



MEDIA RELEASE

SANDRA LIM JOINS CAREGIVING WELFARE ASSOCIATION (CWA) AS BOARD MEMBER



The Caregiving Welfare Association (CWA) today announced the appointment of Steven Yeo as its new Executive Director. Mr. Yeo will assume responsibility for the organization's strategic direction and day-to-day operations, effective November 1, 2023.

Mr. Yeo brings more than 30 years of international business and management experience to CWA, having worked previously with government, multi-national corporations, and non-profit/not-for-profit organizations in the Healthcare and Technology sector. He is a strategist, innovator, and implementor with 20 years of volunteering experience and 15 years of professional experience in the non-profit/not-for-profit sector.

In his previous roles, Mr. Yeo has developed new markets locally and, in the region, (Asia Pacific and Middle East), created innovative programmes, and restructured declining or mature areas. He has also served on the boards and committees of local NPOs, including the Bone Marrow Donor Programme (BMDP), YMCA, and NUS Business School Alumni.

"We are thrilled to welcome Steven to CWA as our new Executive Director," said Dr. Daniel Tan, President of CWA. "His extensive experience in the non-profit/not-for-profit sector, combined with his proven track record of success in developing new markets and innovative programmes, make him the ideal leader to guide CWA into the future. This comes at an important inflection period for Singapore Society as Caregiving comes to the forefront of our National SG Forward Conversation. I have full confidence that Steven brings the right mix of experience to grow CWA's programs that will make a positive societal impact for the Seniors and their Caregivers"

"I am honoured to be joining CWA as its new Executive Director," said Mr. Yeo. "I am deeply passionate about the work that CWA does to support caregivers and their elderly family members, and I am committed to leading the organization to new heights. I look forward to working with the Board and CWA team to develop innovative programmes and services that meet the needs of the Seniors and their Caregivers in today's ever-changing world."

About Caregiving Welfare Association (CWA)

Established in 2004, the Caregiving Welfare Association (CWA) is an Institution of Public Character (IPC) and a member of the National Council of Social Service (NCSS), focused on enhancing the lives of seniors and their family caregivers.

CWA provides dependable services in Wellness & Social Support, Welfare Support, and Education & Awareness, promoting dignified ageing within homes and communities. Guided by the core values of Compassion, Integrity, Respect, Excellence, and Trust, CWA is committed to fostering independence for seniors and supporting caregivers, ensuring joyful ageing-in-place.

For more information, please visit <https://cwa.org.sg>.

About Steven Yeo

To learn more, visit <https://www.linkedin.com/in/yeosteven/>.

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