



MEDIA RELEASE

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



Caregiving Welfare Association (CWA) is delighted to announce the appointment of Sandra Lim, Managing Director of Kantar Public, as their newest Board Member. With her exceptional leadership and extensive experience in the industry, Sandra brings a wealth of knowledge and expertise to support CWA's mission of transforming lives and enhancing the welfare of caregivers.

CWA is a reputable non-profit organization based in Singapore, it is a leading agency in caregiving for the elderly through services that enables more elders to maintain their independence. Through a range of support programs and initiatives, CWA strives to improve the quality of life of elderly through dependable direct care services, and to create a generation of responsible and knowledgeable caregivers, thus creating a compassionate and inclusive society.

"We are thrilled to have Sandra join CWA as a Board Member," said Daniel Tan, President of CWA. "Her remarkable experience and proven leadership will be invaluable in guiding our strategic direction and strengthening our efforts to support

caregivers. This is timely given the burgeoning aging population and smaller family sizes, family caregivers need more support now more than ever. With Sandra's expertise, we are confident in our ability to bring about meaningful change in the lives of those who dedicate themselves to caregiving."

Sandra Lim, a highly accomplished professional, currently serves as the Managing Director of Kantar Public, a world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy. With her extensive experience in the public sector and her commitment to social welfare, Sandra has been instrumental in driving impactful initiatives and creating sustainable interventions for various organizations.

"I am honored to join Caregiving Welfare Association as a Board Member," said Sandra Lim. "CWA plays a critical role in providing caregiving services empowering elderly individuals to uphold their independence. I am excited to contribute to the organization's mission of empowering elderly and fostering a nurturing environment where their well-being is prioritized. Together, we can create meaningful change and make a difference in the lives of countless individuals."

Sandra's appointment comes at a significant time for CWA as they expand their programs and services to reach a wider audience of caregivers. By leveraging Sandra's leadership and industry insights, CWA aims to develop innovative approaches and sustainable solutions that address the evolving needs of caregivers and their families.

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 Sandra Lim

Sandra Lim is a highly accomplished professional and the Managing Director of Kantar Public, a world leading independent specialist research, evidence and advisory business providing services to government and the public realm, across all aspects of public policy. With her extensive experience in the public sector and her commitment to social welfare, Sandra has been instrumental in driving impactful initiatives and creating sustainable interventions for various organizations. To learn more, visit <https://www.linkedin.com/in/sandralimmg/>.

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