

Caregiving Week 2026

Partnership Prospectus



Visit Our Website

www.cwa.org.sg



About Us



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.

OUR VISION

Empowering caregivers, enriching seniors' lives – facilitating dignified ageing at home and in the community.

OUR MISSION

Supporting caregivers with resources, fostering independence for seniors, ensuring joyful ageing-in-place.

Our Programmes & Services



CARE JOURNEY

Structured, continuous support across the caregiving journey.



SOCIAL ACTIVITIES FOR SENIORS

FREE membership for seniors aged 60 and above.



HOME ASSIST

Quality care, right at home. Available 24/7, islandwide.



CASE MANAGEMENT & SUPPORTIVE COUNSELLING

Personalised support provided by our team of social workers.

Flagship Event Overview



Date(s):	12 September to 19 September 2026
Theme:	Caregiving Week 2026: Behind Every Caregiver, A Story Emphasising the unseen yet deeply felt journeys of caregivers, this year’s theme aims to bring their stories to light, foster greater empathy and understanding within the community, and empower caregivers by increasing awareness of the support and resources available to them.
Outcomes:	• Educate and train seniors and their caregivers on life skills, ageing well, and caring better • Raise awareness of senior-related and/or caregiving-related issues, inspiring involvement in caregiving roles • Build community support for seniors and their caregivers, including involvement of members of public and volunteers



Programme at a Glance

Date:	Saturday, 12 September	Saturday, 19 September
Programme:	<u>Caregiver's Engagement Day</u> • Give caregivers a meaningful break from daily caregiving • Support their wellbeing through rest, connection, and enjoyable activities • Share practical tips and insights on supporting caregivers • Build a sense of community among caregivers • Encourage caregivers to feel supported and involved GOH: TBC	<u>Caregiving Fest</u> • Raise public awareness of caregiving and caregivers' challenges • Celebrate caregivers through storytelling and recognition • Share practical tips and insights on supporting caregivers • Encourage early conversations and planning around caregiving • Showcase the impact of Caregiving Week and inspire public support GOH: Mdm Rahayu Mahzam, Minister of State, Ministry of Digital Development and Information, Ministry of Health
Time:	10am to 4pm	10am to 5pm
Venue:	Fernvale CC (21 Sengkang West Avenue, #01-01, Singapore 797650)	• Sengkang Grand Mall - Atrium (70 Compassvale Bow, Singapore 544692) • Buangkok CC (Sengkang Grand Mall)
Who will be attending?	• Family Caregivers of Seniors [100 pax] • Seniors [100 pax]	Open to Public [Expected Attendance: >1000]

Caregivers' Engagement Day (12 Sep 2026)

Programme Overview



Photo is for illustration purposes only.

Time	For Caregivers (100pax)	For Seniors (100pax)
Morning	- Caregiver Support Group x Friendzone - A curated small-group format designed to foster peer support, open conversations, and deeper engagement on key caregiving topics.	- Light sports and physical exercises - Mind-stimulation and cognitive activities - Social interaction and group engagement - Rest and Relax
Afternoon	- Sponsored lunch - Breakout sessions on (Pre-registered): - Financial and care-related concerns - Practical caregiving tips - Psycho-emotional support in caregiving - Mass Engagement Activity: Letter to a Fellow Caregiver - A reflective writing activity where participants express support and appreciation for fellow caregivers. Letters can be shared anonymously, creating a collective sense of encouragement and community.	- Sponsored lunch for seniors - Outing to places of interest - Performances & Skits by Volunteer Groups

Caregivers' Engagement Day

Programme Outline



Photo is for illustration purposes only.

Programme is subject to change and will be finalised closer to the event date.

Time	Caregivers (100 Pax)	Seniors (100Pax)
9:30 – 10:00 AM	Registration Vital Signs Screening for Seniors	
10:00 – 10:15 AM	Programme Briefing	
10:15 – 10:30 AM	Opening Speech by CWA & GOH	
10:30 – 12:30 PM	Caregiver Support Group (CSG) • Small-group facilitated sharing • Peer support discussions	10:30 – 11:00 AM: Mass Exercise 11:00 – 12:00 PM: Coffee Scrub + Coaster Making 12:00 – 12:30 PM: Rest & Social Interaction
12:30 – 1:30 PM	Lunch	Lunch
1:30 – 2:30PM	-	Attend Student Performances
1:30 – 3:30PM	Breakout Group Sessions: • Financial literacy • Practical caregiving tips • Psycho-emotional support	-
2:00 – 4:00 PM	-	Outing to Nearby Places of Interest
3:30- 4:00 PM	Mass Engagement Activity: Letter to a Fellow Caregiver	
4:00-5:00 PM	Reunion with Seniors + Closing + Survey + Caregiver Networking	

Caregiving Fest (19 Sep 2026)

Programme Overview



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Key Activities
Opening Feature: "Behind Every Caregiver, A Story"
Caregiver Ambassador Address
Caregiving Educational Talks
Caregiver's Challenge Booth: "Do You Have What It Takes to Be a Caregiver?"
Fun & Relaxation Zone
Performances & Community Showcases
Lucky Draws & Appreciation Moments

Caregiving Fest (19 Sep 2026)

Programme Outline (Atrium Segment)



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Time	Activity
9:30 – 10:00 AM	Registration (Caregivers to be seated)
10:00 – 10:15 AM	GOH Arrival + Opening Performance (String Octet)
10:15 – 10:25 AM	Screening of CWA Caregiver Video
10:25 – 10:35 AM	Caregivers + Seniors (5 pairs) to be on stage
10:35 – 10:40 AM	Speech by CWA President
10:40 – 10:45 AM	Speech by Guest-of-Honour
10:45 – 10:50 AM	Sharing of CCPP + Award Presentation (Caregiver-Friendly Company)

10:50 – 10:55 AM	Sharing by Company on Caregiver-Friendly Policy
10:55 – 11:00 AM	Screening of 12 September Highlights Video + Launch of Activities
3:00– 3:30PM	Lucky Draw (1 st Session)
4:00 – 4:50 PM	Caregiver Challenge (Finale Segment)
4.50 – 5:00 PM	Awards Presentation + Lucky Draw (2nd Session)
5:00 PM	End of Programme

Programme is subject to change and will be finalised closer to the event date.

Caregiving Fest (19 Sep 2026)

Programme Outline (Buangkok CC Segment)



Photo is for illustration purposes only.

Time	Activity
11am – 5pm	Community Partner Booths & Resource Sharing Explore a variety of community partner booths offering useful caregiving, wellness, and senior support resources. Participants can connect with organisations, learn about available services and programmes, and take part in hands-on caregiving-related activities designed to promote learning, engagement, and community support throughout their caregiving journey.

Programme is subject to change and will be finalised closer to the event date.

Key Partnership Benefits

- Direct engagement with caregivers, seniors, and the community
- Opportunity to showcase your services and programmes
- On-site presence through booth activation
- Strengthen brand credibility through community impact
- Alignment with a meaningful caregiving cause

Bonus: Opportunity to connect with potential beneficiaries and expand your outreach within the caregiving ecosystem.



Partnership Opportunities

12 September 2026 Caregivers' Engagement Day (Closed Event)	19 September 2026 Caregiving Week Finale (Public Event)
How you can support: • Invite caregivers and seniors to participate • Encourage participation in: ◦ Caregiver Support Groups ◦ Breakout sessions (financial, practical caregiving, psycho-emotional support) • Support seniors' participation to enable caregivers to attend fully This day focuses on providing caregivers with rest, support, and a safe space to connect.	We invite partners to participate by setting up booths as part of the community showcase. Option 1: Educational Booth (BKCC Level 3) • Share services, programmes, or resources for caregivers and seniors • Raise awareness of available support in the community Option 2: Interactive Booth (Atrium Level 1) • Conduct engaging activities or games • Highlight caregiving through interactive formats This day focuses on public awareness, engagement, and connecting the community to caregiver support.

First 100 caregivers to sign up on 12 September will receive a \$50 NTUC voucher, while stocks last!



Past Year Highlights

Caregiving Week 2025

Key Highlights

Caregiving Week 2025

- 10th edition of Caregiving Week, held from 15–21 September 2025 under the theme “A Lifeline for Seniors”
- 1,000+ seniors, caregivers, volunteers, corporates, and community partners
- Reaffirmed CWA’s commitment to empowering caregivers and enabling seniors to age with dignity, independence, and joy

Caregiving Fest [Saturday, 20 September 2025]

- Hosted at Sengkang Grand Mall Atrium
- Guest-of-Honour: Mr Ng How Yue, Permanent Secretary (Services), Ministry of Health
- Supported by 60+ partners and sponsors and 90 volunteers
- Featured performances, resource booths, eco-themed workshops, and interactive experiences
- Signature highlights included the “My Life Behind the Door” exhibition, senior fashion show, and live cooking & nutrition demonstrations

Key Launches & Initiatives

- CareJourney: A guided pathway supporting caregivers at every stage of their caregiving journey
- Home-based Monitoring Programme White Paper: Showcasing technology-enabled solutions to enhance senior safety, independence, and caregiver wellbeing

>1,000

**attendees from the
public and partner
organisations**



>100

**volunteers mobilised to
support and deliver the
event**



~60

**partnerships forged
across various
organisations**



>25

**sponsorships
secured across the
event**



Get in Touch



For partnership opportunities, please contact:

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We look forward to exploring meaningful collaborations with you.

For more information, please visit <https://www.caregivingweek.com>.



Contact Us

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About Us

<https://cwa.org.sg/our-story/>



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Thank You

For Your Attention



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