

ANNUAL REPORT 2018



ABOUT CHILDREN'S WISHING WELL

Children's Wishing Well (formerly known as "Student Advisory Centre" until 31 May 2018) was set up in 2002 as a non-profit organisation and registered charity with IPC status. It is also a full member of NCSS

For more information, please visit <https://www.wishingwell.org.sg/>



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CHAIRMAN'S MESSAGE

As is the case for many organizations, Children's Wishing Well in 2018 evolved and adapted ... with new ambitions but still focusing on ultimately better serve our target beneficiaries , disadvantaged kids, through education.

First, we became ... Children's Wishing Well!

We finally registered this name after informally using it for the past five years interchangeably with our former name, Student Advisory Centre. The name change not only signified our vision to empower our beneficiaries to achieve their dreams, it also marked the beginning of several new programmes we introduced in 2018 under the leadership of Joanna Tan, our new CEO, and the team she built up to manage our expansion.



Underlying our ambitions with our newer programmes is indeed the belief that we should not only help but seek to empower.

The social service sector, including ourselves in the past in some ways, has traditionally adopted a "helping" narrative, providing assistance to people who are deemed "needy". While "helping" is still necessary in many situations, with children, we want to turn the mindset around by introducing new programmes along an "empowering" narrative. We pave the way for disadvantaged children to maximize their full potential, and find a way out of the poverty trap, so that they can grow up to become happier and contributing members of society. We see in our beneficiaries not "what's wrong", but "what's strong"

As a first example, since last year, in addition to our traditional Groceries for Families programme, we introduced Fresh gRoceries for Every Student's Home (FRESH), which are supermarket shopping trips organized by volunteers for children from low-income families to shop for fresh fruits, vegetables, and dairy products, within a given budget. They learn about nutrition, budgeting, and making choices about what they eat, skills which, acquired at a young age, can help them lead hopefully a more healthy life.

We also rolled out the Reach For the Stars programme, which provide a wide range of activities for children to gain exposure to IT, music, sports, etc. Those who are found to be keenest and most determined to pursue their talent can then be sponsored by donors to pursue specialized training and qualifications in their chosen area. In 2018, we supported one student for art classes at NAFA, one for hip hop dance classes, and two for Women's Rugby training.

Recognizing the essential role of parents in their children's lives and to facilitate family bonding, we organized a series of family outings under our new The More We Get Together programme. With support from volunteers and donors, more than 700 children and their family members enjoyed outings to the Singapore Flyer, River Safari, or watched a ballet, a musical, and had a picnic at Gardens By The Bay.

Lastly, a key programme in which we wish to invest significant resources in the years ahead is the Children Enrichment Programme (CEP). The essential component of CEP is Academic Support, via tuition in Math and English, for Primary School children. CWW is in the unique position to be able to leverage on our diverse programmes, as well as a range of fun activities such the Reading Club, Counseling, Learning Journeys, and Life Skills workshops to encourage our students to work harder to be able to join these other activities. CEP helped a good number of children to improve their grades and their learning habits.

Looking ahead, CEP will receive a further boost from 2019 onwards with a 3-year grant from Tote Board, enabling us to reach out to at least 500 students by 2021, at more locations besides our Clementi home base.

In closing, I wish to extend my personal thanks and the gratitude of the entire team at Children's Wishing Well to many:

- to Peter Douglas, a friend, a donor and a volunteer who accompanied CWW from its founding in 2002 but resigned as Member of the Board last year, after having served as Chairman for 10 years until 2016
- to my fellow Board members for their commitment, engagement and wise counsel as well as their continuing support for the cause and the values which CWW stands for;
- to our volunteers for their time and efforts in helping CWW reach out to beneficiaries, for showing that they care and share our belief that every child deserves to dream;
- last but not least, to our donors, from AIA to Tote Board, individuals from all parts of Singapore as well as small and large companies and financial institutions, for your invaluable support as proof that CWW's programmes are relevant and useful, for the opportunities that you have offered to disadvantaged children to see a different perspective for their future.

Thank you all from our heart, from all of us at Children's Wishing Well, from the children out there for whom you have made a difference.

Maurice Nhan
Chairman, Children's Wishing Well

CORPORATE GOVERNANCE

BOARD OF DIRECTORS

Name of Director	Board appointment	Date of Appointment
Mr Maurice Nhan	Chairman	5 February 2013
Mr Peter Paul Douglas [1]	Director	27 September 2006
Mr Ng How Yue [2]	Director	23 May 2008
Ms Sandra Seah [3]	Director	27 September 2006
Mr Trevor Xie	Director	25 January 2016
Mr Danny Chan	Director	12 March 2018
Mr Timothy Cheng	Director	30 January 2018
Mr Desmond Koh	Director	1 August 2018

As a registered charity and an Institution of Public Character (IPC), we are subject to regulations of The Charities Act. This includes requirements for submission of Statements of Accounts, adherence to Accounting Standards, audit and duties of Disclosure. We keep our administrative overheads as low as possible by tapping on volunteers for most of our services. We have been capping our admin and overhead costs at no more than 20% of donations received. In fact, for several of our programmes, the donations go directly and 100% to the beneficiaries.

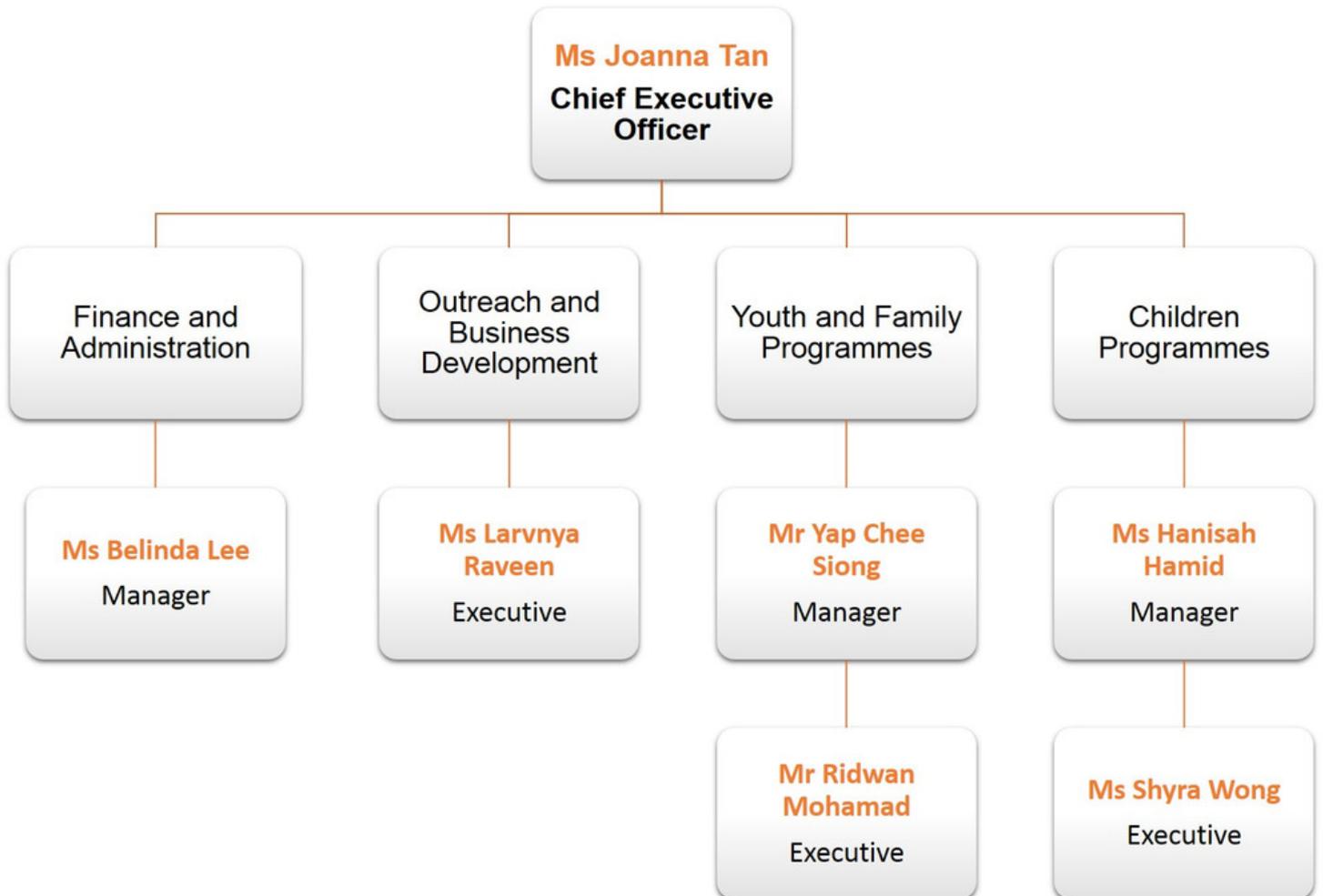
Reasons for term of appointment more than 10 years

[1] Resigned on 31 December 2018.

[2] CWW's programs are intended to be in support of government initiatives to help the needy and in this respect, the perspectives which Ng How Yue can provide to the board and to CWW, giving his professional responsibilities, is invaluable to the board and to CWW management.

[3] In addition to her continuing engagement in all matters, the board values Sandra's views and support on legal matters related to CWW.

MANAGEMENT TEAM



As of 31 December 2018, there were 4 full-time staff, 1 part-time staff, and 1 secondee. This excludes the professional tutors for KidsExcel, cleaners, and other contractors. There were no staff drawing annual remuneration of more than \$100,000 in 2018.

Banker : [Oversea-Chinese Banking Corporation Limited](#)

Auditor : [Fiducia LLP](#)

ABOUT US

WHO WE ARE

Children's Wishing Well is a non-profit organisation and registered charity which was founded in 2002. We provide a broad range of services for children and youth from low-income families nationwide. Our services support their current educational and daily living needs, and equip them with skills for their future, so as to build a strong foundation for them to contribute as useful members of society.

WHAT WE DO

We adopt a two-prong approach to provide services which meet both the current and future needs of disadvantaged children.

We provide services which help to alleviate poverty and provide timely assistance to their daily living. These include monthly groceries supplies and cooked dinners. Our web-based service "Grant-A-Wish" allows donors to help specific needy children of their choice by sponsoring necessities for their education, health, and basic living.

We also provide programmes to equip the children for their future, so that they are able to escape the poverty trap. Some of these services include weekly tuition by MOE-registered professional tutors, sports, and speech and drama. "Career GPS" allows secondary students to visit organisations in a variety of industries or sectors so that they are exposed different career options, and helps to motivate students to work towards their goals.

We work in close collaboration with schools, other charity organisations, government agencies, and corporate organisations to organise our programmes and provide our services, so as to ensure that they are relevant and meaningful to the children. All our services are provided free-of-charge to the beneficiaries.

WHO WE HELP

Our beneficiaries are disadvantaged children and their families living across any part of Singapore, regardless of race, gender, religion, or nationality. We adopt the Ministry of Education's eligibility criteria for financial assistance. Presently, this means a total household income of less than \$2,750 a month OR a per capita of under \$690 for larger families. All beneficiaries are required to provide supporting documentary evidence of their eligibility.

PROGRAMMES AND SERVICES IN 2018

ALLEVIATING POVERTY

Groceries for Families & FRESH

A monthly outreach to provide low-income families with groceries.

Grant-A-Wish

Donors or sponsors aid in areas where no alternative help is available, giving a child access to necessary items or the opportunity for a gift.

Hot Meals

Volunteers cook, pack and deliver fresh meals to low-income households in Clementi.

Children Enrichment Programme

A holistic child development programme comprising academic support, core electives (music, sports, art, it), learning journeys, life skills, etc.

Career GPS

A series of sessions organised with various organisations to introduce secondary and post-secondary students to various career options and provide them with the information and motivation to reach their career goals

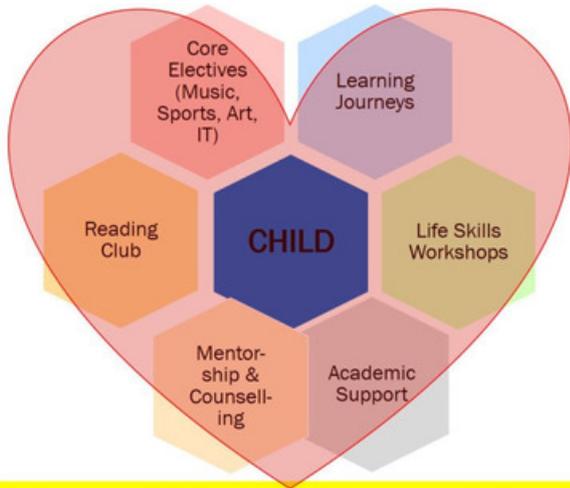
Life Skills

A new programme that seeks to impart skills outside of academics to the children, as well as offers exposure to a holistic education.

ESCAPING POVERTY

CHILDREN ENRICHMENT

PROGRAMME



The children enrichment program comprises of the 6 components mentioned in the diagram. This program aims to provide a holistic child development in recognition that every child has different strengths.

We address basic needs so children can concentrate on what matters and prepare them to become useful members of society. We had 84 students in this programme at the end of 2018 and will expand to more than 500 by 2021.



ACADEMIC SUPPORT

Group tuition conducted by MOE-registered tutors, supplemented with one-on-one sessions by volunteers. Currently for Primary 1-6 English and Maths. Additional 1-on-1 with volunteers for weaker students.

The initial results are encouraging. 34% of the students improved in their English scores while 24% of them had improved Mathematics scores. Beyond academic successes, 97% parents agreed that CEP is helpful to their child in terms of academic support and building discipline, confidence and character.



LEARNING JOURNEYS

Corporates or volunteers organise and sponsor outings or events to educate and expose the children to experiences and knowledge outside the classroom.

With generous support from our corporate donors, we organised twice as many learning journeys in 2018 as compared to 2017.

FY2017

13

Learning journeys

FY2018

26

Learning journeys

CORE ELECTIVES (MUSIC, SPORTS, ART, IT)

Regular lessons in music, sports, speech & drama, art, IT, etc. conducted by professionals and volunteers.

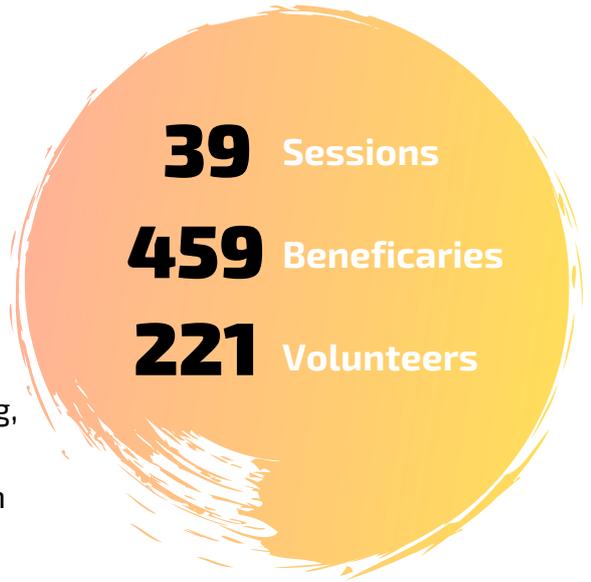
In recognition that not all children are academically-inclined, our Reach for the Stars programme identifies those who are talented in these areas to sponsor them for professional training, to support their ambitions to pursue careers in these areas.



LIFE SKILLS



Volunteers conduct training sessions on interview skills, personal grooming, cooking, public speaking, decision making, etc. These life skills are an essential part of the holistic development for children, and can help them succeed later in life. Since we rolled this programme out in 2018, we have conducted 39 life skills sessions.



READING CLUB

Volunteers read to children and organise activities related to the stories / themes.

The weekly sessions are to increase their language ability and interest in reading. We had corporates and schools come in to immerse the kids in books.

12 Sessions **118** Beneficiaries **62** Volunteers



MENTORSHIP & COUNSELLING

CWW is recognised as an approved practicum site by NTU-NIE Master of Arts (Counselling and Guidance programme). We have on-site two candidates who provided counselling to more than 19 children in 2018.

FRESH

(FRESH GROCERIES FOR EVERY STUDENT'S HOME)

In addition to providing groceries packed and delivered to homes, we organise fortnightly supermarket shopping trips, where children from low-income families shop for what they really like and need, within a given budget. They learn about nutrition, budgeting, and decision-making – skills which will have broader impact on their lives. Volunteers will teach the children how to choose nutritious and value-for-money food.

With the support of corporate sponsors and volunteers, we successfully carried out 8 FRESH sessions in 2018. With each passing session, the children have learnt how to budget and confidently purchase groceries- including checking the expiry dates and checking for signs of freshness. Many even insist on carrying and picking out the items themselves without any assistance. We certainly hope to continue instilling such positive skills and values in them with our future upcoming GFF-Fresh programs!

**Total Number
of Sessions:**

8

**Total Number of
Beneficiaries:**

263

**Total Number of
Volunteers:**

206



REACH FOR THE STARS

The social service sector has traditionally adopted a “helping” narrative, providing assistance to people who are deemed “needy”. As a natural consequence, people try to prove themselves as helpless as possible so as to qualify for assistance.

Children's Wishing Well is trying to turn this entrenched mind-set around with a new programme along an “empowering” narrative for we see people not as “what's wrong”, but “what's strong”.

One of our latest empowering programmes is “Reach for the Stars” where students from disadvantaged backgrounds who are keen and talented in areas such as music, arts and crafts and sports can be sponsored to pursue personalized training or qualifications to help them achieve their potential.

In 2018, we have supported one child for art classes at NAFA, one child for hip-hop classes, and two children for women's rugby.

This programme serves as an incredible initiative for talent spotting and supporting our kids' talents, so that they can develop a skill set to break out of their poverty cycle and scale greater heights.

We are looking to identify more children under our wing to take this opportunity as a stepping stone to attain their life goals.



CAREER GPS / WORK ATTACHMENTS / MENTORSHIP



Host upper secondary and post-secondary school students at your organisation to expose the students to different career options and encourage them to work towards their goals. This may be followed-up with opportunities for internship, job shadowing and/or mentorship. 9 career GPS sessions were organized in 2018 across various industries and occupations.

Month	No. of Events	Organizer	No. of Students	No. of Volunteers
Apr	1	Pope Jai Thai	30	2
May	3	Macquarie	20	8
		Parkway East Medical High School	19	10
		Keppel Infrastructure	23	31
Jun	1	Google	63	16
Jul	1	FDC Dental Group	5	6
Oct	2	Macquarie	26	14
		CMS (Singapore) LLP	11	13
Nov	1	SAP Asia	23	13
	9		220	113

GROCERIES-FOR-FAMILIES



Every month, we pack and deliver groceries to more than 200 families island-wide.

In 2018, over 661 volunteers worked to pack and deliver nutritious staples such as rice, cooking oil, cereal, noodles, Milo, and milk, to 513 needy families island-wide. This is a notable rise from the 372 families we served in 2017.

FY2017

FY2018



HOT MEALS

Volunteers cook a healthy and nutritious meal at our kitchen and deliver to low-income households in Clementi area. We had 3 organizations volunteering with us in 2018 to prepare hot meals for our beneficiaries. Each session consisted of 10 to 15 volunteers cooking to feed 80 to 100 beneficiaries. According to the corporates, they enjoy cooking for the children as it is fulfilling and it serves as a great teambuilding activity.

FY2017

2 Sessions

200 Beneficiaries

29 Volunteers

FY2018

3 Sessions

280 Beneficiaries

40 Volunteers



Richemont Luxury (Singapore) Pte Ltd



Roche Singapore Technical Operations



AIA

GRANT-A-WISH

Donate necessity items, such as school fees and school supplies, furniture and other home essentials; and ad-hoc presents for birthdays and Christmas.

In 2018, corporates such as AIA, Hippo Tours, Delta Airlines and Essilor generously granted wishes including school fees, school textbooks and book vouchers, supermarket vouchers, and electrical appliances.

FY2017

43
Wishes

FY2018

513
Wishes



SPECIAL EVENTS



Nanyang Optical partnered Eyelet Eyewear for an initiative called "Every Child Deserves a Clear Vision". With every purchase of Eyelet Eyewear, they gifted a pair of Eyelet Eyewear to the kids of Children's Wishing Well. The staff of Nanyang Optical came down to our centre to provide our kids free eye screening and some eye care tips. Our children were overjoyed upon receiving their new pair of spectacles.



Children's Wishing Well's outlook got a makeover. The Operations and Administrative staff of NUH Department of Ophthalmology, UOHC, Medical Records Office and Data Protection Office partnered with Art for Good to gift us inspiring walls to remind us that to achieve the greatest success life has to offer, we need to make a habit of building unstoppable momentum.



Golden Village hosted 100 of our beneficiaries for a movie screening of "Christopher Robin". The children and their families truly enjoyed themselves, as a movie outing is a rare treat for them. The movie was also meaningful, and the children had fun participating in the quizzes.



'The More We Get Together' project was rolled out in 2018 by our volunteers to foster stronger family bonds through fun and meaningful interactions, especially among underprivileged families. They enjoyed visiting Gardens by the Bay, River Safari, Esplanade, Singapore Flyer and many other places. This project enriched the lives of the disadvantaged children and their families / caregivers!

FY2017

14 Events

539 Beneficiaries

287 Volunteers



FY2018

28 Events

1308 Beneficiaries

183 Volunteers



VOLUNTEER MANAGEMENT



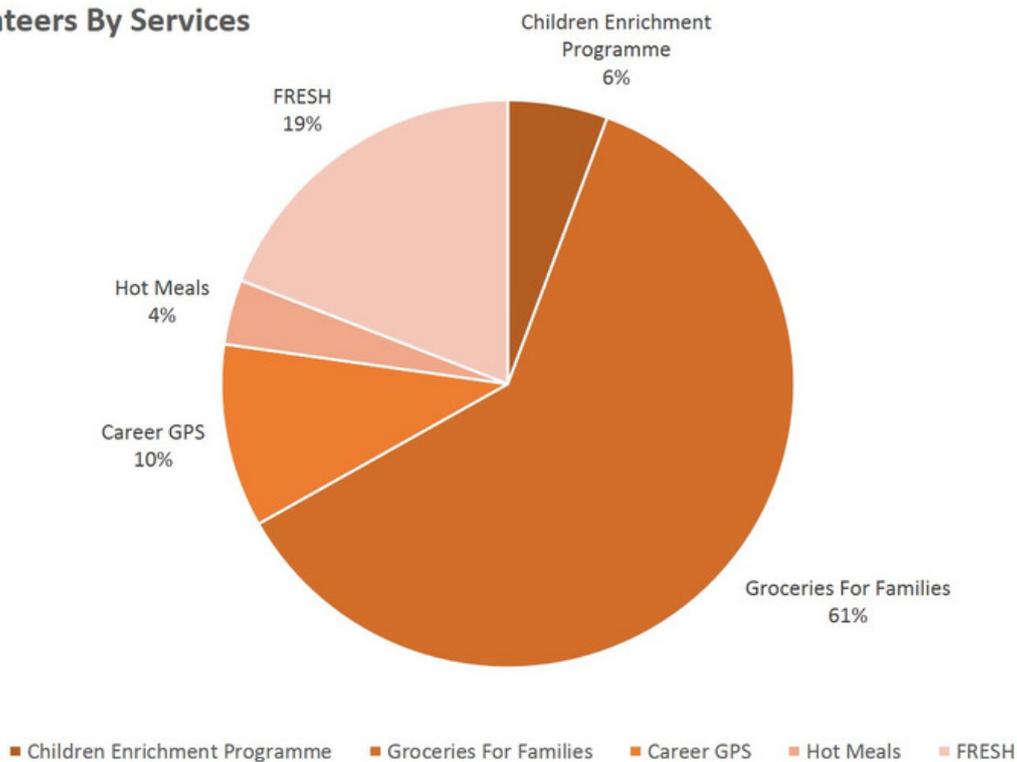
**Number of Regular
Volunteers:**

61

**Number of ad-hoc
Volunteers:**

1367

Volunteers By Services



By giving back to the community, you will show your children first-hand how volunteering makes a difference and how good it feels to help other people enact change. It's also a valuable way for you to get to know organizations in the community and find resources and activities for your children and family.

We encourage parents to volunteer together with their children, be it packing of groceries or the delivery. We have children as young as 4 years old contributing to the cause! In 2018 we recruited 1367 volunteers. Mostly from the schools around our neighbourhood, corporates and individuals who believed they could be agents of change. Our programs would not be successful if not for the healthy pool of volunteers we are blessed with.

DONORS

Sno.	Name	Amount
1	Herbalife Nutrition	68,412.62
2	MHC Medical Network Pte Ltd	40,000.00
3	Decision Science Agency Pte Ltd	25,000.00
4	Fullerton Healthcare Group Pte Ltd	25,000.00
5	Loh Kent Shin Timothy	12,000.00
6	Grace Shua, Jacob Ballas II Charitable Tru	10,000.00
7	Aberdeen Standard Investments	10,000.00
8	Datapost Pte Ltd	10,000.00
9	TD Global	10,000.00
10	Advisors Alliance Pte Ltd	10,000.00
11	M.I.C.E. Matters Pte Ltd	10,000.00
12	Medialink Printing Services Pte Ltd	10,000.00
13	Fitness First Singapore Pte Ltd	10,000.00
14	DBS Bank Ltd	10,000.00
15	UOB Ltd	10,000.00
16	KPMG LLP	10,000.00
17	Citibank Singapore Ltd	10,000.00
18	Marina Bay Sands Pte Ltd	10,000.00
19	HCS Engineering Pte Ltd	10,000.00
20	Tan Kok Siong Jeffeury	9,600.00
21	Adrenalin Group Pte Ltd	8,000.00
22	Lions Club of SG Ladyhill	7,200.00
23	Inland Revenue Authority of Singapore	6,785.40
24	Lycee Francais De Singapour Ltd	5,500.00
25	Eastern Gate Lodge 2970 EC	5,480.00
26	Ng Soon Heng	5,000.00
27	Chin Chee Kiat	5,000.00
28	Andress Goh	5,000.00
29	Global Travel Pte Ltd	5,000.00
30	Inok Systems Pte Ltd	5,000.00
31	Community of Praise Baptist Church	4,718.95
32	Malcolm Koo Chin We	4,300.00
33	T. Rowe Price Singapore Private Ltd	3,855.16
34	Rajah & Tann Singapore LLP	3,500.00
35	AIA Singapore Pte Ltd	3,430.00
36	Credit Suisse AG	3,240.00
37	Michael Koh Ann Kheng	3,200.00
38	SWG Holding Pte Ltd	3,000.00
39	Keppel Care Foundation Limited	3,000.00
40	Park Hotel Management Pte Ltd	3,000.00
41	Credit Suisse AG	2,880.00
42	TripAdvisor Inc	2,548.63
43	Goh Boon Liang	2,500.00
44	Amcor Singapore Pte Ltd	2,350.00
45	Singapore Red Cross	2,250.00
46	Google Inc	2,034.49
47	Ong En Hui	2,000.00
48	Ng Tuck Yeong Dayan	2,000.00
49	Dstnct Pte Ltd	2,000.00
50	Whispir Pte Ltd	2,000.00

**TOP
50**

**Cash
donations
only**

Board Meeting 1/2018	
30 January 2018 (Tuesday)	12.00 pm
Attendees	Maurice Nhan (Chairman) Sandra Seah (Director) Danny Chan (Director) Timothy Cheng (Director) Joanna Tan (CEO)
Board Meeting 2/2018	
19 May 2018 (Saturday)	9.00 am
Attendees	Maurice Nhan (Chairman) Sandra Seah (Director) Peter Douglas (Director) Trevor Xie (Director) Ng How Yue (Director) Danny Chan (Director) Timothy Cheng (Director) Desmond Koh (Guest) Chanel Lim (Guest) Joanna Tan (CEO)
Board Meeting 3/2018	
18 Sep 2018 (Tuesday)	12.30 pm
Attendees	Maurice Nhan (Chairman) Sandra Seah (Director) Trevor Xie (Director) Ng How Yue (Director) Danny Chan (Director) Timothy Cheng (Director) Desmond Koh (Director) Chanel Lim (Guest) Joanna Tan (CEO)