

NORTH-WEST NEWSLETTER

2025 MEMORIES *matter* - A CHRISTMAS EDITION

DECEMBER 2025

ISSUE #02



Top News

2025 a year like no other.
ADASA North-West Region
is open!

A Journey of Compassion: NWU TRACTOR Awareness Rally

Being part of the NWU TRACTOR Awareness Rally (Together Rallying Across Communities To Overcome Remembrance-loss), held from 30 August to 12 September 2025, was a defining moment following the launch of our North West Regional Office. This inspiring initiative allowed ADASA to empower the TRACTOR team by providing essential training on dementia awareness and effective community engagement throughout the campaign. Our office administrator, Santa Cronje, had the honour of completing the initial test run to Klerksdorp, while our regional manager, Roné Jansen van Vuuren, proudly joined the first 322 km of the journey.

The rally visited various old-age facilities across the province, creating invaluable opportunities to introduce ADASA and strengthen community relationships. In a wonderful display of national unity, different ADASA offices across the country provided ongoing support at various stages. The rally's iconic tractor served as a powerful metaphor—a reminder of an older loved one moving slowly through the journey of dementia, with every kilometre symbolising the progression of the condition and the enduring need for compassion, understanding, and advocacy.



Roné Jansen van Vuuren & Emsie Malan from ADASA Northern Cape in Kimberley with the NWU Tractor Rally Project.



Roné Jansen van Vuuren at the opening of the ADASA North-West Regional office in Potchefstroom.



A New Home for Hope: Our Office is Officially Open!

The countdown ended on 29 October 2025, and we were thrilled to officially celebrate the opening of the ADASA North West Regional Office—a proud and meaningful milestone for dementia support in our province. This office is far more than a physical location; it is a welcoming home built on hope, care, and community, where individuals and families affected by dementia can find guidance, education, and compassionate assistance.

Behind these doors, a dedicated team stands ready to walk alongside every person who needs support, and our walls will soon echo with stories of resilience, collaboration, and positive change. This opening represents not only growth for ADASA but also a renewed commitment to strengthening awareness, expanding resources, and building partnerships across the North West to ensure that no one faces dementia alone. A new dawn of support, connection, and hope has begun, and we look forward to walking this journey together with our community.

Celebrating Wisdom and Unity: Batseba Old Persons Day

ADASA North West proudly took part in the vibrant Batseba Old Persons Day in Brits on 29 October 2025. This heartwarming celebration brought together nearly 150 elderly individuals from five surrounding villages at the Barseba Sports Ground in Berseba Village, Rustenburg Local Municipality, to honour their wisdom, resilience, and strength.

Despite grey, rainy skies, the atmosphere was filled with joy and unity as older persons celebrated their vital place in the community. The programme was driven by passionate professionals and community leaders united by one powerful vision: ensuring every older person enjoys a life of dignity, protected rights, and supported well-being. ADASA was represented by NW Regional Manager Roné Jansen van Vuuren, joining influential delegates from a wide network of organisations including the Bakwena Multi-Purpose Skills Centre, Rustenburg Local Municipality, various health and social development departments, and community foundations. Together, we showcased a powerful collaborative effort dedicated to uplifting, protecting, and empowering older persons across the North West.



Wishing you a peaceful festive season and a hopeful New Year from the entire ADASA North-West team.

[Click back to National Newsletter](#)

Merry Christmas
from the
adasa team



TOGETHER WE CAN MAKE A DIFFERENCE

Your donation is SARS tax-deductible, and we give you recognition through issuing of a Section 18A certificate.

BANK DETAILS:

ADASA North West, ABSA, Business Cheque Account, Acc#: 41-2137-7356, Branch Code: 632005 Swift Code: ABSAZAJJ, Reference: Surname & Region

Scan this QR Code to donate now. Reference: Surname and Region you would like to donate to.