



# THE ALZHEIMER SOCIETY OF IRELAND

## IMPACT REPORT - 2025



THE Alzheimer  
SOCIETY OF IRELAND

# Impact Report 2025

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# 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.

Our mission is to lead in providing high-quality, dementia-specific supports and services while advocating for the rights of people living with dementia, their families, and carers.



FACEBOOK

The Alzheimer Society of Ireland



BLUESKY

@alzheimersocirl  
.bsky.social



INSTAGRAM

alzsocirl



LINKEDIN

The Alzheimer Society of Ireland

Cover Photo Credit: Courtesy of Carl Brennan

The Alzheimer Society of Ireland, Temple Rd, Rockfield, Blackrock, Co. Dublin, A94 N8Y0T: T: (01) 207 3800 | E: info@alzheimer.ie

# Services Provided by The Alzheimer Society of Ireland



DAY CARE AND DAY CARE AT HOME



DEMENTIA ADVISER



MOBILE INFORMATION BUS SERVICE



HOME CARE SERVICE



SOCIAL CLUBS & ALZHEIMER CAFÉS



SUPPORT GROUPS



## FAMILY CARER PROGRAMMES

The ASI provides extensive support for family carers, including a free 7-week training course, support groups, and specialized day care services.

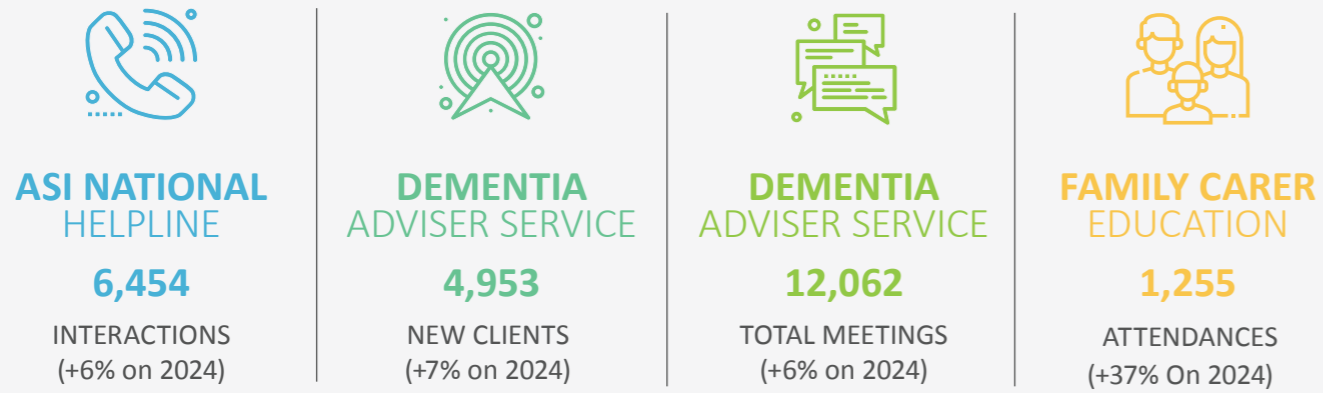


## ASI NATIONAL HELPLINE

The National Helpline is open six days a week. Mon - Fri, 10 am - 5 pm, and Sat, 10 am - 4 pm. T: 1800 341 341 - E: helpline@alzheimer.ie



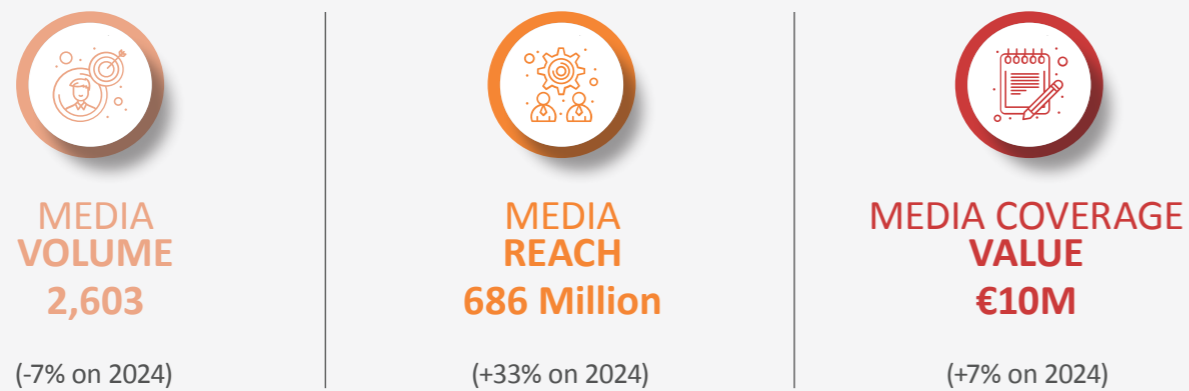
## Information, Advice & Education Services



## Community Service Delivery



## Media & Communications



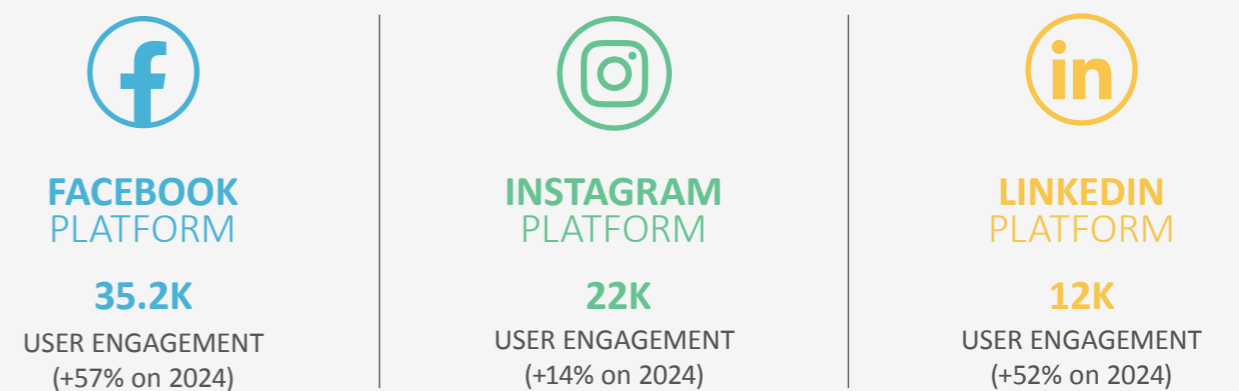
## Fundraising & Legacies Income: €5.5 Million



## Branches, Events & Challenges



## Social Media Engagement



## A Message From The Chair of The Board Eugene McCague

I am proud to reflect on a year in which our reach, achievements, and impact truly speak for themselves.

Across every area of our work, whether in supporting individuals and families, strengthening communities, fundraising, raising awareness, building an evidence base or influencing dementia policy at national and international levels, we have continued to make a meaningful and lasting difference.

During 2025, we remained firmly focused on the development and implementation of our Strategic Plan 2023-2028. This plan continues to guide and strengthen our support for people living with dementia, their family carers and supporters. As highlighted throughout these pages, substantial progress has already been achieved across many of the 13 strategic objectives. Delivering this level of progress is a significant achievement and reflects the dedication, professionalism and deep commitment of our staff team across the country.

2025 was a year marked by continued growth, strong performance and increasing demand for the services and supports we provide. This growth underscores both the scale of need and our continuing commitment to improving access to high quality, person centred dementia care for people living with dementia, their families and carers. Across all service areas, activity levels increased. Our National Helpline, Dementia Advisory services, day centres, social supports and home based services all experienced higher levels of demand. It was also a landmark year for Family Carer Education, with the highest number of courses delivered in a single year in ASI's history.

The Board was particularly pleased by the continued expansion of our Activity Clubs for people with young-onset and early-stage dementia. By year end, 30 clubs were operating nationwide, providing vital social connection, support and engagement. We were also encouraged by continuing progress in advancing dementia-inclusive communities. Our Friends of ASI programme continued to play a central role in this work, with a high number of communities actively engaged with our Friends of ASI initiative. Important strides were made in developing dementia-inclusive environments, including shopping centres, cinemas and a hotel, initiatives that will continue to grow in the future.

*"While the progress achieved in recent years has been substantial, we remain acutely aware of the growing and unmet needs faced by people living with dementia and their families throughout Ireland. The Programme for Government 2025 includes important commitments to expand dementia-specific services and we acknowledge the ongoing engagement and commitment of the Minister of State for Older People and Housing, Kieran O'Donnell TD, in advancing this agenda."*

Our Pre-Budget Submission 2026, A Stepping Stone to a More Dementia Inclusive Ireland, published in June 2025, set out a strategic €9 million investment proposal to strengthen dementia supports nationwide. Positive steps followed, including funding for dementia specific home care, day care at home, day centres and dementia



Representatives at the launch of The ASI's Budget 2026 campaign. Eugene McCague, Board Chair, back row, centre-left.

advisers. This was an important step forward, though significant gaps remain.

Fundraising continues to be vital to sustaining and expanding our work. In 2025, ASI raised funds through a wide range of activities including events, campaigns, marathons and challenges, individual giving and corporate partnerships. We were also deeply moved by the exceptional generosity of those who chose to remember ASI in their wills. We are very grateful for the kindness and commitment of our supporters. On behalf of the Board, I extend our sincere appreciation to everyone who contributed. Your generosity makes a lasting difference to the lives of people living with dementia and their families.

As always, our volunteers and Branch network remain central to everything we do, supporting both service delivery and fundraising in communities nationwide. We continue to prioritise meaningful engagement with volunteers and supporters through the implementation of our Strategic Plan and the Friends of ASI programme and our collaboration with our Branches.

I am also encouraged by the growing impact of the Irish Dementia Working Group and the Dementia

Carers Campaign Network, whose lived experience advocacy continues to challenge stigma and inform policy. Highlights included Carers Week 2025 at the Mansion House and the powerful contribution of Irish advocates at the Alzheimer Europe Conference in Bologna.

We were especially proud to announce that ASI will host the 36th Alzheimer Europe Conference in Dublin in October 2026. Our contribution to Alzheimer Europe demonstrates ASI's leadership, expertise and credibility on the international stage.

All that we achieved in 2025 was made possible through the leadership and commitment of our Board, Sub Committees, CEO Andy Heffernan, the Senior Management Team and dedicated staff across the country. Together, we continue to build a more dementia inclusive Ireland.

Thank you.

*Eugene McCague*

Eugene McCague, Chair, The Alzheimer Society of Ireland

## A Message From our Chief Executive Officer - Andy Heffernan

As CEO of The ASI, I was privileged throughout the year to engage with service users, staff, volunteers and supporters across the country.

As Ireland's leading dementia specific service provider, our work remains firmly rooted in local communities and delivering high quality, person centred supports while advocating for the rights and needs of people living with dementia and family carers.

A major milestone in 2025 was continuing to deliver on our strategic workplan. This plan translates our broader strategy into clear, measurable actions aligned under the core priorities of Access, Strength and Impact. Further progress across these priorities demonstrates both the ambition and the achievability of our plans. Most importantly, it strengthens our ability to realise ASI's vision of an Ireland where people on the journey of dementia are valued, supported to make choices and enabled to live well in their own communities.

With increased Government support and enhanced HSE funding, ASI continued to grow and strengthen frontline services. Our Day Care attendances were 81,153, a 3% increase on 2024. Day Care at Home service delivered 98,245 hours of support in 2025, representing a 10% increase on the previous year. Our Home Care service provided 126,653 hours of care, a 5% increase on 2024. Across our Alzheimer Cafés, social clubs, choirs and support groups, we recorded 13,002 attendances during the year. By year end, 62 social support services were operating nationwide.

Our Information and Advisory Services continued to provide vital access to information, emotional support

and signposting. The National Helpline responded to 6,454 contacts through phone, email and live chat, which was an increase of 7%. The Mobile Information Service attended 26 events, bringing Dementia Advisers, Helpline staff, local teams and Branches directly into communities around the country.

In line with our Strategic Plan, commitment to expand early-stage supports, 2025 saw the rollout of 30 new ASI Activity Clubs for people with young-onset dementia and early-stage dementia, enabled through dedicated HSE funding. These clubs provide therapeutic and social activities, including maintenance Cognitive Stimulation Therapy, supporting quality of life and wellbeing. Development of these clubs will continue into 2026.

Our Dementia Adviser service also expanded, working with 4,953 new clients during the year, including 278 people with young-onset dementia. The team works closely with the HSE's Memory Assessment Services and Regional Specialist Memory Centres to support implementation of the Model of Care for Dementia. In addition, the team supported 344 Dementia Café meetings, 69 Cognitive Stimulation Therapy groups, 54 support groups and 65 social clubs, while delivering extensive community awareness activity.

Family Carer Education experienced its busiest year to date, with 1,255 family carers accessing our training programmes, which represents a 37% increase on the



Andy Heffernan, CEO, ASI (left); Siobhán O'Connor, Head of Operations and Community Engagement, ASI; and Dr Kevin Quaid, Chair of the Irish Dementia Working Group (right).

previous year. This growth was made possible through fundraising and a generous trust donation.

Significant progress was also achieved through the ASI Transformation Project. Named Athrú – the Irish word for transformation – by staff, this programme will modernise our IT systems, improve access to real time data, strengthen collaboration and streamline processes across the organisation. Athrú will play a central role in supporting our staff to work more efficiently and in enhancing outcomes for people living with dementia and their families. This complex body of work was delivered through strong cross-functional collaboration, particularly across our Finance, IT and Procurement teams.

*A personal highlight was the inaugural DRATgons' Den Research Communication and Knowledge Exchange event, led by the Dementia Research Advisory Team and marking the publication of ASI's new Research and Policy Strategy. Politically, ASI deepened engagement at*

*Leinster House, supported the re establishment of the All-Party Oireachtas Group on Dementia, and launched Pre-Budget campaign for Budget 2026. Internationally, our presence at the Alzheimer Europe Conference reinforced Ireland's voice on the European stage.*

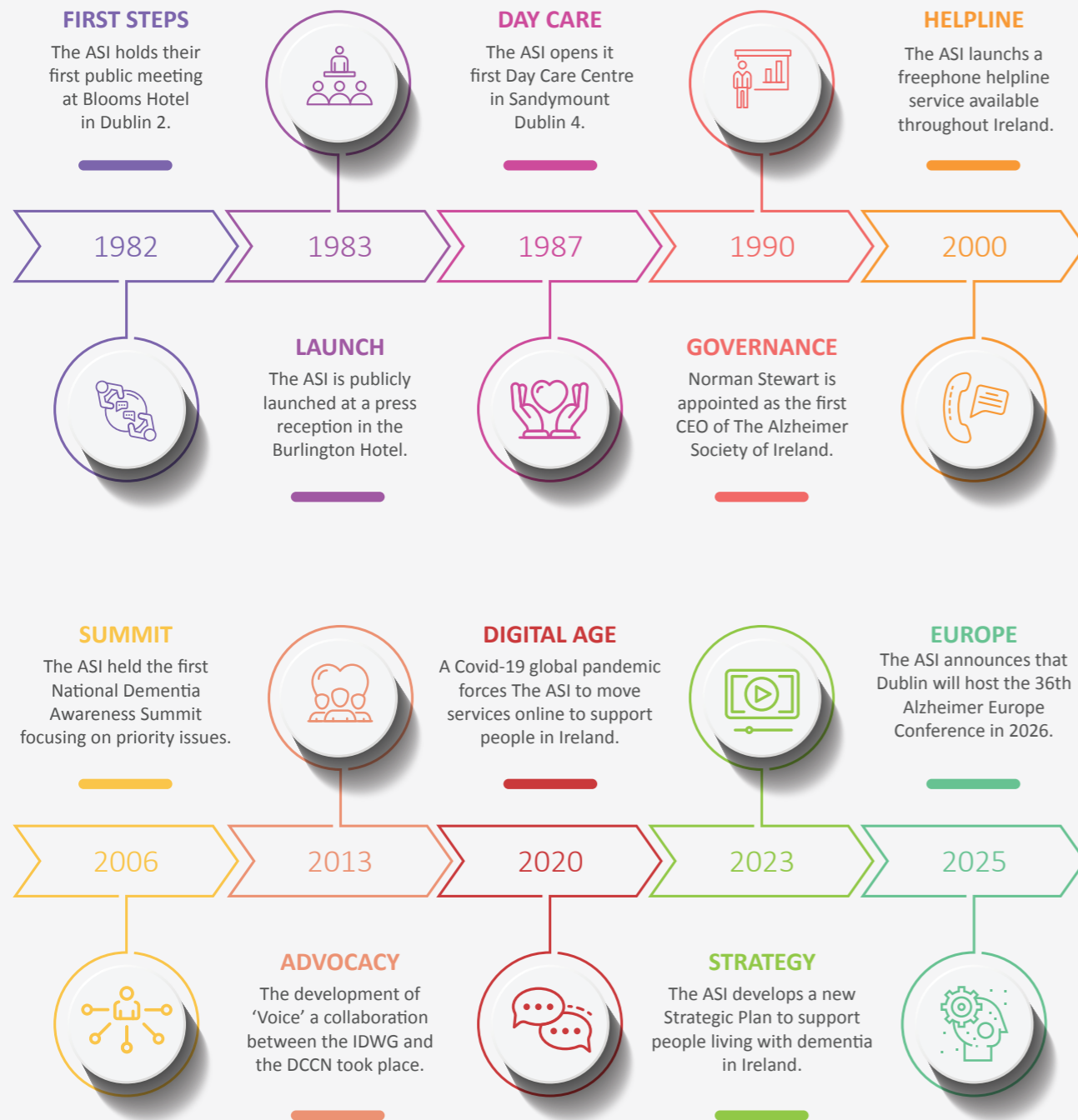
As we look ahead, ASI is well positioned, with more than 800 staff delivering essential services, advancing research and shaping policy. My sincere thanks go to the Chair Eugene McCague, Board of Directors, Senior Management Team, staff, volunteers and supporters. Every achievement this year was made possible by your dedication and commitment.

Thank you for another positive year.

*Andy Heffernan*

Andy Heffernan, CEO, The Alzheimer Society of Ireland

# The Alzheimer Society of Ireland - A Brief History



# The Alzheimer Society of Ireland - Our Core Values

Across The ASI, our work is guided by our core values of empathy, excellence, inclusiveness, integrity and respect. These values shape how we support people living with dementia and family carers, how we advocate for their rights and needs, and how we approach our role across communities in Ireland.

This Impact Report highlights key milestones and progress from across the organisation in 2025. The sections that follow show how our values are reflected in our work and the impact achieved in practice.

## 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.

## 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.

## 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.

## 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.

## 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

## OPERATIONS: ENHANCING LIVES THROUGH THERAPEUTIC ENVIRONMENTS

The Aughamore Day Care Centre in Sligo became home to a beautiful new sensory garden, made possible through the fundraising efforts of the ASI, local families, and the wider community.

The sensory garden which features a water feature, a wildflower section, a polytunnel, and an outdoor bowling green and chessboard was created to support people living with dementia, offering an outdoor space that engages the senses, promotes relaxation, and enhances well-being.

The ASI is dedicated to developing services that enhance the lives of individuals living with dementia and their families and it is initiatives like this that reaffirm our ongoing commitment to providing practical support that enables people with dementia to live well.

## COMMUNITY ENGAGEMENT: CREATING A DEMENTIA INCLUSIVE GENERATION

The past three years have marked a transformational phase for the Creating a Dementia Inclusive Generation (CDIG) programme. Designed to educate, empower and inspire empathy among young people, the programme is now shaping a new generation that understands dementia, challenges stigma, and builds inclusive communities.

In 2025 we secured accreditation from the National Council for Curriculum and Assessment (NCCA) for the Transition Year Micro Module, making The ASI the first charity in Ireland to achieve this distinction. This accreditation represents a major milestone in national dementia education, firmly establishing the programme as a recognised, curriculum-aligned learning experience for young people. Over 80 schools and 5000+ young people participated in the programme in 2025.

## INFORMATION AND HELPLINE: NATIONAL HELPLINE PROVIDING CLARITY AND SUPPORT

Our National Helpline is a free, confidential service supporting people living with dementia, their families, and anyone with questions or concerns about the condition. Open six days a week, the Helpline is delivered by a dedicated team of trained volunteers and staff who provide expert information, emotional support and signposting to essential services.

We support people from the earliest signs of dementia, through diagnosis, and throughout the progression of the disease. As such, the Helpline is a cornerstone of the organisation's mission to inform, support and empower those affected by dementia.

In 2025, the Helpline team responded to 6,454 calls, emails and live chats from across Ireland and abroad, representing a 6% increase on the previous year. This growth reflects the rising demand for dementia support. Each interaction represents someone seeking clarity or guidance at a difficult moment, with the Helpline often serving as a first point of contact for reassurance and support. To maintain a high-quality service, volunteers and staff completed quarterly in-person training focused on key topics such as home safety, meaningful activities and sundowning, alongside presentations from internal and external partners. This ongoing training strengthens knowledge and confidence, helping us uphold the Helpline Standard, re-awarded in 2023.

At the end of 2025, the team welcomed Jodie Mitchell as Interim Information and Helpline Manager while Claire Dolan takes leave.

The National Helpline can be contacted at 1800 341 341, [helpline@alzheimer.ie](mailto:helpline@alzheimer.ie), or via the chat function on [www.alzheimer.ie](http://www.alzheimer.ie)



## DEMENTIA ADVISER TEAM: NATIONWIDE SUPPORT FOR COMMUNITIES

Our Dementia Adviser (DA) Team, comprising 34 Dementia Advisers nationwide and supported by three Regional Leads and a National Coordinator, continued to deliver compassionate, high-quality support throughout 2025. The service worked with 4,953 new clients during the year, including 278 people living with young-onset dementia.

The team works closely with the HSE's Memory Assessment Services and Regional Specialist Memory Centres, supporting the delivery of the Model of Care for Dementia in Ireland.

## FUNDRAISING: COMMUNITIES SUPPORTING FAMILIES AFFECTED BY DEMENTIA

Empathy guided our community fundraising, with people and groups nationwide organising events in support of our services. Communities found creative ways to give back, from local fundraisers and charity golf days to two supporters transforming their home into a Halloween haunted house.

More than €600,000 was raised through national and international running events, including €23,369 raised by the Stewart Brothers, who ran the Dublin Marathon

in honour of their mother Sandrine, diagnosed with Lewy body dementia at age 49. Skydiving challenges also grew, with inspiring supporters such as 80-year-old Elizabeth Robb from Monaghan taking on the challenge in honour of her friend. Additional highlights included over €31,000 raised through the Herbert Park Car Show and strong support from golf clubs nationwide, including Westmanstown Golf Club (€15,000), Clontarf Golf Club and Nenagh Golf Club.

## HUMAN RESOURCES: SUPPORTING STAFF WELLBEING AND WORKPLACE CONNECTION

Empathy guides how we connect, communicate, and care for one another. In 2025, this value shaped meaningful progress in how we support staff and ensure everyone feels informed, understood, and valued.

All HR policies were reviewed and updated on the Staff Hub, making information clearer and more accessible. Monthly EAP updates were shared with staff, reinforcing our commitment to emotional wellbeing, and ensuring support is never out of reach.

Our Wellness at Work Live Webinars – a collaboration between the HR team and colleagues across The ASI – created space for open dialogue, shared learning, and real-time support. These sessions helped staff navigate daily challenges with greater confidence and compassion.

Empathy means listening to our colleagues, responding to their needs, and fostering a workplace where everyone feels supported.

**LEARNING AND DEVELOPMENT: DEMENTIA AWARENESS TRAINING AND CAPACITY BUILDING**

Our Learning & Development (L & D) team delivered Dementia Awareness training to over 1000 people across several external organisations.

More than 850 Bank of Ireland staff members attended a Dementia Awareness Training and Leadership Panel Discussion, with a further 200 staff completing an online L & D course.

Our Tutors, Julie Greene and Angelica Kayode also delivered tailored training to Vodafone employees who reported increased confidence in recognising dementia, supporting colleagues and customers, and signposting appropriate services.

A Vodafone employee noted that the training gave them “an overview of dementia, its effects, and how we can support those affected both personally and professionally.”

These organisations sought to better support customers and staff impacted by dementia, and ASI’s training strengthened empathy, awareness and capacity to support those affected.

**ADVOCACY: EVENTS AT THE HOUSES OF OIREACHTAS, LEINSTER HOUSE**

The ASI strengthened its presence in Leinster House through a programme of engagement that deepened understanding of dementia across Government and Opposition, while continuing to hold all parties to account. Throughout 2025, the ASI met with key decision-makers, including two meetings with the then newly appointed Minister for Older People, Kieran O’Donnell.

The ASI delivered AV Room workshops on research, community engagement and information supports, giving Oireachtas members greater insight into the

realities of living with dementia. In May, the organisation partnered with the All-Party Oireachtas Group to host Alzheimer’s Tea Day and later brought the Dublin City Memories campaign into Leinster House.

June saw the reformation of the All-Party Oireachtas Group on Dementia, chaired by Fiona O’Loughlin and George Lawlor TD. Ahead of Budget 2026, The ASI hosted a Coffee and Chat to encourage support for its Pre-Budget Submission. The year concluded with a Christmas Jumper Day involving Ministers, political allies and advocates.

These engagements helped ensure that empathy and lived experience remained central to how dementia was understood and addressed at a national policy level.

**RESEARCH & POLICY: EXPANDING OUR WORK IN PUBLIC RESEARCH COMMUNICATIONS**

Building on our research communications, we expanded access to clear, evidence-based and balanced information through webinars, social media, information sessions for front-line staff and volunteers, and media engagement both listening and responding to people’s experiences and information needs with empathy, care and clarity.

**COMMUNICATIONS: HUMAN-CENTERED STORYTELLING**

This year, more people engaged with our social media content than in 2024, with the strongest response coming from stories that reflected lived experience. We shared a poem about living with dementia, a husband’s experience of caring for his wife, and a young woman’s story about her mother – pieces that helped people feel understood and connected while deepening awareness of dementia.

Engagement grew strongly across our channels, with 12,000 engagements on LinkedIn (+51.9%), 35,200 on Facebook (+57.5%) and 22,200 on Instagram (+13.8%). This growth shows that empathy led storytelling resonates most – helping build an online community where people feel less alone while strengthening public understanding of dementia.



# Excellence

## OPERATIONS: DELIVERING THE HIGHEST LEVEL OF CARE

The ASI's day care centres provide dementia specific, person-centred care to meet the needs of the person with dementia in a warm, welcoming and safe environment while providing support, cognitive stimulation, social engagement and physical activity.

Over the course of 2025, there were 81,153 (up from 78,653 in 2024) attendances at our day care centres across the country, where our staff and volunteers delivered the highest level of care to 2,065 clients.

The ASI continues to expand its day care services, reaching more people living with dementia and their families in Ireland. We are proud to see our network of dementia-specific day care centres continue to expand to 58 in 2025.

## COMMUNITY ENGAGEMENT: DEMENTIA INCLUSIVE COMMUNITIES

The Community Engagement programme has grown into a dynamic and impactful area of The ASI's work. What began as a response to declining volunteer recruitment has now grown into a nationwide, multi-pillar programme that is driving awareness, connection and action in communities across the country.

Today, a dedicated team of six supports this work at national scale. Their collective reach, creativity and on the ground presence have brought unprecedented visibility to dementia, strengthened community capacity, and forged meaningful partnerships in every region they serve. The four pillars of the programme are:

- Dementia Inclusive Communities
- Sporting Memories
- Dementia Inclusive Generation
- National Activities Coordination

## INFORMATION AND HELPLINE: CONTINUED GROWTH OF INFORMATION RESOURCES FOR PEOPLE WITH DEMENTIA AND FAMILIES

The ASI provides a wide range of high-quality booklets, factsheets, videos and other resources to support people in accessing clear, reliable information about dementia. As part of our commitment to excellence, all ASI publications are informed by lived experience, grounded in expert advice, and focused on maximising quality of life as people navigate the changes that dementia brings. We are deeply grateful to people with dementia, their families and supporters, and our topic expert advisers who generously contribute to the development of these resources.

In 2025, we were pleased to progress two important projects. As part of the implementation of the ASI Strategic Plan, we began a review of our resources with a particular focus on the needs of people with younger onset dementia. This included a review of our booklet I Have Dementia: First Steps After Diagnosis. We sincerely thank members of our Enniscorthy Activity Club in Wexford and the Cuimhne Group in Cork for sharing their lived experiences to inform this work. The booklet offers vital reassurance and peer perspective at the point of diagnosis.

Our second project, developed in partnership with the Irish Nutrition and Dietetic Institute, resulted in a new nutrition resource. Designed as a practical "go to" guide, it supports people with dementia and families in managing mealtimes, dietary changes and nutritional concerns.

Our resources are available free of charge to people with dementia and their families and carers.

Contact our National Helpline at 1800 341 341, our Dementia Adviser Service, or visit [www.alzheimer.ie](http://www.alzheimer.ie). Our website includes dedicated sections for people with dementia and for families.

## DEMENTIA ADVISER TEAM: WORKING TOGETHER WITH STAKEHOLDERS ACROSS IRELAND

As part of the DA Team's commitment to delivering excellence in care for the growing number of people living with dementia and their families, Dementia Advisers regularly engage in local initiatives across Ireland. One strong example of successful collaboration is the Book of Memories Café, which was a National Finalist in the Health and Wellbeing category of the National Lottery Good Causes Awards 2025.

The Book of Memories Café is an innovative, once-monthly, community-driven initiative supporting people living with dementia or cognitive impairment, alongside their families and caregivers. It brings together health and social care professionals from public and voluntary sectors, community advocates, people with lived experience, transition year students and volunteers.

Aligned with best-practice dementia café principles, the café emphasises atmosphere, information, support, community and inclusive environmental design. Collaboration between the HSE, The ASI and the local community demonstrate the value of multi-stakeholder involvement in delivering responsive, inclusive and low-cost dementia supports.

### Dementia Advisers Engagement

- 34 Dementia Advisers across all Counties
- 4,953 New clients in 2025
- 344 Memory Cafés Meetings
- 129 Community Engagement Events Attended
- 250 presentations to groups and health care professionals

## FUNDRAISING: CORPORATE FUNDRAISING

Through the generosity of our corporate partners – who contributed €696,000 in 2025 – we upheld high standards in how services are resourced and supported.

€50,000 raised through our partnership with Shannon Airport supported enhanced services in the Midwest.

A €41,000 contribution from Access Group enabled us to deliver additional dementia-awareness training nationwide. Support from Newpark Hotel raised €6,000 for our Kilkenny Day Centre, helping bring our clients into the heart of the community.

These partnerships are part of a wider network of corporate supporters who contribute to The ASI's work throughout the year.

Together, our corporate partners help ensure high-quality services can be delivered by The ASI for people affected by dementia across Ireland.

## HUMAN RESOURCES: RAISING STANDARDS ACROSS OUR SYSTEMS

Excellence is about continuously raising the bar and in 2025, this value shaped initiatives that strengthened our systems and supported our people to perform at their best.

A comprehensive data audit and targeted manager upskilling improved oversight and consistency across Garda Vetting, Probation, and key HR processes. Focused webinars gave managers the confidence to apply best-practice standards, reinforcing our commitment to quality and accountability.

Looking ahead, the introduction of our new HRIS system marks a major step forward in operational excellence. This platform will streamline processes, improve accuracy, and enhance employee experience by enabling staff to self-manage their Human Resources and training records with greater ease and transparency.

These developments reflect our commitment to Excellence by strengthening systems, skills, and support across The ASI.

## LEARNING AND DEVELOPMENT: IMPROVING LEARNING QUALITY NATIONWIDE

Our Learning & Development team fully upgraded our online learning management system, Moodle Workplace, improving navigation, user experience and

course delivery for both ASI staff and family carers completing training.

The Learning and Development team also strengthened national engagement by enhancing the family carer webpage, updating participant information packs, and expanding our social media content and national advertising campaigns.

### ADVOCACY: EUROPEAN LEADERSHIP AND INFLUENCE

Team ASI maintained a strong presence within the Alzheimer Europe movement throughout the year, contributing to policy and public affairs engagement in Brussels, including Company Round Tables and European Parliament events.

ASI's CEO, Andy Heffernan, continues to serve on the Alzheimer Europe Board, while Kevin Quaid chairs the European Working Group of People with Dementia. Paddy Crosbie also represents carers through the European Dementia Carers Working Group

At the 35th Alzheimer Europe Conference which was held in Bologna, Irish Dementia Working Group advocate Gerry Paley, who lives with dementia, delivered a strong presentation, generously sharing his story and highlighting the importance of lived-experience advocacy. The conference also featured impactful contributions from family carer advocates and colleagues from across ASI, reflecting the breadth of lived experience, research and practice informing our work. A key highlight was the announcement that The ASI will host the 36th Alzheimer Europe Conference at the Convention Centre Dublin in October 2026, under the theme Sláinte: Building momentum in dementia through policy, research and partnership.

### RESEARCH & POLICY: CO-DELIVERY OF A PATIENT PUBLIC INVOLVEMENT POSTGRADUATE MODULE

Having contributed to the development of a Patient Public Involvement (PPI) module, The ASI and members

of the Dementia Research Advisory Team were invited to co-deliver PPI workshops in the Royal College of Surgeons in Ireland and University College Cork.

The ASI is renowned for supporting capacity-building in the research community. By equipping postgraduate students with the knowledge and values needed to implement high-quality PPI and carry out impactful research, we ensure that excellence is sustained beyond a single initiative.

In addition, this collaborative approach strengthens national research standards by embedding excellence in PPI practice at postgraduate level.

### COMMUNICATIONS: NATIONAL MEDIA IMPACT

As leaders in dementia care, research and advocacy, we demonstrated excellence through strong national media impact in 2025. Our earned media reach grew by 33% compared with 2024, and equivalent media value rose by 7% to more than €10 million.

Our analysis of emerging Alzheimer drug developments – led by our Research & Policy Manager Dr Laura O'Philbin – helped shape public conversation and featured across The Irish Times, The Irish Examiner, the Irish Independent and Newstalk, reaching over six million people. Coverage included a Letter to the Editor and an opinion piece, as well as an Irish Times feature with carer Nuala Paley highlighting gender differences in dementia incidence.

Our Pre-Budget Submission, A Stepping Stone to a More Dementia Inclusive Ireland, achieved almost 4.7 million in reach across digital, print and regional radio outlets.

This work demonstrates excellence in evidence-based communication, media relations and national advocacy, strengthening public understanding of dementia and reinforcing our position as a trusted national voice.



# Inclusiveness

## OPERATIONS: FOSTERING CONNECTION THROUGH SOCIAL AND COMMUNITY ACTIVITIES

There were over 13,000 attendances across social clubs, support groups, Alzheimer Cafés, and choirs in 2025, reflecting the growing engagement with inclusive social environments that meet the needs of different ages and stages of dementia.

Activity clubs also continued to expand nationwide with initiatives such as Coffee n Chat and Macroom's Singing for the Brain highlighting the power of social activities that foster connection and belonging, while new Alzheimer Cafés opened in Clifden, Oughterard, Ballinrobe, Ballinamore, Co Leitrim, and Kilmacthomas, Co Waterford.

In addition, more than 150 staff were trained in how to deliver Cognitive Stimulation Therapy and MCST (Cognitive Stimulation Therapy Maintenance) programmes which are designed to support people with dementia to maintain their cognitive functions and provide a socially stimulating group activity.

## COMMUNITY ENGAGEMENT: CREATING INCLUSIVE SPACES

The Community Engagement team continues to work towards creating dementia inclusive communities, not defined by geography but by the people, places and services that create opportunities for connection, respect and participation.

Support networks for people living with dementia extend far beyond traditional towns, villages and neighbourhoods. Increasingly, shopping centres, national organisations and broader community services function as everyday social hubs, playing a critical role in promoting independence, connection and confidence.

Recognising this, the Dementia Inclusive Community concept has expanded into large public venues, demonstrating the potential for high-footfall environments to lead meaningful change and set new standards for inclusion.

In 2025, The ASI, through its Community Engagement team, launched Dublin's first dementia inclusive shopping centre, Frascati Centre, enabling people living with dementia and their carers to enjoy a more supportive and accessible shopping experience. All stores in the centre participated in dementia awareness training, and one café now hosts a weekly activity club for people living with young-onset dementia.

The ASI also launched Ireland's first dementia inclusive hotel, the Slieve Russell Hotel in Co. Cavan, marking a new frontier in creating supportive, accessible environments beyond traditional community settings. The initiative includes dementia friendly bedrooms, staff training, and a step-by-step "Social Story & Sensory Map" to ensure that guests living with dementia and their families can enjoy travel, leisure and respite in a safe, comfortable and inclusive environment.

## INFORMATION AND HELPLINE: MOBILE INFORMATION SERVICE BRINGING SUPPORT DIRECTLY TO LOCAL COMMUNITIES

Our Mobile Information Service remains a vital resource, bringing trusted information, advice and support directly to communities across Ireland.

In 2025, the service visited 14 counties and more than 20 locations, supporting people affected by dementia and their families where they live. The Mobile Information Bus attended a wide range of events and settings, including primary care centres, age expos, conferences, libraries and agricultural shows, most notably the National Ploughing Championships in Laois.

At each visit, people can speak directly with Dementia Advisers, members of our National Helpline team, and local ASI staff or branch volunteers. They provide confidential guidance, signpost individuals to local services and supports, and share ASI publications free of charge. Visitors are also welcome on board the bus, which offers a private and welcoming space to listen, talk and provide reassurance. This service plays a key role in improving equitable access to dementia information nationwide.

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

## DEMMENTIA ADVISER TEAM: RAISING AWARENESS AND ENABLING COMMUNITY PARTICIPATION

DA teams supported 344 Memory Café meetings (a 23% increase on 2024); alongside 69 Cognitive Stimulation Therapy groups; 54 support groups and 65 social clubs; they delivered 250 presentations to community groups and healthcare professionals; and attended 129 community engagement events.

Through collaboration with the HSE's Understand Together campaign and The ASI's Community Engagement team, the service helped raise awareness, reduce stigma and promote access to local dementia supports nationwide.

## FUNDRAISING: NATIONAL CAMPAIGNS

Our national campaigns continue to bring people and communities together in support of those living with dementia and their families, offering simple and accessible ways for people of all ages to get involved.

Denim Day for Dementia, fronted by ambassador and online creator Dearbhla Toal, invited schools, workplaces and crèches to wear denim in solidarity, enabling wide participation across generations.

Alzheimer's Tea Day, themed 'Tea is the Best Time of the Day' in 2025, was launched in the Mansion House by

The ASI and then Lord Mayor Emma Blain. As our longest-standing fundraiser, it brings families, friends and neighbours together over a cup of tea, encouraging connection and open conversations about dementia.

Alzheimer's Memory Walk, supported by Aviva, saw Community Champions lead walks nationwide in 2025, culminating on World Alzheimer's Day, 21 September. The event gave people a meaningful way to honour loved ones while supporting a cause they care about.

Together, these campaigns raised over €650,000 for vital ASI services.

## HUMAN RESOURCES: MAKING OUR VALUES VISIBLE TO ALL

Inclusiveness means ensuring all colleagues feel seen and valued. In 2025, this commitment was reflected in a practical initiative across the organisation.

Our new ASI Values lanyards were rolled out to staff nationwide, featuring a clear and consistent design that highlights our shared Values. The lanyards act as a visible reminder of the importance we place on inclusion, respect and belonging in every role.

By wearing them, colleagues reinforce both who we are as an organisation and the Values that guide our work each day.

This simple initiative supports a culture of inclusion and strengthens our shared sense of belonging across The ASI.

## LEARNING AND DEVELOPMENT: INCLUSIVE LEARNING

A key milestone in inclusive learning was the addition of Audio Book versions of our online Family Carer Training materials.

The Learning & Development (L & D) team also created technical support documentation and provided ongoing personalised support to ensure the course was open and accessible to all. These steps reduced barriers for learners with diverse needs,

supported by clearer webpages, accessible social media updates, and redesigned information packs across regions including Kerry, Leitrim, Laois and Donegal, ensuring learning is both inclusive and geographically accessible.

L&D also began developing an Accessibility Toolkit for our online LMS, enabling translation, eBook, Audiobook and Braille formats. This will significantly enhance accessibility as the project progresses in 2026.

**ADVOCACY: ENSURING LIVED EXPERIENCE SHAPES CHANGE**

Irish Dementia Working Group (IDWG) members contributed to 68 events in 2025, demonstrating the group’s growing leadership and visibility in national dementia advocacy. Feedback from collaborators highlighted the strength of this work, with the IDWG achieving a 92% success rate.

A key milestone was the Department of Health’s invitation to consult with the IDWG on updates to legislation relating to vulnerable adults. The Department noted that particular attention was given to feedback from people with lived experience, reinforcing the IDWG’s credibility as a trusted voice of lived experience expertise.

Inclusiveness remains at the heart of the IDWG’s mission. Members completed the second round of Rights Made Real training, with 100% reporting greater confidence in applying human rights in daily life. Designed by people living with dementia for people living with dementia, the training is now being rolled out nationally with support from ASI’s Learning & Development team. This marks an important milestone in strengthening rights-based approaches for people living with dementia throughout Ireland.

**RESEARCH & POLICY: HOSTING DRATGONS’ DEN 2025**

The inaugural DRATgons’ Den Research Communication and Knowledge Exchange event was crafted by

members of the Dementia Research Advisory Team, supported by the Research & Policy team.

The event, held during the national Public and Patient Involvement (PPI) festival in October, gave Early Career Researchers the opportunity to demonstrate their research and communication skills to an audience of peers and experts, competing for a funding prize of €3,000.

The winners were chosen entirely by people with lived experience of dementia, reinforcing the value of PPI in shaping research priorities.

The format promoted collaboration and equity in research, breaking down traditional barriers between researchers and the communities they serve. In doing so, DRATgons’ Den inspires a more inclusive culture where ideas are shaped by a broad range of perspectives, ultimately leading to more relevant and impactful outcomes.

**COMMUNICATIONS: TELLING MORE DIVERSE STORIES**

In 2025, we broadened the range of lived experience stories featured across our external channels. These included voices from different regions, people using a variety of our services, younger families, rural contributors, LGBTQ+ people with dementia and LGBTQ+ carers, as well as people of different ages – from those diagnosed in midlife to older adults living with dementia. It is important to us that people affected by dementia can see themselves reflected in the stories we tell.

By sharing this wider mix of experiences, we ensured that more people could see their own realities represented – reinforcing that when you’ve met one person with dementia, you’ve met one person with dementia.



# Integrity

## OPERATIONS: IMPROVING EQUITABLE ACCESS TO DEMENTIA DAY CARE ACROSS IRELAND

The opening of our new day care centre in County Leitrim made Leitrim the final county in Ireland to receive a dedicated dementia-specific day care service, which was a significant milestone in our mission to ensure that every person living with dementia in Ireland has access to vital support services.

The opening of Enniscorthy Day Care further improved equitable access to supportive, socially stimulating services, while the opening of Athlone Day Care Centre in June, at the start of National Carers Week, further emphasised our commitment to ensuring people with dementia can access services that make them feel connected and supported while also offering respite for carers.

## COMMUNITY ENGAGEMENT: MOBILISING COMMUNITIES THROUGH LOCAL ENGAGEMENT

Through targeted outreach, public information sessions and localised promotion, the Community Engagement Team invites businesses, statutory organisations, community groups, and most importantly people living with dementia and their families to participate in creating Dementia Inclusive Communities and becoming Friends of ASI.

Friends of ASI communities rose to 20 individual groups in 2025 with dedicated local individuals playing an important role as community-based advocates helping these groups to champion awareness, challenge stigma, and help shape local environments where individuals and families can live well.

In each location, key organisations are involved in the programme ranging from Chambers of Commerce, local council representatives and staff, Age Friendly

Ireland, Older Persons Councils and local development partnerships ensuring the best outcome is achieved through collaboration.

## INFORMATION AND HELPLINE: MAINTAINING QUALITY AND TRUST

Integrity underpins the Information and Helpline team's approach to delivering support. Through ongoing training for staff and volunteers, and adherence to recognised standards such as the Helpline Standard, the team continued in 2025 to ensure that all information provided is accurate, consistent and reliable. This commitment to quality and continuous development ensures that individuals can trust the guidance they receive at every stage.

## DEMENTIA ADVISER TEAM: SERVICE USER SURVEY OF PEOPLE IMPACTED BY DEMENTIA

Demonstrating integrity and a commitment to continuous improvement, the DA team undertook a service user survey of people who accessed the service between 1st January and 1st August 2025. Distributed during August and September 2025, the survey was completed online and via posted questionnaires, with tailored versions for people living with dementia and family members. Results are provided on page 28.

## FUNDRAISING: INDIVIDUAL GIVING

Integrity remains at the core of our Individual Giving Programme. In 2025, individual donors contributed over €500,000 through our newsletters and appeals, providing essential support for our services.

We are grateful to the families who shared their experiences as part of our appeals during the year. A personal story included in our Christmas Appeal helped



donors understand the realities of caring for a loved one with dementia and the difference their contributions make, while being handled with care and respect.

We continue to prioritise transparency, responsible stewardship and clear communication with donors. The ongoing support of individuals across Ireland reflects the trust they place in The ASI and plays a key role in sustaining our services nationwide.

## HUMAN RESOURCES: PAY PARITY

Integrity – our promise to act with honesty, fairness, and consistency in everything we do – has guided The ASI's long-standing commitment to achieving pay parity for all colleagues.

For years, The ASI has advocated strongly for fair pay through private lobbying, political engagement, and detailed Pre-Budget submissions. We believe that no colleague should wait longer than necessary for the recognition and parity they deserve.

The Government's recent agreement is an important step toward restoring long-overdue pay equality between public sector workers and those in voluntary health and social care organisations like The ASI. In line

with our commitment to Integrity, we acted without delay: we applied the first pay increase of 3.25% in July, followed by a further 2% in November.

We will continue to honour these increases while awaiting the promised funding, because doing what is right for our colleagues is foundational.

## LEARNING AND DEVELOPMENT: TRAINING AND COMPLIANCE

Throughout 2025, our Learning & Development team maintained a strong focus on high-quality practice and compliance. The team delivered Enhancing and Enabling Wellbeing for the Person Living with Dementia courses nationwide, including training in West Cork, Cork City, Donegal, Limerick, Tipperary and Waterford, providing person-centred dementia training to ASI care workers.

Notable compliance statistics include:

- Manual Handling and People Handling Compliance reached 99%.
- An Introduction to Children First and Health and Safety Training Compliance reached 98%.
- Safeguarding Training: 98% (up 4%)

These outcomes demonstrate ASI's commitment to upskilling staff, supporting consistent, high standards of care, and reflecting our values of Integrity and Excellence.

**ADVOCACY: PRE-BUDGET SUBMISSION**

The ASI launched its Pre-Budget Submission 2026: A Stepping Stone to a More Dementia-Inclusive Ireland in June. The submission outlined a clear, evidence-based package of investments designed to strengthen crucial dementia supports nationwide.

Our proposals included enhanced community day care services, expanded dementia-specific home care, increased access to dementia advisers, counselling supports for both people living with dementia and their family carers, and renewed commitment to dementia research.

We thank staff, Advocates, Board Members and Branch representatives who attended the launch and supported this work. Sixty-six Ministers, TDs, Senators and political staff engaged with ASI on the urgent need for sustained and responsible investment.

**RESEARCH & POLICY: PUBLISHING THE ASI'S NEW RESEARCH & POLICY STRATEGY**

Following a comprehensive review of our progress since 2022 and engagement with internal and external stakeholders, we developed a new Research & Policy Strategy to sharpen our focus and ensure our work

continues to be evidence-led, accountable, and delivers meaningful impact.

Our research vision is a world where dementia research drives continuous transformation in care, policy and public understanding.

Six key objectives guide our efforts and ensure we are making a tangible impact across research, policy, and public engagement. Each focuses on a critical area where The ASI can lead, innovate, and drive lasting change for people affected by dementia.

**COMMUNICATIONS: CLEAR AND TRANSPARENT INTERNAL UPDATES**

Throughout the year, we were open and consistent with colleagues, sharing clear and timely updates about major activities across The ASI.

This included regular information on national fundraising campaigns such as Alzheimer's Tea Day and Alzheimer's Memory Walk, as well as updates on our Pre-Budget Submission, organisational risk, Áthru (our IT transformation), new communications resources and colleague features.

Keeping staff informed and connected is important to us, and we approach internal communications with the aim of building trust and supporting the people who deliver our work every day.



# Respect

## OPERATIONS: SUPPORTING PEOPLE WITH DEMENTIA TO LIVE WELL AT HOME

The ASI is focused on helping people with dementia to remain in the comfort of their own home and to receive the support they need to stay engaged in meaningful activities and remain part of their community for as long as possible.

Our Homecare provides consistent one-to-one support from the same carer, offering companionship, help with meals, personal care, dressing, exercise, and recreational activities. It also gives family caregivers valuable respite. In 2025, Homecare hours reached 126,653 for 1147 clients.

Meanwhile, the Day Care at Home service, delivered 98,245 hours to 1,045 clients. This service was first rolled out in 2020 and continues to be a highly sought-after service, providing an alternative model of care and support to our clients and families, where a day care centre setting is not suitable.

## COMMUNITY ENGAGEMENT: EDUCATING COMMUNITIES TO ENCOURAGE UNDERSTANDING

The Community Engagement programme has grown into a movement reshaping attitudes, inspiring collective ownership, and creating meaningful change for people living with dementia and their families. It is central to ensuring that people living with dementia can continue to participate, contribute, and feel valued and respected in their community.

By the end of 2025, almost 1500 people had participated in dementia awareness workshops since the programme began. This work is grounded in the understanding that dementia does not diminish a person's identity or their right to belong, it simply

requires communities to adapt, understand, and respond with compassion.

The programme is a critical step towards creating an Ireland where every person living with dementia and every family, can feel secure, understood, respected and part of the community they love.

## INFORMATION AND HELPLINE: LISTENING AND SUPPORTING WITH CARE

Respecting the experiences and voices of people living with dementia and their families is central to the work of the Information and Helpline team. In 2025, the team continued to provide clear, tailored guidance alongside compassionate listening, ensuring each interaction meets individual needs.

By offering reassurance and a trusted, confidential space to talk, the service helps people feel heard, supported and more confident as they navigate their dementia journey.

## DEMENTIA ADVISER TEAM: LISTENING TO SERVICE USERS

Respecting the experiences and voices of people living with dementia and their families is central to the Dementia Adviser service. Feedback from the service user survey of people who accessed the service between January and August showed very high levels of satisfaction and perceived helpfulness. Among people with dementia, 97% rated their DA as helpful or very helpful, 87% said they would contact their DA again, and 83% would recommend the service.

Family members reported similarly positive experiences, with 93% receiving clear information and 82% feeling more confident in their caring role following DA support.

Most users engaged with their DA multiple times, highlighting the importance of flexible, ongoing support. Referrals mainly came through healthcare professionals, underlining the value of integrated clinical and community pathways.

These findings reinforce the importance of ensuring people feel heard, supported and respected.

## FUNDRAISING: LEGACY GIVING

Legacy Giving remains an important source of income for The ASI. In 2025, we received an unprecedented €1.4 million from gifts made in Will by supporters who chose to remember our work in this way.

We recognise that including a charity in a Will is a significant and personal decision. Each legacy gift is handled with care and respect, honouring the intentions of the donor and acknowledging the trust placed in us. These gifts play a vital role in sustaining our services, helping us support people living with dementia and their families now and into the future.

Legacy Giving reflects the long-term commitment of individuals who want to make a lasting difference, and we are deeply appreciative of the impact these contributions have on our work nationwide.

## HUMAN RESOURCES: VISITING OUR DAY CARE CENTRES

Respect is more than a value at The ASI – it's a daily practice. At The ASI, we hold great appreciation for the essential work carried out across our services.

As part of a HR initiative, National Office staff spent time in ASI Day Care Centres, building first-hand insight into the work of our teams and daily life for clients.

Staff gained a deeper understanding of the skill and compassion involved in frontline roles, describing the experience as both grounding and meaningful. This initiative reflects our commitment to Respect – for our clients, for our colleagues, and for the vital work happening every day across our services.

## LEARNING AND DEVELOPMENT: IMPROVING LEARNING EXPERIENCES

The development and rollout of the ASI Learner Handbook for our online courses was a key milestone reflecting the value of Respect. The handbook ensures participants feel supported and have a clear understanding of their course.

By outlining expectations, supports, and feedback processes, it empowers both learners and tutors and promotes an informed, respectful learning experience. It also ensures learners' voices influence future course development.

Participant feedback from our 2025 family carer training: Overall course satisfaction rating: 9.3/10 across all flagship programmes, including our in-person Insights into Dementia and online Home Based Care – Home Based Education courses.

- 79% reported reduced carer stress levels.
- 87% reported a major positive impact on how they deliver care.
- 71% were very likely to introduce new care ideas.
- 97% felt more confident (58% strongly agreeing, 39% agreeing).
- 98% reported improved care skills (62% strongly agreeing, 36% agreeing)

Building on this respectful and supportive learner experience, 2025 saw our highest participation, with 1,245 people completing ASI training. Expanding into West Cork, Donegal, Kerry and Leitrim allowed more families to access training closer to home.

The Learning & Development team also grew with new Officers and Tutors, extending this high-quality learning nationwide.

National social media campaigns and strong evaluation feedback further demonstrated the visibility and impact of ASI's Family Carer Training.

**ADVOCACY: SUPPORT FOR DEMENTIA CARERS CAMPAIGN NETWORK**

Many people living with dementia nationwide can remain in their own homes for longer thanks to the remarkable dedication of Ireland’s unpaid carers. Their compassion and resilience form a support system, yet much of their work often happens quietly, without public recognition.

Against this backdrop, Lord Mayor Emma Blain’s invitation to the Dementia Carers Campaign Network (DCCN) for Afternoon Tea at the Mansion House was especially meaningful, recognising the lived-experience advocacy of the DCCN.

Held during National Carers Week in June, the event offered a rare moment of rest for our advocates – an opportunity to pause and be cared for themselves. DCCN members spoke openly to the Lord Mayor about their personal journeys, reinforcing the challenges faced by dementia carers and the essential role they play in communities nationwide.

What became evident throughout the afternoon was the strong, mutual respect between the DCCN and political leaders. This respect underpins the Network’s ability to influence policy, strengthen supports, and ensure lived experience continues to be heard and respected.

**RESEARCH & POLICY: SUPPORTING IRISH DEMENTIA RESEARCH**

We continued to support dementia research in Ireland by collaborating on funding grant applications,

co-funding quality research, and providing bursaries and awards to early career researchers, reflecting our respect for our community of research professionals as well as inclusive, collaborative, and high-quality research practices.

We continued to provide TeamUp for Dementia Research, a service that connects people living with dementia and their families with opportunities to participate in ethically approved research studies.

The person-centred nature of this service demonstrates our respect for the time and effort that people living with dementia and their families contribute to research.

**COMMUNICATIONS: RESPECT IN LANGUAGE AND STORYTELLING**

We practised respect by ensuring our communications upheld dignity and person-centred language throughout the year.

We were honest about the realities of dementia while also showing that people can live well with the right supports – a balance we work hard to communicate.

Complex topics such as the European Commission’s authorisation of Lecanemab (Leqembi) were addressed responsibly.

We also supported people to share their lived experience in a way that felt right for them, upholding our duty of care and using sensitive, accurate language that honoured each person’s story.







# The Alzheimer Society of Ireland. Dementia Adviser Figures



344

MEMORY CAFES MEETINGS



34

DEMENTIA ADVISERS ACROSS ALL COUNTIES



250

HEALTH CARE PRESENTATIONS



129

DEMENTIA AWARENESS EVENTS



81

INFORMATION EVENTS



69

COGNITIVE STIMULATION THERAPY EVENTS



54

SUPPORT GROUP EVENTS



65

SOCIAL CLUB EVENTS



4,953

NEW CLIENT ENGAGEMENTS



THE Alzheimer SOCIETY OF IRELAND

# The Alzheimer Society of Ireland. Dementia Adviser Services

## 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.

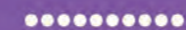
PHONE: 1800 341 341

EMAIL: HELPLINE@ALZHEIMER.IE

### DEMENTIA ADVISER SERVICE

4,953

New Clients (+796 on 2024)



12,062

Total Meetings (+436 on 2024)



34 DEMENTIA ADVISERS ACROSS ALL COUNTIES

## 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



250 PRESENTATIONS TO GROUPS AND HEALTH CARE PROFESSIONALS

NATIONWIDE DEMENTIA ADVISERS

## A Day in the Life – Mairéad Dillon

I've worn many hats – storyteller, strategist, listener... even athlete.

**Mairéad Dillon is Head of Fundraising at The ASI and has been part of the organisation for over 12 years. In 2025, the fundraising team raised €5.5 million, delivering impactful national campaigns including Alzheimer's Tea Day, the Alzheimer's Memory Walk and Denim Day. Here, Mairéad shares what motivates her, the experience of working alongside a passionate and dedicated team and the many different hats that come with a career in fundraising.**

After almost 12 years with The ASI, the sense of purpose and reminding myself why I am here and why I love my job hasn't faded. If you want to understand what these 12 years have meant to me, you only have to step into one of my typical days. But if I'm totally honest, there are no typical days; no two days are the same. In fact, sometimes no two hours are the same when you work in fundraising.

First thing in the morning, my day begins with emails and checking in with the team. By mid-morning, I might find myself on a call with the fundraising team, tossing around ideas, solving problems, or celebrating a win – no matter how big or small. There I am met with a team full of energy, creativity, and the kind of collaboration that only happens when everyone is genuinely invested. By lunchtime, I will have had at least one moment of "we'll figure it out". And you might be surprised how often this can happen – from cancelling events at the last minute due to weather warnings, to presenting to a huge corporate partner and the video won't play. Improvisation becomes second nature.

The afternoon usually starts with a catch-up meeting with colleagues. As I write, today, it's with Nikki Keegan

and Amy Vaughan. We're reviewing and approving campaign materials for Alzheimer's Tea Day, a campaign that has been running since 1994. Tea Day may look simple on the surface – a cup of tea, a conversation, a donation – but behind it is careful thought, collaboration, and a shared commitment with our ambassadors and our hosts across the country.

By the end of the meeting, there's a sense of progress. Decisions made, materials refined, and confidence growing that Tea Day will connect with supporters, once again, in the way it's meant to, warm, inclusive, and rooted in purpose. And after 12 years of being involved in organising Tea Day, I still don't drink tea.

As a fundraiser I have definitely worn many hats: a storyteller, strategist, listener – and sometimes even an athlete! I have taken part in cycles, runs, walks and hikes, and I've met some of the most amazing people along the way, from colleagues to people living with dementia to family carers. I'm amazed by the stories people share.

As the day draws to a close, there are always new ideas forming (sometimes not what the team wants to hear!) plans for upcoming campaigns, events taking shape, and conversations to continue tomorrow. This work is about more than fundraising; it's about standing alongside people living with dementia and supporting those who care for them.

Being Head of Fundraising is a responsibility I don't take lightly – but it's also a privilege. Leading this work alongside such a talented and committed team, in support of families who need us, is what carries me from one day into the next.



*Mairéad Dillon, Head of Fundraising, with RTÉ presenter Dáithí Ó Sé celebrating Tea Day.*



*Mairéad Dillon with ASI staff and supporters at the launch of the 30th Tea Day.*

## A Day in the Life - Claire Williams Kennedy, HR Manager

The work of my team directly strengthens our impact on people living with dementia and their families.

**As this report goes to print, our HR Manager, Claire Williams Kennedy, is marking her fourth anniversary with The ASI in May 2026.**

**With over 20 years of HR experience across the hospitality and retail sectors, Claire brings a wealth of expertise, calm leadership and a people centred approach to her role. Always approachable, consistent and clear in her expectations, she leads with empathy and professionalism, ensuring staff feel respected and supported.**

### PATHWAY AND ROLE

The thought of working in HR often conjures up images of CVs, recruitment and constant people interaction – but the reality is far more complex, and much of it happens behind the scenes.

“I have over 20 years’ HR experience, having worked in both hospitality and retail. To work as part of a skilled HR team here in The ASI, striving to deliver best practice, is an honour. I can honestly say this has been my most enjoyable and most rewarding HR role thus far. I started my career as a computer programmer. I wrote code for five years before somehow falling into HR – I am still unsure how or even why that happened!” She jokes.

“My days are very busy and varied, balancing strategic work with a lot of human interaction. I look after National Office recruitment, employee relations issues and problem solving to support both employees and

managers. I’m also deeply involved in ongoing project work, especially the rollout of our upcoming new Human Resources system.”

Much of Claire’s day involves engaging with her team, supporting them with queries and ensuring operations run smoothly. The HR team plays a vital role in enabling staff across The ASI, making the work both challenging and incredibly people centred.

“I think my team would describe me as a firm but fair manager who sets clear expectations whilst always treating people with respect. Someone who is unafraid to address issues early yet does so with empathy and professionalism.”

“Foremost, I think they would say I am approachable – no question is too small or silly – and that I make decisions based on what’s right for both the individual and the organisation. I hope they see me as someone who supports their growth and holds the team to high standards in a way that feels fair, balanced and rooted in genuine care for the work we do.”

### BUILDING SKILL AND COMPASSION

Claire places strong emphasis on fostering a compassionate, values driven culture. Staff wellbeing is central to her work, including promoting dignity and respect, maintaining safe working conditions and ensuring access to emotional wellbeing supports such as the VHI Employee Assistance Programme.



*A Day in the Life - Claire Williams Kennedy, (Left), HR Manager.*

“The work of my team directly strengthens our organisation’s impact on people living with dementia and their families by building a skilled, compassionate and well supported workforce. Through effective recruitment, retention, staff wellbeing initiatives and strong governance, we can ensure that our teams have the stability, confidence and capacity to deliver safe, person-centred care where individuals with dementia and their families receive the quality of support they deserve.”

“Feedback from staff can be incredibly varied, as you can imagine in any HR role. Some days we hear positive stories, appreciation and constructive ideas that remind us why our work matters. Other days, the feedback can be challenging, emotional or simply tough to hear. No two days are the same, and that mix of experiences is part of what makes HR both rewarding and challenging.”

“I’m proud of the culture we are building – one where wellbeing is genuinely valued, difficult conversations are handled with dignity, and people feel supported to do their best work.”

### WELLBEING AT THE FOREFRONT

“HR is increasingly required to develop capabilities that support a resilient, compassionate and highly skilled workforce within dementia care. Skills based workforce planning is becoming essential to ensure teams have the specialised capabilities needed for high quality dementia support. Wellbeing and burnout prevention are increasingly strategic priorities given the emotional load of dementia care.”

And finally, outside of her busy role, Claire adds:

*“Outside of work, I love to travel with my family, exploring new places – preferably somewhere with sunshine. I enjoy reading when I can find the time, and I am currently training to complete the full marathon in the Great Limerick Run.”*

## A Day in the Life - Mary Hennessey, Interim Manager, Bessboro Day Care Centre, Co Cork



Mary Hennessey with her granddaughter.

**Mary Hennessey speaks about her work with warmth and openness, with a quiet relentlessness in her praise of the care ASI provides to families. Her deep affection for Bessboro and its families shows why she has spent more than 20 years working with The ASI.**

A typical day at Bessboro begins with handover. Staff discuss clients and their needs. The person-centred activities offered are wide-ranging: music sessions (“our clients absolutely adore a sing-song,” Mary says, noting the amazing volunteers who support music), visits from an art therapist, and regular Sonas sessions – a multi-sensory programme for people with dementia.

There are quieter activities too: one-to-one nail and hand care, flower arranging, and time in the reminiscence corner, where simple questions “can lend themselves to really meaningful conversations.”

When weather allows, the garden becomes the heart of the centre. Clients play golf, handball or badminton. The women, Mary laughs, “are more competitive than the men.” She is proud of her team’s creativity: “Staff are great for always coming up with ideas for different fun things to do.”

The Lodge provides cognitive stimulation therapy in a small-group setting. “It’s fantastic – you really see clients flourish. They love to talk, engage, interact.”

Mary speaks with gratitude about the Lodge and its garden, which The ASI launched in 2024. “We absolutely make the most of it – it has meant so much to us.”

### A LIFELINE

Asked about the traits that support her in her role, Mary says: “Kindness, patience and listening. It’s so important to listen. I treat everyone how I’d like my own loved ones to be treated... you help the person relax, be reassuring – and you get it back twofold.” She is full of praise for her colleagues: “They are amazing – you come out of your comfort zone in this job. Everyone goes above and beyond. We’re one big family, which I know sounds like fluff but it’s 100% true.”

“Sensitivity is vital in the work. When you know the clients, you’ll notice if someone who is normally bubbly isn’t themselves. We’ll look at their care plan and know why.”

For families dealing with a diagnosis, it can be overwhelming. Mary returns to what matters most: empathy and reassurance. “When families come to us, we listen. And we say to them, ‘You will get there with the right support.’ And do you know what – they will.”

## The Alzheimer Society of Ireland - What our Services Mean to People



### Michael Crean

Michael ‘Mick’ Crean, who lives with young-onset dementia and is a member of the Irish Dementia Working Group, talks about how one of The ASI dedicated peer-support activity clubs in Clondalkin has helped him.

*“It can be strange living with dementia in your 50s, because when people think of dementia they usually think of older people. That’s why the Talking Heads Activity Club means so much to me. I really enjoy going – we have great laughs, days out, and we try different things all the time. One day we even went on a boat to Dún Laoghaire! I’ve made a lot of friends there, and it’s great being around people my own age who understand.”*



### May and George Gaskin

May Gaskin, a family carer and member of the Dementia Carers Campaign Network, talks about how Fáilte Day Care in Hartstown has supported both her and her husband George, who lives with vascular dementia/Alzheimer’s

*“The social impact is huge for George. He loves the singing – not the dancing; he was never a dancer, more of a footballer – and he always comes home brighter. For me, it gives me the break I really need. I can go shopping, have a cup of tea with friends, or just take a little time for myself. That time is my own, and it means I feel better able to care for George because he attends day care.”*

## Gerry Leydon – Chairperson, Drogheda Branch, The ASI

Gerry Leydon brings a genuine warmth and empathy to his support for dementia services, shaped by his own family’s journey.

Here, he tells us how that experience made him aware of the need for accessible, community-based supports, and how it inspired him to join local volunteers in Drogheda who shared the same commitment.

### HOW PERSONAL EXPERIENCE HIGHLIGHTED THE IMPORTANCE OF LOCAL DEMENTIA DAY CARE

My mother, Myra, was diagnosed with Alzheimer’s disease in 2012, which changed everything. It took away the mother we had known all our lives. At the time, she was living in North Roscommon, and our family found that dementia-specific services were limited. There was very little locally in terms of specialised dementia day care, which highlighted a gap that was impossible to ignore.

Shortly after my mother’s dementia diagnosis, my path crossed with a group of local volunteers in Drogheda who were extremely committed and had spent nearly fifteen years working to establish an Alzheimer’s-dedicated dementia day care centre.

Meeting them was a turning point. Their determination and vision was inspiring, and it felt natural to become part of that effort.

### BUILT BY THE COMMUNITY FOR THE COMMUNITY

That shared vision became a reality in 2022 with the opening of Tredagh Lodge, a modern, purpose-built

ASI day care centre. It was made possible through the tremendous generosity and support of the local community, and the centre now provides vital services to people across Drogheda, South Louth, and Meath.

Today, Tredagh Lodge supports up to 25 clients each day, offering not just care but connection, stimulation, and enjoyment. It has truly transformed lives. And the centre continues to grow. In 2024, a dementia friendly garden was added and, more recently, solar panels were installed – a commitment to sustainability and future proofing the service.

We have an incredible volunteer committee, supported by a dedicated manager and staff team. Together, we’ve built something very special. The centre is full of warmth, activity, and events that bring families and the wider community together. There’s always a buzz. It’s not just a service; it’s a community hub. It was built by the community, funded by the community, and it’s there for the community when it’s needed most.

### A PLACE OF COMFORT AND JOY

The impact is visible every day. Families rely on the centre not only for care but for reassurance and support. Clients often look forward to attending so much that they are reluctant to leave. That says everything – it shows the comfort, enjoyment, and dignity that a place like this can provide.

My mother, who attended a local senior citizens’ group before moving to Laurel Lodge Nursing Home, never had access to a facility like Tredagh Lodge. It would have made such a difference. We were so grateful for the care she received locally and at Laurel Lodge but having something like this in our community at the time would have meant so much.

Ultimately, it is about ensuring that people living with dementia – and their families – have the services they need close to home. Thanks to The ASI, this is becoming more of a reality, with Alzheimer’s day care centres now available in every county in Ireland, alongside a great team of Dementia Advisers supporting communities nationwide.



*Tredagh Lodge Day Care Centre in Drogheda officially opened on 23 June 2022.  
Today, Tredagh Lodge supports up to 25 clients each day.*



*Friends of ASI event at St. Peter’s Church of Ireland in support of a dementia-inclusive Drogheda.  
Gerry Leydon (second from right), Chairperson, Drogheda Branch.*



# The ASI is Working to Deliver on our 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 over a five-year period and builds on our past achievements.

Our 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.

In 2025, there was so much achieved under the three interdependent strategic priorities as the following graphic chart illustrates.



## ACCESS STRATEGIC PRIORITY 01

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 STRATEGIC PRIORITY 02

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



## IMPACT STRATEGIC PRIORITY 03

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

# Strategic Plan - Task Progression

## STRATEGIC PLAN TASK STATUS FOR 2025

- Green - task complete
- Yellow - in progress, on-track for target date
- Orange - new target date
- Blue - on schedule to be commenced
- Red - not on track against target date



### ACCESS OBJECTIVE 1

MANAGE OUR LONG-TERM SUITE OF SERVICES TO DELIVER ACCESS AND SERVE NEEDS.

**NUMBER OF TASKS - 5**  
TASKS PROGRESS STATUS:



### ACCESS OBJECTIVE 2

GROW EARLY-STAGE SERVICES AND SUPPORTS

**NUMBER OF TASKS - 2**  
TASKS PROGRESS STATUS:



### STRENGTH OBJECTIVE 3

DESIGN & IMPLEMENT A PLAN THAT IMPROVES RECRUITMENT, RETENTION, TRAINING AND RECOGNITION OF STAFF AND VOLUNTEERS

**NUMBER OF TASKS - 5**  
TASKS PROGRESS STATUS:



### STRENGTH OBJECTIVE 4

FORMALISE THE QUALITY STANDARDS AND SKILLS MIX FOR OUR SERVICES TO ATTAIN

**NUMBER OF TASKS - 1**  
TASKS PROGRESS STATUS:





### STRENGTH

#### OBJECTIVE 5

STREAMLINE A RAPID IMPROVEMENT PLAN AND DIGITAL AND SYSTEMS STRATEGY TO STREAMLINE TIME CONSUMING ADMINISTRATION PROCESSES AND REDUCE INEFFICIENCIES

**NUMBER OF TASKS - 1**  
TASKS PROGRESS STATUS:



### STRENGTH

#### OBJECTIVE 8

OBJECTIVE 8: PROMOTE INNOVATIVE PRACTICE AND EXCELLENCE ALONGSIDE THE SCALING UP OF HIGH QUALITY AND PROVEN MEASURES IN DEMENTIA CARE.

**NUMBER OF TASKS - 1**  
TASKS PROGRESS STATUS:



### STRENGTH

#### OBJECTIVE 6

CONTINUE TO IMPLEMENT OUR RESEARCH AND FUNDRAISING STRATEGIES

**NUMBER OF TASKS - 8**  
TASKS PROGRESS STATUS:



### STRENGTH

#### OBJECTIVE 9

PROMOTE AND LEVERAGE THE ORGANISATIONAL CULTURE SO THAT OUR RECOGNISED VALUES CONSISTENTLY INFLUENCE HOW WE, AS STAFF AND VOLUNTEERS, DO WHAT WE DO.

**NUMBER OF TASKS - 3**  
TASKS PROGRESS STATUS:



### STRENGTH

#### OBJECTIVE 10

ENSURE THE ORGANISATION IS EQUIPPED WITH ROBUST CORPORATE GOVERNANCE, MANAGEMENT AND FINANCIAL CONTROLS WHICH ARE COMPATIBLE WITH OUR AMBITIONS FOR GROWTH AND HELP US TO ACHIEVE THE HIGHEST STANDARDS OF TRANSPARENCY AND ACCOUNTABILITY WITH MAXIMUM COST-EFFECTIVENESS

**NUMBER OF TASKS - 2**  
TASKS PROGRESS STATUS:



### IMPACT

#### OBJECTIVE 12

PROVIDE SUPPORTERS AND ALLIES WITH MEANINGFUL OPPORTUNITIES TO ENGAGE

**NUMBER OF TASKS - 3**  
TASKS PROGRESS STATUS:



### IMPACT

#### OBJECTIVE 11

AMPLIFY THE VOICE OF PEOPLE WITH DEMENTIA, THEIR FAMILIES AND CARERS

**NUMBER OF TASKS - 3**  
TASKS PROGRESS STATUS:



### IMPACT

#### OBJECTIVE 13

WORK WITH THE STATE AND HOLD IT TO ACCOUNT.

**NUMBER OF TASKS - 6**  
TASKS PROGRESS STATUS:



# ASI Strategic Report – Overall Progress Report:

The following table provides a high-level summary of the status of the implementation of ASI’s Strategic Plan 2023-2028.

CATEGORY	TOTAL TASKS	COMPLETE	IN PROGRESS	TO BE COMMENCED	NEW TARGET DATE SET	OFF TARGET
ACCESS	23	14	0	3	2	3
STRENGTH	57	23	10	4	13	7
IMPACT	21	9	6	3	0	3
<b>TOTAL</b>	<b>101</b>	<b>46</b>	<b>16</b>	<b>10</b>	<b>15</b>	<b>13</b>
<b>%</b>	<b>-</b>	<b>46%</b>	<b>16%</b>	<b>10%</b>	<b>15%</b>	<b>13%</b>

At the mid-point of the lifecycle of the Strategic Plan:

- 46% OF TASKS ARE COMPLETE.
- 16% ARE IN PROGRESS AND ON TARGET FOR COMPLETION.
- 25% OF TASKS ARE DUE TO COMMENCE.
- 13% OF TASKS ARE OFF TARGET.

# The ASI - Board of Directors

## 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 of the HSE.

## JAMES NEVIN (RETIRED 24TH JUNE 2025)

James is a retired teacher of agricultural engineering with over three decades of involvement in the community and voluntary sector. He served as Safety Officer at Ballyhaise College and was Chairperson of the Professional Agricultural Officers Association branch of IMPACT for five years. He also held Chairperson, Secretary, and Treasurer roles with the Ballyhaise Development Association. In addition, James serves as Treasurer of the Cavan branch of The Alzheimer Society of Ireland and remains actively engaged locally.

## KATE IRVING

Kate is a jointly appointed Professor of Clinical Nursing at Dublin City University and a Community Health Organisation. She holds a PhD from Curtin University, focused on restraint use in acute medicine. She coordinated the FP7 In-MINDD dementia prevention study and has contributed to numerous international projects. Her interests include timely dementia responses and nursing ethics. Kate led the national programme “The Dementia Skills Elevator,” promoting awareness and skills development, which informed the National Understand Together Programme and continues to influence dementia education across health services.

## HELEN ROCHFORD-BRENNAN LLD

Helen Rochford-Brennan is a Global Dementia Ambassador who has contributed significantly to advocacy and research. She has held leadership roles in the Irish Dementia Working Group and European Working Group of People with Dementia, and served on the board of Alzheimer Europe. She contributes to initiatives including WHO and Alzheimer’s organisations, supports research projects and partnerships, and promotes rights-based approaches. Diagnosed in 2012, she shares her experience through writing and remains active in advocacy, research and education. She has received awards and appeared in films.

## The ASI - Board of Directors Contd.

### CATHY REYNOLDS

Cathy held several senior management roles before developing her communications expertise as a Director at Kennedy PR. She stepped back from full-time work in 2007 to raise her family, returning occasionally to support selected PR and marketing projects. She holds a BA in Economics and Politics and an MBS from University College Dublin. Her experience caring for loved ones with dementia shaped her advocacy interests. She joined The Alzheimer Society's Advocacy and Public Affairs Committee in 2018 and is married with three children.

### 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.

### PETER GRAY (RESIGNED 24TH JUNE 2025)

Peter has extensive corporate governance and finance expertise. He is a Fellow of the Institute of Chartered Accountants and a member of the Chartered Governance Institute and the Institute of Directors. He currently serves as Corporate Secretary for Aviva Life; Pensions Ireland. Previously, he held governance, finance, and business management roles with JP Morgan Ireland, Aviva Life & Pensions Ireland, Bank of Ireland Group, New Ireland Assurance, and worked with Deloitte in London and Dublin. Peter has seen dementia's impact within his family.

### SINÉAD MCSWEENEY

Between 2012 and 2022, Sinéad was a senior member of Twitter's public policy team, leading EMEA operations before heading the global team. In 2016, she became managing director of Twitter's Dublin headquarters. Previously, she was Director of Communications for An Garda Síochána (2007–2012) and Director of Media and Public Relations for the PSNI (2004–2007). Earlier, she held advisory roles in the Irish government. A Middleton native, she studied law at UCC, qualified as a barrister, and is now studying psychology at Trinity College Dublin.

### ANN TWOMEY

Ann, a former carer for her late husband, co-founded the K-CoRD project (Kinsale Community Response to Dementia), a Genio Dementia Programme pilot (2012–2015) funded by The Atlantic Philanthropies. She represented K-CoRD in COLLAGE, part of Ireland's 3 Star Reference Site in the European Innovation Partnership on Active and Healthy Ageing. Ann serves on the Advocates Advisory Board of the Dementia-Neurodegeneration Network Ireland at St James's Hospital and is a member of The Alzheimer Society of Ireland's Dementia Carers Campaign Network.

### DAVID STANTON (CO-OPTED 11TH DECEMBER 2025)

David served as a TD from 1997 until 2024. He was Minister of State at the Department of Justice and Equality (2016–2020) with responsibility for Equality, Immigration and Integration, and chaired the Oireachtas Committee on Justice, Equality and Defence (2011–2016). He also served on committees covering Enterprise, Foreign Affairs, Defence, and Education. Before politics, David spent nearly 20 years teaching Educational Woodwork and Construction Studies. He holds a degree in Sociology & Mathematical Science, an MEd from UCC, and is a qualified Career Guidance Teacher.

### SEAN O'KEEFE

Sean is a Chartered Accountant who spent 37 years with KPMG, including 25 years as a Partner. He served as Head of Audit from 2019 to 2022 and was a Board member for eight years. Sean advised many of Ireland's leading public, private and not-for-profit organisations on audit, accounting, governance, and transactions. He holds a law degree from Trinity College Dublin and is a Fellow of Chartered Accountants Ireland, bringing extensive expertise in finance, governance, and organisational leadership across sectors.

### CONOR MCDONNELL (CO-OPTED 24TH JUNE 2025)

Conor is Of Counsel to KPMG Ireland. Prior to that, he was a senior partner in Arthur Cox for 25 years, practising in the area of Dispute Resolution. During his time at Arthur Cox, he held a number of management and governance positions, including as Chair of its Corporate Social Responsibility programme. Conor has a law degree from Trinity College Dublin.

## ASI Board Member, Sean O’Keefe

What stands out most is the commitment and passion of ASI’s people to making a real difference for those living with dementia and their families.

**After a 37 year career with global accounting firm KPMG, Sean O’Keefe joined the Board of The ASI in late 2024, bringing extensive experience in governance, financial oversight and risk management.**

I am a Chartered Accountant and worked with the international accounting firm, KPMG, for 37 years. I retired from full-time work in 2023 and was keen to take on a number of board or consulting assignments. One aspiration was to serve on a charity board with a view to using the insights gained from my career at KPMG for the benefit of the charity.

In 2024, I was introduced to The ASI by a former colleague Niamh Marshall who was, at that time, leaving the Board of ASI to take on a new role. I also knew The ASI Chairman, Eugene McCague, and a director Kieran McGowan from previous corporate engagements. I was asked to join the Board after meetings focusing on my background and skills and on The ASI’s current activities and future plans. I was pleased to accept the offer and joined the board towards the end of 2024.

I am currently a member of the Board, Chair of the Audit and Risk Committee and a member of the Governance and Nomination Committee. The Board is responsible for ensuring The ASI has a strategy to grow its services efficiently to meet the needs of people with dementia, their families and carers. This involves The ASI having detailed operational and financial plans and appropriate

support structures to deliver this strategy. At the Audit and Risk Committee, we are responsible for overseeing external financial reporting, risk management, and compliance with laws and regulations.

“I am really impressed with the commitment and passion of the executive group and staff at The ASI to making a meaningful difference to the needs of people living with dementia and their carers and communities. This is evident in every presentation made to the board and to external bodies.”

I attended the ‘Brain Health and Dementia: Understanding and Connection’ research day hosted by The ASI at the Civic Centre Tallaght recently. There were over two hundred attendees, including people living with dementia and family carers. The event provided information about brain health and dementia in a clear, hopeful and accessible manner. The event, which included excellent presentations from subject matter experts, was professionally organised and placed people living with dementia and family carers at its centre. It is a great example of the high-quality work delivered daily by ASI.

I am delighted to serve on ASI’s Board. The hard work of directors, the executive team, staff and volunteers over many years is reflected in a stable and progressive charity which is making a real difference in the lives of people living with dementia and their families.



Sean O’Keefe, Board Member, The ASI since 2024.



Representatives at the launch of The ASI’s Budget 2026 campaign. Sean O’Keefe is pictured on the right holding the “Dementia Inclusive Ireland” sign.

# ASI - Board Committees & Senior Management Team

## AUDIT & RISK COMMITTEE

Sean O’Keefe (Chair);  
Peter Gray (Resigned 24th June 2025);  
Fiona Lawlor (Resigned 6th March 2026);  
Conor McDonnell (Appointed 24th June 2025).

## REMUNERATION COMMITTEE

Sinead McSweeney (Chair);  
Eugene McCague; Sean O’Keefe (8th April 2025).

## FUNDRAISING ADVISORY COMMITTEE

Noel Heeney (Chair);  
Cathy Reynolds; Ken Mahony; Eoin Gilley Jnr;  
Ross Lauder (appointed 11th December 2025).

## GOVERNANCE & NOMINATION COMMITTEE

Eugene McCague (Chair); Sinead McSweeney  
(Director); Sean O’Keefe (Director)  
(appointed 8th April 2025).

## QUALITY ASSURANCE & SAFETY COMMITTEE

James Nevin (Retired 24th June 2025);  
Eugene McCague (Appointed Chair 23rd Sept 2025);  
Noel Heeney; Ann Twomey;  
Mark Morgan Brown; Joyce Power.

## ADVOCACY & PUBLIC AFFAIRS COMMITTEE

Cathy Reynolds (Chair);  
Ann Twomey; Helen Rochford Brennan;  
David Stanton (appointed 17th February 2026).

## CEO:

Andy Heffernan

## COMPANY SECRETARY

Samantha Taylor

## SENIOR MANAGEMENT TEAM:

Head of Operations & Community Engagement  
Siobhán O’Connor

Head of Finance and Management Services  
Marie Kelly

Head of HR & Learning and Development  
Patricia Daly

Head of Risk, Compliance and Dementia Advisory:  
Samantha Taylor

Head of Fundraising:  
Mairéad Dillon

Head of Advocacy, Research & Public Affairs:  
Cormac Cahill

# ASI - Financial Report Highlights

## FINANCIAL OVERVIEW FOR 2025

The financial results for the year ended 31st December 2025, are summarised in the accompanying income and expenditure account. In 2025, The Alzheimer Society of Ireland (ASI) total income was €33.19 million (2024: €29.48 million), resulting in a surplus of €1.86 million. Overall income increased by 12% or €3.71 million, compared to 2024. The expenditure increased by 12.6% or €3.5 million. This reflects the increased additional services activity. In line with our goal of sustainability the ASI spent 94.7% of its total expenditure on charitable activities.

## 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 €745k in capital development. This funding has been directed towards enhancing and expanding services for our clients across Ireland.

Key developments include:

- Enhancements to existing facilities
- Implementation of energy-efficient and sustainable initiatives
- Upgrades to indoor and outdoor recreational activities across several centres to enhance client engagement
- Addition of a wheelchair-accessible vehicle to improve transport for clients accessing our services

This capital 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, The ASI remains dedicated to further developing new services and expanding into additional

locations throughout 2026 with a further €1.9 million earmarked for capital expenditure in 2026.

## GENERATED INCOME 2025

The total income for 2025 was €33.2 million (2024: €29.5 million), The breakdown is as follows:

INCOME IS DERIVED FROM	YEAR 2025	YEAR 2024
	€M	€M
Donations & Legacies	2.35	1.49
Charitable Activities	25.92	23.34
Other Trading Activities	4.70	4.41
Other Income	0.23	0.24
<b>TOTAL INCOME</b>	<b>33.19</b>	<b>29.48</b>

## DONATIONS AND LEGACIES

Income from donations and legacies increased year on year to €2.35 million, reflecting the generous support of our donors particularly the exceptional contribution from legacies. Performance exceeded expectations, representing a very positive outcome for the year. While both income streams grew compared to 2024, the strength of legacies was especially noteworthy. Looking ahead, maintaining and strengthening our donor base remains a key priority for the fundraising department.

## CHARITABLE ACTIVITIES

The ASI received a total grant of €25.92 million in 2025 compared to €23.34 million in 2024. Grants from the HSE in 2025 was €25.47 million (2024: €22.89 million) an increase on the prior year of €2.58 million.

The ASI also received an additional €456k (2024: €452k) 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 fundraisers and clients, The ASI income from fundraising was €3.46 million and client contributions €1.23 million (2024 €3.25 million and €1.17 million). 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 the 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 reviews deposit levels to maintain compliance and financial stability. In 2025, this prudent approach generated €89k in interest income, strengthening our capacity to support clients and invest in essential services.

### OTHER INCOME

This category includes income from a variety of 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 including the TC Trust who provided funding for 27 Family Carers Training Courses across Ireland. These contributions are valuable in enhancing our ability to deliver responsive and tailored services across Ireland.

### EXPENDITURE

In 2025, the ASI spent €31.3 million on providing services and social inclusion activities for people with dementia an increase of €3.51 million on the prior year of €27.81 million. Throughout 2025, the ASI continued to expand its vital services.

EXPENDITURE ON:	YEAR 2025	YEAR 2024
	€M	€M
Raising Funds	1.16	1.07
Charitable Activities	-	-
Governance Costs	0.49	0.42
Other Charitable Activities	29.68	26.33
<b>TOTAL EXPENDITURE</b>	<b>31.33</b>	<b>27.82</b>

### RAISING FUNDS

In 2025, The ASI invested €1.16 million in generating fundraising income, an increase of €90,000 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. These initiatives helped to strengthen public engagement and broaden our donor base, ensuring the continued growth and sustainability of The ASI’s fundraising efforts.

### CHARITABLE ACTIVITIES

In 2025, The ASI spent €29.68 million on charitable activities, up from €26.33 million in 2024 – an increase of €3.35 million. 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 younger-onset dementia and social supports.
- Continual growth year on year in our Information and Dementia Advisory Services across Ireland
- Increase in the number of family carers training programmes and community engagement initiatives.
- Increase in the number of activities and social clubs.

The ASI has steadily broadened its reach, delivering services to a more diverse client base such as younger 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 within the dementia community.

### GOVERNANCE COSTS

Governance costs are the costs associated with the governance arrangements of The ASI which relate to the general running of the charity as opposed to those costs associated with fundraising or charitable activity. The costs will include legal advice for Directors, Audit and Oversight of the Charity, Company Secretarial and costs associated with the statutory requirements and obligations of the charity. The costs associated with 2025 is €490k, a slight increase on the prior year of €442k.

### RESERVES POLICY

The Board considers it appropriate that The ASI should aim to maintain a liquid reserve range from 3 months to 5 months expenditure cover of 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 2025, The ASI’s reserves amounted to 147 days cover (2024: 137 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 as well as developing new capital infrastructure to support the ongoing services.

### OUTLOOK FOR 2026 AND FUTURE DIRECTION

2025 has been an exceptionally strong year for The ASI, characterised by continual growth in services, enhanced geographic reach, and measurable

improvements in the quality and accessibility of support for people living with dementia and their families. This progress reflects the organisation’s steadfast commitment to delivering person-centred supports, driving innovation, and achieving tangible impact across communities in line with The ASI’s Strategic objectives.

Looking ahead to 2026, The ASI is well-positioned to build on this momentum. Demand for dementia services is expected to continue to rise in line with demographic trends, and the organisation anticipates further expansion in both community-based supports and national specialist services. Planned developments include the expansion of day care place and home care supports, continued investment in digital transformation and the strengthening of partnerships with healthcare providers and community organisations.

Financially, the outlook remains positive. The ASI will continue to prioritise prudent financial management, with a focus on improving income streams, enhancing fundraising capacity, and maintaining robust cost controls. This approach will support long-term sustainability while ensuring resources are directed efficiently toward frontline services and innovation.

The organisation is also committed to ongoing service improvement and workforce development. This progress reflects the organisation’s steadfast commitment to delivering person-centred care and would not have been possible without the dedication and professionalism of all our staff, including our frontline care and support teams.

Strategic investment in training, governance and quality assurance frameworks will underpin continued excellence in service delivery.

With a clear strategic direction, strong governance and the continued support of stakeholders, funders and the wider community, The ASI is confident in its ability to grow sustainably through 2026 and beyond. The organisation remains focused on responding to the evolving needs of people living with dementia across Ireland, ensuring that every individual can access compassionate, high-quality support when and where it is needed.

# ASI - Financial Highlights Contd.

## 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](http://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](http://www.governancecode.ie)).

In addition, The ASI prepares an annual report and financial statements in full compliance with the Charities SORP (Standard of Reporting Practice under FRS102), and they are available to the public on our website [www.alzheimer.ie](http://www.alzheimer.ie).

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

*RCN 20018238 / CRO 102700 / CHY 7868*

## EXTRACT OF THE ALZHEIMER SOCIETY OF IRELAND ANNUAL FINANCIAL STATEMENT 2025

ALZHEIMER SOCIETY OF IRELAND (A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)  
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 DECEMBER 2025



	TOTAL FUNDS YEAR 2025 €000's	TOTAL FUNDS YEAR 2024 €000's
<b>INCOME FROM:</b>		
Donations and Legacies	2,349	1,490
Charitable Activities	25,918	23,339
Other Trading Activities	4,695	4,414
Other Income	228	244
<b>TOTAL INCOME</b>	<b>33,190</b>	<b>29,487</b>
<b>EXPENDITURE On:</b>		
Cost of Generating Funds	1,164	1,066
Governance Costs	489	415
Other Charitable Activities	29,680	26,331
<b>TOTAL EXPENDITURE</b>	<b>31,333</b>	<b>27,812</b>
<b>NET EXPENDITURE / INCOME</b>	<b>1,857</b>	<b>1,675</b>
<b>NET MOVEMENT IN FUNDS</b>	<b>1,857</b>	<b>1,675</b>
<b>RECONCILIATION OF FUNDS</b>		
Total Funds Brought Forward	24,507	22,832
Net Movement in Funds	1,867	1,675
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>26,364</b>	<b>24,507</b>

**ALZHEIMER SOCIETY OF IRELAND**  
**(A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL)**  
**BALANCE SHEET AS AT 31ST DECEMBER 2025**

**FIXED ASSETS**

Intangible Assets  
Tangible Assets

**YEAR 2025**  
€000's

157  
12,327

12,484

**YEAR 2024**  
€000's

-  
12,392

12,392

**CURRENT ASSETS**

Debtors  
Cash

1,010  
16,193

17,203

900  
14,945

15,845

**CREDITORS**

(Amounts falling Due Within One Year)

(3,130)

(3,449)

**NET CURRENT ASSETS**

14,073

12,396

**TOTAL ASSETS LESS CURRENT LIABILITIES**

26,557

24,788

CREDITORS (Amounts falling Due After One Year)

(193)

(281)

**NET ASSETS**

26,364

24,507

Charity Funds

Restricted Funds

Unrestricted Funds

406

25,958

398

24,109

**TOTAL FUNDS**

26,364

24,507



The Alzheimer Society of Ireland,  
Temple Rd,  
Blackrock,  
Co. Dublin,  
A94 N8Y0,  
Ireland

T: (01) 207 3800  
E: [info@alzheimer.ie](mailto:info@alzheimer.ie)  
W: [www.alzheimer.ie](http://www.alzheimer.ie)