



# Forget-me-not News.

## Your kindness in action.

Jordan and Cian Adams' dementia story of love and courage – supported by you.

**“We want to be remembered as two normal lads who made a difference, so that when we’re gone, people won’t forget.”**

– Jordan Adams



Jordan and his mum Geraldine.

### Inside this edition:

- Increasing support for Young Onset Dementia.
- The FTD Brothers' message of hope.
- The kindness you bring to our community.
- Are you ready for Memory Walk 2026?

## Help shape our future



Hi there,

Welcome to another issue of your ASI supporter newsletter, packed with stories of how your kindness supports those affected by dementia in Ireland today. In this newsletter we have a very special request.

**Will you share your dementia experiences in our short survey, and help us shape the future of dementia care in Ireland?**

Because no one understands the challenges we face better than you. Thank you! And please enjoy the news and stories your kindness makes possible.

Andy Heffernan

**CEO, The Alzheimer Society of Ireland**



### A Special 70th

Hats off to Donegal man, John McGeehan, who celebrated his 70th birthday with a special event that raised **€6,320** for The ASI. John and his wife Margaret were delighted to present a cheque to Jennifer Carr of The ASI. Amazing work!



### TEA DAY SUCCESS!

Huge thanks for all your amazing efforts this Tea Day. Wonderful supporters like you came out in record numbers to make every cuppa count. So keep an eye on our social media to find out the final figure raised. Thank you. We couldn't do it without you!



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

**National Helpline  
on 1800 341 341**

## The difference you make

# A safe space you helped create

**Wonderful news from Cork where your amazing support has helped open a new day service for those with young onset dementia.**

The new service at Teach Mhuire in Mayfield came about when a local couple managing an early onset diagnosis realised how few resources there are for dementia patients under 65. Counsellors and politicians came on board with The ASI, and now we welcome 13 clients for activities and social events every Tuesday.

We celebrated the official opening in March. Mayfield Men's Shed provided the music, and Minister of State, Kieran O'Donnell joined clients and family members on the dance-floor. While Lord Mayor of Cork, Fergal Dennehy gave a beautiful speech about his mother's dementia journey and how important dementia services are to him and his family.



Minister Kieran O'Donnell joining the fun at Teach Mhuire in Mayfield.

It's all about activity at Teach Mhuire, with bingo, arts and crafts, and memory games proving popular. And the local Gardaí have been incredibly supportive, providing their community bus to take service users on fun day trips.

It's great for family members too, giving them a much needed break from caring, and a chance to relax, knowing their loved one is safe and happy. There's a bit of magic in that.

The centre has been such a success that we're hoping to secure a second day very soon. So, thank you for your amazing support.

Adam Kelleher, ASI Service Manager

## Are you ready for Memory Walk 2026?

Are you ready for Memory Walk 2026? Sign up early using the code **New26** to get **20% off**, and let your friends know you'll be asking for their support this year. We can't wait to celebrate your memory of someone special and walk with you this September!

Save  
The Date  
20th Sept  
2026

20% off  
Discount Code:  
New26



## Your community news

### Your sporting memories

The Replay is a wonderful new collaboration between the GAA, RTÉ Archives and The ASI, supporting people living with dementia by making historic All-Ireland finals available online. It's specially designed to spark conversations and precious sporting memories. So, if someone you know would enjoy the familiar company of Micheál Muircheartaigh, and the great All-Ireland finals of yesteryear, be sure to visit [www.thereplay.ie](http://www.thereplay.ie)



### Caring for your brain health

More than 250 people attended our recent 'Brain Health & Dementia' event at The Civic Theatre in Tallaght, and seeing researchers, clinicians, carers and people living with dementia learning side-by-side was incredibly uplifting. Huge thanks to everyone who made it such a success and see the enclosed leaflet for more on how you can take better care of your brain!



Your kindness matters!



### Your award-winning support

Brilliant news! One of The ASI's youth programmes – Creating a Dementia Inclusive Generation – won Best Education Outreach: Community Engagement Award at the national Education Awards held in April.

With over 6,000 students participating this year, we're so grateful for your help in making it such a success.

**Thank you!**

## The hope you help make possible

**When Jordan and Cian Adams were just 15 and 9 years old, they received the devastating news that their Mum, Geraldine had been diagnosed with frontotemporal dementia.**

Over the next six years the boys helped care for Geraldine as she lost her memory, her cognitive functions, her speech, and finally, her life.

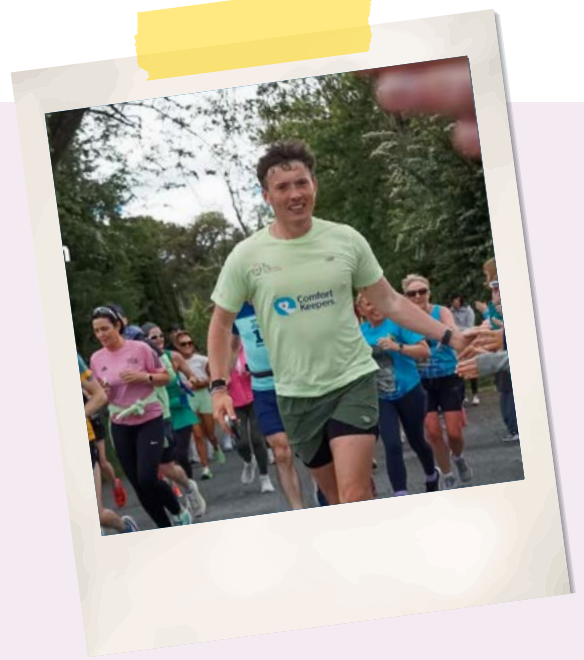
**“Mum was stripped of everything that made her who she was.”**

Geraldine died in 2016, but the boys' trauma didn't end there. Both Jordan and Cian have since discovered that they have inherited the same condition and will someday live with the same cruel disease. As Jordan says: **“You have to make a choice. You either sink in the sadness, or do something positive.”**

The boys have chosen to do something extraordinary, dedicating their lives to raising funds and awareness around dementia.

The boys have now run the London Marathon four times, and this May, the brothers ran 33 marathons in 33 days. They started off with the London Marathon – which Jordan ran with a fridge strapped to his back! – and then doing one marathon in every County in Ireland, to raise funds for The ASI.

**So please join us in saying a very special and heartfelt ‘thank you’ to these incredible young men.**



**“We all carry something. But you don't have to carry it alone.”**

– Jordan Adams



Thank you

## The amazing difference you make

### Your wonderful, caring community

From the Whistles to Wheels rugby referees who cycled from Cork to Limerick for ASI, to Patrick McMahon who climbed Kilimanjaro in honour of his mother – thank you all for your amazing fundraising!

### In 2025...

YOU supported over **81,000** attendances at ASI Day Care Centres.

YOU helped grow The ASI Day Care network to **58** centres across Ireland.



Well played ref!



The height of kindness



Mary, May and Margaret's hand-knitted fidget muffs in Aughamore, Sligo.

## Your Lasting Gift

Wonderful people like you make everything we do possible. And if you'd like to help support even more people on their dementia journey, please consider turning your kind support into a regular gift.

Visit [www.alzheimer.ie/donate](http://www.alzheimer.ie/donate) and click 'Give Monthly'

Thank you!

You can make an instant donation by pointing your phone camera at this QR code.



THE Alzheimer SOCIETY OF IRELAND