

COMMEMORATING 10 YEARS OF COMMITMENT TO
WOMEN'S EMPOWERMENT AND GENDER EQUALITY

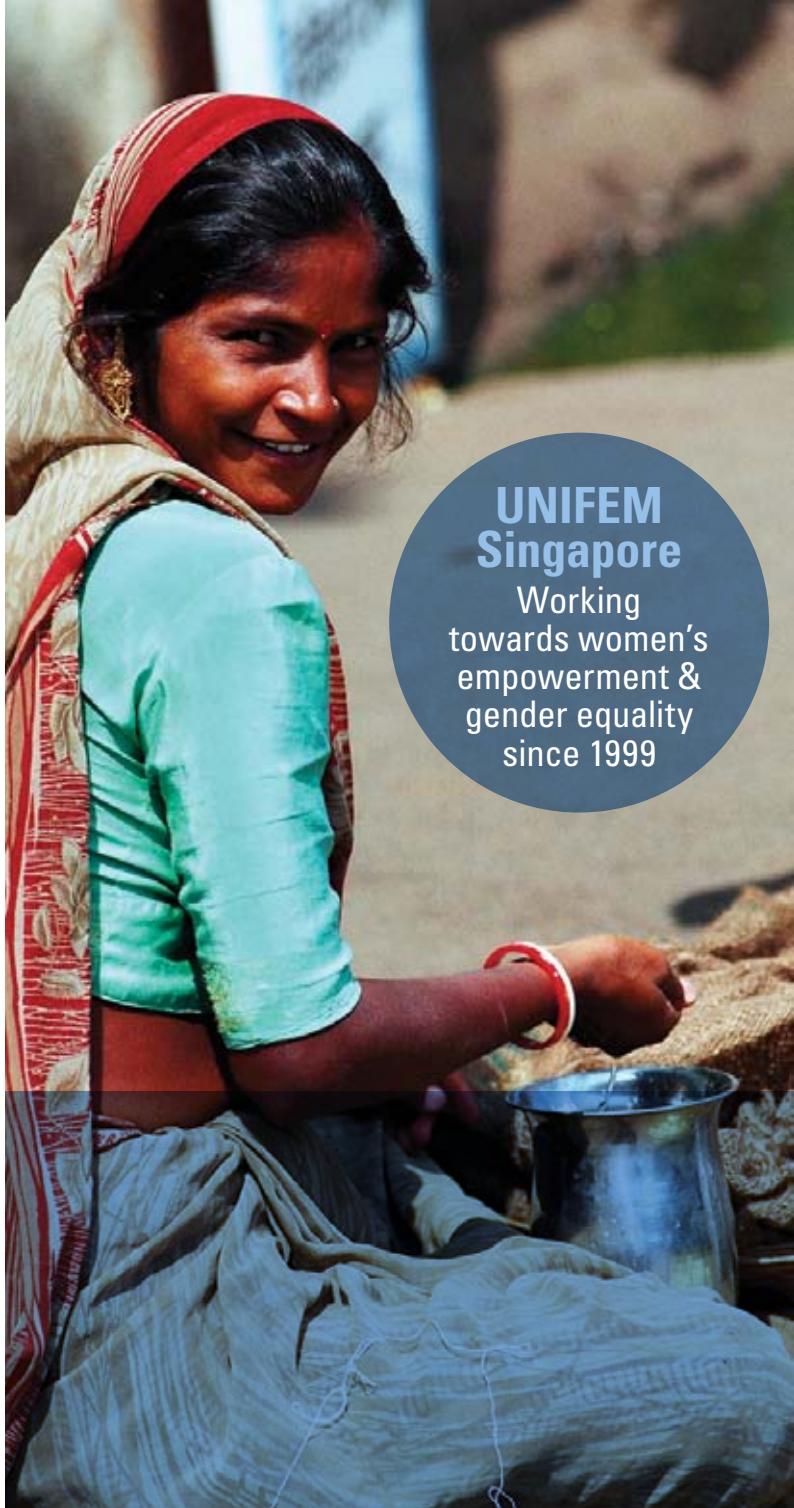
United Nations Development Fund for Women

UNIFEM

National Committee For UNIFEM, Singapore



20 YEARS



**UNIFEM
Singapore**

Working
towards women's
empowerment &
gender equality
since 1999

Dear Friends,

On behalf of the UNIFEM team I would like to thank you for sharing your abundance with us. Without you, we cannot do the work we are doing.

You are the circle of stones which has formed the foundation for our growth. You are the foundation of strength and love. You have given us the strength to grow stronger and farther than we could have imagined.

We are touching more lives deeply because you have touched ours. Thank you for being our circle of stones.

We are deeply grateful for your generosity and your blessings.

*With much gratitude,
Saleemah Ismail*





UNIFEM
faces



“What has been the most effective for us has been to adopt a multi-faceted approach and to get the community to take responsibility for solutions.”

UNIFEM SINGAPORE PRESIDENT
SALEEMAH ISMAIL



Economic
Empowerment,
Governance &
Leadership and
Conflict Area
Programs

About UNIFEM Singapore

The National Committee for UNIFEM Singapore is a non-profit organization working towards women's empowerment and gender equality in developing countries.

Established in 1999, the organization functions as a National Committee of the United Nations Development Fund for Women (UNIFEM), headquartered in New York.

We support programs that provide women and children with access to education, healthcare, economic independence and a life free of violence and abuse.

Our Mission

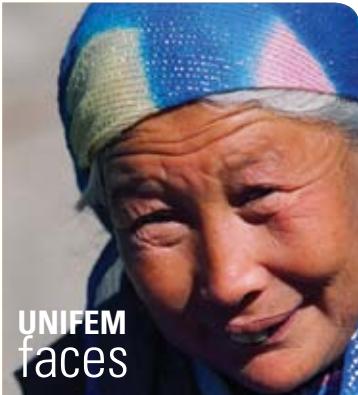
We support the general mission of UNIFEM in developing nations throughout the region by providing funds and support for:

Economic Empowerment Programs - to enable women to develop business and entrepreneurial skills to access local, national and global markets. Projects also assist women in gaining access to finance, technology and information.

Governance and Leadership Programs – to give women a voice and visibility by encouraging their leadership in decision making processes that shape their lives.

Conflict Area Programs - to provide services for women violated during war and armed conflict. These projects also promote the role of women in peace building.

UN Trust Fund - which helps to support actions to eliminate violence against women, including projects in the areas of: HIV/AIDS, female infanticide, trafficking, forced prostitution, domestic violence, sexual abuse and rape.



"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."

MARGARET MEAD



UNIFEM Singapore Achievements

ENTERPRISING =

FACILITATOR OF SOCIAL CHANGE =

SUCCESSFUL COMMUNITY ORGANIZER



UNIFEM Singapore is enterprising.

UNIFEM Singapore uses non-traditional ways to raise funds. We have consistently highlighted Singapore as one of the world's premier knowledge and financial hubs through our financial and public education initiatives. In addition to our many local initiatives, we have reached out in the region to share our knowledge and care to those less privileged.

Back in 1999, we partnered with UOB Asset Management to introduce one of Asia's first socially responsible investment funds, the United Global UNIFEM Singapore Fund. Since then, through the years, we have entered into various

corporate partnerships to help us raise funds and promote awareness of gender issues. Most recently, this year, we announced a collaboration with DBS and Mastercard for its MoneySend™ service.

UNIFEM Singapore is a facilitator of social change.

UNIFEM Singapore started 10 years ago with a series of medical missions to meet the needs of rural communities in Bintan and the

**Two-thirds
of children
denied primary
education are
girls**





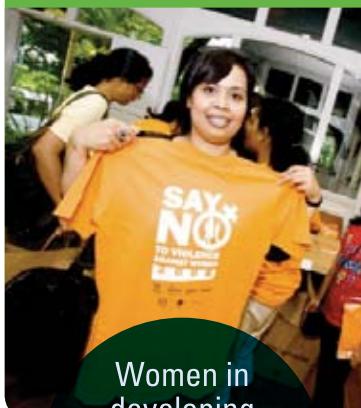
surrounding islands. Since then we have supported a wide range of programs in the region. This year we will be raising funds for a program that addresses the issue of ending violence against women holistically, taking the long term view of changing community mindset through public education and legislation. This is the Women, Peace, and Security Program in Aceh which aims to develop and implement intervention strategies for the eradication of violence against women. These strategies include legislation change, public education of women and men, training, building of special one-stop crisis centres, to provide complete support to women in need, from medical treatment and counseling to legal aid for enforcement of maintenance order.

UNIFEM has a successful track record of mobilizing community support.

In 2004, UNIFEM Singapore embarked on a public education initiative to tackle the demand for child sex tourism and sex trafficking. UNIFEM Singapore has been the main driver for the sex trafficking public education initiative. We have engaged the public, business sector and government agencies using a multi-touchpoints campaign comprising interactive, online, print and word-of-mouth media, youth workshops, film events, closed-door dialogues and roundtable discussions with local and regional stakeholders.

The campaign mobilized community support and public opinion, and in 2007, the Singapore Penal Code was amended to enable prosecution of child sex tourists for offenses overseas.

UNIFEM SINGAPORE
CELEBRATES 10 YEARS
OF COMMITMENT
TO WOMEN'S
EMPOWERMENT AND
GENDER EQUALITY



Women in developing countries are victims of violence in 1/3 of all families



Regional Support Programs



The National Committee for UNIFEM, Singapore supports the general mission of UNIFEM in developing countries by providing funds and support for regional programs.

NEPAL	2000 NEPAL BHOTIA EDUCATION CENTRE (NTEC)
LAOS	2002 LAOS WOVEN DREAMS PROJECT
INDONESIA	2003 - 2005 BATAM ANTI-TRAFFICKING PROGRAM FOR MIGRANT WOMEN INDUSTRIAL AND SEX WORKERS
TIMOR LESTE	2004 TIMOR LESTE MEDICAL MISSION
INDONESIA	2006 ACEH LIVELIHOOD PROGRAM



Bintan Education (1999)

This project aimed at helping families pay the schooling expenditure for their children (especially girls). A total of 866 children were sponsored under this project.



Nepal Bhotia Education Centre (NTEC) (2000)

The project initiated and managed by the Nepali Bhotia Education Centre conducted teacher training programs for female secondary school graduates in remote Nepali villages. The aim was to help these women become effective teachers and facilitators for community development .

Laos Woven Dreams Project (2002)

Women in Asia need to develop sustainable livelihoods in an increasingly competitive global economy. This is particularly true in rural communities that have been marginalized by economic growth in the urban centres. Apart from leaving their homes as labour migrants in search of jobs as factory, domestic or sex workers, rural women have limited ways of earning income.

In partnership with ENGENDER, PrimeTime, SIF and UNIFEM Bangkok, the Laos Woven Dreams Project aimed to tackle the issue of economic empowerment of women in poor villages in Laos. The project empowered women along the entire process of weaving – from the designing and dyeing of materials all the way to marketing the end product. Money raised in Singapore was directed particularly to three aspects – scholarships for women to attend weaving classes, Laotian hand-woven textile curriculum development, and marketing brochures for Laotian hand-woven textiles.



Women provide
2/3 of the world's
work but receive
only 1/10 of the
world's income

Batam Anti-Trafficking Program for Migrant Women Industrial and Sex Workers (2003 - 2005)

UNIFEM Singapore provided support to a Batam-based NGO, Yayasan Mitra Kesehatan dan Kemanusiaan (YMKK) for their education and outreach activities, as well as counseling services for migrant women industrial and sex workers in Batam. YMKK's programs focused on:

- Educating and improving access to sexual and reproductive health information for migrant women industrial workers and sex workers, with the goal of empowering women to make positive decisions and understand their rights in this regard.
- Providing women, especially sex workers, with counseling and referral to appropriate service providers (ie healthcare, shelters, etc) for those in need of medical follow-up, victims of abuse and trafficking cases.
- Improving data collection and analysis, and case study management, to monitor and improve performance, as well as provide support for advocacy work.
- Providing training to government officials and service providers to improve client sensitivity, especially in treatment of sex workers and victims of sexual violence, and educating them on gender-based violence and trafficking.

During this period, YMKK's outreach program covered a total of more than 8,000 women each year. Most of these were through talks held at workplaces (factory visits and brothels/entertainment outlets). YMKK also handled more than 200 hotline calls each year and more than 1,000 face-to-face counseling cases in 2005 (up from 600 in 2004), which were conducted at YMKK's offices and at the KSI Maternal Hospital. As part of an NGO coalition, Indonesia ACTs (Action Against Child Trafficking), training was conducted for health care providers from various hospitals as well as private and public clinics in Batam.



Timor Leste Medical Mission (2004)

The UNIFEM medical mission treated 35 ex-combatants and more than 100 villagers while in Timor-Leste. Most war veterans sustained their injuries in the late 1970s and 1980s. These are mostly old men living with old injuries. While many have adapted over time, their injuries are now starting to worsen as they age. A few veterans needed surgery, which would be performed by the hospital in Dili. However, some require more complex surgery, done in phases, for which facilities in the hospital were inadequate. A significant amount of medical supplies was also donated to the Ministry of Health, including much-needed antibiotics and x-ray films.

**1.8 million
children, mostly
girls, are
exploited in the
global commercial
sex trade**



The Anti-Trafficking Program in the Mekong Region (2007)

The program focused on the Mekong region to prevent violence against women and children by addressing relatively uncharted terrain in violence-related interventions – transforming mindsets, perceptions, values and behaviours that generate a broad spectrum of violence against women and children, especially domestic and sexual violence, trafficking in women and girls, and HIV/AIDS. The program also aimed to prevent trafficking by addressing demand in the Mekong region.

The Aceh Livelihood Program (2006-2007)

UNIFEM Singapore raised funds for the Aceh Livelihood Program, a micro-credit fund where 10 local financial institutions provided loans to small businesses run by women as part of the Aceh Reconstruction Program.

To date, the fund has helped:

- 1,017 women receive micro-credits to restart or develop small-enterprises in the areas of vegetable selling, household provisions, arts and crafts as well as preparation of local delicacies.
- 622 households receive a revolving fund with particular attention given to women-headed households and widows.
- 71 IDP (Internally Displaced Person) women acquire skills in computer literacy and administration and enter the job market for camp and village management.

Financial Literacy Education Migrant Workers in Singapore (2001 – 2006)

The Financial Literacy Education for Migrant Workers Program aimed to provide financial literacy training to domestic helpers so as to empower and enable them to break free from the vicious cycle of poverty and continue to provide for their dependents upon returning to their home countries. This program was successfully spun off with the establishment of aidha - a not-for-profit, educational organization dedicated to 'enriching lives through financial education.' aidha serves women migrant workers, primarily those involved in domestic service by providing money management, entrepreneurship and related skills development programs.



UNIFEM SINGAPORE Public Education

The UNIFEM National Committee Singapore, as part of its objectives, undertakes various public education programs in Singapore.

School Talks

School talks are run by a dedicated group of volunteers for the UNIFEM Singapore. The school talks hope to achieve an increased consciousness about women's issues among school and college-going children and youth.

By increasing awareness about issues that UNIFEM locally, regionally and worldwide is concerned about. With a better and more sensitive approach to women and the problems that affect them, the next generation will hopefully ensure that the world is a better place for women and girls to live in.

International Women's Day

For the past three years, to celebrate International Women's Day, UNIFEM

Singapore has collaborated with the Australian High Commission to hold the "Women Mean Business" lunch. To date, we have been privileged to have as our special guest speakers: in 2007, pioneering surgeon, Dr Susan Lim; in 2008, Group CEO of Singapore Telecommunications Limited, Ms Chua Sock Koong; and in 2009, businesswoman and former Nominated Member of Parliament, Ms Claire Chiang.

Day Off Campaign

In May 2008, UNIFEM Singapore teamed up with Humanitarian Organisation for Migration Economics (H.O.M.E.) and Transient Workers Count Too (TWC2) to launch the ongoing campaign titled 'Day Off'. This public education campaign is aimed at encouraging employers in Singapore to voluntarily give their domestic worker a day off. Through campaign activities such as talks, events, news articles and the website www.dayoff.sg, UNIFEM Singapore hopes that enough people become convinced of the importance of giving their domestic worker personal time off.

Campaign To Stop Sex Trafficking Of Women And Children (since 2004)

The aim of this ongoing campaign is to raise public awareness of the problem of trafficking of women and children in Asia for sexual exploitation and, in particular, to address the demand side of the issue. As a long term campaign, we have taken a multi-prong approach. To reach out to the wider public, we have engaged the media with interviews and stories and achieved coverage across platforms, ie print, TV, radio and online coverage; run poster advertisements; held film events and discussion forums; and in particular, focused on the youth through school talks and youth workshops. An online resource centre www.stopchildsex.org.sg was also developed.

A key part of the campaign has also been active engagement and dialogue with other non-government and community organisations covering a range of related programs including gender rights, child protection, shelters and migrant workers, as well as government agencies, parliamentarians and policy influencers in the areas of law enforcement, healthcare and community affairs. The single biggest initiative in the campaign was the regional conference on "Tackling the Demand for Child Sex Tourism and Sex Trafficking" held in April 2005 in Singapore. The conference was organised by UNIFEM Singapore along with War Against Trafficking Alliance, Tenaganita, Foundation for Women, YMKK and Singapore Institute of International Affairs, and drew participation from NGO and government representatives from across Southeast Asia, as well as Europe, USA, Australia and New Zealand. As well as facilitating networking and creating platforms for cooperation among regional stakeholders, the conference resulted in widespread media coverage on the issue.

Our public education focuses on encouraging each individual to exercise his or her influence in their family, work place and community to change mindsets and change behaviour in tackling demand. With non-government and government organisations, we seek to facilitate dialogue and greater cooperation among victim support services, law enforcement and policy makers. A key milestone came in 2007 when the Singapore Penal Code was amended to make it a criminal offence to engage in commercial sex with a minor under 18 while overseas.



This year, we are working in partnership with The Body Shop as part of its global campaign, Stop Sex

Women aged between 15 and 44 years of age are more at risk of experiencing rape and domestic violence than cancer, motor vehicle accidents, war and malaria.

Trafficking of Children and Young People.

Through the sale of its Special Edition "Soft Hands Kind Heart" hand cream, The Body Shop promotes public awareness and raises funds to address the issue as proceeds from the sale are used to support a global network of charities who are working to stop the trafficking and sexual exploitation of children and young people around the world. In Singapore, The Body Shop is contributing a portion of the proceeds to UNIFEM Singapore for public education efforts.

SAY NO TO
THE OPPRESSION
OF WOMEN



"Violence against women is perhaps the most shameful human rights violation and it is perhaps the most pervasive, it knows no boundaries of geography, culture or wealth. As long as it continues, we cannot claim to be making real progress towards equality, development, and peace."

UN SECRETARY GENERAL
KOFI ANNAN, 1999

UNIFEM Snow Benefit

UNIFEM is proud to present our annual Say No to Oppression of Women 'SNOW' Benefit, a platform to raise funds for UNIFEM's various programs in the region through an evening of sumptuous delicacies, fine wines and exquisite art pieces. Since our inaugural SNOW Benefit in 2005, this event has grown into our flagship fundraiser. Thanks to the contributions and commitment of our partners and supporters, the SNOW Benefit has enabled funding for UNIFEM Programs such as the UN Trust Fund and Campaign to Eliminate Violence Against Women, Sustainable Livelihood Facility Fund in Indonesia, and the Anti-Trafficking in the Mekong Region.

Safe
communities
in Aceh



Buy To Save

UNIFEM Singapore held its first sale of designer fashion items in 2005 at its office premises. The event was supported by Yahoo! Singapore Auctions and Latte and our media partners. In 2007, the sale became 'Buy to Save' and was a larger scale event held at the Velvet Underground. As an extension of this, La Senza created a limited edition line of lingerie, of which sales proceeds were partly donated to UNIFEM Singapore. In 2009, to mark the International Day for the Elimination of Violence against Women on November 25th, UNIFEM Singapore is pleased to announce its partnership with main sponsor Club 21 to hold Buy to Save on 12th and 13th December 2009 at the Intercontinental Hotel. The much-anticipated sale will include designer clothes, shoes, bags



and accessories. All items will be sold at a fraction of the original prices, and proceeds from the Buy To Save sale will go toward UNIFEM Singapore's efforts to eliminate violence against women by raising public awareness on the issue as well as support local women caught in the web of violence.

Charles & Keith Partnership



Since our first partnership with Charles & Keith partnership in 2007, two uniquely designed and UNIFEM co-branded products have been sold in Charles & Keith stores for the benefit of UNIFEM programmes in the region. Currently,

a third co-branded product is being designed and developed for production by a UNIFEM non-profit organisation in Cambodia, providing livelihood for women living with HIV/AIDS.

"Invest in her life and shape her future", was the motivation for the initial initiative by Charles & Keith Group to play their part in raising awareness and funds to support less-privileged women in developing countries. Besides donating all net sales proceeds, Charles & Keith Group promotes awareness of the UNIFEM cause through media releases, and spreads it further by installing brochure stands and training staff in selected Charles & Keith outlets in Singapore.

DBS MoneySend™

UNIFEM is collaborating with DBS and MasterCard to offer MoneySend™, a new online remittance service that lets migrant workers in Singapore transfer funds anytime, anywhere via the Internet. DBS Mastercard offers one of the lowest transaction fees for transferring money to Indonesia and the Philippines. MoneySend™ allows remittances to be transferred immediately and can be made online or at self-administered web-based MoneySend™ PCs/

Kiosks. By opening an account at DBS/POSB, account holders will be issued a (POSB) MasterCard debit card which will allow them to have secure 24/7 access to their money and make card and online purchases such as E-Z link top ups, airline tickets and Skype credit. In the spirit of giving back to the community, DBS will donate a portion of the remittance fees to UNIFEM Singapore to support its programs.



Women own less than 1/100 of the world's property

United Global UNIFEM Singapore Fund with UOB Asset Management

The United Global UNIFEM Singapore Fund was launched in 1999 as a pioneer in the region in terms of socially responsible investing. The fund focused on companies which show a commitment to the empowerment of women in any part of the world.

The unit trust highlighted women-friendly companies and simultaneously raised awareness of UNIFEM among investors. For almost a decade until 2008, the Fund also contributed to UNIFEM Singapore's programs through its donation of one-third of management fees.

UNIFEM Gift Certificate

UNIFEM is launching the UNIFEM Gift Certificates as a quick and easy way to contribute to the well-being and livelihood development of women who have escaped the dark world of abuse to start rebuilding their lives and those of their children. Simply make the donation online by choosing among the range of gift certificates.

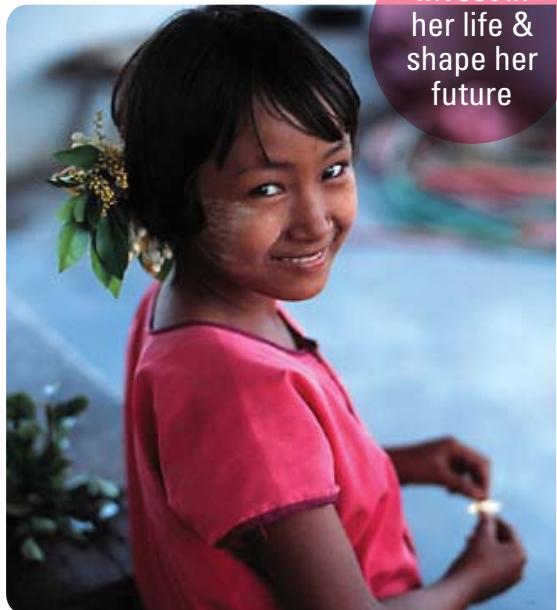
UNIFEM Membership-Loyalty Card

UNIFEM Singapore is proudly launching our first "Invest in Her Life and Shape Her Future" membership - loyalty card. In addition to existing benefits, UNIFEM members will also receive special discounts and offers by our partner merchants like special offers for yoga classes.

"Our goal should always be to improve the economic assets of women as a means of enhancing their socioeconomic position."

NOELEEN HEYZER
EXECUTIVE DIRECTOR UNIFEM,
1994 - 2007

Invest in
her life &
shape her
future





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