



MEDIA RELEASE

CAREGIVING WELFARE ASSOCIATION MARKS 10TH EDITION OF CAREGIVING WEEK WITH NEW INITIATIVES FOR SENIORS AND THEIR CAREGIVERS

The Caregiving Welfare Association (CWA) is proud to announce Caregiving Fest 2025, the culmination of Caregiving Week 2025, taking place on Saturday, 20 September 2025, from 9.30am to 4pm at Sengkang Grand Mall, Atrium.

This year marks the 10th edition of Caregiving Week, a milestone that reflects how the platform has grown over the past decade into a vital space for seniors, caregivers, volunteers, and the wider community. Each year, Caregiving Week has brought people together not only to celebrate care, but also to share knowledge, strengthen partnerships, and shine a spotlight on caregivers who give so much of themselves for others.

Themed “A Lifeline for Seniors,” Caregiving Week captures the essence of CWA’s mission: to provide the support, connection, and care that seniors and their caregivers need to live with dignity and peace of mind, both at home and in the community.

“Caregiving Week 2025 is a rallying call to strengthen the lifelines that support seniors and their caregivers,” said Dr Tan Jit Seng, President of Caregiving Welfare Association. “As we mark the 10th edition of Caregiving Week, we reaffirm our commitment to building a sustainable, inclusive network of care that uplifts both seniors and their caregivers.”

Key Announcements at Caregiving Fest 2025

Launch of CWA CareJourney

CWA will launch CareJourney, a structured and guided pathway designed to support caregivers at every stage — from those just beginning, to active caregivers, and even former caregivers transitioning after their journey. The pilot will begin with caregivers supporting loved ones with common chronic geriatric conditions such as stroke and dementia, particularly those facing challenges navigating care systems and resources.

By providing direct, individualised support and linking caregivers to a trusted network of partners such as MindCare, Singapore National Stroke Association, STC Institute of Learning, and The Salvation Army Peacehaven, CareJourney reduces the need for caregivers to repeatedly re-explain their situations across different providers. This coordinated approach ensures fast-track assistance in times of distress and continuity of care as needs evolve.

From equipping new caregivers with foundational knowledge and confidence, to empowering current caregivers with practical tools and emotional support, and extending engagement opportunities to former caregivers, CareJourney creates a seamless ecosystem of care. Ultimately, it reimagines ageing with dignity by ensuring that no caregiver walks the path alone. As this initiative grows, we are always on the lookout for more partners to work with, strengthening the network of support for caregivers across Singapore.

Home-based Monitoring Programme – White Paper Release

First piloted in 2024, CWA's Home-based Monitoring Programme (formerly known as the Remote Monitoring and Support Programme) has already improved the safety, confidence, and well-being of vulnerable and solo-living seniors.

Building on this success, CWA has released a White Paper consolidating pilot findings and presenting a roadmap for preventative care. The report highlights how technology-enabled monitoring can be deployed, adapted, and scaled affordably across community settings, reducing hospitalisations and ensuring that seniors remain safe and supported at home.

The White Paper marks a pivotal step toward islandwide adoption, providing evidence and recommendations for policymakers, funders, and Social Service Agencies to collaborate in scaling the initiative.

“Our focus this year is on solutions that are immediate, scalable, and grounded in evidence,” added Mr Steven Yeo, Executive Director of Caregiving Welfare Association. “Through CareJourney and Home-based Monitoring, we aim to ensure that every family has access to structured support and that seniors and their caregivers never feel alone in their journey.”

Caregiving Fest 2025

Saturday, 20 September, 9.30am to 4pm, at Sengkang Grand Mall, Atrium

Caregiving Fest 2025, graced by Mr Ng How Yue, Permanent Secretary (Services), Ministry of Health, as Guest-of-Honour, will open with a spirited Care & Couture fashion show, where CWA's seniors will take to the runway in clothes they created through upcycling, transforming recycled materials into fashion pieces in collaboration with Fashion Parade. This will be followed by a vibrant dance performance that showcases the vitality of seniors. Together, these performances remind us that caregiving is not only about providing support in times of need, but also about enabling seniors to thrive, participate, and shine on stage.

“My Life Behind The Door” Exhibition

A centrepiece of Caregiving Fest 2025 will be the “My Life Behind the Door” interactive exhibition, supported by NUS Tembusu College. The showcase recreates the daily realities of caregiving through a realistic home setup and hands-on activities. Visitors can wear ageing simulation suits, attempt household tasks within the space, and experience first-hand the daily struggles many caregivers face behind closed doors.

Resources & Learning: Networks of Care

The Atrium will be transformed into a hub of caregiving resources, with partner booths from organisations such as AIC, Active Global, Healthier SG, Kampung Kakis, Mindfull Community Limited, NTUC Health, STC Institute of Learning, and The Salvation Army Peacehaven. These partners will provide information on health, volunteering, and caregiving services, strengthening networks of support across Singapore.

Sodexo Singapore will present a holistic food and nutrition experience through specially designed meal kits, a live cooking demonstration, and a nutrition talk. These activities bring communities together through food while equipping seniors and their caregivers with practical cooking skills, nutritional knowledge, and the confidence to prepare healthy meals at home.

Hands-On Engagement: Care for Self, Others, and the Environment

Visitors can also participate in eco-themed workshops presented by The Good Earth School and The Mill International Pte Ltd. Activities include making a coffee body scrub, blending natural essential oils, creating a wallet from recycled plastic, and crafting a carabiner from recycled carpet.

These hands-on activities reflect the spirit of caregiving in the community — caring for oneself, for others, and for the environment. By encouraging sustainable practices, the workshops highlight how small, mindful actions can improve daily living for families and seniors, while also nurturing a healthier environment for future generations.

Throughout the Fest, visitors can also take part in a stamp card activity, redeeming a complimentary goodie bag after visiting partner booths, while stocks last.

Shared Commitments to Care

“We are honoured to once again support CWA in its efforts to empower seniors and their caregivers by hosting the Caregiving Fest at Sengkang Grand Mall,” said Mr Adrian Lai, General Manager, Sengkang Grand Mall.

“Supporting Caregiving Week for the second year affirms SilverStreak’s commitment to advancing conversations on ageing and caregiving,” said Ms Kai Ong, Managing Partner, SilverStreak. “We are proud to work alongside CWA to create a more informed, supportive, and resilient community for both seniors and their caregivers.”

Join Us in Supporting Seniors and Their Caregivers

Marking the 10th edition of Caregiving Week, Caregiving Fest 2025 is both a milestone and a call to action. CWA invites caregivers, seniors, volunteers, corporates, and the wider public to join us in shaping a future where caregiving is recognised, shared, and fully supported across generations.

For further information regarding Caregiving Week 2025, please visit <https://www.caregivingweek.com> or email marketing@cwa.org.sg.

About Caregiving Welfare Association (CWA)

Caregiving Welfare Association is a non-profit Social Service Agency (SSA) registered with the Registry of Societies, an Institute of Public Character (IPC) by the Ministry of Health (MOH), and a member of the National Council of Social Service (NCSS), dedicated to supporting seniors and their 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>.

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