



**F O  
C U  
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**STEWARDSHIP  
REPORT 2014**

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**FOCUS ON THE FAMILY SINGAPORE**

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## MISSION

*Helping families thrive at different stages and phases of life*

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## CORE STRATEGIES

**PROMOTE**  
*strong families through transformational family life education for the everyday family*

**PARTNER**  
*like-minded individuals and organizations to nurture and support families through programs, resources and counseling*

**PROTECT**  
*the institution of family by being the trusted voice through research and media placements*

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## VISION

*Transformed families, communities and societies*

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## GUIDING PRINCIPLES

THE SANCTITY OF LIFE

THE VALUE OF MALE AND FEMALE

THE PERMANENCE OF MARRIAGE

THE VALUE OF CHILDREN

THE IMPORTANCE OF SOCIAL RESPONSIBILITY

THE IMPORTANCE OF OUTREACH

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# CHAMPIONING FAMILY

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I'd like to record a big THANK YOU to our many supporters and partners who have continued to journey with us in our past FY (Oct'13-Sep'14), and the new supporters and partners who have come alongside us because of your shared belief in the timeless institution of Family.

This has been a year of transitions for Focus on the Family Singapore.

Having joined shortly after the new financial year began in Oct 2013 and thereafter assuming the role of Chairman from founding Chair and Director, Tan Thuan Seng, I have been privileged to experience the unwavering heart of the Board, inspiring passion of the Staff

and personally relevant connections of our Volunteers.

I am glad to report that the team understands the times facing the everyday family, acing yet another year in terms of reach and impact while keeping our commitment to steward wisely the resources entrusted to us. Focus is on mission to **partner** like-minded individuals and organizations to **promote** good family life and **protect** against the escalating threats to family.

Several new initiatives are lined up:

- the newly launched FamChamps movement to raise young champions for Family.

- a holistic family life education framework that incorporates relationship skills, sexual wholeness and values training by life stage.
- raising and recruiting foster and support families for children in need of an intact home.

We look forward to your continued partnership and investment to build Family – the foundation of our home and nation.

*Championing Family,*



Jason Wong  
Board Chairman



INDIVIDUALS REACHED

**31,620**

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**17,070**  
parents

**960**  
couples

**1,340**  
working  
adults

**11,280**  
youth

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**417**

ACTIVITIES

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**198**  
Parenting talks,  
workshops,  
trainings & events

**26**  
Marriage talks,  
workshops &  
coaching

**38**  
Work-Life talks,  
workshops  
& trainings

**155**  
Sexuality &  
Relationship  
talks & workshops

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"I highly recommend this course to all parents. It is amazing how discussions, sharing & testimonies help encourage one another. Fantastic sessions!"

**Patricia Selvarajan**  
*Participated in  
Parenting with Confidence  
(13-19 age module)*



# Date with Dad™

MARCH 8, 2014

DECEMBER 11, 2013  
(prison run)

A dad has tremendous impact on the way his daughter sees herself and on the ideals she should seek in life.

Over these 6 years, *Date with Dad* has provided fathers and daughters an exclusive yet fun time to connect deeply and create lasting memories.

Our prison runs give dads the chance to renew and restore that precious relationship with their daughters.



Watch the event video

SINCE 2009

# 1,411

FATHERS  
& DAUGHTERS

# 132

PRISON INMATES  
& DAUGHTERS

# 122,600

DAD'S GUIDES  
DISTRIBUTED

"I realised at *Date with Dad* that my daughter is no longer a little girl. Hearing her read the poem she penned for me at the event, I was completely in awe and was very touched by what she said. It was a surprise, and probably the most significant moment of all. I'll never forget it."

**Father of a  
16-year-old daughter**

"I didn't want to attend *Date with Dad* initially. I'm glad I did. The time we shared at the event helped me appreciate what my Daddy is doing for me, and I now know that he really treasures, loves and respects me for who I am."

**11-year-old daughter**



Date with Dad (Prison Run)

# ADVENTURE with DAD™

Held in conjunction with *iLight Marina Bay 2014*, *Adventure with Dad* is our first urban father-son camp that challenges ordinary fathers on their extraordinary role of raising sons of honor.

MARCH 22-23, 2014

"This is an absolutely fantastic camp! Well organized, great urban location, experienced & dedicated facilitators, great balance of indoor & outdoor activities for dad & son, highly interactive, fun & educational and most importantly, a few 'aha' moments for me and my son. The camp has certainly brought our relationship to another level."

**Father of 10-year-old son**

"This camp is great and I had a chance to have a better understanding of my father."

**10-year-old son**

# 136

FATHERS & SONS

# 14,200

DAD'S GUIDES  
DISTRIBUTED



Watch the event video





**VOLUNTEERS**

Our family of **492 volunteers** and **113 accredited speakers and facilitators** enabled us to efficiently steward our resources and reach more families.

**4,410**

**VOLUNTEER HOURS**

**47**

**PROFESSIONAL  
CONSULTANCY**

**445**

**EVENTS &  
OPERATIONS**

**RESOURCES**

Through our programs and partners, we distributed **44,280** quality and trustworthy family life resources.

**1,460**

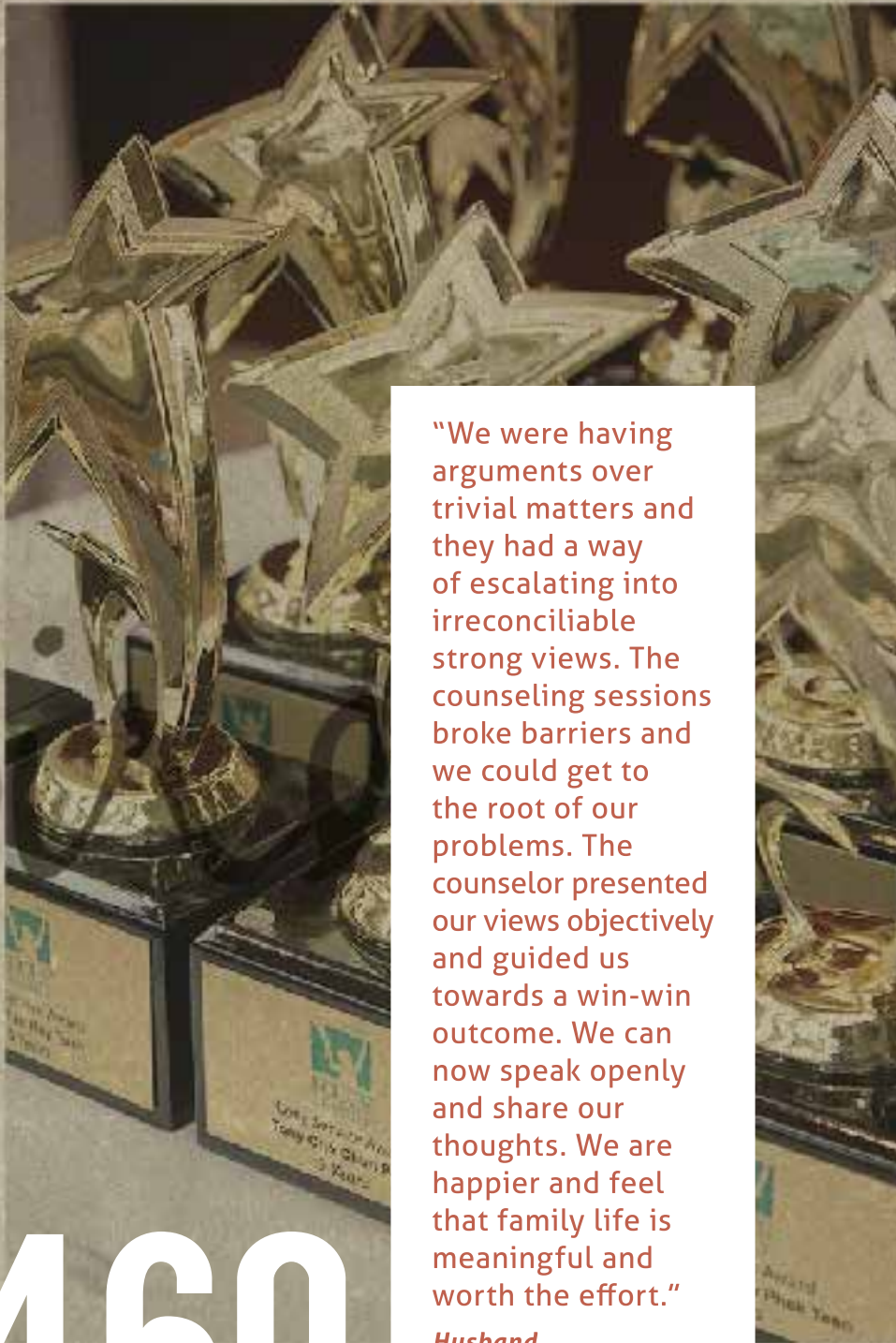
**COUNSELING HOURS**

**302**

**CASES**

**1,108**

**FACE-TO-FACE  
SESSIONS**



"We were having arguments over trivial matters and they had a way of escalating into irreconcilable strong views. The counseling sessions broke barriers and we could get to the root of our problems. The counselor presented our views objectively and guided us towards a win-win outcome. We can now speak openly and share our thoughts. We are happier and feel that family life is meaningful and worth the effort."  
**Husband**

**COUNSELING**

When life gets hard and relationships are strained, our faithful team of **28 professional volunteer counselors** are available to offer hope and help for families.

**65 Corporations and Government Agencies,**  
including:



**125 Community Organizations,**  
including:

- |                                      |                                  |                                       |
|--------------------------------------|----------------------------------|---------------------------------------|
| Anderson Junior College              | Cornerstone Community Church     | Pasir Ris Secondary School            |
| Ang Mo Kio Secondary School          | Cru                              | Raffles Institution                   |
| Anglo-Chinese School (Independent)   | Emmanuel Assembly of God         | River of Life Community Church        |
| Bedok West Primary School            | Family Life Society              | School of the Arts                    |
| Bethesda (Bedok-Tampines) Church     | Gan Eng Seng School              | Singapore Polytechnic                 |
| Bukit Panjang Government High School | Holland Village Methodist Church | St Andrew's Junior College            |
| Cedar Primary School                 | Hope Church Singapore            | St James Church                       |
| Cherie Hearts Elite Tots             | Jurong Junior College            | Wesley Methodist Church               |
| Church of Our Saviour                | Just Kids @ Tampines             | Yio Chu Kang Chapel                   |
|                                      | Kum Yan Methodist Church         | Zion Bishan Bible Presbyterian Church |
|                                      | Parenting United                 |                                       |

**Media Platforms**



## CULTURE ENGAGEMENT

By speaking up in public forums, we aim to inspire and encourage more passionate individuals to champion the cause of Family.

## SPECIAL HIGHLIGHTS

### FEBRUARY 2014

Published an Open Letter, *More Balance Can Help More*, to Health Authorities in response to the Frequently Asked Questions on Sexuality released by the Health Promotion Board

### MAY 2014

Provided feedback with recommendations on *Public Consultation Paper for Internet Parental Controls*

### JUNE 2014

Provided feedback on *Public Consultation Paper on the Interim Recommendations of the Committee for Family Justice*

## OPINION PIECES

# 13

**TREAT MARRIAGE AS  
A VALUABLE INVESTMENT**

**RIGHT DECISIONS LEAD US  
TO RIGHT FEELINGS**

**PARENTS MUST GUIDE CHILDREN  
TO BE DISCERNING USERS OF  
DIGITAL MEDIA**

**LIVING WITH PARTNER  
BEFORE MARRIAGE DIMINISHES  
MARITAL SUCCESS**

**MAKING MARRIAGES STRONGER,  
NOT DIVORCE EASIER**

**FATHERS DESERVE  
MORE RECOGNITION**

**FATHERS ARE IRREPLACEABLE  
DEVELOP COMPASSION IN  
OUR CHILDREN FROM YOUNG**

**BREAKING THE CYCLE  
OF DIVORCE**

#### MEDIA PLACEMENTS

We remain steadfast in our commitment to uphold time-honored family values and offer sound solutions through the media.

28

INTERVIEWS

76

ARTICLES

51

LISTINGS  
& ADVERTORIALS

441

RADIO  
SPOTS

#### CONSTITUENT ENGAGEMENT

# 118,290

VISITS TO [WWW.FAMILY.ORG.SG](http://WWW.FAMILY.ORG.SG)

13,180

VIEWS ON "FOCUS  
ON THE FAMILY" BLOG

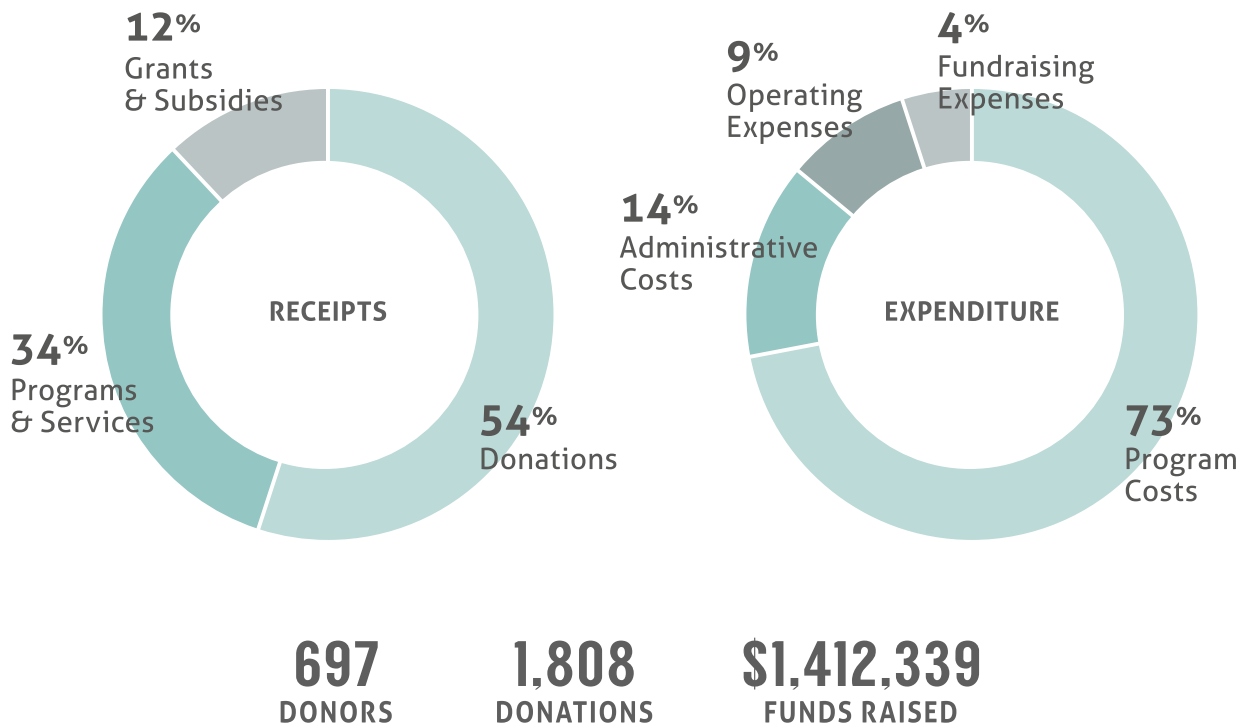
21,220

CONSTITUENTS RECEIVED OUR  
MONTHLY E-NEWSLETTER

4,580

FACEBOOK  
FOLLOWERS

As donations contribute to at least 50% of our annual receipts, we are thankful for the generous support of our friends and partners.



We would like to acknowledge the support of our major corporate donors:

- Dover Rise Ltd
- Lee Foundation
- Lee Kim Tah Foundation
- Lee Welded Mesh Singapore Pte Ltd
- Noel Gifts International Ltd
- Stephen Riady Group of Foundations
- The Shaw Foundation Pte Ltd
- TSA Consultancy Services Pte Ltd

We need to raise **\$2.0 million** in donations for Financial Year 2015 to meet our projected expenditure of \$4.2 million. Your giving will help us in this crucial work.



We will be receiving the matching Care & Share grant over the next two years.

## SUMMARY FINANCIALS

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Focus on the Family Singapore Limited started operations in April 2002. Our status as a donor-supported Institution of a Public Character has been renewed until March 31, 2016. Donations made to Focus will qualify for 250% tax deduction.

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 arise. The fundraising committee is diligent in ensuring long-term financial sustainability and wise stewardship through fundraising activities and strict accountability to the Board. The Board has approved a target reserves level of one year's operating expenditure.

### RECEIPTS

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Donations	54%	\$1,412,339
Programs & Services	34%	\$896,871
Grants & Subsidies	12%	\$324,775
<b>TOTAL</b>	<b>100%</b>	<b>\$2,633,985</b>

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### EXPENDITURE

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Program Costs	73%	\$1,833,616
Administrative Costs	14%	\$352,713
Operating Expenses	9%	\$218,851
Fundraising Expenses	4%	\$104,706
<b>TOTAL</b>	<b>100%</b>	<b>\$2,509,886</b>
<b>Net Surplus/(Deficit)</b>		<b>\$124,099</b>

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### BALANCE SHEET

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Fixed Assets	\$39,065
Inventories	\$29,049
Bank & Cash Balances	\$1,347,251
Receivables	\$112,972
Payables	\$(269,488)
<b>Net Assets</b>	<b>\$1,258,849</b>
Accumulated Fund b/f	<b>\$1,258,849</b>

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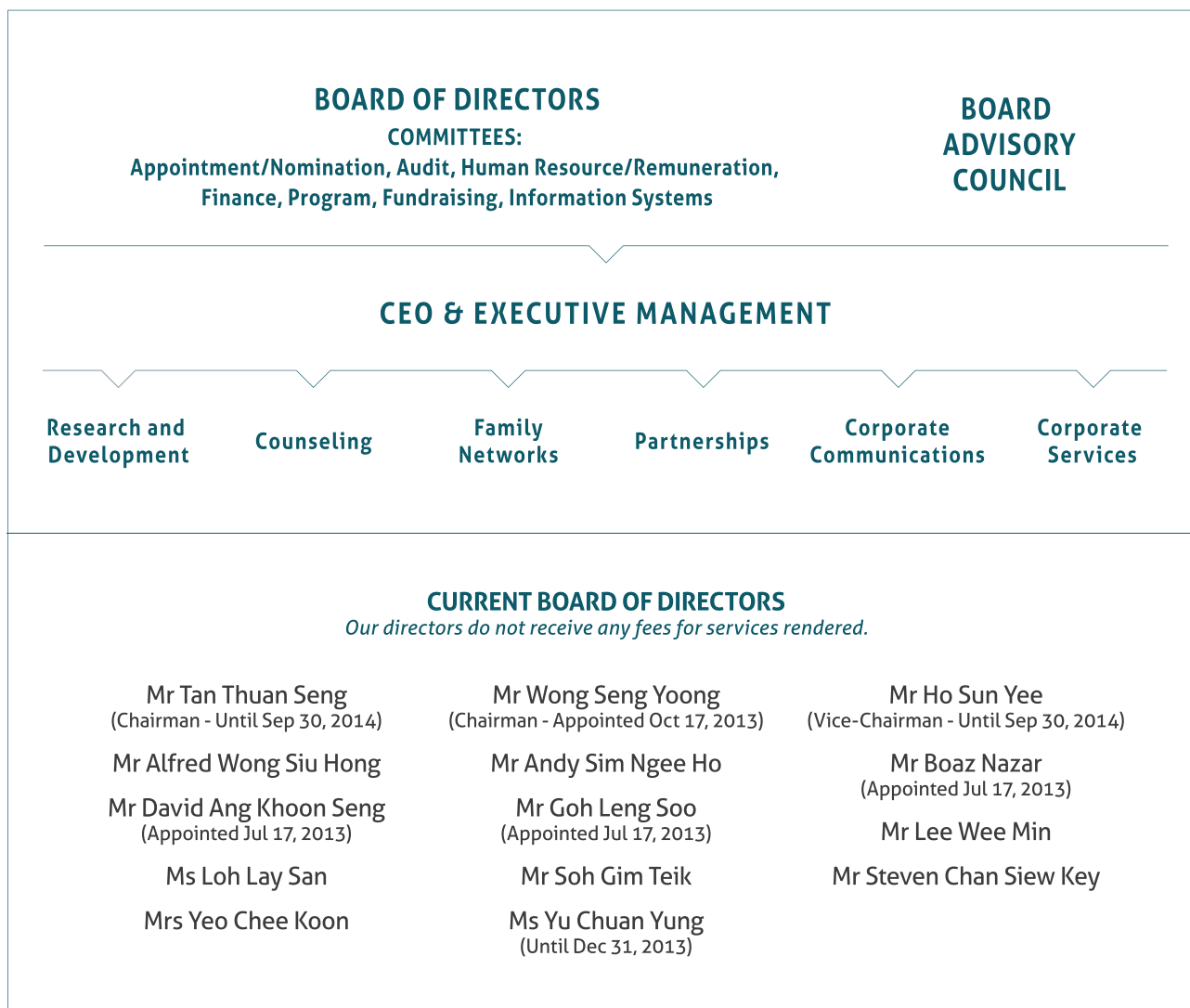
All figures are based on the audited accounts for Financial Year 2014 (October 2013 to September 2014). We invite our stakeholders to email us if they wish to receive a copy of the audited accounts.

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The Board of Directors provides leadership on strategic planning, financial management and resource optimization.

The Board is assisted by various committees comprising board members and professionals, who render their services on a voluntary basis and are not remunerated.

We engage professional internal and external auditors annually to ensure controls and good governance within the organization.



**TOP SALARY BANDS**

**No. of staff**  
*As at Sep 30, 2014*

\$80,001 - \$100,000	1
\$60,001 - \$80,000	4
\$40,001 - \$60,000	11



*Helping Families Thrive™*

[www.family.org.sg](http://www.family.org.sg)



[Facebook.com/focusonthefamily.sg](https://www.facebook.com/focusonthefamily.sg)



[Focusonthefamilysg.wordpress.com](http://Focusonthefamilysg.wordpress.com)

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