



Memento Proposal 2025/2026

 momento.aus@gmail.com

 [momento.au](https://www.instagram.com/momento.au)

 momentoaustralia.org



Table of Contents

A letter from the founder	2
About Momento	3
Meet the Team	4
Our 3Cs Process	5
Memory Plans	6
Impact and Testimonials	7
Contacts	8



A letter from the founder



I started Momento in May of 2024 through Enactus' Research and Development program. I was inspired by my experience with my **grandmother who has dementia**. Because she lives in Indonesia, every time I visited her, I noticed that with many of her memories fading, I **struggled to maintain my relationship** with her.

I felt this quiet **frustration** in trying to **connect** with her beyond the stories and I resonated with families trying to find the patience and **understanding with navigating dementia**.

I knew that during my conversations with my **grandmother**, certain stories remained **so vivid**. This was when I had the idea to create Momento, **a legacy to capture our loved ones' stories** combining **Reminiscence Therapy** and **art**.

Knowing that my grandmother's identity lies in her stories, instead of being frustrated about what she forgets, **I want to celebrate what she still holds**.

I want Momento to **provide friendship** and **companionship** to those **struggling with their loved ones**. I hope volunteers at Momento to feel **deeply connected** with your **loved ones** and convey the stories that make them whole. I hope that through this project, families can **preserve the voices and moments** that **define the people** they care about most.

- Jocelyn Koswara

Meet the team



Jocelyn Koswara
Founder



Anya Hoodbhoy
Creative Director



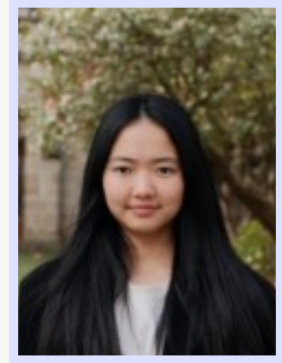
Anna Fei
Outreach Director



Elizabeth Pham
Website Design Officer



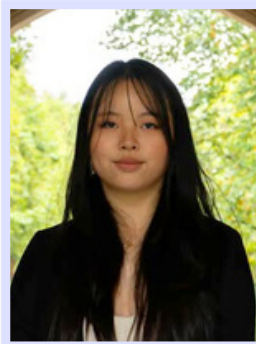
Alexandra Kusuma
Marketing Officer



Serene Quek
Outreach Officer



Joanne Helly
Creative Officer



Connie Zeng
Creative Officer



Manvir Kaur
Creative Officer



David Wu
Outreach Officer

About Momento

Momento is a student-driven start-up dedicated to capturing the soul and **memories of dementia patients** through arts and crafts.



Our process is grounded in **reminiscence therapy**, which entails helping those with dementia to recall their memories. By revisiting meaningful memories, reminiscence therapy has been shown to **reduce feelings of isolation, improve mood and reinforce identity** by connecting individuals with their personal history.

At Momento, we bring this practice to life by engaging in **intimate conversations** with your loved one to uncover their unique life story. We encourage them to share moments that have shaped who they are. We then transform these stories into a **personalised creative piece**, crafted to reflect their journey and preserve treasured memories.

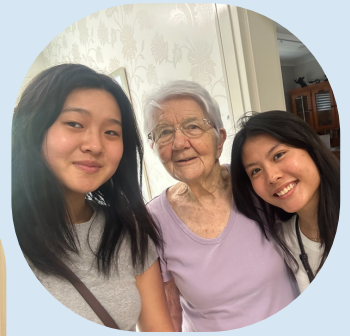


Our 3Cs Process

01

Confide

We engage in an intimate conversation with your loved one to uncover and recall their memories and identity.



02

Create

With these stories, we create a meaningful artworks capturing their story and interests.



03

Consign

After approximately one month of creation by our volunteer artists, we hand off our final product in an intimate catchup.

Meaningful Momentos

Ways Momento can be shared:



Birthday Celebrations



Welcome Baskets



Seasonal Giftings



Room Decorations

Memory Plans



Offering meaningful, ongoing engagement in the form of a **subscription** of personalised stories and artwork to **redeem at your convenience** so your residents' and loved ones' identities are celebrated all year round.

Memory Plans	Annual Price	Amount of Momentos annually
Basic	\$500	6
Core	\$1000	12
Extended	\$1500	20
Complete	\$2000	30

What's included in each Momento:

- 2 hour in-person interaction
 - (1 hour interview + 1 hour product handoff session)
- Final artwork
 - (1 physical copy + digital)

First time?



If you've never worked with us before, we're happy to offer a one-time trial of **3 Momentos for \$300** so you can experience how the process works.

If you choose to continue with any of our full packages within 100 days of your trial, we'll fully deduct the \$300 from your selected plan.

Impact and Testimonials



**Australian
Unity** 
Real Wellbeing

Campbell Place
ASSISTED LIVING

 **Signaturecare**

 **NAPIER
STREET**
AGED CARE SERVICES

*"The end products for each resident is amazing and **incredibly personalised**"*

*"The **families** loved the **finished products**"*

*"Thank you for coming to visit the residents, they all **enjoyed the 1:1 time.**"*

*"Thank you again for what you have done to give that **extra smile** to the residents, **truly appreciate it!**"*

*"It's true, I say it all the time, **love is all you need!** These girls made a **beautiful story for me**"*

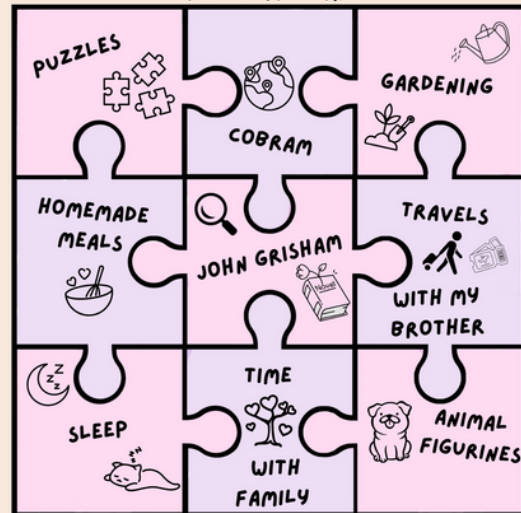
- Gladys

Products



PIECES OF NORMA'S LIFE

TO THE WARMEST SOUL, NORMA, WHO CHERISHES FAMILY, FLOWERS, AND THE SWEET MEMORIES OF HER QUIET HOMETOWN.

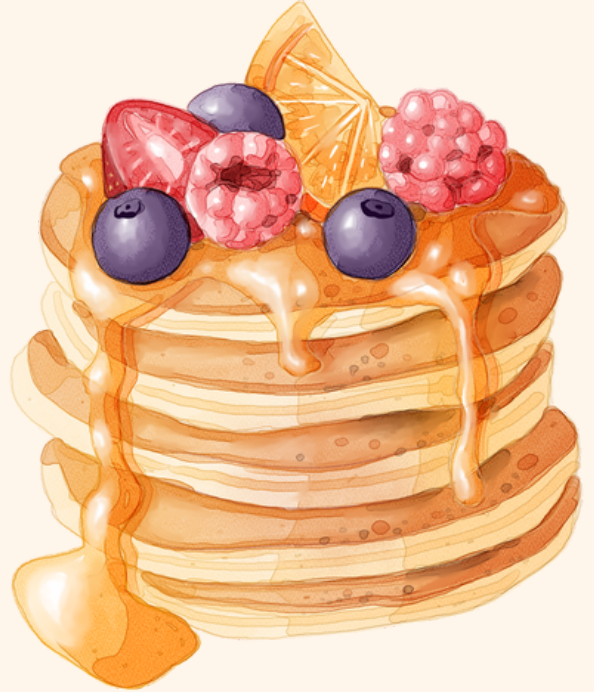


FROM: MOMENTO



Alice's pancakes

- 1 ½ cups all-purpose flour
- 3 ½ teaspoons baking powder
- 1 ¼ cups milk
- 3 tablespoons butter, melted
- 1 egg
- Sugar and salt to taste



Steps:

1. Mix flour, baking powder, sugar, and salt together in a large bowl
2. Add in milk, melted butter, and egg, then mix until smooth
3. Heat the pan with butter and place some batter on the pan, cook till golden brown and flip until both sides are cooked evenly

Alice's memories

Alice's mother used to make these pancakes on Sundays for breakfast. Alice recalls having them with fresh cream from the milk man and her favourite berries. She hopes to pass this recipe on to her family so her grandchildren can enjoy the same memories.



Contact Information

✉ momento.aus@gmail.com

📷 [momento.au](https://www.instagram.com/momento.au)

🌐 momentoaustralia.org

