

ANNUAL REPORT

FINANCIAL YEAR
2023/24





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About The Fund

The setting up of the Fund was announced on 28 November 2011 by Singapore's Founding Prime Minister, the late Mr Lee Kuan Yew, at the launch of his book *My Lifelong Challenge: Singapore's Bilingual Journey*. The Fund was incorporated on 22 February 2012 as a Company Limited by Guarantee and registered under the Charities Act on 4 March 2012 as a Charity with the Institution of Public Character ("IPC") status. The Fund is governed by its Memorandum and Articles of Association.

IPC Number
IPC000756

Company Registration Number
201204335M

Registered Address
**1 North Buona Vista Drive, MOE Building,
Singapore 138675**

Website
<http://www.bilingualism.sg>

Auditor
RSM Chio Lim LLP

Company Secretary
Ms Tan Siew Hua and Mr Liu Weikang

Banker
DBS Bank



Chair's Message



Chair's Message

For Singaporeans, bilingualism is our gateway to greater cultural understanding and connection, empowering us to navigate diverse environments with confidence. The Lee Kuan Yew Fund for Bilingualism (LKYFB) champions bilingualism learning, from novel and quality bilingual resources for young children to active outreach and innovative programmes to engage our youth. Our hope is to promote active and lifelong use of English and mother tongue languages, reinforcing our identity as Singaporeans and enhancing our ability to thrive and unlock new opportunities in an interconnected global landscape.

The Fund's initiatives to promote bilingualism have garnered support within the various communities. I extend my heartfelt appreciation to founding and past Board members for their invaluable contributions. Together with our partners, we have built a strong ecosystem that promotes the joy of learning and develops confident bilingual learners.

In August 2023, LKYFB collaborated with 8world, MediaCorp to organise a pilot run of an English and Chinese social media campaign to promote bilingualism. Participants used music/songs related to National Day to create videos aligned to the theme of #ilovesingapore23. The Fund also collaborated with Institutes of Higher Learning (IHLs), specifically, Temasek Polytechnic, to produce ten short videos promoting the active use of bilingualism as dynamic, living languages among youth.

Going forward, the Fund will forge deeper and more meaningful partnerships with Fund's stakeholders to collectively build a robust and dynamic environment that not only nurtures bilingualism but also celebrates the rich tapestry of our multicultural heritage. We will continue to implement effective strategies to engage a broader spectrum of youth and young adults. For example, the Fund will be collaborating with creative talents to produce a reality web series showcasing bilingualism in diverse and dynamic contexts. Participants will take part in language-centric challenges celebrating local culture, landmarks, and icons. Similarly, the Fund will collaborate with strategic partners with the expertise to create video podcasts and bilingual local documentaries aimed at engaging with our youth.

With the global and local cultural landscape constantly evolving, the Fund's efforts to promote bilingualism will take on an even greater significance. In the next five years, the Fund is committed to catalysing innovation in promoting bilingualism and expanding its network of strategic partners to do so.

I have full confidence that the Fund will continue its steadfast journey to advance bilingualism, driving meaningful change to ensure that bilingualism thrives as a vibrant and integral part of our collective identity.

A handwritten signature in black ink, appearing to read "Chan Chun Sing".

Chan Chun Sing
Chair
Lee Kuan Yew Fund for Bilingualism



主席前言

双语能力能让新加坡人深入了解不同文化和进行跨文化交际，从而增强我们适应多元文化环境的能力与信心。李光耀双语基金倡导双语学习，不仅为儿童提供新颖的优质双语资源，也积极地推广针对年轻人的外展和创新项目。我们希望激励新加坡人终身活用英语和母语，强化身份认同，并提升我们在互联互通世界中的生存与发展能力。

基金推广双语的项目获得了各个社群的支持。我由衷感谢历届的董事会成员所付出的宝贵贡献。我们与合作伙伴们建立了一个强大的生态环境，从中提升学习双语的乐趣与培养有自信的双语学习者。

2023年8月，李光耀双语基金与新传媒8视界合作，举办了一场推广双语的中英社交媒体宣传活动。参赛者根据#ilovesingapore23的主题，在创作的短视频中融入了国庆日相关的曲目。基金也与高等教育机构合作，通过淡马锡理工学院的合作项目制作十部短片，鼓励年轻人活学活用双语。

接下来，基金将与相关的伙伴们建立更深入，更有意义的合作关系。我们将共同打造一个充满活力的语言环境，以培养国人的双语能力，也弘扬我们丰富的多元文化背景。我们将继续实施有效的策略，广泛吸引年轻人。例如，基金将与创意人才制作网络真人秀系列节目，展现多样化的双语内容。节目中的挑战以语言为主，也弘扬本土文化、地标和具有标志性的事物。基金也将与相关专业伙伴合作，制作符合年轻人喜好的视频，通过富有趣味的内容，激发年轻人对双语学习的兴趣。

随着全球和本地文化的持续演变，基金推广双语的工作更具意义。基金在未来的五年将致力于扩展合作伙伴关系，通过别出心裁的项目与活动加强对双语的推广。我坚信基金将不懈地推动双语，引领变革，促使双语作为新加坡人身份认同必不可缺的部分。



陈振声
主席
李光耀双语基金



Perutusan Pengerusi

Bagi rakyat Singapura, kedwibahasaan merupakan pintu gerbang untuk kami mengecapi hubungan dan pemahaman budaya yang lebih utuh, lantas membolehkan kami mengemudi persekitaran yang rencam dengan yakin. Dana Kedwibahasaan Lee Kuan Yew (LKYFB) memperjuangkan pembelajaran dwibahasa dengan membina bahan-bahan pembelajaran dwibahasa yang berkualiti untuk kanak-kanak dan menganjurkan program-program inovatif yang melibatkan golongan belia. Harapan Dana adalah untuk mempromosikan penggunaan bahasa Inggeris dan bahasa ibunda secara aktif sepanjang hayat serta memperkuuh identiti kita sebagai rakyat Singapura. Selain itu, Dana ini juga bertujuan untuk meningkatkan keupayaan kita berkembang maju serta merebut peluang baharu dalam lanskap global yang saling berkait.

Inisiatif Dana untuk mempromosikan kedwibahasaan telah mendapat sokongan daripada komuniti-komuniti yang berbeza. Saya mengucapkan setinggi-tinggi penghargaan kepada ahli jawatankuasa LKYFB yang terdahulu atas sumbangan mereka yang tidak ternilai. Bersama rakan kongsi kami, Dana telah membina ekosistem yang kukuh untuk mempromosikan keseronokan dalam pembelajaran dan memupuk keyakinan berdwibahasa dalam kalangan pelajar.

Pada bulan Ogos 2023, LKYFB bekerjasama dengan 8world, Mediacorp untuk menganjurkan sebuah kempen rintis di media sosial dalam bahasa Inggeris dan Cina. Para peserta menggunakan muzik/lagu berkaitan dengan Hari Kebangsaan untuk mencipta video yang selaras dengan tema #ilovesingapore23. Dana ini juga bekerjasama dengan Institusi Pengajian Tinggi (IHLs), khususnya Politeknik Temasek, untuk menghasilkan sepuluh video pendek yang

mempromosikan penggunaan aktif dwibahasa sebagai bahasa yang dinamik dan hidup dalam kalangan belia.

Bagi perancangan masa hadapan, Dana akan menjalin kerjasama yang lebih mendalam dan bermakna dengan pihak-pihak berkepentingan untuk bersama-sama membina persekitaran yang kukuh dan dinamik untuk memupuk kedwibahasaan dan meraikan warisan budaya kita yang kaya dan pelbagai.

Kami akan terus melaksanakan strategi yang berkesan untuk melibatkan spektrum yang lebih luas dalam kalangan belia dan golongan muda. Sebagai contoh, Dana akan bekerjasama dengan bakat-bakat kreatif untuk menghasilkan siri web realiti yang memaparkan kedwibahasaan dalam pelbagai konteks yang dinamik. Peserta akan mengambil bahagian dalam pelbagai cabaran bahasa yang meraikan budaya dan mercu tanda tempatan serta ikon-ikon negara. Dana juga akan bekerjasama dengan rakan-rakan strategik yang mempunyai kepakaran untuk menghasilkan audio siar (podcast) dalam bentuk video dan dokumentari dwibahasa tempatan yang bertujuan untuk mencungkil minat serta melibatkan belia kita.

Dengan lanskap budaya global dan tempatan yang sentiasa berubah, usaha Dana untuk mempromosikan kedwibahasaan akan menjadi lebih penting. Dalam tempoh lima tahun akan datang, Dana akan memberikan komitmen untuk memacu inovasi, mempromosikan kedwibahasaan dan memperluas rangkaian rakan strategiknya untuk mencapai matlamat ini.

Saya mempunyai keyakinan penuh bahawa Dana akan terus tekal dan teguh untuk memajukan kedwibahasaan, memacu perubahan bermakna untuk memastikan kedwibahasaan kekal integral dengan identiti kolektif kita.



Chan Chun Sing
Pengerusi
Dana Kedwibahasaan Lee Kuan Yew



தலைவர் உரை

இருமொழிக் கல்வி என்பது கலாசாரத்தைப் புரிந்துகொள்வதற்கு ஒரு வாயிலாகவும் மாறுபாடுகள்கொண்ட சூழ்வுகளை நம்பிக்கையுடன் கையாளும் உரிமையையும் நமக்கு வழங்குகிறது. இருமொழிக் கல்விக்கான ஸீ குவான் யூ நிதி, புத்தாக்கமும் தரமுமிக்க இருமொழிக் கல்விக்குத் தேவையான வளங்களைப் புதுப்பிக்கப்பட்ட அனுகுமுறைகளைக்கொண்டு ஆரம்பநிலையிலிருந்தே இருமொழி கற்றலைப் பேணி வளர்க்கிறது. அத்தோடு, இந்நிதி, இளையர்களை அனுகி அவர்களையும் ஆர்வத்துடன் ஈடுபடுத்தும் முயற்சியிலும் இறங்கியுள்ளது. நிதியின் இந்த முன்னெடுப்பு இளையர்களிடையே இருமொழிக் கல்வியைப்பற்றிய விழிப்புணர்வை ஏற்படுத்துவதோடு அதனைத் துடிப்புடன் பயன்படுத்துவதை ஊக்குவிப்பதினால் மாறிவரும் உலகச்சூழலுக்கேற்ப இளையர்களை வேக வளர்ச்சிகொண்ட உலகத்துடன் ஓட்டி உறவாடிச் செழித்தோங்கவும் துணைப்புரியும்.

ஆகஸ்டு திங்கள் 2023-இல், இருமொழிக் கல்விக்கான ஸீ குவான் யூ நிதி, 'எய்ட்வால்டு,' மிடியாகார்ப்பு ஆகியவற்றுடன் இணைந்து தேசிய தினத்திற்கான ஆங்கிலம் மற்றும் சீன சமூக ஊடக இயக்கத்தின் முன்னோட்டச் சோதனையை நடத்தியது. அதில் பங்கெடுத்தவர்கள் தேசிய நாள் கொண்டாட்டத்தை ஓட்டிய இசையை வலைத்தளங்களிலிருந்து பெற்றுத் தாம் விரும்பிய இசைக்கூறு அல்லது பாடலை #நான்சிந்கப்பூரைநேசிக்கிறேன்23 என்னும் கருப்பொருளைக்கொண்ட காணொளிகளைத் தயார்செய்து இருமொழிக் கல்வியை ஊக்குவித்தனர். இந்நிதி, உயர்கல்விக்

கழகங்களுடன் குறிப்பாக, தெமாசேக் பலதுறைத் தொழிற்கல்லூரியுடன் இணைந்து இருமொழிக் கல்வியை ஊக்குவிக்கும் வண்ணம் பத்துக் குறுங்காணாளிகளை உருவாக்கத் துணைப்புரிந்துள்ளது. இதன்வழி இருமொழிக் கல்வியின் துடிப்பான பயன்பாட்டை இளையர்கள் உணர்ந்து ஆங்கிலம் மற்றும் தங்கள் தாய்மொழியை வாழும் மொழியாக்குவர் என்று நிதி நம்புகிறது.

முன்னோக்கிச் செல்லுகையில், நிதி இன்னும் ஆழமான, மேலும் அர்த்தமுள்ள அதன் பங்காளித்துவ உறவை நிறுவி இருமொழிக் கல்வியைப் பேணி வளர்ப்பதுடன் தனித்துவமான நமது பல்லின கலாச்சார மரபுடைமையைப் பாராட்டும்விதமாக, துடிப்புமிக்க ஒரு சமூக சூழலை அமைக்க விழைகிறது. நிதி 'டைடன் டிஜிடல் மிடியா' நிறுவனத்துடன் இணைந்து ஒரு தத்துருவமான இணைய வலைத்தொடர் உருவாக்கத்தில் ஈடுபடும். இந்த இணைய வலைத்தொடர் இருமொழிக்கல்வி எவ்வாறு மாறுபாடுகொண்ட வலுவான சூழலில் பயன்படுத்தப்படுகின்றது என்பதை காட்சிப்படுத்தும். அதில் பங்கெடுப்பவர்கள் ஆங்கிலம் மற்றும் தத்தம் தாய்மொழிகள்சார்ந்த சவால்களில் ஈடுபட்டு அவற்றின்மூலம் நம் உள்ளூர் கலாச்சாரத்தையும் நமது முக்கிய அடையாளங்களையும் உணர்ந்து பாராட்டுவர். இதுபோல, நிதி இன்னொரு நிறுவனமான 'ஓ கே ஜே' வடன் இணைந்து காணாளி வலையொளிகளையும் இருமொழிக் கல்வி சார்ந்த உள்ளூர் ஆவணப்படங்களையும் கொண்டு உருவாக்கி இளைய தலைமுறையினரை ஈர்க்க அவற்றைக் கட்டாயக் கருவிகளாகப் பயன்படுத்துவதற்கு ஆராய்ந்து வருகிறது. இவ்விரு உடனினைவுத் திட்டங்களும் இயல்பான முறையில் இளைய தலைமுறையினரை ஈர்க்கும் முக்கிய வழிகள் என நிதி நம்புகிறது.

மாறிவரும் தேவைகளுக்கேற்ப இருமொழிக் கல்விச் சூழல் தொடர்ந்து பல பரிணாம மாற்றங்களைக் கண்டு வருகிறது. இத்தருணத்தில், இருமொழிக் கல்வியை ஊக்குவிக்க நிதி எடுக்கும் அனைத்து முயற்சிகளும் மேலும் முக்கியத்துவம் வாய்ந்ததாக அமையும். அடுத்த ஜந்து ஆண்டுகளில் இருமொழிக் கல்வியை ஊக்குவிக்கும் வகையில், பயனுள்ள புதிய முயற்சிகளுக்கு ஆதரவு அளிக்கவும் புத்தாக்கத்தை ஊக்குவிக்கவும் உத்திபூர்வ பங்காளித்துவத்தை விரிவடையச்செய்யவும் நிதி கடப்பாடு கொண்டுள்ளது.

நிதி, இருமொழிக் கல்வியை மேலும் அடுத்த நிலைக்குக்கொண்டு செல்வதற்கு அதன் உறுதிமிக்க பயணத்தைப் பயனுள்ள வழியில் தொடர்வதுடன் அர்த்தமுள்ள மாற்றங்களை ஏற்படுத்தி இருமொழிக் கல்வியானது துடிப்பு நிறைந்ததாகவும் நமது சமூகத்தின் கூட்டு அடையாளத்தின் ஒரு முக்கிய அங்கமாகவும் விளங்கச் செய்யும் என்று உறுதியாக நம்புகிறேன்.

சான் சுன் சிங்

தலைவர்
இருமொழிக் கல்விக்கான ஸீ குவான் டீ நிதி



Board of Directors

The Board comprises leaders from the private sector and the community, academics and senior public servants. The Board provides strategic direction for the Fund. Its members have oversight of the management, administration, as well as publicity and outreach activities related to the Fund.

The members of the Board are:



Mr Chan Chun Sing 陈振声

Chair

Appointed on 22 May 2021

Minister for Education



Ms Gan Siew Huang 颜晓芳

Vice-Chair

Appointed on 5 July 2022

Minister of State
Ministry of Education and
Ministry of Manpower



Ms Goh Poh Gek 吴宝玉

Treasurer

Appointed on 1 April 2022

Chief Financial Officer
Finance & Procurement Division
Ministry of Education



Mr Wong Siew Hoong 王斯芸

Member

Appointed on 1 April 2018

Advisor
Ministry of Education



Mdm Rahayu Mahzam

Member

Appointed on 1 April 2018

Minister of State
Ministry of Health and
Ministry of Digital Development & Information



Mr Ong Chao Choon 王绍春

Member

Appointed on 12 October 2020

Former Deputy Chairman & Advisory Leader
PricewaterhouseCoopers (PwC) Singapore



Mr Lim Jim Koon 林任君

Member

Appointed on 1 April 2022

Former Editor-in-Chief
Chinese Newspapers
Singapore Press Holdings Limited



Associate Professor Tan Chee Lay 陈志锐

Member

Appointed on 1 April 2022

Deputy Head
Asian Languages and Cultures
National Institute of Education
Nanyang Technological University



Mr K Ramamoorthy கி. ராமலூர்த்தி

Member

Appointed on 1 April 2022

Senior Lecturer
Republic Polytechnic



Mr Hawazi Daipi

Member

Appointed on 1 April 2018

Singapore's Non-Resident High Commissioner to the Republic of
Ghana and Non-Resident Representative to the Palestine National
Authority



Mr Chua Chim Kang 蔡深江

Member

Appointed on 1 April 2018

Chief Editor

Chinese News and Current Affairs
Mediacorp Pte Ltd



Ms Lee Huay Leng 李慧玲

Member

Appointed on 1 April 2022

Editor-in-Chief

Chinese Media Group
SPH Media Limited



Mr Kuek Yu Chuang 郭又铨

Member

Appointed on 1 April 2022

Deputy CEO

SPH Media Limited



Governance Structure & Policies

Governance Structure

The Fund has set up six committees in support of its work.

Executive Committee

The Executive Committee assists the Board in the stewardship and oversight of the Fund. The Executive Committee exercises such powers and functions on behalf of the Board on matters that have been specifically delegated to the committee.

Audit Committee

The Audit Committee oversees the corporate governance and ensures that the Fund practises good corporate governance. The Audit Committee periodically reviews the Fund's key processes and practices, and checks that they comply with regulatory requirements. It also reviews related-party transactions for potential conflicts of interest and ensures that proper measures to mitigate such conflicts of interests have been put in place.

Investment Advisory Committee

The Investment Advisory Committee oversees the investment of the Fund in accordance with the broad investment policy approved by the Board.

Research Advisory Panel

The Research Advisory Panel comprises locally based academics in the field of bilingualism. The Research Advisory Panel advises the Board in the area of research and how it can be used to support the Fund's work.

Project Evaluation Committee

The Project Evaluation Committee oversees the proposals which are submitted to the Fund for grant funding. The Project Evaluation Committee evaluates proposals for funding support and monitors the progress of the supported proposals.

Publicity and Outreach Resource Panel

The Publicity and Outreach Resource Panel fosters community commitment to bilingualism through a public communications strategy to garner support for Fund-supported initiatives, encouraging donations, providing accessible platforms for public contributions, and promoting proposals that support bilingualism.

Governance Policies

Conflict of Interest Policy

The Fund practises a documented procedure for its Board and Committee members to declare any conflict of interest at the earliest opportunity possible. Any Board or committee member who has conflict of interest is required to abstain from voting in the interested transaction.

Whistle-blowing Policy

The Fund has a whistle-blowing policy which enables stakeholders to report and disclose improper or illegal activities. It is our policy to fully investigate such reports and disclosures and all reports will be treated strictly confidential and promptly investigated, and reports can be made anonymously, if desired. Details can be found on our website.

Remuneration Policy

Board and Committee members are not paid for their services by the Fund. The Fund does not employ any staff.

Reserves Policy

The reserves of the Fund provide financial stability and a means for the development of the Fund's activities. The Fund intends to maintain the reserves at no less than five years of its operating expenditure. The Board of Directors reviews the level of reserves regularly for the Fund's continued obligations.

Compliance with Code of Governance Evaluation Checklist

The Fund has complied with the Code of Governance for Charities and IPCs that was launched by the Charity Council. A copy of the Governance Evaluation Checklist is attached with this report.

Term Limit of the Board

To ensure steady renewal of the Board, the Board has a term limit of nine years. The Treasurer position has a term limit of four consecutive years of service. Where appropriate, the Board may approve to extend the term limit for some Board members to 10 years.

Board Meeting and Attendance

A total of two Board meetings were held between 1 April 2023 and 31 March 2024. The individual Board members' attendance at the meetings is as follows:

Name of Board Members	Attendance
Mr Chan Chun Sing	2 out of 2
Ms Gan Siow Huang	2 out of 2
Mr Wong Siew Hoong	2 out of 2
Ms Goh Poh Gek	2 out of 2
Mr Ong Chao Choon	1 out of 2
Mr Lim Jim Koon	1 out of 2
AP Tan Chee Lay	1 out of 2
Mr K Ramamoorthy	1 out of 2
Mr Hawazi Daipi	0 out of 2
Mdm Rahayu Mahzam	1 out of 2
Mr Chua Chim Kang	1 out of 2
Ms Lee Huay Leng	0 out of 2
Mr Kuek Yu Chuang	1 out of 2



Home, Where Bilingual Learning Begins!

LKYFB Community Series on Language Learning and Teaching

As part of LKYFB's outreach efforts, the Fund's annual signature programme, Community Series, was launched during the Mother Tongue Languages Symposium with decentralised sessions held at the National Library Board. Since 2014, the Fund's Community Series seeks to equip parents with knowledge and skills to nurture bilingualism at home.



LKYFB Community Series 2023, promoting bilingualism in the Heartlands.

Community Series 2023: Home, Where Bilingual Learning Begins!

This year, six sessions of Community Series were conducted to reach out to parents to share tips on early bilingual learning. Three sessions took place during the Mother Tongue Languages Symposium in August 2023 and the remaining three sessions were conducted at Heartlands at Bishan Public Library (CL session), Bedok Public Library (ML session) and Punggol Regional Library (TL session) respectively.

The six workshops and hands-on sessions covered various aspects of picture books and techniques, including:

- Elements of picture books and methods for selecting suitable books for children.
- Dialogic reading and interactive storytelling techniques.
- Practical tips to encourage listening, speaking, and reading among young children through interactive storytelling, focusing on unpacking illustrations and visual cues for young readers.
- Reading strategies such as P.E.E.R strategy, Shared Reading Strategy, and techniques to improve children's reading ability.
- Approaches to engage children meaningfully at home and outside, facilitating 'thick' conversation strategies.
- Puppetry and dramatisation, pivotal pedagogies for home use, including a live demonstration of engaging and practical oral storytelling to add value and richness to the sharing.



Promoting bilingualism education through interactive workshops and expert-led sessions at the LKYFB Community Series 2023 (MTLS).



Each one-hour session was conducted in a light-hearted manner, with invited speakers skilfully interspersing personal stories with anecdotes and practical strategies to use at home. This interactive approach allowed the speakers to connect and relate well to parents and young children who had attended the sessions, making the workshops engaging and practical.



The sessions benefited almost 170 parents and 160 children. Over 95% of the attendees for all 6 sessions stated that they were useful and interesting, and keen to apply the strategies to foster bilingualism at home.

For the public's on-demand viewing, the Community Series 2023 talks can be accessed via the Fund's [YouTube channel](#).

Interactive community learning during the Chinese Language session at the Mother Tongue Languages Symposium, led by Dr Cheng Wan-Ni.

Participants engaged in learning about dialogic reading of picture books and interactive storytelling techniques, led by Mr Muhammed Shahril, at the Mother Tongue Languages Symposium.



Participants enjoyed an engaging session with Dr Jeyarajadas Pandian on creating 'Thick Conversations' for Tamil Language learning at the Mother Tongue Languages Symposium.



An energetic and lively reading of *Po, Beruang Kutub yang Sesat* by theatre practitioner, Ms Awal'liyah Ja'afar at Bedok Library.



Community members, including many children, gathered for an engaging educational presentation. The well-attended event, featured interactive content displayed on a projection screen, capturing the attention of the young audience and their families at Bishan Library.



Presenters employed the use of toys and graphics at Punggol Library to encourage young Tamil Language learners to develop a love for the language.



Fund's Activities

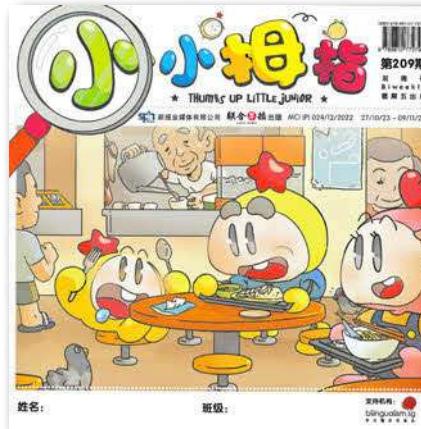
Since the inception of the Lee Kuan Yew Fund for Bilingualism in 2011, it has supported numerous initiatives to promote the use and learning of MTLs among young children and young adults. In FY2023/24, the Fund supported various proposals to develop print, audio, and multi-modal resources, and programmes that promote the learning and use of bilingualism as living languages and a lifelong endeavour among both target groups.

PERIODICALS

Target Group Preschool Children



Thumbs Up Little Junior 《小小拇指》
by SPH Media Limited, Lianhe Zaobao 联合早报



Covers of 2023 periodical issues and bilingual content featured.

The Fund supported SPH Media Limited in the development of the fortnightly periodical *Thumbs Up Little Junior* (*TULJ*), which includes a mobile app for preschoolers, a workshop for preschool teachers and parents, and a nursery rhymes competition.

Focusing on localised content, the periodicals feature daily experiences and bite-sized news relatable to young children, providing authentic opportunities to learn and apply Chinese Language in daily settings. In addition to colourful illustrations, the periodicals include a range of hands-on activities to engage children in the learning of Chinese vocabulary. Selected sections of the periodicals are in English to facilitate parents' use of it as a resource to promote bilingual learning at home.



Compatible with iOS and Android devices, the complementary *TULJ* app has over 6,000 downloads with over 500 monthly active users of digitised and gamified periodical content updated monthly. The collection of localised nursery rhymes in the app has also been updated with winning entries from the 8th *TULJ* Nursery Rhymes Competition, based on themes such as “My Preschool”, “Exploring the Outdoors” and “Going Green”.



Recycling and bringing papers to life!

Photo Credit: SPH Media Limited

Beyond the periodicals, the 8th TULJ Nursery Rhymes Competition, held on 22 July 2023 held at SPH Auditorium, was a significant event. It attracted 300 attendees and was featured on SPH Razor TV. Attendees and viewers were treated to creative performances by preschool children who performed 14 shortlisted nursery rhymes entries submitted by their preschool teachers. Overall, the competition received 235 entries from over 120 preschool teachers, attesting to its popularity among the preschool community.

On 7 October 2023, puppetry workshops titled *Let's Turn Paper Into Puppets* (“纸”想做只偶) were organized for preschool teachers and parents as an extension activity of TULJ. The workshops conducted by Project Five Fingers shared storytelling techniques with puppets as a medium to entice young children’s interest in interacting with Chinese stories. A total of 98 preschool teachers and 53 parents attended the workshops respectively with positive feedback.

Both the TULJ Nursery Rhymes Competition and TULJ puppetry workshops were featured by Lianhe Zaobao.

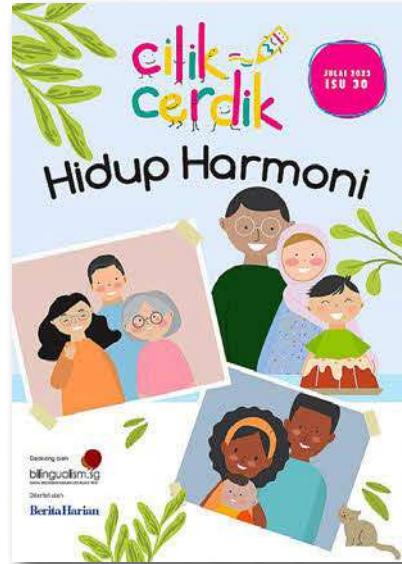


Preschoolers giving their best during the 8th Nursery Rhymes Competition finals.

Target Group Preschool Children

Smart Kids Magazine (*Cilik Cerdik*)

by SPH Media Limited, Berita Harian



Covers of *Cilik Cerdik* featuring topics teaching values to young children, such as *Kenali Budaya Bersama* (Learning the culture of others), *Hidup Harmoni* (Harmonious living) and *Minta Izin* (Seeking Consent).

The Fund supported SPH Media Limited, Berita Harian, in developing *Smart Kids Magazine (Cilik Cerdik)*, a bilingual monthly periodical in Malay and English Language. *Cilik Cerdik* aims to expose pre-schoolers to bite-size current affairs and engage them in simple language-based activities. The periodicals have been well-received by preschool educators. A user survey conducted by Berita Harian in 2023 showed that most of the Fund's beneficiaries incorporate the usage of *Cilik Cerdik* in their Malay Language lessons. *Cilik Cerdik* features several functional segments such as *Kenal Spesies Haiwan* (Know its name), *Kisah Si Cilik* (Story segment), *Silang Kata* (Crossword puzzle), *Gunting, tampal, lukis, warna* (Craft segment), *Mari Berpantun* (Poetry Segment) and *Apakah Ceritanya?*.

Exposing preschoolers to bite-size current affairs covering topics such as biodiversity in Singapore and the local climate.



Two webinars, specifically designed for parents and preschool educators, were held by Berita Harian. These webinars were not only informative, but also practical, equipping participants with simple tips and tools to make Malay Language and bilingual learning fun for young children. The webinars were conducted on 13 and 14 October 2023 via Zoom and were led by Ms Nur'afifah Mohd Hussain, the Founder of Bunayya SG and Cikgu Azhar Abdul Rashid, an award-winning MOE educator.

Berita Harian conducted a series of webinars for parents and educators to encourage the raising of effectively bilingual children.



Target Group Preschool Children

Balar Murasu (Phase 2) (பாலர் முரசு)

by SPH Media Limited, Tamil Murasu



Children can view the animated videos which are corresponding to the comics, and see it come alive!



Balar Murasu (பலர் முரசு) published by SPH Media Limited is a Fund-supported monthly periodical in Tamil Language for preschool children. This vibrantly illustrated periodical captivates young minds with theme-based articles such as the celebration of festivals in Singapore, appealing to young readers with relatable local content.

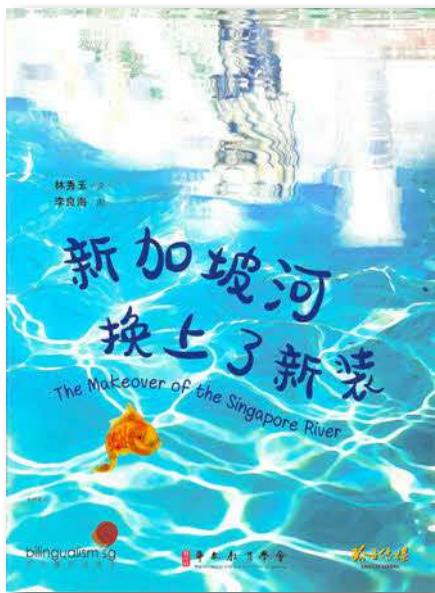


The Fund also supported the digitalisation of selected content from the periodical. These digitalised articles serve as supplementary tools for parents and educators, enriching children's learning experiences and promoting meaningful engagement with Tamil Language. Features include voice-over reading functions, arts and crafts demonstration videos, and 2D animated stories, designed to value-add to children's learning experiences. These digital resources are readily accessible for free.

Parents and educators can visit Tamil Murasu's website or simply scan the QR codes within the periodical to lead readers directly to the digitalised articles, facilitating easy access to the educational content.

COMBINATION (PRINT AND DIGITAL RESOURCES)

Target Group	Primary 5 - 6 Children
When	02 September 2023
Where	Book launch held at One Farrer Hotel



Cover of *The Makeover of the Singapore River*.

The Makeover of the Singapore River

《新加坡河换上了新装》

by Lim Siew Gek

In commemoration of the late Mr Lee Kuan Yew's 100th Birth Anniversary, the Fund supported Ms Lim Siew Gek in the development of the picture book *The Makeover of the Singapore River* 《新加坡河换上了新装》 for Primary 5 and 6 children. The Chinese-language picture book narrates the 10-year transformation of the Singapore River under Mr Lee Kuan Yew's leadership and is accompanied by vibrant illustrations and rhyme recitations accessible via QR codes. The book also received funding from the Singapore Chinese Education Society, Dr Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry and Mr Oei Hong Leong, Chairman of Oei Hong Leong Foundation Pte Ltd.

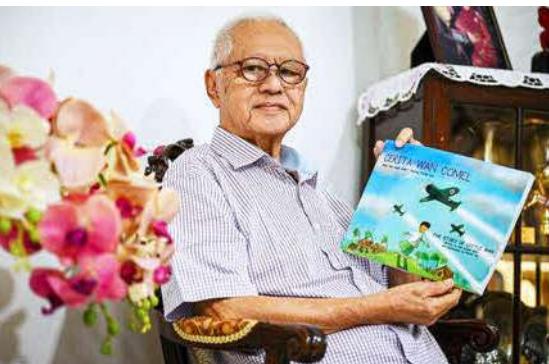
The book was delivered to primary schools nationwide and officially launched by Dr Tan See Leng, during the Singapore Chinese Education Society Annual General Meeting held at One Farrer Hotel on 2 September 2023. Attendees were treated to an unveiling ceremony and a preview of the accompanying rhyme recitation within the book.

Mediacorp 8world featured the launch event, and on 15 September 2023, Ms Lim Siew Gek also received a complimentary letter from Senior Minister Lee Hsien Loong in recognition of the book's commemorative and educational value.

Unveiling ceremony of *The Makeover of the Singapore River* by Dr Tan See Leng.



Target Group	Preschoolers & Preschool Malay Language Educators
When	5 June 2023
Where	Radin Mas Community Centre



▲ Mr. Wan Hussin Zohri holding a copy of *Cerita Wan Comel*.

The Little Wan *Cerita Wan Comel*

by Wan Hussin Zohri

The Fund supported Wan Hussin Zohri in the development and publication of *Cerita Wan Comel* (*The Little Wan*). This poignant and evocative book delves into the author's childhood memories, vividly recounting his experiences as a young boy during the tumultuous period of the Japanese Occupation of Singapore. Through his narrative, Wan Hussin Zohri captures the harsh realities and challenges of wartime, offering a personal and historical perspective on the era's struggles and hardships, evoking a strong emotional response from the readers.

Cerita Wan Comel not only sheds light on the difficulties faced during the occupation but also underscores the profound importance of maintaining peace. The author's reflections serve as a powerful reminder of the resilience of the human spirit and the enduring value of harmony in society. By sharing his real-life experiences, Wan Hussin Zohri provides readers with a deeply moving account that enriches our understanding of history and the need for peace in our world.

► Mr. Wan Hussin Zohri holding a copy of *Cerita Wan Comel* alongside Mr. Melvin Yong, Member of Parliament for Radin MAS SMC.



Target Group	Preschoolers & Preschool Malay Language Educators
When	6 January 2024
Where	Tampines Regional Library



Author Far'a'in Jaafar posing with a young reader during the launch of her book.

Satay! Sate!

by Far'a'in Jaafar

The Fund supported Far'a'in in the development and publication of *Sate! | Satay!*, a bilingual book that delves into the rich history of Satay. This captivating narrative takes readers on an intriguing journey through the origins of Satay and its integration into Singapore's culinary and cultural landscape. The story is told through the eyes of a pair of twins who accompany their mother and grandfather to a bustling hawker centre.

The book not only illuminates the intricate history behind Satay, a much-loved local dish, but also explores Singapore's unique cultural identity through food, highlighting its constant evolution amidst global influences. Through engaging storytelling and vivid illustrations, *Sate! | Satay!* offers a profound appreciation of Singapore's gastronomic heritage and the diverse cultural influences that shape the vibrant local food scene.



Far'a'in Jaafar sharing a lighthearted moment with two attendees from her book launch.

DIGITAL MEDIA

Target Group Preschool Children

When June 2023 – March 2024

Fox Tales 《小狐狸雪儿》

by Chips and Toon Pte Ltd



Snow, the main character of *Fox Tales*, going on adventures with her friends.



The Fund supported Chips and Toon Pte Ltd in the development of a 12-episode Chinese Language animation series, *Fox Tales* 《小狐狸雪儿》, for children aged 6 to 8 years old. The highly imaginative animation series features a little fox with magical abilities, Snow, as she embarks on an exciting adventure inspired by Chinese myths with her friends. Through the series, young children learn important social-emotional skills to overcome challenges and forge meaningful friendships.

To further advance the learning of Chinese Language, each episode introduces a Chinese character through Snow's magic tail, as well as conversation cues to support parents or educators in encouraging young children to speak in Chinese.

Conversation cues to encourage reflection and interaction between parent and child.



The episodes were progressively launched onto [YouTube](#) between June 2023 to March 2024 and well-received with an average of 15,000 views across all 12 episodes.

Target Group Preschool Children

When March 2023 - April 2023

Mawar dan Singa Kota explore topics such as Animals, Insects, Shapes, Colours, Fruits, Vegetables etc.



Poster for the *Mawar dan Singa Kota* series.

The special segment *SEDIA, MULA, MAWOOAR!* feature invited friends of Singa joining his adventures all around Singapore.

Young viewers will also get the chance to put on their think hats to help Singa problem-solve and complete his missions.

Mawar dan Singa Kota

by The Moving Visuals Co. Pte Ltd

HAIWAN

Mesra & Singa Kota - 1 / 8

1. Haiwan Peliharaan Mana Burung Mawar? MARI MENCARI MAWAR & SINGA KOTA

2. Serangga Jenis-Jenis Haiwan SEDIA, MULA, MAWOOAR! MAWAR & SINGA KOTA

3. Haiwan di Ladang Terbakar! MARI MENARI & MENYANYI MAWAR & SINGA KOTA

4. Kisah Sang Kancil dan Buaya DUKU PELEKAT AJAIB! MAWAR & SINGA KOTA

From Mawar & Singa Kota Animated

10 x Episod Penuh Bing: Episod Terbaik Bing Bahas:

The Fund supported the development of *Mawar dan Singa Kota*, a web-animation series produced by The Moving Visuals Co. Pte Ltd. The series features 12 episodes of the main character, Mawar, played by Mediacorp actress Huda Ramdzan, and Singa, her animated lion companion. Interactive in nature, young viewers will get to immerse themselves in sing-a-long sessions, storytelling of folk tales and game segments covering themes such as animals, fruits & vegetables and colours.

This web series aims to expand preschoolers' vocabulary acquisition and hone their thinking skills. A special segment titled *SEDIA, MULA, MAWOOAR!* is a live-action segment featuring invited friends of Singa as they follow him on his adventures around Singapore. Since the e-launch of the series on YouTube, the web series has garnered 84,815 views.



Target Group Preschool Children

When January 2024

Siri Haiwan Peliharaan

by Noorhaqmal bin Mohammed Noor

Ayra memberi makanan kepada Tino dan Noti setiap pagi.



Jika akuarium kura-kuranya kotor, Ayra bersihkan tempat tinggal mereka.



Ayra gantikan air yang kotor dengan air yang bersih.



The e-book series teaches young learners how to be a responsible pet owner.



Caca bermain dengan arnabnya. Caca menjaga arnabnya dengan baik.



Caca mandikan arnabnya. Arnab Caca amat jinak.

The Fund supported singer, songwriter and educator Mr Noorhaqmal Mohammed Noor in the development of 3 Malay Language e-books for the *Siri Haiwan Peliharaan* series. Pitched for young learners aged 4 to 6 years old, these e-books teach children how to care for household pets such as hamsters, terrapins and rabbits, through routines such as feeding and bathing the pets, cleaning their cages, and ensuring the safety of their pet at all times. Beyond these responsibilities, the series further inculcates key values such as responsibility, respect and kindness to animals.

Curated with vibrant illustrations, adjustable font sizes, text-to-speech narrations and catchy complimenting songs, these e-books cater to the individual needs of each child. The immersive learning experience also enhances language learning for young learners. All 3 titles are now in digital libraries such as Apple Books, Bibliotheca, Smashwords, BorrowBox, Rakuten Kobo and Overdrive.

Children are also taught on the dangers of animal cruelty and the importance of ensuring safety of their pets.



Target Group Preschool Children

When 13 February 2024

Mari Belajar Bersama Joji dan Rakan-rakan Let's Learn with Joji

by Kherman bin Buang



The 10-episode series cover a wide range of topics and skills that are pitched appropriately for preschool learners.

The Fund supported the development of a 10-episode animation series for young learners titled *Mari Belajar Bersama Joji dan Rakan-rakan*. Produced by Mr Kherman bin Buang of Qiub Studio, the interactive series is designed to enrich the vocabulary of young learners through stories and games. The series covers topics such as transportation, personal hygiene, positive body language and the appreciation of local biodiversity. It is also useful tool for teaching young learners how to count, identify shapes and match colours.



The e-launch of the *Mari Belajar bersama Joji dan rakan-rakan* animation series. Hosted by teacher and ex-radio DJ Cikgu Siti Rahimah Buang.

A unique feature of the series is that each episode concludes with a catchy song that summarizes and reinforces new vocabulary introduced during each episode. These catchy songs make it easier for children to remember the new words learnt and use them in their daily lives. On 13 February 2024, the series was e-launched on [YouTube](#) and made available for public viewing.

The songs at the end of each episode are catchy and enhances knowledge retention. They also come with subtitles for our young learners to sing-a-long.



Target Group Preschool Children

When May 2023

Fabulous Tales of Singapore (Graded Readers)

by Crimson Earth



Covers of the eighteen graded readers.

Fabulous Tales of Singapore is a collection of Tamil graded readers for preschool and lower primary levels. This set comes with 3 books per level for 6 levels, with a total of eighteen printed books, suitable for 4 years old to Primary 2. The levels are featuring locally-based stories on science fiction, animal fiction and fantasy fictions. The stories cover a wide range of themes such as celebrations, living things, art and many more, ensuring that every child finds a story that intrigues them. The colourful illustrations would certainly entice the preschoolers to flip, read and re-read the books.

The stories come alive through the animated versions with voice over readings, music, and karaoke styled reading. The animated stories can be accessed via the QR codes provided in the books.

Target Group Preschool Children

When September 2023

Ainthu Nanbargal - 2D Animated Stories 5 Friends

by Screen Pictures



Covers of five books.

Ainthu Nanbargal (5 Friends) is a series that shares the lives of five animal friends as they traverse through school and play. Each of the five stories presents the five animal friends encountering challenges that require them to make difficult decisions. Will they make the right decisions? The animated stories emphasize relationship building, honesty, punctuality, perseverance and humility.

Thought-provoking questions appear at key moments in the stories to kindle the children's thinking and create teachable moments for parents and educators. Guide notes in the video descriptions on the YouTube page also help to facilitate these conversations.

Target Group Parents of Young Children and Preschool Educators

When February 2024

Raising Bilingual Babies in Talk (RaBBiT)

by Dr Yvonne Tse Crepaldi



RaBBiT EP02 Language Decision and Communicative Strategies

Intentional use of One Language at home

Mother: Cabbage. You don't like Cabbage?
Then what do you like?
What do you like?

Child: 饭 'fan'

Mother: 饭 'fan'!
What is 饭?

Child: Rice

With very young children, parents could also go further

Selected scenes from *Raising Bilingual Babies in Talk (RaBBiT)* on its YouTube Channel.

Raising Bilingual Babies in Talk (RaBBiT) is a compilation of 10 educational videos that address specific issues of bilingualism in early childhood accompanied by an information booklet.

The booklet consists of research-based practical tips, exercises, resource lists and reflection templates for Singaporean parents who are raising bilingual babies and pre-school children in Singapore. The target audience are parents of young children, aged between 0 and 6 years old.

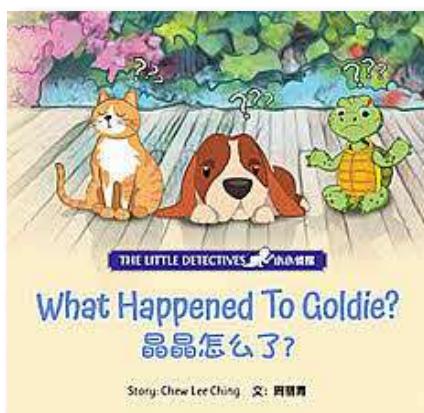
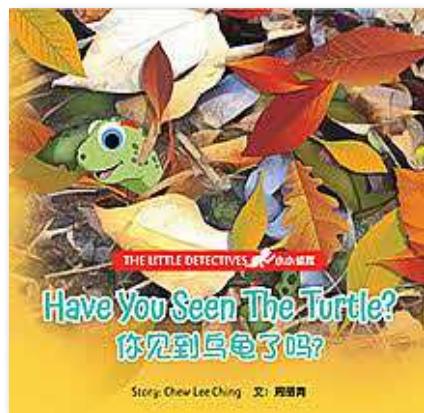
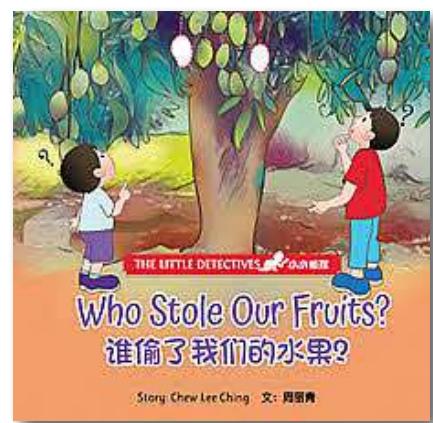
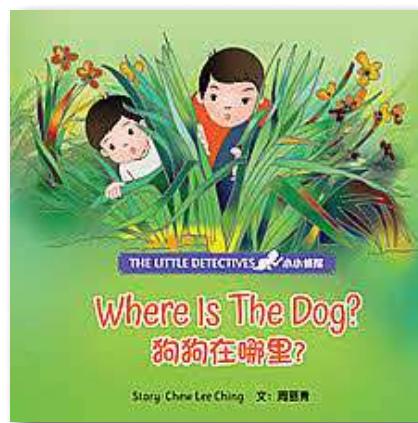
BOOKS¹

Target Group	Preschool Children
When	19 March 2023 (Book 1 & 2) and 27 May 2023 (Book 3 & 4)
Where	Book launch held at Woodlands Regional Library (Book 1 & 2) and National Library @ Victoria Street (Book 3 & 4)

Covers of *The Little Detectives*.

The Little Detectives

《小小侦探》
by Chew Lee Ching



The Fund supported Chew Lee Ching in the development of the picture book series titled *The Little Detectives* 《小小侦探》. The series contains four Chinese-English bilingual stories that take children on a mystery solving adventure with a pair of curious brothers who love exploring their grandfather's garden.

A book launch was held on 19 March 2023 for *Where Is The Dog?* 《狗狗在哪里?》 and *Who Stole Our Fruits?* 《谁偷了我们的水果?》, followed by another book launch on 27 May 2023 for the remaining two titles, *Have You Seen The Turtle?* 《你见到乌龟了吗?》 and *What Happened to Goldie?* 《晶晶怎么了?》. Children were treated to engaging storytelling sessions of the picture book series during both book launches.

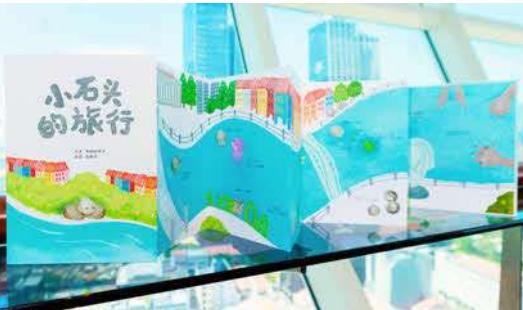
The picture book series were also featured by The Straits Times on 27 March 2023 and Mediacorp Capital 95.8FM on 7 July 2023 via a live radio interview with Ms Chew.

¹ Copies of the books supported by the Fund are available for loan at various National Library Board (NLB) branches. Fund-supported books are also distributed to beneficiaries such as preschools operated by Anchor Operators (AOPs) and Social Service Agencies (SSAs).

Target Group	Preschoolers and Preschool Educators
When	13 May 2023
Where	The Pod @ National Library

The 5E Project: Development of Add-on Children's Picture Books

by Singapore Centre for Chinese Language (SCCL) Limited



Showcasing the unique design of the picture books.



The Fund supported Singapore Centre of Chinese Language in the development of *5E Add-On Children's Picture Books* (5E 绘本系列) for preschool children and educators. The project contained six 3D picture books in Chinese Language that support preschool educators in interactive and hands-on storytelling activities. Set in the local context, the unique storyline and design of the 3D picture books aims to achieve the objectives of “5E”, namely “Engaging”, “Enjoyable”, “Extendable”, “Enabling” and “Educational”.



The book series' launch was held on 13 May 2023 at The Pod @ National Library. The Guest-of-Honour was Dr Foo Suan Fong, Executive Director of SCCL. During the book launch, attendees were treated to a series of engaging storytelling sessions and opportunities to interact with the books' unique design and layout features.



Discovering the unique features of each book.

The event was featured by Lianhe Zaobao and 8world. The author, Dr Cheng Wan-Ni also made an appearance on Mediacorp Capital 95.8 FM live virtual interview to share about the *5E Add-On Children's Picture Books*.

Target Group	Preschool Children
When	September 2023 - December 2023
Where	Woodlands Regional Library, Punggol Regional Library, Maha Yu Yi Book Store, Library @ Harbourfront



Children listening attentively to the stories.

Kaka and Xiaoxiao Picture Books

《卡卡和小小绘本系列》

by Popsicle Studio Pte. Ltd.



The Fund supported Popsicle Studio Pte. Ltd. in the development of the picture book series titled *Kaka and Xiaoxiao Picture Books*. The series contains two picture books in Chinese Language that feature a young boy, Kaka and his adorable best friend, Xiaoxiao. Together, they introduce the importance of healthy eating habits and Singapore's local delights through simple yet engaging language.

The first storytelling session cum book launch for the series was held on 23 September 2023 at Woodlands Regional Library, where children were engaged by the dramatic storytelling of the first title *Kaka Does Not Eat Vegetables* 《卡卡不吃菜》. Games were also conducted to reinforce children's learning of new Chinese vocabulary from the book. Four more storytelling sessions were progressively held between September to December 2023, where the second title *What Are You Eating?* 《你在吃什么?》 was also featured. Overall, the storytelling sessions were well-received by over 300 children and parents.



Learning names of fruits for a healthy digestive system.



Target Group	Preschoolers & Preschool Malay Language Educators
When	16 March 2024
Where	Yishun Public Library



Haiku Cilik Cerdik

by Kamaria Buang

The Fund supported Kamaria Buang in the development and publication of *Haiku Cilik Cerdik*, an anthology of haiku centered around fruits and vegetables. This innovative collection uses the simplicity and rhythmic beauty of Japanese haikus to inspire young readers to appreciate and enjoy these healthy foods. Through poetry, Kamaria Buang aims to foster a love for fruits and vegetables among children, encouraging them to include these nutritious options into their daily diets. Combining a lyrical poetic form and the captivating rhythm of haikus, this book is ideal to cultivate in young readers a habit of reading, while learning about the benefits of healthy eating.

►
 Haiku Cilik Cerdik, a Malay Language anthology of Japanese haikus centred around fruits and vegetables.

►
 The author standing in front of a standee of her book launch.

(Bottom left) A grandparent with a picture of the book and her two grandchildren.

(Bottom right) Two young readers enjoying *Haiku Cilik Cerdik*.

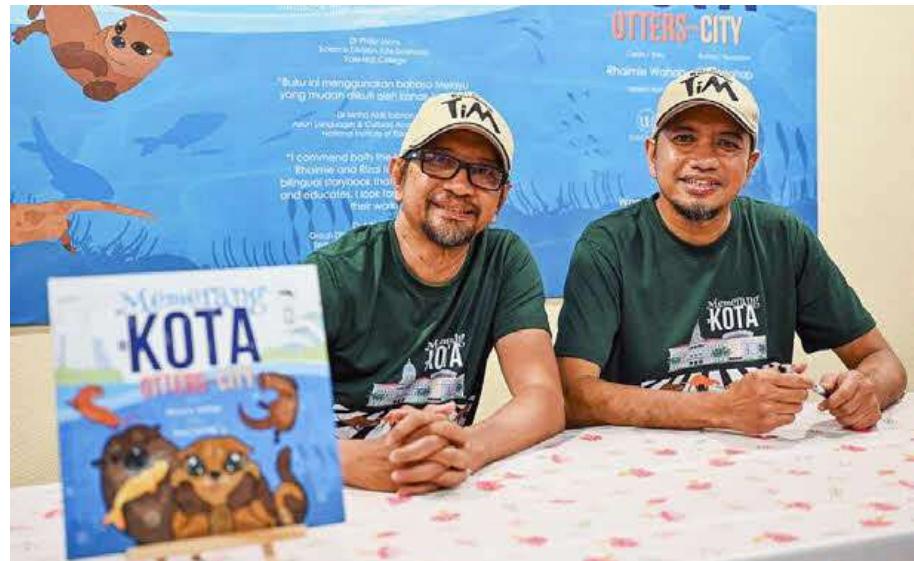
Haiku Cilik Cerdik



Target Group	Preschoolers & Preschool Malay Language Educators
When	24 June 2023
Where	Woodlands Regional Library

Memerang di Kota

by Rizal Wahap



Mr Rizal Wahap and Mr Rhaimie Wahap posing in front of a copy of *Memerang di Kota*.

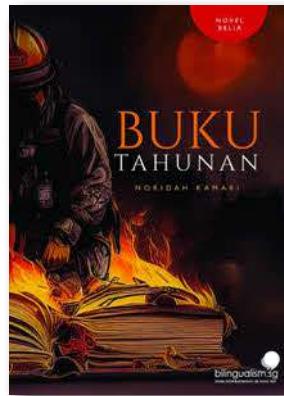
The Fund supported Rizal Wahap in the development and publication of *Memerang di Kota* (*Otters in The City*). This captivating book narrates the adventurous journey of a family of four otters as they navigate the bustling urban landscape of Singapore. The story also highlights the efforts of an activist from the Animal Concerns Research and Education Society (ACRES), who is determined to rescue an otter in distress.

The book received widespread acclaim and was prominently featured at Singapore's Writers Festival on 25 November 2023. To enhance the reading experience, the book has been digitally augmented with cutting-edge features such as Augmented Reality, animation, and a specially composed-catchy theme song. These enhancements allow for immersive and interactive experience, bringing the story to life in a unique and engaging way.

Target Group	Young Adults
When	7 October 2023
Where	The Arts House

Malay Novels for Young Adults

by Noridah Kamari



Covers of the novel series by Dr Noridah Kamari and Mr Farihan Bahron.



The book launch was graced by Emeritus Associate Professor Dr Hadijah Rahmat.

The Fund supported the development of 4 Malay Language novels for young adults written by Dr Noridah kamari and Mr Farihan Bahron. The novel series consists of 4 science-fiction titles namely *Buku Tahunan*, *Membina Istana Di Angkasa*, *Arca Di Muzium* and *Antidot Usia*. The book launch held on 7 October 2023 at The Arts House was graced by Professor Emeritus Dr Hadijah Rahmat, former Head of the Asian Languages and Cultures Academic Group at the National Institute of Education.

150 guests, ranging from EMAS and MLEP students to local writers attended the book launch. During the launch, guests were treated to a skit dramatizing portions of the novels which cover exciting concepts such as reverse-aging and alternative world. The authors hope that these intriguing concepts will entice teenage readers to read more Malay literature materials.



Dramatization skit performed by The Arts House.

Target Group	Preschoolers & Preschool Malay Language Educators
When	8 October 2023
Where	Tampines Regional Library



▲ *Lukisan Batik Nawrah*, a Malay picture book that showcases the beautiful relationship between a girl and her grandfather as they explore the creation of batik.

→ The author and illustrator of the book sharing a lighthearted moment during the book signing segment of the book launch.



▲ Children interacting with pieces of batik during the book launch at Tampines Regional Library.

→ Two attendees of the launch immersing themselves in the traditional art of batik painting.

Lukisan Batik Nawrah

by Nur'afifah binte Hussain

The Fund supported Nur'afifah binte Hussain in the development and publication of *Lukisan Batik Nawrah* (*Nawrah's Batik Painting*). This beautifully illustrated Malay picture book delves into the tender and inspiring relationship between a young girl named Nawrah and her grandfather. As they explore the intricate and traditional art of batik painting together, the story vividly showcases their bond and mutual respect. Beyond celebrating cultural heritage *Lukisan Batik Nawrah* imparts valuable life lessons, encouraging children to remain adaptable, nimble, and open-minded when faced with unexpected challenges and changes. This book serves as a poignant reminder on the importance of family, tradition, and resilience.



Target Group	4-8 Years Old
When	24 December 2023
Where	Wisma Geylang Serai

Ezra dan Corona

Ezra and Corona

by Hafiz Harun



The book launch was graced by Dr Muhammad Faishal Ibrahim, Minister of State for Home Affairs and Minister of State for National Development.

The Fund supported writer and radio DJ Mr Hafiz Harun in the production of *Ezra dan Corona*, a children's picture book curated for young readers aged 4 to 8 years old. The author's goal is to raise children's awareness about infectious diseases in a kid-friendly manner. Often children find it difficult to understand that there are germs on their hands simply because they cannot see them. This book allows parents to have meaningful conversations with their child on the danger of infections and the preventive measures they can take through good habits such as washing hands and mask-wearing.



On 24 December 2023, the launch for this book was held at Wisma Geylang, graced by Dr Muhammad Faishal Ibrahim, Minister of State for Home Affairs and Minister of State for National Development. The event featured a dramatization of the book as well as a story-telling session with active participation from the young audience.



Preschool educators using the book *Ezra dan Corona* during their Malay Language lessons.

During the book launch, Mr Hafiz Harun also moderated a panel discussion with Dr Faishal to discuss the importance of having quality Malay Language books unpacking local themes and current affairs. The panel hopes that these books will be able to document the spirit of the Singapore community. The book launch was featured by Berita Mediacorp and Berita Harian on 25 December 2023 and 27 January 2024 respectively.

A Storytelling session and skit performance during the book launch.



PLAYS AND MUSICAL PRODUCTIONS

Target Group Preschool Children

When 11 March 2023

Where Playden @ The Arts House

Children going on a swim with the brave tadpoles.



Learning about the different pond creatures through puppets.

Looking for Mama

《小蝌蚪找妈妈》

by Paper Monkey Theatre Ltd



The Fund supported Paper Monkey Theatre Ltd in the production of *Looking for Mama* 《小蝌蚪找妈妈》, a Chinese Language puppet theatre performance for preschool children. Using the Kamishibai² approach, the performance makes use of handcrafted puppets to retell the heartwarming story of brave little tadpoles going on an adventure to look for their mother.

Children playing with puppets and shadows.



Held at the Playden @ The Art House, all three sessions of the performance were well-received by close to 800 preschoolers who enjoyed the relatable storyline and catchy songs. Positive feedback was also received for the post-performance activity that allowed the preschool children to get up close and personal with the puppets, as well as the programme booklet to consolidate learning.

² Kamishibai, also known as paper play, a form of Japanese street theatre and storytelling.

Target Group	Preschool Children
When	August 2023 – September 2023
Where	KC Arts Centre

Goldilocks and The Three Bears in Mandarin

《金发姑娘和三只小熊》
by Singapore Theatre Company Ltd



▲
Goldilocks and the Three Bears coming alive on stage!

The Fund supported Singapore Theatre Company Ltd. in the development of a teacher's pack in Chinese and ticket subsidies for the Fund's beneficiaries to attend *Goldilocks and the Three Bears in Mandarin*. Adapted from the well-known classic fairy tale, the Mandarin play offered a unique opportunity for young children to learn the importance of protecting wildlife and their natural habitats in a fun and engaging manner.

The complementary teacher's pack provided preschool educators with a range of creative ideas to extend preschool children's learning back in schools. Through the interactive activities such as role play, educators could foster a deeper understanding and appreciation of the natural world, as well as motivate young children to express themselves in Chinese Language in a supportive environment.

Target Group	Primary One Children
When	November 2023
Where	Singapore Hokkien Huay Kuan Cultural Academy

Play in Mandarin – Beware of Big Grey Wolf

戏里戏外 – 《宝贝！宝贝！小心啊！》

by Singapore Hokkien Huay Kuan Cultural Academy Pte Ltd

Can they see through the big grey wolf's disguise? ➔



The Fund supported Singapore Hokkien Huay Kuan Cultural Academy (SHHKCA) in the second run production of *Play in Mandarin – Beware of Big Grey Wolf* and post-performance activities for Primary 1 children. The storyline continued to address the prevalent issue of mobile addiction and raised awareness of stranger danger among young audiences.

Held at the Singapore Hokkien Huay Kuan Cultural Academy, the highly interactive play saw more than 3,000 students immersed in the engaging storyline. The students also attended either a speech and drama or language enrichment lesson with refreshed activities to reinforce themes and new vocabulary learnt in the play.

Enjoying traditional childhood games with the main cast. ➔



EVENTS AND PROGRAMMES

Target Group	Preschool Children
When	8 April 2023
Where	One Punggol



Fun and interactive booth activities for young children.



In commemoration of the late Mr Lee Kuan Yew's 100th Birth Anniversary, the Fund supported the inaugural *LKY100 Carnival (Fun with Bilingualism Carnival 2023)* organised by SPH Media Limited, in partnership with PCF Sparkletots and the National Library Board.

On 8 April 2023, DPM Heng Swee Keat graced the carnival, which attracted more than 2,000 people. The carnival included activity booths to engage preschoolers in bilingual activities, along with a slew of performances by PCF students. There was also a panel discussion featuring useful tips to encourage their children to use their Mother Tongue.

The accompanying exhibition “Embracing Bilingualism – Our Journey” was launched with the carnival and was on display at One Punggol for 2 weeks after the carnival, highlighting Fund’s achievement in promoting bilingualism and the important milestones in Singapore’s bilingualism journey.



Performance by PCF Sparkletots.

The carnival was extensively featured by major media groups across their print and online publications, such as The Straits Times, Lianhe Zaobao, Berita Harian and Tamil Murasu. Broadcast channels included News 5 Tonight, Singapore Tonight @ CNA, Channel 8 news, Channel U news, Berita @ Suria and Tamil Seithi @ Vasantham.

In addition, Lianhe Zaobao produced and published a Voxpop video on Zaobao.sg, capturing the views of carnival attendees.

Panellists:

- Dr. Maliki Osman, Second Minister for Education
- Ms. Tay Keen, Singer-Songwriter, Cross-Rhythms Artist
- Ms. Usha Kumaresan and Ms. Rezalhan Bansu, Founders of Chitamey Books

Moderated by:
Tan Leng Tuan
Editor & Storyteller,
Chinese Media Studio,
Star Media Limited

Organised by:

Supported by:

QR Code:

A photograph of five panelists seated in white armchairs on a stage, facing an audience. The stage has a blue and white decorative background. The panelists are dressed in casual attire, including a man in a blue shirt and jeans, a woman in a white dress, a man in a red shirt and beige pants, a woman in a yellow patterned dress, and a woman in a pink top and jeans.

Engaging panel discussion on "Encouraging the Use of Mother Tongues at Home from Young".

Target Group	Preschoolers and Parents
When	4 June 2023 to 25 August 2023
Where	Ang Mo Kio Public Library, Jurong Regional Library and Punggol Regional Library

Prime Minister Lawrence Wong posing with preschoolers and the interactive cardboard play structure.



Saying hello to *Thumbs Up Little Junior* main character and friends!

Enjoying some parent-child bonding time.



Thumbs Up Little Junior 10th Anniversary Celebration 小小拇指十周年 by SPH Media Limited



The Fund supported SPH Media Limited in organizing a roving exhibition to celebrate the milestones of *Thumbs Up Little Junior* over 10 years.

On 4 June 2024, the official launch of the roving exhibition was graced by Prime Minister, Mr Lawrence Wong at Ang Mo Kio Public Library. Subsequently, the roving exhibition lasted from 4 June to 25 August 2023 at three community libraries and brought a series of free interactive storytelling sessions and parent-child workshops to the heartlands. An interactive cardboard play structure was also featured as the main highlight of the roving exhibition, where children can tunnel through and interact with a huge birthday cake structure filled with surprises that inspire opportunities for Chinese learning through play. This was featured alongside life-sized structures of the well-loved Thumbies characters as well.

The *Thumbs Up Little Junior* 10th anniversary celebration event was featured on The Straits Times, Lianhe Zaobao and Shin Min News.

Target Group	Primary and Secondary School Children
When	14 June 2023 – 5 July 2023
Where	Online Contest

Kusu Island

by The Fool Theatre Ltd



Winning entries of the pre-show artwork competition.

The Fund supported The Fool Theatre Ltd in the development of the pre-show artwork contest for a musical production titled *Kusu Island* that aims to promote environmental conservation and appreciation of Singapore's heritage.

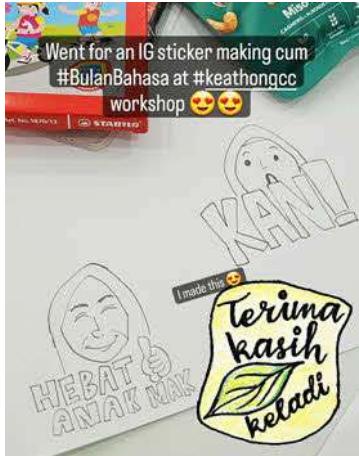
Between 14 June 2023 – 5 July 2023, the contest invited artwork entries from primary and secondary students to illustrate how they imagine *Kusu Island* to be like based on selected Chinese phrases from the musical. The winning entries were displayed at the Drama Centre Black Box during the gala performance for public viewing.

The musical production was featured by The Straits Times and Bakchormeeboy, an online platform providing reviews of theatrical productions in Singapore.

Target Group	Primary School and Youths
When	8 October 2023
Where	Keat Hong Community Centre

Digital Stickers for WhatsApp and Instagram

by Epilogue Multimedia Pte Ltd



Digital stickers created by the primary school participants used in Instagram stories.



On 8 October 2023, in conjunction with the Malay Language month, Epilogue Multimedia Pte Ltd organised two hands-on digital stickers workshops targeted at primary school students and youths. Participants had the opportunity to learn how to create personalized digital stickers to be used on Instagram and WhatsApp. Promoting appreciation for Malay Language in a fun and innovative way, participants were encouraged to create an array of stickers featuring motivational phrases, idioms and puns.

The designs were then uploaded into the Sticker.ly application to be converted into digital stickers. A total of 35 digital stickers were created by 24 participants. These digital stickers were made available for public usage on Instagram and WhatsApp from January 2024 onwards.

A participant converting hand drawn designs into digital stickers using the sticker.ly app.

Participants of the workshops from Youth showcasing their designs.



Target Group	Preschoolers
When	15 April 2023 and 29 April 2023
Where	Ace the Place Community Club and Punggol Community Club



GOH Mr Vikram Nair being warmly welcomed by the PCF children with a traditional touch.



Little feet, big beats! Indian dance takes center stage.

Let's Care & Embrace Using the Beautiful Tamil Language

(அழகு தமிழில் அரவணைத்துச் செல்வோம்)
by PAP Community Foundation

In conjunction with the Tamil Language Festival 2023, a half-day Tamil Language Festival event was conducted for preschool Tamil students of PAP Community Foundation preschool centres on 15 April 2023 (Ace the Place) and 29 April 2023 (Punggol CC). This event, organized by PAP Community Foundation (PCF) with the Fund's support, aimed to build confidence in speaking and using Tamil Language by exploring poems and children's literature in Tamil touching on themes of care and empathy. Over 30 booths were set up, with activities and performances focusing on how children's literature in Tamil Language emphasized care and empathy to maintain a positive lifestyle.

Around 800 students from 130 PCF centres offering Tamil were engaged in meaningful activities. Around 1,000 parents attended both the events and participated with their children in the booth activities. Children and public attended the events as well. The event was graced by Mr Vikram Nair, Member of Parliament for Sembawang GRC (Admiralty) & Chairman of Sembawang Town Council, and Chairman of Tamil Language Learning and Promotion Committee (TLLPC). The event was featured in Tamil Murasu.



Preschooler with the teacher explaining the booth activities.

Target Group	Youths
When	23 April 2023
Where	Vasantham Mediacorp

Sorsilambam 2023

by Mediacorp Vasantham and People's Association Indian Activity Executive Committee Council



A well-crafted argument by the winning team.



A well fought debate by Anglo Chinese School (Independent).

The People's Association Indian Activity Executive Committee Council (PAIAEC) – Narpani Pearavai, in collaboration with Mediacorp Vasantham, proudly hosted *Sorsilambam 2023* (The War with Words), a biennial National Tamil debate. The debate brought together participants from Junior Colleges, Polytechnics, and Centralised Institutions across Singapore, fostering a platform for vigorous intellectual exchange and the promotion of the Tamil Language among the youth. This year's finals were a showcase of exceptional oratory skills and strategic thinking, featuring a riveting contest between Anglo-Chinese School (Independent) and Eunoia Junior College. The competition culminated in a thrilling finale, with Eunoia Junior College demonstrating outstanding eloquence and critical analysis to clinch the title.

The Fund supported the live telecast of the Finals held on 23 April 2023. The event was extensively covered on Vasantham Mediacorp Channel, Tamil Murasu and Seith@Mediacorp's social media pages. The event was graced by Mr Vikram Nair, Member of Parliament for Sembawang GRC (Admiralty) & Chairman of Sembawang Town Council, and Chairman of Tamil Language Learning and Promotion Committee (TLLPC).



Proud supporters cheering their debaters.

The winners – Eunoia Junior College Runners up - Anglo-Chinese School (Independent).



Target Group	Youths and Young Adults
When	4 and 5 August 2023
Where	NUS Cultural Centre

Sangae Muzhangu 2023

by NUS Tamil Language Society



Rhythm and teamwork. NUS Sangae Muzhangu's original song performance.



Captivating performances and a gripping script that stole the hearts of the audience.

The Fund had partially supported the NUS Tamil Language Society's 22nd production in Tamil Language titled *Sangae Muzhangu 2023*. The two-hour production included drama, dances and songs in Tamil, with staged on 4 August and 5 August 2023 at the NUS Cultural Centre.

The production aimed to promote the active use of Tamil Language with the potential to spark interest amongst the target group of youths through the appeal of drama and songs. A total of about 2,600 people attended the show on both days, of which, around 80% of attendees were youths. Fund-supported trailers and teasers harnessed more than 19K views on Instagram and more than 2,000 views on YouTube. The production was featured in Tamil Murasu and Seithi@Mediacorp.

Students showing their talent in classical Indian Dance.



Target Group	Public
When	26 August 2023
Where	Suntec Singapore Convention & Exhibition Centre

Mother Tongue Languages Symposium 2023 (MTLS 2023)



Minister for Education, Mr Chan Chun Sing, launching the Mother Tongue Languages Symposium 2023.

The Mother Tongue Languages Symposium (MTLS) is an annual event co-organised by the Ministry of Education (MOE) and the three Mother Tongue Language Learning and Promotion Committees. It aims to promote our Mother Tongue Languages (MTLs) by showcasing good practices and efforts in the teaching and learning of the respective languages. The Symposium primarily targets MTL educators from the preschools to lower primary levels and parents with young children.

The theme of MTLS 2023 was “Flourish in the Wonderland of Our Languages”. Held on 26 August 2023 at the Suntec Singapore Convention & Exhibition Centre, this was the first time the Symposium resumed the physical format since COVID-19 pandemic, and it featured more than 40 physical exhibition booths and 45 sharing sessions and interactive workshops.



Young learners engaged in our multilingual sticker activity at the Fund's booth.

As part of LKY100 commemoration, two videos providing insights into the pivotal moments of Singapore's bilingual journey were shared at the MTLS platform and garnered more than 17,000 views on TikTok. Presented as a two-parter, the first video narrated LKY's own bilingual journey and the second video examined bilingualism from a more expansive perspective, including understanding the bilingualism policy and its impact on the community. The Symposium attracted over 18,000 visitors and visitors of the Fund's booth enjoyed a multilingual sticker activity and a range of language games.

During the Symposium, the Fund also hosted 3 interactive workshops targeted at young parents. Firstly, the Fund invited Dr Jeyarajadas Pandian, Retired Principal Master Teacher (Tamil Language) & Part-time Lecturer at National Institute of Education to share interactive pedagogies parents can try at home in "Sparking the Love for Tamil Language in a Child's Formative Years". Secondly, the Fund also partnered Mr Muhammed Shahril Bin Shaik Abdullah, Librarian (Malay Language Collection Planning & Development) with National Library Board, to share on "Dialogic reading of picture books and interactive storytelling techniques". Lastly, the Fund engaged Dr Cheng Wan-Ni, Dean of Early Childhood Care and Education at the Singapore Centre for Chinese Language, to share on "Learning Mandarin at Home: How to Use Props, Scenes, and Games to Learn Your Mother Tongue".

The Fund's booth was visited by more than 1,066 sets of families.



Target Group	Public
When	27 and 28 October 2023
Where	Suntec Singapore Convention & Exhibition Centre

→ The theme of ECCC 2023 is “Learning how children learn, transforming practices together”.

Early Childhood Celebrations & Conference (ECCC)



Each year, the Early Childhood Development Agency (ECDA) organises the Early Childhood Celebrations & Conference (ECCC) to promote quality early childhood development. The ECCC celebrates the work of early childhood professionals while promoting professional development through innovation, collaboration, and partnership with stakeholder. In 2023, the conference was held from 27-28 October, with the theme of “Learning How Children Learn, Transforming Practices Together”.

The conference offered insights into how children learn by exploring the shift from traditional teacher-directed approaches to child-centred approaches. The conference also featured the approach of evidence-based instruction where data is utilised to assess the impact of our interactions on a child’s developmental growth.

The Fund set up an exhibition booth at ECCC to spread awareness on our Fund-supported bilingual resources and programmes. In line with the conference’s theme, the Fund’s booth highlighted our new initiative of complementing Fund-supported educational resources with conversation cues to encourage dialogic reading.



The Fund's booth at ECCC 2023.

With dialogic reading, the adult allows the child to lead in the telling of a story. The adult becomes a facilitator by asking strategic questions to test the child's comprehension of the story and encourage the child to unpack the themes of the story.

This interactive approach to reading helps to expand a child's literacy skills. Research shows that quality conversations are key to the development of early literacy. As such, the Fund has curated and outlined 4 levels of conversation cues to meet the differing readiness levels of our young learners.

Level of Conversation Cues	Example	Purpose
Level 1: Comprehension	<ul style="list-style-type: none"> • Who is that? • What is Character A doing? • Why do you think Character A did that? 	Encourage children to identify semantic relations between various parts of the story.
Level 2: Reflection	<ul style="list-style-type: none"> • Did Character A do the right thing? • What should have Character A done? • What would you do if you are Character A? 	<ul style="list-style-type: none"> • Improve on expressive language and skills. • Hone children's ability to define problems and generate solutions.
Level 3: Prediction	<ul style="list-style-type: none"> • How do you think Character A is feeling now? • What do you think will happen next? • How do you think the story will end? 	Push children to pick up contextual clues and make inferences. Encourage creativity.
Level 4: Extension	<ul style="list-style-type: none"> • Have you ever...? • Do you think it is important to...? • What can you do to play your part? 	Link narrative to real-world context.



The Year Ahead

The Year Ahead

The Fund will continue to cultivate strong relationships and partnerships with potential applicants to develop innovative ideas and proposals through its twice-yearly Call for Proposals. These Calls will allow the Fund to consistently identify and support initiatives that align with its mission. The Fund aims to create high-quality language resources that are relevant to diverse segments of society, from preschoolers to youths and young adults. By broadening the scope of supported projects, the Fund ensures that bilingualism is promoted across all stages of life, from early childhood to adulthood.

Expanding its focus to include youths and young adults, the Fund remains steadfast in its commitment to support parents of young children in fostering bilingualism. The Community Series in 2024 will continue to feature speakers sharing their knowledge, experiences, and best practices through a series of talks on nurturing early bilingual learning. Through this initiative, the Fund will tap on the influence and reach of its strategic stakeholders to drive the message of bilingualism. It will also offer valuable support to young parents and educators, leveraging the efforts of LKYFB in promoting bilingualism.

Simultaneously, the Fund will organize initiatives and programmes with like-minded organizations and partners to promote bilingualism among youths and young adults. These collaborations will involve plugging into the social media landscape and leveraging digital technology to extend the Fund's impact, inspiring a broader and younger audience. Through the influence and reach of these strategic partners, the Fund aims to foster a deeper appreciation and active use of bilingualism among youths and young adults.

To encourage more youths and young adults to use and speak their MTLs, the Fund plans to collaborate with Institutes of Higher Learning (IHLs) on projects such as

targeted campaigns, interactive workshops, and events that highlight the significance of bilingualism. By collaborating with diverse partners and organizations, the Fund seeks to extend its community outreach, fostering a vibrant and dynamic environment that encourages the continuous learning and use of bilingualism.



Financial Review

Financial Review

The financial statements for the Fund, for the year ended 31 March 2024 (FY2023/24), have been audited by RSM SG Assurance LLP. A copy of the statements is attached with this report.

The Fund's income for FY2023/24 amounted to \$3.1 million. This was made up primarily of donations and investment income.

The expenditure for FY2023/24 amounted to \$2.9 million, of which \$2.5 million was disbursed as grants to various recipients. Operating expenditure accounted for \$0.4 million.

The projects supported by the Fund could span more than one financial year and the grants disbursed in FY2023/24 comprised projects that were awarded in this financial year and in previous financial years. As at the end of FY2023/24, grants approved since the inception of the Fund totalled \$30.2 million. \$4.6 million of this has yet to be disbursed.

The Fund balance stands at a healthy \$110.1 million.



Committees

Executive Committee

Chair

Ms Gan Siow Huang

Members

Ms Goh Poh Gek

Mr Wong Siew Hoong

Mr Lim Jim Koon

Audit Committee

Chair

Mr Ong Chao Choon

Members

Mr Chua Chim Kang

Mr Hawazi Daipi

Investment Advisory Committee

Chair

Mr Lim Chow Kiat

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Ms Goh Poh Gek

Ms Deborah Ho

Mr Jin Yuen Yee

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Mr K Ramamoorthy

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Members

Dr Mukhlis Bin Abu Bakar

Associate Professor Yow Wei Quin

Dr S P Jeyarajadas Pandian

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Mdm Geraldine See Sue-Lyn

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Dr Soh Kay Cheng

Dr Soon Hong Lim

Dr S P Jeyarajadas Pandian

Ms Caroline Seng

