

# GAUTENG NEWSLETTER

2025 MEMORIES *matter* - A CHRISTMAS EDITION

DECEMBER 2025

ISSUE #02



## Top News

2025 a year to remember for ADASA Gauteng, reaching new heights.

## Walking the Journey Together: Direct Support in 2025

During the reporting period, ADASA Gauteng provided direct, compassionate support to **5,224 individuals** through our network of **32 active support groups**. This vital network expanded this year to include two new WhatsApp groups and two newly established in-person groups, ensuring we meet our communities where they are.

Beyond our groups, our team reached a further **4,544 people** through various consultation platforms, including office visits, Zoom sessions, email, WhatsApp, telephone, and home visits. This represents an average of **413 supportive consultations every month**, a testament to our growing reach and the trust placed in us by the community.

Our support begins from the moment of diagnosis. When a loved one is diagnosed with dementia, families are often referred to us by healthcare professionals or community members. We then schedule a comprehensive two-hour consultation to develop a personalised, person-centred care plan. This session provides crucial guidance on the condition, discusses future care needs, considers the family's circumstances, and offers tailored resources and referrals.

But our commitment doesn't end there. We continue to walk alongside families through WhatsApp follow-ups, educational videos, and even Zoom consultations with overseas relatives. From the first call, ADASA Gauteng is a dedicated companion for the entire dementia journey.



## Amplifying Our Voice: Media & Awareness Campaigns

In 2025, our media focus was firmly on creating awareness and reducing stigma, aligning with Alzheimer's Disease International's global themes: **#AskAboutDementia** and **#AskAboutAlzheimers**. Our goal was to foster a more informed and compassionate understanding of dementia across all communities.

Through strategic use of print, digital, and radio platforms, our campaigns successfully reached **over one million people**. This significant impact, achieved despite staffing and financial constraints, is powered by the unwavering dedication of our volunteers and the strength of our partnerships. We look forward to building on this foundation with upcoming training and fundraising initiatives.



## A Network of Care: Expanding Support Groups

This year, we significantly strengthened our support group network for family members, caregivers, and community members across the province. Our 32 monthly groups provide safe spaces for sharing and learning. To ensure accessibility, we host **five virtual support groups via Zoom** and maintain dedicated WhatsApp groups for continuous engagement.

A heartfelt thank you to all our volunteer coordinators who make these groups possible. We acknowledge the ongoing challenge of administrative reporting and are actively working on solutions to better support our volunteers in this essential work.

## Community in Motion: Memories Matter Movement 2025

We successfully rebranded and hosted our annual awareness event as the **Memories Matter Movement 2025 (MMM2025)**. Moving beyond the traditional "run," this inclusive virtual event invited 67 participants nationwide to honour loved ones by running, walking, cycling, paddling, or swimming during September.

The campaign powerfully combined fundraising for local support with heartfelt storytelling. Participants shared their personal dementia journeys on our social media, creating a poignant and powerful wave of awareness that resonated across our Facebook and Instagram platforms.



## Building Professional Capacity: CPD–Accredited Seminar

On **15 October 2025**, we hosted a well-attended CPD–accredited seminar titled **'Dementia and the 14 Risk Factors in Dementia.'** The event attracted **71 participants**, including healthcare professionals from public and private sectors, community members, and exhibitors.



Topics covered were both practical and profound, including:

- Korsakoff-Type Dementia
- Sensory Integration Therapy Guidance
- Dementia-Friendly Clothing for Independent Living
- Palliative Care in Dementia
- Ethics in Dementia Care



Training caregivers at facilities across the region forms a continuous, core component of ADASA Gauteng's annual programme.



## Empowering Caregivers: Accessible Online Training

Recognising the diverse schedules of caregivers, we hosted three online training programmes in April, July, and October. With sessions conveniently scheduled after hours, **55 participants** were equipped with practical dementia care techniques, empowering them in their vital roles.



## Our Foundation: Partnerships & Volunteer Passion

Our achievements are rooted in collaboration and heart. Despite challenges, our volunteer community workers continue their mission with incredible passion, dispelling misinformation and stigma at the grassroots level.

Through **strong partnerships and networking**, many of our 2025 activities were co-hosted or sponsored, amplifying our reach and ensuring positive impact across Gauteng. Thank you to every partner, volunteer, and community member who makes this work possible. Together, we are ensuring no one faces dementia alone.

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Merry Christmas  
from the  
adasa team



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