



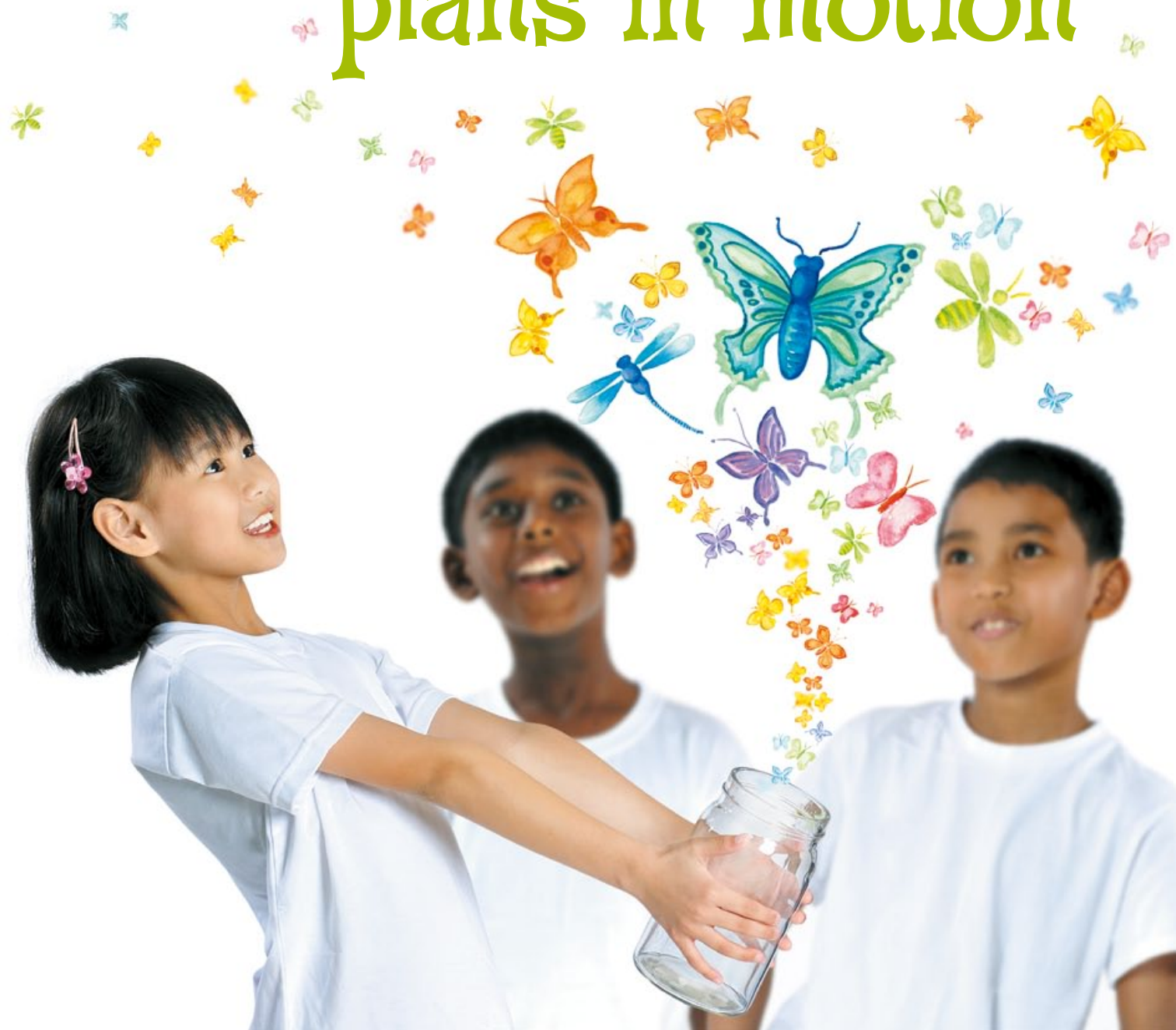
Children's  
SOCIETY

Caring for the Future

# ideas in action

SINGAPORE CHILDREN'S SOCIETY ANNUAL REPORT 2009

# plans in motion



## **ANNUAL REPORT EDITORIAL COMMITTEE**

**Dr Yong Wern Mei**

**Ms Diana Chng**

**Dr Teng Su Ching**

All names of children and youths mentioned in this report have been changed to protect their identities.

Unique Entity Number: S62SS0057G

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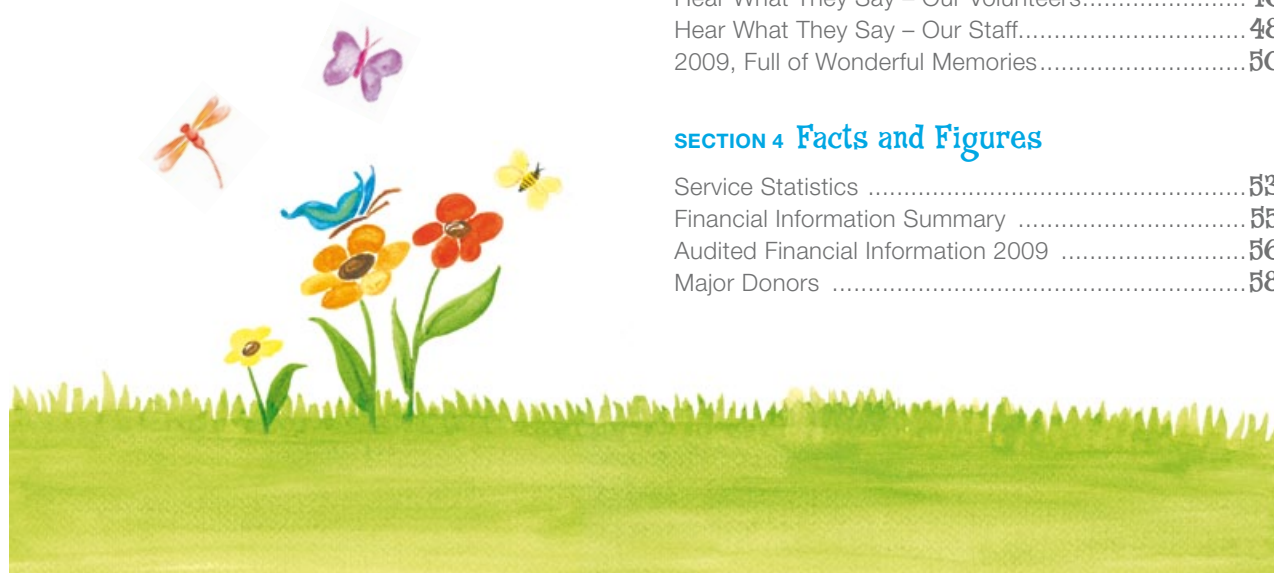
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Helping. Protecting. Nurturing. Singapore Children's Society proactively provides children and youth with the confidence to reach their full potential.

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# we can explore endless possibilities



# ABOUT US

## **Our Patron-in-Chief**

### **PRESIDENT S R NATHAN**

At Singapore Children's Society, we help protect and nurture children and youth of all races and religions, especially those who are abused, neglected, and/or from dysfunctional families. We provide help through our six service categories of Caregiving, Community, Developmental, Preventive, Public Education and Remedial.

## **Caregiving Services**

We take care of children and youth on behalf of their parents/guardians for a period of time.

## **Community Services**

We promote the welfare of children and youth through the fostering of happy family life.

## **Developmental Services**

We help educate and develop children and youth to become healthy and well rounded.

## **Preventive Services**

We help prevent children and youth from being harmed or becoming at risk of delinquency, abuse and/or neglect.

## **Public Education**

We conduct research related to children, youth and family to raise public awareness.

## **Remedial Services**

We provide rehabilitative services to children and youth, with guidance and counselling for their families.

## **Our Mission**

To bring relief and happiness to children in need

## **Our Vision**

To be a leading edge organisation in promoting the well-being of the child

## **Our Core Values**

Compassion & caring

Commitment

Professionalism

Integrity

Openness to change



2009 was a challenging year for Children's Society as Singapore was also adversely affected by the worst global financial and economic crisis since the Depression. It is therefore heartening to report that notwithstanding the difficult environment, we managed to reach out to 66,349 beneficiaries through our 56 programmes and services across the country. The increase in the number of beneficiaries was anticipated as more families and their children needed a helping hand from the various services our Society has to offer.

The 44.6% increase in beneficiaries was, in the main, due to the introduction of a new programme of Bully-Free Talks given to 23 primary schools in 2009.

Our Pre-School Education Outreach and Casework made steady progress as we took on 131 cases. This is an important element of our upstream outreach efforts to complement the Compulsory Education Casework which we have worked in collaboration with the Ministry of Education since 2003.

The Society's total expenditure was \$8.215 million, 5% lower than 2008's expenditure of \$8.644 million, which included \$0.5 million impairment charge on a property. Excluding the impairment charge in 2008, our expenditure in 2009 would be \$71,000 more than 2008, reflecting a marginal 0.9% increase. This was a good achievement in prudent cost management as we had scaled up our services substantially in 2009.

The 1000 Enterprises for Children-in-Need Programme was conceptualised at the end of 2008, and was launched in February 2009 to reach out to 1000 corporate donors for contributions of \$1000 to \$10,000 or more, annually for a period of three years. As at 31 December 2009, we raised \$816,964.49 from 271 corporate donors, an encouraging achievement indeed. I would like to record our grateful thanks to Deputy Prime Minister and Minister for Defence, Teo Chee Hean, for consenting to be the Patron for this programme. With his support, we are confident that the 1000 Enterprises for Children-in-Need Programme will be a great success. It will be another important avenue of income for Children's Society.

We need to stay focused to strengthen Children's Society through our best practices of transparency and good governance. Our mission is to "bring relief and happiness to children in need." To do that, apart from a strong professional staff team and an active dedicated volunteer base, our Executive Committee must ensure that the highest standard of governance is adhered to at all times.

In 2009, we were proud to be cited by the Charity Council as a Voluntary Welfare Organisation adopting best practices and good governance. We also won the Inaugural Singapore Prestige Brand Award for the Not-for-Profit Sector.

We are thankful to our volunteers and donors who have been our pillars of strength. At our Awards Presentation Ceremony on 25 November 2009, we were honoured to recognise 51 volunteers and donors for their unstinting support. Our Guest-of-Honour, Professor Tommy Koh, Ambassador-At-Large, Ministry of Foreign Affairs, presented the Ruth Wong Award to Mr Peter Joe Chia and the Gopal Haridas Awards to OCBC Bank and SingTel. Congratulations to all our recipients.

We would also like to extend heartiest congratulations to Mrs Mae-Lim Hoon Ann for being a recipient of the Public Service Star in 2009's National Day Awards, for her untiring efforts and selfless service to Children's Society.

The theme for our 2009 Annual Report is "Action". For every action taken, another child will be given the opportunity to maximise his or her potential. And behind every action, there is a committed staff member. I would like to express my sincere thanks to all the staff for their professionalism, passion and commitment to Children's Society. We are particularly grateful to long-serving and loyal staff, such as Ms Koh Wah Khoon, who has been mentoring the younger and less experienced staff for many years.

In conclusion, I wish to express my heartfelt appreciation and thanks to the Executive Committee and Standing Committee Members for the countless hours they have dedicated themselves to the cause of Singapore Children's Society. To the members, donors and well wishers, your support goes a long way in encouraging us to give our best to ensure that every child has the opportunity to maximise his or her potential.



**Mr Koh Choon Hui, JP BBM (L)**

Chairman

Singapore Children's Society



## Planning for the Future

As part of our strategic planning process, the Executive Committee and staff came together on 7 February and reviewed programmes and future plans. Some of the plans for the next three years include refining some of our current programmes, leveraging on technology for better outreach, building capacity through people development and conducting new research studies.

## Fire Drill & Evacuation Exercise



Knowing what to do in the event of a fire at any one of our centres or homes is vital and involves diligent preparation and practice.

Through a fire drill and evacuation exercise held on 21 February, the staff and children at Sunbeam Place demonstrated that they knew what to do should such an incident occur. While fire drills are held bi-monthly at the residential home, this was the first time the Singapore Civil Defense Force was involved. This exercise is part of the Society's Crisis Management Programme.

## 1000 Enterprises for Children-in-Need

The 1000 Enterprises for Children-in-Need Programme was officially launched on 25 February. Through the initiative, Children's Society hopes to achieve an annual net contribution of \$1 million each year over the next three years to help defray the Society's annual \$10 million expenditure.

As at 31 December 2009, we garnered the support of 271 companies and raised \$816,964.49 in donations.



## Pre-School Education Outreach and Casework

For the past two years, we trained grassroots leaders to call on households identified as having children who are of pre-school age and yet not registered at a pre-school. In 2009, when the opportunity presented itself for us to work directly with these families, we took on 131 cases.

### Launch of CABIN Utopia

The launch of Children's Society's latest Project CABIN took place on 28 February at Westwood Secondary School. The CABIN is our flagship project for character and life-skills development for youths in school to build a positive and conducive environment within the school for the youths.



### NCSS Delegation Visit Sunbeam Place

The President of the National Council of Social Service (NCSS), RADM Kwek Siew Jin and his team of key managers visited Sunbeam Place on 23 June. The purpose was to gain a better understanding of our range of programmes and activities.

### Touching Base with Against Child Abuse (Macau)

On 23 June, Children's Society hosted colleagues from Against Child Abuse (Macau), a leading NGO for the prevention of child abuse.

*"It was a very fruitful and memorable trip for us to visit Singapore. The knowledge we gained from our visits to the various centres and agencies will help us in our future planning and development. The speed and scope of the development of your system and services is indeed impressive. Most importantly, the devotion and passion of your staff and the vision of the Board really makes a difference."*



Ms Priscilla Lui, Director of Against Child Abuse

### Electronic Volunteer Management System

Children's Society launched its Electronic Volunteer Management System or EVMS in July. This is a system specially built to capture data about our volunteers. There are two fronts to this system: the front end is for volunteers to update their profile or sign up for training courses while the back end allows staff across the ten centres to generate reports as well as search for volunteers.





### Bully-Free Forum 2009

This year's Bully-Free Forum took place on 6 July. Guest-of-Honour, Mrs Yu-Foo Yee Shoon, Minister of State for Community Development, Youth and Sports graced the event. The highlight of the forum was the sharing by Guest-Speaker, Professor Donna Cross from the Child Health Promotion Research Centre on whole-school strategies to tackle school bullying.



### YouthGiG 2009

This year, the YouthGiG concert took place on 10 July at the Taman Jurong Community Club. A total of 121 performers, backstage crew and ushers put up a great show for the 300-strong audience made up mainly of energetic youths.

### OCBC pledged another \$2.5 million in donations

Our community partner, OCBC pledged another \$2.5 million to Children's Society. This sum brings the bank's total donation to the Society to \$5 million over 10 years and reinforces OCBC bank's firm commitment to helping the children under our care.





### **Walk for our Children 2009**

This year, Walk for our Children was held amidst the lush greenery of the Chinese Garden on 26 July. Flagging off the event in which 3000 participants took part was Guest-of-Honour A/P Ho Peng Kee, Senior Minister of State for Law and Home Affairs. The project raised \$180,000.

### **We Salute our Volunteers**

Our annual Tribute to Volunteers appreciation dinner took place on 21 August at Quality Hotel. A total of 134 volunteers attended the dinner. Thank you for making a difference in the lives of our children.



### **RoadShows**

We started a series of roadshows in the heartlands to raise the awareness and publicity of Children's Society. At the roadshows, our Round Box youths wowed the crowd with their musical talents.

### **Third Singapore Children's Society Annual Lecture**

Singapore Children's Society held its third annual lecture on 31 October at the Singapore Management University. Guest speaker, Attorney-General Professor Walter Woon spoke to an audience of 250 on the topic of 'Changing Social Mores, Protecting Children from themselves'.



## Singapore Prestige Brand Award

“We are honoured to receive this award. It is an affirmation of the work that we do. To us, branding is more than just a well-recognised corporate logo. Our branding represents our values and services. The public can respect us for the fact that although our beneficiaries do not pay for the services, they can expect nothing less than value added social services.”

Mr Koh Choon Hui, Chairman, Singapore Children's Society

On 17 November, Children's Society received the Singapore Prestige Brand Award (SPBA) Special Merit award. The inaugural Special Merit Award is given to government agencies and not-for-profit organisations for their branding initiatives. We are one of the five winners in this category.

The event was organised by the Association of Small and Medium Enterprises and Lianhe Zaobao.



## Singapore Children's Society Awards

The Singapore Children's Society Awards dinner took place on 25 November and it was a night of recognition for the Society's 51 volunteers and donors. They were recognised for their dedication and generosity towards brightening the lives of our children. The Guest-of-Honour for the evening was Professor Tommy Koh, Ambassador-at-Large.

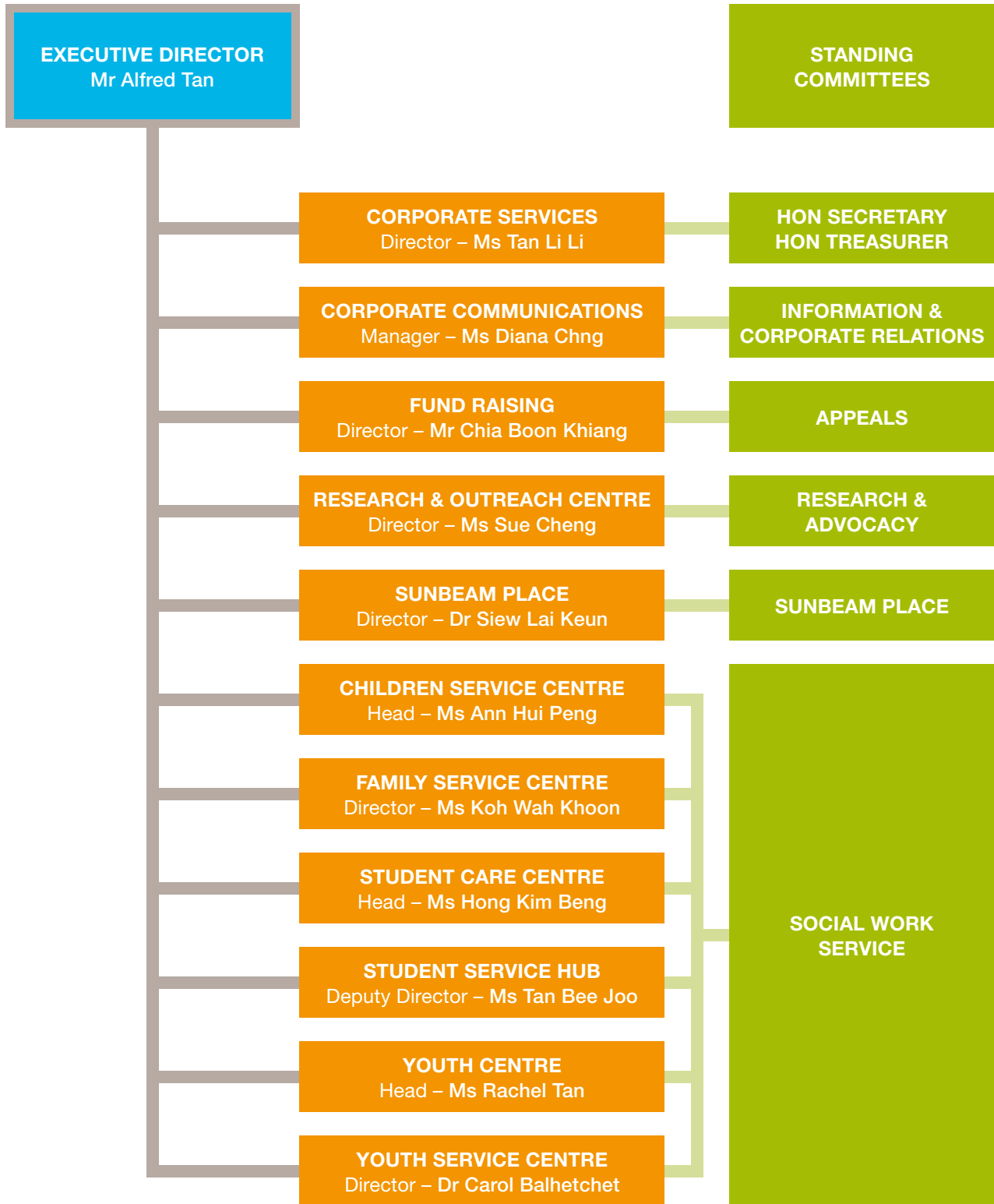


<b>EXECUTIVE COMMITTEE</b>	
Chairman	Mr Koh Choon Hui
Vice Chairman	Prof Ho Lai Yun
Vice Chairman	Mr Tan Suee Chieh
Honorary Secretary	Mrs Mae-Lim Hoon Ann
Honorary Treasurer	Mr Ho Lon Gee
Asst Hon Secretary	Dr Cuthbert Teo
Asst Hon Treasurer	Mr Wong Yew Meng
Member	A/P Agnes Chang
	Mr Alex Lee
	Ms Annie Gan
	A/P John Elliott
	Mr Kurt Wee
	Mr S C Lim
	Dr Stephanie Leonard
	Dr Teng Su Ching
Co-opted Member	Mr Peter Joe Chia
Nominated Member	A/P Daniel Fung
	Dr Lim Hwee Leng
	Mdm Rashidah Abdul Rasip

<b>STANDING COMMITTEES</b>	
CHAIRMAN	
Appeals	Mr Kurt Wee
Information & Corporate Relations	Dr Teng Su Ching
Research & Advocacy	Prof Ho Lai Yun
Social Work Service	Mr Alex Lee
Sunbeam Place	Dr Stephanie Leonard

<b>OTHER COMMITTEES</b>	
CHAIRMAN	
Awards	Prof Ho Lai Yun
Audit	Mr S C Lim
Investment	Mr Ho Lon Gee
Remuneration	Mr Tan Suee Chieh

**MANAGEMENT TEAM**



As of 31 December 2009

## Chairpersons of Singapore Children's Society

Over the last five decades, we have been fortunate to have highly-dedicated professionals and civic-minded citizens heading Singapore Children's Society.

CHAIRPERSON	YEARS SERVED
Mrs K M Smyth	1952 – 1954
Dr G Harris	1954 – 1956
Prof E S Monteiro	1956 – 1961
Mr J E Lloyd	1961 – 1963
Prof Wong Hock Boon	1963 – 1965
Mr Francis Thomas	1965 – 1970
Dr M G John	1970 – 1973
Dr Koh Eng Kheng	1973 – 1978
Mr Koh Choon Hui	1978 – Current

## National Day Awardees

The following members of our Society have been honoured by the Singapore Government for their significant contribution to social service.

THE PUBLIC SERVICE STAR (BAR) (BINTANG BAKTI MASYARAKAT (LINTANG))	
1993	Dr Koh Eng Kheng
2001	Mr Koh Choon Hui
2007	Mr SC Lim

THE PUBLIC SERVICE STAR (BINTANG BAKTI MASYARAKAT)	
1985	Dr Koh Eng Kheng
1991	Mr Koh Choon Hui
1992	Mr Peter Joe Chia
1994	Ms Susan Verghese
1995	Dr Lim Hwee Leng
1996	Mr Leslie Yong
1997	Mr SC Lim
1997	Dr Ngiam Tee Liang
2001	Dr Stephanie Leonard
2002	Mr Gwee Lian Kheng
2009	Mrs Mae-Lim Hoon Ann

THE PUBLIC SERVICE MEDAL (PINGAT BAKTI MASYARAKAT)	
1980	Dr Koh Eng Kheng
1984	Mr Koh Choon Hui
1984	Mr Peter Joe Chia
1985	Ms Susan Verghese
1986	Dr Lim Hwee Leng
1986	Mr SC Lim
1987	Mr Safdar A Hussein
1988	Mr Leslie Yong
1989	Dr Stephanie Leonard
1991	Dr Ngiam Tee Liang
1994	Mr Gwee Lian Kheng
1996	Mrs Mae-Lim Hoon Ann
1999	Mr Yeo Khee Gee
2000	Mr Yew Hang Meng
2003	Dr Teng Su Ching
2006	Prof Ho Lai Yun
2007	AP John Elliott

## About Us COMMITTEE MEMBERS 2009/2010

NAME	Executive	Appeals	Information & Corporate Relations	Research & Advocacy	Social Work Service	Sunbeam Place	Remuneration	Audit	Investment	Awards
Mr Koh Choon Hui JP BBM (L)	Chairman								Member	
Prof Ho Lai Yun JP PBM	Vice Chairman			Chairman		Advisor	Member		Member	Chairman
Mr Tan Suee Chieh	Vice Chairman						Chairman			
Mrs Mae-Lim Hoon Ann BBM	Honorary Secretary		Member	Member			Member			Member
Mr Ho Lon Gee	Honorary Treasurer						Member		Chairman	
Dr Cuthbert Teo Eng Swee	Asst Honorary Secretary		Member	Member						
Mr Wong Yew Meng	Asst Honorary Treasurer									
A/P Agnes Chang	Member				Vice Chairman					
Mr Alex Lee JP	Member			Vice Chairman	Chairman	Member	Member			Member
Ms Annie Gan	Member	Member								
A/P John Elliott PBM	Member			Member						
Mr Kurt Wee Chorng Kien	Member	Chairman					Member		Member	Member
Mr S C Lim JP BBM (L)	Member		Member					Chairman	Member	
Dr Stephanie Leonard BBM	Member					Chairman	Member			Member
Dr Teng Su Ching JP PBM	Member		Chairman				Member			Member
Mr Peter Joe Chia BBM	Co-opted Member									
A/P Daniel Fung	Nominated Member			Member						
Dr Lim Hwee Leng BBM	Nominated Member					Member				
Mdm Rashidah Abdul Rasip	Nominated Member				Member					

Singapore Children's Society is governed by the Executive Committee and has overall responsibility for policy making and governance. Members of the Committees are volunteers and receive no monetary remuneration for their contribution.

NAME	Executive	Appeals	Information & Corporate Relations	Research & Advocacy	Social Work Service	Sunbeam Place	Remuneration	Audit	Investment	Awards
Mr Alfred Wong						Advisor				
A/P Alice Seng			Member		Member					
Mrs Amy Fam					Member					
Mr Ang Choon Kiat						Advisor				
Mr Bay Chin Chye				Member						
Mr Brendon Yeo		Member								
Dr Brian Yeo					Advisor					
Mr Chan Chong Beng		Member								
Mr Chan Eng Thai						Member				
Ms Chang Rui Hua			Member							
Dr Clarice Hong Pei Hsia						Advisor				
Capt David Eliathamby						Observer				
Mr Gwee Lian Kheng <sup>BBM</sup>									Member	
Mr Harry Chua Chin Nam								Member		
Dr Isabella Wong					Member					
Dr Ivan Polunin						Advisor				
Mr Kenneth Tan		Member								
Dr Kevin Koh						Vice chairman				
Ms Koh Ee-Jian		Member								
Dr Lee Jee Mui		Member								
Dr Lena Lee			Member							
Mrs Maria Shiu				Member						
Mr Mohd Khairunan Bin Ali						Member				
Mr Ning de Guzman			Member							
Dr Ong Bee Ping <sup>PPA</sup>						Advisor				
Mr Phillip Tan								Member		
Prof Phua Kong Boo				Member		Member				
Mr Richard Tong						Member				
Capt Suresh Menon						Member				
Ms Susan Verghese <sup>BBM</sup>		Member	Member			Advisor				
Prof Tan Cheng Lim <sup>PPA</sup>						Member				
Dr Warren Lee				Member						
Dr Wendy Sinnathamby				Member						
Ms Yap Bee Cheng						Member				
Mr Yeo Khee Gee <sup>PBM</sup>						Member				
Mr Yew Hang Meng <sup>PBM</sup>		Member				Member				
Dr Yong Wern Mei			Member							

Providing the social, emotional and psychological support to prevent or overcome problems.

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# We can expand our reach



# OUR WORK



In 2009, we reached out to about 66,000 children, youth and families that need our support. Through a range of comprehensive activities, we aim to address a myriad of different needs to help youth and children. These programmes are across our six service categories which are tailored to help those who are abused, neglected and/or from dysfunctional families.



## Student Care Centre (Henderson)

**“Our children and staff are now more aware of how fragile the earth is. No matter how small the act is, we can all play a part to save the environment.”**

**Ms Hong Kim Beng, Head, Student Care Centre (Henderson)**

This Student Care Centre located at Henderson is a before-and-after school care service for primary school children who are mainly from low income, single parent or distressed families, or who are sometimes left at home without adult supervision.

Through the activities and programmes offered, we hope that the children will have the opportunities to enhance their emotional, intellectual, social and physical development.

One of the key initiatives that the centre embarked on in 2009 is teaching the children to care for the environment through activities involving the 3Rs i.e. reduce, reuse and recycle.

Among the activities was a three-day camp organised by the student-volunteers of Victoria Junior College. The children were asked to use recycled materials to build their own ‘vehicles’. They later raced it around the neighbourhood. Other activities included using empty bottles or carton boxes to make the children’s dream cars or snow globes.

The centre also put up recycle bins and posters encouraging children and staff to recycle. As part of the Centre’s ‘3R’ initiative, the children visited the Senoko Incinerator Plant to observe how waste materials are recycled.

In addition, the children also visited places of interest such as the NEWater plant, Marina Barrage, Singapore Discovery Centre, the Esplanade, Sentosa, Science Centre, Army museum and the National museum.



## Sunbeam Place



Sunbeam Place is an approved home for abused and neglected children in need of safety and protection or whose parents are unable to provide proper care. Here, we provide a loving and caring environment for children aged between 2 and 18 years.

We also counsel and help children cope with their emotions of fear, anxiety, worry or guilt. Programmes offered at Sunbeam Place cater to the children's emotional and developmental needs.

In 2009, Sunbeam Place took care of 81 children compared to 86 in 2008.

### Annual Year End Retreat

Each year, the staff and children at Sunbeam Place look forward to their annual year-end retreat, a chance for them to get away from their usual day-to-day routine.

In 2009, the retreat took the form of a two-day-one-night sleepover at a kampong-style chalet in Sentosa.

The aim of the retreat was to allow staff and children to bond over fun activities as well as build self-confidence, teambuilding and leadership skills. Older residents took on the 'big-brother or big-sister' role and helped look out for the younger ones. In addition, prior to the trip, the children were involved with planning the programmes and games.

At Sentosa, the children visited various places of attractions. On top of that, children and staff also enjoyed a barbecue dinner prepared by some of the older residents. Deserving children and staff also received awards such as the Outstanding camper award, the Star camper award and the Baywatch award.

The children and staff are definitely looking forward to their next retreat.



## Vulnerable Witness Support Programme

The aim of the Vulnerable Witness Support Programme is to provide emotional, non-evidentiary and practical support to vulnerable witnesses.

Testifying in court can be a stressful and frightening experience for anyone but especially so for children. This can lead to their testimonials being undermined or deemed ineffective in an often adversarial legal system.

Hence, Children's Society recruits and trains volunteers to help child-witnesses under the age of 16 who have to appear in court to give evidence.

These trained volunteer support persons are assigned to the child-witnesses who may be victims or witnesses to crimes to help them deal with their fears and anxieties, and to familiarise them with judicial procedures. Preparing child-witnesses to testify in court as well as deal with a highly stressful situation will help them cope better with the court proceedings. This will lead to more positive outcomes.

In 2009, we handled 15 cases.

Types of Cases	2008	2009
Outrage of modesty	9	7
Rape	2	3
Indecent act with child	1	–
Child abuse	1	–
Outrage of modesty and voluntarily causing hurt	2	–
Sexual assault by penetration	–	1
Sexual penetration of a minor	–	1
Carnal intercourse against the order of nature	–	1
Sexual assault by penetration and sexual exploitation of a minor	–	2

**“Having the volunteer around with my son all the time in court was very helpful.”**

Mr Tan, father of child witness

Profile	2008	2009
Gender	11 Female 4 Male	8 Female 7 Male
Accused person's relationship to witness/victim	6 Known 9 Nil	9 Known 6 Nil

**91.7%** of children under the programme said the court tour was useful.

**83%** of children under the programme said that they felt more confident about coping with the court proceedings.

**100%** of children under the programme said that they had been provided with adequate information when preparing for the court hearing.

## Family Service Centre (Yishun)



At our Family Service Centre, we promote stable family life through our various services and programmes. They include financial aid, casework and counselling, enhanced information and referral service, workshops, camps and programmes like Project Invest, Let Every Aspect Progress and EUREKA!

The centre handled 490 cases in 2009 out of which 248 were new cases. Out of these new cases, 72% had a total household monthly income of \$2000 and below. This high percentage of low income families corresponds to the three presenting problems of financial issues (44%), employment/career issues (8%) and housing/shelter issues (5%).

Top Five Problems (New cases only)	2008	2009
Financial Issues	36%	44%
Marital Issues	9%	9%
Housing/Shelter	4%	5%
Employment/Career	5%	8%
Family Violence/Spousal Abuse	21%	10%

This centre also received a total of 811 Enhanced Information and Referral Service (IRS) cases in 2009.

In addition, this centre is also in charge of administering\* The Straits Times School Pocket Money Fund. In 2009, we disbursed \$150,705 to 462 children from low income families.

### Highlights in 2009

- The centre started a new programme, EUREKA! which is targeted at children aged between 9 and 10 years old. This three-session programme equips children with skills and knowledge on coping with various changes in life. Each session, lasting 1.5 hours, covers topics such as “what is change?”, management of stress and emotions, building resilience and adopting positive attitude towards changes in life.

In 2009, two runs were conducted and 68 children benefitted from the sessions.

- The Centre was invited by the Ministry of Community Development, Youth and Sports to be one of the family service centres involved in the pilot project, “Early Identification of Children at Risk from Dysfunctional Families”. The programme focused on the early identification of such vulnerable children so that appropriate assistance can be given.

In 2009, we accepted 10 cases for assessment and intervention from Jie Min Primary School.

\* within the Family Service Centre's boundaries

- A total of 52 children participated in LEAP (Let Every Aspect Progress), a programme which aims to enhance the self-esteem of children.
- A total of 47 parents participated in Project Invest. This is a fun and experiential four-session course for parents with children below 12 years old and who are keen to acquire parenting skills and knowledge.

Three runs were conducted in the year.



“After attending Project Invest, I spend less time at work and fishing. Now, I spend more time with my children. When I go fishing now, I bring my children along. I also have more control of my temper. I analysed my own childhood experience and reflected on my parents' parenting style. I have changed my own parenting style for the better.”

Mr Abdullah Rashid, a parent



## Project CABIN



Project CABIN is a school-based outreach programme available in 18 secondary schools. It is a drop-in place for students to hang out after school hours. Students can use the facilities or engage in a series of meaningful activities in these comfortable air-conditioned rooms instead of hanging out at shopping malls. The CABINS are equipped with computers, internet access, X-Box, board games among others.

Youths who visit the CABIN can participate in the activities or workshops. It is also a place for our social workers and youth workers to reach out to youths, especially those who need a helping hand or listening ear.

In 2009, 6130 students visited Project CABIN compared to 5102 last year.

## Round Box

Round Box is a drop-in centre that reaches out to youths through the medium of the performing arts.

By redirecting potential negative behaviour towards positive behaviour, these youngsters not only discover their talents in activities such as break dancing, hip-hop dancing, jamming and drama, they also have the opportunity to socialise in a safe and familiar environment.

This year, these talented youths performed for the public at the Children's Society roadshows. Such public performances help them to build self-confidence. The audiences were certainly impressed by the youths' talent, passion and energy.

In 2009, Round Box had 142 members.



## Sunbeam Friends Club

Sunbeam Friends Club was set up to bring fun and joy to children from low income families through recreational, interactive and social activities.

Children participate in activities such as art and craft, outdoor games, camps, outings and personal development workshops among others. The aim is to instill positive values in children, improve their social skills as well as enrich their experiences.

We also conduct workshops and talks for children on topics such as time management, friendship and staying healthy.

Sunbeam Friends Club is available at two of our centres. In 2009, 164 children benefited from the programme.



Centre	Number of Members
Children Service Centre	75
Family Service Centre (Yishun)	89
Total	164

**“Through Sunbeam Friends Club, my children have become more responsible and independent. They are also a lot more expressive now, and will tell me about their experiences.”**

Mdm Goh, mother of three children who are attending Sunbeam Friends Club



## Youth Centre (Jurong)

“Thank you, Youth Centre (Jurong) for doing a great job with our students.

Your effort in delivering the workshops through varied modes like helpful visuals on the slides, video clips, the metaphorical illustration, drawings, story reading/telling and interactive discussions have served well to engage the students in their learning and applications.

I look forward to working with you in the upcoming sessions...”

Ms Sandra Tan, Full-Time School Counsellor (Hua Yi Secondary School)

Hua Yi Secondary School is one of the eight schools in 2009 where Youth Centre (Jurong) is conducting its TeenzLife life-skills workshops and talks. Topics covered at the talks and workshops include goal-setting, building self-esteem, problem-solving and managing relationships among others. The purpose of these talks is to help teenagers gain a better understanding of themselves as well as their aspirations in life.

In addition, the centre also reaches out to youths through our drop-in programme, TeenStart. Youths can visit the centre and participate in a series of activities such as hip-hop dance, nail art, guitar, dragon boating, fashion design amongst others. These programmes are designed to boost the youths’ self-confidence through equipping them with skills and knowledge.



Service	2008	2009
TeenStart Membership	<b>648</b>	<b>644</b>
TeenStart Youth Outreach Activities	<b>124</b> activities reaching out to <b>614</b> youths	<b>62</b> activities reaching out to <b>608*</b> youths
TeenzLife	<b>57</b> sessions reaching out to <b>2715</b> students	<b>70</b> sessions reaching out to <b>3675</b> students
	a) <b>91%</b> indicated that they have learnt at least one thing. b) <b>82.5%</b> indicated that they will apply what they have learnt in real life.	a) <b>87%</b> indicated that they have learnt at least one thing. b) <b>88%</b> indicated that they will apply what they have learnt in real life.
YouthGiG	<b>165</b> participants	<b>121</b> participants

\* exclude supervised studies figures

## Bully-Free Programme

“A school-based intervention approach is generally more effective in tackling school bullying. This is because the culture of promoting a safe and bully-free environment is already in-built in the students and teachers who share a common vision.”

Ms Tan Bee Joo, Head & Deputy Director,  
Student Service Hub (Bukit Merah)

Since Children's Society started its Bully-Free Programme in 2004, schools in Singapore have begun to realise the seriousness of school bullying.

While schools make an effort to put in place strategies on bullying intervention, it is also crucial for schools to take a step further in their bully-free efforts by building a bully-free culture within the school community.

Hence this year, the focus of the Bully-Free Programme is on school-based intervention.

### Bully-Free Forum

At the annual Bully-Free Forum held on 6 June, our guest speaker, Professor Donna Cross from the Child Health Promotion Research Centre in Australia, shared her strategies on tackling school bullying.

Mdm Ong Lee Choo, principal of Park View Primary School also spoke about her school's experience in building a bully-free culture. Bully-free activities conducted at Park View Primary have resulted in an increased awareness of bullying among school staff, students and even parents. This has contributed to a safer and more harmonious school environment which is undoubtedly more conducive to learning.

Gracing the forum was Guest-of-Honour, Mrs Yu-Foo Yee Shoon, Minister of State for Community Development, Youth and Sports.



### Inter-CABIN Club Bully-Free Camp

Fifteen schools participated in the Bully-Free Camp which was held on 10 to 12 June. The three-day camp was packed with activities and fruitful discussions which equipped the students with knowledge on bullying – essential for spreading Bully-Free messages.

### Bully-Free Talks and Classroom activity

In 2009, we started conducting Bully-Free talks at 23 primary schools. About 24,000 students benefitted from these assembly talks.

To bring awareness to a higher level for the students, Children's Society also came up with materials for primary and secondary school teachers to conduct and facilitate discussions on bullying in class.

## Children Service Centre

“Months into our operations at the Kaki Bukit area, we realised that we did not manage to reach out to the children staying in the nearby rental blocks. Hence, we approached the children staying in those blocks and befriended them at the playground. We also spoke to their parents to have a better understanding of the challenges they face.



With the information, my team came up with the H.O.P.E project which stands for reaching Out, helping familiEs. The aim is to reach out to children from low-income families, especially those living in one-room or two-rooms rental flats, and instill a sense of hope in their lives.

Through H.O.P.E (which involves a skit and activities) we teach children about making choices and that by making the wrong choice, it can sometimes lead to disastrous consequences. The children walk away with faith and aspirations for their future.”

Ms Ann Hui Peng, Head, Children Service Centre



This was one of the key initiatives the Children Service Centre implemented in 2009.

At this centre, we reach out to children between 5 and 12 years old, and mainly from dysfunctional or disadvantaged families. With both parents working, many children lack supervision and are likely to idle their time away or run the risk of dropping out of school.

Hence, through programmes such as KidzSHinE (Seeing Hope in Every Kid), Choo Choo Train, kidsREAD, Sunbeam Friends Club, Rainbows and H.O.P.E, we hope to impart positive values, encourage children to develop healthy self-esteem and minimise the risk of delinquent behaviour.

Service	2008	2009
KidzSHinE – Children who achieved at least one learning point	88%	91.67%

## Child Abuse and Neglect Prevention Workshop



Through our child abuse and neglect prevention workshops/lectures, secondary care-givers are taught to identify and manage child abuse and neglect.

In 2009, 123 secondary care-givers benefitted from the training compared to 93 in 2008.

## Compulsory Education Casework



Children born after 1 January 1996 and are not registered for primary school, or were registered but failed to attend school may be referred to Singapore Children's Society.

Working exclusively with the Ministry of Education since 2003, Children's Society helps both children and parents overcome their problems so that children can attend school regularly. Caseworkers also work with school counsellors and other social service agencies to integrate the children into the school system and to ensure regular school attendance.

In 2009, we helped 71 children attend or return to primary school.



## Pre-School Education Outreach and Casework



In 2006, Children's Society was invited by the Ministry of Community Development, Youth and Sports and People's Association to develop the guidelines for training Grassroots leaders who would call on households identified with children who are of pre-school age and yet are not registered at a pre-school.

For the subsequent two years, we prepared Grassroots leaders for the field work. Early this year, we asked for an opportunity to join the Grassroots leaders to call on the identified families to better understand the predicament behind children's non registration at pre-schools. Later in the same year, when the opportunity presented itself for us to work directly with families to address problems that had stood in the way of pre-school registration, we took on a caseload of 131 and have made progress by ensuring support for these families.

## Project LADDER



A joint project with the Singapore Prison Service, Project LADDER allows children whose parents are incarcerated to maintain frequent contact through tele-visits from our Research and Outreach office at Bishan.

The sessions provide our social workers the opportunity to engage the families, especially children who can then be assessed to see if they are coping well with the situation. In addition, we also refer families to social service or government agencies for help with employment issues, financial hardships or housing problems. We also ensure that school going children have their needs met e.g. having school uniforms or pocket money.

We are glad that subsequently similar tele-visiting centres run by other organisations were set up elsewhere increasing the access to incarcerated family members.

In 2009, 160 children used our facility compared to 276 in 2008.



## Tinkle Friend Helpline



Tinkle Friend Helpline (1800-2744-788) is a national toll free helpline for all primary-school aged children in Singapore. The helpline, manned by trained volunteers provides support, advice and information to lonely and distressed children especially in situations when their parents or main care-givers are unavailable.

Boredom and school related issues remained the most commonly cited reasons why children called the helpline. The helpline received a total of 3706 calls in 2009.

*“I have called Tinkle Friend many times before. I enjoy talking as Tinkle Friend is very friendly. Next year, I will be in Secondary One and I will not be able to call anymore. I will miss Tinkle Friend a lot.”*

Mary, Tinkle Friend caller

Types of Calls Received	2008	2009
Bored and chit-chat	30.6%	31.8%
School related	15.5%	14.5%
Peer related	15.1%	14.4%
Family related	7.7%	7.7%
Sharing of happy events	3.1%	4.6%
Boy-girl relationships	1.4%	0.5%
Grief	0.5%	0.4%
Alleged child abuse	0.1%	0.1%
Enquiry about Tinkle Friend Helpline	1.5%	1.7%
Others	6.3%	7.5%

Feedback from Callers about Tinkle Friend Helpline	2008	2009
Feel helped	84%	81%
Did not feel helped	0.3%	0.3%
Unknown (usually because call was terminated abruptly)	16.0%	18.7%

Summary of Outreach Efforts	2008	2009
Number of assembly talks conducted	43	24
Number of children reached through assembly talks	57,973	34,028
Number of students reached through BUZZ Tinkle Friend newsletter	87,280	101,421



## KidzLive

Through KidzLive, we educate children on sexual abuse and how to fend off inappropriate advances. Children are taught through a stage production, centered on the acronym “N.O.T” which stands for “Say no”, “Walk out” and “Tell a trusted adult”.

This year, 1000 children benefited from this programme.



## Research Studies

At Singapore Children's Society, we conduct research to help us identify social trends and issues related to children, youth and families in Singapore.

Presently, Children's Society has three on-going research studies.

### Infant Attachment Study

This is a longitudinal research study which started in 2004.

It is a collaboration with KK Women's and Children's Hospital to examine children's cognitive and socio-emotional development.

The study looks at the effects of care-givers on infants. It also examines the relationship between the infant's care environment and the infant's development. The findings of the study will benefit care-givers, child-care professionals and policy makers.

To date, two cohorts of care-givers and their children have been recruited for the study.

### Bullying Survey on Young Adults

This is a quantitative study which looks at the effects of primary and secondary school bullying experiences on young adults. The study was initiated after results of our two previous studies (one of primary school students and another of secondary school students) revealed that more than one-fifth of the students reported being bullied.

Research elsewhere has shown that years after leaving their school and entering the workforce, victims reported that they are still psychologically affected by their past bullying experiences. This study hopes to find out if there are any similar long-term effects in Singapore.

The monograph is expected to be ready by mid 2010.



### Public and Professional Perceptions of Child Abuse and Neglect in Singapore

To fully understand child maltreatment as it presents itself in Singapore, there is a need to consider the prevailing attitudes, values and practices in our society. This study aims to examine the current acceptability of some harmful or potentially harmful actions to the average Singaporean adult. The study also examines current perceptions among those professions whose members are likely to encounter cases of child abuse and neglect, such as medicine, law, education and the social services. It also examines the patterns of child maltreatment encountered by the public and the professionals.

In addition, this study will attempt to find out what these individuals think about reporting child abuse and neglect cases. Findings from this study will be compared to earlier studies conducted by the Singapore Children's Society in 1994 and 1997, on the public and the professionals respectively, to examine any shift in perceptions.

### Research Grants

Children's Society gives out research grants to undergraduates and postgraduate students who do research study on issues related to children, youths and families as part of their course work.

In 2009, one of our grant recipients, Ms Wong Hwee Bee had parts of her research paper, entitled "Health-related Quality of Life in children and adolescent in Singapore" published in the American Journal of Ophthalmology.



## BeaconWorks

This is a six-month diversional rehabilitative programme to help youths and families stabilise existing relationship issues and youth behaviour. This programme is offered to youths and parents at the Pre-Complain Screening stage, who are seeking an alternative intervention to the BPC Order. BeaconWorks is offered to youths who exhibit less serious delinquent behaviour. By offering this alternative programme, we reduce the possibility of further straining the parent-child relationship.

In 2009, there were 13 cases compared to 10 cases in 2008.

## Beyond Parental Control (BPC) Investigation

For some of our BPC cases, caseworkers have to conduct investigations on the youth and his or her family. Investigations are conducted while the youth is held in remand. The social worker then prepares a comprehensive report with recommendations for the Juvenile Court's consideration.

To date, we have investigated 81 Beyond Parental Control cases referred by the Ministry of Community Development, Youth and Sports.



## BPC Parents Mandated Order

Parents play an important role to help modify children's wayward behaviour. Hence, the Juvenile Court mandates (some) parents whose children are under the Beyond Parental Control Court Order to attend counselling sessions and programmes. The sessions are designed to equip parents with effective parenting skills and knowledge. A bond of \$1000 or up to \$5000 is imposed on parents to mandate their attendance in counselling sessions.

In total, we had a total of 48 parents.

## BPC Pre-Complain Counselling

Cases which require further assessment after the BPC screening stage are referred to the Pre-Complain Counselling programme. This programme consists of four to eight sessions of assessment and mediation. The counselling sessions also allow families to resolve minor issues outside the court system.

The year 2009 saw 117 cases compared to 61 in 2008.



## BPC Pre-Complain Screening

Under Section 50 of the Children and Young Persons Act, Chapter 38 stipulates that a parent/guardian of a child/young person (under the age of 16 years old) has the power to bring his or her charge before the Juvenile Court if the child is deemed Beyond Parental Control.

At the Juvenile Court on every Friday, our team of social workers and counsellors screen complaints from parents wanting to pursue the BPC order. At this preliminary stage, we mediate minor relationship problems and redirect cases to diversional programmes or family service centres for further intervention.

In 2009, we screened 752 cases. The most common complaints lodged by parents involved truancy and running away from home. Mothers formed the bulk of the complainants. Many of the cases have multiple complaints.

Most Common Behaviour Complaints Lodged by Parents/Guardians	
Behaviour	No. of Cases
Run away	480
Overnights	114
Late nights	426
Truant	561
Smoke	410
Drink	94
Substance abuse	129
Gamble	4
Theft	257
Moral risk	214
Vandalism	10
Extort	6
Lie	24
Suicide/Self harm	76
Gang	110
Violence	309
Others	466

## BPC Statutory Supervision Order

The aim of the court order is to provide supervision and guidance to modify the child's behaviour and stabilise the family situation. Under the order, counsellors and social workers will supervise and counsel parents and wayward youth for a period of one to three years.

In addition, we also engage parents and youths in various outdoor and indoor activities to help bring about family unity. In September 2009, we organised a ropes course to help families learn the importance of mutual support and trust. Through this activity, families realised their interdependency and that each family member must be actively involved in order to bring about positive change in the family dynamics.

### “Now, my parents are proud of me”

Stella, 17 years old

When Stella was just 15 years old, her parents realised that she was already beyond their control. She was skipping school, running away from home, staying with her boyfriend and smoking. When her parents tried to intervene, she abused them with vulgarities. Not knowing how to deal with her, Stella's parents filed a complaint with the Juvenile Court citing Stella to be Beyond Parental Control.

Karen, the social worker for Stella, decided to get Stella to reflect on her behaviour and how it affected people around her. At the same time, Stella's parents were given information on parenting styles, communicating with teenagers, managing expectations and understanding her needs.

Stella's parents quickly realised that they needed to change their expectations of their child as well as the child's expectations of them to see a change in Stella's behaviour. They started communicating openly about their feelings with their daughter and became more involved in their daughter's life. They also spent more time with her.

The effect of the changed relationship also extended to Stella's younger brother who had been behaving badly. He started to model Stella's changed behavior. Both parents were glad to see the change in their son's behaviour too.

Stella enrolled herself in night classes to catch up with her academic studies. Both parents are very happy with her. She is now more sensible, respectful and does not argue with her parents. Stella still goes out at night but will still call home if she stays out too late. She has also quit smoking.



## Buddy Care Programme

The principle of our Buddy Care programme is to have 'youths mentoring youths'.

The mentors are a group of selected and trained youths aged between 18 and 30 years. These youth mentors will support and befriend juvenile delinquents placed on court orders. Their positive involvement can have an enormous impact on youths who are at risk of becoming chronic offenders.

In 2009, we matched four cases. This is an initiative of the Juvenile Court in partnership with Singapore Children's Society and Cornerstone Family Service Centre.

## Children's Medical Fund

The aim of the Children's Medical Fund (CMF) is to make quality medical treatment accessible to children aged up to 21 years old, who come from lower income families, and who are suffering from chronic and/or life threatening illnesses.

Beneficiaries' most common illnesses include liver diseases, growth hormone deficiency, hemophilia, muscular dystrophy, spinal deformity/scoliosis, obstructive sleep apnea, cancers, epilepsy, cerebral palsy and developmental delays.

In 2009, Singapore Children's Society approved a total of \$487,930.46 benefitting 32 patients comprising 19 new applications and 13 re-applications. In total, CMF serviced 73 patients.

I suffered from adolescent scoliosis and I needed a spinal implant which would prevent damage to my internal organs as well as avoid complications. My father who is a taxi driver is the sole bread winner. My mother is a housewife as she is unable to work due to her health. I have two other siblings and we are still schooling.

Our household income is low, we owe money and my parents have almost no savings. My dad finds it difficult making ends meet. Adding to our difficulties was the cost of the implant which cost \$10,200.00.

Fortunately, Children's Medical Fund came to my help as the fund helped pay 93% of the cost. In addition, the social workers from Family Service Centre (Yishun) referred us to a nearby Family Service Centre for financial assistance.

**“Thank you Children's Medical Fund and Singapore Children's Society for helping me and my family.”**

Maria, 14 years old



## Guidance Programme

The Guidance Programme is a six-month counselling and rehabilitative programme which helps first time juvenile offenders, referred by the Police, recognise the severity of their actions and the consequences of a repeat offence.

The programme also aims to educate both youths and their families on how to prevent such occurrences through counselling, group work and constructive activities.

In 2009, we handled 56 cases compared to 74 in 2008. Theft was the most common offence committed by both male and female youths. There was a higher percentage of male offenders. The average age group for both genders were between 14 and 15 years.

Starting from June 2009, youth offenders caught selling and/or smoking contraband cigarettes were also referred to us.

**“It helped me to understand that no one is perfect (child or parent), but through the Guidance Programme, we have learnt many important skills that will see us through our lives.”**

**Mdm Rosie**

Our Youth Service Centre (Toa Payoh) conducted group work sessions for the parents and youths of the Guidance Programme cases. Sessions included talks on topics like Understanding your Teenager, Choices and Consequences, among others. There were also visits to the Drug Rehabilitation Centre as well as Movie Nights for the youths and their families.

Through such activities, we hope to impart values such as love, responsibility, communication and respect for both youths and their parents.

## Youth Family Care Programme

Through the Youth Family Care programme, we match volunteer mentor families to befriend, mentor and encourage juvenile delinquents who are under court orders.

During the one-year term of contract, the mentor families serve as a positive role model to the youths and their families. By building a relationship with the youths, the mentor families are able to guide the youths in making positive choices in life.

In 2009, we matched one case.



We are one big happy family who come together to touch lives and create an impact.

# We can make a difference



# DONORS, VOLUNTEERS AND OUR STAFF

With their dedication and commitment, our staff, volunteers and donors work to make a difference in the lives of children in need.

Some individuals have been involved for almost a lifetime, while other corporate partners choose to support specific projects. Through a diverse range of activities, staff, volunteers and donors all contribute towards protecting the physical, mental and emotional well-being of our children. This provides real and lasting changes, not only for the children and youths, but also for their families.



## Mr Peter Joe Chia

Mr Peter Joe Chia started volunteering with Singapore Children's Society in 1971 and has since remained an active volunteer of the organisation for the last 38 years.

In 1974, Mr Chia joined the Appeals Standing Committee as a member to help raise funds for Children's Society. He was appointed Chairman of the Appeals Standing Committee in 1981, a post he held until 1985. For his active work in fund raising, Mr Chia was a recipient of the Society's Gopal Haridas Award in 1986. He was also a member of the Information & Corporate Relations Standing Committee from 1996 to 2006.

Since 1980, Mr Chia has been a Member of the Executive Committee. He was appointed as the Society's representative to the Children's Charities Association (CCA) in 1994, and is presently still volunteering in that capacity. From 2007 to 2008, he served as the Chairperson of CCA. He received three CCA Awards for fund raising in 1993, 1999 and 2003, for his efforts in raising more than \$500,000 annually.

In 1984, Mr Chia was a recipient of the National Day's Public Service Medal (PBM) and in 1992, he received the National Day's Public Service Star (BBM).

Mr Chia was also an active volunteer with the Singapore Scout Association and in 2002, he received one of the highest Awards, the Gold Lion Award for his contributions to the Scout movement in Singapore. After retiring from active service in 2006, he was appointed an Honorary Commissioner.

Always willing, cheerful and resourceful, Mr Chia is readily available to lend a listening ear to other less experienced volunteers.

For his dedication and voluntary service to Singapore Children's Society for close to four decades, we are honoured to bestow on Mr Peter Joe Chia our distinguished Ruth Wong Award for 2009.



## OCBC Bank

OCBC Bank's Corporate Social Responsibility programme places emphasis on helping children and youths realise their full potential. The Bank adopted Singapore Children's Society in 2005.

While many corporations pulled back their commitments due to the bleak economy in 2009, OCBC Bank instead stepped forward and reiterated their support for Singapore Children's Society by pledging another S\$2.5 million in donation over five years. This brings the Bank's total donation to the Society to S\$5 million over 10 years and reinforces OCBC Bank's overall commitment on children, young people and education.

As the Society's Community Partner, OCBC Bank's donation are channeled to support key programmes to help the less fortunate children and youths. The selected programmes also seek to address a wide range of issues that are important to children and youth.

OCBC bank has a ready pool of over 400 staff volunteers that have been offering their time and skills to enrich the lives of the children and youth under Children's Society care. Besides organising fun-filled excursions like movie outings, theme park visits, OCBC staff volunteers also teach life skills to the children through their money-management and other various workshops.

OCBC Bank also looks at expanding its already strong group of staff volunteers. Each corporate division is encouraged to adopt one of the supported centres or programmes under the care of Children's Society.

In recognition of their commitment towards building a better life for our children and youth, Singapore Children's Society is once again, proud to confer the esteemed Gopal Haridas Award to OCBC Bank for the fifth year running.



## SingTel Touching Lives Fund

The Touching Lives Fund is SingTel's annual philanthropy programme and the main thrust of the company's Corporate Social Responsibility programme.

In 2008, SingTel Touching Lives Fund raised \$200,000 in support of our Tinkle Friend Helpline. It is a national toll-free helpline for primary school children in Singapore. Established in 1984, it aims to serve lonely and distressed children who need support and information, especially when their parents or main care-givers are unavailable.

With the generous sponsorship by SingTel, Children's Society has been able to conduct about 30-45 Tinkle Friend Helpline talks in schools each year. School children also receive stationery, with important information like the Tinkle Friend Helpline number and its operating days and hours. Posters featuring information on the Helpline are also distributed to schools.

The Fund also goes towards the production cost of our BUZZ newsletter. The newsletter is part of our continuing effort to reach out to more children. BUZZ has been supporting the emotional and developmental needs of children through the sharing of articles on life-skills, interactive handicraft activities and educational games.

In recognition of their commitment towards building a better life for our children and youth, Singapore Children's Society is once again, proud to confer the esteemed Gopal Haridas Award to SingTel.



# We congratulate

## Recipients of the Singapore Children's Society Awards 2009

### Ruth Wong Award

Mr Peter Joe Chia

### Gopal Haridas Award

OCBC Bank  
SingTel

### Platinum Service Award

Mr Ang Choon Kiat  
Mdm Annie Hwee  
Dr Kevin Koh  
Mdm Khoo Peck Har  
Mdm Lim Bock Guan, Elsie  
Mdm Wee Foo Luan  
Singapore Police Force –  
Community Involvement Division  
The Mahaprajna Buddhist Society

### Gold Service Award

A/P Agnes Chang  
A/P Alice Seng  
Mr Tan Kok Hiang  
Dr Cuthbert Teo

### Silver Service Award

Mrs Amy Fam  
Ms Celine Tay Siew Khim  
Mr Mohd Khairunan Bin Ali  
Ms Suraiyah Ibrahim  
Economic Development Board  
Jurong Police Division Headquarters,  
Singapore Police Force

### Platinum Award

DBS Bank Ltd  
Lee & Lee Advocates & Solicitors  
Republic of Singapore Yacht Club  
Singapore Totalisator Board  
(Tote Board Social Service Fund)  
UBS AG

### Gold Award

Mr Khoo Kim Hai Eric  
Mr Low Ngee Tong  
General Insurance Association of Singapore  
National Institute of Education  
NTUC Income Insurance Co-operative

### Silver Award

Ms Goh Gaik Choo Peggy  
Mr K. Ellangopan  
Mr Tay Kah Boon  
Mr Tsoi Tin Chun  
Ms Vina Satiadhi  
Airline Pilots Association Singapore  
Amway (S) Pte Ltd  
Architects 61 Pte Ltd  
Civil Aviation Authority of Singapore  
Deutsche Bank  
Keppel Fels Limited  
Lee Foundation, Singapore  
Malayan Banking Berhad  
Playbox Distribution Pte Ltd  
Prima Limited  
Singapore Film Society  
Tan Ean Kiam Foundation  
The Coffee Bean and Tea Leaf (S) Pte Ltd  
Wee Aik Koon Pte Ltd  
Zone X Leisure Pte Ltd

# Our Children, Youth and their Families

Teacher, when I grow up, I want to work at Children's Society.

Peter, beneficiary, Children Service Centre



I trust all my teachers at Fengshan Primary School, Ms Anna and mother.

I wish I could be a millionaire or a teacher or be like Ms Anna who is my social worker.

Hafiz, beneficiary, Children Service Centre



Rainbows has helped me to be outspoken. Instead of keeping quiet, I am now more daring in asking people why I was treated in an unfriendly manner.

Aisha, beneficiary, Children Service Centre

I bring home what I learn from the Project Invest session and share it with my husband. When I see him practising positive parenting, I give him "positive strokes" by praising and encouraging him. My husband used to walk away from my children. Now, he holds their hands.

Mdm Lee, participant, Family Service Centre (Yishun)

Everyone appreciates this one-to-one coaching and I am very thankful to Mr Bruce and the tuition teacher. Thank you for your kind support.

Mrs Goh, parent of beneficiary, Family Service Centre (Yishun)

"I learnt that our feelings are important, that it's ok to be myself, and that I have the power to make a difference."

Maryrose, beneficiary, Family Service Centre (Yishun)



**Now that I know what I want to achieve in life, I am definitely more secure and confident. My family, especially my mum, is happy for me.**

**Jacob, 15 years old**

I dropped out from school in 2008 when I was in Secondary 2.

School was boring and I did not get along with my classmates. I found it meaningless to be studying the same boring subjects and I did not know what I wanted to do in life. I was practically at home doing nothing for about six months. Every day, I would wake up in the late afternoon and surf the internet for the rest of the day.

I was lonely and insecure at times. I would cry for no reason. I knew I had caused a lot of displeasure and worries to my family.

My school counsellor introduced me to the Youth Centre (Jurong) even though I was not very interested. But I went for the sake of my mother.

When I heard that the centre (JYC) was offering a fashion design workshop at no charge, I decided to try it. I was happy to find something that I enjoyed doing instead of wasting my time. The staff at JYC, the trainer and my newfound friends at the centre encouraged me not to give up and motivated me. This boosted my self-esteem.



When I heard that my design work would be featured in YouthGiG 2008, I was excited. It meant that my work will be acknowledged and it gave me a sense of achievement to be able to contribute. I realised fashion design is something I wanted to pursue in the future. Participation in YouthGiG put me a step closer towards realising my dream.

On the day of YouthGiG, I was proud to see my work on the stage after many months of hardwork and it gave me a great sense of accomplishment.

After YouthGiG, I sat down to think about what I wanted to do in the future. I knew that to pursue fashion design, I would have to get into NAFA or LaSalle and that it would be impossible if I did not complete secondary school.

I decided to go back to school. I want to thank Ms Cristin who gave me good advice and helped me to pen letters to school principals.

Finally, a secondary school accepted me. Today I am actively involved in my school CCA which is contemporary dance and I have made many friends. My results have improved significantly; I was 7th in my class position and 8th in my level position.

I want to thank Children's Society for creating opportunities for youths to realise their dreams. Through YouthGiG, I have definitely gained much. I was inspired, and I hope I can inspire you too, and together we can give back to the community.

Thank you!

## Our Volunteers

The centre is a comfortable place for one to volunteer at. There is no pressure and the interactions are relaxing. Volunteers feel welcomed by the centre. Fellow volunteers are friendly and nice to work with. The fulfilling friendships formed motivate me to continue volunteering.

Although the process of making the art and craft items can be stressful at times (as we have to battle against the time), it's very satisfying when we see the outcome. It's great to see the kids feeling happy that their crafts have won prizes or when they bring their crafts back home. This kind of satisfaction contributes to one's intrinsic motivation to continue volunteering.

Susan, volunteer, Family Service Centre (Yishun)

My experience as a Tinkle Friend Helpline volunteer at Children's Society is a positive one. It made me see that children need a listening ear as much as adults do and that there is nothing they say that is too trivial.

The training that Children's Society conducts for Tinkle Friend volunteers equips me with the necessary skills. Ongoing sharing sessions with fellow volunteers and the staff provides me with up-to-date knowledge. All these give me the confidence to work with the children.

The staff at the Society are welcoming and helpful. They make volunteers feel like part of the same family, sharing the same mission, which is ultimately for the well being of our children.

Noraini Kahn, volunteer, Student Service Hub (Bukit Merah)

Listening to the children and giving them moral support and guidance gives me immense pleasure, great satisfaction and fulfillment. With lots of support from the Society's staff and fellow volunteers, it definitely makes me want to continue volunteering with Children's Society for as long as possible. Children's Society is also my family.

Sarasa, volunteer, Student Service Hub (Bukit Merah)

Throughout the years, it has been a great and pleasant experience to be a volunteer at the Vulnerable Witness Support Programme. I hope I can continue rendering my help and support to the children through Children's Society in the years to come.

Mdm Suraiyah, volunteer, Student Service Hub (Bukit Merah)

Seeing the children progress and enjoying themselves is a great form of encouragement. It brings great joy to my friends and me.

Ng Yi Qi

I have been a volunteer at Sunbeam Place since August 2009.

My friends and I started a guitar class at Sunbeam Place. We wanted to bring music to the children at the Home as we believed that music would relax them as well as help them express their emotions better.

When we first started out, we had difficulties getting the children to behave. It was pandemonium! We had children climbing onto the tables, running around, playing yo-yos instead of the guitar, and so on.

Linda, my fellow volunteer who has had more experience managing children came up with a system that encouraged good behaviour. Each child in the class would be given three stars to begin with and if they misbehaved, a star would be removed. This then meant that the children would not be able to take his/her guitar out of the class to practise.

It was an effective system, and slowly, we got into the rhythm of managing the children.

To boost their confidence, we would occasionally arrange for the children to perform. The most recent performance was at the Christmas Party held at the Home.

Going forward, we hope to train a group of children to play the guitar as well as coach new members of the guitar class. This will also help them gain confidence and improve their communication skills. I hope the children will continue to enjoy playing the guitar.



## Our Staff

**“It is just so fulfilling when you know you have helped a child and you see them progressing well.”**

Ms Tan Bee Joo, Head and Deputy Director of Student Service Hub (Bukit Merah), has been with Children’s Society ever since she graduated from the National University of Singapore with a social work degree in 1998. Twelve years later, she now heads the centre located at Bukit Merah.

A busy lady, her daily “actions” comprises answering email, attending supervision sessions with staff, resolving operational issues, reviewing and planning programme, conducting meetings with staff and external stakeholders.



Like anyone else, there are also times when Bee Joo feels overwhelmed by work frustrations or when there are hiccups in projects. But she is not daunted by these challenges as she knows that what she does helps a child in need.

“It’s wonderful to see how our actions, motivated by our strong beliefs, can improve the well-being of our children”.

“One of the projects which I am most proud of is the Bully-Free Week Programme. In 2003, my colleagues and I came into contact with children and youths who were victims of school bullying. Based on what we observed and the cases that we handled, bullying was becoming increasingly common in schools and the children, especially the victims, were adversely affected by it. Yet many children just accepted the fact.”

“Hence, in 2004, we started the Bully-Free Campaign to advocate for a friendly, safe and harmonious school environment for children.” Over the years, the programme has expanded from creating awareness to involving bystanders, and now towards building a whole-school approach. “We are glad to see more schools, children, educators and parents coming forward to acknowledge this issue and taking proactive actions to curb this problem,” she added.



In the course of her work, Bee Joo who is social work trained, had to equip herself with research skills. “Research is a new area to me and it can be quite challenging at times as I struggle to grasp the terminologies and the data presentation. But, I am grateful to be given the opportunity to learn and be exposed to new areas of work.”

Being in the business for 12 years, this is what Bee Joo has to add: “our actions never end as we constantly review and improve our programmes to bridge service gaps – to improve and brighten the lives of our children.”

# 2009, Full of Wonderful Memories



A big round of applause for our Children's Society 'Glam Queens'. At the annual staff gathering on 7 November, staff from the different centres came together and have fun.



Yes, our very own "firefighter" on duty on board the US navy vessel.

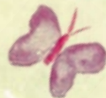


Parents and youths learning about values through the Guidance Programme Group Work Session.



At Snow City with volunteers from SIA Cargo.

## Having fun...





CABIN Club members at the Inter CABIN Club Game Design Competition. The first prize went to Westwood Secondary School.



Our youngsters from the Children Service Centre pedalling hard at the OCBC Cycle Singapore on 22 February.



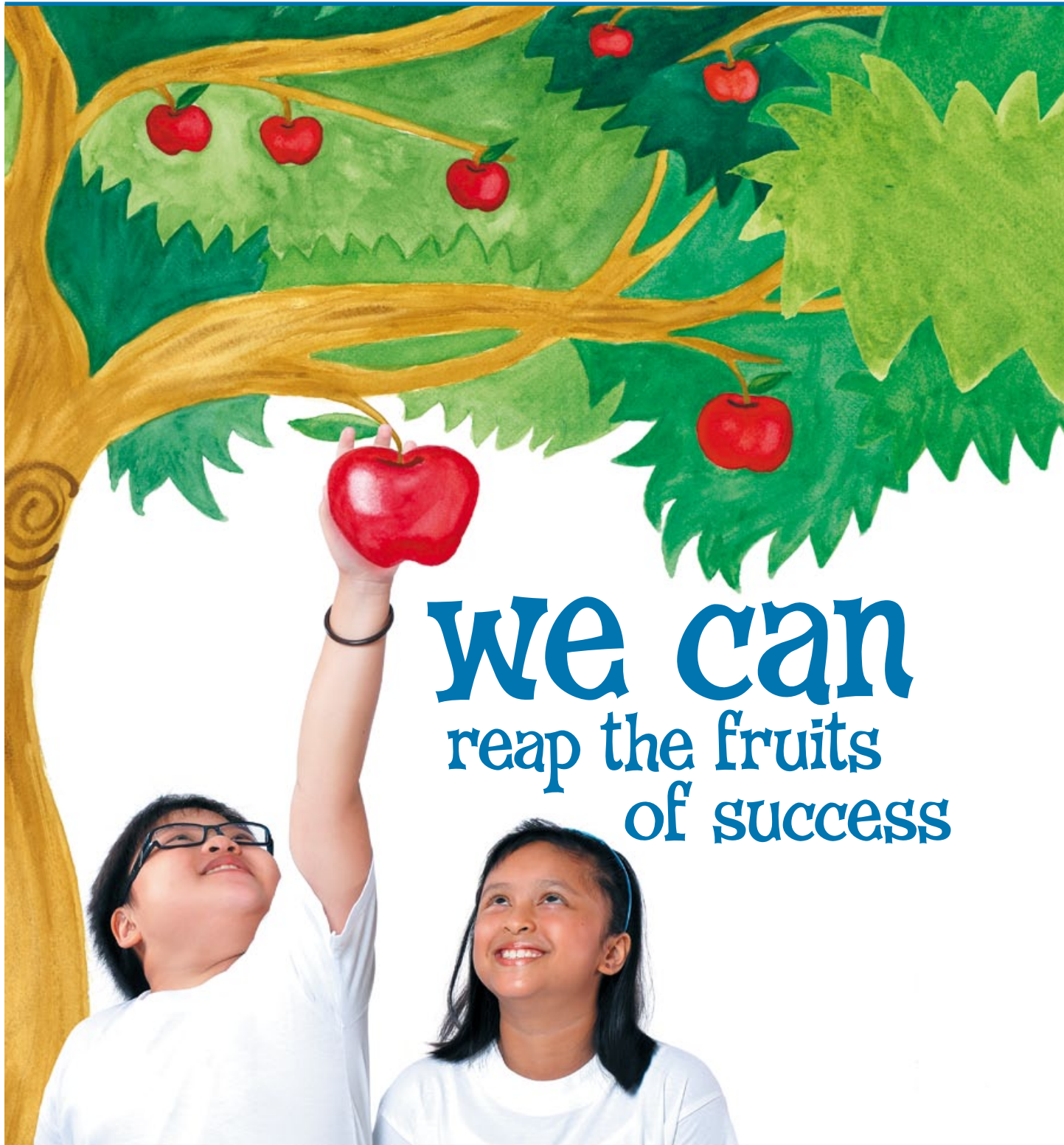
Cooling off on a hot day at the Marina Barrage.



At the Tinkle Friend Camp – 1 to 3 December.



Making every dollar count. With the goodwill and support from the public, Singapore Children's Society is able to help many disadvantaged children and their families.



**we can**  
reap the fruits  
of success

# FACTS AND FIGURES

## Service Statistics

Our Range of Services	Centre	2008	2009
Children's Camp	Children Service Centre	48	50
Children's Day Celebration	Children Service Centre	23	60
Children's Talk	Children Service Centre	22	9
Choo Choo Train	Children Service Centre	99	388
H.O.P.E (reacHing Out, helPiNg familiEs)**	Children Service Centre	NA	44
kidsREAD	Children Service Centre	46	40
KidzSHinE (Seeing Hope in Every Kid)	Children Service Centre	29	42
Overcoming Shyness**	Children Service Centre	NA	4
Parenting Talks & Workshops	Children Service Centre	9	106
Camp V-Nest	Family Service Centre (Yishun)	82	87
Case Work & Counselling	Family Service Centre (Yishun)	449	490
Children's Medical Fund	Family Service Centre (Yishun)	69	73
EUREKA!**	Family Service Centre (Yishun)	NA	68
Family Day	Family Service Centre (Yishun)	137	128
IRS (Enhanced Information Referral Service)	Family Service Centre (Yishun)	731	811
LEAP (Let Every Aspect Progress)	Family Service Centre (Yishun)	38	52
Family Life Education Talks	Family Service Centre (Yishun)	1,000	0
Project Invest	Family Service Centre (Yishun)	36	47
School Talks (Coping Skills)	Family Service Centre (Yishun)	800	0
Supervised Studies	Family Service Centre (Yishun)	30	18
Child Abuse and Neglect Prevention Workshop	Research & Outreach Centre	93	123
Compulsory Education Casework	Research & Outreach Centre	75	71
KidzLive	Research & Outreach Centre	8,239	1,000
Pre-School Education Outreach and Casework**	Research & Outreach Centre	NA	131
Project LADDER	Research & Outreach Centre	276	160
Singapore Children's Society Lecture	Research & Outreach Centre	185	250

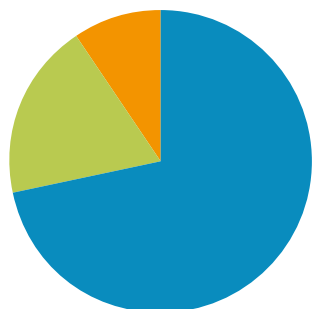
Our Range of Services	Centre	2008	2009
Bonding Night	Student Care Centre (Henderson)	20	0
Family Day	Student Care Centre (Henderson)	20	128
Student Care	Student Care Centre (Henderson)	60	89
Parenting Talks & Workshops	Student Care Centre (Henderson)	101	0
Bully-Free Camp	Student Service Hub (Bukit Merah)	261	95
Bully-Free Campaign	Student Service Hub (Bukit Merah)	17,500	22,000
Bully-Free School Talk**	Student Service Hub (Bukit Merah)	NA	23,514
Inspire Fund	Student Service Hub (Bukit Merah)	10	27
Project CABIN	Student Service Hub (Bukit Merah)	5,102	6,130
Tinkle Friend Camp	Student Service Hub (Bukit Merah)	150	75
Tinkle Friend Helpline	Student Service Hub (Bukit Merah)	4,662	3,706
Vulnerable Witness Support Programme	Student Service Hub (Bukit Merah)	15	15
Sunbeam Place Residents	Sunbeam Place	86	81
Sunbeam Place ex-Residents	Sunbeam Place	67	59
Parenting Talks & Workshops	Youth Centre (Jurong)	72	247
Project YOU CAN	Youth Centre (Jurong)	94	81
TeenStart	Youth Centre (Jurong)	648	644
TeenszLife	Youth Centre (Jurong)	2,715	3,675
YouthGiG	Youth Centre (Jurong)	165	121
Beacon Works	Youth Service Centre (Toa Payoh)	10	13
BPC Investigation	Youth Service Centre (Toa Payoh)	48	81
BPC Parents Mandated Order	Youth Service Centre (Toa Payoh)	166	48
BPC Pre-Complain Counselling	Youth Service Centre (Toa Payoh)	61	117
BPC Pre-Complain Screening	Youth Service Centre (Toa Payoh)	721	752
BPC Statutory Supervision Order	Youth Service Centre (Toa Payoh)	58	32
Buddy Care Programme	Youth Service Centre (Toa Payoh)	5	4
Guidance Programme	Youth Service Centre (Toa Payoh)	89	56
Round Box	Youth Service Centre (Toa Payoh)	120	142
Youth Family Care	Youth Service Centre (Toa Payoh)	8	1
Sunbeam Friends Club	Children Service Centre / Family Service Centre (Yishun)	216	164
<b>TOTAL OUTREACH</b>		<b>45,866</b>	<b>66,349</b>

Note: Singapore Children's Society is committed to reach out to children, youth and families in need via our range of services. The above data includes both primary and secondary services based on our six categories, namely community, developmental, preventive, public education and remedial services

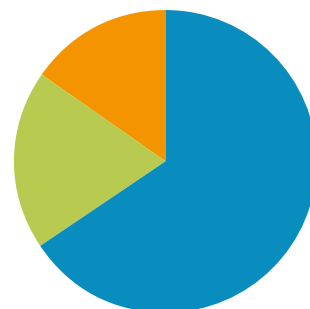
Beneficiaries include children, youth and their families.

\*\*We started these programmes in 2009.

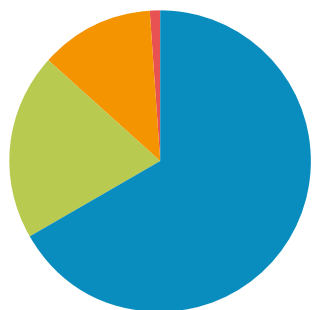
## Breakdown of Total Income



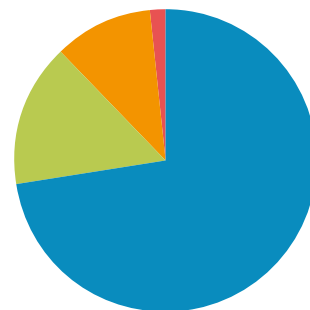
2008		2009	
71.9%	Donations	65.7%	
18.8%	Grants	19.1%	
9.3%	Others	15.2%	



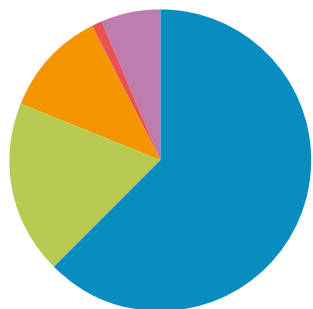
## Breakdown of Total Expenses



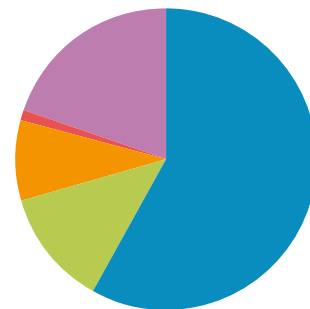
2008		2009	
66.9%	Service Programmes	72.6%	
19.8%	General & Administration	15.3%	
12.2%	Fundraising	10.7%	
1.1%	Publicity & Promotion	1.4%	



## Breakdown of Each Donation Dollar



2008		2009	
62.6%	Service Programmes	58.2%	
18.6%	General & Administration	12.3%	
11.4%	Fundraising	8.6%	
1.1%	Publicity & Promotion	1.2%	
6.3%	Surplus	19.7%	



# Balance Sheet

	2008 (S\$'000)	2009 (S\$'000)
<b>ASSETS</b>		
Property, Plant and Equipment	583	492
Investment Property <sup>+</sup>	1,500	0
Investments	28,460	30,821
<b>Non-Current Assets</b>	<b>30,543</b>	<b>31,313</b>
Investments	505	0
Inventories	14	11
Deposits, Prepayments and Other Receivables	801	531
Cash & Deposits	16,127	19,091
<b>Current Assets</b>	<b>17,447</b>	<b>19,633</b>
<b>Total Assets</b>	<b>47,990</b>	<b>50,946</b>
<b>FUNDS AND RESERVE</b>		
Accumulated Fund	24,033	26,989
General Fund	1,604	1,604
Professor S.S. Ratnam Memorial Fund	250	250
Quota Club Education Fund	28	20
Children's Medical Fund (CMF)	22,094	21,145
Inspire Fund	129	139
Fair Value Reserve	-1,263	-389
<b>Total Funds and Reserve</b>	<b>46,875</b>	<b>49,758</b>
<b>LIABILITIES</b>		
Deferred Capital Grant	57	29
Provision for Restoration Costs	113	113
Trade and Other Payables	945	1,046
<b>Total Liabilities</b>	<b>1,115</b>	<b>1,188</b>
<b>Total Funds, Reserve and Liabilities</b>	<b>47,990</b>	<b>50,946</b>

<sup>+</sup> In 2009, Children's Society sold the Investment Property and realised a gain of S\$450,000.

Singapore Children's Society is governed by the Executive Committee and has overall responsibility for policy making and governance. Members of the Committee are volunteers and receive no monetary remuneration for their contribution.

The Society has in place a conflict of interest policy in its Code of Conduct. All members of the Committee and senior management are required to declare their interest periodically.

## Reserves Policy

Singapore Children's Society will raise funds to support our current and future services to reach out to more children and families in need, up to a maximum of 5 times our projected future gross operating expenses. Such funds do not include funds specified for restricted use.

Auditor: **Lo Hock Ling & Co**

Key Bankers: **DBS, HSBC, OCBC, UBS, UOB**

# Income & Expenditure Statement

Income	2008 (S\$'000)	2009 (S\$'000)	% Breakdown of Receipts	
			2008	2009
Donations*	6,635	6,714	71.9%	65.7%
Grants	1,739	1,952	18.8%	19.1%
Others	854	1,558	9.3%	15.2%
<b>Total Income</b>	<b>9,228</b>	<b>10,224</b>	<b>100%</b>	<b>100%</b>

\* Includes tax deductible donations income of \$6,584,000 and S\$6,370,594 in 2009 and 2008 respectively.

Expenditure	2008 (S\$'000)	2009 (S\$'000)	% of Total Income	
			2008	2009
Service Programmes – Restricted <sup>#</sup>	1,027	1,221	11.1%	11.9%
Service Programmes	4,753	4,738	51.5%	46.3%
General and Administration	1,714	1,259	18.6%	12.3%
Publicity and Promotion	96	117	1.1%	1.2%
Fundraising	1,054	880	11.4%	8.6%
<b>Total Expenditure</b>	<b>8,644</b>	<b>8,215</b>	<b>93.7%</b>	<b>80.3%</b>
<b>Surplus of Income over Expenditure</b>	<b>584</b>	<b>2,009</b>	<b>6.3%</b>	<b>19.7%</b>

<sup>#</sup>This refers to expenses incurred for Children's Medical Fund only.

## Annual Remuneration of Top Three Management Staff

Annual Remuneration	No. of Management Staff	
	2008	2009
Between \$100,001 to \$150,000	2	2
Between \$150,001 to \$200,000	1	1

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# SINGAPORE CHILDREN'S SOCIETY

## CORPORATE OFFICE

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Singapore 168730  
Tel: 6273 2010 Fax: 6273 2013

## OUR SERVICE CENTRES

### Children Service Centre

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#01-570  
Singapore 460529  
Tel: 6448 6658 Fax: 6448 9896

### Family Service Centre (Yishun)

Blk 107 Yishun Ring Road #01-233  
Singapore 760107  
Tel: 6753 7331 Fax: 6753 2697

### Research and Outreach Centre

9 Bishan Place  
Junction 8, #05-02  
Singapore 579837  
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### Round Box

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Singapore 319758  
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### Student Care Centre (Henderson)

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Singapore 150129  
Tel: 6278 7856 Fax: 6278 0191

### Student Service Hub (Bukit Merah)

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Singapore 150091  
Tel: 6276 5077 Fax: 6276 5075

### Sunbeam Place

28 Hong San Terrace  
Singapore 688247  
Tel: 6462 3477 Fax: 6462 3371

### Youth Centre (Jurong)

Blk 552 Jurong West St 42 #01-321  
Singapore 640552  
Tel: 6566 6989 Fax: 6566 6386

### Youth Service Centre (Toa Payoh)

Blk 109 Toa Payoh Lorong 1 #01-316  
Singapore 310109  
Tel: 6253 1124 Fax: 6256 9443

### Children's Medical Fund Helpdesk

Tel: 6753 1083

### Tinkle Friend Helpline

Tel: 1800 274 4788

For general enquiries, email [info@childrensociety.org.sg](mailto:info@childrensociety.org.sg)

[www.childrensociety.org.sg](http://www.childrensociety.org.sg)

## OUR MICROSITES:

[www.bullyfreecampaign.sg](http://www.bullyfreecampaign.sg)

[www.childrensociety.org.sg/fundraising](http://www.childrensociety.org.sg/fundraising)

[www.1000e.org.sg](http://www.1000e.org.sg)

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