



BRINGING  
**LOVE**  
TO EVERY SINGLE  
**SOUL**

**ENGAGE. ENRICH. EMPOWER.**

**ANNUAL REPORT**

**FY 2014/2015**

# BLESS

Bringing Love to Every Single Soul (BLESS), is a community-focused Non-Profit Organisation, launched in August 2014 by Ms Low Yen Ling, Mayor for South West District. Under the guidance of NUS professors, BLESS is driven by NUS students and alumni members. Having recognised the bountiful potential of social capital, BLESS actively targets the community as a focal point of intervention to support the less privileged in the society.

Believing that every community is its own strongest reserve, our focus is on **maximizing social impact and creating sustainable changes in different pockets of community.**

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# CHAIRMAN'S MESSAGE

Officially launched as a Non Profit Organisation in 2014, the first year has been an enriching and fulfilling year for BLESS. In keeping with our mission to create sustainable community changes in our community, BLESS has been strengthening our services both in intensity and spread. In the Financial Year 2014/2015, we are honoured to be given opportunities to participate and organize special projects, in addition to our five regular programmes.

With slightly over 40 National University of Singapore (NUS) students and alumni in the management committee, we have reached out to more than 3000 beneficiaries and engaged more than 400 volunteers to clock a total of 6890 volunteer manpower hours. Beyond numbers, it signifies commitment, willpower and above all, the spark of passion in all of us to serve the community.

Each time I am asked "What is BLESS about?", it always gives me the greatest pleasure to share with them what we do, and above all, who we are. We represent a fraction of the power of young Singaporeans in making a difference in our society.

On behalf of the Management Committee, I would like to express my appreciation to our community partners and volunteers for their commitment and passion. We will continue to strengthen our



collaborations to ensure better support and care for the less privileged for the coming year.

Indeed, no one can do everything, but everyone can definitely do something for their community! Let us continue to build the scaffold to help communities to help themselves.

Francesca Phoebe Wah Li Ting  
Chairperson  
August 2015



# CEO'S

# MESSAGE

The past year marks a vital learning journey for BLESS. In our first year of operation, we learnt the importance of putting in place structures and systems. We realised the potential of our people as we worked closer and better with one another. We appreciated every new connection we make with our community and corporate partners. This journey has just begun and we are still learning, still discovering.

I thank all our members, volunteers and community partners for contributing to a meaningful year for BLESS. Amidst our achievements, let's remember the obstacles we faced and honour our fighting spirit. I encourage every member to not be discouraged by difficult times but take them as opportunities for growth for BLESS and YOURSELF.

As we welcome the coming year for BLESS, we will focus on doing better in where we have started. I am pleased that all our five initiatives have set more focused yet higher goals to perform better operationally and in the programmes they have started in the Southwest district.

Members and volunteers of BLESS can also look forward to better quality and regular training programmes because we value people as the organisation's best asset. This coming year brings bigger and better plans for BLESS. The journey will be challenging and thus, I ask every member to display a strong sense of commitment and discipline to the team.



Nonetheless. I am confident that we will appreciate this passage of learning and growth as we continue to discover what it means to have a heart for people and service with the heart.

Let's celebrate every moment together and strive towards building "A Community That Gives, A Singapore That Lives"!

Leung Sin Hang  
Chief Executive Officer  
August 2015

# **VISION & MISSION**

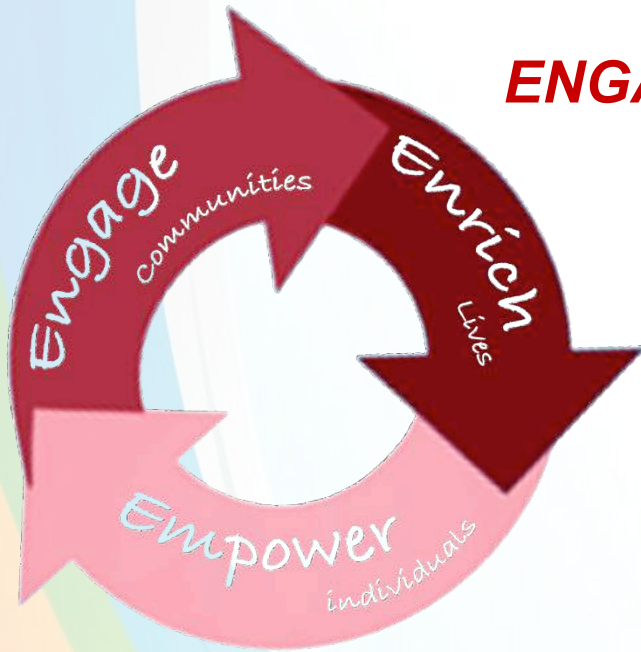
## **VISION**

**A community that gives,  
A Singapore that lives.**

## **MISSION**

**To create sustainable changes in  
our community.**

# GOALS



## **ENGAGE. ENRICH. EMPOWER.**

To develop capacity of communities by **engaging communities** in efforts to **enrich the lives** of the less privileged, **empowering both the givers and the recipients** through this process.

## **IGNITE. IMPART. INSPIRE.**

To develop capacity of youths by **igniting passion**, **imparting skills and knowledge** and **inspiring youths** to initiate community interventions.



# VALUES

## COMPASSION

*We have a heart for people.*

## PASSION

*We do things with a heart.*

## TEAMWORK

*We achieve more when we work as one.*

## RESILIENCE

*We stand as one against all odds.*

## INTEGRITY

*We serve with our moral compass.*



# WORKING MODEL

**CAPTURE** the different available community resources

**DEVELOP** the capabilities of these assets.

**Build** and **strengthen**  
capacity of communities

**Document** and **develop**  
productive and cost-effective  
community-based models

**Publicize** and **share**  
research results to  
affect policy changes

**Replicate**  
model in Singapore

# PROGRAMMES

At present, BLESS has **5** regular programmes.

Like that of a pentastar, although the 5 programmes may appear disjointed at the first glance, they share the **SAME FOCUS** of engaging communities, enriching lives and empowering individuals. Yet, they execute it through **DIFFERENT STRATEGIES**.



## Programme

## Overview

### **Bringing Love to Every Small Soul**

An online platform that congregates needs from different social service agencies and coordinates community giving efforts.

### **Bringing Learning to Every Shining Star**

A bi-weekly reading programme held at the void decks of rental blocks.

### **Bringing Laughter to Every Single Senior**

A community-based elder care programme that enables and empowers seniors in the community to help the isolated elderly.

### **Bringing Love to Every Single Stranger**

A Values-in-Practice (VIP) programme to increase self-directed and self-initiated community involvement in students.

### **Baking with Love for Every Sweet Soul**

A platform to mobilise and coordinate corporate-giving to bless children with birthday cakes on their birthdays.

# OUR YEAR IN NUMBERS



**2** CONFERENCES

**11** MOBILE  
FAMILY DAYS



**36** CHILDREN BLESSED  
WITH BIRTHDAY CAKES

**10**

BLESS



**50** READING  
SESSIONS



**2951**

FULFILLED WISHES

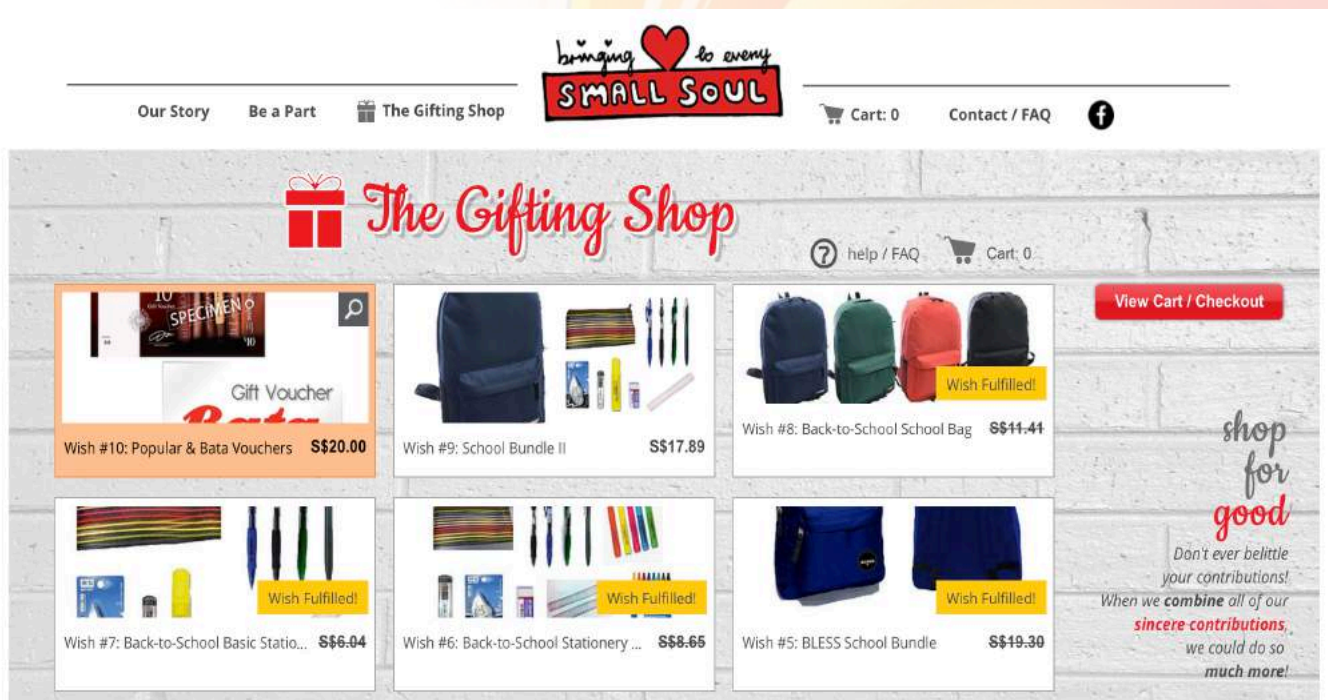
**6890**

VOLUNTEER MANHOURS



BLESS

# BRINGING LOVE TO EVERY SMALL SOUL



“ **ENGAGING** internet users in  
**ENRICHING** the lives of the less  
privileged, **EMPOWERING** them  
to give to the community. ”



Cost savings of  
\$21, 558.36  
through bulk  
purchase



Raised a total of  
\$16, 943.24 from  
633 donors



12 social  
service  
agencies



2951 wishes  
fulfilled

# #1

90% of the donors felt that these appreciation cards add the element of **personal touch** to the giving process and give them the **assurance** that the child has received the items.



# #3

100% felt that small soul website is **easy** to navigate.

*BLESS presented a paper titled "The Use of Online Platform in Community Engagement Efforts" at the ICSD 2015 conference, sharing with the international community about the Small Soul website.*

# #2

85% felt that having an online platform **increases** their willingness to bless a child.



# BRINGING LEARNING TO EVERY SHINING STAR



“ **ENGAGING** residents in  
**ENRICHING** the lives of the young  
children, **EMPOWERING** them to  
deliver simple social services to their  
community. ”





4 Community groups



50 reading sessions



45 volunteers



120 children

***"With this program, it helps my son to revise for his English instead of spending his free time playing with his friends."***

**-Isnawati, parent of Zulfadhil**



***"This programme is good for my son and I can see improvement in his studies."***

**-Patricia, parent of Xin An**

***"Now, my older boy is better at communicating what he wants and takes more initiative to help out at home. My girl can now read aloud so we read together as a family at home. It is also good because the children just need to go downstairs which is very convenient. They get to make new friends and always look forward to the reading sessions."***

**- Mdm Haslinah,  
parent of Irfan and Sofiya**



***Shining Star  
was featured  
as one of the  
top ten  
stories in  
Straits Times  
Causes Week  
2014.***



ST PHOTO: LAU FOOK KONG  
Volunteers of Bless (Bringing Love to Every Single Soul) reading books to and discussing stories with children from low-income families in the void decks near their homes.

**Bringing reading sessions home for kids**



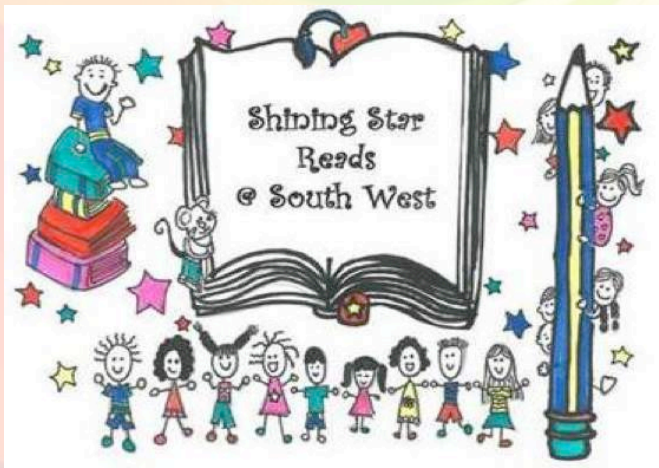
**BLESS extends our sincere gratitude and appreciation towards:**

a) **NIE student-teachers**, who contributed to the development of the curriculum.



b) **South West Community Development Council**, for funding 120 children.

*This programme is thus also known as Shining Star Reads @ South West.*



# BRINGING LAUGHTER TO EVERY SINGLE SENIOR



“ **ENGAGING** senior volunteers in  
**ENRICHING** the lives of the  
vulnerable seniors, **EMPOWERING**  
them to be active agents of change in  
their own community. ”



**BLESS is working with Singapore Anglican Services to run a Senior Community Outreach and Volunteer Engagement (S' COVE) programme.**



**This new model of structured volunteer training prepares senior volunteers for the field. Each volunteer is supported by mentor buddy during deployment to community.**

**BLESS also supported Project Angels, an initiative under Montfort Care, to run a dementia respite care.**



# BRINGING LOVE TO EVERY SINGLE STRANGER



“ **ENGAGING** primary school children in **ENRICHING** the lives of others, **EMPOWERING** them to care for their community. ”

**A Values-In-Practice Programme to increase self-directed and self-initiated community involvement in students. BLESS has successfully designed all the 6 activity books and facilitator's guidebooks.**

| Level                 | Focus  |
|-----------------------|--|
| <b>Lower Primary</b>  | Inculcating responsibility and self-discipline                         |
| <b>Middle Primary</b> | Service learning through interaction and critical thinking reflection. |
| <b>Upper Primary</b>  | Planning and executing a community project                             |

*"These books are excellent pieces of work that will certainly benefit the young learners in their character development. They serve to guide children of different age groups on how to be gracious and responsible citizens. Personally, I feel that it should be recommend to the primary schools in Singapore. We must be more intentional in inculcating values.*



Dr William Choy  
NIE Professor  
Policy and Leadership



# BAKING WITH LOVE FOR EVERY SWEET SOUL



**“ENGAGING**  
companies in  
**ENRICHING** the  
lives of the less  
privileged,  
**EMPOWERING**  
them to give back  
meaningfully to the  
community.”





Raised a  
total of  
\$1205.80



3  
corporate  
partners



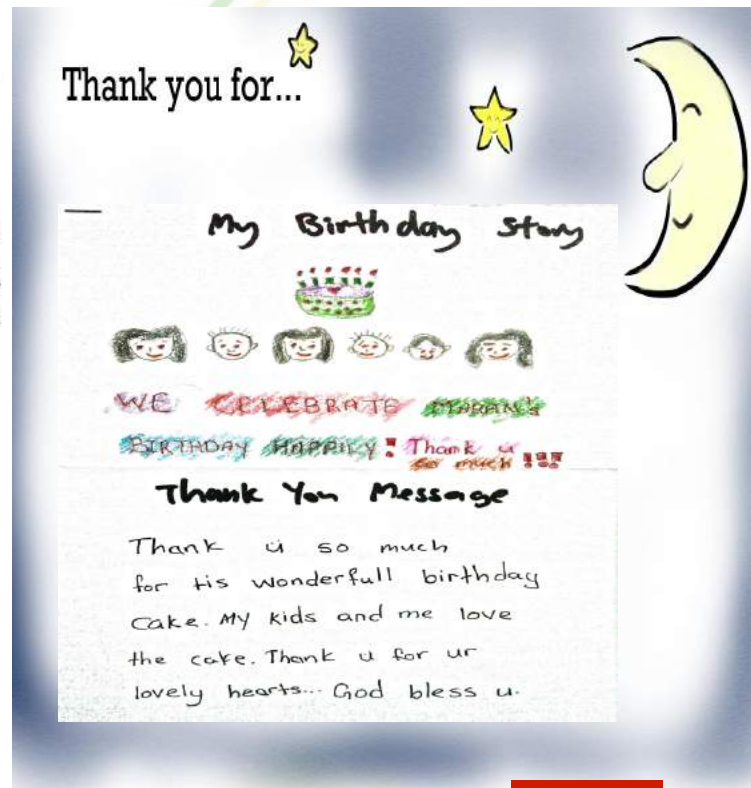
36 children  
blessed

# #1

For some children,  
it was their **FIRST time**  
celebrating their birthdays.

# #2

Celebrating a  
child's birthday significantly  
**increases** his/her self-  
worth.



# BLESS MOBILE FAMILY DAY

## SOUTH WEST CELEBRATES SG50

A bi-weekly mobile family carnival event held across January 2015 to June 2015, involving the South West community in celebrating Singapore's 50th birthday.



“ **ENGAGING** youths in  
**ENRICHING** the lives of others,  
**EMPOWERING** them to inspire  
others in the community. ”





11  
divisions



5500  
participants



4628  
Volunteer  
manhours

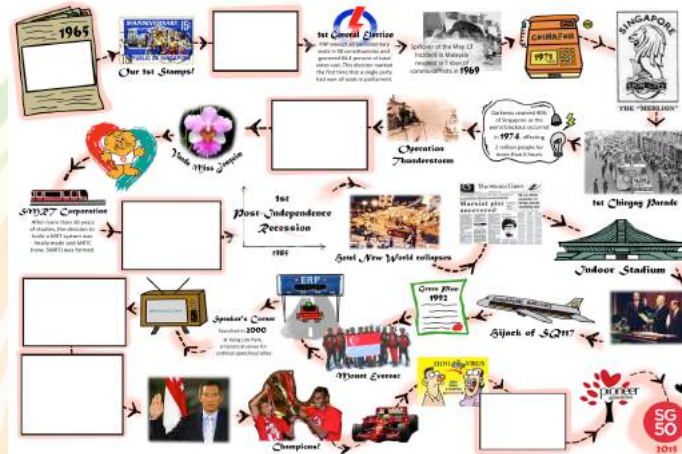
# KEY OBJECTIVES

## #1 CELEBRATE SG50



- **Mobile exhibitions** from National Heritage Board to showcase how Singapore has transformed over the years.

- **Puzzle boards** to learn 50 significant events that happened in Singapore in the last 50 years.



- **LEGO Mural construction** as part of our birthday gift to Singapore.

## #2 PROMOTE FAMILIAL AND COMMUNAL BONDING



➤ **Station games** for residents to play with others.

➤ **Material bazaar** for residents to exchange points earned from games for daily necessities such as food, clothes, school supplies and household equipment.







## #3 EMPOWER YOUTHS

*"It has been a fruitful and meaningful experience for me as I had the chance to interact with volunteers from all walks of life and be inspired by their enthusiasm."*

~Jesslyn Lim, 23  
(Organising committee)

*"Thank you for letting me play a part in this. I have learnt a lot and enjoyed myself very much."*

~Lim Han Bin, 27  
(Volunteer)

**7** in organising committee

**20** in subcommittee

**375** youth volunteers

*"For the first time, I feel valued and that there is so much more in life that is worth living."*

~Anonymous  
(Subcommittee)

# CONFERENCES

## 5<sup>th</sup> ASIA PACIFIC REGIONAL CONFERENCE

**11 members from BLESS Management Committee attended the 5<sup>th</sup> Asia-Pacific Regional Conference on Service Learning, organized by Fujen Catholic**



**University in Taiwan. During the three-day conference, the team was exposed to different service learning models and gained deeper insights about the service learning landscape on the regional level.**







***"I am deeply inspired by this conference. I am convicted that service learning should not be a separate component from education. We need to educate our people to be active and concern citizens rather simply active contributors to the economy. BLESS will continue to innovate and impact the service-learning landscape in Singapore."***

***~Justin Lim***

***"It was really heartwarming to see people from all walks of life and different countries, coming together for a common purpose: to share experiences and promote service learning. BLESS will continue to engage and empower our community. I hope to see more people joining us in this meaningful journey."***

***~Yvonne Lee***





# CONFERENCES

## 19<sup>TH</sup> ICSD INTERNATIONAL SYMPOSIUM



**BLESS** was also invited to present a conference paper at the **19<sup>th</sup> International Symposium of the International Consortium for Social Development**. Ms Geena Liaw and Mr Reyor Koh presented the paper titled *"The Use of Online Platform in Community Engagement Efforts"*.

***"It was a great honour for BLESS to be invited to the conference to present our paper, alongside esteemed researchers, professors and stakeholders from all over the world. The Small Soul website is a great example of efficient mobilisation of resources in the community to help those in need. We will continue with our research, and bring the online platform to a greater audience in the near future.***

**~Geena Liaw**



**BLESS also received positive response from the participants.**

**It would be great for us to get in touch to learn more about your webpage. I am looking at starting a similar portal in my country. I would like to hear more on the ways your team create greater synergy amongst the different agencies to better serve the clients and how to build the website.**

**~Rohit, New Jersey**

# OTHERS

## MURAL PAINTING



**BLESS** was one of the participants in the **Let's Paint @ South West** event. Together with other volunteers, we painted the walls in the void deck, enhancing the vibrancy of the community.

## NVPC SHARING

**BLESS** also had an opportunity to share more about our programmes to the public at one of the **SGCares** event organized by NVPC.





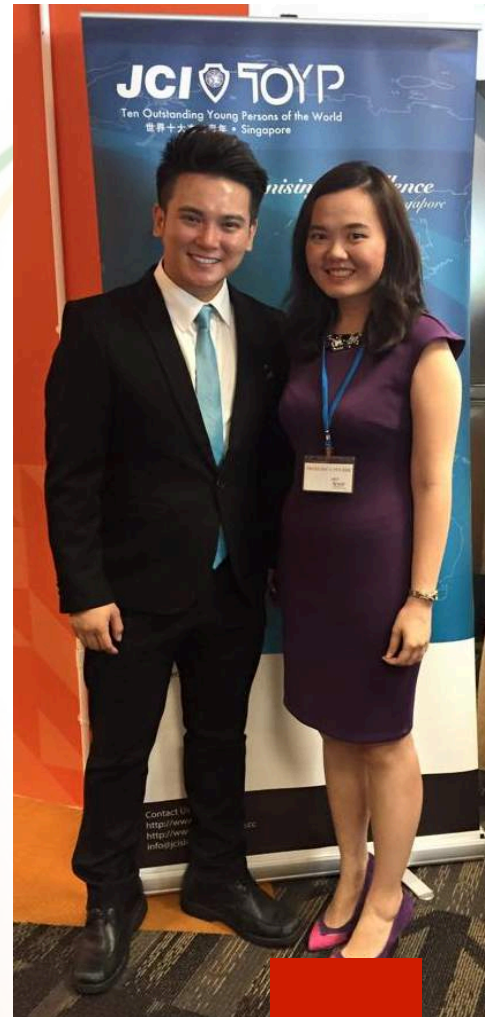
# TOYP AWARDS

Congratulations to **Ms Francesca Phoebe Wah** for emerging as one of the Ten Outstanding Young Persons (TOYP) of the Year.

Her outstanding contributions towards BLESS and the community has led her to clinch an Honouree Award under the Humanitarian and Voluntary Leadership category.

*"Thank you JCI for recognizing my contributions towards the social service sector. I would like to thank the community partners whom I have worked with. Their patience, guidance and insightful exchanges have been paramount in facilitating my personal growth. This affirmation really spurs me to do even more for the community. I will continue to dedicate my time to inspire and empower more youths to join me in serving our community."*

~Francesca



# FINANCIAL STATEMENT

## INCOME

|                            |              |
|----------------------------|--------------|
| From Funding Organizations | \$30, 006.29 |
| From Donations             | \$6, 248.26  |
| Total Income:              | \$36, 254.55 |

## EXPENDITURE

|                                     |              |
|-------------------------------------|--------------|
| Programme Expenses                  | \$32, 957.86 |
| Staff Development                   | \$2, 185.32  |
| Administrative                      | \$743.83     |
| Total Expenditure:                  | \$35, 887.01 |
| Balance carried forward to next FY: | \$367.54     |

# OUR PEOPLE

## BOARD OF DIRECTORS



*From left to right:*

Francesca Phoebe  
Wah Li Ting  
(*Chairperson*),

Geena Liaw Jin Yi  
(*Vice-Chairperson  
Administration*),

Lim Sheng Wei,  
Justin (*Vice-  
Chairperson  
Operations*)



# SENIOR

# MANAGEMENT



*From left to right*

Lim Chin Voon, Jesslyn (*Deputy Chief Executive Officer*), Vivien Ng Zhi Wei (*Human Resource Director*), Yvonne Lee Yi Wan (*Director, Bringing Learning to Every Shining Star*), Joanne Ong Yi Ting (*Director, Bringing Laughter to Every Single Senior*), Leung Sin Hang (*Chief Executive Officer*)

*Not in picture*

Herman Chan Keng Wee (*Chief Finance Officer*), Patricia Ng Jia Min (*Marketing Director*), Lee Jun Yang (*Director, Bringing Love to Every Small Soul*), Puang Shu Juan (*Director, Bringing Love to Every Single Stranger*), Rachel Soh Wen Yun (*Director, Baking with Love for Every Sweet Soul*)

# OUR PEOPLE

## RELECTIONS FROM THE 1<sup>st</sup> MANAGEMENT COMMITTEE

**Expect the Unexpected.** Even though work processes are in place, problems and unforeseen circumstances will still happen. You will need to think on your feet, be able to galvanize the team quickly to manage a crisis, make unpopular decisions, for the sake of the team's welfare and beneficiaries' benefit. Yet, it is all of these which makes being part of the team exciting.



**Stay Positive!** Though I cannot assure you that you will always be successful in every thing that you try, but I know that when you look back at the end of the journey, it will be worth it. Ultimately, we are here for the people. If they have benefitted in whatever small ways, then what we had worked for is worth it.

Geraldine Tay Hui Ling  
Bringing Love to Every Small Soul



Working in the Shining Star Management Team has opened up my eyes to **see the needs of a community**, and gain exposure with the rental block children, which I may not have the chance to if not for this opportunity.

I am thankful for this opportunity to hone my leadership skills. It was a very humbling experience for me. I was constantly growing and learning on the go. I have learnt the importance of striking a **balance between being task-centered and process-centered**. I have also gained more awareness of my working style and my heart for the social service sector.

Joanne Ong Yi Ting  
Bringing Learning to Every Shining Star







I am thankful to be given this wonderful opportunity despite not having any prior experience in management related work. It has been an eye opener for me and this experience has challenged me to **step out of my own comfort zone.**

I recall those days when some of us have to rush off from NUS immediately after our class to meet our community partners. Even though it was tiring, we always look forward to such meetings. I am truly blessed to be able to **gain invaluable experiences**, building up my leadership skills, networking skills and time management skills, which cannot be learned from the textbook. This experience has truly allowed me to grow personally and professionally.

**Fiona Ong Wei Ling**  
**Bringing Laughter to Every Single Senior**





Being in the management team of a project is very **different** from the direct form of volunteering. It requires a lot of brainstorming as well as good team spirit between team members. As a few of our members are overseas, it is very difficult to schedule physical meetings. Yet, it is humbling to see the entire team working hard, together on

the same goal, to make things happen. Our team is driven by passion and a belief that significant changes can take place in the world. With that, we have **taken a leap of faith together** and completed the development of the Values-In-Practice Programme.

Puang Shu Juan  
Bringing Love to Every Single Stranger





The BLESS journey has been one with much learning. Joining the Sweet Soul initiative as the pioneer has both its excitement and challenges. It was a process that both **shaped and matured me** as I worked together with the team.

I have gained much experience in working with both the corporate and social service sector. Being in BLESS has opened up various opportunities to meet people from all walks of life, and **gain skills in negotiation and championing a cause**. Within the team, I have also become better at leading a team and working with people.

Wong Kang Li  
Baking with Love for Every Sweet Soul





# OUR PEOPLE

## 2<sup>nd</sup> MANAGEMENT COMMITTEE

### Finance Committee

| Appointment | Name                 |
|-------------|----------------------|
| Director    | Herman Chan Keng Wee |
| Accountant  | Judith Zhou Tian Ruo |
| Treasurer   | Ngim Wei Qiang       |

### Marketing Committee

| Appointment          | Name                               |
|----------------------|------------------------------------|
| Director             | Patricia Ng Jia Min                |
| Public Relations     | Matthew Hooi Chung-Yew             |
| Creative Design      | Chia Yao Le Jenny                  |
| Editor               | Lerh Mui Teng Jeslyn               |
| Fundraising Officers | Chen Wan Lin                       |
|                      | Maisurah Afiah Binte Mohammed Amin |

## Human Resource Committee

| Appointment | Name               |
|-------------|--------------------|
| Director    | Vivien Ng Zhi Wei  |
| Assistant   | Mona Siow Bao Ling |

## Bringing Love to Every Small Soul Committee

| Appointment                  | Name                  |
|------------------------------|-----------------------|
| Advisor/<br>Vice-Chairperson | Lim Sheng Wei, Justin |
| Director                     | Lee Jun Yang          |
| Secretary/<br>Donor Manager  | Ong Swee Joo          |
| Public Relations             | Jocelyn Chua Shu Fang |
| Website Manager              | Lim Li Yi             |
| Resource Manager             | Chua Wen Xin Alicia   |

## Bringing Learning to Every Shining Star Committee

| Appointment              | Name                |
|--------------------------|---------------------|
| Advisor/ CEO             | Leung Sin Hang      |
| Director                 | Yvonne Lee Yi Wan   |
| Public Relations         | Lisa Wong Shi Ying  |
| Secretary/<br>HR Manager | Alvin Lim Wei Sheng |
| Curriculum<br>Manager    | Connie Li Lam Mui   |
| Resource Manager         | Lim Tian Wen        |
| Manager (CG1)            | Lim Huan Hock       |
| Manager (CG2)            | Lau Boon Yen        |
| Manager (CG3)            | Melissa Lim Miao Si |
|                          | Venetia Ho Sook Kin |
| Manager (CG4)            | Celine Tham Yi Xin  |



## Bringing Laughter to Every Single Senior Committee

| Appointment              | Name                   |
|--------------------------|------------------------|
| Advisor/<br>Deputy CEO   | Lim Chin Voon, Jesslyn |
| Director                 | Joanne Ong Yi Ting     |
| Secretary/<br>PR Manager | Clarissa Lim Xin Rong  |
| Curriculum Manager       | Lim Xue En             |
| HR Manager               | Chua Xin Yi            |
| Manager (CG1)            | Teo Shuek Chian        |
| Manager (CG2)            | Fiona Ong Wei Ling     |

## Bringing Love to Every Single Stranger Committee

| Appointment              | Name                         |
|--------------------------|------------------------------|
| Advisor/<br>Chairperson  | Francesca Phoebe Wah Li Ting |
| Director                 | Puang Shu Juan               |
| Secretary/<br>PR Manager | Shirlynn Koh Zhi Wen         |
| Curriculum Manager       | Grace Len-Yin Caine          |
| School Coordinator       | Janice Lee Jia Hui           |

## Baking with Love for Every Sweet Soul Committee

| Appointment                  | Name               |
|------------------------------|--------------------|
| Advisor/<br>Vice Chairperson | Geena Liaw Jin Yi  |
| Director                     | Rachel Soh Wen Yun |
| Secretary/<br>PR Manager     | Lim Sin Nee        |
| Resource Manager             | Tan Gwyneth        |
| Marketing Officer            | Loh Lai Cheng      |

**Thank you for your unwavering support for BLESS over the past one year. We look forward to having more collaborations in future!**

**You may donate to BLESS by:**

**Making a bank transfer to our DBS account**

Name: Bringing Love to Every Single Soul (Singapore) Ltd.

Account Number: 020-902111-4

**Write your cheque made payable to**

Bringing Love to Every Single Soul (Singapore) Ltd.

**Please also drop us an email at [marketing@sgbless.org](mailto:marketing@sgbless.org) to allow our marketing department to follow up with you on your kind donation.**

**For more information on how you can contribute to BLESS, kindly drop us an email at [contact.us@sgbless.org](mailto:contact.us@sgbless.org)**





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**BRINGING LOVE TO EVERY SINGLE SOUL  
(SINGAPORE) LTD.**

Registration Number: 201418096G

Contact us!

[contact.us@sgbless.org](mailto:contact.us@sgbless.org)

Website: [www.sgbless.org](http://www.sgbless.org)

Facebook page: Bringing Love to Every Single Soul