



Forget-me-not News.

Your kindness in action.

Inside this edition:

- Your support for carers like Kieran
- New Day Care Centre in Kilrush
- All your community news
- How was your Memory Walk?



Cathaoirleach, Councillor Donal Gilroy helping to open our new sensory garden at Aughamore Day Care Centre in Sligo.

The power of you

You're making good things happen.



Hello again,

All through this newsletter, you'll read about the power of you.

About the amazing things that can happen when caring people like you come together. About how your kindness helps people living with dementia to feel safe, calm and happy. Just look at the compassion and care on these pages, all driven by the warmth and positivity of a community that you have done so much to help build. That's why this newsletter is for you.

Thank you!

Andy Heffernan
CEO,
The Alzheimer Society of Ireland



Thank you for your Memory Walk 2025

A huge and heartfelt 'thank you' to all of you who helped celebrate World Alzheimer's Day (Sunday 21st September) by getting out there and taking part in Alzheimer's **Memory Walk** supported by Aviva.

Your walk will help support the vital services that people living with dementia depend on. So, **thank you**, for turning your difficult journey into something so vitally important.

Your AVIVA Discount

As part of Aviva's sponsorship of Memory Walk, they're offering wonderful supporters like you a **10% discount** on new car and home insurance policies bought online through **aviva.ie**. Enter the code **WALK25** which is valid until the end of the year.

Subject to minimum premiums of €230 for home insurance (€115 for Contents or Buildings only) and €310 for car insurance. Terms and conditions apply. Car and home insurance are underwritten by Aviva Insurance Ireland DAC. Aviva Direct Ireland Limited is regulated by the Central Bank of Ireland.



If you would like to talk to someone about any aspect of dementia, just phone our

**National Helpline
on 1800 341 341**

The vital work you help support

“Facilities now are so much better than they used to be, but my goodness the need is still so high.”

– Melissa Kenny



Melissa Kenny with care worker Samantha Fennell.

Melissa Kenny spent many years helping to run The ASI's Day Care at Home Service. Now she's taking on a new role as the Dementia Adviser for County Clare and she's delighted to welcome a much needed new Day Care Centre in Kilrush.

“I'm so happy about the new ASI Day Care centre opening in Kilrush. My grandfather was a Kilrush man, I live close to the town myself, and I've seen the urgent need for dementia services in this part of the country.

In my previous role, managing ASI Day Care at Home services, I saw the incredible work that our carers do in people's homes. Constantly adapting to their needs and stepping into their world, wherever they are on their dementia journey; chatting, going for walks, doing jigsaws, giving hand massages – one of our carers even played her tin whistle for one gentleman she was caring for.

Living well with Dementia

This same dedication and care will be available in the new Day Care centre, and will make such a huge difference to those living with dementia in this area – and to their families and carers too!

One of the new staff worked with me before, and she's already bringing her old clients to the new centre. Only the other day I asked one of her regulars, Patrick, did he want to come along. 'Ah no, no I won't', he said. Are you sure? Samantha will be there. 'Oh, I will so!'

And there's another man we visit who does the most incredible paintings. He's such a kind, caring man who still manages to create such incredible art. The new centre can give people like him a place to meet others, share their interests and be stimulated. And it's all happening because of you.”

Thank you for your incredible kindness and support!

Melissa

**You make
everything we
do possible!**

Your Community News

Your peaceful garden

Your incredible support recently helped us open a beautiful sensory garden at our Aughamore Day Care Centre in Carraroe, County Sligo. Opened by Cathaoirleach, Councillor Donal Gilroy, it offers a swirl of sights and smells, with flowers, grasses and vegetables for our visitors and their families to enjoy. There are seating areas too, and outdoor bowls, skittles and chess. There's even a gorgeous fountain to stir the senses!



Our Aughamore community enjoying the new sensory garden.



Say 'hi' to Paddy

Did you know Alpacas are hypoallergenic? And they love eating brambles! These are just a few of the things our service users learned when 'award winning' alpaca Paddy came to visit this summer. And he didn't come alone. Alpacas love company, so if you saw Paddy, his pals Oscar, Frank and Stan won't have been far behind.

The Alpacas Oscar and Paddy.

You're never too old for a Skydive

Elizabeth Robb from Co. Monaghan is a powerful woman! She recently celebrated her 80th birthday by doing an incredible skydive in honour of her close friend Ann, who is living with dementia. Apart from raising vital funds for The ASI, Elizabeth had a wonderful experience she – and all of us – will never forget. Amazing work Elizabeth!



Elizabeth Robb in mid-skydive.

The difference you make

When Kieran's mother, was diagnosed with Alzheimer's in 2021, caring for her soon became the main focus in his life.

Mary had always been the heart of the family home, but in 2019 she lost her eyesight, and two years later she was diagnosed with dementia. It happened at the same time as Covid, and both she and Kieran quickly became isolated. And when Mary became ill with Covid, the pressure on Kieran became intense.

"It was constant firefighting, trying to balance all my different responsibilities."

He soon had to give up work to care for Mary full-time, and when his father died, Kieran became even more isolated. It was the start of a 'soul shattering' time, for him and for his mother who he loved so much.

But then your kind support began to make a difference.

Someone recommended the ASI Day Care Centre near their home in Mitchelstown, and although it was



Kieran helping his mother Mary live well with dementia.

difficult at first, Mary soon began to find her feet.

Before long, Mary was enjoying herself, mixing with others, joining in quizzes and chatting with the incredible Day Care staff. Kieran felt a huge weight lift and began to see glimpses of the mother he thought he had lost forever. And that little bit of free time meant he could start reconnecting with family and friends.

"I know she's safe, and happy, and the staff have been just amazing. They're so professional, and they care so much".

Kieran has seen and felt the life-changing impact your support can have.
Thank you!



Your Christmas Kindness

It won't be long until we're all planning our Christmas festivities, so make sure to catch The ASI's vital **Christmas Appeal**. It's our biggest and most important fundraising event of the year so please make sure to make your Christmas kindness count.

Thank you!

Your incredible impact

Every year your kindness helps provide more services for more people, all across the country.

In 2024...

You helped us respond to **6,065** calls on our **National Helpline**.

You helped host over **78,600** visits to **ASI Day Care Centres** across Ireland.

(+24% on previous year)

You helped us provide over **12,700 social supports attendances**.

Your Regular Gift

If you'd like to help even more people like Mary and Kieran get the care and services they need, think about turning your kindness into a life-changing regular gift at **alzheimer.ie/donate**

Thank you for your amazing support!

**All statistics from The Alzheimer Society of Ireland Impact Report 2024*

What a wonderful community you're part of!



Daithí Billings and his pals Stephen and Daire, who raised over €3,200 to support ASI services, by running 5km every day in the month of May. Thanks lads!



A big bualadh bos for Alex, Colm, Dylan, Evan and Mark, who climbed the three highest peaks in the UK in 24 hours, raising over €3,000 for The ASI. What amazing support!

You're at the heart of our community

If you'd like your support for people living with dementia to last on into the future, would you consider making a gift in your will? To learn more about a legacy gift, call one of our friendly staff on **01 207 3833** or email **fundraising@alzheimer.ie**

Thank you for your amazing support!

Or, make an instant gift today by pointing your phone camera at this QR code.



THE Alzheimer
SOCIETY OF IRELAND