



HOPE of the Future



HOPE
Givers

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A PEOPLE OF COMMITMENT

Recognising and inspiring staff to serve tirelessly

As a people industry, we need a strong staff team as its backbone to deliver quality and excellent service. Hence, at Sheng Hong, we continue to channel significant attention to improving our human resource (HR) management. In FY13, the Management decided to appoint an external HR vendor to manage our staff's monthly payroll. The measure aims to ensure smooth management of our staff compensation. The HR vendor, being a specialised professional service provider, also helps us keep abreast of any CPF policy changes, and ensure proper compliance of prevailing employment law and practice. By outsourcing the monthly payroll computation, we also hope to lighten the workload of our accounts staff, who can now concentrate on timely and accurate financial reporting.

A major salary review was conducted last year. As a result, all the staff now enjoy a higher pay, with an average increase of 10 to 15%. In addition, we are moving towards the practice of tying salary increment with performance, by rewarding better performers with higher salary increment. This is to recognise the dedication and commitment of staff who consistently strive to provide excellent service. It is also to encourage other staff to do the same. We have also enhanced our staff benefits after the review. The additional benefits to our staff include enhanced leave scheme catering to staff's personal and self-care needs as well as better health care benefits, such as health screening and dental care. Besides organising annual dinner and bonding trips for staff, we have also introduced long-service incentives to inspire our staff's commitment and loyalty towards the organisation. We are happy to note that 35% of our staff has served the organisation for over five years and 55% of our staff strength has served more than three years.

I am glad to report the development of a new service – Life Point, which is a timely service to meet the

rising needs of the ageing population in Singapore. I am thankful for the support given by the National Council of Social Service (NCSS) in acquiring the office space in Chinatown Point, which is strategically located in the Chinatown precinct, the generous financial support given by Sheng Hong Temple in supporting this pilot project, and the dedicated efforts of the Executive Director and the team at Life Point in initiating and formulating the range of services. It is heartening to know that the services provided have been well received by the public since we commenced our operation in early 2013.

Moving ahead, the Management has plans for expansion in the coming years. Our immediate plan is to increase the enrolment at our childcare centre by extending its floor space and classrooms. This is to meet the growing needs of our childcare service. Moreover, we have plans to develop an eldercare centre next to our childcare centre. We see possible synergy of promoting inter-generational interaction between the young and the old. We also realise the need to expand our student care premises. This is in response to higher service demands, and our quest to provide better service delivery.

With so much in store for Sheng Hong, its new exciting developments included, I trust that the coming year will be another fruitful one in which the management team will work hand-in-hand with the staff team to develop and grow the various services. I am confident our services will continue to be relevant and excellent for the community and the people we serve.

Mr Ling Kin Huat, PBM
President



DEVELOPING THE ABILITY TO SERVE WELL

Aligning staff's capabilities with beneficiaries' needs

At Sheng Hong, we believe in the importance of continuous education and development. This is because we want to align our staff's capabilities with the evolving needs of our beneficiaries. A total of over \$46,000 was set aside for staff training activities, through supporting and releasing our staff to attend training courses. We believe all of this would equip our staff with better knowledge and skills, to keep them abreast with the latest developments in the industry, and to acquire additional relevant qualification. Three counsellors in the Family Service Centre received full sponsorship to pursue a one-year part-time day-release programme on Post-Graduate Diploma in Social Work, which they will complete by the end of 2014. Four teachers from our Childcare Centre have completed the Diploma in Early Childhood Education. We are proud of their achievements.

Understandably, it is never easy to pursue long-term studies while having a full-time job. This is why we firmly support the efforts made by these staff to fulfil their desire to upgrade themselves as they cope with the inevitable work stress and busy workload. While the Management can provide support such as financial assistance and study leave, the understanding

from their fellow co-workers is the most vital. This is because other staff would usually end up sharing a heavier workload. In this regard, I want to express my sincere thanks and appreciation to my staff team. They have been very supportive towards one another. It is indeed a great blessing to have such a strong and cohesive team.

In terms of our growth, I am pleased to report that our Childcare and Student Care Centres enjoyed very healthy enrolment, and our Family Service Centre served more than 2,000 people last year. I would attribute these results to the capable leadership of the Centre Heads and the dedicated service of our staff. In addition, our new service, Life Point, managed to organise 69 public awareness talks, which attracted over 1,200 attendances. In sum, the services provided by our four centres have been well utilised by the different segments in the community.

At Life Point, we are very encouraged that our initiative to raise the awareness of 'death preparation' has received positive feedback from the seniors. Here, I want to extend our appreciation to the Tote Board and Sheng Hong Temple in providing the necessary funds to set up the hardware of Life Point. The generous

“I want to express my sincere thanks and appreciation to my staff team. They have been very supportive towards one another. It is indeed a great blessing to have such a strong and cohesive team.”



“I would like to recognise the contributions made by many committed volunteers. Their contribution of time, knowledge and skills has strengthened our capability and resources.”

funding support given by the Sheng Hong Temple in the first year operation of Life Point has been critical and invaluable.

Besides the dedicated staff team who has been working tirelessly in delivering quality services to our beneficiaries, I would like to recognise the contributions made by many committed volunteers. They have helped our staff in planning and implementing a slew of useful and fun activities for our children and young people, especially during the school holidays. Their contribution of time, knowledge and skills has strengthened our capability and resources. Furthermore, their companionships and friendships have been a real delight to our young ones.

In this Annual Report, besides statistics on our various services, we have featured sharing from some of our staff and beneficiaries. I hope that it will give you glimpses of journey made by our service providers as well as the beneficiaries, the hope-givers and those who are in the receiving ends. While the journey has not been an easy one for both the ones who give as

well as the ones who receive, both parties are often encouraged by finding new hope and new meaning along the way. That makes our efforts all the more worthwhile.

Last but not the least, I must thank the funding support extended by the Ministry of Family and Social Development (MSF), National Council of Social Service (NCSS), Tote Board and North East Community Development Council (NECDC), as well as Sheng Hong Temple and many donors. The fiscal resources made available to us have enabled us to provide the necessary infrastructure and manpower to develop and deliver essential services to the best we can. I am sure our beneficiaries, from the young to the elderly, are grateful for their generosity and care.

Mrs Sara Tan-Woo Lai Kwan
Executive Director

ADVISORS & MANAGEMENT COMMITTEE

HONORARY ADVISORS

Mr Teo Ser Luck

Minister of State for Trade and Industry
Mayor of North East District
MP for Pasir Ris - Punggol GRC

Mr Yeo Guat Kwang

MP for Ang Mo Kio GRC

Mdm Cynthia Phua

Mr Zainul Abidin Rasheed

INTERNAL AFFAIRS ADVISORS

Mr Alex Lee Ka But, JP, PBM

Mr Lian Chin Bee, BBM(L)

Mr Tan Tee Sea, PBM

INTERNAL AUDITORS

Mr Long Say Keng, Adrian

Mr Tan William

MANAGEMENT COMMITTEE

President

Mr Ling Kin Huat, PBM

1st Vice-President

Mr Lim Chwee Kim, PBM

Vice-President

Mr Ong Kuan, PBM

Vice-President

Mr Tan Teck Seng

Honorary Secretary

Mr Tan Thiam Lye, BBM

Assistant Secretary

Mr Chung Kwang Tong

Treasurer

Mr Soon Cheok Kah

Assistant Treasurer

Mr Tan Eng Wat

Member

Ms Goh Geok Choo

Member

Mr Lim Chin Poh

Member

Mr Lim Tiam Teng

Member

Ms Ong Aii Ley

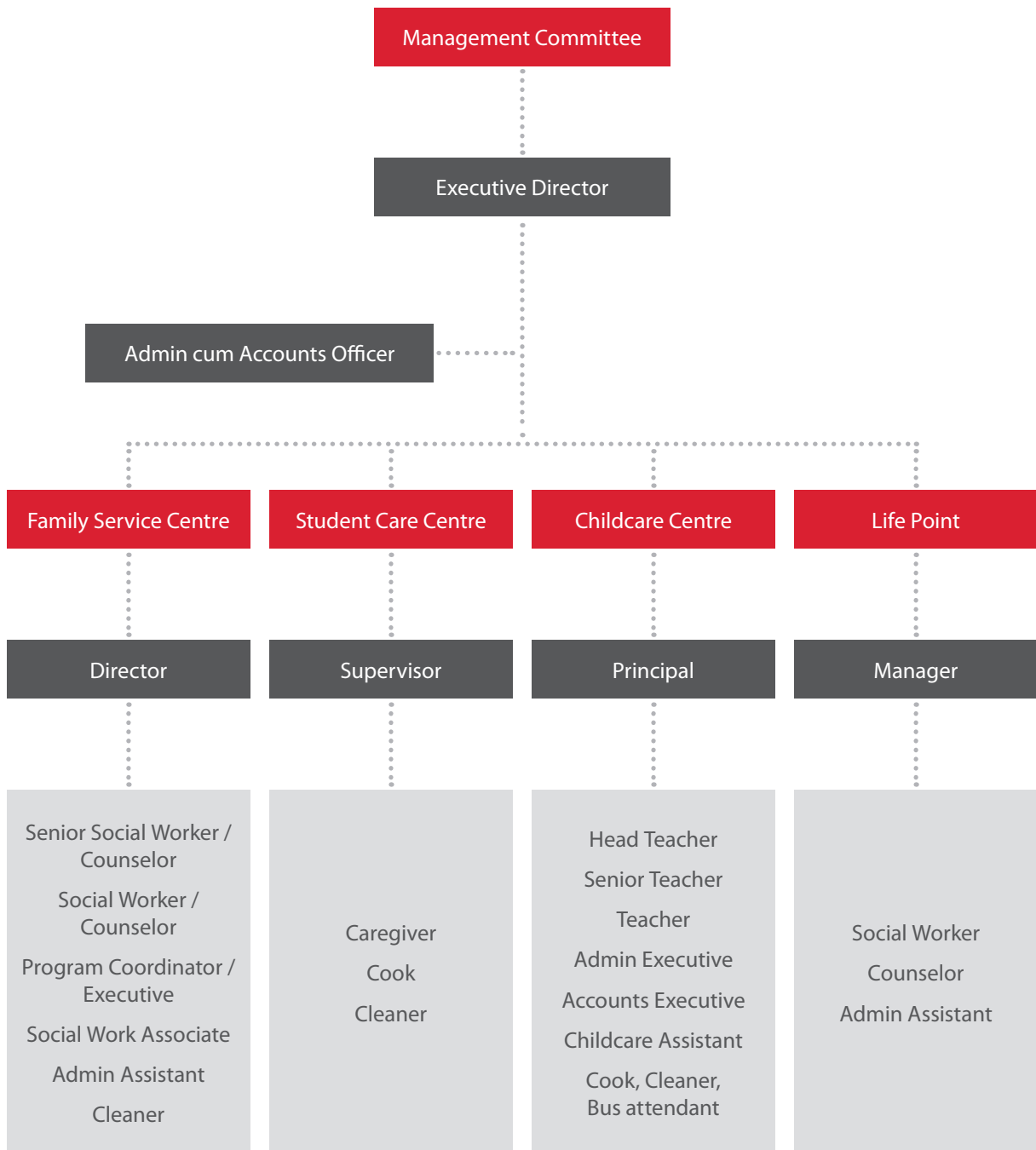
Member

Mr Siew Kian Nam

Member

Mr Soong Kok Chee

ORGANISATION CHART





THE SHENG HONG STORY

COMPASSIONATE CARE

Delivering care to a community in need the *Sheng Hong* way

Registered as a Society in April 2000 and gazetted as a Charity since May 2000, the **Society of Sheng Hong Welfare Services** (SSHWS) has been a Full Member of National Council of Social Service (NCSS) since November 2001.

Set up as the welfare arm of Lorong Koo Chye Sheng Hong Temple Association, SSHWS' foremost objective is to carry out relevant good work and welfare activities aimed at relieving hardships as well as bringing benefits to the community and the society regardless of race, language, creed or religion.

SSHWS is governed by a Management Committee whose members are elected according to the governing instrument, which is the Constitution. All its members serve on a voluntary basis and receive no remuneration of any forms. In addition, SSHWS membership is open to all aged 18 and above, who share similar objectives and passion with SSHWS, regardless of their race, colour, creed, religion, language, sex and social status.

As SSHWS holds the status of Institution of Public Character (IPC), all cash donations are tax deductible.

OUR MISSION

SSHWS aims to provide assistance, welfare and relief, financial or otherwise, to all people, without discrimination as to race, language, creed or religion,

so as to promote education, and to foster friendship and community cohesion.

OUR VISION

SSHWS strives to become a leading Taoist operated charity.

OUR CORE VALUES

(adapted by *Dao De Jing, Chapter 8*)

- We strive to achieve the highest goodness which resembles the quality of water;
- We empathise from the depth of our heart;
- We give with compassion;
- We speak with integrity;
- We carry out our works to the best of our abilities;
- We strategise our moves according to its relevance and appropriate timing.

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FAMILY SERVICE

HOUGANG SHENG HONG FAMILY SERVICE

Hougang Sheng Hong Family Service Centre (HSHFSC) is a one-stop neighbourhood centre open to anyone who needs help on any family matters. Located in the north-east district of Singapore, the Centre serves individuals and families regardless of their age, race, language or religion.

In view of the distinctive needs of different families at different stages of their lives, the Centre has put in place a comprehensive array of services to help them. Through our casework and counselling service, we handle common family issues such as marital problems, family violence, behavioural problem of children, stress and mental health matters, relational conflicts, dispute mediation, financial difficulty, etc. Moreover, we organise educational and developmental programmes to build strong family relationship. These include parent education, marriage preparation and enrichment programmes. Besides, we have an all-year-round children and youth programmes that help nurture development of good characters and positive values.

A token service fee is usually charged but fee waiver is available for those who have financial difficulty. Operational expenses are 99% funded by the Government, NCSS and the Totalisator Board.

CENTRE INFORMATION

Address Blk 237 Hougang St21, #01-406, Singapore 530237
Telephone +65 6289 5022
Fax +65 6289 8242
Email fsc@shenghong.org.sg
Opening Hours
Monday to Friday: 9am – 6pm | Saturday: 9am – 1pm
Extended Opening Hours
Tuesday & Friday: 9am – 9pm

STUDENT CARE SERVICE

HOUGANG SHENG HONG STUDENT CARE CENTRE

Hougang Sheng Hong Student Care Centre provides quality care, supervision and enrichment service to assist working parents in looking after and supervising their primary school-going children (P1 to P6) after school hours. The Centre provides a safe, homely and nurturing environment for children to safeguard their basic care, maximise their learning experience and develop their potentials. Affordable monthly fee is chargeable, and subsidies are available and provided by North East Community Development Council (NECDC).

CENTRE INFORMATION

Address Blk 238 Hougang Ave 1, #01-292, Singapore 530238
Telephone +65 6285 2726
Fax +65 6285 0461
Email scc@shenghong.org.sg
Opening Hours (During Public School Term)
Monday to Friday: 12.30pm to 7.30pm | Saturday: 7am to 2pm
During School Holidays and School Closure Days
Monday to Friday: 7am to 7pm | Saturday: 7am to 2pm

“SSHWS’ foremost objective is to carry out relevant good work and welfare activities aimed at relieving hardships as well as bringing benefits to the community and the society.”





CHILDCARE SERVICE

MACPHERSON SHENG HONG CHILDCARE CENTRE

MacPherson Sheng Hong Childcare Centre aims to provide affordable, accessible and quality early childhood education for preschool children in a joyful, nurturing and safe learning environment. With a strong emphasis on child-centric, play-based and experiential approach, our curriculum is designed to develop each child in a holistic manner. We focus on his or her intellectual and cognitive development, instilling good moral values, and imparting social skills and problem-solving skills. All of this is aimed to prepare each child not only for school but also for life.

MacPherson Sheng Hong Childcare Centre is housed in a two-storey building conveniently located in the heart of MacPherson estate, and adjacent to amenities such as coffee shops, banks and shops. Our outdoor space is the gem of the school. It provides a variety of learning experience for our children, with designated area for water play, sand play, edugarden, cycling corner, basketball court and outdoor playground. Each class has its own space to display their work and learning materials. We also have a large dining area, a special room for music and movement, and a gym with full-length mirror. Transport service is available with a fee levied.

CENTRE INFORMATION

Address 175 MacPherson Road, Singapore 348537
Telephone +65 6858 5862
Fax +65 6858 2809
Email childcare@shenghong.org.sg
Opening Hours
 Monday to Friday: 7am to 7pm | Saturday: 7am to 2pm

ELDERLY SERVICE

LIFE POINT

We lead different paths but we all end our journey in the same destination. We cannot decide how our lives begin, but we can make plans for how we live our lives, including our twilight years. We believe that life is precious and we should live it to the fullest; we also believe in the dignity of life as much as we believe in preserving human dignity in death.

At Life Point, we advocate early planning for end-stage-of-life matters. We aspire to empower seniors with information and support so that they can plan and give clear directives in matters related to their last stage of life. Through proper planning, we assure seniors that their last wish is respected; that they can continue to enjoy their twilight years, embracing 'a good death' as much as they celebrate lives.

Life Point targets at seniors of age 55 and above. It runs regular educational talks and workshops to equip seniors with relevant information and resources to plan for their future. It also organises other social and educational activities to encourage bonding, networking and mutual support among seniors.

CENTRE INFORMATION

Address 133 New Bridge Road, #04-08, Chinatown Point, Singapore 059413
Telephone +65 6538 9877
Fax +65 6538 9878
Email lifepoint@shenghong.org.sg
Opening Hours
 Monday to Friday: 9.30am to 6pm | Saturday: 9.30am to 1pm



FAMILY SERVICE | REPORT

INSPIRING AND BUILDING FAMILIES

An overview of Hougang Sheng Hong Family Service Centre

Our Family Service Centre has experienced a spike in service needs since the opening/occupation of two rental blocks in the vicinity. Most of the service demands are related to financial difficulties while some are related to family disputes and conflicts. Such service needs are probably understandable, in view of the fact that financial difficulty always triggers other problems, especially for vulnerable families. During the community outreach survey at the rental blocks, out of the 200 families that we visited, 25% of them were already known cases at our FSC. The next thing that we have to consider is intervention. We have to identify ways to help build resilience and capability in the needy residing in these rental blocks, so that they can develop certain self-reliance.

We have seen a healthy growth in our youth programme, Teens Canopie, especially in the soccer team which has grown from one to three teams, boasting a strong membership of over 40 youths. In addition, new interest groups have been formed. As youth activities require a variety of venues to cater for training activities, such as a football field and a dance studio, the staff who manage the youth programme

has been working hard in building good working relationships with schools, grassroots and football clubs, from whom venues of these organisations can be secured.

Last year, Homemakers' Kitchen raised over \$17,000 in their sale. Eleven of its participants have since graduated from the programme, taking up full-time or part-time employment, or starting their own baking business from home. Students from NUS Business School volunteered their services by giving our homemakers tips on marketing and budgeting. Our Homemakers' participants have grown in their confidence and competence. Some of them started to teach children and youths how to make cakes and biscuits too. We will strive to reach out to more stay-home mothers in the coming year.

Our slew of parenting and marriage enrichment talks and workshops receive encouraging feedback that 90% of the participants rated 4 and above in a 5-point scale, indicating high satisfaction level. It is noteworthy that the Malay programme has attracted increasingly more participants.

SHAPING HEARTS AND MINDS

Inspiring programmes to ignite the good in youths

Teens Canopie engages youths aged 13 to 19 with a range of interest-based activities, providing them with opportunities to be engaged, enriched and equipped with relevant skills and discipline.

Soccer group remains the biggest platform for engaging boys. In FY13/14, we collaborated with Student Care Service and other youth organisations to introduce the ACE Football League. The unique inclusion of “character development point” in score-counting encouraged youths to shift their focus from mere winning to good sportsmanship. Our soccer team’s display of good behaviour garnered very positive feedback from other teams. The Soccer group is now divided into three smaller groups – according to age and skill level – so as give specific attention to the boys.

Strong support has been extended from various community partners. For example, we brought our soccer programme to Sengkang Secondary School, where we meaningfully engage those who did not have any CCA. The programme has been well received by both the school and the students. In September 2013, we collaborated with Hougang Community Club to organise the first Hougang Community Futsal Challenge Cup. Every participant received a trophy as recognition for their participation. Generous sponsorships received helped to defray the participation fees.

There was also good response to other Teens Canopie interest groups, including dance, musical ensemble and basketball. Many inquiries and referrals came directly from parents, who wanted their teenage children to engage in meaningful programmes after school hours.

We continue to explore new avenues to help our youth develop. In FY13/14, we engaged some of our youths to participate in a special project – to raise funds for our Centre’s Homemakers’ Kitchen by selling cookies in schools. Our youths learnt to plan and organise themselves to achieve set goals.

Our dance group, comprising 11 teenage girls, put up their first performance at the Teachers’ Day celebration at Sengkang Secondary School. In March 2014, they were invited to perform at the Inter-racial Harmony Dinner, graced by DPM Teo Chee Hean.

Number of Youths Served	60
Number of Interest Groups	7
Number of Sessions Conducted	142
Number of Youth Bonding Activities	6
Number of Family Bonding Activities	2
Number of Life Skill Training Sessions	20





“The programme focuses on the overall development of a student through academic support, enrichment workshops and interest groups.”

FAMILY SERVICE | RAINBOW CONNECTION | REPORT

CONNECTING COLOURS

Holistic child development through creative programmes

Rainbow Connection programme caters to primary school students from low income families. It focuses on the overall development of a student through academic support, enrichment workshops and interest group. In addition, Rainbow Connection organises family bonding activities and workshops to equip parents with essential parenting skills, helping them to realise the importance of parental involvement in their children's development.

In FY13/14, Rainbow Connection served a total of 67 students (see table for breakdown). One key achievement was the involvement of parents in the activities. They were participative and enthusiastic in building friendship and rendering support among themselves. Today, some are volunteering themselves

to conduct activities, such as baking sessions for the students. All these parent-led sessions are great opportunities to promote parent-child bonding.

Volunteers play an important role at Rainbow Connection. Though there was a slight dip in the number of volunteers in FY13/14, the strong working relationship between the staff and the volunteers, many of them serving longer, continues to keep Rainbow Connection vibrant. More schools and organisations are also coming forward to conduct activities for the students.

Overall, the broad interaction the students enjoy with different groups of volunteers has enriched their growth experience and deepened learning.

Number of Remedial/Tutorial Sessions	30
Number of Interest Group Sessions	12
Number of Meet-the-Parents cum Parenting Talk Sessions	4
Number of Family Bonding & Holiday Activities	12
Number of Bulletin to Parents	12
Number of Volunteer Training Sessions	2

READ FOR LIFE

Instilling in children the love of reading

In FY13/14, Sheng Hong KidsREAD grew from a single club to two clubs: the Junior Club for 4 to 6 years old and the Senior Club for 7 to 8 years old. This nine-month long reading programme, supported by the National Library Board, continues to serve the goal of promoting the love of reading and cultivating good reading habits among young children, particularly those from financially challenged families.

We saw a total of 42 kids graduate from the Senior Club and Junior Club, and a total of 62 lessons conducted for both the Junior and Senior Clubs for the period March to November 2013. The two Clubs have received positive feedbacks, based on results collected through Parent Survey, Volunteer Survey as well as Children Evaluation Forms.

Children are reported to have developed higher interest in reading as well as expanded their English vocabularies. The storybooks read during the weekly session have also inculcated in children positive moral

values. Children develop higher self-esteem and greater confidence through role plays, games and other activities. Positive behaviours are also reinforced through interactions with other children as well as adult volunteers and staff.

Besides reading programme, the staff, with the help of many dedicated volunteers, also organised outings and family events for KidsREAD children and parents, including Friendship Day by Girls' Brigade and Mid-autumn festival celebration by Nan Chiau High School students. During the school holidays, the children were given a treat to the Hay Dairies Goat Farm, Jacob Ballas Children's Garden and the Underwater World @ Sentosa.

Number of Children Served	42
Number of Sessions Conducted	62



FOSTERING FAMILY WELL-BEING

Strengthening marriage and parenting

Our Family Life Education programme caters to married couples and parents. We believe that healthy marital relationship and effective parenting are the two vital pillars for family well-being. In FY13/14, a total of 12 talks and four workshops were conducted, mainly in two languages, Mandarin and Malay, reaching out to 340 participants.

In March 2014, we organised the 'White Valentine' event with Paya Lebar Kovan Community Club, to rekindle love and romance among married couples. Through talk and games, the values of commitment and respect were re-visited, and the elements of fun and romance were brought forth, in maintaining a lifelong relationship. Altogether 50 couples participated in the event.

Based on the survey conducted for each activity, over 90% of the participants rated 4 and above in a

5-point scale, indicating a high satisfaction level. Many felt that they had benefited from the talks and workshop, gaining relevant knowledge and skills to manage their children and marriage more effectively.

It is noteworthy that the Malay programme has attracted increasingly more participants, with 50% jump in the number of newcomers. Most of them are keen to learn more about parenting.

Overall, our FLE programmes have achieved its objective of advocating the need of building parents' capacity in effective parenting, and strengthening married couples' relationship.

Number of Talks Conducted	12
Number of Workshops Conducted	5
Total Number of Participants	440

“We believe that healthy marital relationship and effective parenting are the two vital pillars for family well-being.”





FAMILY SERVICE | HOMEMAKERS' KITCHEN | REPORT

MUM'S COOKING!

Self-reliance through baking skills

Homemakers' Kitchen is a programme catered specially to stay-home mothers from low-income families. It aims to provide them with opportunities to learn baking so they may earn supplementary income and integrate with the larger community.

By end FY13/14, 11 participants had graduated from the programme. They were able to find either part-time or full-time employment. A few of them even started their own home-based ventures. Many of them have commented that they are now better equipped to work in the industry after gaining experience from the programme. Last year, the total earnings generated from the sale of food items topped close to \$17,000, an encouraging figure for a six-month-old programme.

Most mothers enrolled in the programme do not work due to certain constraints. Some have large families and need to look after young children or sick family members, while some are not well educated and do not possess relevant employable skills. They

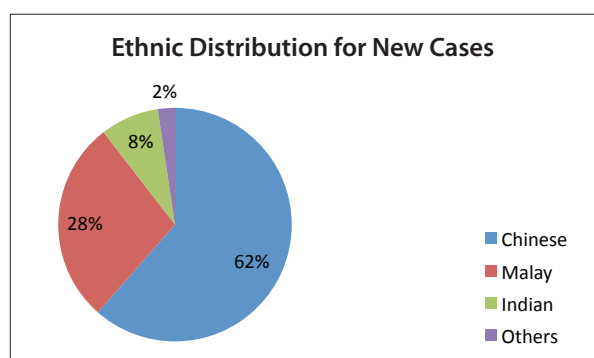
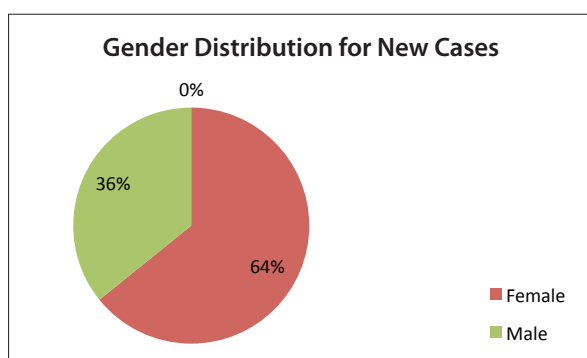
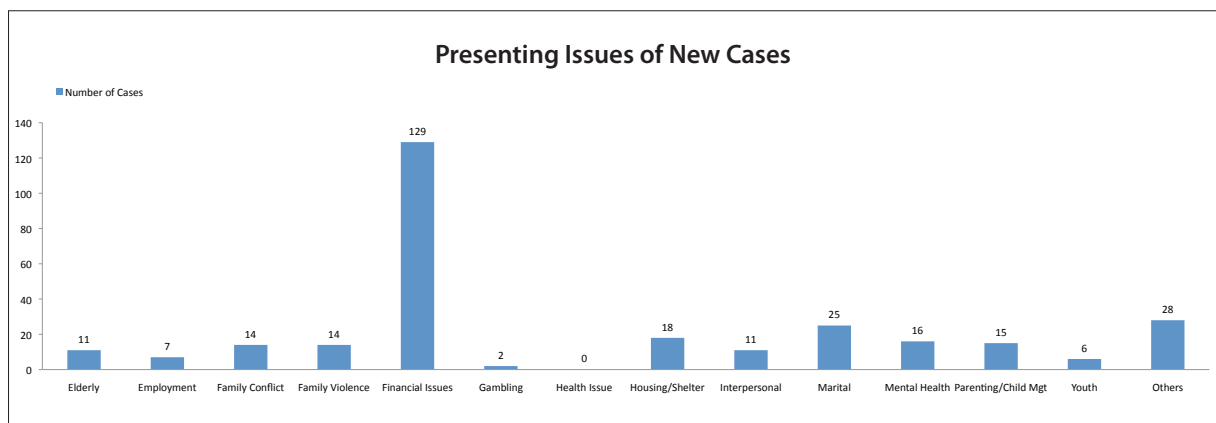
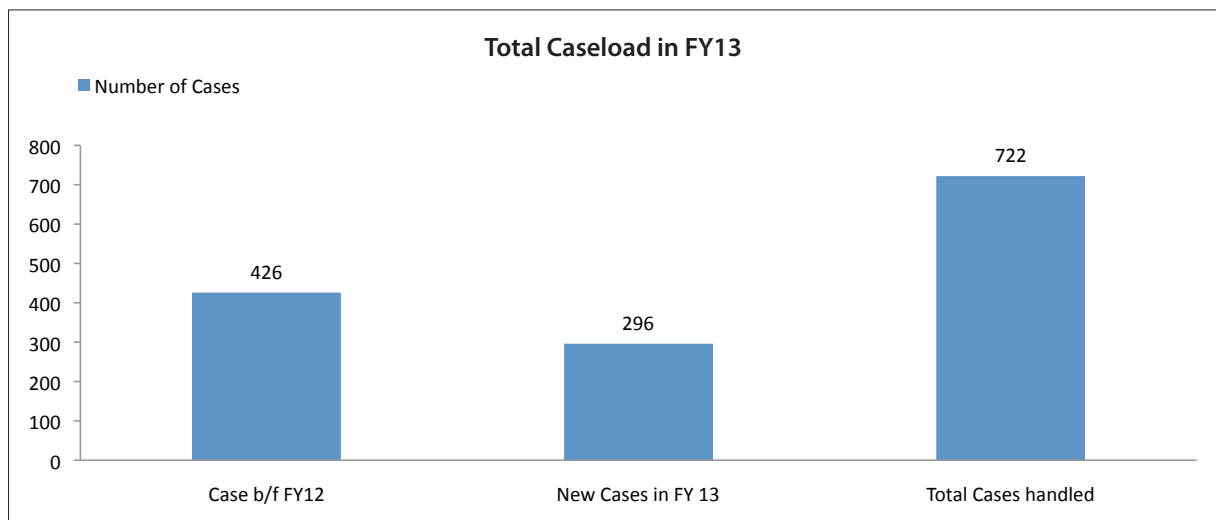
are usually dependent on their spouses, who are sole breadwinners of their families.

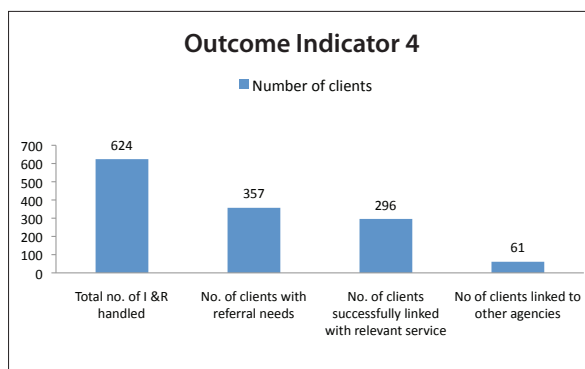
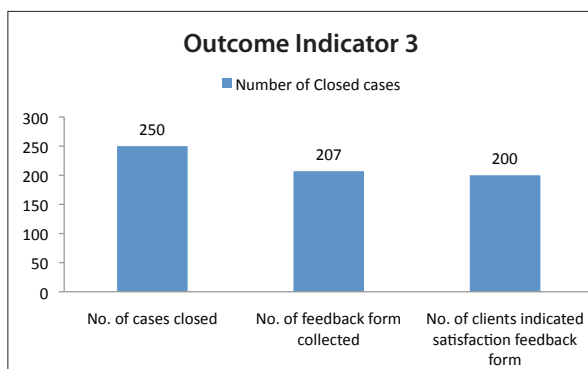
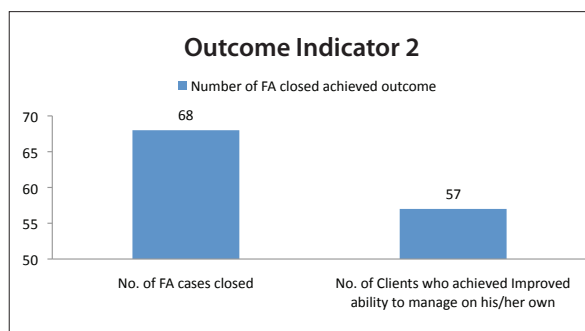
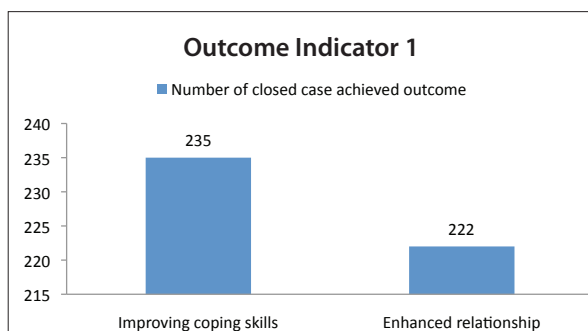
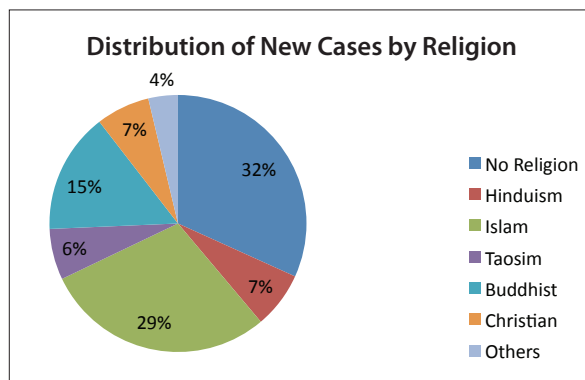
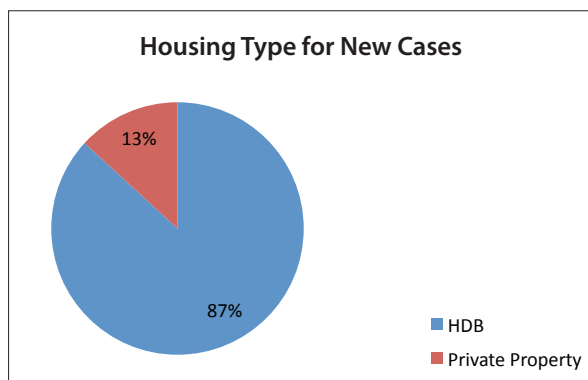
At Homemakers' Kitchen, the participants are given free training lessons in baking skills and hygiene course. It is heartening to see some have moved from being passive service recipients to "givers", taking up responsibilities in managing various tasks, such as conducting training sessions, setting up venues, purchasing ingredients, preparation of facilities and equipment, cleaning up etc. It is evident that they are enthusiastic and have a great sense of ownership. Some others have even progressed to play "trainer" role in helping others, such as teaching children from schools and student care centre simple baking skills.

Homemakers' Kitchen is also glad to work with community partners. For example, Food Bank provided the mothers avenues to sell food products, while NUS Business School shared their expertise and knowledge in marketing and budgeting.

NUMBER OF PARTICIPANTS	29
Number of participants who have completed at least 8 baking/culinary skill training sessions	25
Number of participants who have completed 4 consignments	21
Number of participants who have completed 4 related skills training sessions	21

COUNSELING & CASEWORK STATISTICS





Summary of FSC Beneficiaries Served in FY13

Information & Referral Service	624
Casework & Counseling Service	722

NOT GIVING UP

Determined single mum presses on to care for her seven children

Mdm A is a 31-year-old single mother. She has seven children, the oldest child being 11 years old. She first married when she was just 20 years old, and gave birth to three children. Her first husband was the sole breadwinner. Mdm A had no other support as she had been disowned by her extended family. She struggled daily to make ends meet as her first husband splurged his money on liquor. She eventually divorced him as she could no longer tolerate his irresponsible behaviour.

After the divorce, Mdm A reunited with her extended family. They helped to look after her children as she worked to support them. A year later, she remarried, with high hopes of living her childhood dream of a good married life. She moved to stay in Malaysia with her second husband and mum-in-law. Mdm A had another four kids. Unfortunately, the second marriage turned sour a year later. Her second husband was verbally and physically abusive towards her and their children. After suffering for five years, she finally decided to leave him. Mdm A returned to Singapore along with her seven kids, seeking refuge in her mum's house again and filed for divorce.

Mdm A's story made my heart heavy. Time and again, she was hurt; her dream shattered. I remembered her plea: "I have been working single-handedly for many years, supporting my children with the help of my mum, who has been the caregiver thus far. However,

my mum is now ill and I have to be the caregiver of my mum and my kids. Can you help me arrange a childcare and recommend me a good job that has normal office hours?"

Although Mdm A was facing financial difficulty, she did not resort to asking for money or food rations. She wanted a job so she might earn, be independent and able to look after her mum and her children. I was greatly moved by Mdm A's spirit of self-reliance. Sheng Hong finally managed to help her enrol her four young children in a childcare centre near her place, and apply for interim financial assistance from the Northeast CDC. She also registered herself in a job hub service. Armed with an 'N level' certificate, she was hoping to land a job swiftly. Despite attending numerous interviews, Mdm A did not find any, as most jobs required her to work shift hours as well as on weekends.

Still bruised by her past broken relationships, and burdened by the responsibility to care for her seven young children and ailing mum, Mdm A needs to find a job soon. At the moment, she would just have to cope with her struggles by receiving public assistance.

Esther Malar
Social Worker

“I have been working single-handedly for many years, supporting my children with the help of my mum, who has been the caregiver thus far. However, my mum is now ill and I have to be the caregiver of my mum and my kids. Can you help me arrange a childcare and recommend me a good job that has normal office hours?”



FAMILY SERVICE | PERSONAL REFLECTION

TOUCH, AND BE TOUCHED

The joy of helping someone emerge from the dark

The last two years as a social worker have been memorable. While social work itself is not physically demanding, mentally and emotionally, it definitely is. Daily, I face people with real difficulties and needs: low-income families seeking financial assistance, parents asking for advice in managing their children with behavioural issues, individuals with mental health problems, family members in conflict, single elderly staying alone, jobless seeking employment, individuals struggling with alcohol and other forms of addictions, physically disabled person seeking help; the list goes on.

Notwithstanding the theoretical knowledge and frameworks that my graduate diploma course has equipped me with to work with the various groups of needy in the community, putting it into practice, as cliché as it may sound, is a different matter altogether. I have learned that it takes more than just knowledge to work effectively with the needy. Many intangible qualities such as empathy, hope, patience, determination and belief are also crucial in helping to achieve positive change and outcomes. I count myself fortunate to be

able to learn much from my fellow colleagues, senior workers as well as my supervisors.

It is a privilege to work with low-income families. As I help them find solutions, I myself have gained invaluable insights and life lessons from them. Separately, as I see community agencies come together to extend their generous assistance to our needy clients, my heart jumps for joy. It reminds me of a Chinese quote: "A little from all, together it's more."

I wish to thank my fellow colleagues for their patience and guidance throughout my two years at Sheng Hong. I admire their hard work, passion and dedication. The volunteers are another group of special people I am truly grateful to. They have given me much support and encouragement. It is my hope that I will continually grow to serve the community better as I gain more empathy, knowledge and experience.

Ang Isenlim
Social Worker

TRUE GRIT

Persevering with courage and love to pull family together

Mdm Nadini and her family first sought help from Hougang Sheng Hong Family Service Centre in 2006. At that time, the family was having financial difficulty. Mdm Nadini's family of seven was supported by her husband's sole income. They have five school-going children, ranging from pre-school to secondary school. Mdm Nadini herself was struggling with mental instability.

Mdm Nadini's unstable mood incapacitated her from providing effective and consistent supervision over their children. No surprise that one after another, the children stopped attending school regularly. Lacking discipline and motivation, they were also not helping out with the household chores. Mdm Nadini was at a loss. The family was on the verge of breaking down.

I first helped the family find financial resources to ease their financial burden. Family counselling sessions were subsequently arranged to deal with the children's education. Thankfully, the youngest child returned to kindergarten but not for the older secondary-school going teenage girl. She eventually was enrolled in Mendaki's alternative education scheme.

In late 2011, Mdm Nadini collapsed suddenly at home as a result of epileptic attacks. The family was shocked. I was concerned how the family would cope with the loss of a wife and a mother as they did not seem to express any grief. A few months after Mdm Nadini's demise, I invited the whole family to come together. I asked them to share their feelings of losing Mdm Nadini. In the end, I encouraged them to create

a piece of art together to express their love and appreciation for Mdm Nadini.

Today, the collective artwork is prominently displayed on the door of the refrigerator. Mr Omar, Mdm Nadini's husband, has also framed up the photo that he has taken with the children holding the piece of collective artwork. He has proudly displayed the photo in the living room as a family photo. The family photo has opened a powerful avenue for the whole family to talk with ease about Mdm Nadini.

Mr Omar is very appreciative of the help Sheng Hong has given to him, Mdm Nadini and the family all these years. In particular, he said the counselling sessions were helpful in pulling the family together during those difficult moments.

As a social worker, I am touched by Mr Omar's courage and love. He works hard to provide for the family and to hold on to the family despite desperate moments. I believe his courage enables him to face seemingly insurmountable challenges, and his love for his family spurs him to hold them all together. All of his hard work has paid off. Today, his youngest child is a Primary 5 student and his older child is now attending ITE, after graduating from the Mendaki alternative education scheme. For Mr Omar and his family, there is finally light at the end of the tunnel.

Chong See Mun

Senior Social Worker

“I believe his courage enables him to face seemingly insurmountable challenges, and his love for his family spurs him to hold them all together. All of his hard work has paid off.”

“I’VE FOUND MY LIFE DIRECTION.”

An interview with Rezwan

Rezwan (RW), a 21-year-old young adult, has joined the soccer programme under Teens Canopie for five years. He has stopped going to school at Secondary 3 but is currently pursuing ‘N’ level as a private candidate. Rezwan has graduated from Teens Canopie. Below is a short interview between him (RW) and a volunteer interviewer from Teens Canopie (TC). Rezwan recounts how he has benefited from the programme.

TC: When did you start joining Teens Canopie?

RW: I joined Teens Canopie somewhere in mid-2009 in the senior soccer team.

TC: What made you want to join Teens Canopie? How did you get started?

RW: After leaving school at age 16, I began working. I filled my free time playing soccer. I was introduced to the Teens Canopie soccer team through a soccer friend. When I first joined Teens Canopie, I was a goalkeeper. I made it a point to attend the weekly trainings because of my passion in the sport. Being in the team was also the first time I played in a proper complete team.

TC: Are you still active in Teens Canopie?

RW: I am still an active member of Teens Canopie. It has been five years since I first joined the soccer team. Besides soccer, I also participated in other activities organised by Sheng Hong, such as the Family Camp and the Chinese New Year party.

TC: How would you describe your experience in Teens Canopie? Is there anything memorable or meaningful?

RW: I would say my experience in Teens Canopie is nothing short of great! My five-years involvement with Teens Canopie has provided me with countless memorable memories. What I remembered most fondly of was the time spent after training, eating and relaxing with my teammates. Such times spent have allowed us to develop a strong sense of brotherhood with each

other. The team is like a second family to me. This deep sense of belonging to the team has caused me to stay in the team all this while.

TC: What would you count as benefits that you have gained from joining Teens Canopie? Is there anything you have learnt that is useful to you then or now?

RW: When I first joined, I was very much unclear of my life direction. I was in the process of figuring myself out without any proper guidance. After joining the team, my coaches and teammates guided and advised me along. They help me to find my way. Most importantly, they never gave me up even when I made mistakes. I used to feel very inferior as I was not good in studies. Now I am one of the oldest members in Teens Canopie. I have become more disciplined. I believe that I am finally on the right path. I feel that Teens Canopie is a perfect place for my personal development.

TC: Is there someone that you would like to appreciate?

RW: I would like to express my appreciation to the previous coach, the late Mr Ali and the current Coach, Mr Jastin, for their dedicated support and guidance. I also like to appreciate my soccer teammates because they are the ones who drive me on.

TC: What would you hope Teens Canopie to do more or do less?

RW: Teens Canopie has come a long way to where it is today. I hope that it will continue to be a place where young people like me can turn to in finding friendship and guidance, and that it will gain more recognition that it truly deserves.

KEEP READING TO THE KIDS

Happy faces of the children motivate volunteer Samantha Lai

I am a mother of two boys, aged 14 and 19. Since they are more grown up, I thought I could spend some time giving back to the society. In July 2012, during my short sabbatical leave, I came across a banner in the neighbourhood asking for volunteers. Without much hesitation, I decided to enrol myself as a KidsRead volunteer at Sheng Hong.

When I first started, I knew nothing about the programme. Nonetheless, the interaction with the young kids kept me going. Though it was not easy to handle the kids, it brought me memories of those times when I handled my own young children.

Despite certain difficult moments, I have come to enjoy reading to and guiding these kids through each session. Though I have my own job demands, I still enjoy taking time to complete lesson plans, hoping that the children will learn and enjoy each of the sessions that I conduct. The happy faces of the children are what

motivate me to carry on as a volunteer.

Since joining KidsRead, I have seen volunteers come and go. Nonetheless, Mr Ang Isenlim, the social worker in charge of the programme continues to work relentlessly to recruit, train and appreciate the work of KidsRead volunteers. I want to specially thank him for his dedication, time and the 'pains' he bears to liaise with each of the volunteers, so as to keep the programme going in spite of having to manage many other things at the centre.

Today, my husband and my 14-year-old son have join me in volunteering with KidsRead. This has become a weekly family affair for us. They, too, have found the programme interesting and meaningful.

Ms Samantha Lai

Volunteer with KidsRead





LIFE POINT | REPORT

LIFE POINT

Forward planning for peace of mind

Life Point, a brand new community-based pilot project funded by Sheng Hong Welfare Services, began its service at Chinatown Point Shopping Complex in February 2013. Set against the backdrop of a fast ageing population in Singapore, Life Point aspires to advocate among seniors the need to plan forward on matters related to the last phase of life.

A survey was conducted in the vicinity of Chinatown, including rental blocks, to understand elderly's preparedness on End-of-Life issues. We discovered there was a generally low awareness (ranging from 10% to 18% of respondents) of the four main legislative aspects related to End-of-Life matters: Lasting Power of Attorney (LPA), Advanced Medical Directive (AMD), Will Making and Human Organ Transplant Act (HOTA). The survey results helped us craft our public education programmes on End-of-Life matters.

We also conducted door-to-door visits to the rental blocks at Banda Street and Chin Swee Road to raise

awareness of Life Point services. Networking with two Senior Activity Centres in the vicinity, conduct of talks, membership recruitment and publication of a quarterly newsletter were also followed. We also partnered with many key players in the community, including the Office of Public Guardian (OPG), Singapore Law Society, Council for Third Age (C3A),

PREPARATION FOR DEATH

To help seniors to be more aware of matters and practical preparation related to their last phase of life, we conducted public education talks and seminars on some key areas (see table below). Life Point also worked closely with the legal professionals to conduct LPA Mobile Clinic, AMD Signing Session and Will Making Session. Many seniors found it easier to execute their decisions after gathering information from the public talks.

TOPIC / THEME	NO. OF TALKS	TOTAL NO. OF PARTICIPANTS
Advanced Medical Directive (AMD)	12	208
Human Organ Transplant Act (HOTA)	12	208
Will Making	11	229
Introduction to Social Services & Healthcare Services	15	273
Lasting Power of Attorney (LPA)	19	348

LEGACY & WISDOM

Life Point uses the small group model to conduct three types of workshops for seniors. "Life Review" Workshop facilitates seniors to derive life meaning and sense of fulfilment as well as resolving issues through reflecting on their past. "Forward Planning" Workshop stimulates seniors to consider areas that they can make plans to deal with their last stage of life. It advocates early planning for the peace of mind. "Heart-to-heart" workshop equips seniors with knowledge and skills to enhance their relationships with their family members and friends. It encourages seniors to build healthy emotional connection with others, to strengthen the protective factor and to prevent seniors from loneliness and depression.

In FY13, a total of 29 seniors attended the three workshops. After attending the workshops, many gave very positive feedback that they accept and value life better. One participant started to find ways to amend her strained relationship with her children. Another started to open up to others through the facilitation of the workshop. Many have made new friends through the sharing and support given by one another.

EMBRACING LIFE

While we promote forward planning for end-of-life related matters, we strive to promote active and healthy living among seniors too. We organised different activities to allow seniors to get-together regularly for social & educational purpose. We also organised a variety of activities which includes tea sessions, heritage outings, health talks & seminars, birthday and festive celebrations.

Life Point has not only created a platform for seniors to make new friends and acquire new knowledge and skills, it has also become a platform for seniors to find new sense of meaning by contributing themselves. By promoting forward planning for end-of-life matters, we have rekindled the love of life among many seniors. One senior has rekindled her love of making pressed-flower bookmarks. Others have enjoyed sharing their knowledge on current affairs with others. They were happy that they could find acceptance and they could

ACTIVITY	NO. OF SESSIONS
Tea Sessions	54
Heritage Outings	10
Health Talks & Seminars	20
Festive Celebration	3

express themselves freely at Life Point. By encouraging active participation, many seniors have come forward to become co-facilitators for social and recreational activities.

COMMUNITY SUPPORT

As a pilot service, we are deeply grateful towards the support given by many community partners such as OPG, Singapore Law Society and C3A. We are also encouraged by the interest and contributions made by our 37 volunteers who have given us logistic and administrative support in many activities.

The profile of Life Point members shown in the table highlights a high percentage of younger-old keen on preparing for end-of-life issues. As research has shown that about 40-45% of the dementia patients suffer before they reach 65 years old, it is encouraging that many are taking preemptive preparation to age well. On "Living Arrangements", we are concerned for those who are staying alone, with only spouse or with elderly parents. They are more likely to be vulnerable and in need of stronger support system. Looking at "Types of Dwellings", we are pleased to note that Life Point is fulfilling its purpose of bringing its service to those who are in need, regardless of socio-economic status.

DESCRIPTION	PERCENTAGE
Membership (31 March 2014)	196 (>55 years old)
Younger-old (<65 years old)	48%
Older-old (65-79 years old)	43%
Very old (>80 years old)	9%
Female	73%
Male	27%
Living Arrangements	
Staying with Spouse/Children	40%
Staying Alone	21%
Staying with Children	13%
Staying with Spouse	12%
Staying with Elderly Parents	8%
Staying with Siblings	5%
Staying with Friends/Relatives	2%
Types of Dwelling	
HDB Flats	67%
Executive Apartments/Private Houses	21%
Rental Flats (or with Friends/Relatives)	12%

EMPOWERING THE SENIORS TO AGE WELL

Better decision-making to enjoy the last stage of life

Life Point is a community-based pilot project that promotes preparation for end-of-life matters. It is a response to Singapore's fast ageing population. Moreover, we have discovered that many seniors are not aware of the community resources that help them plan for their last stage of life. This could be due to language barriers, computer illiteracy, etc.

Being a Cantonese who is also bilingual in English and Chinese, I am inspired to communicate such information to the seniors through talks, in English, Mandarin and Cantonese. And being social work trained, I find it easier to build rapport with the participants, and help to simplify complex concepts or jargons for the seniors.

Through the various public education programmes, I have observed some significant changes in seniors. They are more aware and knowledgeable of end-of-life issues, and most importantly, they are ready to take action. Essentially, they are now better equipped to

make informed choices based on their preferences and circumstances. All of this gives them a sense of empowerment, self-determination and self-esteem.

Going forward, it is my hope to see the community come together to de-stigmatise the discussion of death-related topics and preparation. They are vital topics that cannot and must not be ignored.

Choo Kin Cheong

Social Worker

“It is my hope to see the community come together to de-stigmatise the discussion of death-related topics and preparation.”





STUDENT CARE SERVICE | REPORT

CHARACTER FIRST

Character development through interaction and reflection

In FY13/14, Hougang Sheng Hong Student Care Centre (SCC) saw 17 new enrolments and served a total of 79 children. The average monthly headcount was 59 students, with 42.5% of the students benefitting from the Student Care Financial Assistance (SCFA) subsidy scheme.

A key focus in last year's programme was character development through loving the elderly. SCC partnered with Hougang Sheng Hong Family Service Centre, organising various inter-generational activities during the Lantern Festival period. The students learned ways to understand and communicate with elders, through lantern making and enjoyment of moon cakes together. In addition, they learned to design birthday cards for seniors at Life Point, a new project for elderly in Chinatown. Through the activities, the children developed interest in knowing and interacting with elderly, to accept and respect them. In turn, they brought joy to the elderly groups.

Another meaningful programme embarked in FY13/14 was a series of character development workshops. It focused on developing in children universal values such as Courtesy, Respect and Honesty. Through teaching, sharing, reflection and discussion,

the workshops helped the children gain greater awareness and assessment of their own behaviours, enabling them to decide how they might change for the better.

Meanwhile, SCC has over the years discovered that increasingly more children are suffering from short attention span. Many of them are lower-primary students, who require close supervision and guidance in completing their schoolwork. In this regard, we are particularly grateful to a few dedicated volunteers who have been regularly providing individual coaching to some of the students. SCC staff also made special efforts to affirm children who display independent and self-control behaviour.

Finally, a Family Day was organised to engage students' parents. They were invited to attend a special parenting talk based on "Di Zhi Gui" (Rules for Learners) and participate in many interactive indoor and outdoor games. All of this allowed both the children and their parents to interact and spend fun and quality time together. Feedbacks from parents were very positive. Many of them appreciated SCC efforts to help foster family bonding.

APPRECIATING EVERY CHILD'S UNIQUENESS

Different strokes for different children

It has been almost nine years since I received a call for a job interview for a "caregiver position". I had no idea what it was exactly then. I soon found out when I walked into Hougang Sheng Hong Student Care. The Centre was filled with children giving me curious looks.

My experience with children was limited to my role as a mother to my own three wonderful girls, who like normal children did give me challenges and difficult days, but were always respectful.

Very soon, I became aware that I was ill-equipped to deal with these children at the Centre, who came from very diverse backgrounds, including those from single-parent, low income and dysfunctional families. It dawned on me that if I wanted to be an effective caregiver, I had a lot to learn through my dealings with them, and from my colleagues.

Overtime, I develop my own style of working with children. I believe I now have a good measure of understanding of what each child wants; deep down, every child wants to know that he matters. When

dealing with them on a one-to-one basis, I use a soft approach and am sensitive to their feelings. Children see that I am firm, but fair to them. I laugh with them when they are innocently funny, but I will reproach and correct them when they are at fault.

Instilling core values in these children has always been at the back of my mind. I yearn to see these children grow up as honest, caring, conscientious human beings. I would constantly remind them of these important traits.

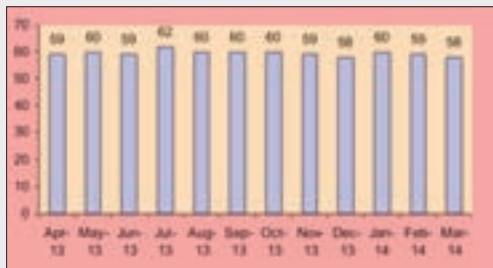
My challenges have not changed. I still have to deal with disobedience, impoliteness and indifference displayed in children. However, I have learned not to be discouraged but handle each situation and each child well, with the confidence I have acquired through the years.

Mdm Chashma Taufiq

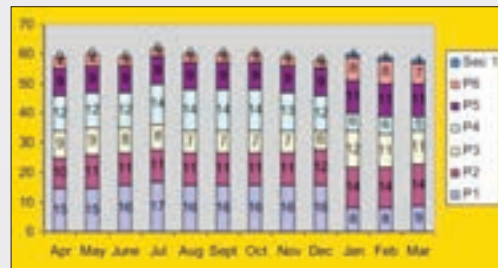
Student Caregiver



Enrolment by Months (Apr '13 to Mar '14)



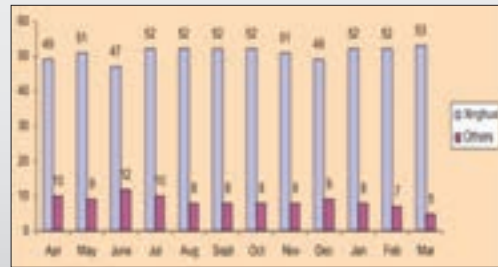
Distribution of Students by Educational Level (Apr '13 to Mar '14)



Distribution of Students by Subsidy (Apr '13 to Mar '14)



Distribution of Students by Schools (Apr '13 to Mar '14)



STUDENT CARE SERVICE | PERSONAL REFLECTION

GIVING THAT EXTRA EFFORT

Shaping young hearts and minds with care

Serving as a Centre Supervisor since August 2008, I see my position as a meaningful continuation of my previous work with preschool children and my passion in working with children.

As Sheng Hong is a voluntary welfare organisation, my role naturally lets me work with needy families. I soon discover that many of such families require additional support and assistance to meet their children's needs.

Research has shown that education is a key factor in helping needy families break the poverty cycle and to achieve better quality of life. However, to motivate and sustain a child's interest in education, it requires good emotional connection with these children before any real learning can happen. The daily attention and affection given by my team have become a vital motivating factor in their course of learning.

Besides academic achievement, I have come to realise the importance of developing life skills in today's young children. Many children lack self-confidence and have poor self-discipline. Teaching them self-respect is essential. I have discovered that using a firm but kind

hand is the most effective way of disciplining a child. Children also learn fast through modelling. Hence, I always remind myself to behave in a way that will serve as a good example for the children to follow.

It is my goal to provide an assuring, nurturing environment for the children, so that they may develop their best possible capabilities and potential. I am happy to see that many children have grown to become more caring and respectful towards one another. Many have also become good friends. Moreover, they have learned to take good care of the centre's books and toys, and take pride in their work, not only in schoolwork but also other projects, such as the Centre's quarterly newsletter and year-end party.

I believe that the extra effort that my team make daily has somehow shaped these young children positively. Hopefully, it will prepare them well as they grow up to become socially responsible adults in the future.

Ms Ng Lai Yoong

Supervisor



“It is important for teachers to engage in continuous learning activities that bring new knowledge and insights to their work with children.”

CHILDCARE SERVICE | REPORT

PLAY TO LEARN

Play-focused curriculum to develop children holistically

We believe that children learn best through play. This is why at MacPherson Sheng Hong Childcare Centre (MSHCC), we offer a play-based curriculum to holistically develop our children. It is based on the guidelines and frameworks set by Ministry of Education (MOE), Ministry of Social & Family Development (MSF) and Early Childhood Development Agency (ECDA).

Moreover, in tandem with the Government's increased emphasis on higher professional benchmark for the preschool industry, we strive to keep ourselves abreast with the latest development in the preschool scene. We maintain close ties with training agencies such as ECDA, Seed Institute and KLC. This is so that we are apprised of new upcoming courses and workshops for teachers. Apart from sending our teachers for training, we also commit at least two days a year for in-house staff development program. All of this shows our recognition that as educators, it is important for teachers to engage in continuous learning activities that bring new knowledge and insights to their work with children.

Last year, four teachers completed the Diploma in Early Childhood Education while they juggled between personal commitments, work and studies for three years. Almost all our teaching staff have also completed a 16-hour course on "Early Years Developmental Framework" (EYDF) organised by MSF. We are very encouraged by the strong passion shown by our teachers. They committed substantial time and efforts to equip themselves with new knowledge and skills so they may better develop the young ones.

Meanwhile, to provide parents with more detailed updates on their child's development, we started to compile individualised portfolios for each child, starting last year. Each portfolio contains teacher's observation reports on the various developmental domains and different learning dispositions of each child.

Finally, since April 2013, MSHCC has had full enrolment of 193. This serves as a great testimony of our progress and development in providing affordable, quality pre-school education to our young ones in the community

RAW DIAMONDS BORN TO SPARKLE

Polishing the “meaning-makers” in the young

Our children are raw diamonds to be polished. They are our future. To help them learn, and to bring out the best in them, let them play. Whether through indoor or outdoor play, aesthetics or creative expression such as music and movement, it is through such daily play activities that each child develops his/her intellectual and cognitive capacity. Also, to equip them to be successful in life, let each child receive holistic development from a young age. These include their physical, cognitive, intellectual, emotional, social and aesthetic faculties. In this regard, I constantly encourage my staff to envisage the skills and dispositions that our children would need for their future, for examples, relational skills and healthy self-esteem.

In addition, I stress that children should be engaged as active meaning-makers, not merely passive recipients. They should learn how to acquire, use, and share information in multiple media forms and ways, so that it becomes meaningful knowledge. Children's ways of thinking greatly involve their imagination, emotion, environment and the people they interact and communicate with. Thus, our choices of facility, teaching, space, time, community interaction and school structure all carry vital impact on how our children learn.

We often say that “actions speak louder than words.” It is. That means we need to be aware that our values are

on display whenever we interact with the children. They are constantly observing us – learning about values by observing how those around them behave, act and speak. As adults, we thus need to be mindful and intentional in shaping the children's characters through our words and actions.

Correspondingly, I believe that a good childcare centre is as good as its team. As the principal, I strive to provide my team members with support and respect. I value my staff's professional input, and give them autonomy in decision making. When we have our children's common interest at heart, we can help one another play our roles well, making our Centre the best place for every child.

I am grateful that I have had the wonderful opportunity to tread this far on the journey of caring and educating children. It is my belief that we should respect and embrace each child's uniqueness, including his/her weakness. Only then can we shape them to become responsible, confident and motivated individuals in the future.

Ms Wendy Tan
Principal





CHILDCARE SERVICE | PERSONAL REFLECTION

DEVELOPING THE “WHOLE” CHILD

Drawing out the curiosity and creativity in every child

For eight years, MacPherson Sheng Hong Childcare Centre (MSHCC) has been like a second home to me. It is the place where I discovered my passion in teaching and realised my dream of nurturing the young ones. This is also the place that challenged and inspired me to further my studies. I am thankful to have graduated with a Degree in Early Childhood Education in year 2007.

The most amazing aspect as a preschool teacher is being able to work closely with children and witness the way they are transformed in their preschool years. This is not to say that it is all fun and play. When we handle the young ones, we strive to develop them as a “whole” child, and maximise their potential in every way possible. It is not uncommon for teachers to at times deal with situations where our teaching philosophy fails to agree with some of the parents. It takes a lot of time and effort to work with and convince the parents to look at the bigger picture of child development, that is, beyond academics. In this regard, I am grateful for the support and understanding given by the MSHCC

management and parents. They have made my job a fulfilling one thus far.

An important value that I hope to inculcate in children is a love for lifelong learning. Learning is a lifelong process. It is not just restricted to the years of formal education one receives in school often associated with grades and certificates. I believe that if children find joy in learning during their preschool years, that joy and passion in learning will continue to stay throughout their lives. This way, they may grow to become happy and contributing members of the society. All of this spurs me to craft fun and positive learning experiences for the children, to engage and draw out the intrinsic curiosity and creativity in them. Even till today, I find myself constantly learning from the children and being inspired by their childlikeness.

Ms Ou Hui Ling
Senior Teacher

UNFETTERED DEDICATION

Commitment to maximise every child's potential



Mr Lok Chee Chiang and Mdm Wanwisa Sangsorn and their children, Yan En (right) and Mao Zhi.

Our two children, six-year-old Yan En and four-year-old Mao Zhi joined Mcpherson Sheng Hong Child Care Centre (MSHCC) when they were three years old. Before deciding on MSHCC, we visited many other centres in Macpherson. We finally selected MSHCC because of its spacious environment, with ample space for outdoor activities and contact with nature.

We like the low teacher-child ratio, which ensures close supervision and attention. At the same time, we are glad that the teachers there keep us informed of our children's development. The regular feedback by the staff and teachers also allow us to better understand our children. This enables us to reinforce their learning at home, and build on their good habits learned at the centre.

After sending my children to Sheng Hong, we also realise that Yan En and Mao Zhi have improved their social and relational skills. This is besides improvement in their educational learning. They are able to communicate better with others. They have also learnt to perform self-care skills such as putting away their shoes on racks, washing hands and brushing teeth by themselves. These are very useful skills for their future social integration and team work with others, especially when they enter into primary school.

We sincerely thank and appreciate the principal, teachers and support staff of Sheng Hong.

Mr Lok Chee Chiang and Mdm Wanwis Sangsorn
Parents of Lok Mao Zhi and Lok Yan En

“After sending my children to Sheng Hong, we also realise that Yan En and Mao Zhi have improved their social and relational skills. This is besides improvement in their educational learning. They are able to communicate better with others.”

Our three children, Kai Ying, Jin Xian and Jin Rong, all grew up at MSHCC since 2007. Then, we had just ventured into a new business. Our financial state was not stable and there were times when we were desperately anxious. Thankfully, the teachers at the MSHCC were very professional and caring, convincing us that our children were in good hands and that we could fully focus on making our business work. We are



(From left) Jin Xian, Jin Rong & Kai Ying

indeed grateful towards the dedication and support given by MSHCC.

We would like to commend English teacher Ms Hui Ling for her outstanding teaching. My three children admire her the most. Her good command of English has made a lasting imprint on my children, who want to emulate her. I am also pleased that my sons Jin Xian and Jin Rong have picked up well Mandarin, all credits to the two Chinese teachers, Ms Zhang Aihua and Ms Zhu Meizhen.

It is evident that the good teaching culture and ethical framework at MSHCC are results of the good stewardship of Ms Wendy Tan, the principal. She deserves to be praised. More, the philosophy of Sheng Hong to give each child a quality preschool education, regardless of race and religion, is indeed commendable. Well done and thank you, MSHCC.

Mr Chong Kok Kean and Mdm Khek Lay Sar

Parents of Chong Kai Ying, Chong Jin Xian and Chong Jin Rong

We first started looking around for a childcare centre in the Macpherson vicinity in 2006 when our firstborn, Rauf, was one-year-old. We visited a few centres but finally settled with Sheng Hong because of its spacious physical environment, reasonable fees and available outdoor learning opportunity in its very own garden.

We subsequently enrolled our second and third children, Kaif and Zia as we were very pleased with the loving environment. The friendliness and dedication shown by the whole staff team also impressed us. Moreover, we like the Centre's emphasis on developing in each child good habits such as queuing up and clearing their own plates after eating.

What we are most thankful about is how our children always look forward to going to Sheng Hong. Even now after two of them have graduated, they are always happy to drop by to say hello to the staff there. That, to us, says a lot about their enjoyable growing years spent in Sheng Hong.

**Mr Mohamed Taufiq bin Mohamed Noh
& Mdm Ng Tjin-hwai @ Kris Raia**

Parents of Rauf, Kaif and Zia



Mr Taufiq and Mdm Ng Tjin-hwai & children Rauf, Kaif and Zia

“The friendliness and dedication shown by the whole staff team also impressed us.”

THE PEOPLE WHO SERVE



FAMILY SERVICE STAFF

Back row (from left): Pang Yan Chyun, Andy Ang Hock Beng, Low Yiing Jia, Nagoor Mohideen, Sara Tan, Tan Soon Tee, Jastin Hatta, Amelia Ching Ah Wah, Bryan Lim Ee Fung, Ang Isenlim
Front row (from left): Chang Ai Ling, Esther Malar, Yong Shu Kuan, Ng Shiuh Shuen, Daisy Ngai Yin Ming, Lim Swee Kee, Chong See Mun, Liau Yi Fang, Goh Sze Mei
Absent: Lok Huey Chuen, Koh Cheng Chye Trevor, Tan Teck Hui



CHILDCARE CENTRE STAFF

Back row (from left): Grace Yeow Lai Cheng, Tan Siew Wai, Shiuh Chien Hua, Wang Jiren, Jennifer Ann Jee Too, Agnes Teo Ah Buay, He Yan Zhu, Peh Jock Ooh, Tan Bee Nan, Esther Lim Puay Hiong, Ramachandran Kavitha, Nidhi Bel, Zhang Aihua, Yong Siew Kee, Li Yanhua, Ng Poh Choo.
Front row (from left): Jaslyn Moroscallo Delos Angeles, Capiral Mary Rose Rivera, Wendy Tan Li Keng, Sara Tan, Yeo Kim Hiang, Zhong Leiling, Rowena Awiten Manglicmot, Charlene Mariano Mistas, Zaliha Ibrahim, Zhu Meizhen, Zhang Pei, Aw Wai Leng, Chua Bee Hua
Absent: Chen Li Juan, Shou Hui Jiu, Wong Swee Geck, Yong Siew Kwee, Zhao Shou Zhen



STUDENT CARE STAFF

(from left): Goh Back Ching, Belinda Chew Sook Yee, Cynthia Ong Gek Choo, Ng Lai Yoong, Chashma Taufiq, Ong Yam Neo
Absent: Yeo Leng Leng, Sharon



LIFE POINT STAFF

(from left): Kelly Kok Soon Heng, Sara Tan, Liau Yi Fang, Choo Kin Cheong, Nick Lim Jit Haur
Absent: Lok Huey Cheun

PUBLIC DISCLOSURE

1. The Society of Sheng Hong Welfare Services (SSHWS) is governed by a Management Committee whose members are elected according to the governing instrument, the Constitution. All our members serve on a voluntary basis without receiving any form of remuneration.
2. SSHWS was established with clear vision and mission objectives, which align with the governing document, the Constitution, which was last revised in October 2005.
3. The members of the Management Committee act in the best interest of SSHWS. There are clear policies and procedures to declare, prevent and address conflict of interest. All key staff and committee members are required to declare potential conflict of interest and abstain from decision making when such situations of conflict arise.
4. SSHWS conducts its programmes and activities to meet objectives as set by its vision and mission statements. These programs are carefully planned, monitored and reviewed to ensure stated objectives are met.
5. SHWS has in place, documented human resource policies and procedures to manage and reward its employees.
6. SSHWS has established adequate internal control policy and procedures, including financial, operational and compliance controls, to ensure accountable and legitimate deployment and management of its resources.
7. Reserve Policy: To ensure long term financial sustainability and the provision of our core activities, SSHWS has adopted the recommendations from the National Council of Social Services (NCSS) to retain reserves of not more than five years of its total operating expenditure. SSHWS anticipates that all its Centres and programmes will run at a deficit. From time to time, our Board will seek funding support from its principal sponsor, the Lorong Koo Chye Sheng Hong Temple Association (LKCSHTA) and its affiliates to have enough cash flow to sustain its operations for at least three to six months.
8. SSHWS holds the status of Institution of Public Character (IPC). Its IPC status is valid until 31st December 2014. With the IPC status, all outright cash donations are tax deductible.
9. SSHWS maintains its integrity and transparency of serving for public trust and community good. SSHWS provides both financial and non-financial information on regular basis to the public about its mission, structure, programs, activities, performance and finances through its publicity materials, letters to stakeholders, annual reports and the Charity Portal. SSHWS has set up its own website to publicise its activities to the public.

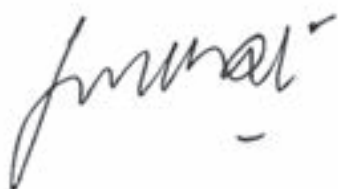
Statement by Executive Committee

In the opinion of the Executive Committee:

- (a) the financial statements are drawn up so as to give a true and fair view of the state of affairs of Society of Sheng Hong Welfare Services (the "Society") as at 31 March 2014 and the results, changes in funds and cash flows of the Society for the year ended on that date; and
- (b) at the date of this statement, there are reasonable grounds to believe that the Society will be able to pay its debts as and when they fall due.

The board of executive committee members has on the date of this statement authorised these financial statements for issue.

On behalf of the Executive Committee



LING KIN HUAT

President



SOON CHEOK KAH

Treasurer

Date: 15 August 2014

ONG TEH PAC

(Reg. No. 201216230N)

Chartered Accountants of Singapore

89 Short Street, #10-02 Golden Wall Centre, Singapore 188216

Fax: 63395338 Tel: 63399566

Email: ongtehco@otcpa.com.sg

Independent Auditor's Report

TO THE MEMBERS OF SOCIETY OF SHENG HONG WELFARE SERVICES

(Registered under the Societies Act, Chapter 311)

Report on the Financial Statements

We have audited the accompanying financial statements of Society of Sheng Hong Welfare Services (the "Society"), which comprise the statement of financial position as at 31 March 2014, and the statement of financial activities and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

The Society's management is responsible for the preparation of financial statements that give a true and fair view in accordance with the provisions of the Societies Act and the Charities Accounting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Singapore Standards on Auditing. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

ONG TEH PAC

(Reg. No. 201216230N)

Chartered Accountants of Singapore

89 Short Street, #10-02 Golden Wall Centre, Singapore 188216

Fax: 63395338 Tel: 63399566

Email: ongtehco@otcpa.com.sg

Independent Auditor's Report

TO THE MEMBERS OF SOCIETY OF SHENG HONG WELFARE SERVICES (CONT'D)

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements are properly drawn up in accordance with Charities Accounting Standards so as to present fairly, in all material aspects, the state of affairs of the Society as at 31 March 2014 and the results, changes in funds and cash flows of the Society for the year ended on that date.

Report on Other Legal and Regulatory Requirements

In our opinion, the accounting and other records required by the regulations enacted under the Societies Act to be kept by the Society have been properly kept in accordance with those regulations.



ONG TEH PAC

Public Accountants and
Chartered Accountants
Singapore

Date: 15 August 2014

Statement of Financial Position as at 31 March 2014

	Note	Total Current Year S\$	Total Prior Year S\$
NON-CURRENT ASSETS			
Plant & Equipment	7	134,428	67,363
Total non-current assets		134,428	67,363
CURRENT ASSETS			
Trade and other receivables	8	285,400	371,794
Cash and cash equivalents	9	1,545,643	1,149,301
Total current assets		1,831,043	1,521,095
CURRENT LIABILITIES			
Trade and other payables	11	344,034	312,801
Net current assets		1,487,009	1,208,294
Total assets less current liabilities		1,621,437	1,275,657
Net assets		1,621,437	1,275,657
FUNDS OF THE SOCIETY			
Restricted funds	10	1,622,592	1,096,418
Unrestricted funds	10	(1,155)	179,239
Total funds		1,621,437	1,275,657

Statement of Financial Activities for the Year Ended 31 March 2014

	Notes	Unrestricted Funds	Restricted Funds	Current Period Total *	Prior Period Total *
INCOME					
Income from generated funds					
Voluntary income	12.1	306,170	2,580	308,750	382,537
Income from charitable activities	12.2	1,901,399	1,786,801	3,688,200	3,202,712
Other income	12.3	25,966	7,070	33,036	35,849
Total income		2,233,535	1,796,451	4,029,986	3,621,098
EXPENDITURES					
Charitable activities	13.1	1,587,099	1,045,188	2,632,287	2,177,163
Governance costs	13.2	826,830	225,089	1,051,919	928,567
Total expenditures		2,413,929	1,270,277	3,684,206	3,105,730
Net income		(180,394)	526,174	345,780	515,368

*The financial statements covered the combined results of the Society and its childcare centres and other services.

(a) Childcare Centres

- Macpherson Sheng Hong Childcare Centre

(b) Other services

- Hougang Sheng Hong Student Care Centre
- Hougang Sheng Hong Family Service Centre
- Life Point

Statement of Cash Flows for the Year Ended 31 March 2014

	Note	Total Current Year	Total Prior Year
		S\$	S\$
CASH FLOWS FROM OPERATING ACTIVITIES			
Net income		345,780	515,368
Adjustments for:			
Depreciation of plant and equipment		48,839	28,580
		394,619	543,948
Operating cash flows before changes in working capital:			
Trade and other receivables		86,394	(261,593)
Trade and other payables		31,233	116,801
Net cash from operating activities		512,246	399,156
CASH FLOW FROM INVESTING ACTIVITIES			
Purchase of plant & equipment		(115,904)	(86,946)
Net cash used in investing activities		(115,904)	(86,946)
CASH FLOWS FROM FINANCING ACTIVITIES			
Bankers' guarantee pledged		–	(113,589)
Net cash generated from/(used in) financing activities		–	(113,589)
Net increase in cash and cash equivalents		396,342	198,621
Cash and cash equivalents at beginning of year		1,035,712	837,091
Cash and cash equivalents at end of year	10	1,432,054	1,035,712

Note:

The above financial statements are extracted from **Audited Report FY2014** of **Society of Sheng Hong Welfare Services**.
For a full copy of the Audited Report, please contact us at 6289 5022 or visit our website at www.shenghong.org.sg

ACKNOWLEDGEMENT

INDIVIDUAL VOLUNTEERS

Ang Ching Hai, Gregory
Alvina Ang Li Ting
Ang Rui Xia
Ang Wei Fong
Au Siah Huay
Au Siah Huay
Cai Xingfang
Cai Xinglin
Carene Lee Ting Wei
Cheng Yong Joo
Chiang Mun Kit
Chiang Yew Jie Alex
Chong Andrea
Dawn Tan Hui Qi
Deepika Negi
Dennis
El-Malique Bin Md Ghazali
Foo Xiang Peng
Fwah Li Xin Valerie
Gerald Koh Chee Hean
Goh Jae Min, Jasmine
Goh Kuay Khee, Nicholas
Ho Jin Chek Amos

Koh Hui Ling
Koh Rui Qian Nigel
Lai Kum Ying Samantha
Lau Zhi Min
Lee Leng Siang
Leo Wen Ge
Leow Wan Win
Leow Yuan Pin Felise
Liew Yin Wan
Lim Choy Leng Shirley
Lim Yi Yan Janice
Lim Zhi Chao Alexius
Lim Zhi Yang Alvin
Matthew Holmes
Melissa Ng Li Ling
Neo Qiao Ying
Neo Qiao Ying Nicole
Ng Lai Peng
Ng Qi Hui Michelle
Ng Yi Chong, Raynold
Niveditha Krishnan
Nurhidayah Bte Hashim
Nurul Nadhirah Bte Abdul Hafiz

Ong Wei Shi
Phoon Rou Hui Amanda
Phyllis Hong Kaijia
Poon Yi Nuo Vivian
Poon Yi Nuo Vivian
Rosie Sim Joo Peng
See Jing Jing
Sim Joo Peng Rosie
Siti Nor Fasha Bte Mohamed
Tan Chee Kiong
Tan Kok Keong Kelvin
Tan Shi Wei
Tan Xiu Qi
Tan Yi Lu
Tan Yu Zhen, Eden
Tan Yuan Teng, Brandon
Teo Wen Wei Elvin
Tng Pei Wei
Toh Yi Wei
Vincent Tan
Woo Wan Li Joelyn
Yeo Jia Jin, Justin
Yong Wen Ying Mavis

GROUP/CORPORATE VOLUNTEERS

Abbott
Aljunied Youth Executive
Committee
Bendemeer Secondary School
Citibank
Citycare
Civil Aviation Authority of
Singapore

Drama Box Ltd
Esplanade
Meridian JC
Nan Chiau High School
Nanyang Technological University
National Institute of Education
National University of Singapore

Raffles Institute
Serangoon JC
Singapore Arm Forces
Singapore Chinese Girls' School
Singapore Management
University



DONATION RECORDS (01/04/2013 TO 31/03/2014)

INDIVIDUAL DONORS

Ang Siew Cheng	Ling Kin Huat	Sun Lat Kwok
Chen Chin Chee	Lo Yiang Gek	Tan Chee Sum Vincent
Chen Qiuru	Loo Kuen Feng	Tan Chor Soon
Games George Michael	Mak Yee Sun	Tan Siew Kim
Goh Choo Kiat	Muhammed Omer	Tan Suat Cheng
Han Li Chun	Ng Ah Chye	Tay Hui Kiang
Heng Tze Wee	Ng Sai Hua	Teng Seng Lai
Khoo Yong Kiong	Ngian Kok Hua	Tung Lay Ying
Koh Boon Hui	Ngian Kok Weng	Yeo Ee Ling Irene
Kong Lai Tong	Ong Chee Wee	Yik Yuen Wah
Lim Buay Nai	Ong Yeow Chon	Yoga Pranolo
Lim Kim Hong	Peh Bon Tee @ Pea Bon Tee	
Lim Yuen Hwee Alvin	Piyapan Kruemai	

SCHOOLS/CHARITIES/CORPORATES

Chin's Signtech
Hong Hian Keng Association
Huai Si Tang Pte Ltd
J-Quest Engineering & Trading
Koo Chye Ba Sheng Hong Temple San Qing Gong Pte Ltd
Lee Foundation
Lorong Koo Chye Sheng Hong Temple Association
Nan Chiau High School
Yu Ying Secondary School

“The coming year will be another fruitful one in which the management team will work hand-in-hand with the staff team to develop and grow the various services. I am confident our services will continue to be relevant and excellent for the community and the people we serve.”

Mr Ling Kin Huat, PBM
President
Society of Sheng Hong Welfare Services

STAFF LIST

Executive Director	Sara Tan - Woo Lai Kwan	
Admin cum Accounts Officer	Wong Shiao Ling, Daphne	(Left 01/04/2013)
Admin cum Accounts Officer	Ngai Yin Ming, Daisy	
Admin Assistant	Ching Ah Wah, Amelia	
Admin Assistant	Lim Jit Haur, Nick	
Admin Assistant	Tan Soon Tee	
Senior Social Worker	Chang Ai Ling	
Senior Social Worker	Chong See Mun	
Senior Social Worker	Liau Yi Fang	
Assistant Senior Counselor	Goh Sze Mei	
Social Worker	Andy Ang Hock Beng	
Social Worker	Ang Isenlim	
Social Worker	Choo Kin Cheong	
Social Worker	Esther Malar	
Social Worker	Koh Cheng Chye, Trevor	
Social Worker	Nagoor Mohideen	
Social Worker	Tan Teck Hui	
Counselor	Lok Huey Chuen	
Counselor	Low Yiing Jia	
Counselor	Ng Shiuh Shuen	
Counselor	Pang Yan Chyun	
Counselor	Yong Shu Kuan	
Social Work Associate	Herni bte Mohamed	(Left 01/07/2013)
Social Work Associate	Lum Li Earn Rosemary	(Left 19/07/2013)
Social Work Associate	Nawira Baig	(Left 10/06/2013)
Social Work Associate	Norlina bte Jaafar	(Left 25/11/2013)
Program Assistant	Nurul Zaheerah bte Mohamad	(Left 26/10/2013)
Program Coordinator	Lim Ee Fung, Bryan	
Program Executive	Jastin Hatta	
Cleaner	Lim Swee Kee	
Childcare Principal	Tan Li Keng, Wendy	
Accounts Executive	Tan Siew Wai	
Admin Executive	Ann Jee Too, Jennifer	
Head Teacher	Zhang Pei	
Senior Teacher	Aw Wai Leng (Ou Huiling)	
Childcare Teacher	Capiral Mary Rose Rivera	
Childcare Teacher	Charlene Mariano Mistas	
Childcare Teacher	Chen Lijuan	
Childcare Teacher	Chua Bee Hua	
Childcare Teacher	Ganje Ria Lutero	(Left 31/03/2014)

Childcare Teacher	Garcia Maria Cristina Matias	(Left 23/11/2013)
Childcare Teacher	He Yanzhu	
Childcare Teacher	Jaslyn Moroscallo Delos Angeles	
Childcare Teacher	Komaeswari d/o Saminathan	(Left 31/03/2014)
Childcare Teacher	Li Yanhua	
Childcare Teacher	Lilisha bte Abdullah	(Left 31/12/2013)
Childcare Teacher	Nur Farhanah bte Muhd Imran Tan	(Left 28/02/2014)
Childcare Teacher	Ramachandran Kavitha	
Childcare Teacher	Rowena Awiten Manglicmot	
Childcare Teacher	Shih Chien Hua	
Childcare Teacher	Shou Hui Jiu	
Childcare Teacher	Siti Suhaila bte Supomo	(Left 31/03/2014)
Childcare Teacher	Tio Shu Yi Sofia	(Left 18/04/2013)
Childcare Teacher	Wang Jiren	
Childcare Teacher	Yeo Kim Hiang	
Childcare Teacher	Zhang Aihua	
Childcare Teacher	Zhao Shouzheng	
Childcare Teacher	Zhong Leiling	
Childcare Teacher	Zhu Meizhen	
Childcare Assistant	Goh Peck Buay, Doreen	(Left 30/09/2013)
Childcare Assistant	Ng Poh Choo	
Childcare Assistant	Teo Ah Buay, Agnes	
Bus Attendant cum Childcare Assistant	Kua Siew Hua	(Left 16/01/2014)
Bus Attendant cum Childcare Assistant	Lim Puay Hiong, Esther	
Bus Attendant cum Childcare Assistant	Mudalia Megala Balasubramanian	(Left 11/07/2013)
Bus Attendant cum Childcare Assistant	Sin Kai Sio, Jessie	(Left 31/12/2013)
Bus Attendant	Wong Swee Geck, Sharon	
Bus Attendant	Yeow Lai Cheng, Grace	
Bus Attendant cum Cleaner	Yong Siew Kwee	
Cleaner	Peh Jock Ooh	
Cleaner	Tan Bee Nan	
Cook	Yong Siew Kee	
Cook	Zaliha bte Ibrahim, Mona	
Student Care Supervisor	Ng Lai Yoong	
Student Caregiver	Chashma Taufiq	
Student Caregiver	Hong Lay Leng, Catherine	(Left 24/08/2013)
Student Caregiver	Ong Gek Choo, Cynthia	
Student Caregiver	Yeo Leng Leng, Sharon	
Cleaner	Goh Back Ching	
Cook	Ong Yam Neo	



城隍慈善基金

SOCIETY OF SHENG HONG WELFARE SERVICES

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