

Children Enrichment Programme



**Children's Wishing Well
2022 Impact Report**

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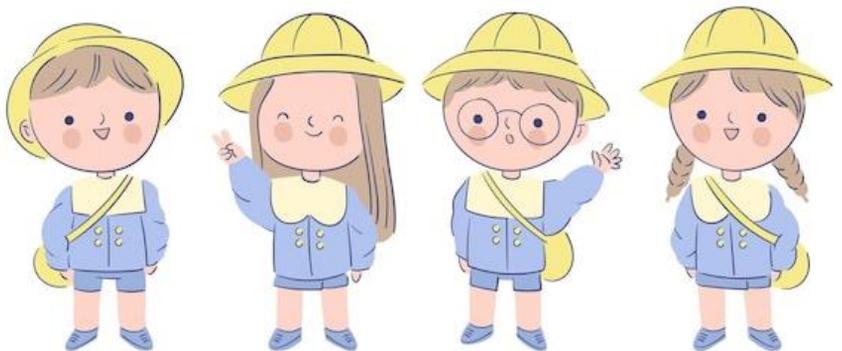
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Children's Wishing Well

Children's Wishing Well (CWW) is the only Voluntary Welfare Organisation (VWO) in Singapore focused on children from disadvantaged backgrounds

- Fully registered charity since 2002
- Full member at National Council of Social Services (NCSS)
- Institutions of a Public Character (IPCs) Status (250% tax deductions for donations)
- Reach out to more than 1,200 children each year
- Work with more than 30 schools to benefit children island-wide



Introduction

During this challenging period, more underprivileged children are greatly affected due to the drop in their families' income, home-based learning, and many more. To help these children, we heightened our commitment by expanding our outreach to new community sites, serving beneficiaries in Eunos, Kaki Bukit, and Jurong East in addition to our home base at Clementi.

Moreover, COVID-19 restrictions has undeniably limited our capacity to proceed with Learning Journeys, one of our 6 core programs of CEP. However, through careful planning, CWW managed to bring the children out to attraction such as Gardens by The Bay and Sentosa by liaising these organizations.

Despite the limited number of people allowed for physical activities, our programmes are still conducted in smaller groups through split team arrangements to facilitate home-based learning.

In addition, to help children adapt to home-based learning, CWW has also provided laptops or tablets for children with no access to devices for their home-based learning



Sometimes life isn't that sunny...

From birth, children from the bottom 20% in Singapore receive less access to financial and social resources than their peers from other socio-economic status. The gap widens with each year and further places these children at a disadvantage in life and school.



For some, their situation is made worse by absent parent figures or abusive caregivers. This is worrying as family background is a very significant variable affecting educational performance and future earnings of individuals. Without such a system of support, their needs are not adequately taken care of and may potentially negatively affect their future.



Children Enrichment Programme

Recognising that every child has different strengths, this program aims to provide holistic child development across 6 areas. We address basic needs so children can concentrate on things that matters and prepare them to become useful members of society.

Levelling the playing field...

- Helping disadvantaged children to escape the poverty trap
- Provide a conducive, safe and structured after-school environment for children

Breaking barriers...

- Holistic intervention programme to encourage children to dream big
- Exposing children to new learning opportunities and experiences

Casting our nets wide...

- Reach out to > 300 children each year
- Work with 30+ primary schools islandwide

How we bridge the gap

CEP Activities

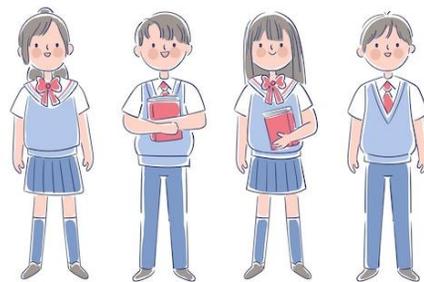
Academics Support

- Tuition conducted by MOE-registered former school teachers 
- Additional 1-on-1 with volunteers for weaker students



Career GPS, mentorship & counselling

- Corporates host secondary school students to expose them to possible careers in different industries 
- Where possible, they follow up with opportunities for internship, job shadowing, and/or mentorship
- We also provide on-site counselling services for children and their families



Learning Journeys

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



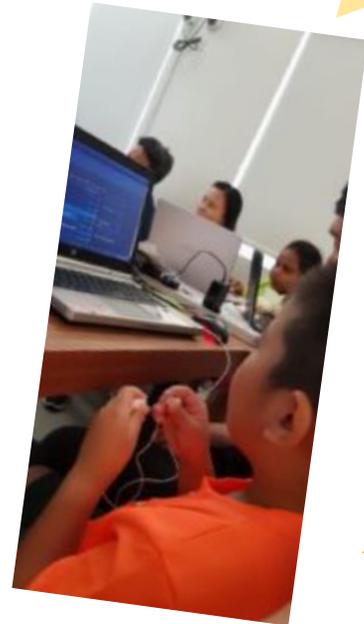
Core Electives (Music, Sports, Art & IT)

- 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, and hence 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 on



Reading Club

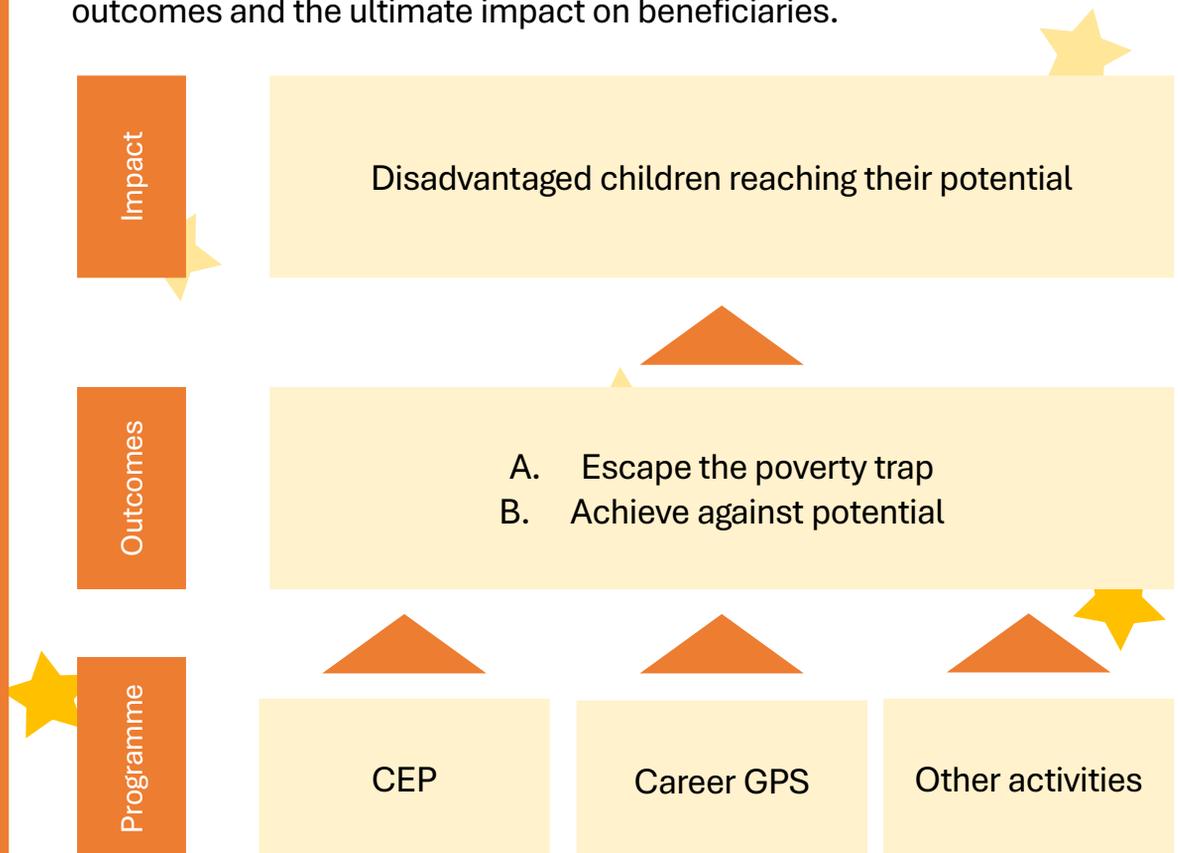
- Volunteers read to children and organise activities related to the stories/ themes
- The weekly sessions are to increase their language ability and interest in reading

Impact Methodology

To understand how the CEP has value-added to the children enrolled, CWW has developed an impact assessment framework to measure our social impact. The framework can be broadly categorised into three sections: the theory of change framework which sets out the outcomes and impact, facilitated surveys where we collect data from the children and quantifying the impact through financial proxies.

01 Theory of Change

CWW embarked on a depiction of how CEP can support the current and future needs of disadvantaged children. The theory of change framework below illustrates how programmes are organised to meet the long-term outcomes and the ultimate impact on beneficiaries.



As shown, the long-term impact of CWW, supporting disadvantaged children to reach their potential, appears at the top and the subsequent layers of the framework identify which outcomes are needed to achieve this change.

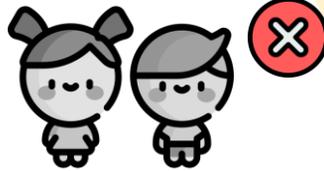
There are two main outcomes that CWW will measure its impact against: first, escaping the poverty trap and second, achieving against potential. The outcomes are defined as follows:

OUTCOME	DEFINITION	INDICATORS
A. Escape the poverty trap	Recognition that their life can be better than their parents	<ul style="list-style-type: none"> • Ambition to achieve higher education level than the norm for their family • Ability to which current environment constraints their performance
B. Achieve against potential	Explore potential in academic, arts or sports domain	Explore potential in academic, arts, or sports domains <ul style="list-style-type: none"> • Academic performance • Achievement in arts • Achievements in sports

02 Survey Analysis Tool

We then designed a survey in alignment of these outcomes and indicators to collect data to help us analyse our social impact.

In February 2021 and 2022, we conducted a facilitated case-control study to obtain data for comparison between the control group and intervention group to assess the impact of the CEP programmes:



15 surveyed

1. Control Group
Those who just enrolled in the CEP programme



22 surveyed

2. Intervention Group
Those who had undergone the CEP programme for 2-4 years



As the survey was conducted at the start of the year, there were insufficient number of children enrolled at both the Bukit Merah and Clementi branch for an accurate sample size. As such, the team used the responses from the 2021 control group due to them having the most similar profiles to our 2022 control group.

03 Financial Proxies

In this impact assessment, we utilised the Social Return on Investment (SROI) framework to measure the impact of the CEP Programme. Referring to the intended outcomes of CEP, we have identified some financial proxies to be used to quantify CEP’s impact.



Our Impact

**Total Financial Impact per Child:
\$63,296**

CEP uses every dollar to return threefold of its impact on society

Outcomes we strive for in CEP



Escape the Poverty Trap

For each child to have a stable income and family in the future

Achieved through...

- ✓ Academic Support
- ✓ Career GPS, Mentorship and Counselling
- ✓ Learning Journeys



Achieve Against Potential

For each child to dream big and work towards attaining those dreams

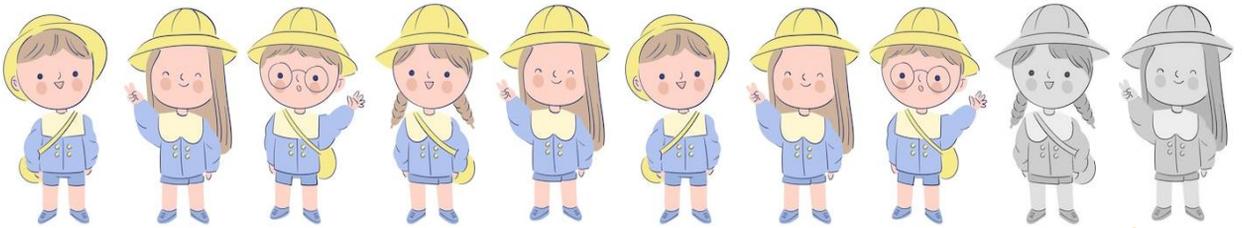
Achieved through...

- ✓ Academic Support
- ✓ Core Electives
- ✓ Reading Club

Escape the Poverty Trap

Activities under Academic Support, Career GPS and Learning Journey successfully broadened students' perspectives and inspires them to become the best version of themselves to live a comfortable life.

Financial Impact per Child: \$7, 209



8 in 10 of children who underwent the CEP exhibit ambition to break out of the poverty cycle

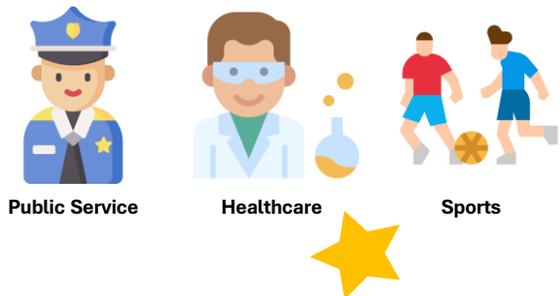
73%

of students from the intervention group recognised the importance of finances in being able to lead a comfortable life in comparison to the 40% in the control group

“ I got all the help I needed here and so I decided to prioritise my studies and work hard for my own future.”
- Jill, graduated from CEP

Students who went through CEP also displayed a stronger conviction in their abilities to achieve excellence in their jobs

Students who underwent CEP displayed ambition in a wider range of careers



Achieve Against Potential

After going through CEP, children at CWW are now more well-equipped to pursue their dreams due to CEP's support both academically and non-academically, which in turn increases their confidence in their chances of future success.

69% → **74%**

Children who underwent the CEP programme exhibit better satisfaction and effort on academics than those who have not, as indicated by the **general increase of 5%**



Financial Impact per Child: \$56,086

The academic support provided by CEP seems to increase children's satisfaction on grades as well as their willingness to put in effort for their studies

Students who went through CEP are happier with their grades in school and expressed greater interest in their studies

91%

of children who underwent CEP expressed that they are happy with their grades, as compared to 72% from those that have not

"I was scared of secondary school. But after CWW gave me tuition, my grades improved and I feel more confident."
- Beneficiary

Students who went through CEP put in more effort in their studies

4%

Increase in number of students who put in substantial amount of effort in studies

Children in the intervention group put more effort in their studies than children in the control group

The Children's Enrichment programme is helpful to my child as the academic materials meet my child's learning needs
- Parent



Achieve Against Potential

Activities under Life Skills program like public speaking, decision making, interview skill, etc. seems to be effective in improving children’s confidence and independence in decision making, which forms soft skills that help children achieve against potential

Financial Impact per Child: \$56,086

Children who went through CEP program are more comfortable to speak in front of a group of people



2x more students in the intervention group strongly agree that they are more comfortable speaking in front of a group of people



79% of parents

Believe that their children is confident of himself/herself

Moreover, going through CEP helps children to have more confidence and independence in decision making

Believe that their children speak positively about himself/herself to others

Majority of students show evidence of having independent decision-making abilities

CWW exposes students to a wide range of non-academic activities to help them explore their interests

“I am grateful that they bring me to places I’ve never been to before... I would never go here with my family.”
– Beneficiary



Join us in making a difference today



For every \$60, one child can receive one week of tuition by our MOE-registered tutors

Scan to Donate



For cheque donations, cross cheque payable to
"Children's Wishing Well"

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