stigma. As more and more local people undergo training, attitudes are gradually changing. On a personal note, I’m now far more comfortable speaking to friends and colleagues; dementia is no longer a taboo subject.

“In addition, those who know that we volunteers are involved are likely to bring up the subject. On quite a few occasions, people literally stopped me in the street and asked me about the local initiatives, quickly followed by a question or concern about one of their loved ones.

“The greatest impact is that the local initiatives are breaking down the barriers of isolation for both those with dementia and their families.”

More Than Giving

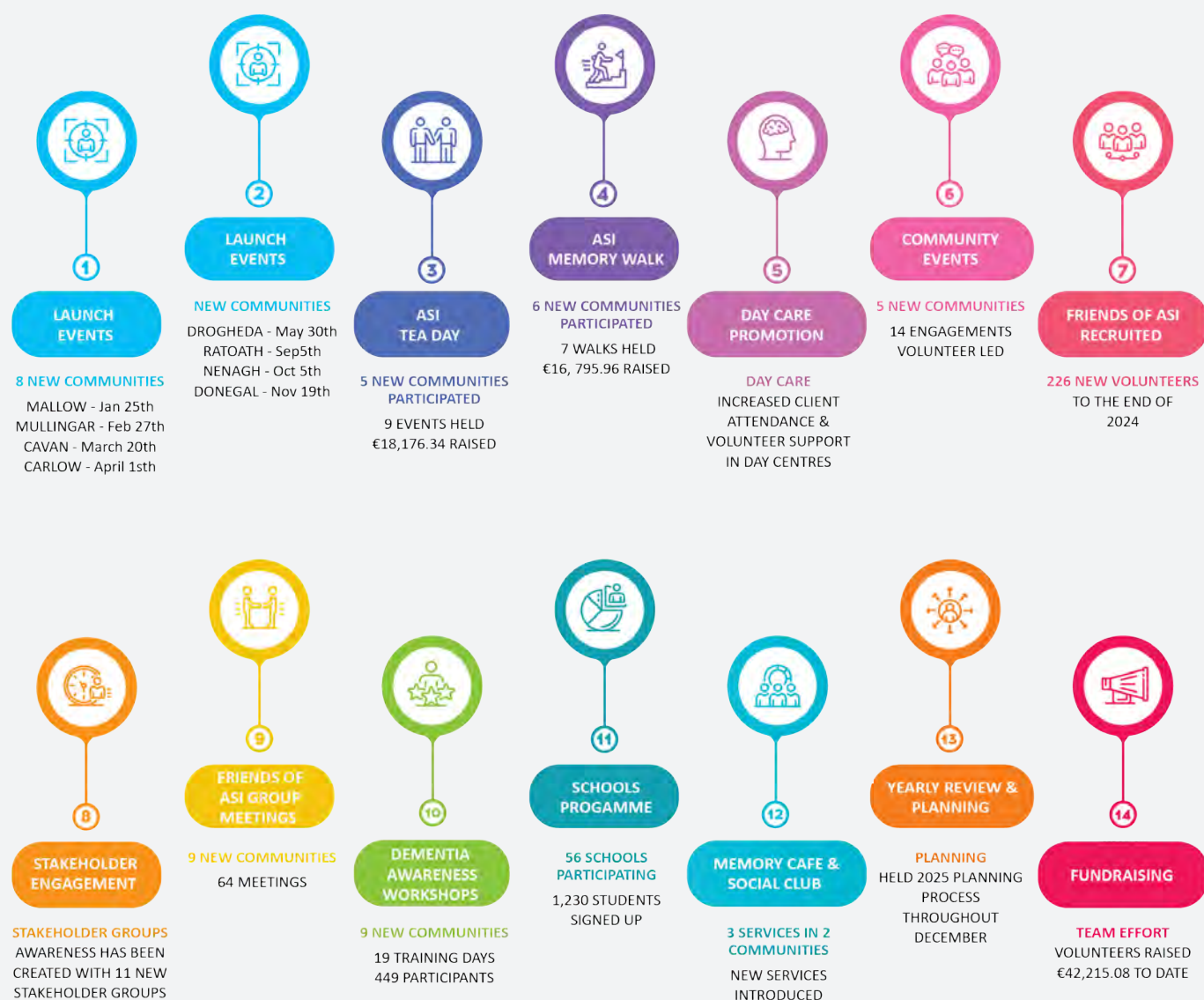
“There are quite a few good ideas for projects and programmes. It’s important for more people to get involved, as they can use their skills to be part of or even lead some of these projects. It’s brilliant to have full-time staff providing services, but volunteers who are rooted in their local community can both informally spread the message and act as an access route to the services.

“Honestly, the most rewarding part is working together as a team with both professional staff and other volunteers on something where I never thought I had something to offer. I’m getting more back than I am giving.”



FRIENDS OF ASI 2023-2024

A COMMUNITY RESPONSE



The Alzheimer Society of Ireland – Information and Advice Services



Our National 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. This service is delivered by our friendly and empathetic volunteers and staff who offer expert advice, emotional support, and signposting to other vital services. We work with people from the earliest signs, during the diagnosis, and throughout the progression of the disease.

In 2024, our Helpline service responded to 6,064 calls, emails, and live chats from all over Ireland and internationally. 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.

This year we were delighted to welcome Claire Dolan as our new Helpline & Information Manager. Claire brings a wealth of experience to the service, is a senior

tutor with our Family Carer Education programmes and previously managed day care and home support services in the organisation.

To support our team in delivering this high-quality service, training and development continued to be a priority in 2024. We provide quarterly in-person training sessions to our Helpline staff and volunteers, and this year training workshops covered topics such as Safeguarding Vulnerable Adults, the Decision Support Service, and common queries that arise in relation to communication and responsive behaviours. This training not only enhances our volunteer and staff knowledge and understanding on important issues that people with dementia and their families raise, but it also helps us to maintain the Helpline Standard, which was awarded to the Helpline for a second time in 2023.

The National Helpline can be contacted on 1800 341 341, helpline@alzheimer.ie and through a Chat function on the ASI website www.alzheimer.ie.

Information And Advice Services – Mobile Information Service

Resources & Community Outreach

The ASI has a wide range of booklets, factsheets, videos, and other resources to support access to information about dementia. As part of our commitment to excellence, we work to ensure that all our publications are informed by the lived experience, by expert advice, and have a focus on maximising quality of life while navigating changes that happen. We are very grateful to the people with dementia and the families and supporters of people with dementia and the topic expert advisers who have worked with us to develop these resources.

In 2024, we were delighted to work with the Irish Hospice Foundation to update our 'I have Dementia, How do I Plan for the Future' booklet to help people with dementia and their families to consider legal, financial and healthcare planning following the enactment of the Assisted Decision Making (Capacity) Act and the establishment of the Decision Support Service.

As part of the work to implement ASI's Strategic Plan, we commenced a project to review our resources and consider the needs of people with younger-onset dementia. We were delighted to hold a workshop with ASI's Cuimhne Group in Cork to hear directly from people with younger-onset dementia and their families about their information needs following their diagnosis. Their insights and suggestions are invaluable. We are holding further workshops in 2025 to progress this important project.

Our resources are available free of charge to people with dementia and their families/carers. Contact our National Helpline at 1800 341 341, our Dementia Adviser Service, or visit www.alzheimer.ie. Our website includes dedicated sections for people with dementia and for families.

Mobile Information Service

It was another busy year for our Mobile Information Service. We visited 17 counties throughout Ireland bringing information, advice and support to people with dementia and their families in their local communities. This service enables us to bring our Dementia Advisers, Helpline team, local staff and Branches to age friendly expos, Agricultural shows, food festivals, local events, libraries, shopping centres and the National Ploughing Championships in Co Laois.

"We can provide a direct access to our expert teams, signpost people to their local supports and service and share our publications, all free and confidential. We can even welcome people on board to our meeting space, which provides a dedicated space to listen and support. All contributing to our strategic priority to increase access to our high quality supports and services."

If you would like to bring this service to your local area, please call the helpline at 1800 341341 or email mobileinformationservice@alzheimer.ie

"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

National Helpline – Questions & Answers with Volunteer – Ian Moore

Finding Ways To Help

How do you feel your work on the Helpline makes a difference in the lives of callers?

Sometimes it is a simple matter of having someone to discuss a specific issue or more general issues. Other times it’s about connecting or signposting the caller to services that will possibly help them, which is what makes a difference.

How has volunteering on the Helpline shaped your understanding of dementia?

“From the lived experiences shared by callers, I have a far better understanding of what life caring for someone with dementia is like. I hear from some people how they bring a positivity and ‘get on with it’ state of mind to their role as carer, which is uplifting. However, in so many, I hear (and learn) just how much a burden is on the carer – and principally the person’s life partner. Few are equipped to deal with the dementia condition, and one’s ability to do so gets no better with age.”

What would you say to someone who is considering calling the Helpline but is hesitant?

Please do call. We will listen, and we show we are always finding ways to help.

What keeps you motivated and inspired in your role as a Helpline Volunteer?

The ‘feel-good’ sense I have after my roster. In most cases I feel, and from the thanks I sometimes receive from the caller, that I have done them some good – and usually where they are in difficult circumstances.

Can you tell us about your role as a Helpline Volunteer and what motivated you to get involved?

My role as a volunteer in ASI is to help deliver tangible support to those affected by dementia. In almost all cases the caller comes with a need – some more critical needs than others. I want to do something – even if it is small – to meet that need and send the caller on their way with some benefit from having made the call.

My biggest concern is that whilst I might have signposted callers in many directions, the services out there might not (be able to) deliver the service I’ve suggested to the caller or with the same speed of delivery that the caller has generally enjoyed in ringing the Helpline.

Our resources are available free of charge to people with dementia their families and carers. Please contact our National Helpline at 1800 341 341.

Ian Moore, Helpline Volunteer The ASI.



The Alzheimer Society of Ireland – Dementia Adviser Service

National Support Services

The Dementia Adviser team provides a post-diagnostic service to people diagnosed with and living with dementia and their family and carers at any stage of their dementia journey as part of the Model of Care for Dementia in Ireland.

Working throughout Ireland, our Dementia Advisers (DAs) provide information and advice, emotional support, and practical assistance, as well as signposting to appropriate services and supporting the person and their family to navigate the health and social care system to ensure they receive the right support at the right time.

The DA service is personalised and tailored to everyone to support them to live well and take control of their lives. Our DAs also support people who are navigating their diagnosis and experiencing changes in their memory, mood, and ability to manage day-to-day life.

Our team works closely with health and social care professionals in diagnostic services such as Memory Assessment Support Services, Regional Specialist Memory Clinics, Memory Technology Resource Rooms (MTRRs) and other memory clinics; HSE teams; and GP's.

Our team was part of steering committees in acute settings and was delighted to work with the HSE's National Dementia Service (NDS) in working groups to influence, develop, and implement dementia-specific pathways and services within the HSE.

In 2024, our DAs worked with more people than ever, with 4,712 new service users and 11,992 meetings to support new and existing people with dementia and their families who avail of the service. The year also saw the team work with 211 people with young-onset dementia. The team had a specific focus to work with individuals and groups to understand their needs and

work with them to develop supports, a truly person-led approach as outlined by our work with our Cuimhne Group.

The team also works across the country to raise awareness and bring information and advice to local communities. In 2024, this work included delivery of 245 awareness talks, participating in 279 Alzheimer Café meetings and 111 of The ASI's Community Engagement events, attending 45 events with our Mobile Information Service, and supporting 44 Cognitive Stimulation Therapy groups, 43 support groups, and 40 social clubs. The team also supports the HSE's Dementia: Understand Together campaigns, participating in media and other events throughout the year.

In 2024, our National Coordinator Annie Dillon retired, and Siobhan Johnston took up her post to build on the great work done by Annie to build and develop the service. We gathered in June to acknowledge the enormous contribution Annie made to The ASI, not only as our first National Coordinator for this service but also for her contribution over 15 years with The ASI. She was, and is, a tireless champion for people with dementia and their families, and we wish her every good health and happiness in her retirement.

Siobhan Johnston took up her post during 2024 and brings with her 30 years of experience and has a particular passion for supporting and improving the lives of people with dementia. Having worked as a manager in community and residential settings, Siobhan has a wealth of knowledge, and we wish Siobhan every success in her new role and welcome her to ASI. A key focus for Siobhan will be further expanding the team thanks to the success of ASI Pre-Budget Submission which enables ASI to recruit five new posts in 2025.



Top: The Dementia Adviser team pictured with CEO Andy Heffernan at The ASI's Pre-Budget Submission launch in Buswells Hotel.

Middle: The team say farewell to Annie Dillon on her retirement from The ASI.

Bottom: The Dementia Adviser team with Samantha Taylor at the National Office in Blackrock, Co Dublin.

Dementia Adviser Service – User Feedback And Testimonials

Raising Awareness And Sharing Information

“Thank you so much to the Da Team for all your help. It is So much appreciated by all of us and never forgotten.”

“You have been a part of our lives from the very beginning, always there if myself or Dad needed to talk and always so supportive in every way. I cannot thank you enough for your kindness and guidance. You have provided information, advice, care, and advocacy for Mum and our entire family throughout, and we are eternally grateful. We could not have made it through without you and your whole team at Alzheimer’s Society Cahercalla. Thank you for everything.”

“Thanks so much. We are finding ways. Thanks for all the info. I will certainly take it on board. A Brilliant help.”

“Thanks so much for the chat yesterday. It really helped to chat to someone who understood the feelings that go with caring for a loved one with dementia. Having the chat made a huge difference to me. I appreciate you taking the time to meet me. Keep up the mighty work. It makes such a difference to families. I’m sure our paths will cross again, and it’s great to know I can give you a call if we hit a bump on the journey. Thanks again.”

“Just ringing to say thank you so much for your wonderful help and advice yesterday.”

“God bless you for listening to and believing her.” She said, “It meant a great deal.”

“We look forward to coming every month it is such a failure-free environment, thanks again.”



Top, Middle & Opposite: The Dementia Adviser team support The ASI’s Pre-Budget Submission in Buswell Hotel in Dublin.

Bottom: The Dementia Adviser team are pictured with Minister of State Hildegard Naughton.

THE ASI
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

DEMENTIA ADVISER SERVICE

4,712 New Clients (4,607 In 2023)	11,992 Total Meetings (13,064 In 2023)
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2 NEW FAMILY CARER RESOURCES

THE ASI
DEMENTIA ADVISERS
THIS SERVICE IS FREE AND CONFIDENTIAL

MOBILE INFORMATION BUS SERVICE

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

PHONE HELPLINE: 1800 341 341
EMAIL: mobileinformationservice@alzheimer.ie

DEMENTIA ADVISER SERVICE

IN 2024, 211 PEOPLE UNDER 65 YEARS OF AGE ACCESSED OUR DA SERVICE.

2 NEW FAMILY CARER RESOURCES



Dementia Adviser Service – The Need For Specific Developments

Young-Onset-Dementia And Early-Stage Dementia

The ASI have long recognised the need for specific services and supports for people who have been diagnosed with Young Onset Dementia (YOD) and Early-Stage Dementia (ESD).

The ASI and our DA team advocate for improvements in services, and with the development of the Model of Care for Dementia in Ireland and improved diagnostic services, our team is increasingly working with people with dementia who are being diagnosed earlier in the condition and people who are younger; in 2024, 211 people under 65 years of age accessed our DA service.

Providing appropriate responses to the needs of these cohorts continues to be a driving force for service development within the DA team and for the ASI.

One such service that is successfully supported by the DA team is the Cuimhne Group.

Here Is Their Story

The Cuimhne Group is for people with younger-onset dementia and cognitive issues and their families. The group was formed in February 2023 in response to people's interest in networking with others in a similar situation in a fun, supportive environment outside the clinical setting.

Initially the group met for coffee in a local hotel. As the group bonded, there is increasing interest in broader community activities. This includes a collaboration between The ASI and The Crawford Gallery in Cork City. This is held monthly and is coordinated by two of The Crawford Gallery's in-house artists. This programme is in progress and the feedback to date from participants is very positive.

Social Outings

Regular social outings including a recent visit to The National Gallery in Dublin, to Spike Island in Cobh, to the Everyman Theatre in Cork City, and a Christmas outing to a local restaurant.

All planning and development of the group is decided by all members of the group.

Regular social outings including a visit to The National Gallery in Dublin, to Spike Island in Cobh, to the Everyman Theatre in Cork City, and a Christmas outing to a local restaurant. All planning and development of the group is decided by all members of the group.

The approach of the group is informal with lots of general discussion as well as specific discussions on dementia/cognitive impairment issues. It focuses on networking and building of friendships as well as getting support and being kept informed on the latest dementia events and developments.

Members of the group have also contributed to developments with the Dementia Office and The ASI, including updating of literature.

The Cuimhne Group Mission Statement

To provide a forum for people with young/early onset dementia and other interested people to come together to enjoy social activities. The focus of the group is on friendship, fun and information sharing. It includes artistic activities, coffee, meals out and other activities. Activities are planned in a collaborative way based on an individual's interests.



Top Left: Maeve Montgomery, Dementia Adviser for Louth. Top Right: Clair Harte, Dementia Adviser for Longford and Westmeath, takes part in Alzheimer's Memory Walk. Middle: Members of The Cuimhne Group, pictured outside The National Gallery of Ireland. Bottom: Samantha Taylor and Annie Dillon.

The Alzheimer Society of Ireland – Financial Report

Financial Overview for 2024

The financial results for the year ended 31 st December 2024, are summarised in the accompanying income and expenditure account. In 2024, The Alzheimer Society of Ireland (ASI) total income was €29.5 million (2023: €26.3 million), resulting in a surplus of €1.67 million. Overall income increased by €3.2 million, compared to 2023. The expenditure increased by 9% or €2.34 million. This reflects the increased additional services activity. In line with our goals of sustainability The ASI spent 89% of its total income on care service provision.

Capital Investment Highlights

Thanks to the generous support of our funders and effective fundraising efforts, we generated a surplus that enabled an additional investment of €756k in capital development. This funding has been directed towards enhancing and expanding services for our clients across Ireland.

Key developments include:

- A new premises in Monaghan
- An extension of our facility in Cork
- Upgraded outdoor activity in several centres to enrich client engagement

The addition of five wheelchair-accessible vehicles to improve client transportation to our services.

This investment reflects The ASI’s continued commitment to improving the reach of our services. The capital was raised through a combination of fundraising, contributions and donations.

Looking ahead, ASI remains dedicated to further developing new services and expanding into additional locations throughout 2025 with a further €817k earmarked for capital expenditure in 2025.

Appreciation and Financial Transparency

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

Compliance and Reporting

The ASI adheres to all the relevant financial regulations and reporting standards. We consistently prioritise transparency and accountability in our financial practices, ensuing the highest level of integrity and trustworthiness for future details.

The ASI is compliant with The Governance Code – a Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland. Visit www.governancecode.ie for more information.

The ASI is a Triple Locked member of the Charities Institute Ireland (CII). This means that our board has formally adopted (and monitors compliance with) the Guidelines for Organisations on Fundraising from the Public; the Governance Code for the Community and Voluntary sector (www.governancecode.ie), and annual financial reporting in full compliance with the Charities SORP (Standard of Reporting Practice under FRS102).

Detailed annual financial statements are available for review on the ASI website at www.alzheimer.ie

CHY 7868 / CRO 20018238 / CRO 102700

Generated Income 2024

The total income for 2024 was €29.5 million (2023: €26.3 million), The breakdown is as follows:

INCOME IS DERIVED FROM	YEAR 2024	YEAR 2023
	€M	€M
Donations & Legacies	1.49	1.53
Charitable Activities	23.34	21.22
Other Trading Activities	4.41	3.20
Investment Income	0.03	-
Other Income	0.21	0.35
TOTAL INCOME	29.48	26.30

Donations and Legacies

Income from donations and legacies was €1.49 million slightly down on the previous year of €1.53 million., While income from donations and legacies reduced year on year the levels achieved were in line with on target. Going forward, the maintenance of our donor base remains a priority for the fundraising department.

Charitable Activities

The ASI received total funding of €23.34 million in 2024 compared to €21.22 million in 2023. Grants from the HSE in 2024 was €22.89 million (2023: €20.7 million) an increase on the prior year of €2.19 million. The ASI also received an additional €452k (2023: €525k) from the Department of Social Protection for the Community Employment Schemes operating in Waterford and Donegal.

Other Trading Activities

Thanks to the generous support of our donors, the ASI income from fundraising was €3.24 million (2023: €2.25 million from Fundraising and €1.17 million (2023: €0.95 million) from client contributions. This remarkable growth in income directly supports our mission to expand and enhance services for people living with dementia and their families across Ireland. We are deeply grateful to everyone who contributed as it makes a real and lasting impact.

Investment Income

This income is carefully managed to maximise returns while ensuring that risk is minimised and ethical standards are upheld. In line with ASI’s investment policy, funds are held in cash or term deposits, allowing the organisation to meet its financial obligations promptly and support its ongoing work effectively.

The Audit and Risk Committee regularly monitors deposit levels to ensure compliance and financial stability. In 2024, this prudent approach generated €29k in interest income, further strengthening our ability to serve clients and invest in vital services.

Other Income

This category includes income from a variety of smaller sources that collectively support the ASI’s operations. These include the VAT Compensation Scheme, the Revenue Commissioners’ Charitable Donation Scheme, and a number of targeted grants awarded for specific projects or initiatives. While individually modest, these contributions are valuable

Expenditure

In 2024, the ASI spent €27.8 million on providing services and social inclusion activities an increase of €2.34 million on the prior year of €25.47 million. Throughout 2024, the ASI continued to expand its vital services.

EXPENDITURE ON:	YEAR 2024	YEAR 2023
	€M	€M
Raising Funds	1.07	0.99
Charitable Activities	-	-
Governance Costs	0.42	0.45
Charitable Activities	26.33	24.03
TOTAL EXPENDITURE	27.80	25.47

Raising Funds

In 2024, the ASI invested €1.07 million in generating fundraising income—an increase of €77,000 compared

to the previous year. This increased expenditure directly contributed to a rise in overall fundraising returns. The additional investment focused primarily on enhancing our Individual Giving Campaign, as well as expanding promotional efforts for key events such as Tea Day and the Memory Walk. In addition to raising funds, These initiatives helped to create awareness, strengthen public engagement and broaden our donor base, ensuring the continued growth and sustainability of ASI's fundraising efforts.

Charitable Activities

In 2024, the ASI spent €26.3 million on charitable activities, an increase of €2.3 million on 2023. This rise reflects our ongoing commitment to meeting the growing needs of people living with dementia and their families.

Key drivers of this increased expenditure include:

- Expansion of day care services, with additional day places made available
- Continued growth of the highly successful Day Care at Home model
- Development of new services and specialised programmes, particularly those aimed at supporting people with young-onset dementia and social supports.
- Continual growth year on year in our Information and Advisory Services

The ASI has steadily broadened its reach, delivering services to a more diverse client base such as young onset, and has seen year-on-year increases in demand in our core services. In alignment with our strategic goals, we expect this upward trend to continue as we respond to emerging needs.

The ASI continues to invest in its Advocacy and awareness raising of Dementia and invested in partnerships in Research and will continue to develop and influence research and has collaborated on a number of projects throughout the year.

Governance Costs

Governance costs which relate to the general operation of the organisation as opposed to those costs associated with fundraising or charitable activity. The costs include, Company Secretarial, Governance

and other costs associated with the statutory and regulatory obligations of the organisation. The costs were €415k, a slight drop on the prior year of €450k.

Reserves Policy

The Board considers it appropriate that the ASI should aim to maintain a liquid reserve ranging from 3 months to 5 months expenditure for normal operating expenses with a target minimum liquid reserve fund equal to 90 days of operating expenses. The reserves are maintained to provide the ASI with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future.

At the end of 2024, ASI reserves amounted to 137 days cover (2023: 125 days). The economic volatility continues to underscore the importance of a strong reserves policy. The challenges of rising costs, and ongoing uncertainty in income streams particularly in fundraising and client contributions highlight the need for resilience and flexibility. Maintaining a healthy level of reserves enables ASI to respond swiftly to changing circumstances, protect core services, and safeguard the continuity of support to our clients.

Outlook for 2025

2024 has been a highly successful year for the ASI, marked by significant growth in services and an expanded reach that has meaningfully improved service provision for our clients. This progress reflects our continued commitment to excellence, innovation, and impact.

As we look to 2025, we are confident that this positive trajectory will continue, supported by promising opportunities for further development and long-term sustainability. All projected activities are carefully aligned with our strategic objectives, ensuring that every step forward builds on a strong and purposeful foundation.

The ASI remains committed to maintaining robust financial controls, delivering cost-effective services, and preserving the high quality of care that our clients and their families rely on. With a clear vision, sound governance, and the ongoing support of our partners and community, the ASI is well-positioned to grow sustainably and meet the evolving needs of people living with dementia across Ireland.



Top Left: Picking home grown vegetables in the garden at Bessboro Day Care Centre, Co Cork.
Top Right & Middle: Singing, dancing and celebrations for The ASI's Tea Day 30th Anniversary.
Bottom: Minister Mary Butler, ASI Staff, and friends celebrate in the refurbished Bethany Day Care Centre.

The Alzheimer Society of Ireland – Fundraising

A Remarkable Wave of Generosity Results in Millions Being Fundraised to Support People with Dementia and their Families

The ASI generates funds through a variety of initiatives, including events, campaigns, marathons, challenges, individual donations, corporate partnerships, and, of course, those who choose to remember The ASI in their will.

The ASI extends a sincere thanks for the incredible support and generosity demonstrated by all those who contributed to making this achievement possible.

Campaigns And Events

Style And Solidarity - Denim Day For Dementia 2024

In January, The ASI launched its most fashionable campaign – Denim Day for Dementia. The annual campaign saw people in crèches, schools, services and workplaces across Ireland don their denims in March to help raise vital funds for dementia services and supports. Even pets sported some fine denims too!

Marking 30 Years Of Tea

Following Denim Day, The ASI launched its longest-running annual campaign in March—Alzheimer’s Tea Day. For the second consecutive year, actors Bryan Murray and Una Crawford O’Brien fronted the campaign. Bryan, a member of the Irish Dementia Working Group, lives with Alzheimer’s.

This year marked the 30th anniversary of Tea Day. In 1994, then ASI staff member Barbara Scully was tasked with organising a fundraiser—and thus, the Tea Day was born! Since its inception, the campaign

has raised over €10 million and garnered support from numerous ambassadors and countless advocates across the country.

At a special event held at the Radisson in Dublin, Barbara, now a writer and broadcaster, joined ASI ambassadors, board members, branch members, and supporters to celebrate three decades of Tea. Newstalk Radio provided live coverage, bringing the occasion to a national audience. During the broadcast, Pat Kenny interviewed a range of guests including Barbara Scully, Bryan Murray, Una Crawford O’Brien and The ASI’s Samantha Taylor. The conversations highlighted the significance of the event and the ongoing efforts to raise awareness and support for people living with dementia.

The campaign concluded on Thursday, May 2nd, with communities across Ireland coming together to raise vital funds and awareness for those affected by dementia.

Tea Day celebrations also extended to Leinster House in Dublin, where ASI representatives and advocates spoke with policymakers about the importance of support services for people with dementia and their families nationwide.

Here’s to the next 30 years of Tea!

Every Step Counts: Alzheimer’s Memory Walk 2024

In June, The ASI launched Alzheimer’s Memory Walk, proudly supported by Payzone, which honours and celebrates those living with dementia and their families. Ambassadors, Local Champions, ASI Staff,



and even some furry friends gathered in Iveagh Gardens, Dublin, to lead a mini-Memory Walk.

A second mini-Memory Walk launch was held at Bessboro Day Centre in Cork to encourage people to come together, share memories, and create new ones, to help raise vital funds for our services and supports.

This year’s Ambassadors were broadcaster Teena Gates, entrepreneur Ellen Kavanagh Jones, former politician Nora Owen, TV presenter Martin King, Munster’s rising star Josh Wycherley and fitness guru Dee Murphy who were a terrific support throughout the campaign. Each ambassador has a personal connection to dementia.

The ASI’s 5th annual Memory Walk campaign culminated on 22nd September, becoming the biggest Memory Walk yet, with over 4,000 participants taking part at 42 locations nationwide. Malahide Castle, Co. Dublin, had the largest turnout, with more than 300 walkers.

Rick Higgins & Friends Block Party

On Saturday, July 20th, Rick Higgins and Friends hosted a BBQ with all proceeds being donated to the ASI. The event took place in the Marine Hotel in Sutton directly across from Higgins Butchers. The whole community

got involved and supported this wonderful event. Despite the weather it was a great family day out with special guests Donal Skehan, Mark Moriarty and Mamo cooking up a storm in the demo kitchen. Over €42,000 was raised on the day. Rick’s father Tony had been diagnosed with Dementia and has since sadly passed away.

Powerful Partnerships - Corporate Fundraising Efforts

In 2024, we witnessed the creation of meaningful partnerships, the successful completion of key projects, and the surpassing of ambitious fundraising targets. We are incredibly grateful to our corporate partners and business supporters for their steadfast support throughout the year.

Their passion, commitment and drive have made a significant difference at The ASI. Our sincere gratitude to our partners, listed below and indeed to those who generously donated to The ASI throughout the year through their company.

- Payzone
- GAA
- Aurivo
- The Access Group
- Equinix
- Shannon Airport Group
- Crown Paint
- Insurance Institute Dublin



- Chaucer Insurance
- Wrapped in Kindness
- Luttrellstown Castle
- Bank of Montreal
- M&S Sparks
- Carlisle Solicitors
- Castl lake Aviation

Individual Giving

We are, as always, immensely grateful for the ceaseless generosity of our donors, without whom we could not continue to deliver impactful programmes. In 2024, our loyal and committed monthly supporters, contributed just over one hundred thousand. We also received legacy donations from supporters who sadly passed away, totalling just over five hundred thousand euro. These contributions are a crucial source of income for The ASI.

Additionally, we ran regular campaigns in partnership with the Irish Times and Irish Independent. As in previous years, we were overwhelmed by the extent of public generosity in supporting The ASI's mission to grow high-quality supports and services that meet the needs of people living with dementia and their families, carers and communities.

Determination with a Difference

In 2024, our dedicated Community Fundraisers took on incredible challenges, raising significant funds and increasing awareness for dementia. Additionally, there were many other event highlights that made a huge impact.

In June, Galway based supporter Eoin White undertook the mammoth task of running the whole width of County Galway in 24 hours.



Eoin ran the 172km distance from the River Shannon to the Atlantic Ocean which is the equivalent of running four marathons back-to-back.

Eoin undertook the challenge in honour of his father who was living with late-stage dementia. Sadly, Eoin's father passed away since completing the challenge. In addition to raising over €30,000, Eoin also increased awareness for The ASI and dementia in his workplace and wider community.

In September, Conor Quigley from Dublin climbed Mount Kilimanjaro in memory of his grandfather, Liam Marren, who passed away earlier in the year after living with dementia. Conor raised €3,555 through his online donation page and we were delighted to invite him into our National Office a few months later to present a cheque to The ASI.

Running for Dementia

On the June Bank Holiday weekend, over 120 runners proudly joined Team ASI to take on the VHI Women's Mini Marathon. An amazing €43,570 was raised. A huge thank you to everyone who ran for us and to all who donated. A special shoutout to Brooks Hotel, Dublin 2, for their generosity in providing Team ASI with a base of operations for the day.

The Irish Life Dublin Marathon took place in October; with 176 runners taking part, we raised over €200,000! A huge thank you to everyone who participated and contributed so generously.

Top Left: Rick Higgins, who organised a BBQ & Block Party presents a cheque for Over €42,000 to The ASI.

Top Right: Tea Day 2024, marking 30 years of fundraising - Since its inception, the campaign has raised over €10 million!



Fundraising – Harry's Marathon Story – Beyond the Finish Line

Harry Younge ran the The Irish Life Dublin Marathon in honour of his father, Wayne, who was diagnosed with frontotemporal dementia at the age of 57 in 2023.

Harry took on the marathon with the aim of raising vital funds and awareness for dementia and The ASI. And that he did. He raised €27,563, and his story, highlighted on our social media channels, received an overwhelming response.

Crossing the finish line was a significant moment for Harry. "I was overwhelmed," Harry said. "I felt very proud. I had a pretty tough journey with training and injuries and was really proud to have been able to just complete it, as I hadn't really thought that I would be able to. I was lucky to have such amazing support throughout the marathon from my family and friends, so I was beaming as I came up to the finish line."

Support From Loved Ones

Leading up to the marathon, Harry's family and friends were incredibly supportive. His friends organised a charity

rugby tournament with his local club, Clane RFC, and many showed up on race day, which meant a lot to Harry.

He is also grateful for his family's understanding, despite the challenges of training: "I think I put a bit of pressure on them with weird mealtimes, lots of running talk, and pretty common bad moods, but they were always so understanding and helpful to me."

A Challenge That Reaps Rewards

While physically demanding, Harry describes the race itself as "such an amazing experience" and he loved being part of it all. "The buzz was unique," he said.

However, the most rewarding part was the outpouring of support for his father, Wayne. Through Harry's social media post, friends and family from around the world shared their memories of Wayne.

"From my original Instagram post, my family had lots of friends from all over the world share beautiful and funny stories about my wonderful dad," Harry explained. "We were able to save them and compile them into a folder,

which we regularly chat to Dad about. It always brings a smile to his face when we mention some old names from when he was in college, or old work colleagues, and it is lovely for my family to be able to hear such amazing stories that match the wonderful person that our dad is.”

What advice would Harry give to those considering dusting off their running shoes?

“I would say to definitely just go for it! It was such a great experience that I know I will never forget, and so I would highly recommend that anyone who can, should run it. It was probably a little overwhelming at first to sign up, but after that initial tough period, it was so rewarding. It also opened a lot of opportunities for conversation about dementia among my family, my friends, and my wider circles.”

“It definitely has a big impact on the community in a positive way, spreading information on the impact of dementia and how to support those that are affected.” For young people hoping to raise awareness about dementia, Harry shared valuable advice.

“It’s difficult - it’s something that I have found difficult myself, to be honest. The one thing that I would recommend is to be open and honest about your experiences, and not to be afraid to share your story. For years, my family kept our struggles very much to ourselves, but since opening up to those around us and the wider community, people are all too happy to help. From charity nights at local clubs to small text messages to check in, it’s really been a burden off my family that we wouldn’t have gotten unless we had raised awareness on the topic.”

How is Wayne doing now? “Dad is in great form,” Harry said. “Having been diagnosed years ago following further years of symptoms, he can find it tough to keep up with conversations, and daily routines or activities are somewhat lost on him. However, every time I get to see him, I am greeted with a big smile and a hug.

Dad has always been seen as a gentleman, and even now, it is evident that he lives up to that status. Often, we see glimpses of his humour and his caring nature. Most of all, Dad appears to be happy and content, which is most important for us.”



Just Keep Running - 120 runners proudly joined Team ASI to take on the VHI Women's Mini Marathon. An amazing €43,570 raised. A huge thank you to everyone who ran for us and to all who donated, we really appreciate your support!



The Alzheimer Society of Ireland – Advocacy

Political Advocacy

In Spring, The ASI took part in the Europe-wide campaign led by Alzheimer Europe to Make Dementia a European Priority. The organisation is asking all candidates to pledge to:

1. Join the European Alzheimer's Alliance
2. Support the campaign of Alzheimer Europe and its member organisations to make dementia a European priority, with specific actions in the following four key areas:
 - Ensuring dedicated EU funding for dementia-focused research across all disciplines, commensurate with the societal and economic cost associated with dementia
 - Responding to the scale of dementia as a health challenge by prioritising the condition as part of the next health programme of the EU
 - Acknowledging dementia as a disability, affording people with dementia the rights guaranteed under the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD)
 - Undertaking focused work at an EU level to provide greater support and protections for carers

Pre-Budget Submission

In June, The ASI launched Pre-Budget Submission 'Equal Supports: Building on Momentum in 2025'.

The ASI called on the Government to improve equity of access to dementia supports and services across Ireland and highlighted that increased investment is needed in community services, acute services, mental health supports, social protection, dementia research, and the dementia workforce.

The ASI urged the Government to continue moving the Model of Care for Dementia in Ireland from paper to practice and to honour the Programme for Government and the National Dementia Strategy by investing €5.5 million in dementia in Budget 2025, alongside critical social protection, policy and workforce planning.

Response To Budget 2025

In October, The ASI welcomed the €2.3 million funding for dementia in Budget 2025 with more funding for day care at home and in the community, ringfencing of 20% of new home support hours for dementia, additional dementia advisers, and expanded diagnostic services.

- €400,000 to increase the provision of Day Care at Home and Day Care in the Community. 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.
- €400,000 for five additional ASI Dementia Advisers, which will mean enhanced access to the service and enhanced service management as the number of roles increases.
- €300,000 allocated for Weekend Activity Clubs for People with Young Onset Dementia to continue providing this invaluable social activity.
- €120 million funding to provide 24 million Home Support hours to 60,000 people with the ringfencing of 20% of new home support hours for people living with dementia –from 18%, this is very welcome.
- Improving access to dementia diagnosis and post-diagnosis support is a key priority. €1 million in new development funding is being provided to recruit six Consultants to Memory Assessment and Support Services in Donegal, Kerry,



Dear Supporter,

As the General Election approaches, we're asking all supporters of The Alzheimer Society of Ireland to speak up. Share your story and tell candidates to support people with dementia and their carers, ensuring proper community care for the next five years.

Encourage candidates to sign our pledge at www.dementiapledge.ie and share their commitment on social media using [#dementiapledge](https://twitter.com/dementiapledge).

You can also write directly to candidates through our online campaign tool www.dementiapledge.ie, tell them your story, and let them know what matters to you.

We'll keep you updated on the campaign!

Andy Heffernan
CEO, The Alzheimer Society of Ireland

THE Alzheimer SOCIETY OF IRELAND

“This Government, now in its fifth Budget, has significantly increased funding for dementia supports and services and has invested €17 million in new dementia services since 2021.”

- Mullingar, Waterford, Wexford and Galway.
- €200,000 will be allocated to implement a National Dementia Registry, which will improve data collection on dementia.

The ASI was very grateful to Minister of State Mary Butler TD for securing this funding for dementia-specific support. This investment makes a huge impact on the lives of people with dementia and family carers across Ireland, and we really appreciate the Minister’s ongoing support and understanding.

This Government, now in its fifth Budget, has significantly increased funding for dementia supports and services and has invested €17 million in new dementia services since 2021.

Other highlights which will impact people affected by dementia include several social protection and cost of living measures.

However, The ASI was disappointed not to see specific resource allocation for creating a sustainable workforce in the dementia sector. As a Section 39 organisation, there is an inequality in terms and conditions for all ASI employees as they receive less favourable terms and conditions compared to public sector workers engaged in similar roles. The ASI maintains its advocacy and lobbying in relation to a satisfactory outcome on this issue.

General Election Campaign

The General Election 2024 was held in November. Our campaign ‘Deliver on Dementia – Make a Pledge to Keep Dementia a Priority’ calls on all candidates to pledge their support for those living with the condition and their family carers. While there has been increased

investment in dementia supports in recent years, much more still needs to be done. We must ensure that dementia remains a priority for the new government.

The actions outlined in our Manifesto have the potential to make a difference in every community across Ireland and you can help make that difference.

We called on Election candidates to pledge to Deliver on Dementia in the next Programme for Government and:

1. Resource the Model of Care for Dementia
2. Develop a National Dementia Registry
3. Make Brain Health a Public Health Priority
4. Deliver a Dementia Workforce for the Future
5. Implement the Statutory Home Support Scheme
6. Appoint a Commissioner for Older People

The campaign was officially launched in Merrion Square, Dublin with the advertising bus and several staff, along with advocates from both the Irish Dementia Working Group and the Dementia Carers Campaign Network and ASI ambassador, Bryan Murray.

Despite a national news agenda concentrated on issues like housing, cost of living, and the economy, The ASI took a tactical approach to media, securing national and regional press releases, op-eds, letters to the editor and radio interviews, as well as high-profile pieces in the Irish Times, Irish Examiner and Irish Independent.

Incredibly strong social media coverage was secured which centred on capturing the party leaders supporting or signing our pledge, including the then Tánaiste Micheál Martin and Taoiseach Simon Harris. A total of 260 pledges from candidates were received 86 of whom were successful in being elected to the next Dáil.



Advocacy – Dementia Carers Campaign Network (DCCN)

Campaigns & Events

In The Dementia Carers Campaign Network (DCCN), supported by The ASI, continued its work, aiming to be the voice of and for dementia carers nationwide by raising awareness of the needs of carers, and those they care for. The group also played a crucial role in supporting The ASI with policy development, media engagements and fundraising.

Celebrating 10 Years Of Advocacy

The DCCN 10th anniversary celebration took place at the Mansion House, Dublin, in April, marking a decade of dedicated advocacy and community engagement.

Hosted by the Lord Mayor of Dublin, Daithí de Róiste, the event brought together key stakeholders, including Minister Mary Butler, to reflect on the network's achievements and highlight the DCCN's ongoing commitment to advocacy for dementia carers and supporters.

The DCCN committee organised a wonderful event, and many committee members and network members participated in the event or joined us on the day.

Policy Consultations And Focus Groups

The DCCN engaged in policy consultations and focus groups to improve care standards and digital solutions.

Members participated in a World Café event in March, and the group shared insights with HIQA on draft Home Support Standards in December and collaborated with An Garda Síochána on the Herbert Protocol form for missing persons. Members also contributed to the Department of Health's redesign guidelines for long-term care settings and contributed to testing and providing feedback on several digital apps including the HSE app.

Arts Engagements

Members participated in a case study with theatre director Dan Colley, reflecting on their engagement with his production Lost Lear.

Members also attended the premiere of Don't Forget to Remember at the Irish Film Institute in February, following a successful engagement with Ross Killeen and Louise Byrne of Motherland Films. This event underscored the importance of storytelling and representation in raising awareness about dementia and its impact on individuals and families.

Visiting Áras An Uachtaráin

Two DCCN members had the honour of visiting Áras an Uachtaráin with some members of the Irish Dementia Working Group and attending a garden party with An Uachtaráin Michael D Higgins and his wife Sabina Higgins. The theme was Communities in all their Diversities and it was incredible to see so many communities represented, and for our advocates to be included in this event.

National Carers Week 2024

During National Carers Week in June, the DCCN actively supported awareness efforts by using social media to promote the seven episodes of the DemTalks Series One podcast. This initiative aimed to highlight the voices and experiences of carers while sharing valuable insights on dementia care.

By engaging online, the DCCN helped spread important messages about the realities of caring, highlighting the supports available.



Engaging With The National Dementia Office

The DCCN participated in several meetings with the National Dementia Office Special Interest Group on Post Diagnostic Supports, advocating for improved services for individuals living with dementia, and focusing on enhancing post-diagnostic resources.

Supporting Fundraising

Members actively contributed to several fundraising initiatives, with Denise Monahan contributing to an International Women's Day breakfast event at the Conrad Hotel, hosted by Sidero. Members also supported Tea Day and Memory Walk.

Political Advocacy

Members played a key role in political engagement, supporting the launch of the Pre-Budget Submission, Local and European Elections and the General Election.

Members met with political representatives to discuss the General Election manifesto, including our member Aisling Harmon, along with The ASI's Advocacy Manager and CEO, meeting with An Taoiseach (at the time), Simon Harris, to advocate for dementia-related policy priorities.

Conferences

Members participated in key conferences to share insights, advocate for dementia care, and engage with medical professionals and other key stakeholders to advance dementia awareness and care initiatives including Alzheimer's Disease International, Engaging Dementia, and the Annual Carers Forum.

Media Impact

Media contributions included radio interviews on Clare FM, East Coast FM, Ocean FM, and Radio Nova, to support the HSE Understand Together campaign, and a published piece in the Medical Independent which our member Tony McIntyre contributed to.

Academic And External Engagements

Each year, members are available to participate in key speaking engagements for academic organisations. In February, our Vice-Chair (and currently our Acting Chair), Susan Crampton spoke to students of the MSc in Dementia at University College Cork, providing valuable insights on the lived experience of a dementia carer.

Sixteen members also reviewed and provided feedback on Dr. Sabina Brennan's upcoming book, Still Me: A Neuroscientist's Guide for Families Caring for Someone with Dementia, set to be published in 2025.

Steering Group Meetings

The DCCN actively contributes to several key steering groups, ensuring the voices of dementia carers are represented in decision-making.

These include the European Dementia Carers Working Group, the Dementia & Delirium Steering Group, the Family Carer Research Group, the ASI's Dementia Research Advisory Team (DRAT), the Understand Together Working Group, and the National Clinical Guideline 21 Steering Group on psychotropic medication prescribing.



The DCCN 10th anniversary celebration took place at the Mansion House, Dublin, in April, marking a decade of dedicated advocacy and community engagement.

Advocacy – Irish Dementia Working Group (IDWG)

Campaigns & Events

The Irish Dementia Working Group (IDWG), supported by The ASI, amplified the lived experience of dementia and raised awareness and challenges around stigma across Irish society.

We contributed to an incredible 78 collaborations, projects and meetings, which are creating long-term social change.

Kathleen Farrell Spotlited On Irish Human Rights And Equality Commission Billboard

To kick off the New Year, Kathleen Farrell participated in the Irish Human Rights and Equality Commission Ageism campaign, which saw her featured on one of the biggest billboards in Dublin.

Strengthening ASI Projects

We had two in-person meetings in Cork and Dublin, which helped define the work of the group and fed into the The ASI's work.

Kathleen and Marguerite Keating presented at a Boots conference in May. You could hear a pin drop, as both advocates spoke so bravely and honestly. The feedback we received was terrific, and unanimously, delegates said that the most impactful part of the day was hearing from our members.

We had the great honour of attending a garden party in Áras an Uachtaráin and listened to the powerful and wise words of our President, Michael D. Higgins. His message to all was loud and clear. He reminded us that our voices are more important now than ever. In a world of such uncertainty, the powerful work of our advocates must never stop.

Supporting Youth Theatre

We had the great pleasure of advising the Mr Sands Youth Theatre and were delighted to be invited to the opening show.

Health Services Engagement

In June, our amazing advocates Bryan Murray and Una Crawford-O'Brien launched the Mater Hospital dementia-inclusive sitting room.

Catherine Murphy spoke at Trinity College Dublin on how our health services can make simple changes when planning departments and buildings to help everyone find their way. She also emphasised the importance of showing kindness and patience.

A few new and not-so-new members spoke at National Conferences, sharing their lived experiences and bravely telling their stories, showing how resilient and strong the IDWG is.

In November, we met with the HSE to trial their new health app. We spoke to the National Dementia Services about post-diagnostic support.

We also presented to the National Ambulance Service and hope to start working on a very exciting project with them in 2025. We have members on the Understand Together Working Group, Decision Support Service Stakeholders Group as well as members sitting on many of their local memory cafe committees.

Our member Frank Golden and his wife, DCCN member Jackie Golden, took part in training Azure Facilitators so that our museums and galleries will continue to



provide dementia-inclusive exhibitions and events. Our most recent focus group was with HIQA to discuss the standards of homecare services.

Political Advocacy

Political advocacy relies heavily on hearing the lived experiences of people with dementia and family carers.

Political advocacy played a key part of our work in 2024. Frank and Jerry did an incredible job at Tea Day in Leinster House, engaging with policymakers. Their words resonated strongly, and no doubt contributed to the success of our Pre Budget-Submission launch in Buswell's Hotel.

Our Pre-Budget Submission was longer than our usual launch events, but our advocates Mary, Kevin, Frank, Catherine and Kathleen played a vital role in shaping its success by sharing their lived experience with policy makers.

Media Impact

Members took part in local radio interviews throughout Ireland, emphasising the importance of community and how everyone has a role in ensuring their communities are dementia-inclusive.

Top: Top: Kathleen Farrell pictured at the Pre-Budget-Submission launch in Buswells Hotel in Dublin. Bottom: Members of the IDWG and ASI staff at a meeting in Dublin in February.

Advocacy – Alzheimer Europe

Representing Ireland



A special mention to our advocates who represent the lived experience of dementia on the Alzheimer Europe working groups in 2024.

Kevin Quaid

Kevin Quaid is the Chair of the European Working Group of People with Dementia. The group is composed entirely of people with dementia, who are nominated by their national Alzheimer associations. They work to ensure that the activities, projects and meetings of Alzheimer Europe duly reflect the priorities and views of people living with dementia. The Chairperson is also an ex-officio member on the Board of Alzheimer Europe with full voting rights.

Paddy Crosbie

Paddy Crosbie is a member of the European Dementia Carers Working Group. The group was launched by Alzheimer Europe and its member associations in 2022. It is composed of current carers, relatives and supporters of people with dementia or carers with prior experience of caring in the 5 years prior to their nomination by their national Alzheimer associations.

Thanks go to, Kevin and Paddy, for representing The ASI on the European stage with such integrity and honesty.

Top: Kevin Quaid and Patrick Crosbie at the Anti Stigma Awards in Brussels, December 2024.



The Alzheimer Society of Ireland – Research and Policy

Dementia Research Advisory Team (DRAT)

The Dementia Research Advisory Team are a group of people living with dementia and family caregivers. They are supported by The ASI to draw on their personal experience of dementia to improve the relevance and potential real-world applicability of dementia research. They play a vital and active role in shaping dementia research across Ireland.

A Model Of Best Practice In PPI

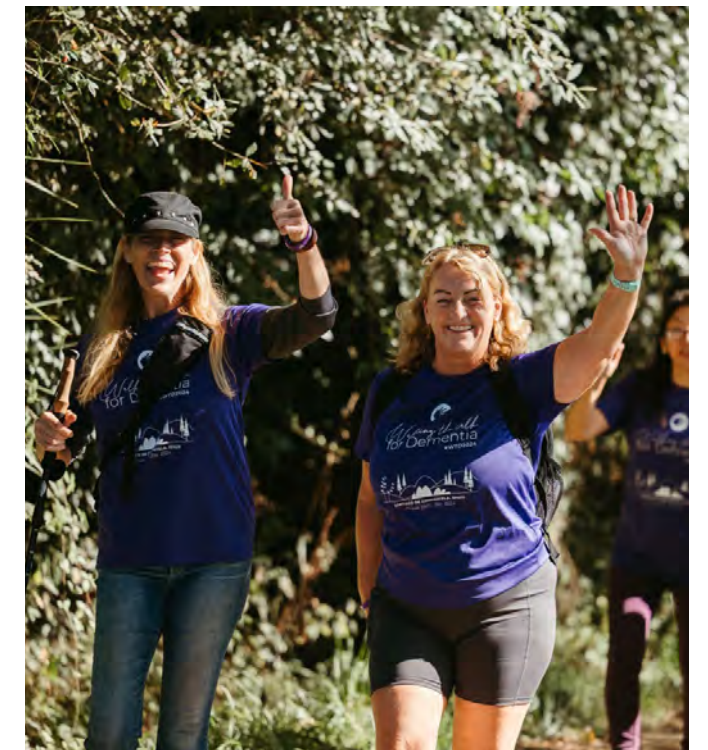
DRAT members are widely regarded by their research peers as exemplars of best practice in PPI. Their work, both nationally and internationally, demonstrates leadership, commitment, and innovation, setting a high standard for meaningful public involvement in dementia research.

Key Contributions of The DRAT

- **Research Collaboration:** Members act as co-researchers, providing insights informed by personal experience which strengthen research design and outcomes. The DRAT are currently supporting 14 wide-ranging research projects in partnership with universities nationwide, a cross-border collaboration and an international study with members of the INTERDEM Academy. An example of the projects include:
 - » Supportive Care Needs for Individuals with Co-morbid Cancer and Dementia and their caregivers (DCU)
 - » Animal assisted intervention for people living with dementia in community (UG)
 - » Exploring Autonomy from the Perspectives of People Living with Dementia (DCU)
 - » Development of referral process for dementia diagnosis (UCC)
- **Capacity Building:** The ASI is committed to ensuring the members of the DRAT are afforded opportunities to enhance their research knowledge and engagement skills. The members come together a number of times a year for bespoke training workshops and are invited to attend learning opportunities relevant to their work. In 2024, members attended the Engaging Dementia Conference, the Alzheimer Europe Conference and a PPI funding application review event hosted by the Health Research Board.
- **Funding Participation:** DRAT members contribute to The ASI's research funding decisions, playing an active role in reviewing research proposals to ensure alignment with the needs and priorities of the dementia community.
- **PPI-led Research:** In the emerging landscape of PPI and empowered research, the members demonstrate an impressive skill set for collaboration, research event planning and project management and dissemination. The Project Report for their recently completed investigation is available to read at the link below.

<https://alzheimer.ie/wp-content/uploads/2025/02/RORPort.pdf>

Through their collaborations and innovations, the Dementia Research Advisory Team continues to drive impactful, person-centred dementia research, ensuring that studies reflect the real needs and priorities of those most affected. They achieved a commendable amount of work in 2024 and will continue to impress and inspire research into the future.



Walking the Talk for Dementia 2024

The ASI was proud to support Kilkenny-based John and Kathleen from The Dementia Research Advisory Team to attend an immersive week-long conference 'Walking The Talk for Dementia' set against the backdrop of El Camino de Santiago. John and Kathleen were joined by ASI Research & Policy Manager Dr Laura O'Philbin.

This experience brought together over 70 walkers from 30 different countries living with or working in different aspects of dementia - all determined to make a positive difference by tackling the most challenging and inspiring topics.

John, Kathleen and Laura brought the Irish perspective to global conversations on dementia, while learning from their peers across the world.

Since this experience, The ASI has been a proud collaborator on a global anti-stigma campaign that was launched on World Alzheimer's Day, and a documentary about dementia that is under development.

Team Up For Dementia Research

TeamUp for Dementia Research (TUDR) is The ASI's nationwide research recruitment support service. Established in 2021 (in collaboration with Dementia Research Network Ireland), it connects people living with dementia and those with an experience of providing informal care or support, with opportunities to take part in ethically approved dementia research projects.

TUDR provides an accessible and inclusive touchpoint for people affected by dementia, to participate in research in a streamlined and person-centred manner. For members of the researcher community, the service addresses a crucial gap in the dementia research ecosystem by providing invaluable access to a diverse participant pool.

TeamUp for Dementia Research reached peak capacity of 350 members in 2024. Prospective new members were invited to join a Waiting List and offered a place in the service as these became available.

Throughout 2024, the TUDR members were offered a great variety of research studies. These included a lab-based project in UCC called "Linking gut microbiome taxa and their metabolites to neurocognitive disorders," an online "Multi-user Social Virtual Reality for people living with dementia" from researchers in UG and the biennial survey on "The State of Caring" from Family Carers Ireland.

By fostering greater participation in research, TeamUp for Dementia Research empowers individuals and their families to contribute meaningfully to the dementia research space, building a sense of hope and community.



350
MEMBERS

Affected By
Dementia



61
MEMBERS

Living With
Dementia



199
MEMBERS

Current Carers
or Supporters



Top: The Dementia Research Advisory Team is a group of people living with dementia and carers/supporters who are involved in dementia research as co-researchers. These Experts by Experience influence, advise, and work with researchers across Ireland.

In addition to being involved in various research projects across Ireland, team members come together 3-4 times per year for capacity building workshops. Members also contribute to The ASI's research funding decisions and review process for tenders.

Bottom: TeamUp for Dementia Research is a service where people living with dementia and their families can register their interest in participating in dementia research. It connects you with researchers who are conducting studies in the area of dementia (e.g. prevention, diagnosis, treatment, care, cure).



TeamUp

For Dementia Research

To learn more and arrange a call back:

Visit: www.teamupfordementia.ie

Phone The Helpline: 1800 341 341

Email: teamup@alzheimer.ie




Research & Policy – The Science of Dementia

Educating The Public On Brain Health And Dementia

The Science Of Dementia For The Non-Scientist Event

To coincide with World Alzheimer’s Month, The Alzheimer Society of Ireland (The ASI) co-hosted a free public event in Dublin with Dementia Research Network Ireland (DRNI) to demystify the science of dementia and bring research to a public audience.

Distinguished researchers and clinicians delivered eight presentations to over 100 people, sharing their expertise in an accessible and engaging way covering topics including the science behind dementia and the latest brain health. Interactive Q&A sessions were facilitated by members of the DRAT. A highlight of the event was a fantastic Patient and Public Involvement panel who brought the lived experience of dementia to the fore.

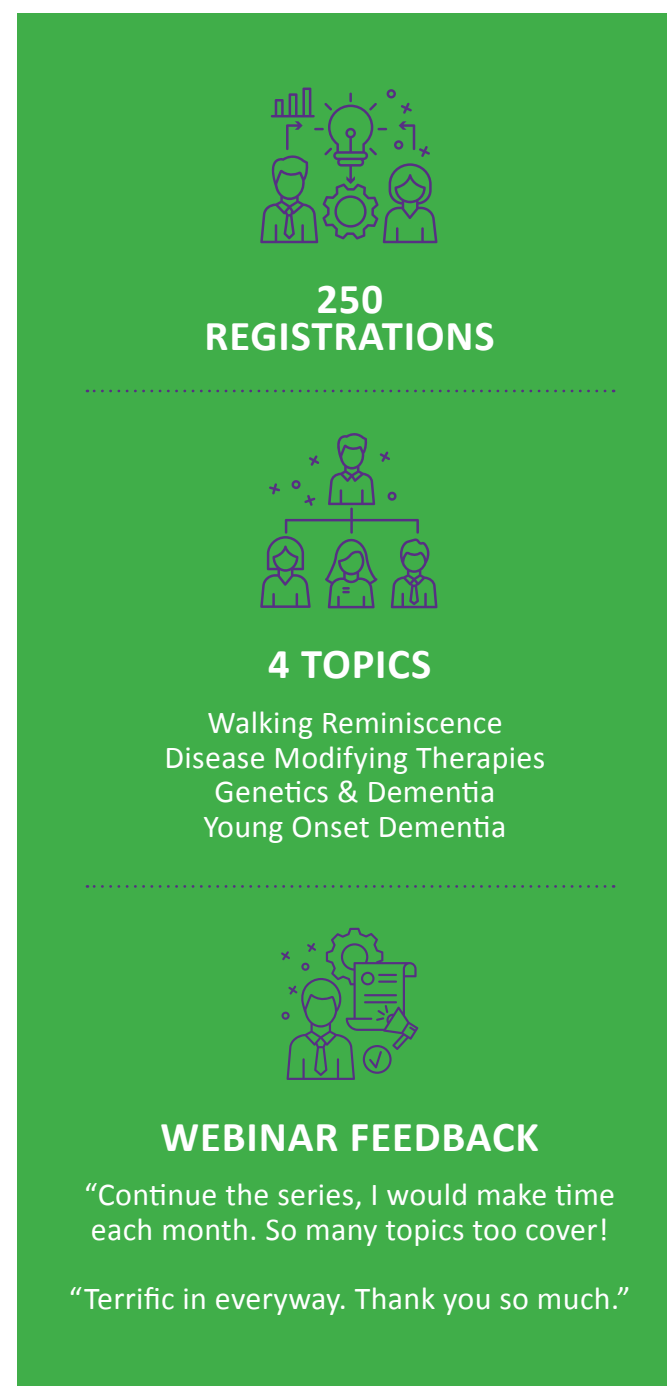
The event was co-designed with people living with dementia and family carers from the Dementia Research Advisory Team to ensure it was accessible, relevant and engaging. It was made possible thanks to funding from Health Research Board Conference and Events Sponsorship Scheme.

ASI Dementia Dialogues Webinar Series

In April, we developed a new dementia research webinar series, ‘Dementia Dialogues: Breaking Down Research’. The series translated emerging research for ASI staff, healthcare professionals, people affected by dementia and the general public.

Feedback is invaluable for our own learnings and how best to produce another series. Webinars are available to watch back on our Staff Hub, and on our website.

Graphic Opposite: Webinar series feedback.



Research Newsletter

A core component of our work is disseminating research internally and externally to enhance knowledge and awareness, which is done via two quarterly bulletins; one for our research and health professionals, and another tailored for the public.

Our public focused newsletter is shared with nearly 600 people and we issue in excess of 50 hard copies to interested members of the dementia community. It provides insights into our current research activities with internal and external collaborators, information on upcoming events and updates on the work of the Dementia Research Advisory Team. Additionally, it provides a platform to spotlight research projects recruiting via the TeamUp for Dementia Research service.

Our researcher & health professional focused newsletter is shared with greater w ~220 recipients. In 2024 we saw an average 51% open rate. There was an increase of 10% of new sign-ups in the last year. It features funding and tender opportunities, research news research publications and upcoming events.

Stay up to date with the work of the Research & Policy team by signing up to our updates at the link below.

<https://alzheimer.ie/creating-change/research/research-newsletter/>



Top Left: DRAT members Emer, Alison, Kevin and his husband Tom. Top Right: DRAT members Kathleen and John.

Bottom Left: Saoirse Kelly with member of DRAT Ruth Forrest.

Bottom Right: The Research and Policy team Dr Laura O’Philbin, Ciara O’Reilly and Dr Diane Doherty.

The Alzheimer Society of Ireland – Research and Policy

Supporting Irish Research in 2024

ASI Funded Research awarded the HRCI Research Impact Award

The ASI proudly co-funded a research project led by Professor Mary McCarron and her team at the Trinity Centre for Ageing and Intellectual Disability. As a result of this work, Prof McCarron has produced Post-Diagnostic Dementia Support Guidelines for People with an Intellectual Disability. People with an intellectual disability, particularly people with Down syndrome, are at increased risk of developing dementia as they age.

In recognition of this work, Professor McCarron was awarded the 2024 HRCI Research Impact Award, which was presented by ASI Board Member, Ms Ann Twomey. This prestigious award celebrates research funded under the HRCI-HRB Joint Funding Scheme that has made a tangible, positive difference in people's lives. The ASI was also acknowledged for supporting Prof McCarron's project as co-funder and presented with a commemorative plaque to mark this achievement.

The Post-Diagnostic Dementia Support Guidelines for People with an Intellectual Disability are available at www.tcd.ie/tcaid.

The ASI Continues To Support Research Through The HRCI-HRB Joint Funding Scheme

The ASI are proudly co-funding Dr Catherine Houghton from the University of Galway to carry out a research project entitled "INNEACH: Intergenerational Programmes to enhance social connectivity for people living with dementia".

This research will lead to the development of a programme which will create opportunities for different

generations to form social relationships, learn with and from each other, where all feel valued and supported. Inneach is the Irish term for the yarn used in weaving and for describing the goodness in people.

Supporting Innovative Research with the Irish Research Council / Research Ireland

Research Spotlight – Supporting Communication in Advanced Dementia: Insights from Familial and Professional Caregivers (Dr. Annmarie Morrissey, UL)

Emerging research at the University of Limerick, in collaboration with The ASI, explored communication challenges in those living with advanced dementia through carer insights. This work identified that family carers of people with advanced dementia feel unsupported and are required to constantly advocate for their loved one, particularly in healthcare settings. It also highlighted that hospital settings / unfamiliar environments had a negative impact on their loved one's communication, presentation and overall happiness.

To address these issues, Dr Morrissey highlights:

- The need for policy interventions that prioritise person-centred care for people with advanced dementia
- The importance of training all staff working with people with advanced dementia in non-verbal communication and understanding behaviour in national and local policy
- The need to combat high staff turnover
- The positive impact of dementia-friendly environments to minimise trauma and communication difficulties during hospitalisation

Supporting this research has built our awareness of the challenges of family carers of those with advanced dementia and communication difficulties. The ASI continues to advocate for a stable dementia workforce to address turnover issues. This work was supported by The ASI's TeamUp for Dementia Research service.

Research, Publications & Presentations

In addition to internal work to help plan ASI services and supports, The Research & Policy Team have contributed to several publications and conferences.

Policy Impact

In February 2024, The ASI appeared in front of the Joint Oireachtas Committee on Health represented by CEO Andy Heffernan was joined by Research & Policy Manager, Dr Laura O'Philbin and former Advocacy Manager Clodagh Whelan.

We discussed key issues with the Committee including mental and physical health needs of people with dementia and their families, the need for a dementia registry, disease modifying therapies, brain health and the importance of community supports and service.



Research – Numbers at a Glance



25

Mainstream
Media Pieces



3

Academic
Journal Articles



7

Conference
Presentations



1.1

Over 1 Million
People Reached



3

Policy
Submissions



7

Event
Presentations

The Alzheimer Society of Ireland – Human Resources

Fostering A Positive Culture

In 2024, the Human Resources (HR) team focused on supporting our team members, enhancing recruitment, engagement, and professional development, while ensuring compliance and fostering a positive culture.

We also advanced key initiatives aligned with The ASI Strategic Plan and continued to advocate for better pay and conditions for our staff.

HR Support, Recruitment, And Employee Development

The team consists of six HR professionals who provide support and assistance to our 750+ team members nationwide across the full spectrum of Human Resources - including recruitment, employee relations, employee wellbeing, HR policies and procedures, conditions of employment, Garda Vetting, and all associated HR administration.

We support the development of our employees by providing training and development activities and fostering a learning organisation through on-going development, and up-skilling activities.

Recruitment is a high priority; we strive to recruit staff who have the empathy, respect, integrity and the required skillset to care for our clients on their dementia journey.

Additionally, we aim to enhance the overall employee experience and further education throughout their career in dementia care., securing the perfect candidate ensures we provide an empathetic and individualised service provision to all our clients, their families and carers.

In 2024 we successfully recruited 120 new hires, including, Care Workers, Admin Assistants, Dementia Advisers, Bus Drivers, Managers and many other support roles.

In 2024, we continued to create a strong positive culture through active employee engagement and communication, including site visits, staff hub (an online platform for resources and updates) surveys, newsletters and townhalls. We strive to continuously develop a great working relationship with our Day Care, Day Care at Home and Home Care services by training and providing a positive and compliant work environment.

We further enhanced this relationship by travelling to our ASI centres often in 2024 to provide assistance and support as needed to managers located nationwide.

Following the launch of the new ASI Strategic plan (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 five-year period.

Survey Insights, Townhall Highlights, And Ongoing Policy Enhancements

The purpose of our HR survey, which was conducted in April, was to gain an insight into our ASI team member's' current understanding of our Values, Employer Branding and Succession Planning. The survey results will help shape our upcoming HR projects in alignment with The ASI Strategic Priorities Plan. (ASI - Access, Strength, Impact)

As a result of this survey, we now have a clearer understanding of our starting points for our HR projects and the direction they need to take. Following the completion of our HR projects and the new ASI Strategic Priorities work plan, we will be able to measure the difference between 2024 and 2027 and quantify the impact of these initiatives.

Online Town Hall

In September, the HR and Learning & Development teams were the featured departments at the Online Town Hall held at National Office and streamed live across the ASI, allowing all our team members to attend virtually.

HR discussed our HR survey results and organisational values; highlighting the key outcomes below and addressing questions from the ASI team.

HR Survey results: Overall results were very positive.

Values: Organisational values are a set of core beliefs held by an organisation.

ASI values are, Respect · Integrity · Striving for excellence · Inclusiveness · Empathy

- 83 % of our staff expressed they are aware of the ASI's 5 values.

Average score on the 10 questions in the values section was 4.5 on the scale of 1 to 5 regarding practicing our values daily in The ASI.

Employer Branding: Employer branding is the representation of a company as an employer. It's the image a company projects to attract and retain talent.

- 84% of staff were aware or had heard of The ASI before applying to work with us.
- 82% of respondents selected that the ASI as a good place to work.
- 90% of survey respondents selected 'Yes' that they would recommend the ASI to a friend or family member.

Succession Planning: The term succession planning refers to a business strategy companies use to pass leadership roles down to another employee or group of employees.

- 73% of staff who completed the survey are interested in internal career progression – both

laterally and vertically across the organisation

- 68% of these willing to progress would require upskilling – L&D's Learning Pathways Project - Upskilling, shadowing and mentorship

These survey results provide invaluable information for our team.

“Throughout 2024, we updated all HR policies, ensuring they are compliant and accurate by monitoring and analysing employment law and pending legislation, implementing necessary changes to policies and rolling out updates and new policies nationwide. We also reviewed our online induction to keep it current and interactive with a wealth of departmental knowledge.”

Advocating For Fair Pay

The ASI continues to advocate with the HSE and Government for improved pay and conditions to align our staff with state employees. In 2023, we pre-empted the 8% approved increase by issuing a 5% rise in July, followed by a 3% increase in August 2024, backdated to March 2024, which was greatly appreciated by our hardworking team.

2024 marked the third year of the mandatory Gender Pay Report, which highlights pay disparities by gender and sparks discussions for change. Our last three reports are available on our website:

<https://alzheimer.ie/about-us/governance/>

The ASI continues to lobby the HSE and Government for the necessary resources to improve the pay and conditions for our staff to bring them closer in alignment with those of comparable state employees, as we provide service for and on behalf of the state. This important work around pay equity continues.



HR – Questions & Answers with Julie Greene

Learning And Development Department

Tell us a little bit about yourself.

I'm a Dubliner from the heart of the Liberties, and growing up with my two sisters was fun (we never got into trouble!). After finishing school at 16, I worked as a carer and decided to pursue nursing. At 18, I returned to sit my Leaving Certificate and applied for general nursing, completing my training at Meath Hospital and later moving to Tallaght Hospital.

After qualifying, I worked in London, mainly at Guys Hospital and a hospice for palliative care in Essex. Returning to Ireland, I spent 15 great years with the hospice in Harold's Cross before seeking a change. I then joined The ASI, starting on the Helpline with Samantha Taylor and her team, and learnt so much.

I later moved to the Learning & Development department with Fergus Timmons' team, an opportunity I couldn't resist. My experience on the Helpline gave me a solid foundation for my role as a tutor. Recently, I was immensely proud to be promoted to one of the lead tutors along with my other colleagues, Therese, Angelica, and Eilis. I recently completed my Masters in Integrated Health & Social Care, showing that you are never too old to learn new things (but never again!).

How long have you been with the ASI?

Over 11 years, I started with The ASI in December 2013.

What is the best or most rewarding part of your role?

Imparting knowledge to empower families and staff members to cope better. Caring for a family member or client living with dementia, while rewarding, can be challenging at times.

Having the right skills and knowledge is essential to equip carers to become more competent in delivering person-centred care. This can make the journey for all involved easier. Often, when our in-person and online Family Carer Training courses are completed, we as tutors can clearly see the benefits for the family members who participate. Once they begin putting this new knowledge and understanding into action, it really helps them with coping strategies and gives them a newfound sense of confidence. As tutors, it's just so rewarding and uplifting to see this positive change.

Tell us about the team you work with.

The A team! I genuinely could not do this role without the amazing team around me. Dr Fergus Timmons, our manager, has all the qualities you would wish for in a manager. He also inspires us as a team, and his door is always open.

Our second manager, Eloise, has only been with us two years but feels like she was always part of our working family. She has excelled in her role, and her enthusiasm is infectious. Like Fergus, Eloise is always approachable to the team.

Our admin staff - Christine, Catherine, Yessica, Jessica, and Aly - are worth their weight in gold. How they keep so many of us tutors on track is beyond me! Their roles are so varied and fast-moving, from providing information we need as tutors to recruiting for many courses we run externally and internally.

Last, but not least, the tutors. With such a wealth of experience and knowledge, I know I can always turn to my colleagues if I ever have any issues. You will never face a problem alone in our team.



Julie Greene (second from right) is pictured with colleagues from The ASI as they celebrate Denim Day 2024.

Recently, our team expanded, and we have some great new tutors on board. This is wonderful, as they come with such an array of skills from different roles within the organisation. It's wonderful to hear how welcomed they felt when they joined, which is a testament to a great team.

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

Emotional intelligence. This can be challenging at times, but managing both your own emotions and those of others is paramount in this role.

I have learnt over the years that self-management, self-awareness, social awareness, and relationship management are paramount in this role, where anything can come up with families. These skills only work when boundaries are respected and people realise that they don't need to be 'fixed,' just understood, listened to, and given the right tools for their journey.

This aspect of training is so important as demanding situations can, and do, arise with family carers that require emotional intelligence. Without this, you can become too involved, break boundaries, and not be available or have enough energy left for others on the courses.

Self-care, which should include practicing emotional intelligence, is especially important as a tutor and helps build resilience. We have to remember we are just one person, and we have a team around us when we need extra support.

What is the best thing about working with the ASI?

Knowing you are making a positive impact on people's lives by sharing knowledge and empowering others.

Feeling part of a wider family where everyone has the same mission and goal to help in the area of dementia care. This shared goal means you are often collaborating with like-minded people to whom you can really relate. Over the years I have worked on different projects and the passion and enthusiasm is infectious. There is always someone to run things by and share a coffee and a chat, even virtually. You will certainly feel part of a team while also having the freedom to excel as an individual in the organisation.

What day made you feel the proudest?

To be honest, I can think of quite a few examples, but a recent highlight is the graduation for our own ASI carers who undertook the QQI5 in Dementia Care and Support.

As one of the course tutors, I was like a proud Mammy seeing all the staff in their caps and gowns collecting their certificates. We had such a momentous day at the graduation and Eloise and her team did a fantastic job making the day incredibly special for everyone. I never had so many photos taken in all my life!

“It was also lovely to see our CEO Andy Heffernan, Head of HR and Learning & Development Patricia Daly and Head of Operations and Community Engagement Siobhan O’Conor giving up their time to celebrate with us and to acknowledge this accomplishment achieved by our wonderful care staff.”

Since then, some of the staff have undertaken dual roles as carers and tutoring. So, I want to say a big well done to Eadaoin, Josephine and Liz who were already on our team.

What does your typical day look like?

My days vary depending on whether I’m doing full-day training, family sessions, or external talks, sometimes involving travel. This variety keeps me engaged and enthusiastic about my work.

I start by checking emails and reviewing my calendar for the day’s tasks. I regularly connect with the team and management, and we’re currently working on initiatives like Erasmus+ applications and new courses. As a lead tutor, I also mentor newer tutors, learning from their wealth of experience.

On any given day, I might prepare presentations for external training, working with organisations like financial institutions, retail businesses, and community services. It’s rewarding to see increased engagement over the years, and requests continue to roll in. I’m currently delivering dementia awareness training with the Men’s Sheds, always greeted with a lovely cup of tea!

I may also log onto the Home Base Education course to answer forum posts or participant reviews, which can be time-consuming but is vital for providing support and

directing participants to appropriate services. Keeping up-to-date with information is essential to stay relevant.

In the evening, I may facilitate Insights training for families, which runs from 7:00 pm to 9:30 pm. Preparation is key here, ensuring the room is set up, equipment is working, and materials are ready as I welcome participants.

There is never a dull day as a tutor!

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

Here at The ASI, regardless of what department, we all work together towards the same goals: helping people living with dementia and their families.

“Every department has a role to play in the bigger picture. In my opinion, it is this drive that has made The ASI what it is today. Whether you need to reach out to the Helpline, the Dementia Adviser Service, HR, or another department, you will always find someone to assist. I have also made some lifelong friends along the way, which is a lovely bonus.”

Finally, I would say to those considering joining The ASI; you will have a team that will go out of their way to help you settle in. Your work will be extremely rewarding and will make a real difference in the world of dementia. You will never face a challenge on your own, and lastly, you will not regret joining The ASI.

I know I haven’t.

Julie is a lead tutor with the Learning and Development Department at The Alzheimer Society of Ireland.

HR – Questions & Answers with Amy Murphy

Dementia Adviser for North Cork, North Lee & North Kerry

Tell us a little bit about yourself.

I’m a very proud Cork person and a nurse by profession. I trained in disability nursing in Limerick. After I qualified, I worked as a staff nurse in Scotland and went on to complete a postgraduate course in mental health nursing also in Scotland.

I then moved to London for a year before relocating to New York in 1986 to live and work. I spent 12 years in New York before returning to Cork in 1998. Our two sons were born there, and we had our daughter after returning home. In November 1999, when she was six months old, I started working one day a week as a nurse manager at The ASI’s St Mary’s Day Centre in Mallow, Co. Cork.

In 2024, you celebrated 25 years with The Alzheimer Society of Ireland... congratulations! Could you share what initially drew you to the organisation and how your journey has evolved over the years?

Throughout my nursing career, I have always loved working in older person’s care. My love for this came from my amazing mother, who was also a nurse. When the opportunity came to work with The ASI, I was thrilled.

Through my mental health nurse training and work, I had worked with people with dementia, but it was always in a residential setting. The opportunity to work in the community and enhance the lives of the person with dementia is what initially drew me to work with The ASI.

The day service in Mallow grew from one day a week to five days a week over a short number of years. I became service manager of North Cork in 2010. The services in North Cork soon grew, and we had a five-day service in Mallow, a service in Conna on a Wednesday, and a

service in Fermoy. Dementia-specific home care hours were also available in North Cork. We had also received funding from The HSE to have two dementia-specific respite beds.

In 2012, Genio announced a community fund for dementia services through American Philanthropies. Along with members of the North Cork consortium, I applied for community funding. The application was successful, and we launched The Crystal Project in 2013.

After Genio funding ended, the HSE continued to fund the project, which is now called The North Cork Dementia Alliance and remains a collaboration between the HSE, The ASI, Ballyhoura Rural Services, families affected by dementia, UCC, and local community groups. Singing For the Brain is an example of initiatives we started that continue today.

In 2014, the Dementia Adviser role was advertised, and I was successful. I’ve been working as a Dementia Adviser ever since.

Looking back, what are some of the most significant changes or milestones you’ve witnessed in The ASI during your tenure?

I consider the setting up of the Irish Dementia Working Group (IDWG) as one of the most significant; the voice of the person living with dementia is vital to what we do. When I started in 1999, there was no information for the person following their diagnosis; it was all for families. The IDWG has written extremely helpful booklets following a diagnosis for the person living with dementia.

Also having a person living with dementia, Helen Rochford-Brennan, on the board of The ASI.

Another milestone is the growth of the Dementia Adviser service; initially there were eight of us; now the team has grown to 30.

Dementia-inclusive communications, Alzheimer cafes, and social clubs are all milestones too, as they have the well-being of the people living with dementia at the core of what they do. People living with dementia want to live in their communities, so we at The ASI must help support communities to do that through awareness training and creating an environment of understanding.

What's the most rewarding part of your role?

One of the most rewarding parts of being a Dementia Adviser is when a person who has received a life-changing diagnosis trusts me to support them. Knowing that they trust me with their worries and issues and being able to help and give advice when needed. This makes my job extremely rewarding.

Also, helping them and their families understand the disease and looking at ways to support them live to well with dementia.

Tell us about the team that you work with.

Even though our team has grown and we are scattered across the country, we are very close-knit. Our job is very difficult to explain, so it's always great to be able to pick up the phone and speak to another Dementia Adviser or our manager, Siobhan Johnston, who understands the complexities of the role.

We are a team of three here in Cork. Vanessa, Karen, and I. We work closely together, and even though we work remotely, we try and meet up regularly.

Can you share a memorable story or experience that highlights the impact you've had on individuals and families?

The setting up of The Cuimhne group in Cork in February 2023 in response to a young couple's interest in networking with others in a similar situation in a fun, supportive environment outside the clinical setting has been a recent highlight. The group is for people with younger and early-onset dementia and a family member.

The approach of the group is informal, with lots of general discussion as well as specific discussions on dementia and cognitive impairment issues. It focuses on networking and building of friendships as well as getting support and being kept informed on the latest dementia events and developments.

How have you seen the awareness and understanding of dementia evolve in Ireland over the last 25 years?

Through the amazing work of the IDWG, there is so much more understanding and awareness of dementia. By going public with their diagnosis, they are helping break down stigma and stereotypes.

As Dementia Adviser, we are invited by community groups to speak about dementia; this would have been very rare in 1999 but is now part of our work. The groups always want to know how they can continue to support members who are living with dementia. Through the work of The ASI and the HSE's Dementia: Understand Together, awareness training is available to all.

Over the years, what services or initiatives do you think have made the most difference for people living with dementia and their carers?

The National Dementia Strategy was published in 2014 and sets out a framework for the development of dementia supports and services in Ireland. In May 2023, the Model of Care for Dementia in Ireland was formally launched at the Department of Health.

Social clubs and Alzheimer Cafes have become the gateway to services as they are very welcoming and informative. They are places where people living with dementia and their families can get support and build friendships.

People living with dementia and their families would say that Memory Technology Resource Rooms have helped them look at how to problem-solve issues. The use of assistive technology to help empower the person with dementia to continue to live independently. In addition, the development of Memory Assessment Support Services (MASS) and Regional Specialist Memory Clinics (RSMC).



Looking at the next 25 years, what do you hope to see for the Alzheimer Society of Ireland and for people living with dementia and their families?

My hope for people living with dementia and their families is that services will continue to evolve to meet their needs. And with improved diagnostics, people are being diagnosed younger, and their needs are very complex; our services need to meet these changing needs. Continue development of disease modifying drugs and hopefully the role out of these drugs and our mission continues 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.

If you could share one piece of advice with someone just starting in the dementia support field, what would it be?

My advice would be: See the person, not the diagnosis; get to know the person; respect their reality; and look at what the person can do, not what they can't do.

What is your average day like - or is every day different from the next?

Yes, every day is different, and planning is key.

We deal with high volumes of calls and referrals daily. On average, a day when I'm not doing home visits or

meetings, I have three to four planned calls, leaving time for admin and unexpected queries. Calls can last up to an hour, with follow-up work. Visits and meetings are scheduled a week or two in advance, and some weeks I also give presentations to a group of students.

If you could give one message to the families and carers who rely on the The Alzheimer Society of Ireland, what would it be?

My message is that at the heart of all we do is your loved one with dementia. Everyone at The ASI wants to support you, and we will do our utmost to do it. We also need to hear from you about what services you need and how we can support your changing needs.

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

I would say ...join us! You will never have a more rewarding job. People living with dementia teach us so much. And no two days are the same, so you need to be adaptable and very respectful to people with the lived experience of dementia.

Image: Amy Murphy (centre) pictured with her ASI colleagues, Vanessa and Karen.

Amy is the ASI Dementia Adviser for North Cork, North Lee and North Kerry.

The Alzheimer Society of Ireland – Learning and Development

Striving For Excellence

The Learning and Development (L & D) Department work to provide education and training courses to internal staff and to organisations and people such as informal family carers who are external to the organisation. It has been an exceptionally busy and successful year for the Department.

Aided by the expansion of our L&D and tutor team, the L&D Department continued to grow, offering more learning opportunities and enhancing our impact.

Family Carer Training

In 2024, we successfully delivered training and support to 908 dementia family carers, representing a 10% increase from the previous year.

A significant portion of this training was provided online through key interventions, including Home-Based Care, Home-Based Education, Later Stage Dementia Care, and Online Support Groups. These initiatives continue to empower family carers with the skills and knowledge needed to navigate the challenges of dementia care.

In 2024, we delivered the following courses:

- Home Based Care-/Education to 486 people
- Insights into Dementia – Informing and Empowering Family Carers to 333 people
- Online Support Group attended by 52 people on an ongoing basis throughout the year
- Later Stage Dementia Care course to 37 people

The following are some of the testimonials provided to us from recent course graduates.

“Before completing the course, I felt like a ‘boat drifting in a troubled sea.’ I now feel calmer and better, informed, stronger as an individual, and armed with a huge amount of information and resources to help me navigate my husband’s condition. A huge thank you for facilitating this course. I have recommended the course to some colleagues who I feel will benefit as I have done.”

Annette Flynn, Course Participant.

“It was extremely beneficial not just for myself but for my dad also to participate in this course. Engagement and group participation was very beneficial, and I feel it helped myself and my dad and showed we are not alone, and many others are on the same journey, all be it at different stages. Thanks so much.”

Brian Buckly, Course Participant.

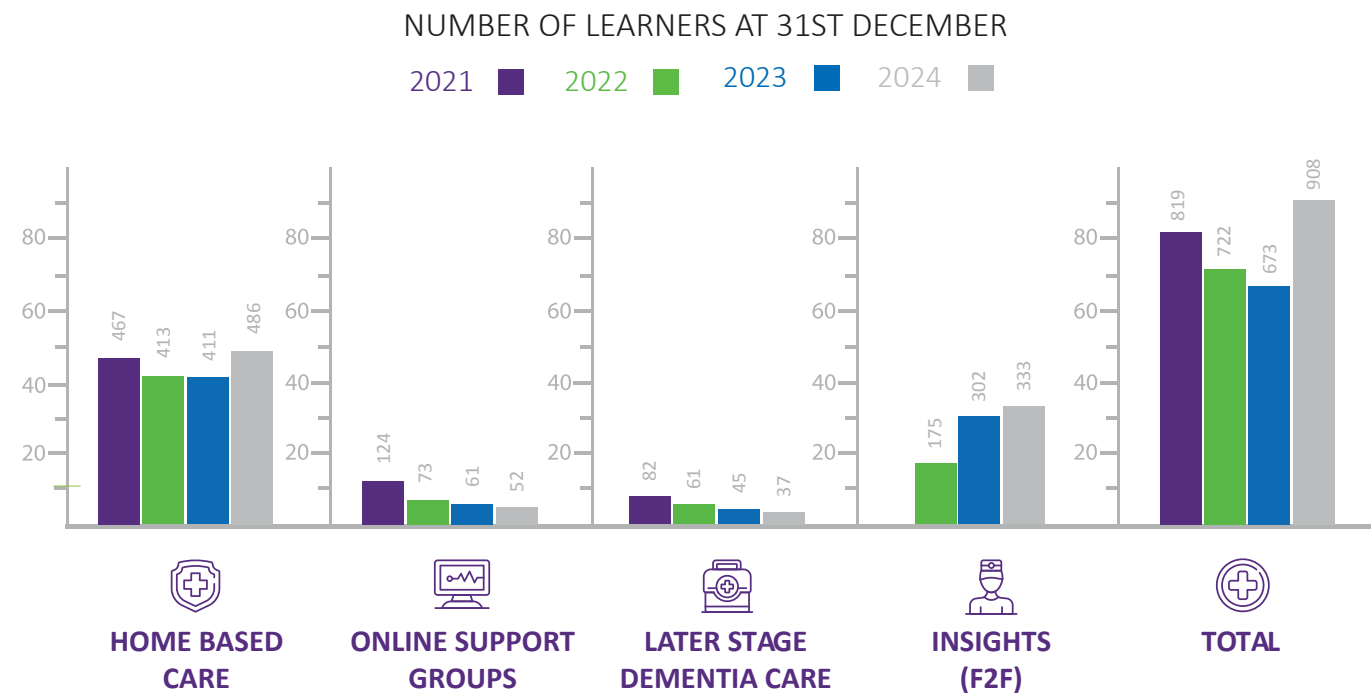
“Whilst my mam goes through the various change with dementia it has given insight into what is happening and what could happen in the future. It’s given me the mindfulness to be more patient and to slow down things when I’m with mam, and not to rush things, no matter how busy I am. My course tutor has been invaluable and has allowed my family to express our worries and concerns during our seven weeks. I can’t even thank her enough for facilitating the course, and she teaches from the heart and head. Thank you so much.”

Gabhán De Lasa, Course Participant.

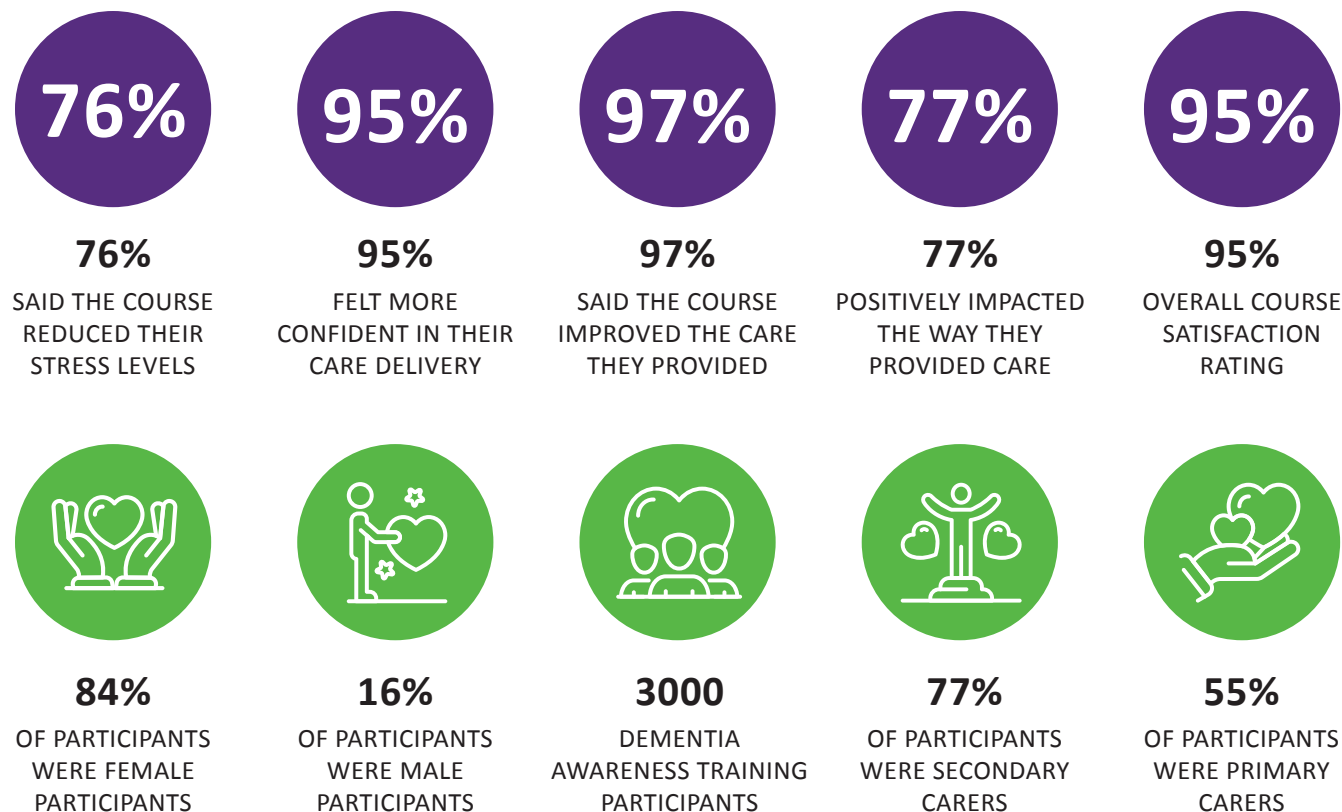


Top Left: Annette Flynn pictured with her husband. Top Right: Eilis Cantwell, Family Carer Training Tutor congratulates Brian Buckley on completing Family Carer Training. Middle Left: Gabhán pictured with his mother, Marian. Middle Right: A group participants chats during a break in one of the Family Carer Training sessions. Bottom: Better informed and an enhanced skillset; Family Carers with their course certificates.

Growth of Family Carer Training from 2021 – 2024



Feedback: Course Evaluation by Numbers



Dementia Awareness Training Reaches Nearly 3,000 People



Dementia Awareness Training

We delivered training to the following organisations:

- Hidden Hearing
- Bank of Ireland
- Energia
- Bank of America
- Irish Men's Sheds Association
- Wexford Sports Partnership
- South Dublin County Council

"This training has given our staff huge confidence and capability for their role in the bank but also their own personal lives which is hugely important. The training was delivered in a way that it really landed with our colleagues."

Dawn Bailey, Bank of Ireland

2024 - A Year Of Growth And Learning

From January to December, we focused on expanding our tutor team and recruiting new L&D officers. The year kicked off with Dr. Fergus Timmons speaking at

the Office of Public Works Erasmus+ Dissemination Seminar, about their project to engage people living with dementia and their carers to attend various OPW sites nationwide.

In March, we participated in the National Dementia Office workshop, discussing the future of dementia education in Ireland.

In April, Dr. Fergus Timmons presented his paper at the Alzheimer Disease International conference in Krakow, Poland. 'It Was an Education, a Life Education,' the paper explored how online learning supports family carers of people with dementia, using a case study from Ireland.

In September, we delivered an L&D presentation at our Town Hall meeting.

In October, Dr. Fergus Timmons attended the Erasmus+ contact seminar in Warsaw, Poland.

Main Image Dr Fergus Timmons at the 2024 Erasmus Seminar in Warsaw, Poland.

Learning and Development – Staff Training and Education

A Dedication To Continuous Improvement

Our commitment to skill development is reflected in the growth of dementia care participants and staff completing various training courses, highlighting our dedication to continuous improvement and high standards across the organisation.

Recognising Excellence: QQI Level 5 Graduates In Dementia Care

A standout achievement this year was the graduation of our learners from the QQI Level 5: Dementia Care and Support Programme. This milestone reflects not only the hard work and dedication of our learners but also the high quality of training provided.

Our staff members invested significant time and effort into enhancing their knowledge and skills in the field of dementia care, demonstrating their continuous commitment to providing exceptional person-centered care to the clients and families supported by The ASI. We proudly celebrated their success with a Graduation Ceremony in October.

Course Participants Reflect: ‘I Was Challenged In Ways I Never Considered’

How has the course impacted carers’ caregiving skills, personal growth, and professional development? Three graduates —Josephine Sheils, Elizabeth Tyrrell, and Margaret Conneely—share how the course transformed their approach to caring for individuals with dementia.

Gaining A New Perspective On Dementia And Personal Growth

Josephine Sheils shared how the course has changed her view of dementia:

“I feel I can now view dementia through the eyes of the person living with the condition. It has taught me how to step into the shoes of the person, to understand their fears, losses, and the overwhelming sense of despair they may be feeling.” She added, “I feel a lot more confident in my role as a carer, and I know this is due to the invaluable knowledge I have gained from the course.”

Elizabeth ‘Liz’ Tyrrell also emphasised the importance of empathy in caregiving:

“The ability to put myself in another person’s shoes, to understand what they are going through, and in doing so, demonstrating an understanding of how a person is feeling. You may not have the answer in some situations, so being a good listener—with a gentle pat on the arm or hand—can be just as effective, if not more, than providing an answer.”

How Personal Well-Being Impacts Care

Margaret highlighted the importance of separating personal issues from caregiving:

“You need to leave all your own troubles at the door. If you’re feeling low about something, most clients will pick up on it, and it may upset them.”

Josephine also learned the value of stress management, which has enhanced her caregiving:

“I know when my stress levels are up, and now I know when and how to deal with them to give my best care to people living with dementia.”



This increased self-awareness has made her calmer and more focused in her role.

Overcoming Doubts And Embracing The Challenge

Margaret’s journey to dementia care was influenced by her personal experience of caring for her mother, who had Alzheimer’s. Initially hesitant about the course, she admitted, *“The thoughts of the course terrified me.”*

However, after encouragement from her tutor, she decided to give it a try:

“I said to Julie, the tutor, ‘I don’t think this course is for me,’ and she said, ‘You do it every day, you just need to write it down.’”

The following day, while driving to the course, something came on the radio saying, ‘You Can Do It’ so from that day on it was onwards and upwards!

For Liz, the course pushed her outside her comfort zone:

“I was challenged in ways I never considered.” She continued, “My tutor’s feedback on my work helped me grow in confidence. The course identified my strengths and areas for improvement.”

Enhancing Understanding Of The ASI’s Values

The course deepened Margaret’s understanding of The ASI’s core values—Respect, Empathy, Inclusiveness, Integrity, and Excellence—which she now applies daily in her caregiving role. She described her approach to these values:

“Respect means taking the clients’ feelings and wishes into consideration; empathy is about sharing and understanding their feelings; and inclusiveness is about including and accommodating them. Integrity means honesty and having strong morals, while excellence is about being the best I can be.”

Liz added,

“At the heart of caring is respect, showing empathy, and being a good listener. This allows me to connect with the individual, gain their trust, and be honest and compassionate with the person living with dementia.”

Final Thoughts

Josephine believes that all carers working with people living with dementia should take the course:

"I cannot emphasise enough how valuable and insightful I found it in my role as a carer."

She also appreciated her tutor's support:

"My amazing tutor had boundless patience and encouragement. I feel I have a new energy since completing the course, and I have a keen interest in improving awareness of dementia and removing the stigma surrounding it."

Margaret reflected on the camaraderie:

"We got to meet like-minded people, all dedicated to supporting people with dementia and helping them live as fully as possible, similar to how they lived before,"

and was also grateful for the support network:

"We had a fantastic team behind us, who offered help and guidance throughout the course. Thanks to Julie, Therese, Fiona, and Eloise! And thanks to CEO Andy Heffernan and all The ASI staff who attended the graduation ceremony. Thank you all for putting your faith in me and being there to help and support me!"

For Liz, meeting fellow carers was special.

"One of the things that stood out for me was meeting colleagues from different parts of the country. Sharing our caring journeys and learning from each other was truly heartening. A special thanks to my tutor and mentor, whose reassurance and knowledge were invaluable."

Previous Page: Eloise Thompson-Tubridy, Internal L&D Manager (center), pictured with the tutors who delivered the QQI Level 5: Dementia Care course.

Top: Josephine Sheils receives her certificate of completion from Andy Heffernan, CEO, The Alzheimer Society of Ireland.

Middle: Liz Tyrrell receives her certificate of completion from Andy Heffernan, CEO, The Alzheimer Society of Ireland.

Bottom: Margaret Conneely receives her certificate of completion from Andy Heffernan, CEO, The Alzheimer Society of Ireland.



Learning And Development – Building Skills

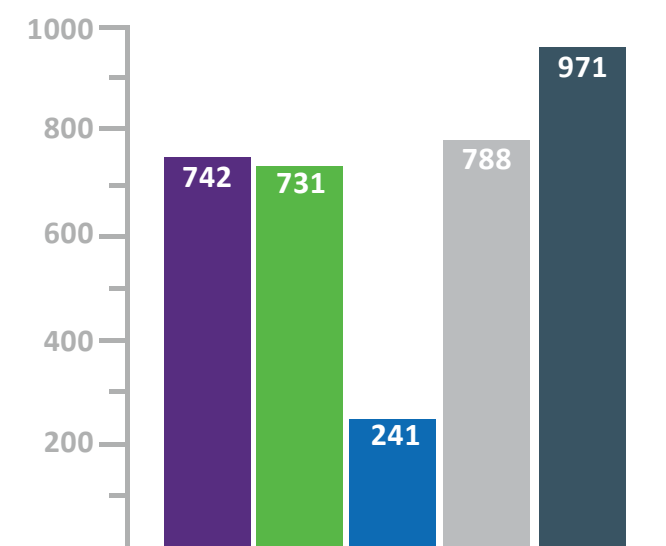
The ASI - Staff Training

2024 was another remarkable year for Internal Learning and Development. 701 ASI staff members completed one or more training courses, including Manual Handling and People Moving, Enhancing and Enabling Well-being for People Living with Dementia, Safeguarding Adults at Risk of Abuse, and Emergency First Aid.

Staff completed a variety of Mandatory Training courses in 2024, including AMRIC Hand Hygiene, First Aid, Supporting Decision Making in Health and Social Care, and Fire Safety and Evacuation.

Staff across the organisation completed a total of 3,473 courses

TRAINING COURSES COMPLETED - 2024



- South East - 742 Courses Completed
- Eastern - 731 Courses Completed
- National Office - 241 Courses Completed
- NW, NE, Midlands - 788 Courses Completed
- Southern - 971 Courses Completed



Top: Dr. Fergus Timmons and Catherine Flavin from our Learning and Development Team.

Bottom: Julie Greene pictured with the tutors delivered the QQI Level 5: Dementia Care course.

The Alzheimer Society of Ireland – Communications

Telling Our Story

As teams across ASI – from Operations and Community Engagement to Fundraising, Advocacy, and Research – worked on key initiatives, Communications was right there, amplifying their efforts.

We supported activities like daycare openings, fundraising campaigns, the Pre-Budget Submission, and Friends of ASI. Through internal communications such as newsletters and town halls, we kept employees informed, while external channels helped us engage with the wider public.

Behind the scenes, we maintained a strong voice, consistent messaging, and supported staff in advocating for our mission.

Media

The ASI continued to feature widely across national, regional, and local media – including print, radio, online, and TV. Highlights included a Letter to the Editor from CEO Andy Heffernan, published in outlets including The Irish Times and Irish Examiner, calling on Government to prioritise dementia ahead of the General Election.

Virgin Media TV segments covered key campaigns and events, including our national Memory Walk campaign and the opening of the Young-Onset Dementia Activity Lodge at Bessboro Day Care Centre. Our Pre-Budget Submission campaign for Equal Dementia Supports also gained national attention, as did media coverage of Memory Café launches in Dublin and Dungarvan.

Central to our media work are the voices of people with dementia and their families, who continue to generously share their experiences to help raise vital awareness.

Social Media

The ASI continued to grow its presence across social media platforms, using these channels to share stories, spark conversation, and connect with our followers.

Eddie Madden

Eddie Madden’s story, as seen in the Operations Section, was shared on our social media channels in December. Eddie, who lives with dementia, was thrilled by the response his story received, as many of our followers connected with his experience. With the support of Leanne Taitt, Manager at Multyfarnham Day Care, and the team, Eddie kept a close eye on social media to see how his story was resonating.

The post was so well received that Eddie was even asked to sign a printed copy at Multyfarnham Day Care Centre, where he attends, which is testament to the impact his story had on others.

The comments shared were filled with well wishes and admiration for Eddie’s courage in sharing his journey, including the following:

- “You have strength and bravery to face it head-on. But most importantly, so much more to live, give, and enjoy. X”
- “You’re a great inspiration, Eddie. Well done!”
- “Good man, Eddie, you’re looking well. Fair play to you for highlighting life with dementia.”

We sincerley thank Eddie for his openness – his story has not only inspired others but also played a key role in raising awareness about dementia and the work being done by The ASI.



Top Left: Wayne Baron, and his wife Siobhan, shared their story to highlight Memory Walk.

Top Right: Eddie Madden is pictured alongside his ever growing model aircraft collection.

Middle Left: Actors and ASI ambassadors Bryan Murray and Una Crawford-O'Brien helped highlight Alzheimer's Tea Day.

Middle Right: Staff, friends and supporters of The ASI celebrate the opening of ASI Macroom Memory Café.

Bottom: Siobhan O'Connor, Head of Operations and Community Engagement, is interviewed on Virgin Media News about the opening of the Young-Onset Dementia Activity Lodge at Bessboro Day Care.

Communications – Social Media, “It’s A Way To Normalise Dementia”

The Value Of Empathy



In 2024, Mark kindly shared his family’s journey with dementia, which was featured on the various ASI social media channels.

His mother, Clare, began to experience memory decline in her early sixties, and by 70, the effects of dementia became more serious. After her diagnosis, the family made the difficult decision to move her into a care home.

By late 2023, Clare’s health had deteriorated, and she passed away at the age of 77, with her family by her side.

Reflecting on his experience, Mark wrote about the emotional impact of the disease:

“I suppose with this disease, you might think because of the length of time it can take to progress, that you are prepared. But I don’t think you fully are. Moments just to sit and be present with them, are so important.”

Mark’s story attracted significant attention, and when we asked him about the experience, he explained why it was so important for him to share. “Sharing my story, and my family’s journey that we took with my dear mum was hugely important to me,” Mark said. “It’s a way to ‘normalise’ dementia and highlight that supports and help are there, and shared experiences help.”

He emphasized the value of empathy, noting that advice and assistance in a “compassionate way, like that of The Alzheimer Society of Ireland, is so important.”

Mark also hopes that his story will help others understand the impact of dementia: “I hope my story helps to prepare and show that dementia can affect anyone. I know my dear mum Clare would certainly have approved in my sharing of her story so that it may even help just one person...one family.”

Main Image: ASI Memory Walk, helping to highlight and raise funds for the supports for people living with Dementia.

Communications – National Print Media Headlines



The Alzheimer Society of Ireland – Support Teams

Questions & Answers With our IT Manager, Aditya Dhaked

What can you tell us about yourself?

I'm an experienced IT professional with over six years of working in IT infrastructure, cloud solutions, and software development. My passion for tech started early in childhood; I went on to study Business Information Systems, where I built a solid foundation in programming, cloud networking, and database management.

After graduating, I started out as a Web Developer and System Analyst, where I worked in website development, troubleshooting, and backend integrations. That role helped me sharpen my coding skills and understand the ins and outs of managing IT infrastructure. As IT Manager at The ASI, I lead the IT team, manage system security, and oversee major IT projects implementations.

Outside of IT, I have a big passion for football. I represented my state in football for three years and played for my university.

What has your career journey been here?

I began my journey at ASI in March 2021 as a System Support Administrator, handling IT projects, troubleshooting, and assisting colleagues to simplify their work. In late 2022, I was promoted to IT Team Lead, overseeing the IT desk team and strengthening ASI's security posture.

Since early 2023, I have served as IT Manager, leading the IT team, managing system security, and driving key IT projects. My focus is on enhancing cybersecurity, optimizing workflows, and implementing technologies that improve efficiency.

What is the best or most rewarding part of your role?

As the IT Manager here, I have to say that one of the most rewarding aspects of my role is the knowledge that the technology we implement has a direct, positive impact on the lives of those affected by Alzheimer's.

It's easy to think of IT as just systems and networks, but for us, it's so much more. Every piece of technology we introduce or improve is part of making sure our staff have the tools they need to care for the people who rely on us. It's about making their work easier, so they can focus on what truly matters - providing care and support to families going through one of the most challenging times in their lives.

Tell us about your team.

Our IT team is the backbone of our technological operations, ensuring efficiency, innovation, and seamless functionality across the organization.

Supporting our CRM needs are Rachael O'Reilly and Bhuwani Selwani, our CRM Analysts. They manage system functionality, integrations, and user support, ensuring that CRM remains a powerful tool for the business.

On the technical support side, Olajuwon Bello and Adewale Adesina, our IT Desk Technicians, provide essential IT support. They handle the configuration and implementation of new systems and also manage hardware setups.

Together, our IT team is committed to driving ASI forward by leveraging technology to empower our people and enhance business operations.



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

I'd say it's the ability to bridge the gap between technology and people.

Technology can sometimes feel overwhelming or complicated, but at its core, it should make life easier - not harder. My role is to ensure that the systems we use empower our teams, simplify processes, and ultimately help us provide better care and support to those affected by Alzheimer's.

Whether it's improving data security, streamlining communication, or introducing new tools to enhance efficiency, my goal is always to make technology work for people, not the other way around.

What is the best thing about working with The ASI?

From the incredible staff and volunteers to the families and individuals we support, there is a deep sense of purpose and compassion in everything we do. Every day, I see firsthand the dedication, kindness, and unwavering commitment of those who work tirelessly to make a difference in the lives of people affected by Alzheimer's.

In my role, I get to use technology to help make their work easier, more efficient, and more impactful.

Whether it's improving communication, safeguarding vital information, or introducing systems that help us better support those in need, I know that what I do has meaning. And that's something truly special.

Since joining the organisations, what day made you feel the proudest?

It was the day we successfully migrated all our systems, files, and data from Google to Microsoft.

I'll never forget seeing how committed everyone was to making sure the transition was seamless, and it felt so rewarding to witness how the entire organisation came together for a common goal. The dedication and hard work from all corners of the organisation made me realise just how powerful collaboration can be.

That day, I wasn't just proud of the teams technical achievement - I was proud to be part of a team that truly cares about supporting each other. It was a moment where everyone's contributions, big and small, came together to make something meaningful happen."

What does your typical day look like?

As an IT Manager, I oversee technical support, project management, and strategic IT planning. It includes system monitoring, helpdesk management, and staff



support for Salesforce, Microsoft, and troubleshooting. I allocate 30% of my time to IT development, optimizing systems for efficiency and security. Key duties also include managing projects, infrastructure upgrades, cybersecurity initiatives, procurement for 50+ locations, vendor relationships and IT budgets. Collaboration across departments ensures technology aligns with business objectives, equipping ASI with robust IT systems to support seamless service delivery.

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

Few places offer the opportunity to make a meaningful impact every day - The ASI is one of them. The impact

we have on the lives of individuals and families affected by Alzheimer's is something you can feel proud at work.

You'll work alongside passionate, compassionate individuals who are committed to providing the best care and support. Whether you're in direct care, administration, or behind the scenes like myself, everyone here shares a common goal. The sense of purpose is unmatched. Even on the toughest days, knowing that your efforts, no matter how big or small, contribute to a cause that truly matters is incredibly rewarding for me.

*Top: Sarah, Jason, Terry and Helen at The ASI National Office.
Top: (Left-Right) The IT Team, Aditya Dhaked, with, Olajuwon Bello and Adewale Adesina.*

The Alzheimer Society of Ireland – Branches (North Tipperary)

Questions & Answers with Breda O'Meara

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

I always had an interest in getting involved in the community, but when I had a personal connection to dementia in my own family, I really wanted to help out in any way that I could. I started to attend branch meetings many years ago and it really spurred me on, and I have a great affinity with people with dementia. I want to create more awareness of the condition now.

Were there any priorities for the North Tipperary Branch in 2024?

There was a great deal of awareness and fundraising taking place in the branch in 2024. We booked a local choir for the Ormond Activities concert in Nenagh Church last December, which was a fantastic event and raised €10,500.

I also make teddy bears and go around to all the local schools to fundraise for dementia. And, in every school that I visit, I talk to teachers, pupils and I'm amazed by their interest in dementia and awareness of it.

Tell us a little bit about the activities of the Branch.

The branch links in with banks, takes part in fundraising, and community work and there is always something. We link in with anyone such as the ICA, farming, Comhaltas club, networks, local organisations such as the GAA and the local hurling clubs.

The branch members are always so good at giving up their time to support any initiative that we have, and the community here show us so much support - we are very grateful.

Tell us about the impact of The Alzheimer Society of Ireland in the local area there in North Tipperary.

I think the work here in the local community is a lifeline to people who are impacted by dementia. We offer day care, day care at home and home care here in North Tipperary and we are linking in with the Friends of ASI initiative which aims to drive awareness of dementia in the community. All these supports are so important to family members.

How important are the services in the area such as Day Care, Day Care at Home and Home Care for example?

All these services are so very important. It's vital that people who are diagnosed with dementia can remain at home where they are comfortable, and in their own community – and these vital supports help them do that, for as long as one can. It's a great way to encourage social interaction and these services also give the family carer a little break, and that's very important as well.

How important is creating an awareness of dementia in the local community in Tipperary in general?

Yes, it's very important that everyone in the community has an awareness. This includes the doctor's surgery and, in the dentist, and schools are key too. When I am in schools, I am touched by the response I receive. Some people even ring me afterwards and they might say that dementia has impacted their lives too, or their grandad has dementia. Youngsters are great – they really understand things very quickly.

Once you create that awareness, you are encouraging people to reach out for support, advice and help; whatever it might be. That could be speaking to someone such as our local Dementia Adviser, availing of



a local service, or maybe even ringing The ASI's National Helpline, but it all starts with the public awareness.

What exciting plans are you working on in the Branch at the moment?

We are always keeping busy here. I am still making my teddy bears for fundraising. I have visited 60 schools, so that has kept me busy. We are always organising events and doing fundraising, we have been doing events in the local bank here, doing an Alzheimer's dance and linking in with Women's Shed and doing promotions there. There is so much going on and then we have the agricultural shows in the summer and early autumn, they are brilliant. We are linking in too with the Friends of ASI and they have an action-packed calendar of events going to.

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

We will also be looking at summer festival and parades as well to create more awareness of what we do here locally. We really want to grow the impact of the branch, and we would love to create our own Centre one day with a sign over our own door – that's my dream anyway! I won't stop dreaming about this. I hope one day that it becomes a reality.

What are you most proud of during your time at the North Tipperary Branch?

I have to say that when we had the church concert in Nenagh in December and also making a speech in front

of 100 people was amazing. It was great. And of course, going to all the schools and meeting all the children there makes me so proud.

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

It's a genuine team effort with a real collective effort from everyone on the branch. And having the support of Jennifer Woods here in the office as well is great. Any time that anyone is asked to do something, they can't do enough to help.

Tell us about your involvement in Friends of ASI?

Laura Curtin from the Community Engagement team is fantastic, and they have a full calendar of events, and we know what's going on all time. The initiative is really helping to get the word out there.

What would your advice be to anyone who is looking to get involved in supporting the ASI at a local level?

Just reach out and get involved – you won't regret it! It's very worthy work and you always feel that you have accomplished something and that you are making a difference. Our work matters.

For information about services and supports in North Tipperary, visit alzheimer.ie

Top: Nenagh Dementia Community Inclusive Event



The Alzheimer Society of Ireland – Board of Directors

Board Members

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.

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 Aviva Life & Pensions Ireland. Before that, he held many governance, finance and business management roles in JP Morgan Ireland, Aviva Life & 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.

Kieran McGowan **Resigned in 2024*

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).

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.

Niamh Marshall **Resigned in 2024*

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.

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.

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 Dementia Research Network Ireland at the Mercer Institute, St James Hospital. Ann is also 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 and Dublin City University and Community Health Organisation. Kate has a PhD from Curtin University Western Australia 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.

Cathy Reynolds

Over the course of her career, Cathy held many key managerial positions and went on to hone her skills in communications and PR, serving as a Director of Kennedy PR. Cathy left the workplace in 2007 to raise a family but returned for a time to work on some specific Public Relations and Marketing projects. Cathy holds a BA in Economic and Politics and a Masters in Business Studies (MBS) from University College Dublin (UCD). Cathy has a personal interest in dementia, borne out of her own experiences caring for loved ones in her own family. Cathy joined The Alzheimer Society of Ireland’s Advocacy & Public Affairs Committee in 2018. Cathy is married and mother to three children.

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.”

Sinéad McSweeney **Appointed in 2024*

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.

Sean O'Keefe **Appointed in 2024*

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.

Special Mentions

In 2024, Niamh Marshall and Kieran McGowan resigned from the Board of the ASI. The Board and management of The ASI acknowledge and thank Niamh and Kieran for their significant contributions to the organisation.

Niamh chaired the Audit & Risk Committee until April 2024 providing extensive expertise and guidance to both the committee and Board.

Kieran contributed valuable insights in progressing the work of our Advocacy & Public Affairs Committee which

he chaired, and in his expertise and guidance on the work of the Governance & Nomination Committee. The ASI wish both Niamh & Kieran and their families every happiness into the future.

Board-Committees

Governance & Nomination Committee:

Eugene McCague (Chair); Kieran McGowan (resigned in 2024); Sinead McSweeney (appointed 2024); Sean O'Keefe (appointed 2025).

Advocacy & Public Affairs Committee:

Kieran McGowan (resigned in 2024); Cathy Reynolds (Chair - appointed 2024); Ann Twomey; Helen Rochford Brennan; Helena Quaid (resigned in 2024)

Quality Assurance and Safety Committee:

James Nevin (Chair); Noel Heeney; Ann Twomey; Mark Morgan Brown; Joyce Power.

Fundraising Advisory Committee:

Noel Heeney (Chair); Cathy Reynolds; Pat Keogh; Ken Mahony; Laura Murphy (resigned in 2024); Eoin Gilley Jnr. (appointed in 2024).

Remuneration Committee:

Sinead McSweeney (Chair) (appointment in 2024); Eugene McCague; Kieran McGowan (resigned in 2024). *Sean O'Keefe joined (8th April 2025).

CEO: Andy Heffernan

Company Secretary: Samantha Taylor

Patron: President of Ireland, Michael D Higgins

Opposite Page Top: Ann Twomey address the audience at the opening of the Dementia-Specific Activity Lodge in Enniscorthy, Co. Wexford in November.

Top Right: Kieran McGowan who retired from the Board of The Alzheimer's Society of Ireland in 2024.

Middle: Noel Heeney (left) pictured during the celebrations for the ASI Oireachtas Tea Day 2024.

Bottom: Bottom: Board members join with staff of The ASI and advocates outside Dáil Éireann to celebrate Oireachtas Tea Day.



Questions & Answers With Board Member – Cathy Reynolds

A Sense Of Community

Tell us a little bit about yourself.

I am married to Niall and mother to three teenage children. I first got involved with The ASI in 2018 when I joined the Advocacy and Public Affairs Committee and later went on to join the Board in 2021. My keen interest in the work of The ASI was borne out of my own experience of helping to care for my father who lived with Alzheimer’s for almost ten years and then subsequently my mother, who developed dementia following a stroke. This lived experience of caring for a loved one with dementia and the challenges that this brings to a family, really inspired me to get involved with The ASI.

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

I strongly believe in the voice of the lived experience and so I accepted the invitation to use my experience to help inform board decisions and play my part in ensuring that the voice of people with dementia and their families is heard. I am passionate about advocating for a better quality of life for all of those impacted by this disease.

By joining the board, I also wanted to add my voice to the ongoing work of The ASI to raise awareness and understanding of dementia in every community in Ireland.

What’s the most rewarding part of being a Board member with The ASI?

It is a privilege to be present at board meetings and hear about the growth in services across all areas including home care, day care at home and the increasing number

of day care centres that are being opened the length and breadth of the country. The ASI is determined to reach every community in Ireland to support those impacted by dementia and so to be present at board meetings and hear of the continued expansion of the services that are making a real impact on people lives, is a real privilege.

In your view, what are the opportunities for The ASI in the years ahead?

There are many opportunities for The ASI in the years ahead, not least the real opportunity to break down the stigma and social isolation that surrounds dementia. The Community Engagement Team have already started this work with their initiative to build dementia- inclusive communities across the country. There is also a great opportunity for The ASI to raise awareness about the importance of brain health and to educate people on the 14 lifestyle risk factors that can help to reduce the risk of dementia. The opportunity for ASI to continue to grow the services in the years ahead is possible with the continued support of the Government in funding this expansion so the ASI can reach all those that are in need of its help and support.

You are involved in the Fundraising and Advocacy Sub-Committees of the Board as well? They are areas of real interest for you?

Yes, I have the honour to serve on both the Advocacy and Public Affairs Committee and the Fundraising Committee. I had worked in the Public Affairs space in London many years ago, so when I joined the Advocacy and Public Affairs Committee back in 2018, it was good to be able to draw on this experience.



Above: Cathy Reynolds is pictured with then Tánaiste Micheál Martin and Robert Troy TD at the opening of The ASI day care centre in Multyfarnham, Co Westmeath in 2023.

Advocacy plays a crucial role in ensuring that both the voice of the person with dementia and their families and carers are heard, so this is at the centre of everything we do. A large part of the committee’s work centres on pushing for Government funding, so we can grow the services, and it has been a credit to all the team at The ASI that this funding has substantially increased in recent years, as the Government recognise the vital role that The ASI plays in providing dementia-specific care to those who need it. We continue to advocate for increased funding, so The ASI can expand its services in order to reach all those who need its support.

The monies raised by the fundraising team at The ASI support so many additional services, so to be on the Committee that supports this work is hugely rewarding. These services include the Helpline, Family Carer Training, Alzheimer’s Cafes, Social Clubs, Dementia Awareness training in the communities and many more all of which go to providing life-changing support to those with dementia and their families. National campaigns such as Alzheimer’s Tea Day, Memory Walk and Denim Day for Dementia not only raise much needed funds but also serve to raise awareness in communities right around the country. The fundraising team are innovative in their ideas and have grown new areas of fundraising particularly in the Marathons and Challenges sector, which has shown real growth in recent times, so it is an exciting time to be a member of the Fundraising Committee.

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

As I mentioned earlier, I do believe it is very important to have the voice of lived experience around a table to help inform decisions. My fellow board director, Helen Rochford Brennan, brings a very valuable voice of lived experience, as since her Alzheimer’s diagnosis in 2012, Helen has championed the rights of people with dementia and her contributions adds real value to Board discussions.

From my own experience of helping to care for my parents, I understand how caring for a loved one with dementia can be challenging and how daunting it is when a dementia diagnosis is received. And so, when we as a Board join in advocating for more Dementia Advisers for example, I do it in the knowledge that each of these Dementia Advisers will give life-changing support to a family in their time of need. I put great value on being able to share my lived experience with my fellow Board Members as it helps to view decisions through the lens of those affected most.

Can you share any specific moments or initiatives from 2024 that stand out to you? Is there one thing that you are most proud of?

As I mentioned earlier, I feel the dementia-inclusive communities initiative is one to be commended in its

aim to de-stigmatise dementia in every community in Ireland. With the support of the Friends of ASI, The ASI aims to build dementia-inclusive communities, where individuals with dementia and their loved ones are welcomed, understood and supported. This initiative includes dementia awareness training for businesses and communities, education and services across every town in Ireland. Through education, we can break down the stigma and help those with dementia live a fulfilled life in their communities. This initiative has already launched in over ten towns in Ireland and this rollout will continue over the coming year.

On a personal note, I was very proud that my son, Charlie, who took part in Transition Year work experience in the Day Care Centre, at our Lady's Hospice, Harold's Cross, facilitated by the wonderful manager, Edel Byrne. The Transition Year Programme Creating a dementia inclusive generation is an innovative way 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 carers.

Looking back on your own participation as a Board Member over the past years, what aspects of your role have you found most fulfilling?

During the course of our work on the Board, we hear presentations on all aspects of the work of ASI, including operations, fundraising, communications, HR, finance etc. What always strikes me is the extraordinary passion of each team member as they outline their work and how that is contributing to the overarching aim of The ASI to support all those impacted by dementia. We see ideas from inception to fruition, which could be the opening of a new Day Care Centre, or a garden being created or a bus service being provided for a Day Centre, or some new ideas to engage the community, advocacy successes or new fundraising ideas. It is very fulfilling as a Board Member to know that all these decisions are making a real difference to the lives of people with dementia, their carers and their families.

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

The staff at The ASI is what makes me most proud. The extraordinary passion and commitment shown by each and

every staff member is the real fabric of The ASI, and since it was founded by Winifred Bligh in 1982, the staff have always been truly exceptional in their commitment to raise awareness and improve the lives of people with dementia.

I know you have visited several of our day care centres around the country, such as in Westmeath and the Orchard in Blackrock, - you must be very proud of the ASI staff who you engage with there?

Yes, visiting the day care centres has been a real highlight of my time with The ASI. It is only when you spend time with those who come to the day centres can you really appreciate the positive impact it has on their lives. The staff bring so much joy and positivity to these centres as the needs of a person with dementia are being met and they are enjoying activities such as music, art therapy, the enjoyment of being surrounded by nature in the gardens etc, all of which really stood out for me at The Orchard in Blackrock, Co. Dublin.

Visiting the Day Care Centre at The Friary, Multyfarnham, Co Westmeath, was of great personal significance to me, as I was married on the grounds of the Friary almost 20 years previously. Ironically, it was at this time that my father first started showing signs of what turned out to be Alzheimer's so returning was very emotional as it reminded me of our own journey, but grateful that services like these Day Centres now provide much needed stimulation to those with dementia, and also respite to their carers and families.

The official opening of the Centre, by Taoiseach Micheál Martin, was full of joy and hope both for the people attending the Centre and their families. I met a family who told me coming to the Day Centre was the highlight of their mother's week; this is testament to the staff who give everything of themselves to ensure that their time at the Centre is a joyful one and their needs are being met.

Do you have a message for the decision-makers in Irish society – as a pressing Irish health issue of our time, do you think dementia deserves more spotlight in terms of funding and support?

Yes, I strongly believe that dementia deserves more spotlight both in terms of funding and support. The



figures are startling with projections for the number of dementia cases to increase five-fold by 2050, so we need to dramatically increase funding to be able to meet these needs. The Model of Care for Dementia in Ireland is a gamechanger and its implementation will be a life-changing pathway as it spans the continuum of care from when people first have concerns about symptoms. Some of the 37 targets of the Model of Care are already underway such as Memory Clinics, Memory Assessment Support Services and Memory Technology Resource Rooms all of which are making a significant positive impact in dementia care. However, the Government needs to put more momentum behind the full implementation of the Model of Care and provide adequate funding for this. That said, I do believe the Government has come a long way in recent years in terms of recognising dementia as a pressing health issue and providing increased funding year-on-year for services and supports for people affected by dementia. A lot done.... a lot more to do!

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

I would like to convey a message of hope. In recent years, The ASI has received increased funding enabling



it to expand its services and so is reaching more people with dementia that need its support; developed innovative new services such as Day Care at Home; rolled out initiatives to destigmatise dementia and is now providing Cognitive Stimulation Therapy which is an effective intervention for those with mild to moderate dementia, benefitting cognitive function, quality of life, well-being, communication and special interaction.

All of these initiatives combine to give us hope that The ASI can continue to increase its reach across the country and provide support and care to all those impacted by dementia, increase awareness and break down the stigma surrounding dementia. Again, a lot done...a lot more to do.

Top Left: Cathy with Minister Butler and Head of Operations and Community Engagement, Siobhan O'Connor, at the Orchard Day Care in Co Dublin.

Top Right: Cathy Reynolds, Board Member, pictured with with ASI service user on a recent visit to the Orchard Day Care Centre.

The ASI is working to deliver on our new Strategic Plan 2023–2028.

The plan outlines our crucial role in supporting people living with dementia, their family, carers, and supporters in Ireland over five years. This strategy is our blueprint for the next five years and builds on our past achievements

Our new strategy sets out an ambitious vision for equity of access to high-quality services and supports, improving their ability to live well at home and in their communities for as long as possible.

The strategy sets out interdependent 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.

In 2024, there was so much achieved under the three interdependent strategic priorities as the following graphic chart illustrates.

For further information on The ASI's Strategic Plan and Strategic Priorities Work Plan, visit the ASI Staff Hub.

Graphic Chart Task Status

- Green - Task Complete.
- Yellow - In Progress, on-track for target date.
- Blue - On schedule to be commenced.
- Red - Not on track against target date.



The Alzheimer Society of Ireland – Financial Statements

Financial Overview for 2024

The financial results for the year ended 31 st December 2024, are summarised in the accompanying income and expenditure account. In 2024, The Alzheimer Society of Ireland (ASI) total income was €29.5 million (2023: €26.3 million), resulting in a surplus of €1.67 million. Overall income increased by €3.2 million, compared to 2023. The expenditure increased by 9% or €2.34 million. This reflects the increased additional services activity. In line with our goals of sustainability The ASI spent 89% of its total income on care service provision.

Capital Investment Highlights

Thanks to the generous support of our funders and effective fundraising efforts, we generated a surplus that enabled an additional investment of €756k in capital development. This funding has been directed towards enhancing and expanding services for our clients across Ireland.

Key developments include:

- *A new premises in Monaghan*
- *An extension of our facility in Cork*
- *Upgraded outdoor activity in several centres to enrich client engagement*
- *The addition of five wheelchair-accessible vehicles to improve client transportation to our services.*

This investment reflects The ASI’s continued commitment to improving the quality and reach of our services. The capital was raised through a combination of fundraising, contributions and donations.

Looking ahead, ASI remains dedicated to further developing new services and expanding into additional locations throughout 2025 with a further €817k earmarked for capital expenditure in 2025.

Appreciation and Financial Transparency

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

Compliance and Reporting

The ASI adheres to all the relevant financial regulations and reporting standards. We consistently prioritise transparency and accountability in our financial practices, ensuring the highest level of integrity and trustworthiness for future details.

The ASI is compliant with The Governance Code – a Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland. Visit www.governancecode.ie for more information.

The ASI is a Triple Locked member of the Charities Institute Ireland (CII). This means that our board has formally adopted (and monitors compliance with) the Guidelines for Organisations on Fundraising from the Public; the Governance Code for the Community and Voluntary sector (www.governancecode.ie), and annual financial reporting in full compliance with the Charities SORP (Standard of Reporting Practice under FRS102).

Detailed annual financial statements are available for review on the ASI website at www.alzheimer.ie.

CHY 7868 / CRO 20018238 / CRO 102700

EXTRACT OF THE ALZHEIMER SOCIETY OF IRELAND ANNUAL FINANCIAL STATEMENT 2024

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 2024



	TOTAL FUNDS YEAR 2024 €000's	TOTAL FUNDS YEAR 2023 €000's
INCOME FROM:		
Donations and Legacies	1,490	1,529
Charitable Activities	23,339	21,221
Other Trading Activities	4,414	3,195
Other Income	244	354
TOTAL INCOME	29,487	26,299
EXPENDITURE On:		
Cost of Generating Funds	1,066	988
Governance Costs	415	450
Other Charitable Activities	26,331	24,032
TOTAL EXPENDITURE	27,812	25,470
NET EXPENDITURE / INCOME	1,675	829
NET MOVEMENT IN FUNDS	1,675	829
RECONCILIATION OF FUNDS		
Total Funds Brought Forward	22,832	22,003
Net Movement in Funds	1,675	829
TOTAL FUNDS CARRIED FORWARD	24,507	22,832

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



	YEAR 2024 €000's	YEAR 2023 €000's
FIXED ASSETS		
Tangible Assets	12,392	12,226
	12,392	12,226
CURRENT ASSETS		
Debtors	900	1,256
Cash	14,945	12,386
	15,845	13,642
CREDITORS (Amounts falling Due Within One Year)		
Creditors	(3,449)	(2,620)
NEW CURRENT ASSETS	12,396	11,022
TOTAL ASSETS LESS CURRENT LIABILITIES	24,788	23,248
CREDITORS (Amounts falling Due After One Year)	(281)	(416)
NET ASSETS	24,507	€22,832
Charity Funds		
Restricted Funds	398	536
Unrestricted Funds	24,109	22,296
TOTAL FUNDS	24,507	€22,832



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