

FOCUS ON THE FAMILY SINGAPORE STEWARDSHIP REPORT 2011



OUR STRATEGY MAP

Mission

Helping families thrive at every stage and phase of life

Vision

Transformed families, communities and societies

Core Activities

Impact Programs

Events, Talks & Workshops

Content & Media

Content Development, Content Placement, Resource Distribution, Research & Advocacy

Family Support

Counseling & Referral

Core Strategies

Educate

To be a trusted and compassionate guide by offering time-tested programs and services.

Nurture

To come alongside people with support, encouragement and hope, recognizing that each family is different.

Protect

To defend family values by engaging in issues that directly affect families, and inspire positive action.

Guiding Principles

The Sanctity of Life

The Permanence of Marriage


The Importance of Outreach

The Value of Children

The Importance of Social Responsibility

The Value of Male and Female





Connect2 has helped us to understand that a great deal of preparation is involved when people decide to get married. It takes effort and commitment to communicate, resolve conflict and maintain the relationship after years together. It has encouraged us that with grace and effort, we can have a happy and successful marriage and family.

RACHEL LEE • *Marriage preparation workshop participant*

EVENTS



Date with Dad
— HIGH TEA —
February 12, 2011

the
simply sofa
hunt
June 18, 2011


THE
greatmarriage
EXPERIENCE™
September 2-5, 2011

CORE ACTIVITIES

Impact Programs

We aim to deliver quality family life education to help families thrive in the different stages of life. In Financial Year (FY) 2011, our number of activities increased by 17%, amounting to 2,200 hours in total.

Events, Talks & Workshops	No. of Activities		Participants	
	FY 2011	Cumulative	FY 2011	Cumulative
Parenting	396	2,012	20,850	66,920
Children/Learning	136	335	1,110	2,770
Youth/Sexuality	178	1,201	21,440	103,830
Marriage	37	171	2,130	12,450
Work-Life	50	413	2,500	20,300
Family Events	2	32	640	54,670
Total	799	4,164	48,670	260,940

Number of Participants

48,670

Number of Events, Talks & Workshops

799

Family Support

Our counseling and referral services support our impact programs by ensuring that families can receive help at their point of need.

Counseling Team

Professional Counselors	20
e-Counselors	2
Referral Network	37

Number of Counseling Sessions
Includes face-to-face, phone and e-counseling

665

Number of Counseling Cases

179

OUR RESOURCES



CONTENT & MEDIA

We distribute a wide variety of family life resources through our impact programs and partnerships with schools, corporate organizations and the community-at-large. This includes books, magazines, teaching curriculums, audio products, DVDs and topical booklets.

Content placement and media exposure gave us a potential reach of 3.36 million, many of whom received multiple impressions. We also developed a new series of 20 *HOPE* booklets covering a range of family life issues and the *Work@Home* handbook for the Ministry of Manpower.

810

Radio

Spots, Interviews
93.8 Live, BE 107FM,
95.8FM, Oli, Class 95

32

Newsletters

Articles, Interviews
Marriage Central, Ministry
of Manpower, PEPS, SFE

14

Newspapers

Ads, Interviews
TODAY, Lian He Zao Bao,
The Straits Times

8

Magazines

Articles, Interviews
Up Beat, Nuyou,
Real Love Works

6

Internet

Websites, Blogs
Her World Plus, Channel
NewsAsia, Babycenter

2

Television

Interviews
Channel NewsAsia

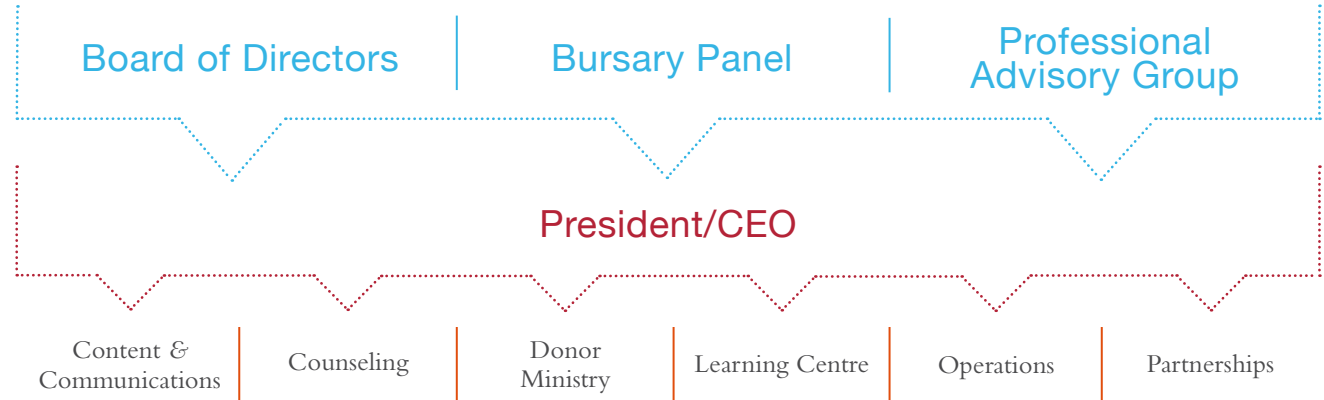
Number of
Resources Distributed

46,600



OUR ORGANIZATION

In keeping with good governance, all staff and Board members are required to declare any potential conflicts of interest and abstain from decision making when such situations of conflict arise. The fundraising sub-committee is diligent in ensuring long-term financial sustainability through fundraising activities and strict accountability to the Board. The Board has approved a target reserves level of one year's operating expenditure.



Annual Remuneration

Including bonus and employer's CPF contribution

President/CEO <i>Part-time for 6 months</i>	\$83,680
Chief Operating Officer	\$74,830

Salary Bands

No. of Staff
Incl. CEO & COO

> \$100,000	0
\$70,001 - \$100,000	2
\$50,001 - \$70,000	2
\$30,001 - \$50,000	12
≤ \$30,000	14

Current Board of Directors

Our directors do not receive any fees for services rendered

Mr Tan Thuan Seng - <i>Chairman</i>	Ms Loh Lay San
Mr Ho Sun Yee - <i>Vice Chairman</i> <i>Appointed on Oct 1, 2011</i>	Mr Soh Gim Teik
Mr Alfred Wong	Mr Steven Chan <i>Appointed on Nov 15, 2011</i>
Mr Andy Sim	Ms Tan Chee Koon
Mr Heng Chye Yam <i>Resigned on Mar 16, 2011</i>	Ms Yu Chuan Yung
Mr Lee Wee Min	

2011 SUMMARY FINANCIALS

Focus on the Family Singapore Limited started operations in April 2002 and is celebrating our 10th Year Anniversary this year. Our IPC status as a charity has been renewed until September 30, 2013.

Receipts

Donations	56%	\$1,333,813
Programs & Services	26%	\$624,549
Grants	18%	\$409,706
Total	100%	\$2,368,068

Expenditures

Program Costs	64%	\$1,517,694
Operating Expenses	15%	\$355,557
Admin Expenses	10%	\$243,834
Surplus	11%	\$250,983
Total	100%	\$2,368,068

Balance Sheet

Fixed Assets	\$180,212
Bank & Cash Balances	\$850,061*
Receivables	\$66,456
(Less Payables)	(\$65,720)
Net Assets	\$1,031,009
Accumulated Fund b/f	\$780,026
Current Year Surplus	\$250,983
Equity	\$1,031,009

*Equivalent to less than 4 months of operating expenses

All figures are based on the Financial Year 2011 (October 2010 to September 2011). We invite our stakeholders to email us if they wish to receive a copy of the audited accounts.

OUR VALUED STAKEHOLDERS

If there is one word that sums up the essence of Focus on the Family, it is *relationships*. Thanks to our partners, donors, volunteers and friends, we remain committed to expanding our reach and impact on families.

Volunteer Mobilization	Volunteers Mobilized	Volunteer Hours
Programs (Speakers & Facilitators)	146	3,885
Events & Operations	154	2,234
Professional Services	49	1,204
Total	349	7,323

Donations	
Number of Donations	851
Number of Donors	441

Estimated Value of Total Volunteer Hours

\$360,240

Percentage of Programs Delivered
by Accredited Volunteers

77%

Amount of Donations

\$1,333,813

We especially appreciate the faithful and generous support of our Corporate Social Responsibility (CSR) partners, who enable us to further our work with families.

CSR Partners:



Far East Organization



NOEL



AsiaMalls



Support Us

We need to raise \$1.6 million in donations for our 2012 Financial Year to meet our projected expenditure of \$2.7 million. Your giving will help us in this crucial work.

Donate online at www.family.org.sg or contact us - we would love to meet you personally to discuss specific projects you could support.



Monday to Friday · 9am - 6pm (*except public holidays*)
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